



Time for Target 5 Days to shine

After months of hard work from the HAF Programme and our participating councils, the Target 5 Days project is about to become the focus of a six month advertising campaign.

The five day development assessment turnaround, now on offer in south-east Queensland as part of the Target 5 Days project, will be heavily promoted through a print and digital advertising campaign.

While the Target 5 Days project incorporated many process reform activities, it was decided that the five day turnaround was the common, and most effective, theme across all participating councils.

The aim of the campaign will be to encourage the development industry to embrace the five day turnaround, and adopt the new Application Kits that are now available for use from SEQ Councils.

The campaign will be featured in a range of industry and mainstream publications, including Urban Developer, Australian Property Investor Magazine and Your Investment Property.

The digital advertisements will be seen on websites such as BrisbaneTimes.com.au, RealEstate.com.au, Ninemsn Finance and CourierMail.com.au.

Readers that wish to find out more about the five day development assessment turnaround can click on the advertisements to be transferred to a tailor-made landing page.

On this page, readers are able to follow a simple checklist to find out if their development proposal may be eligible for a five day turnaround before being directed to the relevant SEQ Council website for a more thorough evaluation.

The campaign is an important step in increasing the use of the Target 5 Days Application Kits, as well as acknowledging the hard work of our participating SEQ Councils.

The Target 5 Days advertising campaign is now live, and will continue to run until October 2011.

