



Property Council of Australia
INDUSTRY DIPLOMA

SHOPPING CENTRE MANAGEMENT & MARKETING (SCMM)

Professional Development

DELIVERING KNOWLEDGE FROM INDUSTRY LEADERS

The SCMM Industry Diploma is for professionals looking to drive the performance of their retail property.

Developing a centre strategic plan, tenancy mix, PR strategies and operational issues are all covered. Attendees will learn the strategies used to capture greater market share and to tailor strategic tools that improve a centre's financial performance.

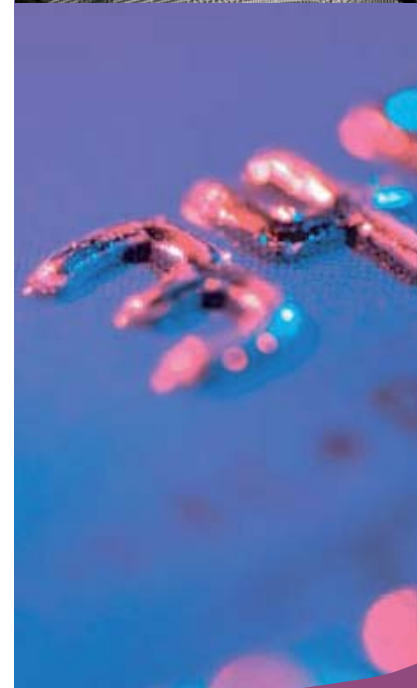
Attendees are typically shopping centre managers, retail leasing executives and retail marketing managers. This course attracts people from Australia, New Zealand and Asia.

The SCMM Industry Diploma comprises three levels:

- 2 day Introduction to Shopping Centre Management & Marketing course,
- 3 day Advanced Skills course
- 3 day Diploma course.

We understand the importance of building up your CPD points throughout the year. SCMM attracts one point per contact hour under learning category 1 in accordance with the Property Stock and Business Agents Act 2002

For more information contact, National Professional Development Team
Phone (02) 9033 1900 Email edu@propertyoz.com.au
www.propertyoz.com.au



The **Voice** of Leadership



PRACTICAL learning that counts

The Property Council of Australia's Professional Development courses are designed and presented by the industry's leading practitioners. Our focus is on practical learning that counts.

The professional development program offers a flexible design to cater to three core learning groups:

INTRODUCTION TO SCMM

This course provides a fundamental knowledge of key concepts and a practical tool-kit for those new to an area of the industry.

ADVANCED SKILLS

This course is designed for those with some industry knowledge and experience, who would like to further develop their understanding and practical skills in a chosen field.

DIPLOMA

This course is designed for those who have already completed Introduction to SCMM and Advanced Skills. This course challenges participants to extend themselves beyond their current level through intensive, specialised learning.

The Introduction to SCMM and Advanced Skills are prerequisites for the Diploma course. An application to enter the Diploma directly can be successful if you show sufficient work experience and understanding of the areas covered in the Introduction and Advanced Skills courses.

Course activities include:

- formal lectures
- networking sessions
- group discussions
- site tours
- thought-provoking case studies
- interactive sessions on the latest industry trends

CELEBRATING OUR TOP ACHIEVERS

This course is designed for those with some industry knowledge and experience, who would like to further develop their understanding and practical skills in a chosen field.

To be eligible for the Award, students must attend a Diploma course and complete the assessment given. The student with the highest mark from each course receives the Award.

See our website for more details.

2007 AWARD WINNER SCMM

Michael Gillon, HG Livingstone Ltd, NZ

"The Property Council course has significantly increased my overall understanding of the complexities of managing Shopping Centres and enhanced my awareness of their potential future trends. I found the diploma and the networking both enjoyable and beneficial for my career"

RUNNERS UP

Samantha Bernado, Prahran Market
Catherine Montgomery, Metcash trading Ltd
Kelli Robertson, Precision Group of Companies Pty Ltd
Rebecca Sutton, Precision Group of Companies Pty Ltd

CHALLENGING programs for all levels

The following topics are covered within each course to challenge participants at their appropriate level.

Introduction to Shopping Centre Management and Marketing (two days)

- Introduction to Shopping Centre Management
- Introduction to Shopping Centre Marketing
- Who is your customer?
- Introduction to Shopping Centre Operations
- Introduction to Leasing
- Introduction to Development
- Shopping Centre Site Visit
- Aspects of Development and Case Study
- Introduction to Finance
- Supplementary Income
- Industry Overview

Advanced Skills (three days)

- Branding and Positioning
- Community Relations
- PR Strategies
- Dealing with Media
- Presentation Skills
- Marketing a Redevelopment
- Case Study Marketing
- Strategic Business Planning
- Corporate Responsibility

Advanced Skills ctd..

- Operations Budgets
- Compliance and Risk Management
- Management Accounting
- Motivational Speaker
- Advanced Lease Fundamentals and Workshop
- Tenancy Mix
- Advanced Market Research
- Managing a Refurbishment
- Understanding Retailer Performance

Diploma (three days)

- Asset Management
- Funds Management Overview
- Valuation
- Case Study and Group Presentation
- Negotiation Skills & Dispute Resolution
- Leadership
- People and Culture
- The Future (2020)

QUALITY assured content

SCMM Diploma is developed by leading industry practitioners who are able to ensure participants get the latest industry ideas and relevant insights.

Property Council's Course Advisory Committees oversee this process, maintaining the right mix of subjects and presenters.

SCMM Course Advisory Committee members are:

Shaun Swanger (Chair) AMP Capital Shopping Centres
Andrew Byars Perron Group
Ian Ferguson QIC
Lisa Charter Centro Properties Group

The SCMM Course Advisory Committee reports to Property Council's National Professional Development Committee, to ensure our members have ultimate control over the content and quality of our programs.

"The Property Council of Australia's SCMM course has assisted shopping centre executives across arrange of disciplines and backgrounds to develop their skills and therefore enhance their careers in our dynamic industry. We are very proud of the high calibre of speakers and the detailed range of topics covered. The course remains up to date with content reviewed and refreshed every year. This is the most relevant and credible course on offer for shopping centre executives."

Shaun Swanger, Chief Operating Officer, AMP Capital Shopping Centres

Committee Chair

Presentations from industry LEADERS

AMP Capital Shopping Centres

Steven Thuaux, Head of Shopping Centre Management
Therese Ferry, Divisional Marketing Manager

AMP Capital Investors

Michael Ward, Valuation Manager, Property
Stuart Langeveldt

Back to Basics Training

Eddie Chong, Director

Deacons

Lexia Wilson, Partner

Directional Insights

Helen Bakewell, Managing Director

Jones Lang LaSalle

Peter Seeto, Leasing Director

QIC

Bernard Pirnke, National Operations Co-ordinator
Maree Brand, Mail Leasing Manager
Peter Habermann, Project Director

Lend Lease

Michael Dockery, General Manager Marketing Communicators

Eureka Funds Mangement

Christopher Shaw

Pitney, Bowes MapInfo Australia

Gavin Duane, Director, Client Services

Proclaim Management Solutions

Marianne Lim, Manager Corporate Liability

Shopping Centre Council of Australia

Milton Cockburn, Executive Director

Stockland

Gavin Daly, Regional Finance Manager
Damon Smith, Project Leasing Manager Retail
Justin Travlos, Development Manager
Ozlem Beldan, Regional Finance Manager
Michael Beckwith, National OPS Manager, Retail
Taryn McGurk, National Marketing Manager
Carly Xerri, Community Stakeholder Relationship Manager

Retail Concepts Pty Ltd

Marilyn Stephens, Partner

Nikol & Dime Pty Ltd

Nicole Lennox



Shopping Centre Management & Marketing

Application for 2009 Course Admission

REGISTRATION DETAILS

(PLEASE COMPLETE ALL FIELDS)

Mr/Mrs/Ms Name		Date of birth	
Position	Company	/Centre	
Address	Suburb	State	Postcode
Email (mandatory)			
Direct PH.	Mobile		
Years in Shopping Centres	Dietary Requirements		

DATES (please tick)

Intro to SCMM 30-31 March 09 Sydney
 3-4 August 09 Sydney

Adv Skills 1-3 April 09 Sydney
 5-7 August 09 Sydney

Diploma: 26-28 Oct 09 Sydney

TIME & VENUE

8.00am - 5.30pm daily (finalised course timing, advised one week prior to course date)
Sydney: Property Council of Australia House
 Level 1, 11 Barrack Street, Sydney

Confirmation Receipt of application will be acknowledged within two working days. If you do not receive confirmation please contact us.

FEES INCLUDE: Morning tea, afternoon tea, lunch and networking opportunities, workbook, ongoing support and assessment

COURSE FEES (please tick)

SCMM	EARLY-BIRD RATE		STANDARD RATE	
	Member	Non-Member	Member	Non-Member
Intro to SCMM	<input type="checkbox"/> \$1155.00	<input type="checkbox"/> \$1364.00	<input type="checkbox"/> \$1255.00	<input type="checkbox"/> \$1464.00
Adv Skills	<input type="checkbox"/> \$1925.00	<input type="checkbox"/> \$2299.00	<input type="checkbox"/> \$2025.00	<input type="checkbox"/> \$2399.00
Diploma	<input type="checkbox"/> \$1925.00	<input type="checkbox"/> \$2299.00	<input type="checkbox"/> \$2025.00	<input type="checkbox"/> \$2399.00

TAX INVOICE - Property Council of Australia ABN 1300 847 422

This form acts as a tax invoice on receipt of payment. Retain a copy for your records.

Course costs are GST inclusive.

To receive the early bird rate, registration and payment in full must be received 30 days prior to course commencement. Registrations and payment after this time will automatically revert to the standard rate.

PAYMENT DETAILS

OPTION ONE: Debit my credit card \$ _____

Please circle one:

Bankcard Mastercard Visa Diners AMEX

Card number _____

Cardholder's Name _____ Expiry Date _____

Signature (mandatory) _____

Signature of Managers Authorisation (mandatory) _____

OPTION TWO: Attached is my cheque/money order to Property Council of Australia for total payment \$ _____

Payment Policy and disclaimer. By signing the application form, a binding contract is made between the attendee and the Property Council of Australia.

1. Course fees must be PAID IN FULL prior to the commencement of the course. If payment is not received prior to the commencement of the course your position may be forfeited.
2. To receive the 'Early Bird' rate registration form and full payment of course fees must be paid 30 days prior to the course commencement date. After this time, all fees will revert to the 'Standard Rate'.
3. All requests for cancellations of registration to a course, credit or refund of fees must be made in writing to the Property Council of Australia Course Coordinator.
4. Property Council of Australia does not accept cancellations, provide refunds, or credit transfers to future courses within 14 days of the course commencement date.
5. Cancellations 14 to 7 days out from the course will incur a 50% cancellation fee and cancellations made within 7 days before the course commencement date will result in 100% of the course fees being forfeited, and any outstanding money will be billed to the attendee, regardless of the reason for withdrawal.
6. Transfers to another course or course date will only be accepted up to 14 days prior to the commencement of the course, and can only be to courses within the same calendar year.
7. Property Council of Australia reserves the right to cancel or postpone the course if insufficient enrolments are received. In this case, all registered attendees will be notified in writing and fees will be refunded in full.
8. The Property Council of Australia reserves the right to amend or alter the course content in consultation with course advisory committees.
9. The collection of personal details is primarily to register the attendee for the course. Information will be stored in the Property Council of Australia's database and maybe used for future marketing of Property Council of Australia's courses or events. If you do not wish to receive marketing materials, please notify us in writing.
10. The information presented within the courses, including PowerPoint slides and theory notes is not to be used or reproduced for commercial use by any attendee, and as such is for personal study only.

I have read and understood the conditions to register for this course. Signature _____

Fax completed application form to +61 2 9285 0527

Alternatively, please mail to Property Council of Australia - Level 1, 11 Barrack Street SYDNEY NSW 2000
For any enquiries please phone (02) 9033 1900 or email edu@propertyoz.com.au