

**UniLodge**

# CORPORATE PROFILE

*Where I want to be*





## WELCOME TO **UNILODGE**

UniLodge is one of the largest providers of purpose-built student accommodation in Australasia.



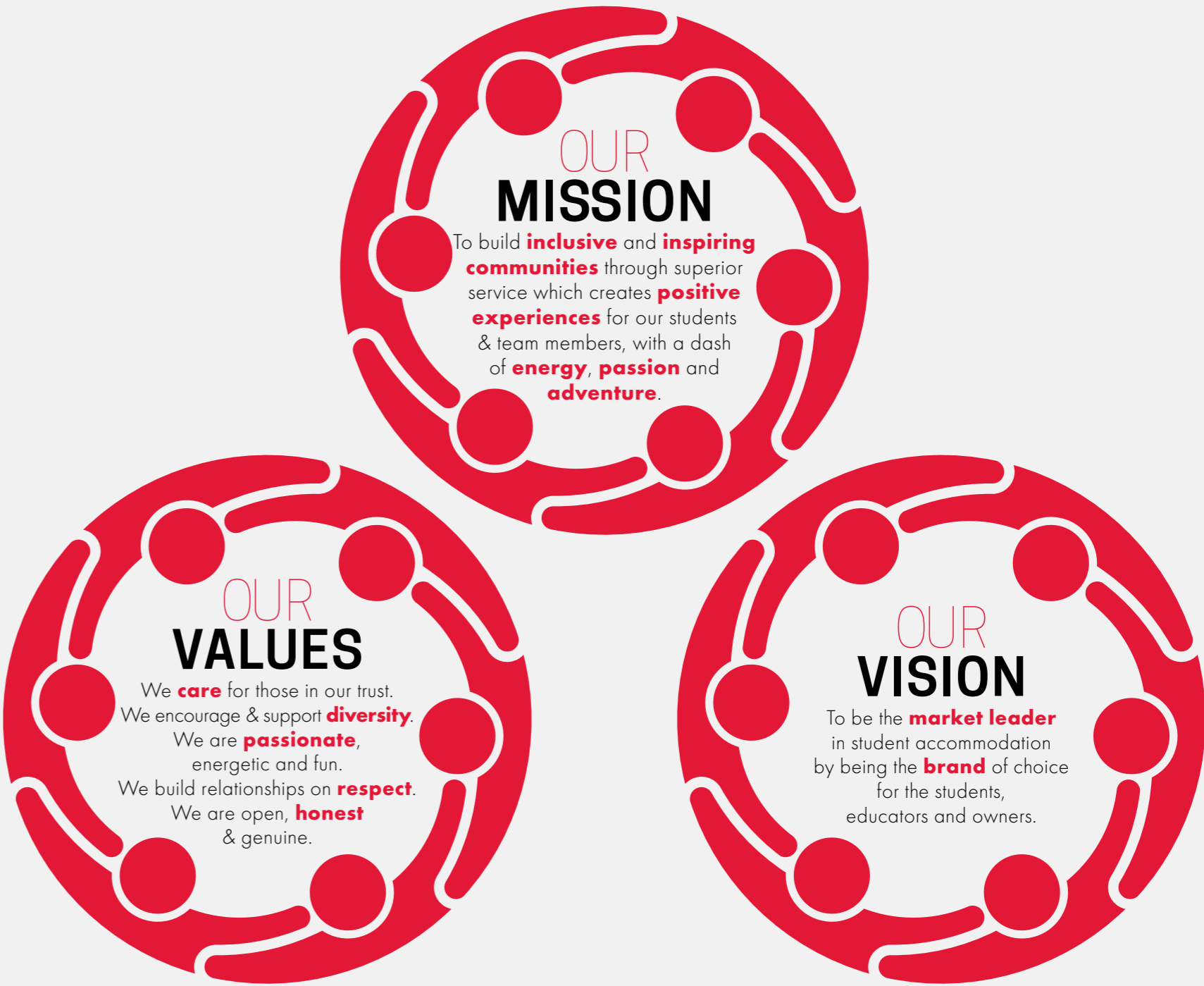
Privately owned since day one, student accommodation has always been our core business. This focus has seen us forge strong, ongoing relationships with many of the region's most respected educational institutions including:

- ✓ Australian National University
- ✓ Charles Darwin University
- ✓ Curtin University
- ✓ RMIT University
- ✓ Shafston International College
- ✓ Swinburne University
- ✓ Taylor's College
- ✓ Trinity College
- ✓ The University of Auckland
- ✓ University of Canberra
- ✓ University of Melbourne
- ✓ University of New South Wales
- ✓ University of Queensland
- ✓ University of Technology Sydney
- ✓ Victoria University
- ✓ Victoria University of Wellington

The continued growth of UniLodge is no coincidence. We specialise in the professional operation and management of student accommodation. Our success is built upon a proven formula that delivers genuine value to investors and student residents alike.

All properties managed by UniLodge are ideally located either on campus or in close proximity to universities, colleges and other education institutions. The layout and amenity of our properties is carefully considered for student living, providing a secure and supportive community to promote positive life experiences for students and peace of mind for parents.

UniLodge employs over 340 dedicated staff, each with a strong focus on delivering quality, innovation, efficiency and customer responsiveness to all of our stakeholders.



# OUR SERVICES

UniLodge offers a full spectrum of student accommodation services. These have been carefully refined over many years to deliver maximum benefit for both students and investors alike.



### DEVELOPMENT SERVICES

- ✓ Development consultancy for new and existing student accommodation facilities, ensuring feasibility, operability and an optimum outcome
- ✓ Feasibility advice and consultancy including operational income and expense budgeting
- ✓ Furniture, fittings and equipment specification and procurement
- ✓ Development management
- ✓ Project management
- ✓ Enhanced purchasing power through our scale as market leader



### PROPERTY MANAGEMENT SERVICES

- ✓ Property management
- ✓ Tenant Management
- ✓ Asset management
- ✓ Real estate sales (UniLodge Realty)
- ✓ Accommodation letting and management
- ✓ Marketing strategy plans
- ✓ Ongoing research including electronic resident surveys
- ✓ Licensed real estate letting services
- ✓ Media and Public Relations management
- ✓ Stakeholder management
- ✓ Information and records management
- ✓ Workforce planning and people management, strategy and planning
- ✓ Transition plans for property takeovers



### CREATING A COMMUNITY

- ✓ Pastoral care of student residents, including Under 18s
- ✓ Community building through our Residential Life & Well Being Program called the Residential Life Program
- ✓ Social responsibility programs

4

## UNILODGE PORTFOLIO GROWTH

YEARS	BED NUMBERS UNDER MANAGEMENT
1996-2005	2,312
2006-2007	4,118
2008-2009	5,301
2010-2011	7,430
2012-2013	8,737
2014	9,716
2015	11,415
2016	12,633
2018	16,420
2019	22,000
2020	22,740

BED NUMBERS UNDER MANAGEMENT

5

# UNILODGE HISTORY

We welcome  
**On Campus** and  
**@UNSW** to the  
portfolios



**UniLodge**  
launched  
Your Shop



Hits the milestone  
of **over 10,000**  
managed beds

**UniLodge**  
Celebrates  
**20 year**  
anniversary

Reached  
**over 340**  
employees  
across  
Aust. & NZ



Launched  
re-design of  
Student Living  
logo



SYDNEY



MELBOURNE



BRISBANE



AUCKLAND



SYDNEY



MELBOURNE



CANBERRA



ADELAIDE



DARWIN



SYDNEY



NEW ZEALAND



BRISBANE



CANBERRA



BRISBANE



1996 ..... 1997 ..... 1998 ..... 2002 ..... 2003 ..... 2006 ..... 2007 ..... 2010 ..... 2015 ..... 2016 ..... 2017 ..... 2018 ..... 2019 AND BEYOND



**UniLodge**  
was founded in Sydney,  
New South Wales,  
Australia

**UniLodge**  
on Broadway is the first  
property in our portfolio,  
located in Sydney, New  
South Wales, Australia

**UniLodge**  
expands into Melbourne,  
Victoria, Australia

**UniLodge** on Swanston

**UniLodge**  
expands into Brisbane,  
Queensland, Australia

**UniLodge** on Margaret

**UniLodge**  
becomes international  
with expansion into  
New Zealand

**UniLodge** Auckland

**UniLodge**  
leads the charge to  
manage on campus  
student accommodation  
with leading universities

**UniLodge**  
ownership  
changed hands

**UniLodge**  
expands into Canberra,  
Australian Capital  
Territory, Australia

**UniLodge @ ANU**  
Davey Lodge

Head Office moved  
to Brisbane



**UniLodge**  
launches the Residential  
Life and Wellbeing  
Program, Residential  
Life Program

Residential Life and  
Wellbeing Program

**UniLodge**  
expanded into Adelaide,  
South Australia, Australia

**UniLodge**  
@ Metro Adelaide



**UniLodge**  
welcomed the Student  
Living portfolio

**UniLodge**  
opens its first  
property in Darwin,  
Northern Territory,  
Australia

**UniLodge** Darwin

We  
welcome  
our 50th  
Property  
to our  
portfolio

**UniLodge**  
aligns  
organisation  
with key  
corporate  
appointments  
within the  
Brisbane  
head office

Confirms  
accommodation  
scholarships for  
future students at  
RMIT University

**UniLodge**  
New Zealand  
portfolio  
grows to four  
properties

**UniLodge**  
Brisbane portfolio  
welcomes **UniLodge**  
South Bank, purpose  
built student  
accommodation

**UniLodge**  
Canberra portfolio  
welcomes the  
5th ANU property  
and 4th UC property,  
both properties  
are brand new  
purpose built student  
accommodation

**UniLodge**  
@Park Central will be  
the latest brand new  
purpose built student  
accommodation to  
join the Brisbane  
portfolio

**MELBOURNE**  
303 Royal Parade  
University Apartments  
**UniLodge** Lincoln House  
**UniLodge** Royal Melbourne

**ADELAIDE**  
**UniLodge** City Gardens

**CANBERRA**  
**UniLodge @ UC** – Campus West  
**UniLodge @ UC** – Guginya  
**UniLodge @ ANU** – Wamburun Hall  
**UniLodge @ ANU** – Fenner Hall  
**UniLodge @ ANU** – Bruce Hall  
**UniLodge @ ANU** – Wright Hall

**PERTH**  
**UniLodge @ Curtin University** – Guild House  
**UniLodge @ Curtin University** – Vickery House  
**UniLodge @ Curtin University** – Erica Underwood  
**UniLodge @ Curtin University** – Kurrajong Village

# EXECUTIVE CHAIRMAN



**PETER BATES**  
EXECUTIVE CHAIRMAN

Peter Bates joined UniLodge in September 2006 as the Chief Executive Officer. In the decade since he joined UniLodge, with his expertise in project management, project delivery, business management and finance has seen him oversee growth of the UniLodge portfolio from 3,500 beds to over 22,000 beds under management. A civil engineer by profession, Peter graduated from the University of Queensland.

He started his career with the construction arm of Lend Lease, Civil & Civic in 1987 in Brisbane and enjoyed a 19-year career with Lend Lease. Peter's time with Lend Lease took him to many locations in Australia and into Asia where he spent nine years in Bangkok, Singapore and Shanghai in senior management roles.

# SENIOR EXECUTIVE TEAM



**Tomas Johnsson**  
CHIEF EXECUTIVE OFFICER

Tomas Johnsson joined UniLodge in September 2018 as the Chief Executive Officer. He has over 25 years' experience in senior management roles in the tourism industry specialising in accommodation. Tomas is currently serving on the board for APSAA – Asia-Pacific Student Accommodation Association.

Prior to joining UniLodge, Tomas was the Chief Operating Officer of the Mantra Group, and was responsible for Operations, Sales, Marketing, Revenue, Distribution and Digital functions across the Group. Tomas has also held senior management roles with General Property Trust including Sheraton Four Points Darling Harbour, Ayers Rock Resort and Voyages Resorts, as well as Mirvac and Rydges Hotels.

Tomas successfully completed his Master of Business Administration (MBA) in 2016 and is a member of the Australian Institute of Company Directors.



**Chris Webb**  
CHIEF FINANCIAL OFFICER

Chris Webb joined UniLodge as the Chief Financial Officer in June 2018.

Having trained as a Chartered Accountant with PwC, Chris has more than 20 years business experience gained in Australia and internationally across various industries including investment banking, funds management, mining and property. Chris was most recently the CFO of RetireAustralia, the largest private retirement village operator in Australia.

Chris is a strategic thinker who is passionate about developing strong teams and enabling business growth.

Chris is a Commerce and Law graduate of the University of Queensland and a Fellow in Finsia.



**Matt Row**  
CHIEF OPERATING OFFICER

Matt Row joined UniLodge in March 2017 and is responsible for the management of all of UniLodge's operations in Australia and NZ.

He has over 20 years' management experience in the construction, vocational training and property industries. Prior to joining UniLodge, Matt was Chief Operating Officer for Retire Australia, the country's largest private retirement village owner-operator.

He has also previously held the positions of Business Services Manager for Heritage Pacific and Meridien, as well as being General Manager for a large registered training organisation and group training company.

Matt is currently the Vice President of the Student Accommodation Association and is a Fellow of the Institute of Managers and Leaders.



**GRANT WALDECK**  
CHIEF SALES AND MARKETING OFFICER

Grant Waldeck joined UniLodge in September 2017.

He has a wealth of international experience with blue chip brands, having delivered multi-channel marketing strategies for Flight Centre, Queensland Rail, Compare the Market Australia and, most recently, Domino's Pizza Indonesia – in the role of Marketing Director.

A hands-on creative thinker with expertise in social media, digital and direct marketing, PR and branding, Grant has a proven track record in bringing big ideas to life.

He has a Bachelor of Psychology degree from The University of Western Australia and an MBA, majoring in Marketing, from Curtin Graduate School of Business.



**VICKI NAGLE**  
CHIEF HUMAN RESOURCES OFFICER

Vicki Nagle was appointed Chief Human Resources Officer in March 2019. Vicki has over 20 years' human resources experience in hospitality, construction, manufacturing and wholesaling. Her career has taken her throughout Australia, the United Kingdom and the Maldives.

Vicki's passion is enabling people to achieve their career goals and drive success in the business. She is excited about the growth opportunities in her new role, and the chance to coach managers and her team to build even greater capability at UniLodge.

Vicki is currently completing a Graduate Certificate in Employment Relations. She also holds an MBA and a Bachelor of Business, majoring in Human Resources.



**RANYI BAUER**  
GENERAL MANAGER – FINANCE

Ranyi Bauer was appointed to the role of General Manager – Finance in November 2015. Ranyi completed a Bachelor of Business, Accounting major and a Bachelor of Law at QUT in Brisbane. Ranyi began her career looking after a diverse range of accounting and tax clients at PricewaterhouseCoopers, becoming a qualified Chartered Accountant in 2003. She then moved to the UK where she gained international experience in the financial services industry.

Over her twelve years in London she implemented new accounting systems, transitioned a business to private equity investors and streamlined reporting processes, receiving the Most Outstanding Performance Award for her efforts. Ranyi has been leading high performing Finance teams for the last 10 years, adopting a value add and business partnering approach to all departments.



**KATE STOCK**  
GENERAL MANAGER – MARKETING

Kate Stock was appointed to the role of General Manager - Marketing for UniLodge in February 2016. Kate made the decision to focus her marketing career in the burgeoning property sector in 2007 and has never looked back. In the ensuing decade she has accumulated an extensive body of experience across some of Australia's leading property sector brands and businesses. She has been directly responsible for successful marketing campaigns and brand development projects for retirement villages, residential and commercial developments and, most recently, was National Marketing Manager for the PRDnationwide franchise business, owned by Colliers International.

Kate has completed a Bachelor of Business, Majoring in Marketing and Management from the University of the Sunshine Coast. A well-rounded marketer, Kate's experience spans a multitude of marketing channels and she thrives on the fast-paced student accommodation sector.



## RESIDENTIAL LIFE & WELLBEING PROGRAM

UniLodge knows safe and practical accommodation sits at the very heart of the tertiary student experience. But today's young people want and expect more – on and off campus. This is why we developed the Residential Life Program, a bespoke Residential Life & Wellbeing Program offering a balanced program of activities to support the well-being of UniLodge student residents across five key pillars, including Under 18 appropriate activities.

## RED FROGS AUSTRALIA

We announced our formal partnership with Red Frogs Australia on the 30 August 2019, who are equally committed to safeguarding the future of our young people with supportive, hands-on practical activities. This AMAZING partnership is a three-year strategic alignment and together we will continue to build strong and safe communities for students in UniLodge residences across Australia + New Zealand.

### ACADEMIC & CAREERS

To support residents through their study so they can achieve the best results possible and to assist them with developing skills that will assist in improving their career prospects and employability.

### SUSTAINABILITY

Provide residents with practical ways of making a difference whilst living at UniLodge and work together in minimising their foot print on the environment.



### RESIDENTIAL LIFE PROGRAM

### SOCIAL INTEGRATION

To provide residents with an Australian / New Zealand experience, building life long friendships, encouraging cultural integration and with this increased understanding and value of multiculturalism.

### PHILANTHROPY COMMUNITY

To engage residents in a range of social responsibility practises, learning through participation.

### HEALTH & WELLBEING

To offer opportunities for growth mentally and spiritually, staying active, forming friendships and team building.

## RESIDENTIAL LIFE TESTIMONIALS

*“The Residential Life Program is a great way to make friends and experience Brisbane and its surrounding regions. Moving from Darwin was pretty nerve-wracking but with the help of Residential Life Program, I was able to get out and about on a university student budget and interact with others in the same position as me.*

**– MOLLY, UNILODGE ON MARGARET RESIDENT**

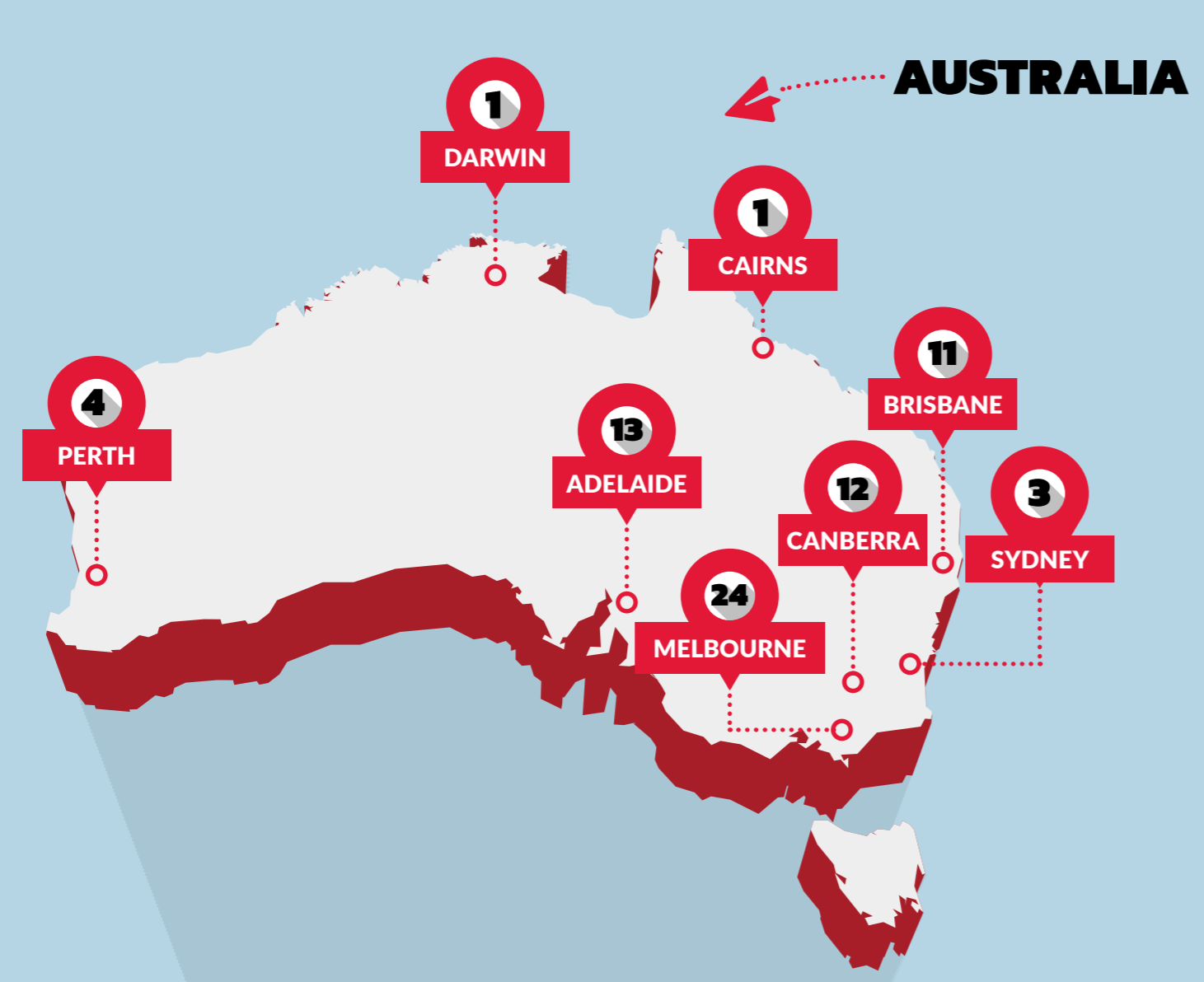
*“The Residential Life Program events have been great. The best being the welcome party. We had a great time dancing the night away! We also had a great experience with the kick-boxing class. I can't wait for this semester and I'm excited about the upcoming events.*

**– RATIB, UNILODGE DARWIN RESIDENT**

*“Living here was superb and it gave me independence and a wonderful support network. It was nice to know that I could talk to the staff that are very friendly whenever I had any problems, living at UniLodge is an unforgettable experience and I would recommend it to anyone.*

**– ALEXANDRA, UNILODGE @ UNSW RESIDENT**

**UNRIVALLED REACH**

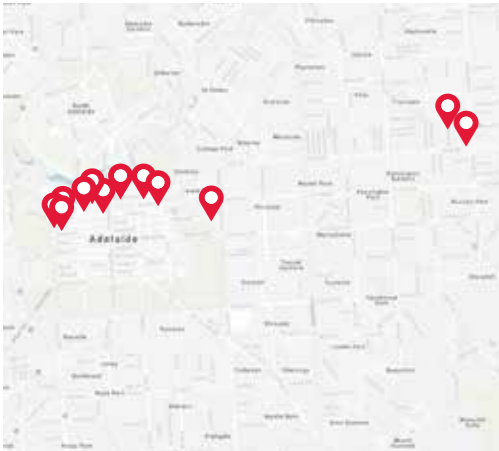


**NEW ZEALAND**



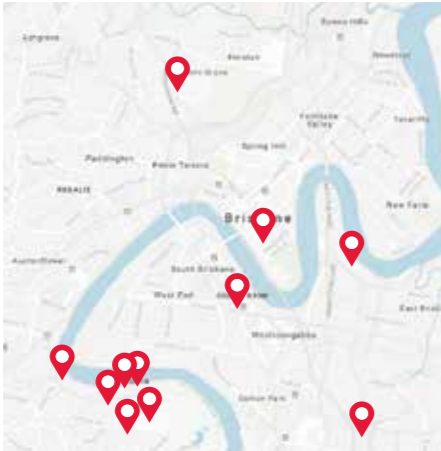
# EXTENSIVE FOOTPRINT

## AUSTRALIA



**ADELAIDE**  
SOUTH AUSTRALIA  
**13**

Adelaide represents our second biggest footprint in Australia, with 13 properties and over 900 residents. Most of our Adelaide properties are in the central business district of Adelaide. Not only does this offer all the conveniences of inner-city living, it also provides our residents with easy access to the University of Adelaide, the University of South Australia and tafe college. Two properties are located a 15-minute drive from the city, near the University of South Australia's Magill Campus.



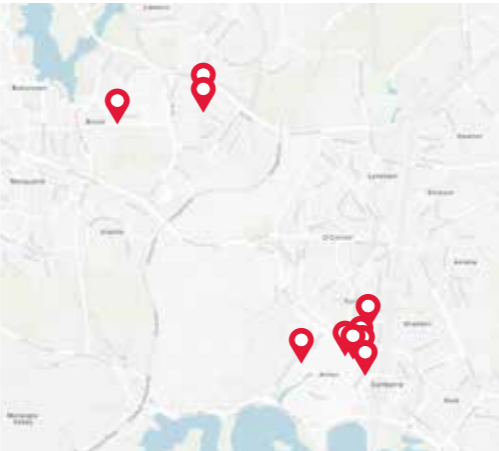
**BRISBANE**  
QUEENSLAND  
**11**

Our 11 Brisbane properties are strategically located in two key areas; the city and St Lucia. The city and inner-suburb properties are close to the Queensland University of Technology, Griffith University, TAFE QLD and Shafston College among others. Most of our Brisbane properties are in St Lucia, near the University of Queensland where more than 50,000 people study.



**CAIRNS**  
QUEENSLAND  
**1**

UniLodge @ JCU Cairns is a brand new on-campus accommodation facility, opened in Semester 1, 2018. Being only a stone's throw to class makes living at UniLodge @ JCU Cairns one of the best places to live while you are studying at James Cook University.



**CANBERRA**  
AUSTRALIAN CAPITAL TERRITORY  
**12**

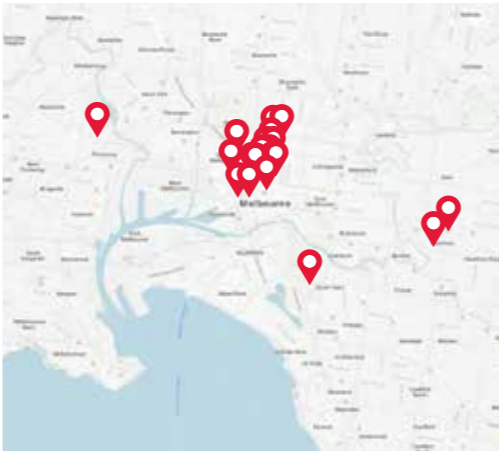
2017 was an exciting year for UniLodge in Canberra with two new properties joining our portfolio; a new on-campus property at the Australian National University (ANU) and '@ UC - UC Lodge' at the University of Canberra (UC). Most of our existing Canberra properties are located near, if not on, the Australian National University campus, including UniLodge @ ANU - Davey Lodge. We also offer four properties near the University of Canberra, Bruce Campus. In 2019, we welcomed UniLodge @ UC - Guginya and UniLodge @ UC - Campus West.



**DARWIN**  
NT  
**1**

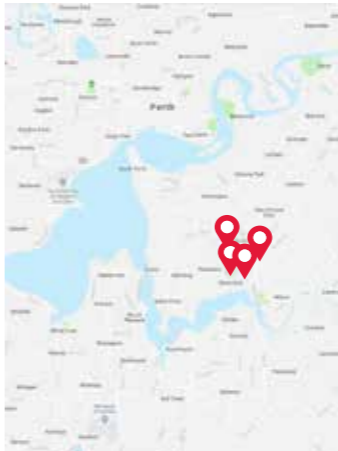
UniLodge's Darwin property is home to more than 300 students from the Charles Darwin University. Established in 2003 the Charles Darwin University teaches more than 21,000 students and has a strong focus on the engagement and advancement of indigenous Australians. UniLodge Darwin is 800 metres from the university campus and part of the Casuarina shopping precinct offering residents an easy lifestyle while they study.

## AUSTRALIA



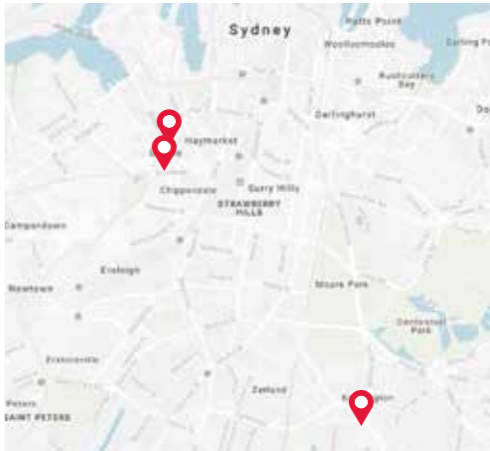
**MELBOURNE**  
VICTORIA  
**24**

Melbourne boasts our largest footprint with more than 5,000 residents across 24 properties. Three quarters of our Melbourne properties are in Melbourne City or the inner-city suburb of Carlton, providing easy access around Melbourne and to the many colleges of the University of Melbourne and the Royal Melbourne Institute of Technology among others. Our remaining properties serve students attending Swinburne University and the Victoria University. In 2019 we have welcomed UniLodge Lincoln House, UniLodge @ Royal Melbourne, 303 Royal Parade and University Apartments.



**PERTH**  
WESTERN AUSTRALIA  
**4**

Curtin Perth Campus Accommodation is around six kilometres south-east of central Perth. It features 116 hectares of beautifully landscaped gardens and is home to thousands of students from all around the world who help create the vibrant and multicultural atmosphere.



**SYDNEY**  
NEW SOUTH WALES  
**3**

UniLodge currently manages 1,890 beds over three properties in Sydney, Australia's largest city. Two of the properties are located less than three kilometres south-west from the central business district. They are also strategically located close to the University of Technology Sydney, the University of Sydney, The University of Notre Dame, Sydney Tafe and Taylors College. The third property is on-campus at the University of New South Wales.



**AUCKLAND**  
NEW ZEALAND  
**3**

UniLodge offers three properties in Auckland, 55 Symonds Street, UniLodge Auckland and UniLodge on Whitaker, and is home to over 920 residents. These properties are in the city of Auckland and offer convenient access to the side-by-side University of Auckland and Auckland University of Technology as well as more than nine other educational institutions in the city. These sought after properties are in high demand.



**WELLINGTON**  
NEW ZEALAND  
**1**

UniLodge works in partnership with the Victoria University of Wellington (Victoria) to provide safe and secure accommodation for more than 300 students. Stafford House, our UniLodge property in Wellington, is in the heart of Wellington's central business district and provides easy walking and transport access to two of Victoria's four campuses as well as the Massey University.

## UNILODGE AND UNDER 18 RESIDENTS

A key UniLodge offering is our expertise in providing accommodation for students under the age of 18. We have a deep understanding of the legislation and heightened duty of care requirements in relation to Under 18 residents and deliver a contemporary accommodation service to ensure the safety and wellbeing of younger students. Our Under 18s program is supported by a solid operating platform of processes and procedures, staff training and development, all of which underpin the delivery of this niche service offering. Wherever required all of our staff hold a Police Check and Working with Children Check.

### OUR UNDER 18'S PROGRAM INCLUDES:

- ✓ Students are met on arrival at the property
- ✓ Under 18s orientation
- ✓ Strict curfew times and processes
- ✓ Single sex apartments
- ✓ Security and monitoring
- ✓ No tolerance policy on alcohol, smoking, drugs and gambling
- ✓ Regular communication with parents/guardians
- ✓ Pastoral care
- ✓ Processes for residents with medical conditions or illnesses
- ✓ Processes to ensure student issues are escalated and handled in a professional, caring manner
- ✓ Understanding how difficult it can be for young people, especially those arriving from overseas, to meet new friends and settle into their new environment, UniLodge ensures that our Residential Life Program events are Under 18s friendly



## INVESTORS/OWNERS

### THE UNILODGE COMMITMENT TO INVESTORS & PROPERTY OWNERS:

As your property manager we are committed to protecting your asset and maximising your investment returns. Due to our experience and expertise we offer a strong operational platform that generates consistency, quality, professional management and efficiencies across all properties in our care. We are specialists in marketing student accommodation and we are committed to producing high occupancy rates across our diverse portfolio. We are specialists in marketing student accommodation and we are committed to producing high occupancy rates across our diverse portfolio. We achieve this through our multi channel approach to marketing and enviable global network that is specific to each property.



## SALES & MARKETING EXPERTISE

To maintain its position as the market leader in Australasia, UniLodge continues to adopt best-practice strategies in all aspects of sales and marketing. Our competitive advantage is secured by a comprehensive and contemporary understanding of tertiary education and student accommodation markets. By carefully monitoring trends we are able to proactively adapt to the challenges of each market.

Our sustained growth over the past two decades is testament to our ability to deliver high value products which meets the evolving needs of our education partners and offshore agents. This ensures UniLodge continues to be synonymous with quality, secure and fully occupied student accommodation. Our highly skilled sales and marketing team conduct detailed market analysis and prepare business plans to ensure our commitment to our customers, internal and external, is delivered both now and into the future.



### UNILODGE UTILISES A WIDE RANGE OF TOOLS AND STRATEGIES INCLUDING:

- ✓ Location-specific market analysis and property specific competitor analysis
- ✓ Market and consumer research through online student surveys
- ✓ Maintaining a strong Brand and Brand Essence overall marketing collateral - print and web
- ✓ A unique to UniLodge, marketing collateral identity – developed to specifically appeal to our target audience
- ✓ Property specific and group collateral – print-ready and web-based
- ✓ Interactive website with online booking capabilities
- ✓ Online social networking programs
- ✓ Internet Search Engine Optimisation (campaigns and monitoring)
- ✓ Regular email communication with education agents
- ✓ Attendance/participation at international education exhibitions, conferences and trade shows
- ✓ Sales missions in key international markets
- ✓ Strategic relationships with international and domestic education agents and housing officers
- ✓ Targeted sponsorships and partnerships
- ✓ Regular overseas sales, marketing and networking initiatives
- ✓ Strategic annual advertising campaigns
- ✓ Media and crisis management programs
- ✓ Sales and marketing training with property teams
- ✓ We also keep our partners well informed at all times, communicating to investors and owners regularly about the property market and what activities we are undertaking to ensure occupancies and rental returns are maximised

### DID YOU KNOW?

UniLodge wasn't just the first dedicated commercial provider of student accommodation in Australia. Today we're also one of the largest.



**UNILODGE**  
**AUSTRALASIA'S #1**  
**FOR STUDENT ACCOMMODATION**

Drawings are not necessarily to scale. All statements of fact or opinion contained in this document are given in good faith and are believed to accurate as at 11.07.19. Unless otherwise indicated, the contents of this document are protected by copyright and UniLodge Australia Pty Ltd reserves its rights in this regard.

## DISCOVER MORE TODAY

For more information about UniLodge  
or any of our properties please contact us today:

### UNILODGE HEAD OFFICE

Level 9, 82 Eagle Street  
Brisbane QLD 4000  
GPO Box 2481  
Brisbane QLD 4001

☎ +61 7 3233 3700  
✉ [info@unilodge.com.au](mailto:info@unilodge.com.au)  
🌐 [unilodge.com.au](http://unilodge.com.au)



**UniLodge**



**STUDENTLIVING®**

BY **UniLodge®**