



Silver End Pty Ltd



Capability Statement

Prepared by
Firas Naji

Level 2 / 96 Phillip Street, Parramatta NSW 2150 Email: info@silverend.com.au
Office. (02) 9635 9890 - Mob. 0432 144 744 Website: www.silverend.com.au



Silver End Pty Ltd

About Us

Silver End brings years of experience, passion and a unique capability for complex problem-solving. Our holistic perspective, collaborative approach and well-honed processes deliver consistent, long-term investment returns and considered environmental and social impacts.

“We provide insight, experience, and ideas. We thrive on resolving complicated problems and delivering performance enhancing solutions”

Founded by Firas Naji in 2016, Silverend provides investors and clients with multidisciplinary, stakeholdercentric, performance-driven planning solutions. We are recognised for our hands-on, practical approach and our commitment to providing expert advice as a team or using individual projectspecific capability.

If we don't have the expertise, we know where to find it. We have a wide network of professionals across NSW, that we select and work with on a project-by-project basis, to ensure that your every need is resourced by proven experts in their field.



Our Philosophy

“Our team of experts specialise in conceiving planning, and delivering thriving places that allow people to connect, transact and prosper.”

We create thriving places in ingenious ways.

Our principles bring extensive individual industry experience, having worked on and delivered developments valued at over \$5 million.

We think plan and deliver. With our wealth of experience across multiple disciplines we provide a broad range of insights, vision and hands on experience; we love resolving complicated problems, and delivering performance-based solutions. Our commitment is to provide best in class Town-planning, Access, BCA, and Fire Safety Consulting services and we believe as your strategic partner we will help you explore the potential of your property, show you what is possible, and how to make it happen.

We deliver what really matters to drive investment performance.

Working With Us

We approach all projects with enthusiasm, flexibility and openness.

We are straightforward in our answers and foster long-term relationships with our clients through honesty. We focus on each project's specific objectives, with consideration to local and global trends, sustainability and managing the efficiency of the built form. We focus on understanding the stakeholder requirements and delivering the appropriate return on investment. It demands expertise in understanding our customer, and our customers' customer. Our processes all follow the simple but powerful guiding principles of Think. Plan. Do.

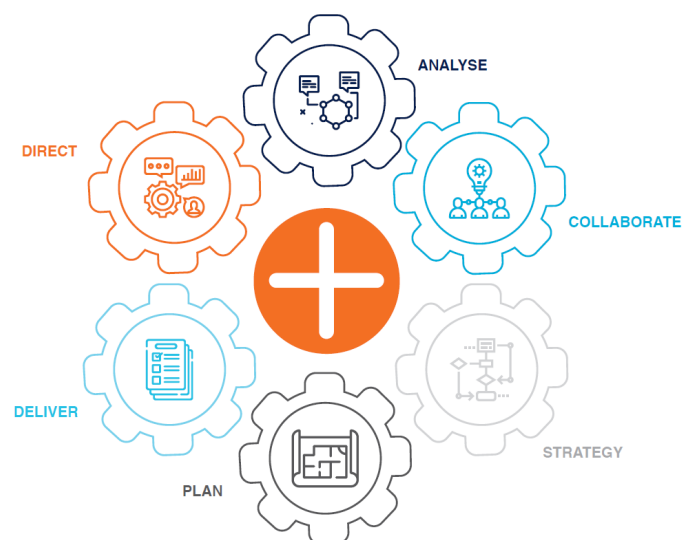
THINK: Review and analyse

Our first step is to undertake analysis to help you to refine and articulate your objectives and aspirations. Whatever your need, we develop an independent expert view that explores the possibilities for the property, keeping global and local market trends in mind. We identify and connect with key stakeholders including relevant planning authorities, government regulators, occupiers, residents, and/or customers, many of whom we may have existing relationships with. We explore the opportunities and the market potential for every project.

PLAN: Determine the appropriate strategy

Our creative approach and years of experience ensure our team maximise your asset's value while considering the cost, local environment, long-term viability and long-term return on investment. Our process efficiently identifies the alternatives, the revenues, the costs, the feasibility and the risks to enable you to make the right choices.

DO: Advise in the form of a Preliminary Planning Advice, BCA Report, Planning Report, for CDC, etc. Resolve complex design issue and planning issues.



Our Capabilities

Preliminary Planning Advice

BCA & Access Reports

Town Planning Reports

Statement of Environmental
Effects

Planning Advice

THE NSW planning system is complex. Planning controls, building codes, development regulations and government law have a huge impact upon your property development.

On top of that, most sites have natural constraints that are overlooked and become major impediments to a successful development outcome.

We are experts in developing preliminary planning reports on the development potential of your site. We know the inter-related parts of the planning system and legislation and can liaise with council and other government agencies to identify any hurdles or constraints.

More importantly we show you the best approvals pathway for your development, cutting through red tape, saving time and unnecessary costs. This helps ensure the success of your development project.

BCA & Access Reports

With Silver end as your strategic partner, you have access to our expertise and wealth of accumulated knowledge. Our extensive experience in Access Reports & BCA Reports are required as part of the development approval, construction certificate or complying development certificate.

As part of the report, a design assessment is performed on the latest drawings to ensure the design complies with the BCA requirements relevant to that project. Where noncompliances with the D-t-S provisions of the BCA are identified, a recommendation is provided on how to remove the non-compliance. This is issued back to the designer or architect and updated drawings provided for final checking.

In most cases the reports are either read by the relevant assessment authority i.e. Council or the Private Certifier and also used by the contractor or client as a reference tool.

Our Capabilities

Preliminary Planning Advice

BCA & Access Reports

Town Planning Reports

Statement of Environmental
Effects

Town-planning Reports

As part of your application, you'll require a town planning report to justify why your development is appropriate for an area, an overview of its attributes and an assessment against Residential Development Codes and any other local Council policies. This submission is required by Council to support plans, drawings and designs by your architect.

Silverend prepares extremely thorough, highly professional town planning reports which consider and can include:

- Site maps
- Neighbourhood plans
- Land zoning
- Photographs
- High-quality maps
- Illustrations and renders
- Graphics and charts
- An assessment of the Planning Policy Framework
- An assessment of Council's Municipal Strategic Statement
- An assessment of Council's local policies
- An assessment against the zones and overlays that affect the site
- An assessment of relevant decision guidelines within the planning scheme
- An assessment of the Particular Provisions within the planning scheme
- An assessment against Residential Development Codes
- If necessary, an assessment against the apartment provisions design principles.

Silverend have ample experience in providing reports to satisfy both DA & CDC Approval Pathways

Statement of Environment Effects

The statement of environmental effect is the report that explains the likely impact that the proposed project will have on the environment and the measures that will be taken to mitigate the impacts. The report also contains a detailed assessment of how the proposed project relates to the policy and plan control of the land and type of development. This report is an important part of the development application and well designed plans.

The statement of environmental effect report is required for all development applications (no matter how minor it is). The basic details that the report must address are the relevant policy and control, environmental issues relating to your project proposal, the likely environmental impact, and the steps that will be taken to protect the community and environment.

The statement of environmental effect report recognizes and explains the impact of the project proposal and how the impacts can be minimized. This information in the report includes written information about the proposal, plans, and drawings. For the proposals with little impact, only a very brief statement is required, and it must be explained in the report. It is imperative a professional & experienced strategic planner is engaged as it could mean the difference between an approval and an non-determination.

Professional Resume

Firas Naji

info@silverend.com.au

Key focus: Statutory Planning, Building Surveying, Building Code (NCC) Assessment, pre-planning advise. Fire Safety, Grade 2 All classes of buildings.



Senior Building Surveyor (Fire Safety) at Campbelltown City Council. Firas displays comprehensive knowledge of the BCA and Australian Standards applicable to fire safety in major buildings as well as a thorough understanding of the National construction code. Firas had a track record of delivering succesful project outcomes and has displayed a proven ability to partner with all levels of stakeholder engagement by fostering collaboration and deliver strong project outcomes. Firas is also adept at reading and interpreting working building plans, engineering plans, specifications and technical literature to exercise responsible decision-making and advice.

Firas is also a part-time teaching professional for the Civil and Engineering and Building Surveying Courses at TAFE NSW at Ultimo Campus.

He is constantly ensuring he is up to date with the latest industry updates and trends and he is able to educate his young peers through his direct and knowledge intensive teaching style and acts as a mentor for many of the upcoming Industry professionals entering the built environment.

Firas has extensive experience in providing preliminary advice, BCA & Access reports, (DVS) Design verification statements, town planning reports for both DA and CDC pathway approvals as well as Statement of environmental effects for Development application for multi disciplinary classes of building ranging from Residential, commercial & Industrial buildings.

Your Faithfully

Firas Naji
Managing Director.

Firas Naji

Parramatta, NSW | 0432 144 744 | info@silverend.com.au

PROFILE

Senior Building Surveyor (Fire Safety) at Campbelltown City Council. Comprehensive knowledge of BCA and Australian Standards applicable to fire safety in major buildings. Proven ability to partner with all levels and functions to foster collaboration and deliver strong outcomes. Adept at reading and interpreting working building plans, engineering plans, specifications and technical literature to exercise responsible decision-making and advice.

CURRENT REGISTRATION

- Building Surveyor (Fire Safety) - Grade A2 Restricted All Classes of Building (BDC3315)

SKILLS

- ❖ Senior Building Surveyor (7+ years)
- ❖ Legal and Regulatory Compliance
- ❖ Construction Technology
- ❖ Project Management
- ❖ Structural Analysis & Inspections
- ❖ Education and Training
- ❖ Fire Safety Expertise
- ❖ Building Code of Australia (BCA)
- ❖ Australian Standards
- ❖ Town Planning
- ❖ Continuing Professional Development

WORK HISTORY

25 September 2023 — Present

Campbelltown City Council

Senior Building Surveyor - Fire Safety

Key Responsibilities:

To conduct the following within a nominated Unit:

- Planning and implementation of a fire safety program throughout the LGA based on occupant risk factors.
- Carry out fire safety audits, record the results of such audits, advise of any issues and carry out necessary follow up inspections, ensuring compliance with relevant legislation.
- Assist and mentor junior Building Surveyors, trainees and other staff as directed.
- Liaise with other Government Authorities and attend all necessary meetings.
- Represent the Council in appropriate Courts and forums.
- Undertake specialist research and policy development work in consultation with other sections of Councils where necessary.
- Provide and promote effective and courteous service to all customer enquiries.

23 January 2023 — 22 September 2023

City of Parramatta Council

Senior Building Surveyor - Fire Safety

Key Responsibilities:

- Implement the fire safety program in the Parramatta local government area to ensure compliance and/or upgrades of existing buildings and regulated premises with the applicable standards in order to achieve an acceptable standard of health and safety.
- Review Council's records and inspect existing buildings for the assessment of risk to life safety in the event of a fire as per the requirements of the Environmental Planning and Assessment Act 1979.
- Review development applications with regard to Clause 93 and 94 of the Environmental Planning and Assessment Regulation 2000.

Apr 2019 — 20 January 2023

Campbelltown City Council

Building Surveyor - Fire Safety

Key Responsibilities:

Firas Naji

Parramatta, NSW | 0432 144 744 | info@silverend.com.au

- Managing Council's fire safety obligations under the Environmental Planning and Assessment Regulations.
- Providing specialist Building Code of Australia (BCA) advice on all issues associated with building fire safety.

Mar 2021 — Present

TAFE, Ultimo Campus

Building Surveying Teacher (Part-Time)

Key Responsibilities:

- Teaching the Advanced Diploma of Building Surveying qualification and implementing teaching and learning strategies to support the diverse needs of students.
- Maintaining networks with key industry stakeholders and keeping up to date with industry best practice.

Oct 2013 — Present

Silver End Pty Ltd

Town Planning and BCA Consultant / Director

Key Responsibilities:

- Preparing BCA Reports, Town Planning Reports, Design Verification Statements, Statements of Environmental Effects, Fire Safety Schedules and various other documentation for residential, commercial, and industrial premises.
- Excellent reputation built with clients, architects, designers, builders, contractors, developers, certifiers, and consultants for providing high-quality, professional service.

EDUCATION

- Master of Urban Management and Planning - University of Western Sydney
- Bachelor of Design in Architecture - University of Technology Sydney
- Advanced Diploma of Building Surveying - Ultimo TAFE
- Diploma of Architectural Technology - TAFE NSW
- Certificate IV in Training and Assessment - CBD College
- Certification Short Course - University of Technology Sydney
- Currently studying Graduate Diploma in Building Surveying (UNISA) online – Due in December 2023

LICENSES

- Current Safety Induction White Card (SafeWork NSW)
- Current Workcover OHS Safety Induction Card
- Current unrestricted NSW Driver's License (Class C)

PROFESSIONAL MEMBERSHIPS

- Member, Association of Australian Certifiers (AAC)
- Member, Fire Protection Association Australia (FPA Australia)
- Member, Planning Institute of Australia (PIA)

REFERENCES

- **Daniel Ugiagbe**
Coordinator-Fire Safety, Campbelltown City Council
(02) 4645 4508| 0412 398 527| daniel.ugiagbe@campbelltown.nsw.gov.au
- **Amro Ezzeldin**
Head Teacher, TAFE NSW Sydney Institute - Ultimo Campus
(02) 7921 3421| 0422 334 342| amro.ezzeldin@tafensw.edu.au

Our Experience and Projects



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Our

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Contact

Us

Suit 2, Level 2 / 96 Phillip Street,
Parramatta NSW 2150

Firas Naji

P. 0432 144 744

E. info@silverend.com.au

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