

## Marie Wallington

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**From:** Marie Wallington  
**Sent:** Friday, 31 October 2008 12:58 PM  
**To:** 'gbruno@reiv.com.au'  
**Cc:** Richard Carter  
**Subject:** Re: REIV Proposal  
**Importance:** High  
**Attachments:** REIV Proposal - history of land subdiv..doc

At the last Past Presidents' Council meeting I foreshadowed a proposal to commission a history of development around Melbourne from a real estate agency perspective and indicated I would develop a more comprehensive proposal for consideration at the next meeting of the Past Presidents' Council.

A proposal is attached. Could you please have it included on the agenda for the next meeting.

Regards  
Richard Carter

*Via...*

**Marie Wallington**  
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## **A proposal for The REIV to commission a history of land subdivisions around Melbourne from circa 1890s to circa 1960s**

### **1. Rationale**

The suburbs of Melbourne were shaped by the subdivisions which estate agents promoted and marketed.

Many estate agencies will have archival records, plans, maps, price lists, photographs etc. which are rare and of considerable historical value.

Many long standing members will have a direct or an anecdotal association with those early land sales and it is important to capture this knowledge whilst it is still available.

No definitive history of land subdivision around Melbourne has been published since "The Land Boomers" and it is appropriate for REIV to champion the role of estate agencies in developing the metropolis.

### **2. The Proposal**

A steering committee of say 4 to 6 members be established to develop a proposal for submission to the Board of Directors.

That Steering Committee shall consider –

- what information might be available from selected agents and other sources;
- how that information can be collected, analysed, interpreted and presented;
- the need for text-based information and whether it is obtained by contributions from participants or by professional history writers;
- issues of copyright;
- the degree, if any, of involvement with professional historians;
- issues of publication;
- target markets and projected sales.

### **3. Financial Implications**

The Steering Committee shall prepare a budget for consideration by the Board of Directors, incorporating –

- anticipated pricing structure, sales volume and income;
- costs of production;
- cost of consultants, historians, writers etc.

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#### **4. Benefits for REIV**

The proposal could provide an excellent opportunity for REIV to enable its members to showcase the role of the estate agency profession in the evolution of the metropolis of Melbourne.

As a readable, informative, historical text, it adds credibility and value to The REIV brand.

It has a potential market in being purchased by agents as goodwill gifts to clients and customers.

It should be a profitable undertaking.

**R.A. Carter**  
**31.10.08**

**Report to Past Presidents' Council  
10<sup>th</sup> March 2009**

**Subject : "A History of Land Subdivision  
in Melbourne 1880-1960"**

At the last meeting of PPC, a Working Party of Richard Carter, Darrell Simpson, Kevin Sheehan and Ian Armstrong was set up to investigate the feasibility of REIV commissioning a history of land subdivision around Melbourne from about 1880 to about 1960.

The committee met on 16 December 2008 and concluded:

1. It is worthwhile to write a history now, whilst records exist and whilst members with a first, second or third generational association with such sales are still available to be sourced and interviewed.
2. The history should be of a Pictorial and Social type, not a dry academic tone but nor a mere coffee table book.
3. Text for the book would be written by a chosen author (some names are suggested) who could draw not only upon source material held in agents' archives but also on interviews and other anecdotal information which may be made available.

The Institute would have a role in publicizing the project in calling for access to members' archives, potentially for offering to be a repository of such archives and in facilitating the preparation of the book.

The Institute would obviously have a role in publishing, publicizing distributing and marketing the book.

4. The Target Market for the book is seen as members (for their own interest and for corporate gifts to clients), clients, vendors and purchasers of members with an interest in history and the wider general public.
5. The Committee set out to explore costing and on 6<sup>th</sup> February 2009 I met with Neil Montagnana-Wallace, Publishing Director of Bounce Books who produced the Fletchers book.

The enclosed indicative quote indicates a cost of \$46,100 including GST plus scanning, writing and research for a print run of 4000. This is an average of \$11.53 per book (incl GST).

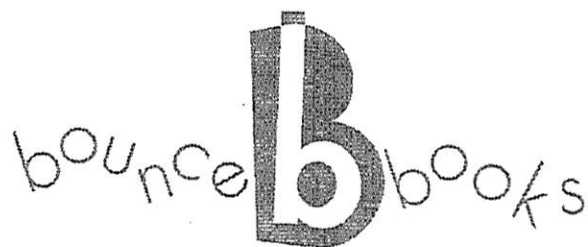
The cost of authoring the book is yet to be determined.

6. The project could be timed to coincide with the 75<sup>th</sup> anniversary of REIV in 2011. It is a logical fit with the E campaign: Experience, Expertise etc. etc.

#### RECOMMENDATION

The Past Presidents' Council notes the Report and authorizes the committee to continue to develop the concept of preparing a book and requests the Committee to report back to the next meeting of the Past Presidents' Council.

R.A. Carter



## REIV Project

Dear Richard,

Thanks for considering Bounce Books for the design, layout and printing of your book. It's a significant concept that you have, and an exciting idea to document this integral part of Melbourne's history. Especially with the REIV turning 75 shortly.

Resulting from our discussions, we'd like to enter this indicative quote to assist your discussions.

We have considered that we won't be conducting the writing (though we can assist in sourcing someone) or the research, and that we won't be sourcing the material. There is a question of writing style and if interviews need to be conducted, but that work hasn't been included in this quote. It is, however, something that Bounce Books would like to be a part of.

We can (and have) completed full projects from start to finish, or parts thereof, and have found from both our perspective and the clients, a project is more successful and stressfree.

We base our work off \$130+gst per hour. Therefore:

**Editing** based on 10,000 words, plus captions:

\$1,900 (incl gst)

**Design + covers + layout + management** with all text and images provided:

\$9,000 (incl gst)

*This includes:*

- designed throughout - not just 'dropped' into columns.
- production of design and layout ready for printing.
- one round of changes. All subsequent changes will be charged at \$130+gst per hour.

**(Scanning of images):**

\$22 per image, incl gst. (suggested approximately \$1,100)

**Printing** to be used as a guide from previous work we've done.

\$33,000 (incl gst) for 4,000 copies

soft cover, coffee table styled book (not square - but not standard A4). Full colour. Printed overseas. 128 pages. Impressive and lasting quality.

**Management** of the process and of the content + timelines + admin + printing + couriers.

\$2,200 (incl gst)

*To consider:*

- We can provide professional photography at \$1,100 (incl gst) for half a day.
- We can do all photoshopping / post production / colour correction and 'fiddling' with any photos provided at \$130+gst per hour.



books that make you bounce



**TOTAL**     \$46,100 (incl gst) + scanning + writing and research  
                 \$11.53 per book (incl gst)

We may be able to play around with the print specifications (above) but at least now you've got a good ball-park figure to discuss. If we can aim to have a cost of around \$11 per book, then there is good scope for REIV to earn some revenue on top of covering the costs - as well as have a striking, affordable gift or giveaway for membership in the 75th year. We look forward to scoping this out further with you in the near future.

Neil Montagnana-Wallace  
Publishing Director and Author



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**Richard Carter**

**From:** Allan & Joan Lord [arjklord@ozemail.com.au]  
**Sent:** Monday, 4 April 2011 10:17 AM  
**To:** Richard Carter  
**Subject:** Wednesday Meeting

Hello Richard,

As discussed, I am an apology for the meeting on Wednesday. Below, please find names submitted by myself, yourself, Kevin and Ian. There was some duplication, but we still have a total of 35 which is a good number to start with.

*Cathy*

I am still investigating a recorder and would appreciate it if anyone has any contacts in this regard.

Looking forward to hearing the result of your discussions.

Regards,

Allan

**LIST OF NAMES:**

*JKD*  
*Matt Nicholls*  
*Ilen Morley*

<i>5</i> Di Baker	<i>2</i> Jim Allard	<i>1</i> Bill Shelton	Alex Robertson
Kris Callaghan	George Steele	Bill Cook	Greg Costello
Geoff Crowder	George Thomson	Chris Lang	<i>4</i> Bill Hogg
Geoff Sutherland	Frank Trimboli	Geoff White	Peter Righetti
Barry Plant	Russ Leggo	<i>6</i> Barry Waters	Bill Heath
Ralph Dalton	Peter Hancock	Norm Meadows	John Wallace
Anthony Stockdale	David Langridge	Kel Northwood	(Noel Reid connection)
Malcolm Gray	<i>7</i> Bruce Lockwood		

*RAC.*

*Bill Cook : anybody*

*Kris : Dan*

*Jim : Danner*

*George S : Geo.*

*Barry : Kew*  
*MLB*

*Bill : Frank.*

*Bruce : Kevin*

*Malcolm Gray*

*10 start questions.*