

BST APPOINTMENT

University Hill, Bundoora, VIC

Date:

November 2005

Project:

Integrated Development



Where:	Bundoora, VIC
When:	2005 to Ongoing
Size:	104 ha (255 acres)
Proj Cost:	\$1000M

BST Consulting is pleased to announce its appointment as [Specialist Development and Operations Consultant](#) to the University Hill, Bundoora Development. Stuart Lobley CEO of BST Consulting said today that he "was delighted to see BST appointed to assist MAB Corporation with their development at University Hill as it is one of the most significant and exciting projects in the key northern corridor region of Melbourne."

"We have been initially appointed to assist with the [analysis and feasibility](#) of the Hospitality and Tourism Precinct within the overall project. BST's role will be to carry out an [investigation and audit](#) of the local tourism, hospitality and accommodation markets through market research, local and regional investigations, utilising our extensive tourism accommodation and operational experience and BST's [HATS](#) (Hotel Accommodation and Tourism System) modelling system".

"The [Feasibility Report](#) will also provide recommendations on the types, standards and structures for the hospitality and tourism components as well as preliminary [financial modelling](#) for the hotel, conferencing and associated food & beverage operations".

"Subsequent stages will utilise BST's [T8 Methodology](#) for developments such as these, driven by detailed [User Needs Workshops](#) and [Analysis](#) and resulting in detailed [Project & Performance Briefs](#)".

"The Briefs will provide [interrelationship](#) and overall [design criteria](#) as well as management's vision and corporate objectives for the project and will form the basis for subsequent [detailed design development](#) by the Architects, Interior Designers, Services & IT Consultants as well as allowing BST to [monitor](#) and [overview](#) the design process from an [operational perspective](#)", he said.

The University Hill project is a new [world class integrated development](#) by MAB Corporation and will be a significant development for Victoria with special consideration and support being provided by the Victorian State Government and the City of Whittlesea.

The 104 hectares (255 acres) site is located 18km northeast of Melbourne CBD on Plenty Road, Bundoora and is bordered by RMIT University, the Plenty Gorge Parklands and the Metropolitan Ring Road providing a unique opportunity to create an integrated development catering for corporate, commercial, industrial, community, residential, hospitality and leisure activities.

With the input of nearly a billion dollars, the old Janefield site will be transformed into an integrated (mixed use) development with a town centre, business parks, shopping precincts, parks, leisure precincts, student accommodation, hotel accommodation and residential housing in addition to interfacing and access to the magnificent Plenty Gorge Parklands.

The 10 year development will prove a massive boost to the local economy, effectively creating a city within a city, adding vitality, jobs and a new lifestyle for the northern areas of Melbourne, whilst generating more than 3500 jobs. For the projected 4000 residents, the new city will provide the ability to “work, live and play” in one sustainable community.

The town centre will include a supermarket and a major brand outlet store called Brand Junction, as well as up to 60 speciality stores, while the main street will have a cosmopolitan feel with retail outlets combined with restaurants, cafes and bars. The nearby RMIT University will also be linked to the town centre, providing easy access for students and staff.

Business parks will be prominent, with two “state of the art” parks located at the northern and southern points of the development which are expected to attract the best in business including Australia Post and Siemens VDO, the world’s largest automotive component manufacturers who have committed to the site and who have started construction of their \$100 million plant.

The residential element at University Hill will include a range of townhouses, apartments and quality detached housing, a total of 1500 homes generally around the Plenty Gorge and surrounding parkland and will include existing heritage buildings which will be redeveloped into deluxe housing.

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

