

Market Analysis

Social Research

Feasibility

Evaluation

Consulting

Fact file

Australia leads the world on coal consumption, at 7.2 short tons per capita.

Newcastle is the world's largest coal loading port.

Australia is second only to Romania for proven reserves of coal per capita.

Nine Notables

Is 'nine' a good number? We think so. That's because we find that we have contributed to **nine** of the projects that are recognised in the 2007 UDIA NSW Landcom Awards for Excellence.

We have contributed to projects in almost every category by providing market information, testing masterplan concepts or house designs, or preparing planning documents such as a Social Equity Plan.

Here are the 'Notable Nine'.

- Magenta Shores (Mirvac): Nominee for Masterplanned Residential Lifestyle Development; Nominee, Sustainability
- Murrays Beach, Wallarah Peninsula (Stockland): Nominee for Masterplanned Residential Lifestyle Development; Winner, Marketing

- Botanica, Lidcombe (Australand): Winner, Residential Development, 50+ lots
- Pavilion on the Park, Presons (Allam Homes): Winner, Medium Density Housing
- Park Central, Campbelltown (Landcom): Nominee, Medium Density Housing
- Discovery Point, Wolli Creek (Australand): Winner, High Density Housing
- Waterside, Penrith (Stockland): Commendation, Sustainability
- Bayswood, Vincentia (Stockland): Nominee, Concept Design
- Riverwalk, Ermington (Stockland): Nominee, Marketing

Congratulations everyone!



More than money in Main Street shops

The traditional Main Street shopping strip has long been under pressure with the proliferation of malls and 'big box' retailers. Main street strips continue to fight back.

Environmetrics has looked at how new retail developments in existing strips can liven up a suburb's main street. The challenge is to understand the social value that main streets bring to a suburb and how that integrates with viable and complementary retail.

In a recent study in an established Sydney suburb we considered the commercial potential of a proposed development and also the social impacts.



Census analysis allows us to focus on precise catchment areas (sometimes down to particular residential blocks) to understand the local market. Combined with on-the-ground assessments of the retail character we can confidently assess and help shape the impact of new retail developments.

New retail developments must remain sensitive to the local character and find the right balance between 'destinational' (an influx of new shoppers to the area) and 'situational' (catering to the needs and attitudes of locals).



Desperate Housewives go to market

Leisure

Arts + Culture

Travel + Toursim

Housing

Communication

Through our ongoing research in the housing market we know that the look and design of the homes from the television program ***Desperate Housewives*** is reflected in the design of Australian homes.

The program also highlights how Americans (and Australians) are changing how they eat and shop. In one episode several of the characters met at the local farmers market. In Australia, Farmers Market have grown from a handful ten years ago to well over 100.

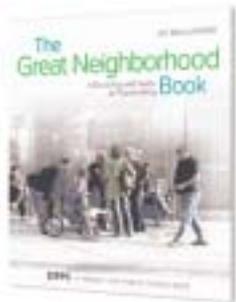
The core of the market experience is the relaxed fresh-air pleasure of browsing through fresh, natural and organic food. The move toward organic food is huge with growth estimated up to 30% per year accounting for global sales of \$US 31 billion.



How we shop is changing. The big weekly shop is being supplemented by smaller meal-based purchases. Our supermarkets and shopping centres are adapting to cater to these new behaviours and household demographics. From inner city areas to suburban frontiers the butcher shop, bakery and green grocer are re-emerging, even as outdoor markets continue to spring up.

Find your closest local market at: www.farmersmarkets.com.au/.

Book Review

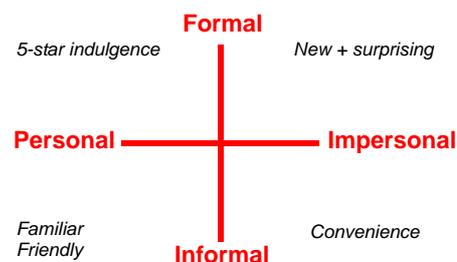


The Great Neighborhood Book by Jay Walljasper, explains how any community can be improved and enlivened by the people who live there. Through real-life stories, this book addresses such challenges as traffic control, crime, comfort and safety, and developing economic vitality.

Easy to absorb case studies point at the lessons learnt from effective place making around the world.

F+B Market Analysis

A handy tool for deciding the viability of a new F+B positioning is the **Environmetrics F+B Model**. This model relates dimensions like Formal–Informal; Personal–Impersonal; Expensive–Economy; Challenge–Comfort and more.



What will work for your location and your clients? What's the best positioning?

This Model helps you gather the right information and work through the issues to decide the best market positioning for your new venture. Are your users ready for something a bit more challenging?



Where are your competitors positioned? You can use the **Environmetrics F+B Model** to identify market opportunities.