

# RETAIL THERAPY

Western Australia's first world class Direct Factory Outlet (DFO) contains over 110 specialty shops, parking for 1,500 cars and a range of dining options. Close to Perth Airport, the outlets provide a premium shopping experience of international grade finishes.

Georgiou was awarded the \$69 million design and construct project of the DFO in Perth in July 2017, drawing on their experience of the Western Australian market to manage the entire building process, from design and value management, buildability to delivery, tenancy fitout and handover.

"This marked Georgiou's first steps into the retail sector and with a short 13 month construction programme, the project team was determined to engineer solutions that resulted in cost and time savings for the client," said Georgiou's Project Manager, John Parry. "A pivotal timesaver was to construct the steelwork from both ends to meet in the middle."

**DEVELOPER :** Vicinity Centres  
**MAIN CONSTRUCTION COMPANY :** Georgiou Group  
**DESIGN ARCHITECT :** Taylor Robinson  
**CONSTRUCTION VALUE :** \$69 million

The team had to manage the steel expansion due to the high summer temperatures, with the structural tie-beams expanding at a rate that resulted in the columns moving out of level. "To restrain the movement, we incorporated a slotted friction plate connection detail at the joint line. With a tolerance of just 2mm, this proved challenging at times, but produced a successful outcome," explained John.

The DFO project includes 113 specialty fashion outlets, food and beverage retailers and stores across 24,000m<sup>2</sup> of gross lettable space with parking for over 1,500 cars. As the project is located on Federally-owned Perth Airport land, the team was required to consider stringent environmental restrictions and work within the airport's management requirements, particularly for crane boom heights and lighting control. Additionally, extensive dewatering was undertaken when the team was required to work 4m below the water table during winter.

Georgiou's sound project management systems for safety, quality, environmental and risk mitigation ensured a seamless transition between project phases, providing excellent outcomes at completion. "With more than 600 fitout contractors working within the tenancies and another 400 plus stocking the shelves during the completion phases, we were required to conduct multiple site inductions to ensure all subcontractors integrated into our OHS policies," added John.

Established in 1977, Georgiou has grown to become one of Australia's leading building and civil construction companies with offices in Perth, Brisbane and Sydney and a reputation is one of collaboration, of working with the best people in the industry to achieve outstanding results for their clients.

Focusing on iconic projects that are innovative, commercially viable and sustainable, their extensive portfolio showcases Georgiou's experience in delivering a wide range of complex projects to their clients across a variety of sectors including retail, commercial, non-process infrastructure, public infrastructure, defence, residential and health.

"Encompassing a complete design management capability, our commitment to efficiency and innovation in managing complex projects is underpinned by our experienced and well resourced team,"

said John. "With the benefit of owning and managing more than 800 plant items, we can easily and readily undertake any degree of forward works required onsite, combined with our internal precast capability – we offer a whole-of-project solution to our clients."

As well as managing Perth's first DFO, Georgiou has commenced on the lobby and end-of-trip upgrades for Dexus at 240 St Georges Terrace, an industrial facility for Logos in Hazelmere, the Marina East Apartments for Blackburne and the recently secured PAPI Skybridge between the rail station and airport terminal, plus ECI's with Ramsay Health Care at Hollywood Hospital and Brightwater's Beaumaris Beach project.

Georgiou's building business provides design, building construction, and project management services for commercial, retail and government building projects, either individually or as combined services. They are expanding their operations, working with defence in Queensland, New South Wales and the Northern Territory, while also exploring other areas, further diversifying their offerings.

"Our network of quality subcontractors and strategic procurement model enables us to provide significant supply chain value for our clients," John said. "Using various contract delivery models including design and construct, construct only, construction management and cost plus has afforded us a comprehensive and complex grounding for delivering premium construction services."

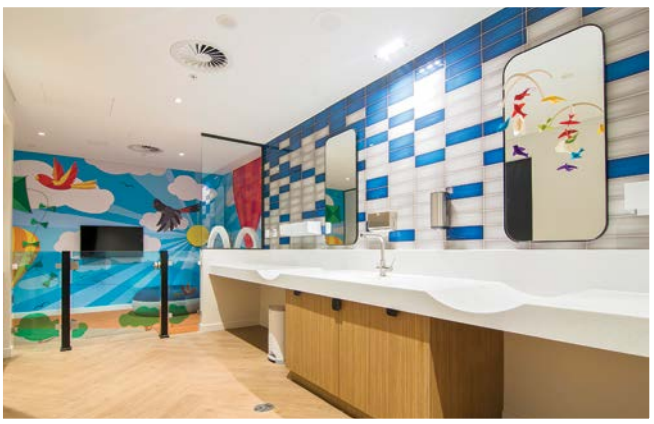
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**Below** Diverse Shopfitters were responsible for fitting out the communal spaces and nine tenancies at DFO Perth.

**Proven.**

**Below** Proven Project Management lent their expertise to the project to ensure everything ran smoothly from inception to completion.



**Founded by John Gullotto in 2002, Diverse Shopfitters offers award winning commercial joinery and fitout services across all industry sectors.** The Western Australian based company’s experience in retail shopfitting and commercial joinery made them the perfect choice for Perth’s first Direct Factory Outlet (DFO) project.

“Our success is built on our ability to understand our client’s unique requirements and deliver practical, cost effective fitout solutions,” said Diverse Shopfitters Marketing Manager, Nathan Reid. “We work with brand development managers, store owners, franchisees, architects and retail designers across Australia.”

“Between January and September 2018 we’ve completed ten projects at Perth DFO including retail fitouts for nine retailers plus the base build joinery,” Nathan explained. “The base build project included the manufacture and installation of bench and pod seating, reception counters, kitchenettes, amenities, parenting rooms and storage cabinets in common areas and offices throughout the DFO.”

To ensure multiple projects remain ontrack Diverse have developed a proprietary technology called Replik8 that eliminates the bottlenecks typically encountered during complex fitouts. Replik8

ensured all ten DFO projects were delivered on schedule for the grand opening.

The company completes approximately 180 fitout and joinery projects each year, and is currently working on projects at Westfield Carousel, Karrinyup, Innaloo and Garden City shopping centres along with several fitout projects in the Perth CBD area. They have recently expanded their Welshpool workshop by 1,000m<sup>2</sup> to boost production capacity.

“Since 2012 we’ve won eight national Australian Shop and Office Fitout Industry Association Awards including two consecutive WA Interior Fitouts of the Year,” proudly stated Nathan. “We also won the 2017 Best Commercial Project from the Cabinetmakers and Designers Association of Australia for our work at the WA Supreme Courts. Our processes and methodologies, refined in the fast moving retail space have now been proven to deliver a competitive advantage in large scale commercial joinery. We’re actively chasing opportunities in the market and believe we can offer something new.”

**For more information contact Diverse Shopfitters,** 68 McDowell Street, Welshpool WA 6106, phone 1300 969 449, email [info@diverseshopfitters.com.au](mailto:info@diverseshopfitters.com.au), website [www.diverseshopfitters.com.au](http://www.diverseshopfitters.com.au)

**Proven Project Management’s experience across multiple sectors, wealth of expertise and focus on every aspect of a project made them a natural choice to project manage the massive \$70 million construction of the DFO Perth.**

“Every project has challenges, opportunities and risks, and while we have a wealth of retail experience, the DFO Perth construction had additional aspects of working within the Perth Airport Corporation framework,” said Proven Project Management’s Senior Project Manager, Chris West. “But our skilled professional team worked lead by Gavin Tucker with the authorities and other teams to deliver the best outcomes.”

Proven Project Management has played a vital role in the design and development of many prestigious retail projects across Western Australia, and they are known for their professionalism, project scoping, planning, informed risk mitigation, accurate project budgeting, quality control, efficient time management and successful project delivery.

“Our multi-disciplinary teams have proven expertise in managing designers and seek design solutions that are creative, sustainable,

cost effective, safe, and fit for purpose,” explained Chris. “Our people are experienced, innovative, commercially attuned and passionate about exceeding client expectations.”

Proven Project Management believes great minds define outstanding projects. Proven Project Management not only work across retail but also residential, multi-storey residential, residential land development, commercial development, industrial land development, industrial development, public sector projects and more. Proven Project Management is part of Rowe Group which also offers town planning services bringing unique insights about the conceptualisation of urban development projects.

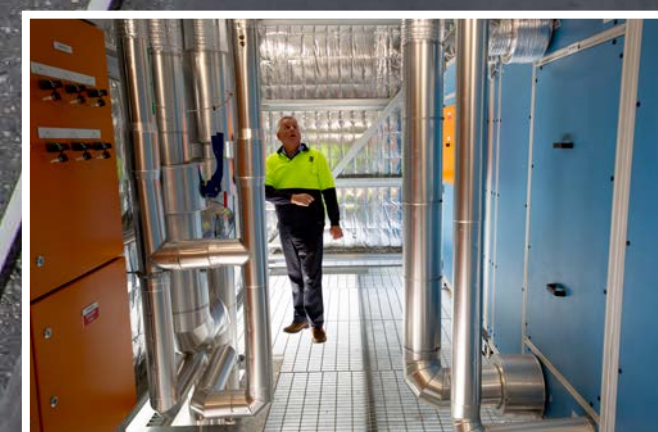
Other Proven Project Management projects include the shopping centre redevelopments at Karrinyup, extension to Rockingham Centre, various Woolworths Centres, Anglican School upgrades and various Seven Eleven stores. They also have extensive experience in land subdivision with over 600 residential lots currently under project management.

**For more information contact Proven Project Management,** Level 3, 369 Newcastle Street, Northbridge WA 6003, phone 08 6467 8200, email [info@provenm.com.au](mailto:info@provenm.com.au), website [www.provenpm.com.au](http://www.provenpm.com.au)





**Below** Centigrade provided extensive air conditioning services to the world class shopping precinct, DFO Perth.



**The oldest mechanical services companies in Western Australian, Centigrade, were tasked to keep shoppers cool at DFO Perth.** With more than 110 speciality fashion outlets, food and beverage retailers and stores across 24,000m<sup>2</sup>, it was an impressive task.

“We’ve been providing air conditioning and ventilation services to Perth’s commercial and industrial sectors since 1973,” said Project Manager, Greg Gundy. “We have the resources, experience, and personnel to undertake projects of all sizes. Our inhouse capabilities include project management, engineering, advanced design software, Revit modelling, commissioning, service and maintenance. We deliver the most cost effective, timely, and professional services to our clients.”

The Centigrade team are some of the most experienced in Western Australia’s mechanical services industry, and even the tight construction programme didn’t faze them. “We’re also working on a variety of other projects at HMAS Stirling and Curtin University Midland Campus,” Greg added.

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