

Sales and Marketing Proposal

Gladstone Regional Council,
Lot 10 Jacaranda Drive,
Boyne Island, Queensland 4680

Offer No. RFQ54/13



LJ Hooker Tannum Sands
PO Box 3555
Tannum Sands QLD 4680

Phone 4973 7977

Index

Company Profile.....3

Staff.....3

Sales staff profiles.....4

Current Market Overview.....5

Proposed Method of Sale.....5

Proposed Project Timetable.....5

Property Description.....5

Marketing Budget.....6

Proposed Advertising Marketing Artwork.....7

Complimentary Advetising and Services.....8

Commission Structure.....8

Project Marketing Experience and Previous Development Partners.....8

Past Sales Evidence.....9

GAPDL membership certificate.....10

REIQ membership certificate.....11

Company Licence, Barronmichael Pty Ltd, ta LJ Hooker Tannum Sands....12

Real Estate Licence, Vicki Brown.....13

Auctioneer Licence, Vicki Brown.....14

Work Cover Certificate.....15

Company Profile

LJ Hooker have two well established offices in the local Boyne Tannum area. This includes the only real estate office in Boyne Island, at the Boyne Plaza (Woolworths shopping centre) and one in the very high profile location, the corner of Hampton Drive and Garnet Street, Tannum Sands. Our sister office also recently opened in the Calliope Central Shopping Centre last year and is quickly gaining good market share.



Tannum Sands
Cnr Hampton Dv &
Garnet St,
Tannum Sands
Phone 4973 7977



Boyne Island
Boyne Plaza,
Boyne Island
Phone 4973 7277

With the LJ Hooker brand the largest and most recognisable in Australia we have access to a huge depth of experience and knowledge which has ensured that our highly trained and award winning sales team are free to focus on delivering absolute service excellence through quality solutions to our buyers and sellers alike.

Our Staff

Vicki Brown JP Qual is the Principal, REIQ Licensed Auctioneer, Licensed Commercial Agent and Licensee of the Boyne Island office. Vicki has been a member of the GAPDL for 12 years, since opening her own office in 2001. Lisa Brown, her daughter, is the Licensee of the Tannum Sands office. Lisa has also spent much of her adult life in the real estate industry and was the original principal of LJ Hooker Tannum Sands before selling to Vicki who then combined her office in Boyne Island under the LJ Hooker banner

Vicki could not be more proud of her team. Recent years have seen them receive recognition from the LJ Hooker family for their outstanding sale and teamwork. This is noted with 4 of the sales team qualifying for the prestigious Captain's Club which honours the top 15% of all sales staff in the worldwide network. At the 2012 awards the team from the comparatively small Boyne Island and Tannum Sands area won 3 awards for their successful sales figures.



Vicki Brown
Principal & Auctioneer
Licensee of Boyne
Island office
0418 191 282



Lisa Brown
Licensee & Manager of
Tannum Sands office



Erin Phillips

Captains Club Member

Erin has been selling real estate in the Boyne Island and Tannum Sands area under the LJ Hooker banner for 7 years. She has been in the prestigious Captain's Club for the past 3 years. Erin has an extensive background in newspaper marketing before switching to real estate so brings another dimension to her clients marketing campaigns



Corné Howes

Captains Club Member

Corné is passionate about real estate and has experience in her native South Africa as well as the past 7 years here in Boyne Island and Tannum Sands. Also a member of the LJ Hooker Captain's Club Corné pride herself on the high standard of service she offers all her clients, both buyers and sellers alike.



Julie Burton

Captains Club Member

With an impressive 14 years selling in the Boyne Island and Tannum Sands area, Julie has a wealth of 'clients for life', now often selling property to the children of past clients. Julie is a member of the elite Multi-Million Chapter of the Captain's Club, the top 5% of all LJ Hooker sale people world wide.



Jenny Branthwaite

Captains Club Member

After a high profile career running the Caltex Boyne Island in Bearaby there are very few people that Jenny does not know and since moving into real estate with LJ Hooker just 2 years ago, Jenny has made a fantastic start to her new career, often going above and beyond for her appreciative clients.



Brenda Brodie

One of only a few real 'locals' Brenda moved to the area as a small child. After an extensive and most successful career behind the scenes of the real estate world, Brenda had recently moved into the sales team here in Tannum Sands office. She is totally dedicated to her clients and has had a great start to this new exciting career path.

Current Market Overview

Smaller development site sales are still very scarce here in the Boyne Tannum region so this release is particularly well timed, as the Riverstone Rise development has brought a high level of awareness of the Boyne Island region. Given the prime absolute river front location of this Jacaranda Drive site we would expect varied buyer interest from across the country.

The population of Boyne Island has increased by a staggering 20% in the 5 years to the end of 2011. This of course is expected to increase in the coming years due to the large amount of foreign investment in Gladstone industry so although there seems to be a large quantity of land coming onto the market, there will always be a demand for riverfront property.

In order to capture the best possible price for this land we must attract the attention of the development community not only locally but interstate and possibly even internationally.

Proposed Method of Sale - PUBLIC TENDER

The benefit to the Council of a Public Tender is that you will be given **all the conditions** of sale ie; dates and purchase price etc. At Council's direction we will also request all Tenders include the **Buyers development plan** for the property, so Council can ensure the successful tender offers the **best use of land** for the whole community.

There are two different types of Tender - **Locked Tender** and **Unlocked Tender**. As the names suggest one is locked until the end date and one not. We would recommend the Unlocked Tender as the better option as it gives you the opportunity to read and respond to the Tender Offers as they come in, rather than wait until the end.

Proposed Project Timetable

All Tender submissions will be directed to either our Tannum Sands office or to Council's own office with an closing date and time to be finalised.

We would envisage an extensive 4 week advertising programme spread over a 60 Day period prior to the Tender closing day, as detailed in the Marketing Programme, with a month prior to this required to allow for all document and marketing preparation etc.

Property Description

The property is freehold land, situated in the County of Clinton, Parish of South Trees and described as Lot 10 on SP171136. Total area is 5.483ha.

The land is Zoned 'Residential' under the Calliope Shire Council Town Plan, gazetted on the 27th of April 2007 and is now under the jurisdiction of the Gladstone Regional Council.

The land is to be offered for Tender with three (3) current development approvals in place and all advertisements will reflect this.

Marketing Budget

LJ Hooker recommend an extensive marketing programme prior to the close date for the Tender of this property. We would expect an advertising schedule as follows:

Print media advertising to appear in the Real Estate/tender sections of the following newspapers over the 60 day Tender period.

Print Media

Brisbane Courier Mail Prime Site pages	7cm x 3 col, colour	Week 1,2,4 & 5	\$1,277.50 per insert
APN Newspapers Package Commercial pages*	8cm x 3 col, colour	Week 1 & 4	\$1,003.20 per insert
Gladstone Observer Domainn Property Week	8cm x 3 col, colour	Week 1-4	\$350.00 per insert
The Australian	10cm x 2 col, colour	Week 1 & 3	\$1,722.50 per insert

*APN Commercial Package includes adverts in these following papers; Sunshine Coast, Ipswich, Toowoomba, Warwick, Tweed Heads/Gold Coast, Grafton, Northern Rivers and Coffs Harbour

Internet Advertising

Feature property advert on the following internet sites:

- realestate.com
- ljhooker.com
- homehound.com
- domain.com
- reiq.com

These internet adverts will include both photos and technical drawings of the land showing dimensions etc.

Signage

One LJ Hooker Auction sign (3m x 1.5m), with a brief description, land dimensions and links to the internet adverts to be erected on the property \$1,000 installed

TOTAL FOR 60 DAY MARKETING CAMPAIGN \$12,961.40

All these prices are current as at 23 January 2013 and include GST, but are subject to change without notice.

NOTE; we have included additional newspapers and Tender specific pages which has altered the price. We are happy to 'mix and match' print media as per Council requirements.



Proposed Media Advert and Signboard graphics

RIVER FRONT LAND TENDER

5.483ha of prime riverfront land in the booming town of Boyne Island, 20 mins south of Gladstone, Cenral Qld
3 X DA currently in place for multi-unit & retail developments

Tender Close - Tuesday 30 April 2013 at 3pm

For more details contact Vicki Brown
07 4973 7977 or 0418 191 282
Email tannumsands@ljh.com.au

Tannum Sands

7 x 3 column
advert actual
size

Public Tender

5.483ha of prime river front land,
all services in place. 3 x DA's available
for unit development & retail space

Tenders Close Tuesday 30 April 2013 at 3pm

Call 4973 7977 or 0418 191 282
or email tannumsands@ljh.com.au

Proposed site
signage
1.5m x 3m
to scale



Complimentary Advertising and Services

Database marketing, via both our local office contacts and via the network of LJ Hooker offices Australasia wide

A3 window cards in Boyne Island, Tannum Sands and Calliope offices. These offices are in high traffic areas of each town and are fully lit at night.

Tender and contract preparation, follow up and feedback statistics and collection and delivery of all Tenders to Council offices.

An E-Brochure has quickly become the fastest and easiest medium to keep a large number of people up-to-date with developments and keep the impending Tender in the forefront of every developers minds. These brochures will provide a general overview of the development opportunity.

Via the LJ Hooker system we have access to the software to create such brochures *at no cost* and will use this tool to send a weekly updates to everyone who makes an enquiry.

Commission Structure

LJ Hooker will commit to a commission of 1.75% plus GST of the purchase price.

This is to be paid as per the REIQ Terms and Conditions 2 of the Form 22a Appointment of Real

Project Marketing Experience

At LJ Hooker Tannum Sands our experience and knowledge make us the natural choice for the marketing of this exciting parcel of land.

It is this experience and dedication that we can bring to the marketing of this land and that will ensure a successful outcome.

With Vicki Brown being a Co-Director of Project Marketing Central Queensland the Tannum Sands office has more recently been involved in large land releases such as the Lilly Hills in Boyne Island as well as large developments which are 'sold off the plan', such as the Waters Edge apartment block etc.

We have successfully marketed and sold many sites in the Boyne Tannum area over recent years including original Broadacres Estate in Tannum Sands which was sold in a very short period of time and with great results to the sellers. One other memorable sale was of vacant industrial land in the Pioneer Industrial Estate in Boyne Island which was successfully sold at Auction for amost \$1m over the sellers reserve price.

Vicki Brown has a long working history with all of the major developers in the area including, for vacant land development Mick Lyons, Chris Grimm, Angus Reed, Ron Dedekind and John Andrews. Other developers such as Robbie Waterson and Colin Waltz have also worked with LJ Hooker for their various unit projects in the area.

Past Sales Evidence

There have been some considerable vacant land sales over the past 12 months here in the Gladstone Region, bouyed by the large amount of industrial expansion in the region.

\$1,815,000 HARVEY RD CLINTON, QLD 4680
Map Ref: GLA4, A13 Sale Date: 27/02/12
Area: 6.31 H

\$4,488,750 CARINYA DR CLINTON, QLD 4680
Map Ref: GLA4, A12 Sale Date: 21/11/11
Area: 4.8 H

\$3,109,040 39 GUERASSIMOFF RD YARWUN, QLD 4694
Sale Date: 28/09/11
Area: 7.28 H

\$3,487,000 1906 DAWSON HWY CALLIOPE, QLD 4680
Sale Date: 23/09/11
Area: 6.4 H

\$1,450,000 49812 BRUCE HWY BENARABY, QLD 4680
Map Ref: CAL, J1 Sale Date: 26/08/11
Area: 4.66 H

\$5,500,000 GLEN EDEN DR GLEN EDEN, QLD 4680
Map Ref: GLA7, D2 Sale Date: 19/07/11
Area: 9.94 H

\$3,600,000 48814 BRUCE HWY BENARABY, QLD 4680
Map Ref: CAL, J1 Sale Date: 27/05/11
Area: 7.88 H

\$1,320,000 HARVEY RD CLINTON, QLD 4680
Map Ref: CLA4, A13 Sale Date: 11/03/11
Area: 6.31 H



GPO Box 3111
Brisbane QLD 4001
Telephone 13 13 34

GPO Box 3111
Brisbane QLD 4001
Telephone 13 13 34

PROPERTY AGENTS AND MOTOR DEALERS ACT 2000

PROPERTY AGENTS AND MOTOR DEALERS ACT 2000

LICENCE

LICENCE

REAL ESTATE AGENT NO: 2608332
Date of Issue: 28-MAY-2003

REAL ESTATE AGENT NO: 1702230
Date of Issue: 18-NOV-1983

BARRONMICHAEL PTY LTD

VICKI CHRISTINE BROWN

CONDITIONS:

REAL ESTATE AGENT NO. 2608332

THE NAMED LICENSEE SHALL CONDUCT BUSINESS ONLY IN ACCORDANCE WITH ANY CONDITIONS IMPOSED ON THE LICENCE HELD BY THE LICENSED DIRECTOR

CONDITIONS:

REAL ESTATE AGENT NO: 1702230

NI

Date of Expiry: 12-JUL-2013

Date of Expiry: 12-JUL-2013

Signature of Holder

Chief Executive

Signature of Holder

Chief Executive

BARRONMICHAEL PTY LTD
PO BOX 3556
TANNUM SANDS QLD 4860

VICKI CHRISTINE BROWN
PO BOX 3556
TANNUM SANDS QLD 4860

(This licence must be displayed in a conspicuous place at your place of business)
PAMD FORM 6 - Property Agents and Motor Dealers Act 2000 - Section 70(2)(b)

(This licence must be displayed in a conspicuous place at your place of business)
PAMD FORM 6 - Property Agents and Motor Dealers Act 2000 - Section 70(2)(a)



GPO Box 9111
Brisbane QLD 4001
Telephone 13 13 04

PROPERTY AGENTS AND MOTOR DEALERS ACT 2000

LICENCE

AUCTIONEER NO: 1702231
Date of issue: 19 NOV 1999

VICKI CHRISTINE BROWN

CONDITIONS:
AUCTIONEER NO: 1702231
NI

Date of Expiry: 12-JUL-2013

V. Brown
Signature of Holder

[Signature]
Chief Executive

VICKI CHRISTINE BROWN
PO BOX 3555
TANNUM SANDS QLD 4880

(This licence must be displayed in a conspicuous place at your place of business)
FAM01/01/13 - Property Agents and Motor Dealers Act 2000 - Section 7(4)(a)

Certificate of Currency

1. Statement of coverage

The Accident Insurance Policy covers the full amount of the employer's liability under the *Workers' Compensation and Rehabilitation Act 2003*.

This Certificate is valid from: 01 July 2012 to 30 June 2013

The information provided in this Certificate of Currency is correct as at: 10 July 2012

2. Employer's information

Policy number

WGA031257412

Employer name

Barronmichael Pty Ltd

Trading name

LJ Hooker Boyne Tannum

ABN

57102693425

ACN / ARBN

102693425

3. Important information

Your worker's compensation insurance policy has been renewed and is current to 30 June 2013 , providing you pay your premium by the due date.

For further information, please contact WorkCover Queensland on 1300 362 128 or visit our web site at www.workcoverqld.com.au.

"Did you know a worker can make a claim for a workplace injury, no matter who or what caused it? This policy covers you (as an employer) for the cost of your workers' injuries."

Approved 08/03/07
© WorkCover Queensland 2007

Page 1 of 1