

## The Evolving Development Industry

It is often stated that developers have a role to play in improving the livability, of the population through environmental outcomes. In reality we all understand this is driven by the market rather than the personal desire to be a good corporate citizen. However in an era when the market is attuned to the issues of environment and responsible development, to stay competitive developers must adapt to changing moods and vary their product to not only meet current demand but to predict or even direct future trends. Some examples of changing market demand have included such diverse items as the now familiar Master Planned Community and it's village feel, to urban renewal, CBD infill, and even the recent strata titling of a cruise ship!

**Impero Management Group** sees that developers should not only keep up with market research and trends, but they have the ability to direct future trends. I have heard often that you can't develop a certain product because there is no demand, but have we ever considered that having no supply is the reason?

Our aim at **Impero Management Group** is to challenge the norm, the standard thinking and stay ahead of the market by creating trends based on solid market research, wants and desires, rather than asking the market what product type they like. They won't know what they like if they haven't seen the product and how it addresses their wants, needs and lifestyle considerations.

### Retailing in the 21st Century

It has often been espoused that internet shopping will be the final call of the major shopping centre, because of it's convenience and time efficiency in an ever increasingly demanding world. **Impero's** opinion however is that the more technology takes hold in society and the more remote this makes us from people contact, the greater the likelihood of a counter balancing human response. Some items are particularly suited to internet shopping, however human interaction is a vital ingredient of our makeup that cannot be replaced. Shopping Centres cannot however rest on their laurels. They must recognise changes in market and product and continue to reinvent themselves and the shopping experience they offer.

### Professional Memberships

- Australian Institute of Project Management
- Registered Project Managers
- Australian Property Institute
- Registered Land Economists

### Who's who?

Each month I'd like to Highlight a team or individual who has helped **Impero** with various projects or consultancy -

Hutchinson Builders is Queensland's largest privately owned building company. In 2002 they celebrated their 90th anniversary which is a milestone in the construction industry. Their annual turnover now exceeds \$320 million. Although Headquartered in Brisbane they have a strong regional office network. In North Queensland John Galloway heads up the operations with 16 dedicated staff. John has been a fixture on the construction and development industry for over 24 year and has taken the local branch to new records.

One of the key factors for their success is the close working relationship they develop with their clients some of which include Consolidated Properties, Leyshon Group, Meridian, Village Life, and Gordon Properties.