



CONICS Award for MASTER PLANNED COMMUNITIES AWARD

This award is for a master planned community where no less than 250 dwellings have been completed.

1. ECONOMIC AND FINANCIAL FACTORS

Provide an overview of the:

- Revenue and profit created for developer (measured through margin on cost, IRR);
- Value creation as measured by - rate of sale, price premium against similar product in comparable locations, price escalation;
- Marketing and sales success (total sales, sales rates, market share); sales centre operations.

2. PROJECT VISION AND INNOVATION

Describe, using specific examples, the ways in which the development displays innovation in the project concept and in overcoming site or development complexities.

3. CORPORATE SOCIAL RESPONSIBILITY

Describe how the development demonstrates tangible economic, environmental and social dividends.

4. QUALITY OF DESIGN AND FINISH

Briefly describe how the development has achieved the following:

- Master plan excellence: quality of design solution
- Innovative planning and design features
- Innovations in civil, building and landscape construction
- Use of appropriate/innovative materials
- Quality of public realm and civic spaces
- Design review processes
- Crime prevention through environmental design

5. ADAPTABILITY

Outline how the flexibility of the master plan allowed adjustments to changing circumstances e.g. new space demands, new technologies, resource scarcity.

Identify specific examples, from the development, of mixed use components.



6. FACILITIES AND SERVICES FOR RESIDENTS

Briefly describe how the development accommodates for the following:

- Community, health and education services
- Emergency services
- Employment
- Retail
- Recreation and open space
- Pedestrian and cycle facilities
- Other 'lifestyle' amenities, e.g. golf courses
- Facilities for special needs groups (youth, seniors, disabled)
- Community programs
- Community governance
- Facilities for home-based workers
- Affordable housing
- Transport choices (public transport, community transport, car and van pooling)

7. USER SATISFACTION

Describe, using testimonials from a variety of stakeholders, the extent to which the development has a proven high satisfaction level of all users - measured through surveys and number of repeat purchases; community engagement strategies, community consultation, how consumer needs and aspirations were met.

8. INDUSTRY PERCEPTION

Describe, using testimonials from a variety of stakeholders, the extent to which the development is considered a success by the property marketplace.

9. OPERATION AND MAINTENANCE

Provide a summary of results achieved, demonstrating the developments operational efficiency.