


CAPABILITY STATEMENT

Bridging the gap

between planning, economics
and property advisory

CELEBRATING
30 YEARS



**THE SUCCESSFUL REVITALISATION
OF AN AREA DRAWS UPON THE
COMPLEX INTERRELATIONS BETWEEN
STRATEGIC PLANNING, COMMERCIAL
INTELLIGENCE AND ECONOMIC KNOW-
HOW. HILLPDA'S KNOWLEDGE AND
EXPERIENCE IN SYNERGISING THESE
FACTORS ALLOWS US TO CREATE THE
VALUABLE DIFFERENCE.**

MARTIN HILL, DIRECTOR

OUR EXPERTISE

HillPDA is a leading provider of independent strategic planning, economic, development advisory and valuation services.

Our focus is to provide our clients across all levels of the public and private sectors with value-adding and timely services. Our experience ranges from informing regional-wide level planning frameworks for Government through to detailed site-specific investigations for developers, landowners and investors.

Our multidisciplinary team of planners, geographers, land economists and valuers strive to be thought leaders, driving better practice and influencing change.

Our collaboration of disciplines and breadth of industry experience, coupled with our passions for our work and reputation, see us as an industry leader that delivers creative and commercially viable outcomes for our clients, in harmony with community needs and expectations.

Over the past 30 years, we have built our reputation as trusted independent advisors with an ability to bridge the understanding gap between economics and planning. We have also repeatedly demonstrated our ability to be innovative and creative thinkers.

This is evidenced by our work in developing an industry standard for feasibility modelling (EstateMaster), our policy work developing innovative ways to encourage affordable housing and value capture for funding of community infrastructure. We have also been innovators in econometric modelling including retail expenditure and employment land demand modelling.

We stand proud of our contributions to bridging the gap between planning and economics and how we can bridge that gap of understanding.

Urban & Retail Economics
Planning
Valuation & Feasibility
Investment & Development Advisory

URBAN & RETAIL ECONOMICS

Our economic team offer a large range of urban and retail economic services which is supported by considerable experience, industry accepted in-house economic modelling tools and capabilities.

Our comprehensive economic analysis and forecasts have helped our clients across the public and private sectors make better policy, strategy and property decisions.

Our integrity and commercial thinking are embodied in economic analysis. We act as an honest broker to protect the public interest and balance on an evidence basis the demands and needs of development industry.

BOASTING A REPUTATION AS TRUSTED, RESPECTED AND INDEPENDENT ECONOMIC ADVISORS, OUR EXPERTS UNDERSTAND THE MOTIVATIONS AND RISKS OF THE PUBLIC AND PRIVATE SECTOR.

SHAPING TOMORROWS CITIES AND TOWNS TODAY.

- Property Market Research & Forecasting
- Economic Appraisals (cost benefit analysis)
- Economic Impact Assessments
- Highest and Best Use Assessment
- Financial Modelling & Auditing
- Value Uplift & Value Capture Modelling
- Retail Economics
- Commercial Centres & Employment Lands Strategies
- Housing Market, Diversity and Affordability Studies
- Project Evaluation and Business Cases
- Tender Assessment & Negotiations
- Hotel & Tourism studies
- Expert Witness & Peer Review

PLANNING

HillPDA's planning team integrate commercial realism, innovation and deliverability when developing solutions to complex planning problems.

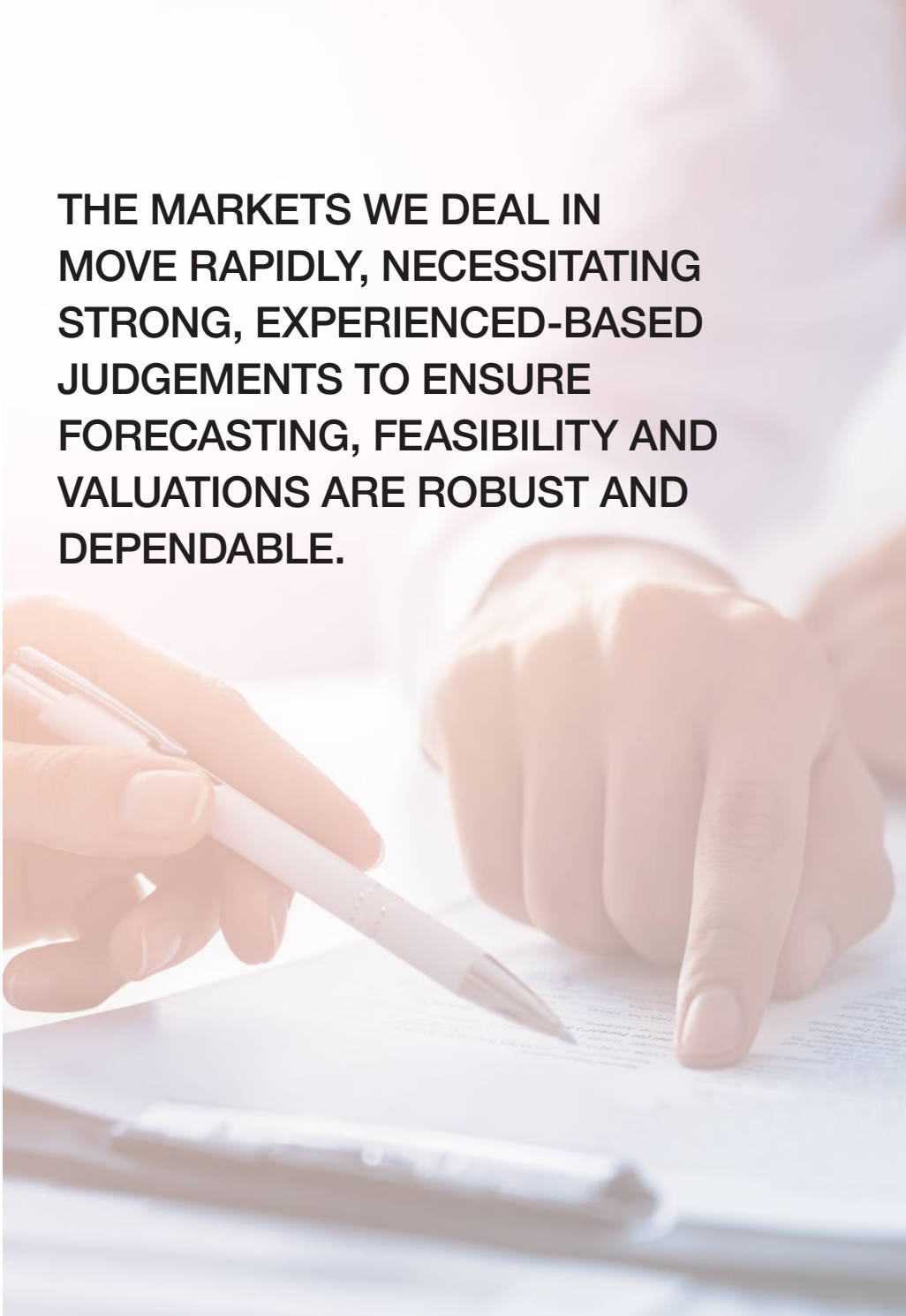
Our experts in statutory and strategic planning, urban economics, stakeholder engagement and social infrastructure have been assisting the public and private sectors for over 30 years and have collectively earned a reputation for providing high quality and value-added services.

Our collaborative approach ensures the process is enjoyable, solutions are customised and ideas sharing is valued.

- Housing Strategies
- Affordable Housing Studies
- Residential Demand Studies
- Employment Land Studies
- Economic Development Strategies
- Business Impact Assessments
- Centre revitalisation studies
- Night-time Economy Strategies
- Social Infrastructure Analysis
- Demographic Analysis
- Social Impact Assessment \ Socio Economic Impact Assessment
- Liveability Strategies
- Social Sustainability Studies
- Planning proposals
- Development applications
- Independent assessments
- Planning Due Diligence
- Development Contribution Plans
- Infrastructure funding frameworks
- Research and policy advisory
- Expert Witness & Peer Review
- Stakeholder Engagement

**WE WORK WITH GOVERNMENT
AND PRIVATE SECTOR
STAKEHOLDERS TO PROVIDE
PRAGMATIC AND OUTCOME
FOCUSED PLANNING ADVICE
AND SOLUTIONS.**





**THE MARKETS WE DEAL IN
MOVE RAPIDLY, NECESSITATING
STRONG, EXPERIENCED-BASED
JUDGEMENTS TO ENSURE
FORECASTING, FEASIBILITY AND
VALUATIONS ARE ROBUST AND
DEPENDABLE.**

VALUATION & FEASIBILITY

The HillPDA Valuations and feasibility team provides industry leading feasibility testing and advisory services.

Our services are supported by a strong research-based approach, application of industry endorsed proprietary software EstateMaster, a deep understanding of the intricacies of financial problems and the ability to communicate complex issues in simple terms.

We analyse development viability with all permutations required. Our focus is on adding value for our client whilst saving them time and money.

Our property valuation services use best practice and contemporary financial valuation techniques and theory to ensure our valuation advice is accurate and relevant.

Our industry experience, understanding of commercial trends and financial requirements has branded us as leading industry experts for providing independent and unbiased commercial advice for both government and the private sector.

- Land & Property Valuation
- Leasehold Interest
- Feasibility & Residual Land Valuation
- Market Rent Reviews
- Property Portfolio Valuation
- Valuations for financial reporting
- Post completion Valuation
- Independent Peer Review & Assessment of Planning Proposals
- Expert Court Witness in relation to feasibility and valuation
- Pre-purchase or disposal advice/ due diligence
- Compulsory Acquisition & Negotiation Advice
- Valuation of Public Benefit
- Tipping Point Analysis for planning controls and changes
- Highest & Best Use Appraisal
- Market demand & trends
- Masterplanning and staging advice

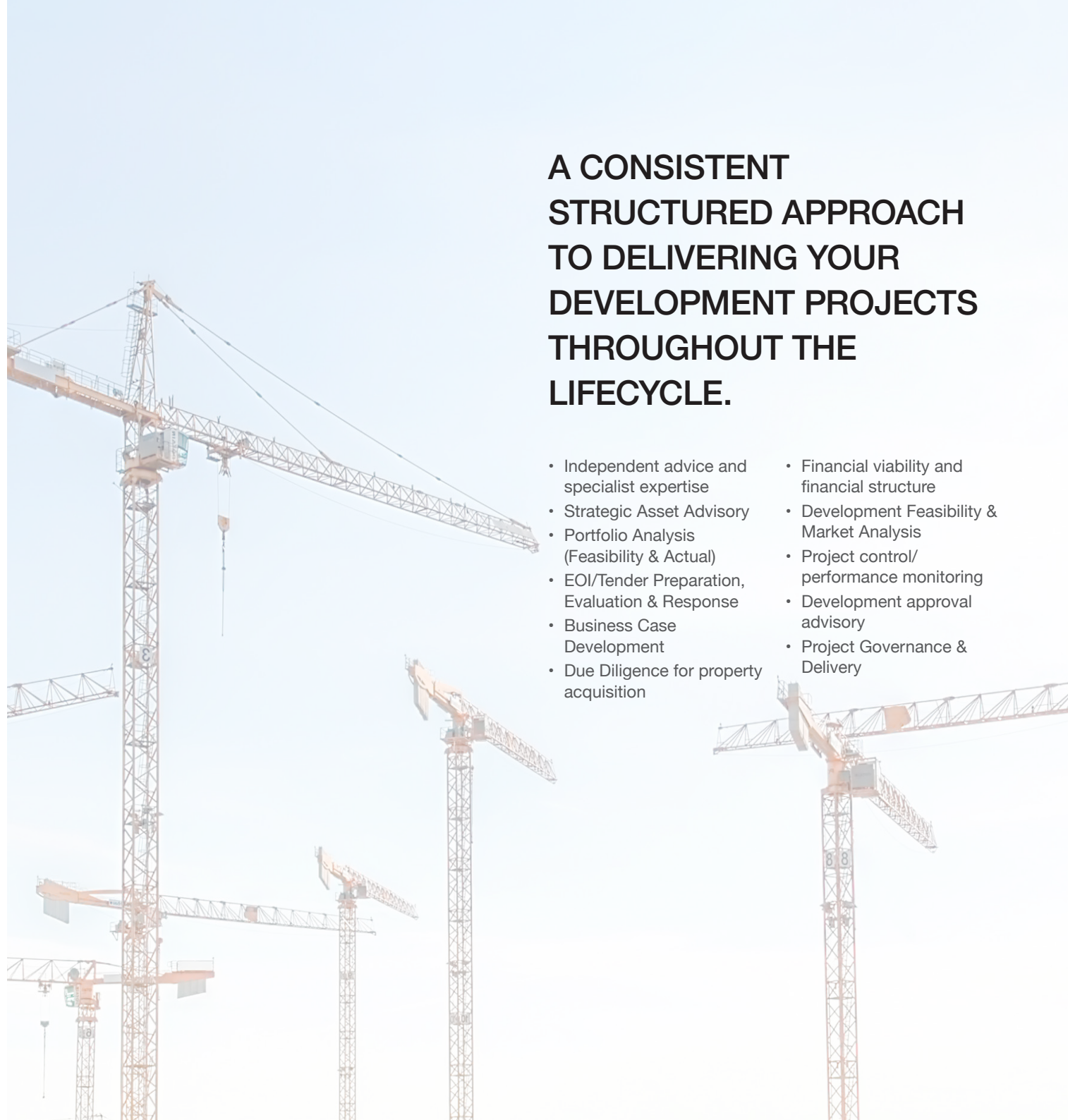
INVESTMENT & DEVELOPMENT ADVISORY

The development advisory team brings together a cross-section of backgrounds to deliver integrated and innovative solutions to even the most complex development issues.

Our team has the expertise and capability to provide you with the strategic support that you need at all stages of the development and operation lifecycle. Whether you need our team to lead the entire process from start to finish or assist at specific project stages we can add value and help you achieve the best possible outcome for your development or investment opportunity.

A CONSISTENT STRUCTURED APPROACH TO DELIVERING YOUR DEVELOPMENT PROJECTS THROUGHOUT THE LIFECYCLE.

- Independent advice and specialist expertise
- Strategic Asset Advisory
- Portfolio Analysis (Feasibility & Actual)
- EOI/Tender Preparation, Evaluation & Response
- Business Case Development
- Due Diligence for property acquisition
- Financial viability and financial structure
- Development Feasibility & Market Analysis
- Project control/ performance monitoring
- Development approval advisory
- Project Governance & Delivery



COMPETITIVE EDGE

INDEPENDENT

HillPDA is an independent consultancy that provides unbiased and client focused advice in an ethical context. We remain independent from retainers and sales transactions, operating in an advisory role for both the government and private sector.

MULTI-DISCIPLINARY

The success of the HillPDA offering is the capacity to draw upon the complex synergy between strategic planning, commercial intelligence and economic know-how. The HillPDA team comprises of social, urban and economic planners, property economists, property valuers and geographers thus providing the key skills necessary to deliver realistic, practical and innovative solutions.

MODELLING EXPERTS

We set the industry standard in bespoke modelling having developed methodologies and models that are recognised globally. Our models cross multiple disciplines and include EstateMaster (feasibility), the Affordable Housing Calculator and our Retail Expenditure Model.

COMMUNICATION

We know that the best planning and economic strategies are the ones that are clearly communicated. We pride ourselves on delivering the highest quality documents that are legible, easily interpreted and graphically appealing.

COMMERCIALLY REALISTIC

Our multi-disciplinary firm enables us to deliver commercially grounded planning and economic solutions. We use our understanding and appreciation of the interrelationships between economics and planning, to create strategies that are not only innovative but are grounded by a strong evidence base with ethical justification.

COLLABORATION

We believe the best ideas emerge from working collaboratively with our clients and key stakeholders to leverage off local knowledge and build a partnership based on communication, trust and quality research. By forming strong relationships with our clients, we can combine our knowledge and work together towards more effective project outcomes.

THOUGHT LEADERS

We are at the forefront of industry best practices; we don't just follow best practice, we strive to create the 'next practice' as thought leaders and problem solvers. We undertake regular stakeholder engagement including industry and government workshops, surveys and seminars, allowing us to provide the knowledge that supports our clients and provide innovative and realistic solutions.

CELEBRATING
30 YEARS
AS TRUSTED ADVISORS





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