




Place and Finance

Financing place-led developments. Challenges, partnership and opportunities.

Russell Walley,
Vice President Property, Commonwealth Bank of Australia

What gets funded is what gets built

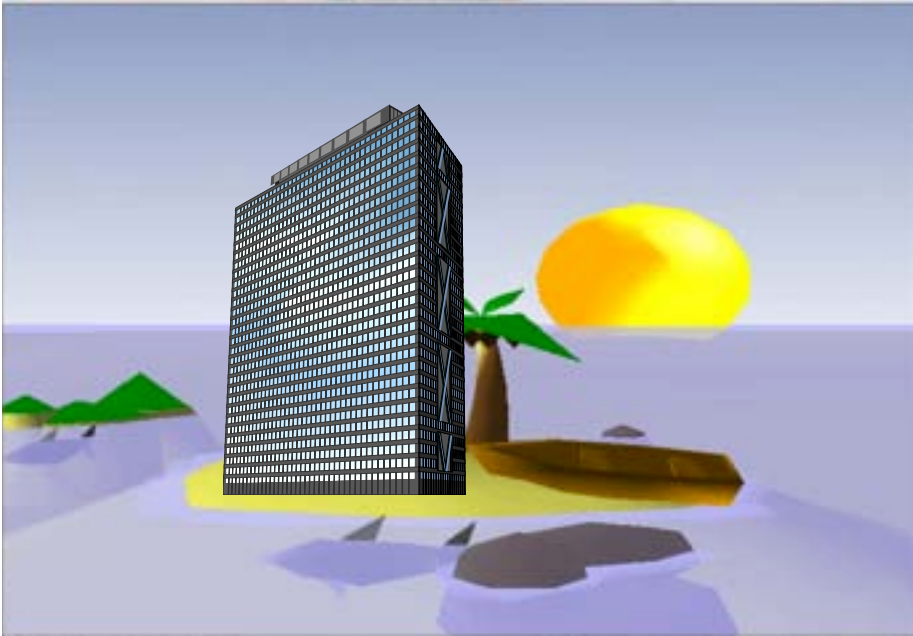
- **Converse:** What could have been but for lack of funding
 - **Challenge :** What is the communication quality between developers and Banks
 - **Imperatives:** Partnership, education, de-risking, enhancing
- 

Finance sectors understanding of place and potential

- **Now**
- **Future**
- **Change Agents**



Failed Place



Office tower - inner metro

- **Profile**
- **Consequences**
- **Root Cause**
 - Low value of Place


Current development of Place



Dandenong rejuvenation project

- **Communication**
- **Expectation**
- **Outcomes**

Monetising benefits of place making

- **Impact** of primary and secondary demand
 - **Infrastructure** development
 - **Modeling**
 - **Potential** for Valuers
- 

Private Sector Creation of Place

- **Capital** ready
- **Profit** driven
- **Benefits** of Place to be quantified



Private & Finance Sectors Monocles

- **Present Danger:** Exclusive perspectives
 - **Challenge:** Inclusive place making models
- 

Investing in place making; Public v Private

- **Leadership**
- **Integration**
- **Partnership**
- **Contagious confidence**

