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# How Clubs & NFP's can diversify revenue through their property strategies.

Suburbanite's Top 5 Strategies for Clubs & NFP's to diversify revenue through their property strategies

## STRATEGY 3



# About Suburbanite Asset Advisory

At Suburbanite Asset Advisory, we specialise in working with organisations so they maximise their property assets. Our experts:

- Develop strategies to diversify business income streams
- Help the board effectively navigate the opportunities and risks in the property sector
- Ensure all assets are allocated to achieve the organisations objectives and purpose
- Help maximise an organisation's revenue via its property assets
- Undertake due diligence and manage risk for major projects and joint ventures

Often the board knows they need to do more with their property assets – yet a lack of awareness about how to develop the correct strategy or who to ask for assistance creates road blocks.

This is where Suburbanite Asset Advisory comes in to help you through these roadblocks.

## Our Property Team

Our property team are all qualified valuers with degrees in Land Economics and Urban Estate Management, as well as our senior strategy team who hold Masters degrees in various property disciplines.

The team is lead by Anna Porter, who has worked with investors and management teams to develop robust property strategies for a variety of organisations, including the roll out, acquisition and disposal of assets, reallocating the use of under utilised assets, as well as setting and meeting development milestones.

# Introduction

Asset 360, a bite sized edition with our top 5 strategies for clubs and NFP's to diversify revenue through their property strategies.

Each month we will deep dive into each strategy so you can know what the opportunities are for your organisation.

But before you work out the best strategy, you need to work out if you have the opportunity on your site.

Step 1: Identify the goals of the organisation, the most common three we see are;

- Create reoccurring & diverse revenue
- Community integration
- Low risk development options & partners

Step 2: Identify the opportunities. Do you have;

Under utilized carparks

Excess bowling greens

Surplus land on golf courses

Internal spaces not maximised

Residential houses for a 'future plan'

# Lazy Assets

*Lazy assets are those assets that are well lazy. That means these assets are not earning as much money for you as your other assets. These could be financial assets (savings accounts) or non-financial assets such as real estate. These assets don't make you money!*



We see so many organisations that have purchased residential houses around their main asset, for a “future plan”. But never make a plan, never allocate that asset to any strategic use and simply let it get run down and become a lazy asset.





# Top 5 Strategies

*to diversify your revenue through your property assets*

Night markets, street eat's & shipping container precincts

Retirement living

Selling air space

Co-work and share economies

Major projects & creating commercial tenancies

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# Strategy #3

*Sell un-used air space*

An aerial photograph of the Hyde Park Barracks in Sydney, Australia. The image shows a large, historic, light-colored stone building with a central courtyard. The building is surrounded by other urban structures and greenery. In the background, a body of water is visible. A semi-transparent white rectangular box is overlaid on the image, containing the text "HYDE PARK BARRACKS SELLS AIR SPACE FOR \$20MIL".

HYDE PARK BARRACKS SELLS AIR SPACE FOR \$20MIL

Air space can be sold under the transferable FSR scheme - If you have a Heritage Listed Site and are on the register.

Many clubs that are on the register just aren't aware of how valuable their airspace could be if converted to transferable FSR.

In a nutshell is selling air space above land that is zoned for a higher and better use, but will not be used on your site, to a developer for another site.

# How else can airspace generate income?

- **Leasing signage/billboard rights** - Some of our organisations generate \$30,000-\$65,000 pa from high profile signage
- **Telecommunications towers on top of buildings** - These can generate tens of thousands a year in lease fees
- **Lease gaming machine entitlements** - Whilst this isn't exactly 'air' it is still a right or a use of something that isn't tangible, and there are companies that specialise in leasing out unused entitlements.



**GREENS & FAIRWAYS COULD  
BE THE UNTAPPED AIRSPACE**

Do you have valuable FSR over your bowling greens or the fairways that is not being used?

***You may not have the right zoning for this today, but you may want to get some of your land rezoned to future proof the organisation for this in 5-10 years.***

# About the author

*Anna Porter is the principal of Suburbanite and a qualified property valuer with over 15-years of experience.*

Throughout her career, Anna has worked on many institutional portfolios with thousands of assets across various property sectors. Her work includes acquisition and disposal plans, 3-5 year strategies, and reallocation of underperforming assets or redevelopment of underutilised assets. Having spent the past 3 years working heavily in the club's sector, she has worked on some significant JVs, and complex property strategies for board governed clients that have a broad range of stakeholders (often with competing interests), which can include club board, CEO, voting members, the community and the developer.

Anna's key focus at Suburbanite is now to help organisations diversify their revenue through property assets and navigate major projects. This had made her very skilled in managing stakeholder interests and negotiating large commercial deals with a lot of strategic considerations and risk mitigation.

Anna is often sought after by media for her expert commentary and appears weekly on Your Money Live for up to the minute property commentary and has featured in Australian Property Investor Magazine, ABC National Radio, 2UE Radio, 7's Sunrise, Channel Nine's The Mornings Show, Today Show, AFR and more.

In 2016/2017 she shared the stage with Mark Bouris and Andrew Morello as the property expert on the Prosperity Through Property Australian Tour. She also runs education programs for companies such as Caltex, Optus, Flight Centre, NRL and Cricket NSW to name a few.

Anna has also taught Property at Sydney Institute and was involved in helping them develop their new Degree Course in Property Valuation.

