



Eagle Lighting Australia  
Award for Best Master  
Planned Community  
**2015 Award Criteria**

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# Eagle Lighting Australia Award for Best Master Planned Community

## Award Criteria

This award is for a master planned community.

Eligible entrants will be master planned communities that have been completed in the previous five years, have been operating for at least one year as at 31 December 2014 and have not previously won the Award. Also where the development is multi staged the entrant may nominate a completed stage and will be awarded on the basis of the completed stage only. The entrant may also further stages as they are completed in future awards but will only be recognised for those nominated stages not previous ones.

The award is open to members of the Property Council of Australia only.

Innovation in your responses should be clearly expressed.

## Judging Criteria

### 1 ECONOMIC AND FINANCIAL FACTORS – 20% WEIGHTING

Provide an overview of the:

- Revenue and profit created for a 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 – 10% WEIGHTING

Describe, using specific examples, the ways in which the development displays innovation in the project concept and in overcoming site or development complexities. This should be described as a point of difference.

### 3 CORPORATE SOCIAL RESPONSIBILITY – 10% WEIGHTING

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

### 4 QUALITY OF DESIGN AND FINISH – 10% WEIGHTING

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

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## 5 ADAPTABILITY – 10% WEIGHTING

Outline how the flexibility of the master plan allowed adjustments to changing circumstances e.g. new space demands, new technologies, resource scarcity. This should be described as a point of difference.

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

## 6 FACILITIES AND SERVICES FOR RESIDENTS – 10% WEIGHTING

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 – 10% WEIGHTING

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 – 10% WEIGHTING

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 – 10% WEIGHTING

Provide a summary of results achieved, demonstrating the developments operational efficiency. This should be described as a point of difference.

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## Conditions of Entry

- Entry in the Property Council of Australia/Rider Levett Bucknall Innovation & Excellence Awards costs \$1,100 (including GST) per nomination.
- Nominated companies must be a Property Council of Australia member.
- We welcome both self-nomination and third party nominations.
- All entries must be submitted via the online Nomination Form.
- Entries must stick to the word limit on the online nomination form. Nominees are reminded that judges will not take into account formatting or presentation of entries.
- Nominees must include 4-6 images to support their submission. Other material relevant to support the application may also be uploaded as an Appendix.
- All nominees should be prepared to attend a site inspection with the judges, should it be deemed necessary.
- All nominations and contents will remain the property of the Property Council of Australia.
- Please note entries are exclusive to the Property Council of Australia Innovation & Excellence Awards and no details private or professional will be distributed to outside contacts.
- The judge's decision is final and no communication will be entered into concerning the final decision.
- The Property Council of Australia reserves the right to publish the results and winner details.
- The finalists should be available to attend the presentation ceremony at the Property Council of Australia/Rider Levett Bucknall Innovation & Excellence Awards Gala Dinner to be held in Sydney on Friday, 1 May 2015.
- All entries must be received by 5:00 pm on Friday, 28 November 2014.