

BST APPOINTMENT **Anvil Creek, Hunter Valley, NSW**
Date: **April 2005**
Project: **Integrated Residential Development**



Where: Hunter Valley, NSW
When: 2005 to Ongoing
Size: 400 ha (1000 acres)
Proj Cost: \$100M

BST Consulting is pleased to announce its appointment as [Specialist Development and Operations Consultant](#) to the Anvil Creek Development. Stuart Lobley CEO of BST Consulting said today that he "was delighted to see BST appointed to assist with the Development of Anvil Creek which will be one of the most significant and exciting projects in the region."

"We have been appointed to prepare [Project & Performance Briefs](#) and then to assist with [Design Briefing](#) and [Operations Management](#) from the [Design](#) and [Construction](#) Phases through to the [Operational](#) Phases of the project. BST's [TB Methodology](#) for developments such as these will be driven by detailed [User Needs Workshops](#) and [Analysis](#). The Briefs will provide [interrelationship](#) and overall [design criteria](#) as well as management's vision and corporate objectives for the project" he added.

"These Briefs form the basis for all [detailed design development](#) by the Architects, Interior Designers, Services & IT Consultants and will allow BST to [monitor](#) and [overview](#) the Design Process from an [operational perspective](#)", he said.

The [Hunter Region](#) in New South Wales is approximately [2 hours north](#) of Sydney. Its population is approximately 530,000 with the average age being 37 (ABS, Census 2001). The hunter Valley, in conjunction with Newcastle, are seen as the [main tourism drivers](#) of the overall Hunter Region.

[Local and State Governments](#) see the development of the Hunter Region as a means to [relieve growth pressures](#) on Newcastle and Sydney, assisting in the [decentralisation](#) of the State. Further, Tourism NSW and regional operators are cognisant of the need to [revitalise](#) the region by [boosting its image](#) from wine tourism to a wine, golfing and leisure destination.

The development at Anvil Creek will [enhance](#) this market, providing additional tourism and residential focus for the Hunter Valley.

The development consists of an 18 hole golf course (Graham Marsh), approximately 1000 new residences, 300 hotel rooms (4 star), conference, food & beverage, commercial, retail, educational and community facilities. Using BST's T8 model, the development will be [fully integrated](#) to [minimise infrastructure](#) and [maximise operational efficiencies](#) thus [minimising capital and operational costs](#).

BST Consulting (Breadmore Soust Tobin & Associates Pty. Ltd.)

As background, BST have created some of Australia's [leading leisure and hospitality facilities](#) using [methodologies](#) that allow comprehensive pre-planning from the ground up to the final operating solution.

Throughout an entire project, BST's role is to ensure that the design of the facilities meets both the [client's vision](#) as well as [operational integrity](#) in terms of efficiency and functionality. Through many years of "hands on" [experience](#), BST is able to view each project or development from the perspective of the operators and owners, to ensure user and customer satisfaction whilst sustaining a [profitable, efficient and competitive business](#).

From project inception, [BST's T8 methodology](#) can assist with [feasibility studies](#) and [pre-planning](#) of the hotel, hospitality and leisure facilities to determine basic configurations, style, marketability and financial pre-planning.

BST's methodology also provides both a [Design Brief](#) that allows the Architects and Designers to design a solution right first time and an [Operational Brief](#) which encompasses the client's detailed expectations and requirements and provides the selection criteria for potential operators.

Once operations are up and running, BST can assist with all aspects of the operation and facilities including audits, facility assessment, branding, marketing, customer satisfaction, profitability, efficiency, technology, training. BST can [streamline](#) operations as well as enhance the business through tourism information, marketing and promotional activities to attract the target audience.

Further information can be found at www.bstconsulting.com.au or by contacting Sally Davey at sally@bstconsulting.com.au