



Woodlea Case Study

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Case Study – Woodlea



Facts

Client	Woodlea by Mirvac and Victorian Investments and Properties (Joint Venture)
Location	Melbourne, Victoria
Requirement	Sales and Marketing Launch

Context

In July 2014, the Rockbank land owned by the Joint Venture was a proposed 7,000 lot masterplanned community in Melbourne's west and dubbed the 'next Caroline Springs'.

Only the Project Director and two Development Managers had been appointed but the vision process had been completed.



Render by Flood Slicer

Challenges

The Joint Venture had agreed on the name 'Woodlea' but had not officially appointed the creative agency.

A Ministerial Launch, where the project would be essentially launched to the media and the industry had been set for Wednesday 10 September 2014 (approximately nine weeks) and the sales launch was expected in March 2015.

A number of projects were in the planning phase and the race was on to be the first project to launch in this new western corridor. The recent history of land sales in Melton was not positive and the area was not achieving much price growth.

Builders were hedging their bets by agreeing in principle to participate in all display villages in the area.

There was no customer relationship management system in place.

Primary Goal

To achieve sell out sales success at launch in March 2015.

Other Goals

Establish the Woodlea brand to the same high standards that had been set by all other Mirvac projects.

Demonstrate the Joint Venture partners' commitment to excellence by hosting a well thought-out and executed Ministerial launch in September 2014.

Set the project up for long-term success.

Phase 1 – Launch Event

Having worked with Property Republic founder Judi Carr previously, Woodlea Project Director Matt Dean approached her in July 2014 to provide marketing assistance to deliver the Ministerial launch in nine weeks.

Key tasks

1. Appoint the creative agency
2. Work with them on the brand identity
3. Get approval for the brand identity from both joint venture partners
4. Work with the development team on signage locations, the supplier and develop all messaging
5. Appoint a public relations agency to handle the launch including media coverage, Ministerial liaison, event creative and execution
6. Ensure there was a methodology to capture leads (as of 10 September) and then nurture those leads without assets having been developed
7. Develop the initial brochure in time for the launch and approved by both joint venture partners
8. Manage a guest list of 250 including V-Line train transport and train station to site shuttle, merchandise and a variety of VIPs
9. Ensure the event had video and photography to ensure that key messages were captured and could form part of the overarching lead nurture strategy



Key takeouts

1. A creative agency with excellent account management is essential. Thank you Hoyne.
2. The account manager at Briner, Angelo Soldatos, was exceptionally well organised and across all the details. He liaised well the development team, freeing Judi up to focus on other elements.
3. Appointing other professional agencies in a time-crunch situation is smart. You cannot do it all yourself.
4. Thinking past the Ministerial launch to the future of the project and creating content at every opportunity is essential. We had six months of content to fill.

Phase 2 – Sales Launch

Judi Carr continued to work with the Woodlea team until they appointed Marketing Manager (now Sales and Marketing Manager) Lora Armstrong in December.

Once the majority of the project team was on board, Judi conducted a “Getting to Launch” workshop, where the team brainstormed all the things that needed to be done to ensure an exceptional customer experience, clear communication, an inviting sales centre and a sell-out project launch.

The team met weekly to ensure they were on track, with Judi keeping everyone accountable. It turned out that each team member was all over it!

Key takeouts

1. The Woodlea project team was committed to providing a market leading customer experience, with information sessions held, one-on-one appointments allocated, the sales process clearly communicated and very realistic price ranges provided.
2. This commitment came from a shared goal that had been developed in the workshop and everyone was accountable to each other.
3. Being open and honest with prospects is the way they should be treated. Long-term financial success is not achieved by jacking up prices to make a quick buck.
4. Masterplanned communities are a marathon, not a sprint.

The Result

The level of interest was so high that a ballot was conducted and oversubscribed. All of the 70 blocks available sold and then another 130 were sold over the next few weeks.

Feedback



We engaged Property Republic due to Judi Carr’s expertise in project marketing, strategic planning and industry reputation. The brand, marketing and launch strategies Judi brought to the project, not only shaped a clear and efficient pathway for success, but exceeded all expectations with Woodlea being announced as the fastest selling project in Australia (January 2016). Judi’s experience and ability to liaise with multiple stakeholders, create cohesive plans and accurately identify and allocate roles and responsibilities resulted in a positive and unified team approach.

Matthew Dean | Project Director, Woodlea
(Mirvac/VIP joint venture)

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