



Capability Statement





Our Approach

At THG, we're in the know. We identify opportunities and form strategic partnerships to get the best answer - whether you want an optimum planning approval, to know the economic implications of a piece of infrastructure, or to bring to life a vision for spaces where people live, work and play.

To us, knowledge is not just what's in books.

Our definition of knowledge means we've got access to the latest industry intelligence. Our research identifies the trends and turns information into business intelligence that directly results in improvements to our customers' bottom line.

THG is not only up to date with the newest trends; we're actually creating them through extensive industry research, investment in the best minds and a habit for looking at things creatively.

We know who there is to know.

Knowledge also means that we know who there is to know. We know just who to call, with a wide network of contacts, clients and colleagues. Our contacts extend from government, where we help to create the legislation that frames our client's projects, to leading universities where we cultivate the best talent, through to the best suppliers who work with us to bring projects to fruition.

We want to know our clients.

Knowledge of our industry isn't the only thing that's important to us. We want to know about our clients too. So, we ask. We take the time to find out what our clients want to achieve and then apply our knowledge to making it a success.

We know what's possible.

Knowledge is not just about the here and now; it's also about what's creatively possible. By looking at a project from every angle, we'll find the answer - even if the question looks impossible.



Imagine the power of a landscape plan that's backed by careful environmental research into minimising impact on the surrounding ecosystems.

Or think about the potential of a design for an urban space that looks beyond buildings to how people will interact with structures, spaces and each other.

At THG, we've thought about the possibilities, carefully integrating a combination of skills to create a richer end product. We work closely with economists, urban and graphic designers, surveyors, landscape architects and town planners to deliver projects that are richer and more holistic in terms of community, aesthetics and ultimately result in a better project on completion. We think about who'll live, work and play in the urban and commercial communities we create.

One of the ways our long held vision of "creating special places to live, work and play" is delivered is through our foundation membership of Partners for Livable Communities (Australia). Established 30 years ago in the US, THG are working to bring the experience and skills of this organisation to the Asia Pacific region. Focussing on the seven elements of liveability, we take the time to consider who will take their children to the parks, eat at the restaurants and buy their groceries at the shops. We also think about enterprise – who'll work in the factories, use the latest agribusiness technology and how their communities will coexist with industry.

At THG, we are working towards our vision by bringing together a team who can use their multidisciplinary skills to achieve a sense of symphony across the project.

With 30 years experience in the property industry, we really are in the know. Our unique ability is in taking information and putting it into practice. That's why they call us 'Resource Strategists'.

The following pages...

Outline our skills, our services and our structure, Our people bring together their knowledge in the areas of Planning, Surveying, Economics, Strategy & Research, Urban Design, Marketing and Design and Landscape Architecture to find answers for our clients.



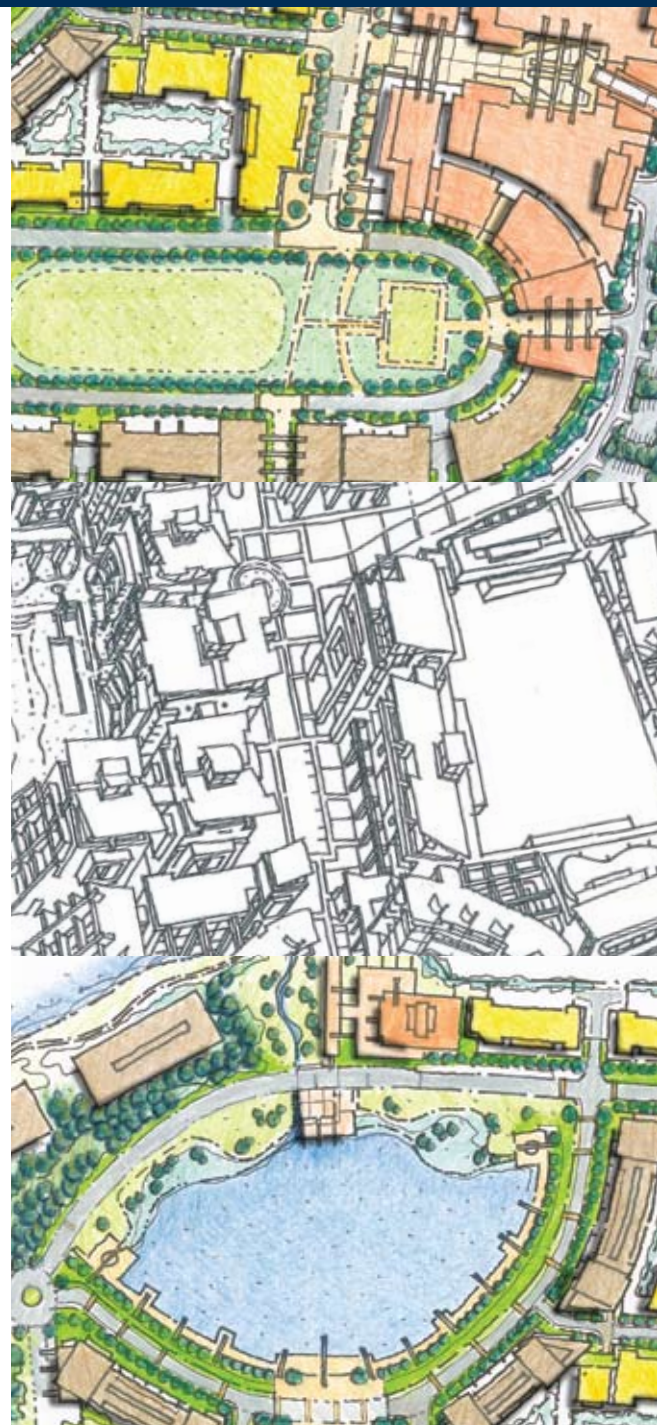
Planning

THG's Planners understand the science behind managing and directing city growth, using their expert knowledge to guide projects through to completion.

THG's network of contacts is the best in the industry. With over 30 years experience behind our Directors and a young, dynamic team dedicated to forming relationships with their peers and colleagues, our web stretches through all levels of government, industry associations and leading universities. Having working relationships with the key decision makers means we're able to get the job done.

We are not only aware of the latest legislation, we are helping to create it through our submissions, applications and analysis, making our mark on the regional plans of our communities.

We are not only aware of what's happening in the industry, we also take the time to get to know our clients by finding out what makes them and their project tick. That way, we can offer our partners the best possible service by tailoring our offering to suit the way they do business, their goals for the project and their personal communication style. We pride ourselves on our relationships with our clients and we're still working with people who've known us for 30 years.





Social Planning

For THG, social planning is a highly collaborative process centred around meaningful stakeholder engagement and evidence based research resulting in high level policy and strategy development. Our goal is to create special places to live, work and play by asking the experts - those who live in these spaces - just what it means to belong there.

We source a variety of inputs to guide project planners and designers through the development of robust design considerations, encouraging them to consider detailed user requirements for each project.

We have successfully completed complex projects in a wide variety of urban environments, as well as for specialist buildings, such as medical facilities and passenger terminals.

Our team have been involved with a wide variety of projects, including:

- Metropolitan and city-wide visioning
- City centre and town centre revitalisation and action planning
- Remote communities – retention and attraction strategies
- Urban parks – planning new parks and revitalising existing ones
- Waterfront precincts – planning new waterfront precincts and renewing existing ones
- Commissioned urban quality of life research and urban literature reviews
- Hospitals and health facilities – evidence-based design considerations
- Airports and cruise passenger terminals – upgrade planning
- Culture and the Visitor Experience



Surveying

Surveying is our traditional area of expertise, but there is nothing traditional about the way we use spatial information to frame sustainable communities. Working with the best local talent and cutting edge tools, THG goes beyond the expected to deliver spatial solutions that are one step ahead.

Licensed in QLD and NSW, there's not many surveying requirements we can't meet for our clients. With access to survey resources at our fingertips and the latest equipment and instruments, our partners can be assured of the most accurate and timely result.

Our surveyors have expertise in:

Project Survey Management

- Cadastral surveying
- Construction surveying
- Data capture and processing

Tenure

- Titling strategies
- Due diligence
- Data sourcing
- Spatial mapping

Visualisation

- Photo realisation
- Fly over / drive through videos (animated)
- Model construction





StoneRidge Residential Subdivision

Services: Urban Design, Planning, Surveying, MaD
Client: Stockland

Stone Ridge is a 606-lot residential development located in the heart of Moreton Bay. The proximity to Brisbane and other regional centres, coupled with the region's diversity, relaxed lifestyle, superb climate and affordable cost of living is attracting significant numbers of new residents.

THG, along with the development team, have ensured that while the highest quality ecological features of the site have been retained in the Urban Ecological Corridor (UEC), opportunities for residential housing for various levels of the market has been provided. The total number of small lots approved for the subject site resulted from extensive consultation with Council staff regarding the layout of the development. THG continues to provide planning and urban design services to Stockland who purchased the site in 2010.



Urban Design

Urban designers unlock the potential of space to create place. At THG, we consider and understand social, economic, physical and environmental constraints and opportunities to design spatial frameworks that create liveable communities.

THG's urban designers work with our clients to provide the optimal urban outcome to suit their needs by considering the symphony of the project, a broader concept that encompasses all elements of a development – how buildings are positioned, how they interact with other structures and how physical elements are augmented by the natural elements. Complimenting the services provided by architects to create a richer product, the two disciplines work side by side to ensure there is a smooth interface between the buildings and the public space.

Project type influences how Urban Design can benefit a development. Greenfield master-planned communities require an injection of community spirit and convenient access to a range of elements. Mixed use built form infill projects focus on the design of a robust public space system and must harmonise with the project architecture.

Urban Design combines design, planning, environment and urban and social research to create context and meaning for a development - giving people a reason to live, work and play there.



Blackwater Mining Community

Services: Urban Design, ESR
Client: Qantac

THG worked with a mining community in Blackwater to establish a more permanent and flexible urban configuration that moved away from the typical mining camp typology.

Working with the UDLA to de-institutionalise these facilities and promote more permanent urban fabric

played a key role in supporting the towns within which the mining facility was located.

The urban design framework developed for the site is based on the principle that investment in infrastructure should promote a positive urban lifestyle in the short term, but should also consider the long term requirements when mining operations are completed.



Tivoli Sports Field Masterplan

Services: Planning and Landscape Architecture
Client: Ipswich City Council

THG is part of the project team for the masterplan development and subsequent detailed landscape design for the Tivoli Sports Field, located near Ipswich on the Bremer River.

Crime prevention strategies and water sensitive design principles have been integrated into the

project and include bio filtration and retention systems, irrigation, re-vegetation and stabilization to banks of the Bremer River, as well as board walk and pontoon design.

Creating a long term vision for the master plan, THG have identified not only what the project should look like but how it should function into the future. This has meant ensuring access to a comprehensive range of active and passive recreational activities that reflect the diverse culture of the area and providing opportunities for community interaction.



Landscape Architecture

THG's Landscape Architects combine creativity with practicality to craft beautiful and enjoyable outdoor spaces that encourage community interaction.

We help to create liveable communities by combining creative and practical design solutions that consider natural systems and provide aesthetic and interactive environments to live, work and play.

THG'S Landscape Architects form an integral part of our wider multi-disciplinary team, working closely with economists, urban and graphic designers, surveyors and town planners to deliver projects that are richer and more holistic in terms of community, aesthetics and ultimately result in a better project on completion.

Our experienced team have worked on projects spanning industries and scale, including

- Residential and private residential;
- Commercial;
- Educational;
- Infrastructure;
- Multi residential;
- Open space parkland;
- Public space;

- Streetscape;
- Water management;
- Revegetation; and
- Mining accommodation.

THG offers a comprehensive Landscape Architectural service encompassing:

- Site analysis;
- Site planning;
- Landscape master-plans – including identification and analysis of area intents, open space areas, ecological corridors and revegetation areas;
- Landscape Intent – including hardscape and plant palette and precinct plans;
- Concept design;
- Design development;
- Plant selection and planting plans;
- Hardscape drawings;
- Detailed design;
- Specification preparation;
- Construction documentation;
- Operational Works submissions;
- Cost planning;
- Tender preparation;
- Tender assessment;
- Contract administration; and
- Construction supervision.



Economics, Strategy & Research

THG's Economics, Strategy and Research (ESR) team understand the property market beyond bricks and mortar.

We offer our clients an economic and socially viable advantage by considering the intricacies of a project's impact on a community and analysing how the demographic changes will impact market demand. This intimate understanding of the market beyond the raw data allows us to integrate economic analysis with social considerations to enhance project outcomes and fully capitalize on opportunities.

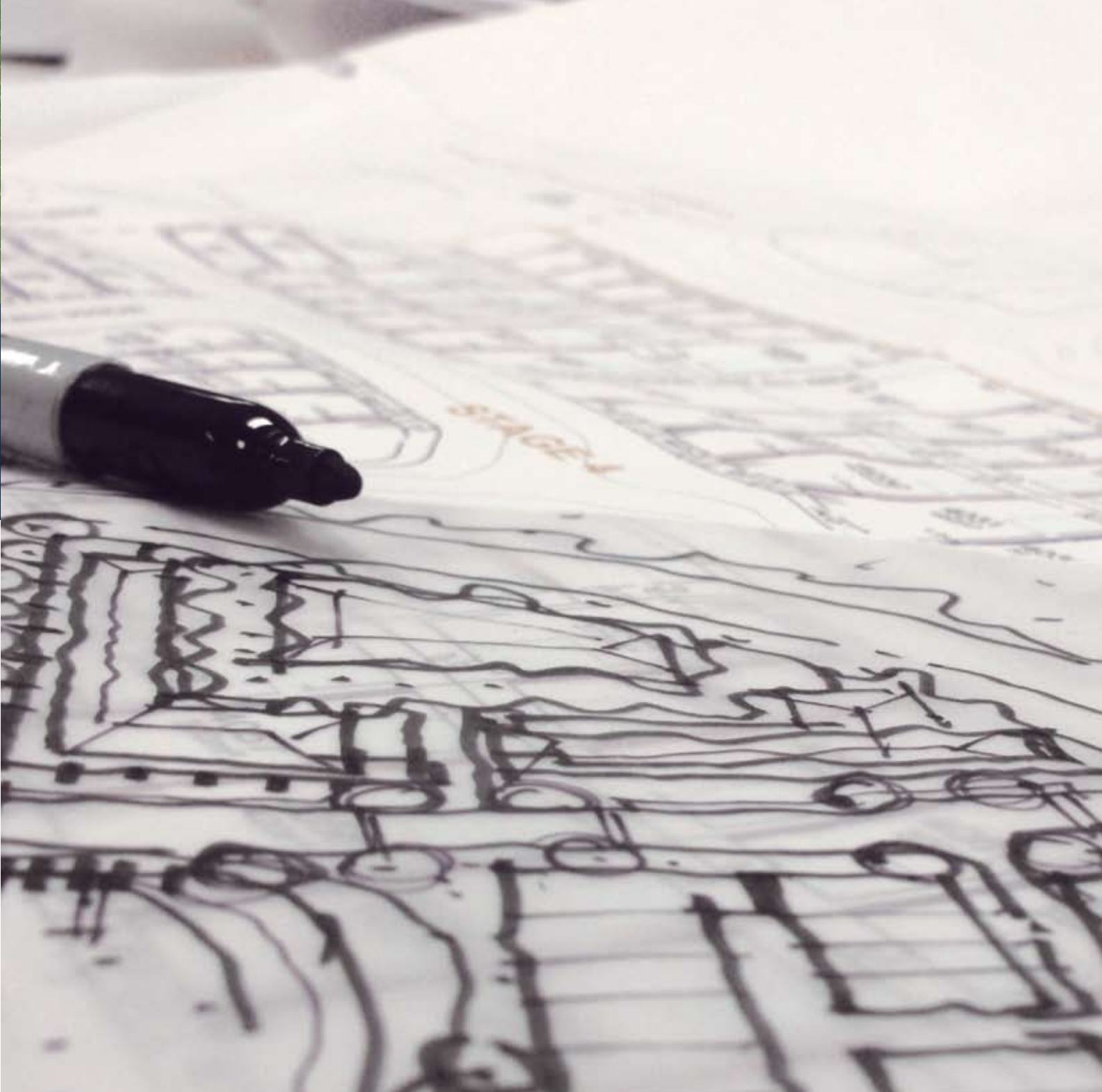
Our core areas of expertise include Economic Impact and Needs Assessments, which inform the public and private sector of the economic benefits of and need for specific projects. We also provide Social Impact and Needs Assessments to proactively identify how a project has been designed to benefit the community socially. Through our other expertise such as Retail/Commercial Analysis, we can analyse and justify sufficient demand to viably support proposed facilities and amenities, also reducing the client's risk. Similarly, Economic Profiling and Trend Analysis determines future demand and supply levels in a market to demonstrate how projects and initiatives compliment an area's economic development strategy.

Our ESR team also excels in research and can identify the structure and characteristics of a defined population to determine the need for future services and facilities through Demographic Profiling and Trend Analysis. The optimal price point for a project or product is also crucial for success and can be achieved through Pricing Assessments. In addition, a Market Take Up Assessment and Staging Strategy will greatly mitigate the risk inherent in the marketing of any product.

Through the combination of detailed economic and demographic profiles, with site and location specific data, our team can analyse what product best suits specific sites, through a Determination of Site Specific Product Type/Likely Purchaser Profiling.

Our team also provides the opportunity to use economic, social and strategic planning arguments through a Strategic Policy Response to create a persuasive submission and response to local, state and federal policy directions. This can involve but is not limited to reviews of the housing affordability strategy, expansion of urban footprints, or site specific designation changes.

THG Economics, Strategy and Research offer our clients a diverse array of services but our primary remit is the provision of information that, when capitalised on, can reduce risk for and increase the success of our clients.



NRAS Impact Study

Services: Economics, Strategy and Research, MaD
Client: Aspire Property Group

Our Economics, Strategy and Research team was appointed to research and create a report on the impact of the National Rental Affordability Scheme (NRAS). From the complex report, THG was then asked to create a press release to raise awareness and understanding of the impact.

The benefit of THG's unique mix of industry experts allows our Economists to work with our Marketing and Communications team, to research and produce various forms of communication about the same topic for different audiences. This resulted in both a high level report for the client as well as media coverage of the important issue.

Liaising directly with a targeted group of media contacts, THG offered an easily digestible and accessible view of the impact welcomed by the general public.



Marketing & Design

THG Marketing and Design (MaD) can provide highly strategic marketing and design advice with an equal focus on the strategy and the aesthetic.

THG Marketing and Design (MaD) believe the benefits of building a sustainable brand augments the traditional role of sales, providing a dynamic reason for customers to engage with your product. The value of branding has long been acknowledged, and determining who your customers are is the first step in developing a comprehensive marketing plan that speaks to them in the language and channels they respond most positively to, resulting in more sales and more profit.

THG Marketing and Design (MaD) specialises in marketing and branding advice with an equal focus on strategy, aesthetics and economic research.

Applying the concept of 'design thinking' across our projects, THG MaD places heavy emphasis on the end user in the campaigns we create. Communication of your message is our primary goal, with strong ideas underpinning our marketing and design approach.

THG MaD is able to offer a complete suite of marketing and design solutions, from strategy development to copywriting and design implementation through THG's one-stop-shop property development delivery model.

THG MaD access the wider skill set offered by THG, particularly Economics, Strategy and Research.

This collaboration combines extensive market research capabilities with proven marketing and design techniques to ensure your project is economically and socially viable when appealing to your target audience. This is combined with expertise in project management and psychology, which provides our clients with a unique thought process when developing marketing strategies and campaigns.

Initially established to enhance the service offered to THG's property clients, the THG MaD team have international experience working on projects small and large in Australia, the UK, Europe and Central Africa in industries including retail, education and tourism, and industrial, commercial and retail property. With skill sets ranging from communications, PR, marketing, psychology, design, research, economics, project management and sales, our team are more than equipped to deliver marketing strategies that deliver on your goals.



Industry Sentiment Survey - Media and Events

Services: Economics, Strategy and Research, MaD
Client: Queensland Property Industry

With the forecast of Queensland's property market in a constant state of flux with varying daily reports, THG decided it was time to find out what the property industry participants believed was the future of the market. Teaming up with a leading Brisbane law firm, we created an Industry Sentiment Survey about the Queensland property industry.

THG worked to create media alerts and releases about the survey findings, with our Economist gaining interviews and coverage on Sky Business News, ABC Radio, the Courier Mail and a variety of Quest regional publications. To launch the event, THG and on eof Brisbane leading law firms hosted a breakfast function to present the information and initiate a discussion about an industry wide solution to the problem.



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**If you'd like to learn more about forming
a strategic partnership with THG, visit
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Heilbronn & Partners trading as
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