



Eloise Healy

Role: Developer Partnering Manager – ABN Group

Age: 28

Qualifications: Bachelor Arts (Linguistics, English, Anthropology) - UWA, Graduate Certificate (Property Investment) – Curtin, Graduate Certificate (Development Planning) – Curtin



Brief Biography: I was drawn to the Urban Development industry through a keen interest in the evolution of the development landscape in both urban and rural WA. Starting in real estate and development then moving to a development manager role at LandCorp, I've been lucky enough to work across land development projects ranging from a few lots in the Wheatbelt, to industrial estates, to a mixed-use activity centre development. My current role is focused on managing relationships and partnerships for the ABN Group's key internal and external stakeholders being the Group's building companies, land developers and a variety of representatives from across the industry. Outside of work I'm a footy fan, a wine enthusiast and love kicking around at the family farm in Dwellingup.

Q: What challenges do you see the property industry facing in the next 5 years?

A: I think a major challenge relates to predicting supply/demand metrics in the face of changing economic conditions. Locally, with the capex boom over, workforce requirements shrinking and migration likely to decrease, it will be interesting to see how a possible decline in demand for housing product impacts the industry. Key to this will be banks flexibility with lending conditions and the industry fostering a normalisation of property prices across the State.

Q: Within the urban development industry what is the most significant project that you have worked on/been part of within your career to date?

A: I enjoyed the varied challenges of managing the Mandurah Junction (TOD) development in my past role as a development manager at LandCorp. The project is a transport-orientated activity centre development encompassing apartment, single residential and commercial sites and a much loved community garden.

Q: Within the urban development industry what influence does your role have on the future of our state (Building design, new estates, etc.)?

A: My role is responsible for managing the Group's relationships with developers to identify partnering opportunities to deliver appropriate and sufficient land supply to the Group's building companies. Not only can these partnerships dictate what lot typologies and housing product are released to the future market, they can also help to guide future pricing structures on the lot, estate and market scale. The role also facilitates innovation projects where we're able to partner with other industry representatives to trial innovative technologies and designs to respond to current and future market conditions.