

CHANNEL SEVEN BROADCAST CENTRE, DOCKLANDS

Client
Seven Network Limited

Location
Melbourne Docklands

Value
\$38.0m

Completion
2001



APP Corporation Pty Ltd
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In 1999 Seven Network Limited engaged APP as Project Manager for its new \$38 million purpose-built facility located at Melbourne Docklands.

The project accommodates Seven's business transition to digital broadcasting and program management, including studios, control facilities and robotic archives, as well as more conventional office space. The design concepts adopted were substantially driven by the proposed operational model, which takes advantage of the new technology.

APP's extensive role comprised initial assistance in preparation of the Business Case for the project, project management of design and construction of building works including integration of fitout, assistance with relocation planning to the new facility, and assistance in commercial management associated with procurement of technical equipment.

The progressive development of the brief required a continuing ability to accommodate design development (particularly on the fitout works). To accommodate this APP recommended an innovative delivery process, involving progressive documentation and award of trade works on an open book basis.

The project was one of the first developments to be completed within the new Docklands precinct and required a collaborative approach to satisfy the unique planning approval processes established for this area. APP was heavily involved in the ongoing liaison and negotiation with the Docklands Authority and other statutory planning stakeholders to achieve a timely and appropriate approval.

Channel Seven now has a state of the art facility that is the central hub of their national broadcasting operations.



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CHANNEL SEVEN BROADCAST CENTRE, DOCKLANDS

17 December 2002

Mr Rob Purdue
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Dear Rob

RE: SEVEN BROADCAST CENTRE, DOCKLANDS

With the completion and final commissioning of Seven's new Broadcast Centre at the Docklands, I would like to commend APP on their project management of this purpose-built facility.

In 1999 Seven engaged APP to project manage the design and construction of this new \$40 million facility. The project was one of the first developments for the Docklands precinct and was pivotal in the transition to Seven's centralised digital broadcasting model.

APP's project management from the assistance with the initial business case, the design, construction, fit out and financial management of the building through to assisting in the contract management for the supply and installation of technical equipment, has been innovative and instrumental in the successful completion of the Broadcast Centre.

The success of the Broadcast Centre has been most pleasing for Seven management, and I would like to congratulate APP for their contribution to this success.

Kind regards


Ross Hayward
Commercial Director
New Media & Investments

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