

Kimberley Bass

Role: Builder Relationship Manager, Peet Limited

Age: 28

Qualifications: Bachelor of Marketing and the Media, minors in Public Relations and Asian Languages, Murdoch University and Certificate of Registration as a Real Estate and Business Sales Representative, REIWA.

Brief Biography: I started working in the property industry at age 19, while completing my tertiary studies at Murdoch University. Over the last nine years, I have worked with three of Australia's leading ASX property developers – Stockland, Mirvac Group and Peet Limited - across a variety of roles in sales and business development management.



As Builder Relationship Manager for Peet Limited, I am the primary liaison between Peet and our builder partners, focussed on developing long-term partnerships and win-win outcomes for the business. This includes managing the delivery of our wholesale and display village program, communication strategy and new product development across our WA residential land portfolio. I am passionate about the Urban Development industry and currently serving as a member of the UDIA Outlook Committee 2015-16. Outside of work, I enjoy travelling, cooking and spending time with my husband, family and friends.

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

A: I believe that housing affordability will continue to be an important issue for the property industry, and particularly delivering innovative solutions which drive affordability without compromising design quality.

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: In my career to date, I am often working with a variety of stakeholders across multiple projects simultaneously – rather than a single project at one time. However, in my role at Peet, I have been involved in the delivery of a number of new product designs for our estate, Shorehaven at Alkimos. This included collaborating with builder partners to develop new designs to suit narrow lot product and address coastal conditions, explore alternative construction materials and methodologies, and create innovative and affordable designs for lots with mixed zoning.

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

A: I work closely with our project teams and builder partners to review and develop the lot mix in each of our estates, and help to ensure that we can continue to evolve our lots to suit innovative house designs and the future needs of our customers.