



Capability Statement/ Corporate Profile

Redbank Communities / EST 2005

Introduction

“OVER THE PAST FIVE DECADES, THE TEAM BEHIND REDBANK COMMUNITIES HAS GAINED AN UNPARALLELED LEVEL OF DEVELOPMENT INDUSTRY EXPERTISE. THEIR CORE SKILLS AND CAPABILITIES ARE LIKELY UNMATCHED IN THE RESIDENTIAL SECTOR IN THIS COUNTRY. FOR JOINT VENTURE PARTNERS, THIS PRESENTS AN OPPORTUNITY TO LEVERAGE THIS EXPERIENCE FOR MUTUAL BENEFIT.”

Mark Regent Project Director



Who we are 04

Our Vision and Purpose 05

Our Team 06

Western City District Plan 09

Redbank North Richmond

Community Benefits 14

What we do 15

Infrastructure / Sustainability and the Environment

Heritage Protection / Maintenance / Delivery

Sales & Marketing / Community / Affiliations

What we are seeking 22



Who we are

As a family-owned and operated business, we have stayed true to the vision of our founders fostering a culture that promotes excellence and a commitment to quality. Our customers buy with confidence, knowing that over half a century of experience is invested in every project. We take a hands-on approach, creating places with exceptional amenity that our buyers love to call home.

Our mission is simple, to create sustainable communities with traditional connected neighbourhoods built for Australian families. Communities that not only respect the individual and the natural environment, but importantly the unique character of the local setting.

Our passion is to create thoughtfully planned residential environments incorporating design innovation and environmental sensitivities with a focus on family and community values. Our holistic approach to the development of sustainable communities provides those who live and work there with opportunity, balance and connection.

Our long term, disciplined methodology in creating communities, is what we believe sets us apart. It is the unique nature of any site however, the nuances of each particular market and evolving customer preferences, that drive the diverse style and mix in the communities we create.

The success of our marquis project Redbank North Richmond is testament to the vision of our team.



Our Vision and Purpose

Vision

Redbank Communities create thriving and connected residential communities that are future focused for generations to come.

We are a people story more than a property one and thrive on creating quality lifestyle environments where our clients feel like they can prosper and belong.

Purpose

To create wealth and value for all stakeholders in Redbank Communities whilst establishing connected and thriving communities in desirable locations. We want to enable and promote personal growth while making meaningful connections with the local communities we are part of.

Brand Essence

Redbank Communities is a vibrant company, building memories for generations to come. Our communities are places where the next generation of proud residents, young and old, will live, grow and prosper with their families. We create places where our customers can retreat to the simpler things in life, where they know their neighbours, make new memories and feel like they belong.



Brand Personality

- We are friendly - Everyone is made to feel welcome, and we look out for one another.
- We are down-to-earth - A genuine warmth and interest in people.
- We are respectful - Understanding and respecting our place in time, and the legacy we will leave behind.
- We are traditional - Celebrating life's simpler pleasures.

Brand Values

- Integrity in what we do
- Authenticity
- Down to earth approach
- Friendly
- Traditional values
- Maintain a healthy work life balance
- Stay true to our brand
- Be accountable
- Be growth orientated

We're in it for the long haul - Delivering quality housing, important infrastructure, and economic benefits for our growing population.





Our Team

Redbank Communities boasts an expert team of highly regarded and experienced property professionals, well versed in all aspects of property development, including acquisitions, site preparation and development, marketing and sales.

The commitment of this team, which works tirelessly to create each community, is the cornerstone of our success. Our experienced and dedicated group includes many long-term employees, each committed to creating a positive, collaborative environment based on respect, openness, and trust. We support each other to achieve our best, both individually and as a team.

Sustainable growth has meant that we have been able to promote from within and invest in the professional development of our team as well as vigilantly attract the best talent. The result is a team highly regarded and respected by its peers.

The Redbank team includes an established, trusted group of dedicated service providers. Loyalty is key and we invest in maintaining

positive relations at all levels of the organisation including these contractors, ensuring stable industrial relations and seamless project delivery.

In addition, we rely on the expertise and skills of specialist and talented partners to complement the skill set of our internal team. We engage the services of organisations who assist us to continue setting benchmarks in urban engineering, landscape design, architecture, civil construction and delivery of community facilities. We foster and encourage long-term relationships with these specialist partners and service providers and celebrate the successful delivery of each facet of a project with them.

We also recognise and value the integral contribution of all Government and local authority stakeholders in shaping every new community.

Directors

The shareholder group behind Redbank Communities is one of Australia's most experienced property development collectives. With over 150 years of joint experience in the industry, shareholders Gordon & Archie Douglas and John Benton have been behind some of Australia's business success stories. Founders and major shareholders of PRD nationwide, Quality Apartments and Halcyon Group (sold to Stocklands in June 2021) they have been involved in over 200 developments and now through Redbank's highly regarded development team, are focused on our flagship project Redbank North Richmond.

Development Team

Mark Regent Project Director, Redbank North Richmond

Mark commenced his property career as a valuer in both Government and private practice before transitioning into property development in the late 1990's. Mark has extensive experience in the development of commercial, retail and residential projects and has worked for substantial private developers across NSW, Queensland and Victoria.

As Project Director, Mark has led the Redbank North Richmond development from the outset, driving progress and continued growth over the past 13 years. During that time, Mark has seen over 600 families make their home at Redbank North Richmond. A keen outdoorsman, Mark has always focused on developing a beautiful and open recreational space for Redbank's residents.

As he spent 20 years as a Registered Property Valuer before making the move into property development, Mark's role in Team Redbank is big picture thinking, setting the vision and overarching direction for the project. This includes setting

the pace for key development points such as the RSL Lifecare Retirement Village and the upcoming Redbank Village Centre. His leadership ensures Redbank continues to be the vibrant and welcoming neighbourhood we see today. His favourite thing about Redbank is undoubtedly the families that live here.





Development Team

Jock Douglas

Development Manager



Jock has been working at Redbank Communities for 9 years and has experience across all facets of the property development industry. Jock brings a wealth of international

property expertise to the company, having worked over the past 20 years in both the property services and Real Estate development sectors in Australia, The United Arab Emirates, Angola and Papua New Guinea. His specific area of expertise is development management, sales & marketing, business development and commercial analysis of all Real Estate categories within medium to large scale projects.

Harshad Pohankar

Financial Controller



Harshad has over 18 years of professional experience in finance and operations including roles in Australia, Dubai, the UK and India. Harshad has multi role experience

across manufacturing, hospitality and the property industry. He organises and analyses information to produce action-enabling business solutions. He specialises in creating financial models using his professional knowledge, driver-based forecasting with variance analysis, cost benefit analysis, profitability analysis, business case analysis, return on equity, net present value reporting and annual strategy and budgeting process.

Hugo Douglas

Director



Hugo's career commenced in the banking and finance industry including roles in Australia and the UK with NAB Business Bank, Credit Suisse and Deutsche Bank. Since joining Investment

Management Australia in 2005, Hugo has coordinated the due diligence, deal structuring and ongoing management of the Shareholders' property development investments across Australia.

Hugo has been part of the Redbank North Richmond team since 2007, where his role focuses on project governance and managing debt and equity funding requirements.

Mitul Haque

Head of Community & Digital



Mitul leads the community team and drives the digital strategy for the Redbank brand. Mitul is a Marketing & Communication postgraduate who has over 15 years' experience in

brand, communication, public relations, event management and stakeholder management, working across various industries including advertising, not-for-profit and property. Mitul's role in Redbank involves developing connected communities, managing relevant stakeholders, overseeing digital media, implementing marketing activations and delivering excellence in customer experience both through traditional and digital channels.

Andrew Flaherty

Senior Project Manager



Andrew has 29 years' experience in consulting engineering and construction works, and since 2007, specifically in project management and delivery. Andrew

has multi-role experience across residential, commercial / industrial, civil and utility construction, predominantly in Sydney but also in greater NSW. In 2008, Andrew commenced his role as a consultant project manager on the Redbank North Richmond project, supporting Mark Regent with the creation of the Kingsford Smith - Seniors Village and the attainment of the Redbank 'rezoning'. From 2013, Andrew joined The Redbank North Richmond JV as its Project Manager continuing his focus on development applications, negotiation of authority approvals, civil / utility project management and delivery.

Ravi Pillay

Project Manager



Ravi has 22 years' experience in civil construction works. Throughout Ravi's career, he has constructed major land development sites, worked on two motorway

construction projects in Brisbane, a major gas project in Darwin and various infrastructure projects in Cairns, Townsville and Brisbane. With this experience, Ravi now delivers Redbank's civil and open space landscaping works.



Callum Gracie

Project Officer



Callum commenced his engineering career with Redbank whilst concurrently completing his Bachelor of Engineering (Honours) majoring in Civil & Environmental Engineering

degree. Callum has contributed across multiple areas within Redbank mainly focusing on civil subdivision works and utility assets including working closely with Sydney Water and Endeavour Energy authority and contractors. He has grown tremendously since starting with Redbank and is continuing his professional development with Redbank once he has graduated from university.

Jordan Sharpe

Project Officer



New to the Redbank Communities team, Jordan is highly focused on developing his skills in project management and delivery. Jordan works directly with Andrew Flaherty within

the Redbank Delivery Team, concentrating on development applications, obtaining authority approvals, civil / utility project management delivery. Jordan works across multiple areas within Redbank, mainly focusing on the Grose Vale Road upgrade works. Jordan is in his 4th year of university, studying a Bachelor of Construction Management (Honours).

Usha Singh

Accountant



Usha brings over 13 years of accounting experience gained in Hospitality and Shopping Centres, working closely with the Financial Controller on monthly financial reporting.

Usha has 5 years' experience in property development, overseeing purchase orders and supplier payments on a weekly basis.

Craig Smith

Landscape Manager



Craig has worked in the open space management industry since 1984 and is a career Parks manager. Craig has several qualifications in Horticulture which enable him to form holistic horticultural solutions

in open space management. Craig has a passion for the integration of passive and active recreation into the community's everyday recreational space. He is passionate to build and maintain these legacy spaces for the health and future of the community.

Demi Morris

Community Relations Coordinator



Demi started her career in Real Estate before transitioning into the community team at Redbank North Richmond. Working closely with the Head of Community and Digital, Demi is responsible for implementing

our community strategy and managing the social media content for our digital channels. Having community front of mind, Demi assists in forming and nurturing community groups, organises community events and consistently aims to provide an excellent experience to our residents and purchasers in their journey with the Redbank brand.

Matt Regent

Delivery Consultant



Matt has 20+ years corporate experience leading complex IT projects in the USA, Europe, Asia and Australia. He's delivered banking compliance programs in sensitive markets and led transformational IT

programs across major business units for consumer, merchant and corporate clients. He forged his reputation driving strong cost benefits and value to shareholders. Leading large global teams across multiple business units and outsource providers has prepared him to apply his experience to the property and development sector at Redbank Communities.

Western City District Plan

The Greater Sydney Commission has a 20-year plan for the region which covers the Blue Mountains, Camden, Campbelltown, Fairfield, Liverpool, Penrith, Wollondilly and our very own Hawkesbury local government area. The design principles of our flagship project Redbank North Richmond actually pre-empted the planning priorities of the Western City District Plan as it became known.

It is a plan to manage growth in the context of economic, social and environmental matters to achieve the 40-year vision for Greater Sydney and a guide for implementing the Greater Sydney Region Plan, *A Metropolis of Three Cities*, at a district level. It also acts as a bridge between regional and local planning.

Today, Redbank North Richmond is a living, breathing example of the Plan's optimum outcome objectives, ticking every box and more.

In preparing this Western City District Plan, the focus has been on identifying the Planning Priorities to achieve a liveable, productive, and sustainable future for the district. The planning priorities and indicators include:

A city supported by infrastructure

Infrastructure that supports new developments

A collaborative city

Working together to grow a Greater Sydney

A city for people

Celebrating diversity and putting people at the heart of planning

Housing the city

Giving people housing choices

A city of great places

Designing places for people

A well connected city

Developing a more accessible and walkable city

Jobs and skills for the city

Creating the conditions for a stronger economy

A city in its landscape

Valuing green spaces and landscape

An efficient city

Using resources wisely

A resilient city

Adapting to a changing world





Our Flagship Project

When Redbank Communities commenced the journey to develop Redbank North Richmond in the heart of the Hawkesbury region of NSW, we had a clear vision of the legacy we were creating. A development that meets the criteria of the Greater Sydney Commission’s plan. A vision of the past and the future in perfect harmony, an understanding of the human values that make a community and of the need to equip the community to stay ahead of a rapidly changing future. A place for them to live, grow and prosper.

Throughout the planning and development process, we gained a significant level of expertise in managing the regulations and nuances provided by a host of regulatory authorities.

Master planned on 180 hectares, this \$1.8 billion project is contributing more than \$65 million towards local community infrastructure and is today a key part of the local community fabric and a regular sponsor and contributor at community events. Overlooking 85 acres of heritage-protected parklands, the project is the region’s premier new address - an eclectic mix of traditional family homesites and grand homestead lots. To date, the development has sold in excess of 900 lots and when complete, will be home to 3900 proud residents in some 1400 homes.

The picturesque site - which takes its name from local Redbank Creek and the distinctive red soil which adorns its banks - presented a unique set of challenges.



“Redbank North Richmond is a vibrant community, building memories for generations to come.”



Redbank North Richmond is a true masterplanned community comprising a diverse mix of housing types for a broad range of demographics, its own shopping village, child care facilities and major expanses of heritage protected parkland.

The project involves the staged delivery of:

- Approximately 1,400 homes plus a Seniors Living Facility which includes an 80 bed high-care nursing home and 200 freestanding retirement homes
- A ‘Green Grid Network’ comprising an interconnected open space network of parks, bike trails, playgrounds and heritage area information signs
- A local village centre of approximately 1ha proposed to be tenanted by 3 restaurants, veterinarian, office spaces, retail shops, IGA shopping centre, gymnasium and more.
- Retention and modification of 9 existing farm dams within the project site to become open water bodies
- Bushland improvement to the riparian corridor along the south bank of Redbank Creek, which extends along the project site perimeter
- Protection of indigenous artifacts along Redbank Creek
- The embellishment of the significant heritage elements of the site including the Keyline dam system
- Local Council roads including a bus route
- Capacity improvements to existing stormwater infrastructure along with water quantity management downstream of the project site, to protect Redbank Creek
- Major Sydney Water upgrades to both the potable water and sewerage systems
- An alternate east-west access to North Richmond providing a significant improvement in vehicle traffic road capacity and the duration of available flood free access for the local area



North Richmond Shopping Village

North Richmond Public School

Richmond Train Station

High School

Norwest
Business Park

Sydney CBD

Child Care

RSL Lifecare
Kingsford Smith Village

Redbank Shopping Village

Central Park
Open Space Network

Marsden Park

Windsor

Richmond

Display
Village

Penrith →

North Richmond

Hawkesbury River

Peel Park

Aboriginal Heritage Site

Premium Rural Residential

A model for sustainable development, Redbank North Richmond is today setting a new benchmark in lifestyle delivery, created with the passion to ensure an environment that increases in beauty for generations to come.

It is a modern, 'walkable' community which encourages the use of its outdoor spaces and reduces the number of vehicle trips required. The impact of COVID-19 confirmed society's on-going desire for more outdoor spaces to enable an active, healthy lifestyle.

The project is today a key part of the local community and is a regular sponsor and contributor at community events. With its rolling hills, featured parklands, flourishing street trees, bike paths, walking trails, approved village centre and larger blocks, Redbank North Richmond epitomises the traditional 'Great Australian Dream.' It is a thriving and connected community, welcoming the next generation of Hawkesbury pioneers who will

create new memories and shape new futures. Whether a buyer is 1 or 100, they are welcomed in the Redbank family and invited to contribute to the Hawkesbury's prosperity.

We identify the intrinsic ingredients of each neighbourhood precinct – from urban design, sustainable engineering and landscaping solutions to its local amenities and quality built form, creating and breathing life into spaces that are as functional as they are beautiful.

Redbank North Richmond today has a unique personality that comes from working closely with stakeholders and responding to the natural attributes of each aspect of the site.



Yeomans. A key chapter in Australia's history



In 1943, Sydney engineer Percival Alfred Yeomans purchased 740 acres at Redbank and pioneered a system of sustainable agriculture known as the Keyline. His farm Yobarnie, named after his sons, was frequented by farmers from all over the nation in a quest to learn the new Keyline System designed to protect the soil and maximise the natural topography. His innovative methods are still used to this day. At Redbank North Richmond, a significant portion of the Keyline at the former Yobarnie farm has been preserved as part of the community as a bike trail.

Development Milestones

2014

Redbank North Richmond launched lot sales in October 2014 and sold all of Stage 1 (Yobarnie Rise) in just six weeks



2016

Redbank North Richmond's first residents moved in and have started to build their new life, create their own patch and meet their new neighbours. Some of our first residents included the lively community of people living at RSL's Kingsford Smith Village and VC Ron Middleton Gardens Nursing Home.



2017

We continue to raise hundreds of thousands of dollars for local charities and organisations including Pink Fins, Rural Fire Service, Rotary and local schools and sporting clubs to name a few. In 2017 alone Redbank and its partners raise over \$375,000 for the Variety Children's Charity.



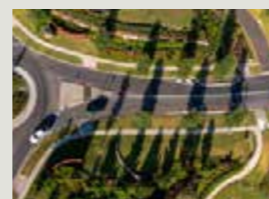
2018



Redbank contributed \$2.4 million towards the Richmond intersection, one of three intersections to be completed.

2018

Redbank builds a 1.2km footpath from Peel Park to Richmond North Public School to make the area safer for the kids to walk to and from school. In this same year Redbank also builds a 300m footpath on Grose Vale Rd connecting existing residents to the new footpath network.



2019



The main entry road to Redbank opens for the first time showcasing what this beautiful land has to offer

2019

The Redbank Shopping Village obtains Development Approval in October 2019. From the traditional owners who traded here to the rural settlers who later farmed, this land has long played a part in our region's rich history.



2020



In January Redbank registered its 500th lot, marking a stunning milestone to the Redbank story.

2020

In October, the Redbank North Richmond Display Village opened to the public; and the project's \$1.887M contribution to the Community Centre was provided. We are now creating 570 new jobs in construction each year and once established Redbank will contribute \$473 million to the local economy.



2022

Significantly, 2022 has seen the commencement of the Redbank Shopping Village; the completion of the RSL nursing home; and the number of registered lots reach 797.







Community Benefits

The benefits to the existing and future community created by the project include:

- A range of improvements to the road network, including the additional road/bridge linkage with the site, which greatly alleviates road congestion
- A 'Green Grid Network' comprising an interconnected open space network of parks, bike trails, playgrounds and heritage area information signs
- View corridors were improved as a result of the development
- The management and protection of some areas of conservation value, including certain sections of the Yeomans Keyline System and some areas of CPW habitats
- The provision of trunk drainage areas which perform a tertiary function as passive open space. This has improved the rural feel of the development, and provided space for passive recreation
- Landscape embellishments, including vegetation, walking and cycling paths, signage and street furniture... to promote access and the active and passive use of open space and to provide opportunities to improve wellbeing and social interaction



- A \$5.5M redevelopment of Peel Park, including the provision of a cricket pitch, lights, a netball court, training nets and a community building nearby. This has resulted in an enhanced level of participation in active and passive recreation and created an asset of potentially regional significance
- The provision of a heritage facility which has improved the engagement of the wider community, including the significant Aboriginal community, and provide greater understanding and access to the significant heritage assets in the area
- The opening of the RSL Village has added a number of facilities including:
 - Caravan Parking
 - Chip and Putt Golf
 - Clubhouse (The Hanger)
 - Lawn bowls
 - Gym
 - Workshop area - Mens' shed
 - Heated indoor pool
- The provision of a small local shopping village, with commercial land, has provided valuable amenity for residents
- The creation of a significant number of jobs within the Hawkesbury LGA during construction and operation phases of the development
- Development of inter-generational activities associated with the community facilities adjacent to the RSL residential aged care facility. Redbank North Richmond includes RSL's Kingsford Smith Village and the Ron Middleton VC Gardens Nursing Home. Redbank North Richmond is today regarded as a blueprint for Seniors living in NSW, following our partnerships with aged care providers, planning and construction bodies. The project aligns with the State Government approach to allow people to 'age in place' rather than be taken away from the family.





What we do

Infrastructure

The creation of large residential communities brings with it a level of substantial infrastructure. At North Richmond for example, Redbank Communities is not only delivering premium housing, but also community infrastructure and economic benefits for a growing population. This project is creating more than 570 new construction jobs each year and once established, will contribute \$473 million to the local economy, with hundreds more local jobs expected.

 <p>Once established, the Redbank community will be home to nearly 4,000 proud Hawkesbury residents</p>	 <p>We are creating more than 570 new jobs each year from construction alone</p>	 <p>Redbank offers a range of living options with block sizes ranging from 400m² – 3,999m² 1,400 dwellings in total</p>	 <p>Contributing more than \$65 million towards the local infrastructure</p>	 <p>Redbank will have its own Village Centre with restaurants and a range of specialty shops as the neighbourhood grows</p>	 <p>Redbank Communities is to construct a \$30M Bridge over Grose River bridge to streamline local access.</p>	 <p>We have planted 2,846 trees so far with 1,000 more to go. We have also planted over 50,000 shrubs.</p>	 <p>Redbank North Richmond features its own Childcare Centre</p>
 <p>More than 85 acres of heritage listed open space and parks all interconnected with over 30 km of walking and bicycle tracks</p>	 <p>The RSL Village and Redbank Village have created new employment opportunities</p>	 <p>An abundance of recreational, retail, educational, transport and health options on our residents' doorstep</p>	 <p>Once established, Redbank will contribute \$473 million to the local economy, with 100 new local jobs expected</p>	 <p>Recycled dam water is used to irrigate our parklands and open space</p>	 <p>4:1 tree policy. For every tree removed, we plant four - a huge investment in bushland regeneration.</p>	 <p>Urban Island Heat Map. The design of the masterplan using water bodies and extensive tree plantings reduces the Urban Heat Island Effect</p>	 <p>Bird nesting boxes were strategically placed throughout the development to provide a secure home for many of the local species</p>

Sustainability and the environment

Redbank Communities recognises the importance of environment and sustainability in securing the future for the next generation. We believe it is our responsibility to create communities that are sensitive to their social and natural environments.

This approach has resulted in initiatives such as our Design Guidelines, which encourage our residents to achieve higher levels of building and sustainable design that echo our investment in parklands, wetlands and community facilities across our projects.

Administered by specialist architects, our design guidelines encourage quality, innovative and energy-efficient homes and include mandatory requirements that ensure everyone meets the same high standards.

During the planning and construction phases, we aim to reduce our environmental impact wherever possible and have a track record of

encouraging the preservation, improvement and introduction of nature reserves, wildlife corridors and award-winning parklands within our developments.

In addition to our commitment to the environment and sustainability, we have also sought to preserve the character and heritage of the local areas where we build new communities. At Redbank North Richmond, we carefully designed surrounding precincts to respect and interpret the heritage-protected open space thus ensuring it remains a focal point and live on as important local landmarks for future generations to enjoy.



Heritage Protection

The Redbank North Richmond community is being developed on a heritage listed site. At one stage it was owned by P.A Yeomans who used it to develop, test and demonstrate a new agricultural strategy now known as Keyline.

Keyline focused on capturing, redistributing and retaining rainfall on farmland and naturally boosting soil quality and is a precursor to modern day permaculture.

The Redbank masterplan retains the original keylines onsite to form an interconnecting series of roads, footpaths and precincts. Most dams have been retained in their original location and contribute to water collection and distribution across the site.

Within the retail precinct, the future Redbank Heritage Interpretation Centre will provide visitors and residents with information and education about Keyline. Furthermore, the Centre will tell the story of this rich and fertile land through the eyes of the people who have occupied it over the last 30,000+ years and connect the many physical artifacts (natural and manufactured) that can be viewed across the site in a central engaging narrative, thereby building a sense of place and belonging for everyone.

The protection of the heritage features and values of any site involves the consideration of two key elements: Aboriginal heritage and European heritage. Our flagship project at North Richmond, which was rich in both, has provided a substantial learning base for the company.

Aboriginal heritage

During the development of the Redbank North Richmond site, we partnered with Aboriginal Land Councils, tribal elders and key Government groups to identify, acknowledge and preserve important and sensitive indigenous areas. This included the gathering and careful preservation of hundreds of physical artifacts such as spear tips, tools and axe grindings found on the site.

The company then provided interpretive signage to assist in preserving the indigenous stories of the area, for example the fact that Redbank Creek was a critical trading and meeting place for numerous tribes in the area.

In addition, we invite and encourage local schools to explore and learn about the Aboriginal heritage on the Redbank North Richmond site.

European heritage

The Redbank North Richmond site is listed on the NSW State Heritage List with a Conversation Management Plan. Redbank Communities partnered with all levels of Government, Heritage Council of NSW and environmental groups, to preserve the Keyline System at Redbank. This is an important agricultural feature used to improve soils and farming land and was the precursor for permaculture.

We maintained key dams and infrastructure to make best use of the dams and to assist irrigation of the existing development. This smart use of water maximises sustainable use of rainfall across the entire site within the open space areas.



Redbank Heritage Interpretation Centre

We included interpretive forms in our open space planning to maintain and highlight the Keyline System feeder and drainage systems retained in our parks. This includes creating pathways for shared use, retaining of Keyline drain and feeders areas and installing interpretive signage to inform residents and visitors of the location and importance of the site.

Signage installed in the area provides information on dams and Keyline components. We've also used an approved street naming convention to maintain links to historical elements of the project.

Both our Heritage Interpretation Centre and surrounds are designed to include multiple interpretations of our European heritage (including post and rail fencing and iron components).

Our Building and Landscape Design Guidelines urges residents to include elements into their own properties to complement the heritage interpretations.

Our open space design at Redbank North Richmond has ensured that natural land contours were retained rather than removed, therefore retaining the semi rural feel of the community and capturing picturesque vistas of the neighbouring mountains.

An original railway bridge has been maintained on the site along with open space and signage interpretations of the "Pansy Line" which operated through the site from the early 1920's to the mid 1950's.



Maintenance

Redbank Communities is committed to the long-term enhancement and maintenance of its projects ensuring peace of mind for all residents and investors.

At our North Richmond project, we created an in-house team to ensure high quality maintenance standards and protection of the sensitive Redbank Creek area. This team comprises 6 full time employees, all from the local area. It is a scalable group, in order to work within the community and support external maintenance and commercial requests on a tender basis. A total of 5 apprenticeships have been created and all apprentices attend the local Hawkesbury TAFE.

The team currently maintains over 120,000m² of turf, 47000 m² of gardens, 9 dams and over 50km of edges each week. Under the guidance of this team is a Bushcare group led by local community residents who meet and care for the Redbank Creek area. Volunteer residents are encouraged to assist, especially with community activities, clean-ups and event set up and pull down.

In addition, we employ 2 university students (on environmental and agricultural degrees) as casual staff. They have been working on a bush regeneration program as a part of our commitment to preserve and regrow the 2 endangered areas: the River Flat Eucalyptus transition forest and the Cumberland Plain Woodland remnant - a sandstone shale transition area.

The maintenance team's objectives:

- To provide a quality open space that presents as well planned and maintained. To promote open space use by offering invitation through visual curiosity.
- To provide family friendly safe space around being active outside for families.
- To provide a residential link or intersect between residents and precincts around the community.
- To set a new benchmark in parkland living with our planned and maintained open space.
- To create 'social' open space for the shared community. To have the open space feel like home by creating a space for people to grow up and form memories.
- To encourage the 'ownership' of the open space by the residents, evoking community participation; and add value to the lifestyle of living at Redbank North Richmond, as the provision of maintained public open space is the central attraction to being active.
- To value the inputs that the Redbank landscape maintenance team adds. ie, the importance of public space and its effects on wellbeing both physically and emotionally.
- To engage our team in interactions with residents and open space users daily during our programmed maintenance activities.
- To become the stand-out community in the market.



The Redbank Landscaping Team

Delivery

At Redbank Communities, we are driven by our vision, “To create thriving, connected communities” which guides what we do and how we do it.

Experience, expertise and an acute understanding of the commercial realities of the development business have proven to be paramount to our success.

One of our core values recognises that we have a responsibility to respect both our legacy, as a generational business and the legacy that we create in every project.

The team behind Redbank Communities is one of Australia's most experienced property development collectives. The company was born in 2006 when our flagship site at North Richmond was acquired by the shareholders of Investment Management Australia Pty Ltd and its joint venture partners.



Since that time, Redbank North Richmond has evolved into a benchmark for traditional residential development. The infrastructural logistics and the heritage requirements alone have created a new model for development in New South Wales.

We work with the best designers and take inspiration from local artists to create signature sculptures and public art for our parks and entrances. In addition, we deliver neighbourhood shopping precincts within our communities.

It is this desire to carefully consider and respond to the needs of every community - now and into the future - that has enabled our projects to be recognised as the premium communities in their local area.

The importance that we place on both current and future generations is further reflected in our financial sustainability. We take pride in meeting our obligations and have specific criteria that we consider before selecting and developing our projects. Our customers and stakeholders take comfort knowing that we will always meet our commitments.





Sales & Marketing

Being a truly customer centric business – placing the customer at the heart of everything we do - means we can balance our sales targets by underpinning those and every decision we make, with the thought “how would the customer feel about this decision?”

Redbank Communities’ in-house sales and marketing team has been built on a wealth of proven off-the-plan project marketing experience and an outstanding track record in developing sales and marketing solutions for large scale residential masterplanned communities.

We believe that the seamless integration of our sales, marketing and community teams is the key to our success. The combination of traditional and innovative digital marketing capabilities combined with advanced systems and processes maximises the efficiency of our marketing campaigns.

Our team’s experience in creating and managing sales strategies, branding concepts, pricing, and positioning of our projects based on current market conditions, is second to none.

Paramount to our success has been our relationships within the industry. We collaborate closely with outside selling agents and builders to ensure we achieve the best sales results. This has created a positive track record in the successful coordination of builders – who we work closely with to achieve sales - most recently in the establishment of Redbank North Richmond’s display villages.

Redbank is proud to be a vital cog in the business of creating communities. An innovative approach founded on trust, honesty and significant outcomes, is the cornerstone on which Redbank Communities was built.

Community

Redbank Communities utilises an established program to engage with residents in its developments and ensure the best possible buying experience. Firstly, all new residents are welcomed to the ‘Redbank Clan’ by the Community Team with a Move-in-Pack and subsequently are invited to a range of different social events designed to give people the opportunity to meet others in the community and fostering long term relationships with residents.

This creates a sense of exclusivity and nurtures micro groups so that they can have an identity of their own in the future. The traction created by this system has delivered a satisfied group of ‘raving fans’ as residents and resulted in a large number of buyer referrals.

Residents can access information and assistance via the development website, the community Facebook page, a dedicated mobile phone monitored by the Community Relations Manager and of course meet with the Community Team face to face to discuss any queries they have.

Externally, we have focused on meaningful connections that create meaningful impact. Redbank is arguably second to none in the development industry at authentic community

engagement. We integrate our Redbank brand into the wider community and the greater Hawkesbury region by working with schools, local organisations and businesses, resulting in many of them becoming our trusted suppliers.

Being a respected corporate citizen and supporter of local charities and sporting clubs reaps rewards in the long term, not only in brand recognition but value perceptions of the communities we create.

At Redbank Communities, we pride ourselves on our class leading level of genuine place making.





Our Affiliations

Redbank is proud to be a respected member of these leading industry bodies:



UDIA NSW

For over 50 years the UDIA NSW has played an important role in helping all segments of the property development industry to add real value to New South Wales communities.



Property Council

The Property Council of Australia is the leading advocate for Australia's biggest industry - property. Working to champion a strong property industry the vision of Property Council is to drive a thriving industry creating prosperity, jobs and strong communities.



The Urban Developer

The Urban Developer is the leading source of Australian property news, information, market research, events, education and products for property development

What we are seeking

Development Agreements

Are you looking to sell or unlock the development potential of your land?

We are always interested in hearing from landowners, agents, and advisers about opportunities to develop land in NSW and particularly growth corridors around Sydney.

Of interest are sites suitable for residential, commercial, or mixed-use projects over the short, medium and longer term.

Additionally, we can offer landowners an alternative to the outright sale of their property by inviting them to partner with us in a Development Agreement,

where Redbank Communities carries out the development of the land on behalf of both parties.

This provides an opportunity for you to share in the development process and profits which can be significantly greater than if you sold your land outright.

Today, we are participating in such an agreement with a landowner and this model now accounts for most of our development pipeline of over 250 lots.

Joint Ventures

Do you own land with development potential and are looking for a partner to help manage concept designs, feasibility studies and construction or share in the costs due to complexity or changing market conditions?

Are you looking for a joint venture partner to review your scheme and have a stake in the outcome?

Is your vision a good fit with ours? Redbank Communities has carried out and continues to carry out a number of highly successful joint venture projects. Notably, we recently completed a successful JV in our flagship project, Redbank North Richmond with RSL's Kingsford Smith Village and the Ron Middleton VC Gardens Nursing Home... delivering an 80-bed nursing home with 200 detached retirement homes.

Our joint venture partners can be involved as much, or as little as they like. Part of the secret to the success of our joint venture projects is the way that they are structured.

We treat all conversations seriously and confidentially to identify the real potential of any JV. We welcome the opportunity to discuss this with developers, agents, Councils and landlords today.

Government

Long held development partnerships and repeat business enables us to be at the forefront of delivery. Our teams across each part of the business are accomplished problem solvers. They inspire the best in each other and consistently raise the bar on every project we work on.

Our team's in-house expertise includes development management, project management, equity / debt raising, Government relations, environmental planning, sales & marketing and community consultation.

Explore an opportunity

If you wish to explore an opportunity with Redbank Communities, please contact our team.

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REDBANK
COMMUNITIES

Building vibrant communities
and creating memories for
generations to come.