

Residential Property Development

Richard Keating

MARKETING EXPERIENCE SYNOPSIS

Property development marketing experience includes the research, planning and positioning of new greenfield sites, reinvigoration of large masterplanned communities and the launch of multiple projects and products, in both metro and regional locations. Richard's complementary creative agency-side account director experience includes Qld and international clients in tourism, retail, banking and industrial sectors.

A reputation of working collaboratively with internal and external teams to ensure the successful delivery of data driven, innovative and integrated marketing campaigns to achieve and exceed sales targets.

- + A strong advocate for delivering high-quality placemaking and customer experience outcomes at the project and portfolio level, he is interested in delivering better community outcomes through improved home product / place design and technology innovation to improve sales rates and profit margins.
- + By maintaining a structured and curious approach to the businesses and clients he works with, he assists or implements and augments new practices and processes, to improve the efficiency of ways of working and the results achieved.
- + As a leader, he works collaboratively to identify clear business objectives, performance measures and customer needs, ensuring teams are cohesive and driven to work together, to build best-in-class communication and storytelling narratives.

LENLEASE AUSTRALIA, COMMUNITIES

Role: State Marketing Manager, Communities Qld.

BRISBANE

Kinma Valley

- + Comprising 2,084 lots on a 234ha site, and eventually home to 6,500 people. Launched 2023 it will include a 3,000sqm neighbourhood centre and a 31ha central park with over 6km of walking and cycle trails. It is surrounded by the significant amenity of the Moreton Bay region.
- + A community tucked into the hinterland of the Moreton Bay region, with a focus on sustainability and environmental responsibility. Kinma Valley will offer residents a green, oasis escape to maintain a happy balanced lifestyle.

Shoreline

- + Recently launched, Shoreline is a community of 3,133 lots on 290ha located at the southern end of Redland Bay to be home to 10,000 people. Completed in approximately 2033, Shoreline will have 2.8km of bay frontage with 25% of the site dedicated to parks and green space providing a unique seaside lifestyle.
- + Significant amenity including shopping, education, entertainment, and sport facilities surround the community including a performing arts complex, the Sirromet winery and an Olympic rapid water sports and safety training facility.

Springfield Rise

- + A master-planned community of 10,721 lots and home to approximately 12,000 people.
- + The second Lendlease community at Springfield.
- + Due to complete in 2026

Yarrabilba

- + A master-planned community covering 2058ha, with a display village of 19 homes, eventually home to approximately 50,000.
- + Comprising 15,137 lots. Launched 2011. Completing in 2043. A Priority Development Area (PDA) with a range of precincts, lot sizes and home styles with 2 pricing fronts. 1,700 jobs to become 13,000. 3ha of shopping facilities, with a 20ha Town Centre to come.

TOWNSVILLE

Elliot Springs

- + A community of 10,820 lots on 1,609ha to cater for 26,000 people. 30% of space dedicated to parks and green space to be completed by 2057. Transport, shopping, education, and community facilities are being delivered including walking and cycling trails, a neighbourhood hub and parks and playgrounds.
- + Located in a valley surrounded by mountain ranges, the picturesque Elliot Springs is a beautiful haven to rear a young family.

STOCKLAND RESIDENTIAL

Role: Project Marketing Manager.

BRISBANE

North Lakes

Quality transport access, fully self-sufficient with day-care through high schools, emergency hospitals and medical practitioners, a high-quality golf course, a Westfield shopping centre, Costco, residential land and house and land product, medium density product, retirement villages. Also includes commercial, retail and light industrial businesses.

- + A large and established master planned community with a population of over 21,000.
- + Refresh & Repositioned Brand Identity and Brand Promise, prior medium density product introduction.
- + Marketing support to maintain and lift sales rate.
- + Community strategy including Christmas Carols with 6,500 people attending.

Freshwater

A small satellite project utilising the North Lakes project hub and facilities.

- + Launched the project and builder display village to market.
- + Lifted Brand Profile and Customer Value Proposition as an alternative to North Lakes.

SUNSHINE COAST

- SIX RESIDENTIAL COMMUNITIES

Caloundra: Bellvista

The initial project that preceded Aura.

- + Traded out mature project to last land release & project completion.

Oceanside Kawana: Birtinya Island

A community within Kawana Waters.

- + Initial site Research, Positioning, Brand Naming & Identity.

+ Oceanside Kawana: Bokarina Beach

Beachside site and key element of the Kawana hospital precinct town planning.

- + Initial site Research, Positioning, Brand Naming & Identity.

Oceanside Kawana: Lake Kawana

Initial Oceanside community within Kawana Waters.

- + Launched 26 home Display Village

Coolum: The Boardwalk

- + Mature offer to trade out.

Beerwah: Woodgrove

- + Launched new brand to market.

ECONOMIC DEVELOPMENT QUEENSLAND

Role: State Marketing Manager

- Residential & Regional Development Qld.

BRISBANE

Fitzgibbon Chase

Commenced in 2009, Fitzgibbon Chase is located just 13km from the Brisbane CBD and minutes from public transport, shopping and a range of established amenities. Once complete, the 122-hectare site will comprise of approximately 1,350 homes.

- + Is a 122ha master planned community 12km North of the Brisbane CBD
- + 44ha bush land reserve
- + 1,350 homes across ~1,100 lots
- + Range of precinct densities and house styles
- + Lot diversity 46m² to +600m²
- + Neighbourhood parks and a 40-hectare conservation park

- + Numerous State and National awards
- + Lifted Brand Profile and Customer Value Proposition as an alternative to North Lakes.

REGIONAL QUEENSLAND – SEVEN RESIDENTIAL COMMUNITIES

Townsville: The Village

83-hectare site comprising > 1,000 homes.

- + Lifted brand relevance, product offer and builder support.
- + Incorporated Community building innovation & Brand Champions.

Mackay: Woodland Andergrove

Blackwater: Blue Ridge

Gladstone: Hillclose

Tannum Sands: Tannum Blue

Moranbah: Bushlark Grove

Roma: Clearview Rise

BRAND ACUMEN

Role: Founder – Director.

CLIENT: SKF DEVELOPMENT

Project: Mermaid Sanctuary

Location: Gold Coast, Mermaid Beach

- + 12 luxury canal waterside homes.
- + Positioning, Story & Narrative.
- + Project Brochure.

CLIENT: GH PROPERTIES

Project: Links Golf & Wellbeing

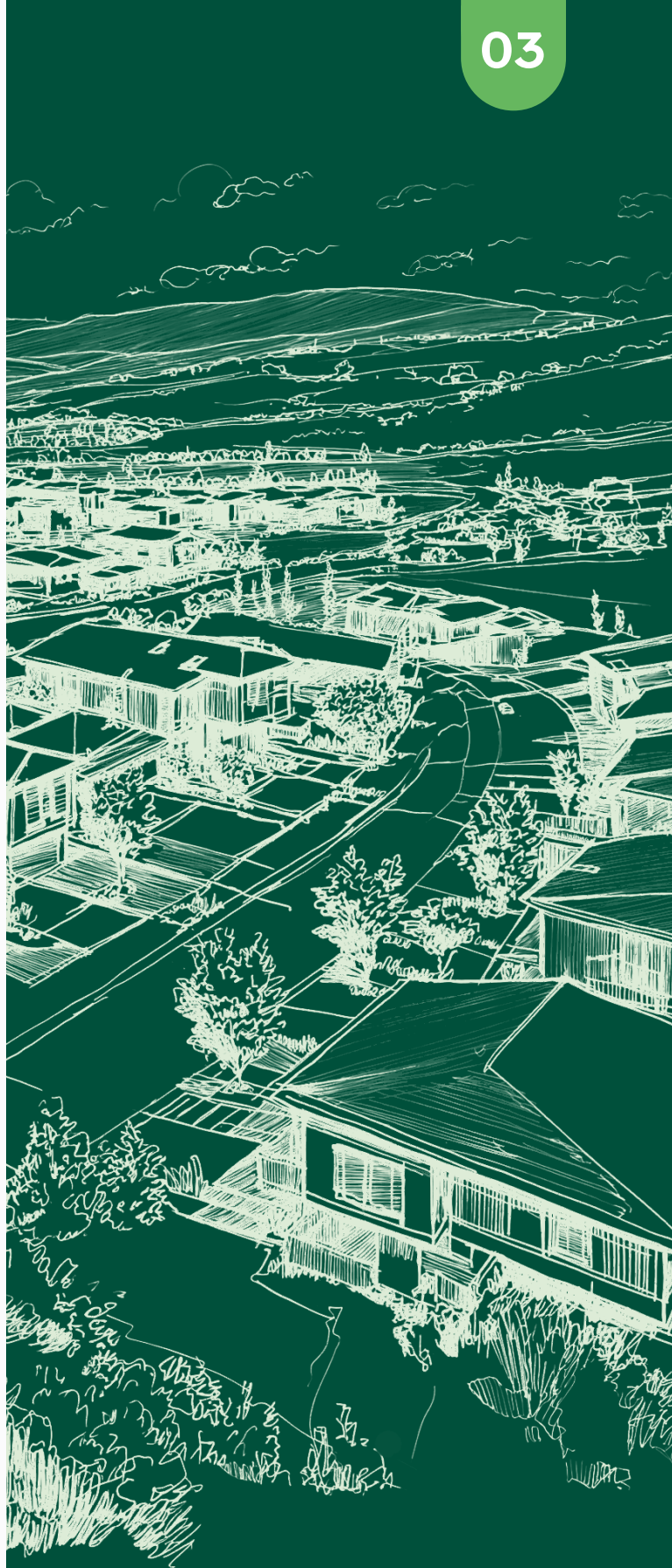
Location: Gold Coast, Hope Island

- + Corporate Positioning.
- + Brand Name & Identity Refresh.

Project: Saffron at Links

Location: Gold Coast, Hope Island

- + 26 two & three story luxury canal waterside villas.
- + Positioning, Story & Narrative.
- + Brand Naming & Identity.
- + Signage, Sales & Information Centre.



GET IN TOUCH

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