

FABRIZIO PERILLI

TOGA

With a 53-year legacy of success, Australian property developer and hotelier TOGA has created projects nationwide and has 5,000 residential apartments in the pipeline across Sydney. Chief Executive of TOGA Development & Construction Fabrizio Perilli discusses TOGA's impressive work across the property and construction industries.

How did TOGA begin?

TOGA was founded in 1963 by Mr Ervin Vidor AM and today employs more than 2,500 team members worldwide. Initially, the group started as a developer of mixed-use assets and later moved into hotels and short term accommodation. Today TOGA has grown into a fully integrated property company in the areas of: property development, construction; investment and asset management, project management and hospitality management.

What's your vision and strategy for TOGA?

Our core goal at TOGA is to enrich the stories of our clients. TOGA is focused on delivering quality medium and high density residential apartment developments

to the greater Sydney area as well as hotel developments throughout Australia, New Zealand and Europe. We work very hard to nurture long-term and repeat relationships with not only our purchasers but every stakeholder important to our business. From a strategic perspective, TOGA will continue to improve the nation's built environment by activating urban centres enriched by effective transport interchanges, infrastructure and services. TOGA will also continue to drive its focus on innovation to improve development and community outcomes for both our clients and the wider public.

What future challenges do you envisage TOGA facing?

More and more we will start to see a shift toward intergenerational living. As a developer we need to look at ways

to accommodate evolving social norms such as families living under the same roof for longer, young professionals' house sharing as habitually as students and first home buyers retaining their first residence as an investment down the track. A large part of this focus is delivered at a design level. Our in-house Design and Technical Services business unit is leading the way in this area.

At TOGA we don't believe in a 'one size fits all' approach to design. We're constantly exploring design innovations such as creating functional spaces that are easily transformed. From 'flexi spaces' that can easily become a home office or the inclusion of convenient amenities such as gymnasiums and high tech rooms in our plans, TOGA's developments offer longevity and convenience by design.

EXECUTIVE INTERVIEW

FABRIZIO PERILLI, CHIEF EXECUTIVE OF TOGA DEVELOPMENT & CONSTRUCTION



Boheme Bondi, NSW



Macquarie Central, Macquarie Park



Macquarie Central, Macquarie Park



Central Square, West Ryde

From a construction delivery perspective, I believe that we all will be challenged by a skilled labour shortage over the next five to ten years which will need to be addressed through a combination of innovation initiatives such as pre-fabricated modules and construction optimisation through digital project management. Another consideration should be population growth targeted at supplementing skill gaps.

What to you consider TOGA's proudest achievements and most notable projects?

A personal favourite of mine is TOGA's Boheme Bondi development. From its inception, Boheme Bondi presented a set of unique challenges; we needed to deliver a vibrant and cohesive mixed-use hotel, residential and retail development that enhanced the livelihood of the local

community and concurrently served the needs of visiting travellers. We worked closely with planning authorities to ensure both these outcomes were met. By attracting celebrated restaurateurs and retailers such as Bills, Messina Gelato, A Tavola, Harris Farm (and more) to our ground-floor gourmet food precinct 'The Hub,' we successfully created a thriving village nucleus on Bondi Beach's iconic Hall Street. The Adina apartment hotel added to the mix by enhancing Bondi with much-needed hotel accommodation that was sympathetic to the local area whilst attracting new visitors to the precinct.

What do you think TOGA demonstrates as a leader in your field?

From a value-add perspective, TOGA's fully-integrated in-house capabilities

enables us to add value throughout the development process. Within TOGA we have built a team that encompasses a full-spectrum of expertise across acquisition, planning, procurement, design engineering, construction, marketing and sales. These skills allows TOGA to focus on delivering high-quality products that remain cost-effective. We also exercise strong control over all outcomes and this ensures we always uphold the quality inherent in our brand expectations. I believe that TOGA's approach to Client Relationship Management (CRM) sets us apart from our industry peers. We focus heavily on a lifetime approach to client care. Our clients are actively encouraged to contact us anytime and will enjoy a standard of service underpinned by a 53-year legacy as well as the assurance that TOGA will be around to

provide the complete after-sales service experience for decades to come.

How would you say your earlier career development has informed your leadership style?

I was fortunate enough early in my career to work with strong and capable leaders that were strategic and achieved the objectives they set out to accomplish. I learned early in my career that success is often underpinned by strong relationships with people and particularly creating mutually-beneficial, enduring partnerships. This is certainly an approach I have applied at TOGA. We continue to attract some of the industries most respected joint venture partners and affiliates. Leading names the TOGA have partnered with include Far East Orchard, Gresham, NRMA, LaSalle Investment

Management, Real Estate Capital Asia Partners and more. This is also a testament to our people. TOGA continues to attract experts in their respective fields to the workforce as well as emerging talent. I think it's important to value the full breadth of experience.

What's your area of expertise?

Setting an aspirational vision and strategy for the business and successfully leading, mobilising and challenging individual business units to meet and exceed our goals.

What's your approach to retaining good staff?

For us, retaining good staff is about creating an interesting and challenging environment with good projects supplemented by a

strong pipeline. I'm also very passionate about learning and development programs; we always encourage our staff to extend themselves. At TOGA we won't compromise our culture or our core values – I think that's a large driver of our success.



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