

*How do remain relevant in a  
competitive market?*

## **Development Vision**

**Understanding the competitive forces to  
reposition your place for future growth**

# Development Vision

## *Future Vision Definition for Property Developers*

### Service overview

Developing a succinct and compelling vision statement that aligns the entire project team under a common idea. This is supported by a relevant visual and written narrative that offers insight into how the destination can deliver a distinct proposition. The Development Vision covers Place, Product and Programmatic descriptors that inform and inspire as well as future-proof the design solution.

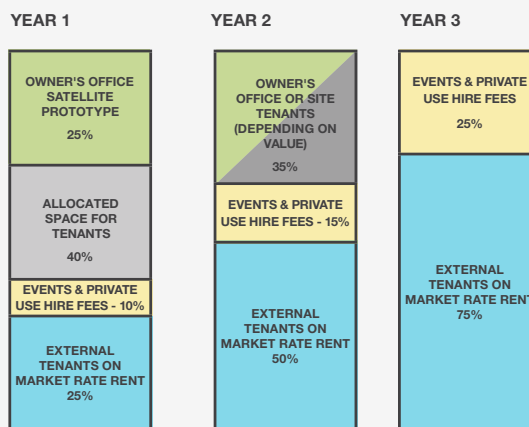
### Who

Asset developers or owners developing new assets or re-developing existing ones.

### Value

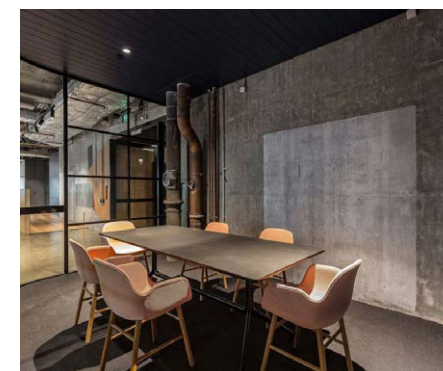
Uncovers lessons learned from relevant exemplars and outlines how these could influence the architectural design and onsite experience in a way that creates alignment and high-quality project outcomes.

### DIVISION OF RENT



### The Innovation Hub Business Model - Canvas

<b>KEY PARTNERS</b> <ul style="list-style-type: none"> <li>Operator</li> <li>Catering partner</li> <li>Centre Management</li> <li>Events management partners</li> </ul>	<b>KEY ACTIVITIES</b> <ul style="list-style-type: none"> <li>Hosting (2 FTE)</li> <li>Events</li> <li>Venue hire</li> <li>Project space hire</li> <li>Marketing</li> <li>Administration</li> <li>Website maintenance</li> </ul>	<b>VALUE PROPOSITION</b> <ul style="list-style-type: none"> <li>A change of setting to promote innovation in the workplace</li> <li>A community-minded workspace</li> </ul>	<b>CUSTOMER RELATIONSHIPS</b> <ul style="list-style-type: none"> <li>Membership tiers</li> <li>Customised to needs</li> <li>Flexible</li> <li>No long-term commitment</li> </ul>	<b>CUSTOMER SEGMENTS</b> <ul style="list-style-type: none"> <li>Employees of existing tenants</li> <li>Small businesses</li> <li>Freelancers</li> <li>Tenant organisations</li> <li>Community Groups</li> </ul>
	<b>KEY RESOURCES</b> <ul style="list-style-type: none"> <li>Space</li> <li>Fit out</li> <li>Furniture</li> <li>Technology</li> <li>Operator relationship</li> </ul>		<b>CHANNELS</b> <ul style="list-style-type: none"> <li>Physical presence</li> <li>Shopping centre website</li> <li>Online community of users</li> </ul>	
<b>COST STRUCTURE</b> <ul style="list-style-type: none"> <li>Staff wages</li> <li>Rent for Space</li> <li>Fit out costs (fixed costs)</li> <li>Furniture (fixed costs)</li> <li>Technology (printers, VC, routers for Wi-Fi)</li> </ul>			<b>REVENUE STREAMS</b> <ul style="list-style-type: none"> <li>Membership fees</li> <li>Venue hire fees</li> <li>Dedicated project space hire</li> <li>Event management for commercial tenants or retail operators</li> </ul>	



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