



INSIGHT PROJECTS  
design & management



# Introduction

Insight Projects has a proud record of providing top quality service to the Australian office fitout sector, with a strong industry presence spanning more than 15 years.

Founded in 1994, Insight Projects has an impressive commercial and government client list that includes Bayer, State Super Financial Services, The Nielsen Company, Archer Capital, Synovate, Chapman Eastway and Jemena.

The company provides a full range of services that includes design, project management, construction management, facilities management, technology solutions and full turnkey.

Forging strong and lasting bonds with clients is a major focus for Insight Projects' highly experienced team, and this is evidenced by the large number of clients who return again and again.

From humble beginnings as a small operation, Insight Projects now has offices in Sydney and Brisbane, and also plans to open a new office in Melbourne.

Thanks to its state-of-the-art technology, the company's services can be provided at a global level. Insight Projects has successfully designed and managed projects across the towns and cities of Australia and New Zealand for numerous government and corporate clients.

Recent government projects include the Department of Environment, Climate Change and Water projects throughout NSW (under a state wide contract), the NSW Office of Fair Trading and many other State Departments.

Private sector projects include a 10,000m<sup>2</sup> fitout of the Queensland Gas Head Office in Brisbane and the Bayer Australia Head Office fitout in Pymble, Sydney. Insight Projects was heavily involved in these projects at design, project management and construction management stages.

## Green commitment

Insight Projects is committed to sustainable design and management practice. It is always mindful of preserving the environment and minimising its carbon footprint through the projects it delivers and in its own general office practices.



Above: Chapman Eastway, Sydney City.  
Right: SITA, North Sydney.



The Insight Projects team includes two Green Star professionals, who have worked on a number of Green Building Council of Australia (GBCA) rated projects, examples of which include the Queensland Gas fitout (Brisbane), Synovate (Rhodes) and another for SITA (North Sydney).

## Personal involvement and commitment

Providing service with a personal touch is one of Insight Projects' best attributes. The company's four directors have an active hands-on role, and commit to at least one director maintaining a personal involvement in your project – from design inception to handover of the keys to your new office.

This level of commitment is rarely seen in this industry, and is just another reason why Insight Projects has such a strong industry presence.

Since its inception, Insight Projects has completed more than 3,200 projects across a range of industries. In the past five years alone, the company has successfully delivered over 150,000m<sup>2</sup> of office space.

# Services

Insight Projects is a true 'one-stop shop', offering a wide range of services from the initial concept design through to providing everything you need to allow you to sit at your desk and start work.

Insight Projects' directors and staff have decades of experience between them and can cater for each project's individual requirements. Our flexible, innovative and professional service will ensure your project is delivered on budget and on time – every time.

## Design

Insight Projects has a fully qualified team of designers with more than 40 years of combined experience in commercial and government office design. Services include:

- Detailed concept design and documentation on all projects
- Freehand and computer-generated plans, concept sketches and perspectives
- Expert advice on furniture and fittings for office projects that includes a vast knowledge of workstation components and design
- Insight Project's design philosophy is dedicated to producing practical designs that maximise the benefits of available space, meet budgets and are mindful of environmental factors.

## Project Management

The next stage in the fitout process is project management, and the transition is seamless at Insight Projects. The company's core strength is its project management – administering everything from the briefing and co-ordination of consultants to liaising with the lessor on fitout and leasing issues. A highly experienced and cohesive team ensures every detail is covered.

## Construction Management

Managing trades onsite is integral to the success of any fitout. Insight Project's construction management team is dedicated to maintaining budgets, strictly

adhering to construction schedules and delivering a top quality end product.

Attention to detail is crucial at this stage of the project, to address any occupational, health and safety issues, and ensure deadlines are met. Throughout the construction stage we carefully manage all visiting trades people, subcontractors and other site workers, and provide onsite management services to monitor progress and report back to our clients.

We liaise with you throughout this process so that you remain fully informed on all aspects of the project.

Following the completion of construction, our team will oversee the preparation of maintenance manuals and obtain final certification.

## Facilities Management

A highly specialised and experienced team of facility planners and managers lead this department, which is focussed on developing client briefs, ascertaining space requirements and ongoing facility maintenance. This ensures that the design is going to meet your specific work and client needs, now and into the future.

Insight Projects has earned a reputation as an industry leader in Best Fit Initial Planning, which determines space allowance and building suitability to meet a client's brief.

Insight Projects conducts numerous types of assessments and generates reports for clients including:

- Building assessments and the preparation of reports to advise clients of building suitability
- Reports and recommendations to meet lease agreements
- Coordination of service reports and assessments on short-listed buildings
- Advice and recommendations on workstation configuration that best suits the client's work type and future direction.

## Technologies Solutions

Insight Project's design and management team has extensive experience in the design, implementation

and integration of Information Technology (IT) and Audio Visual (AV) systems, including:

- Computer rooms
- SCADA (Supervisory Control and Data Administration)
- Data and emergency response centres
- Telepresence
- Specific use facilities
- Video conferencing
- Trading floors
- Public address systems.

Information Technology is viewed as a 'project within a project' that requires specific and detailed planning and management. The complexity of this part of any fitout project will depend on each organisation's requirements. Whether it is a small business or high volume solution, Insight Projects



SITA, North Sydney.

can effectively understand and address the workload required to deliver an optimal solution every time within the required timeline.

Recent projects include:

- An emergency response centre for Jemena at Sydney's Olympic Park
- A trading floor for Tibra in Bondi Junction
- Telepresence facilities in Sydney, Adelaide and Melbourne for Tanberg.

## Full Turnkey

Insight Projects offers a complete service delivering full turnkey projects from design through to handover and ongoing facilities management.

# Project Team

The overwhelming strength of Insight Projects is its well established team of highly qualified, experienced professionals who have the knowledge and attitude to ensure every project is a success for everyone involved. Their collaborative approach to problem solving and maximising opportunities ensures the end product is an optimal solution that meets or exceeds every clients' expectations.

## Damian Peppitt

Director – BSc (Arch), BBuild, Mast.P.Mgt

Damian set up Insight Projects in 1994 with the aim of transforming the project delivery of commercial interior projects. Damian provides clients with a



service-based management role, and an emphasis on achieving the most cost-effective and high quality project solution. His approach is personal and structured and

he is justifiably proud of the company that Insight Projects has become.

## Peter Carlisle

Design Director – Cert Int Des (Rand)/Cert Arch Draft (Syd)

Peter heads Insight Projects' design studio, bringing extensive experience in a number of specialist areas



of commercial office interiors. With 35 years in the industry, Peter has honed his knowledge in areas of commercial office interior design

including facility planning, workstations and work point kit-of-parts, furniture design, ergonomics, call centres and consortium co-ordination. Throughout Australia and New Zealand his general all round experience in the interior design of large corporate offices can be seen in many Insight Projects' fitouts.

## Matt Sanders

Director – BBuild

Matt has nearly 20 years' experience in the fitout industry, in roles such as contracts and construction/project management.



Matt has been

responsible for a number of highly acclaimed commercial fitouts and refurbishments. He prides himself on providing clients with a project management service based on sound construction and technical advice.

## Chris Osborne

Director – BBuild (BAppSc), MPM

From carpenter to a Masters Degree in Project Management, Chris has been in the building industry for more than 30 years. After completing his



Building Degree at the University of Canberra, Chris administered the fitout of the six commercial office buildings within the Canberra Convention Centre complex. Since then he has managed some of Sydney's largest commercial fitouts as both project and construction manager.

## Alison Bugden

Senior Designer – BDesign (Interior)

Graduating 10 years ago with first class honours in Bachelor of Design, Alison has gained extensive experience in the field of Commercial Interior Design,



producing a range of quality design solutions across heritage architecture, residential, educational and especially the commercial sector.

Alison has been

with the Insight Projects team for over eight years.

## Maria Bujnowski

Senior Designer – Masters in Design

Maria brings more than 18 years of extensive design experience on a variety of projects.

Over the years she has been involved in all phases of interior architectural projects including concept, design and documentation



through to completion. She has extensive experience in workstations and furniture design and selection.

## Danielle Saez

Designer, BDesign (Interior)

Danielle graduated with first class Honours in Bachelor of Design (Interior) at the University of Technology, Sydney, in 2005. Over the past five years, Danielle has gained extensive experience in the field of Commercial Interior Design, Hospitality and Retail Design and is recognised as a green star accredited professional.

Danielle's primary exposure in the field has

encompassed green star sustainable projects in commercial design, producing a range of quality design solutions in every sector.



# Clients

eye

Bayer

CHAPMAN EASTWAY

Dairy Farmers

Getronics

Jemena

Maryborough Sugar Factory Limited

Milliman

MIZUHO

STANDARD & POOR'S

MWV MEADWESTVACO

nielsen

onesteel

SITA

QGC

STAMFORD  
HOTELS AND RESORTS

STATE SUPER  
Financial Services  
AUSTRALIA

synovate  
Research retirement

Tibra

CHURCH & GRACE  
SOLICITORS AND ATTORNEYS

Fidelity

gadens  
lawyers



Archer Capital, Walsh Bay, Sydney.



Standard & Poors, Sydney City.



OneSteel, North Sydney.

# Projects

Insight Projects has a long history of delivering successful office fitouts throughout Australia and New Zealand.

Projects include design, project management, construction management, facilities management, technology solutions and full turnkey for a range of government and corporate clients across a wide range of industries including:

- Finance
- Legal
- Telecommunications
- Hospitality
- Medical.

From small businesses requiring office fitouts for 100m<sup>2</sup> to well-established businesses that have more complex requirements over 5,000m<sup>2</sup> – Insight Projects provide a highly personalised, professional service to ensure the success of every single project.



OneSteel, North Sydney.

## CASE STUDY 1

# Synovate

After assisting with the site selection process, Insight Projects was commissioned by Synovate, a leading market research company, for the design, project management and construction management of its 2,200m<sup>2</sup> office fitout in Rhodes, NSW.

The site had to accommodate Synovate's 250-plus staff and address their professional needs and duties in a comfortable and sophisticated manner. With tight parameters set by the client, Insight Projects assessed the spatial ability and requirements of the floor and standardised accommodation where necessary.

As part of the design process, Insight Projects provided a delivery schedule including all aspects of design phase from documentation, tendering, construction and defects rectification, to handover of personnel and business operations. Insight Projects worked closely with Synovate on design schemes, finishes and IT.

The design phase was completed in eight weeks and the construction phase took 12 weeks. The outcome was a highly efficient, practical space delivered on time and within budget.

“ We are very grateful for the impressive job that Insight Projects delivered. They are truly experts in the field of commercial office fitout.

NICK MULVENEY  
Synovate

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## CASE STUDY 2

# Chapman Eastway

Chapman Eastway is a NSW accountancy firm with a proud 100+ year history. They are a 'personal firm', with a broad base of clients from interstate and rural areas. When the company decided to relocate, partners were keen to modernise and update their facilities while creating a warm and welcoming environment for both staff and clients. The fitout needed to express the company's direction and beliefs while providing facilities that their interstate or rural clients could use when visiting Sydney.

Insight Projects was appointed to provide design, project and construction management services. After assessing the best fit scenario of a number of prospective buildings, Insight Projects began design and documentation for the fitout, including showroom visits, 3D drawings and presentation boards. All assisted the client in understanding the proposed outcome.

Working closely with the Chapman Eastway project team, Insight Projects established the feel, functionality and appearance that was in line with the Chapman Eastway profile and beliefs. The

outcome was a highly efficient and practical space with a modern, bright and sophisticated environment.

The Project was completed in November 2009 after an eight-week design phase and a 10-week construction phase – successfully meeting Chapman Eastway's budget and critical timeline.



“ It was a huge advantage to work with a company like Insight Projects that carry out the complete fitout work from design through to handover.

REBECCA WYRE  
Chapman Eastway

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## CASE STUDY 3

# Jemena

Following the merger of AGL and Alinta Limited, the Sydney Property Portfolio and Operations came under review. The challenge was to find a solution to ageing leases and facilities at Wetherill Park, Alexandria, Parramatta and Frenchs Forest, and to co-locate these groups in one facility to improve communication and work flow.

Insight Projects was appointed for the design, project and construction management of a new business centre that centralised all Sydney office and warehouse functions under one roof. Taking an existing building at Sydney Olympic Park, the structure was extended to provide a new facility housing:

- 4,500m<sup>2</sup> of office space for 350 staff
- 1,800m<sup>2</sup> for warehouse and workshop facilities
- New hardstand for service and emergency vehicles
- Construction of a mezzanine car park, catering for 200 vehicles.

All of Alinta's main Sydney facilities were incorporated in one location within a park environment. The office design was based on an open plan design with numerous meeting and quiet-room facilities provided, as well as specialised break-out spaces. The project met budget and program expectations, and was undertaken in a 10-month period that included obtaining Sydney Olympic Park approvals and completing construction of external works. Most recently, Insight Projects has undertaken the design and project management of the Sydney Response Centre / SCADA Operation.



“ Our project was so successful because of the dedication of the Insight Projects team. It was impressive to have one of the Directors involved with the project from day one to handover.

LEONORA TODESCO  
Jemena

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