

# LAND REPORT

OCTOBER 2018 EDITION

SEPTEMBER QUARTER 2018  
NEW LAND MARKET SNAPSHOT

NORTHERN AND SOUTHERN  
CORRIDOR REPORTS

INDEPTH LOOK AT PERTH'S  
LAND AND HOUSING ESTATES

INSIGHT INTO WA'S BURGEONING  
INFRASTRUCTURE AND AMENITIES





UDIA CEO Allison Hailes.



Eden Beach estate.

## LAND PRICE PROVIDES AFFORDABLE ENTRY TO MARKET

By Urban Development Institute of Australia (UDIA) WA CEO Allison Hailes

Welcome to the latest edition of *Land Report*.

It's my pleasure to present the latest UDIA land market statistics to provide prospective purchasers with clear insight into Perth's land sales and construction activity to help make an informed decision, armed with all the necessary facts and figures.

The first thing purchasers should know is land prices in Perth are now amongst the cheapest in the country, a significant incentive for anyone thinking about purchasing.

With promising signs emerging about improvements in the broader Western Australian economy, the current prices and incentives offered by land developers and house builders aren't expected to last. While the Perth land market remains sluggish, with a slight fall in sales in the September quarter, as the general economy and employment confidence improves, so too will demand, pushing current prices up.

And it's not just those of us working in the industry who believe there are positive economic signals for WA's future.

In a recent visit to Perth, the Reserve Bank of Australia (RBA) Governor Philip Lowe suggested that while Western Australia has weathered tough economic conditions in the last few years, there are positive signs for growth.

Mr Lowe said business confidence was improving in the state and average hourly earnings were still around 10 per cent higher than average hourly earnings in the rest of the country.

He also noted the continued demand from China for high-quality WA iron ore, boosted by recent rail infrastructure projects and new housing demand.

Turning to WA employment conditions, we have stemmed the flow of people moving out of the state since the end of the mining boom and, while our unemployment rate is slightly up, our participation rate has lifted to 68.2 per cent. This means the overall level of employment in WA has improved by 11,800 jobs (or 0.9 per cent) over the last year, to 1,340,000 in July 2018.

Given the expected improvement in the property market over the next 12 months, the current bargains available do offer fantastic opportunities for those looking to get into the market while prices remain down and interest rates continue to sit at record lows.

	SEPTEMBER QTR 2018	QUARTERLY CHANGE	ANNUAL CHANGE
No. lots sold	1273	-14.9%	-6.6%
Average price of lots sold	\$225,578	-2.3%	-3.9%
Average size of lots sold	387sqm	0.6%	-0.2%
Average price per square metre	\$582	-2.9%	-3.7%
Construction activity next 12 months	2949	-7.1%	-5.2%

**GREATER PERTH NEW LAND MARKET SNAPSHOT:**  
SEPTEMBER QUARTER 2018 (Source: UDIA).

The current prices and incentives offered by land developers and house builders aren't expected to last.

With the average price of land down by 2.3 per cent this quarter to \$225,578, there are some very affordable house and land packages available.

The average size of lots has held relatively steady this quarter at 387sqm.

UDIA is pleased to see there is also a greater diversity of choice emerging in the new land markets around Perth, with small micro lots under 100sqm through to larger, more traditional lots available too.

This diversity is a reflection of the changing make-up of households, which are trending smaller due to more single people, young couples without children and a growing downsizer market coming to the fore. Of course there is also a large proportion of families still looking to buy a larger lot with room for their family to grow and play.

All these household make-ups are seeking different housing types in a range of locations across existing and new areas.

In the future we expect to see the development of denser local activity centres throughout the metropolitan area which integrate a diversity of housing types, including apartments, townhouses, maisonettes and walk-ups, around train stations and commercial centres. The State Government's Metronet station precincts will be a great opportunity to showcase what can be achieved in these types of areas.

A location that is going to benefit soon from this type of development is Alkimos, and the new station precinct

will be an exciting opportunity to ensure thousands of people living in the north-western corridor are well connected with a train service, as well as having access to new business opportunities, employment and retail options.

The north-west urban growth corridor continues to attract the largest proportion of new homebuyers in Perth (26 per cent of all sales this quarter) due to its affordability and proximity to the beach and other lifestyle amenities, and the new station and surrounds will be a great addition to the area.

Looking ahead for the next 12 months, while the north-west corridor has the most lots under construction for release in that period, the south-west metropolitan corridor also looks very strong, with close to 800 new lots expected to be constructed.

The cities of Cockburn, Rockingham and Kwinana all have strong construction activity recorded. Kwinana and Rockingham in particular also have the most affordable land currently available in the metropolitan area.

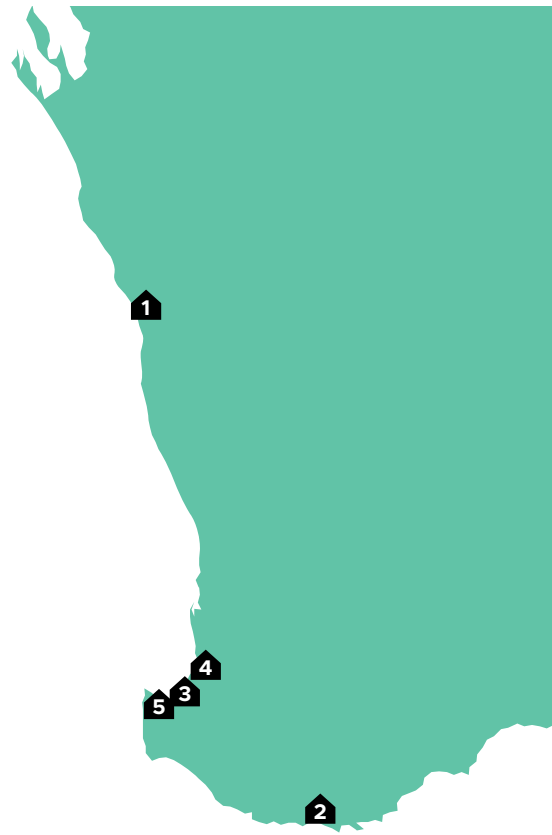
More detailed information on the northern and southern corridors is provided elsewhere in this report and I encourage readers to analyse the information available and use it to assist in your decision making.

As you will see from the following pages, land and housing developers are offering a range of fantastic locations to build your dream home and there are some unbeatable packages to take advantage of – it's just a case of finding the right one for you and your family.

## THE NORTH TO SOUTH OF ESTATES

### REGIONAL

- 1 **The Retreat, Dongara** LWP
- 2 **Springdale Beach, Denmark** LWP
- 3 **Provence, Busseton** Satterley
- 4 **Dalyellup Beach, Bunbury/Busseton** Satterley
- 5 **Dunsborough Lakes, Dunsborough** Urban Quarter



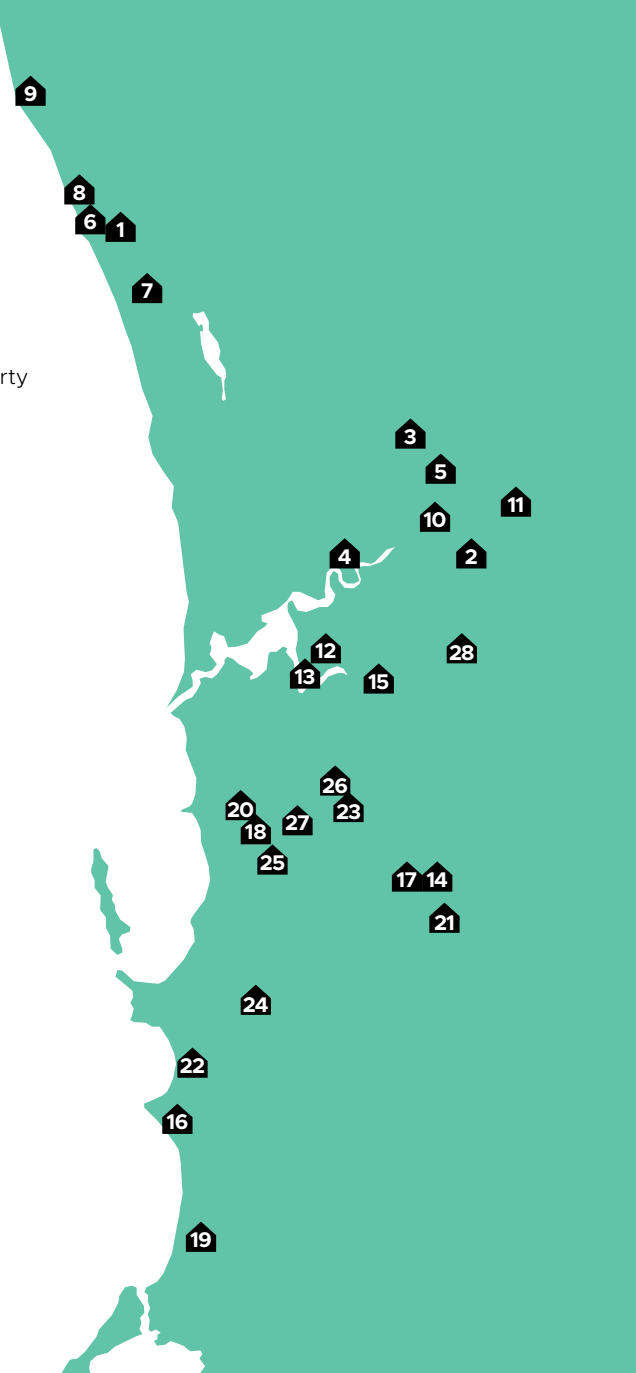
\*Not inclusive of all estates.

### NORTH

- 1 **Haven, Ridgewood** Pindan
- 2 **Bushmead, Bushmead** Cedar Woods
- 3 **Ariella Private Estate, Brabham** Cedar Woods
- 4 **Itern Bayswater, Bayswater** Parcel Property
- 5 **Sonoma Private Estate, Dayton** Cuttone Property Group
- 6 **Burns Beach, Burns Beach** Peet Limited
- 7 **Catalina, Clarkson** Satterley
- 8 **Shorehaven, Alkimos** Peet Limited
- 9 **Amberton, Eglinton** Stockland
- 10 **Movida Estate, Midvale** Peet Limited
- 11 **Harmony at Parkerville, Parkerville** Cuttone Property Group

### SOUTH

- 12 **Cygnia Cove, Waterford** Richard Noble
- 13 **Salters Landing, Salter Point** Richard Noble
- 14 **The Avenue, Hilbert** Peet Limited
- 15 **Brookland Mews, Beckenham** Pindan
- 16 **Hamelin Park, Secret Harbour** M/Group
- 17 **Sienna Wood, Hilbert** Stockland
- 18 **Wentworth West, Success** Richard Noble
- 19 **Lakelands Estate, Lakelands** Peet Limited
- 20 **Atop Beeliar, Beeliar** M/Group
- 21 **Beenyup Grove, Byford** Parcel Property
- 22 **Golden Bay, Golden Bay** Peet Limited
- 23 **Harrisdale Green, Harrisdale** Cedar Woods
- 24 **The Village at Wellard, Wellard** Peet Limited
- 25 **Honeywood, Wandi** Satterley
- 26 **Newhaven, Piara Waters** Stockland
- 27 **Calleya, Banjup** Stockland
- 28 **The Hales, Forrestfield** Satterley







## PREPARING FOR GROWTH

By Michael Roberts

With the combined population of Perth and Peel anticipated to grow to 3.5 million people by 2050, the State Government outlined a strategy to help guide development across the region.

In a landmark release earlier this year, the McGowan Government laid bare the Perth and Peel@3.5 million land use planning and infrastructure frameworks aimed at creating vibrant communities within a compact and connected city.

Covering the central, north-west, north-east and south metropolitan Peel sub-regions, the plans encourage greater housing diversity and aim to redress the balance between greenfield and infill development.

With an estimated 800,000 new homes needed to accommodate Perth and Peel's growth, Department of Planning, Lands and Heritage Director General Gail McGowan said almost half would be built through infill development in key strategic locations within existing suburbs.

The northern corridors are expected to experience the largest proportion of additional housing, with Wanneroo set to accommodate 146,160 additional dwellings and Swan adding 73,450 dwellings.

Looking south, the frameworks allocate 61,180 additional dwellings in Murray and 51,130 in Rockingham, as well as 60,330 in the central location of Stirling.

"Sustainable growth requires a radical and innovative shift in our approach to strategic land use planning and infrastructure provision. Perth cannot maintain its historical 'urban sprawl' pattern of development," Ms McGowan said.

"We need to plan ahead if we are to maintain a high level of liveability and adequately protect our environment.

"The Perth and Peel@3.5million frameworks aim to make best use of existing and proposed infrastructure and protect important environmental assets.

"They will guide future development across the Perth and Peel regions and provide certainty on land supply and where new homes and jobs will be located."

Developing vacant or underused parcels of land within existing urban areas is expected to help increase the number of people living close to where they work.

"Currently urban fringe suburbs account for about three quarters of all

development in Perth, but 64 per cent of all jobs are in the central region," Ms McGowan said.

"We want to create dynamic communities where people live close to where they work, where they are supported by world-class public transport networks and where they have parks and shops and all other amenities nearby that contribute to the great Western Australian lifestyle.

"Future development will be supported by policies to deliver high-quality residential design, ensuring high levels of liveability and amenity."

The State Government's ambitious Metronet project has been worked into the Perth and Peel@3.5 million frameworks to help connect suburbs and reduce chronic road congestion.

"Metronet offers exciting opportunities for more Western Australians to own their own homes and live in affordable housing," Housing Minister Peter Tinley said.

"This is especially important when we consider WA has a rapidly growing population.

"Metronet precincts will enable people of all ages and abilities to live in a range of affordable housing options in safe, inclusive and connected communities."

### THE INDUSTRY'S PERSPECTIVE

Given the massive task of bringing these plans to life, the private sector and all levels of government will have to work alongside one another to meet the targets set, according to UDIA Chief Executive Allison Hailes.

"It is not only important for industry and government to plan ahead, it is critical for local communities to understand how their local area might change or be impacted," she said.

"Community engagement is so important to achieving support and understanding from local residents in terms of what they can expect and how greater densities might improve or add value to their area.

"We also need to move away from the existing plethora of policy and regulation and go back to a plan-led system.

"If we are to achieve the infill targets that have been set, we will need neighbourhood and precinct plans that provide a clear outline of what is expected in an area and how it will be achieved."



Sustainable growth requires a radical and innovative shift in our approach to strategic land use planning and infrastructure provision.

HIA WA Regional Executive Director John Dastlik said the release of the plans was an important step for the state, but was concerned balancing infill and greenfield development may lead to higher house prices.

"The infill/greenfield split being set at 47:53 in the plan is a significant shift from the roughly 30:70 split operating today," he said.

"There is a risk that constraining greenfield land supply may have a negative impact on housing affordability, particularly if the population were to increase suddenly – especially as infill developments are subject to lengthy planning approval processes, which also increases their cost.

"Getting the balance right is critical in maintaining the supply of affordable housing."

Keen to get on with the job, Mr Dastlik said planning reform needed to be pursued in order to make it easier to increase density in the right areas.

"Government has an important role to play in establishing policies that facilitate effective infill and sustainable greenfield development," he said.

"The 'planning investigation' areas outlined in the frameworks, where investigations are to be led by government rather than proponents,

have created confusion for industry and land holders.

"Understanding the suitability of an area for development is a time and resource-demanding process, which is best borne by those who stand to benefit.

"Allowing the proponent to drive investigations will create one less roadblock on the way to sustainable housing affordability."

Master Builders WA Housing Director Jason Robertson said Metronet was a great opportunity for government and industry to work together in finding the right balance between diversity, density and affordable housing.

"The government has an important leadership role to ensure the correct balance is struck and that appropriate policy and support of the private sector is in place to deliver this," he said.

"Failure to incentivise these outcomes will result in the private sector looking for financial returns first and foremost, which in turn will fail to tick all of the boxes.

"It is imperative these frameworks align with the proposed planning reforms currently underway.

"Having a concise planning framework across the state, through regions and with local government, is essential to achieving the desired outcomes."



## PAYING HOMAGE TO LOCATION

Located along the crest of one of Perth's highest ridges, in an established inner-suburb, Atop Beeliar estate is set to provide a base for families and retirees alike.

With tuart trees and walking trails, some areas of the estate provide views of the Indian Ocean, with others perched over parklands.

Spanning 11.8 hectares at the site of a historic limestone quarry, the estate will house 171 home sites, with lots varying from 217sqm to 630sqm.

Limestone unearthed during construction has been used to form the retaining walls for the development, while public features and furniture are set to be made from recycled logs and natural stone materials.

Walking distance to Beeliar Village shopping centre, containing supermarkets, specialty services, restaurants and cafes, the estate was designed to provide for a range of potential residents.

John Wroth, Director of M/Group's land development brand Monument, said the estate eschewed the conventional development model and enhanced the site's character, deliberately challenging the way people perceived new land estates.

"Atop is loaded with natural qualities and character – which provides the opportunity to set a high development standard and signature point of difference to other estates," he said.

"Instead, we have carefully designed this estate to pay homage to its unique



An aerial view of Atop Beeliar's location.

location and natural topography."

Mr Wroth said the Monument project team had worked to expose the beauty of recycled materials at the estate and retain the natural beauty of the area.

"The views from this site are unquestionably a drawcard, but visitors to the land will also sense a warmth and personality, surrounded by majestic tuart trees," he said.

Mr Wroth said the atmosphere and ethos behind the Atop Beeliar development was something people would want to be a part of.

"We receive constant feedback from people who like the idea of building a new home but feel the land options so close to Perth have little point of difference," he said.

"We believe there is a market for this level of detail and sophistication, and we are extremely excited to be

releasing this standard of estate, while at the same time building a new community within Perth's urban infill environment.

"Atop is nothing short of authentic in this space and such a spectacular location will not be repeated."

Located near a range of schools, the site is less than 10 minutes from Cockburn Gateway Shopping City, less than 15 minutes from Fremantle and less than 25 minutes from Perth city via train and freeway access.

Atop stage one land prices range between \$219,000 and \$345,000.

Buyer interest is already strong for stage one, which is comprised of 37 lots located on McLaren Avenue, Beeliar.

For more information on this development, visit [www.atopbeeliar.com.au](http://www.atopbeeliar.com.au).



Exposed recycled aggregate within reconstituted limestone blocks was used in the estate's retaining walls.

## FINDING THE RIGHT PLACE TO LIVE THE LIFE YOU WANT

Location is a major priority for anyone looking for a new home, with buyers focused on the quality, presentation and sense of community available at various estates, as well as the level of amenity on offer.

In recent years, changing demographics have driven innovation in development, design and construction, leading to a greater diversity in housing types.

While family-sized homes will always remain popular, there is a range of innovative townhouses and apartments on much smaller lots designed to appeal to a broader range of homebuyers.

As one of Australia's largest and longest-established land developers, Peet Limited has embraced shifts in homebuyer lifestyles and attitudes over the years to successfully create industry-leading developments at its communities

across the country.

Peet Limited has played an important part in opening up many of Perth's best-known suburbs and today has one of the largest landbanks of any major developer – 49,700 lots across Australia with an on-completion value of approximately \$14 billion.

In Western Australia it has a wide variety of housing choices in 11 communities across the metropolitan area.

Perth homebuyers have more options than ever before, with great value to be found across the city and particularly in the rapidly growing outer-metropolitan corridors.

These regions in the northern coastal, eastern and southern corridors are property hot spots – particularly for first homebuyers – and all are undergoing



Enjoy the premium beach lifestyle at Burns Beach.



Yanchep Golf Estate's Victory Parade Park.

significant expansion and development, attracting both public and private investment.

Whether you're looking for an urban lifestyle in a masterplanned community with great links to public transport, a tree change with a view, a new life on the coast, to get closer to nature or just seeking quality, affordable family living that represents good value for money – there's something to suit everyone.

Take advantage of the rolling hills and stunning vistas at Peet Limited's Avon Ridge, or get the beachside home you've always wanted on the north coast at Shorehaven at Alkimos and Burns Beach estate, or in the southern suburbs at Golden Bay.

You can establish a new home close to nature at Lakelands estate – recently named WA's Best Masterplanned Estate by UDIA WA.

Enjoy a quieter life with more room to move at Yanchep Golf Estate and Greenlea Baldivis, or become part of lively communities at The Avenue at Hilbert Park or Movida estate at Midvale.

If you're looking for a low-maintenance option – check out Invita Apartments at The Village at Wellard, the Vista Blue Townhouses and Waterfront Apartments at Shorehaven at Alkimos or, for over 55s, the resort-style lifestyle on offer at Latitude Lakelands.

To find out more, visit [www.peet.com.au](http://www.peet.com.au).

## SUSTAINABILITY MISSION RESONATES WITH HOMEBUYERS

Western Australian homebuyers are becoming increasingly likely to consider the environmental impact of their new purchase alongside the classic considerations of location, size and nearby services.

Research from UDIA WA has shown community consideration around housing developments is changing rapidly, with long-term sustainability and environmental conservation now key considerations for those looking to purchase a home.

Cedar Woods is one leading WA developer that has been recognised by UDIA WA for its unwavering commitment to sustainable living through its environmentally conscious flagship community Bushmead.

Cedar Woods State Manager Ben Rosser said Bushmead was certified by UDIA WA as a six-leaf EnviroDevelopment and was recently awarded the EnviroDevelopment Chairman's Choice Award for the most outstanding sustainable estate in WA at the UDIA WA Awards for Excellence.

"The six-leaf certification means Bushmead has achieved outstanding performance in six elements – ecosystems, waste, energy, materials, water and community," he said.

"With 185 hectares of retained bushland making up approximately 70 per cent of the estate, many of Bushmead's community activities are focused on sustainable living. Activities include regular tree-planting days and

The six-leaf certification means Bushmead has achieved outstanding performance in six elements – ecosystems, waste, energy, materials, water and community.

bushland rehabilitation work, offering residents an opportunity to meet their neighbours and immerse themselves in the outdoors."

UDIA WA CEO Allison Hailes said Bushmead's EnviroDevelopment certification made it easier for purchasers to recognise it as an environmentally sustainable option.

"Environmental sustainability is a key consideration for approximately one in five new homebuyers, and the number is increasing every year," she said.

"We have been very impressed with Cedar Woods' commitment and innovative approach to creating a strong sense of community and engaging with residents about how they can further reduce their ecological footprint.

"Bushmead is a unique estate that provides residents with the ambiance and tranquillity of living in a rural environment with all the conveniences of an urban location."

These features have been a drawcard for buyers such as Anthony Pearson and his family, who recently chose Bushmead as the site of their home.

Just 16km from the Perth CBD, but featuring swathes of retained bushland

and parks, the safe and welcoming community was another key factor for Mr Pearson, as were the estate's regular community events and initiatives.

"Bushmead is really trying to create a good grounding and a sense of community," he said.

"I'm looking forward to getting involved with as many activities around the neighbourhood as possible."

Industry-leading environmental initiatives implemented at Bushmead include the re-use and recycling of at least 60 per cent of construction waste within the estate, using a minimum of 20 per cent reused or recycled materials in construction, strict design requirements on water and energy use and offering a \$10,000 Enviro Package for buyers that includes PV solar cells and plumbed-in water tanks.

The premium Bushmead community offers premium house and land packages, turnkey homes and modern two-storey designer townhouses in a picturesque setting close to the city.

For more information on Bushmead, visit [www.bushmead.com.au](http://www.bushmead.com.au).



Planting at Bushmead.



# BUCKING THE TREND WITH FAMILY-SIZE LOTS

With lot sizes in Perth continuing to shrink, one developer is bucking the trend by offering buyers the opportunity to purchase more spacious estate properties to accommodate the needs of a growing family.

Cuttone Property Group Director Phil Cuttone revealed larger family-sized lots were getting rarer to find these days, with blocks having reduced in size annually since 2008.

“Buyers are restricted from being able to build a traditional-sized family home with a backyard for the kids to play in,” he said.

Cuttone Property Group is in the midst of developing two boutique land estates: Harmony at Parkerville and Sonoma Private Estate at Dayton.

Located amongst the Perth Hills, Harmony offers large lot sizes, ranging from 2000sqm to 1.26 hectares, and is being designed to reflect the natural beauty of the landscape.

According to Mr Cuttone, Harmony has the advantage of being located in a peaceful location that is close to amenities and a 40-minute drive to Perth CBD.

Situated in the Swan Valley, Sonoma Private Estate properties range in size from 299sqm to 512sqm, with frontages of up to 17m.

Directly opposite a high quality landscaped park (stage one currently under construction) with schools and playing fields within walking distance, local shops a couple of minutes’ drive and a 20-minute drive from the Perth



CBD, Sonoma is conveniently located.

Mr Cuttone said Sonoma was one of the few new land developments in Perth’s rapidly growing north-east to offer home sites over 500sqm.

“Both Harmony and Sonoma offer predominately larger-sized lots within the respective estates at an affordable price, whilst still maintaining a high standard of finishes,” he said.

“Having a higher mix of larger homesites within our estates encourages more quality homes being constructed in the area, which should have a positive impact on future resale of a home.

“It also encourages more families and a diverse mix of age groups, which is an important element in establishing a healthy, diverse community.

“By offering a choice to buyers, we are helping create a place that works for everyone.”

Mr Cuttone said the phasing out of traditional family homes had been a mistake, as more spacious properties offered greater flexibility and adaptability.

“There is a demand for people wanting family-sized home sites and homes that ultimately allow for the extra space required for the children to play and people to entertain,” he said.

“Over time, the larger lots will be scarcer and we should see the value of homes on larger lots increase.

“The smaller lots might suit a young couple buying their first home or empty-nesters looking for a low-maintenance lock-and-leave environment.”

For more information, visit [www.harmonyatparkerville.com.au](http://www.harmonyatparkerville.com.au) or [www.sonomaland.com.au](http://www.sonomaland.com.au).

# NO BETTER TIME THAN THE PRESENT

**By Michael Roberts**

With Western Australia reaching the bottom of a property market which is expected to recover over the next few years, the popular sentiment is it’s an excellent time to take advantage of the best buying conditions for almost a decade.

According to the latest UDIA figures, the market was down again for the September quarter, with the average land price in Perth falling 2.9 per cent to sit at \$582 per square metre.

WA’s capital remains home to some of the cheapest land in the country, and suburbs like Kwinana and Rockingham are an attractive proposition for first homebuyers, with an average lot price of \$194,910 and \$171,141 respectively.

If you compare median house prices in Perth and Sydney, the average eastern states home is roughly double the value, making it easy to see why buying a home in WA is attractive at present.

Stockland WA Residential General Manager Col Dutton said now was a fantastic time to buy new.

“We are seeing early signs of a recovery in the domestic economy in Western Australia, including recent increases in full-time employment numbers,” he said.

“With competitive prices for new house and land packages, we believe now is definitely a good time to enter WA’s home market.

“New homebuyers have never had so much choice in terms of quality builders and great home design options.”

Thanks to a competitive building market across WA, Lendlease Communities



General Manager Anthony Rowbottom said buying land and creating the home of your choice was the best value-for-money approach.

“Perth’s land and homebuilding market now has the widest offering of products to meet the individual aspirations of buyers,” he said.

“Additionally, building your own home, rather than buying an established one, provides a material benefit for buyers.

“For example, HIA building contracts for homes include warranty provisions for seven years, providing an additional safeguard on your investment that you don’t get when you buy an established home.

“Gone are the days when buyers in new communities were expected to be urban pioneers. New residential communities in Perth provide a second-to-none lifestyle.”

the time it takes to save enough.

Kick-starting this lending method has been made even simpler, with recent changes to Keystart removing the requirement for genuine savings as part of the minimum deposit requirements.

The State Government’s First Home Owner Grant also puts \$10,000 towards the purchase of your newly built home.

Once all your finances are in order, Peet Limited Managing Director Brendan Gore said there was much to consider in choosing the right place to call home.

“Match your lifestyle to the location and what your new community has to offer – remember you live in a community, not just a house,” he said.

## A HELPING HAND FOR FIRST HOMEBUYERS

Saving the deposit for your first home can be a daunting task, especially when you are young and just starting out.

Unique to the Western Australian home loan market, government-backed lender Keystart works to provide low-deposit home loans to those unable to meet the requirements from mainstream lenders.

For Keystart, minimum deposits start from two per cent or \$2000, whichever is the greater, which can take years off



## NORTHERN CORRIDOR

The northern corridor, primarily consisting of the cities of Wanneroo, Swan and Joondalup, continues to dominate the new land sales market, attracting a range of buyers from first homeowners through to downsizers and retirees.

Here we focus on the two parts of this massive growth area, the north-west and north-east corridors.

### NORTH-WEST CORRIDOR OVERVIEW

The north-west corridor, comprising the City of Joondalup and the City of Wanneroo, is the largest new growth area in the Greater Perth region. The corridor continues to outperform all other areas in terms of sales activity, with data this quarter revealing the corridor achieved 28.2 per cent of all sales across Greater Perth.

The north-west corridor is home to several significant masterplanned communities, particularly those along the coastal strip in Alkimos and Eglinton.

The strong proportion of sales achieved is impressive, given the number of lot sales in the corridor fell during the September quarter (down 25 per cent). This decline was primarily driven by the small number of sales achieved in the City of Joondalup for the quarter.

The average price of land in the north-west corridor bucked the trend across the rest of the Perth region, increasing by 4 per cent for the September quarter, however, this result can primarily be attributed to the high average price of land in the City of Joondalup, which was somewhat of an anomaly this quarter.

Interestingly, the average size of lots sold in the region increased by six per cent this quarter to 387sqm. This is likely the result of buyers taking advantage of the two per cent fall this quarter in the average price per square metre for land. Buyers are certainly able to get more land for their money in the current market.

Given the average size of lots has generally held steady across the Perth region, we would expect that in the longer term the average size of lots will remain around 380sqm in the north-



Playground at Eden Beach estate.

#### NORTHERN CORRIDOR METROPOLITAN LOT ACTIVITY: SUMMARY TABLE (Source: UDIA).

Local authority	Average price	Change in lot price over quarter	Average size (sqm)	Price per square metre	Share of metro sales
City of Wanneroo	\$217,861	-4.6%	380	\$573	26.2%
City of Joondalup	\$448,300	109.9%	478	\$937	2.0%
City of Swan	\$234,518	-0.4%	371	\$633	24.0%

\*Figures for Joondalup based on small number of sales

west corridor.

Turning to the results recorded in Joondalup for the quarter, UDIA data indicates the supply of new greenfield land in the city is rapidly diminishing. There is also a tight future supply anticipated, given our survey recorded there were no new lots under construction in the coming 12 months.

Looking at the Joondalup market in more detail, the majority of smaller, more affordable lots appear to have been sold, with the average size of lots sold in the September quarter up to 478sqm, this is significantly above the north-west corridor average of 387sqm. Given the tight supply and predominance of larger lots available, it is not surprising the average price of lots has risen quite dramatically to \$448,300, although admittedly off a

small number of sales.

In terms of future growth prospects for the corridor, there is significant infrastructure investment earmarked for the region, with the Yanchep rail extension and the new stations at Eglinton, Alkimos and Yanchep part of the State Government's Metronet program.

The new rail line and stations will provide great accessibility to residents living in proximity to them and provide a catalyst for significant commercial, retail and residential development in the vicinity.

Yanchep station is expected to handle more than 11,000 daily boardings by 2031 and offer access to Perth in just 49 minutes.

In addition to the rail extension, the

government has recently announced a number of road upgrades and construction has started on the new \$48.4 million Butler North Secondary School at Alkimos, which will commence operations with an intake of Year 7 students in the year 2020.

The north-west corridor is also home to several UDIA WA Award-winning projects, such as Alkimos Beach by LandCorp and Lendlease. The estate has not only been recognised at a state level, but a national level, receiving the national award for Best Masterplanned Development earlier this year at the UDIA National Awards for Excellence.

Trinity at Alkimos by LWP Property Group also recently won top honours in the Residential Development Category at the September 2018 UDIA WA Awards for Excellence.

Townhouses at Ellenbrook.



### NORTH-EAST CORRIDOR OVERVIEW

The north-east corridor, specifically the City of Swan, has long been a popular area for new homebuyers and the September quarter was no exception, with a market share up to 24.9 per cent compared with 21.6 per cent in the June quarter. This was the highest proportion of market share for this corridor since March 2017.

Renewed interest in the area has certainly been piqued by the increasing level of services and amenities being rolled out in the region. In particular, the long anticipated Morley-Ellenbrook rail line, which has finally received funding under the government's Metronet plan, comes one step closer, with initial construction activity on the Bayswater station overhaul set to commence in early 2019.

The exact location of new stations on the line has not been finalised, however, the potential areas identified include Whiteman, Bennett Springs, Malaga, Noranda and Morley.

These locations are in proximity to several new and existing land developments, providing accessible

public transport in the near future for residents to get to the city, adding to the benefits this corridor already has on offer.

Despite the lift in overall market share for the north-east corridor, the number of lots sold narrowly declined by 1.9 per cent in the September quarter, following a bumper 32 per cent increase in sales in the June 2017 quarter.

On a quarterly basis, the average lot price remained steady at \$235,535, however, the average price has increased 3.1 per cent from the same time last year. This is a sound indicator of increasing buyer demand in the area.

The average lot size in the region fell six per cent over the September quarter to 370sqm, the lowest size since March 2017 and five per cent smaller than at the same time in 2017.

Despite the decline in the size of lots, the price per square metre lifted 5.9 per cent over the quarter to \$637, which is 8.5 per cent higher than at the same time last year.

Prospective purchasers should be aware supply levels within this corridor are likely to tighten over the next 12 months, as lot construction activity has dropped by 19 per cent.

Yanchep station is expected to handle more than 11,000 daily boardings by 2031 and offer access to Perth in just 49 minutes.



Trinity at Alkimos.

Kinkuna Park playground at Allara estate.







Calleva estate, Treeby.



Latitude Lakelands.

## SOUTHERN CORRIDOR

The southern corridor is home to some of the most affordable land in Perth and provides an attractive lifestyle option for young families, with excellent connectivity provided by the existing rail line and freeway. This is set to improve further with the Thornlie-Cockburn Link, which is part of Metronet.

Here is the low-down on the south-east and south-west growth corridors.

### SOUTH-EAST CORRIDOR OVERVIEW

While the south-east growth corridor, consisting of the City of Armadale and the Shire of Serpentine-Jarrahdale, experienced a 10 per cent drop in the number of lot sales in the September quarter, over the past year sales have actually increased by six per cent.

The overall market share for the region was 17 per cent of total Greater Perth sales, and buyer interest in the region is likely to be further bolstered in the coming years due to the Byford rail extension improving accessibility for

#### SOUTHERN CORRIDOR METROPOLITAN LOT ACTIVITY: SUMMARY TABLE (Source: UDIA).

Local authority	Average price	Change in lot price over quarter	Average size (sqm)	Price per square metre	Share of metro sales
City of Armadale	\$221,514	-5.1%	361	\$613	13.7%
Shire of Serpentine-Jarrahdale	\$190,103	-8.0%	480	\$396	3.2%
City of Cockburn	\$289,473	2.2%	372	\$777	7.1%
City of Kwinana	\$194,910	-2.4%	373	\$523	7.2%
City of Rockingham	\$171,141	-3.2%	384	\$446	9.6%

those in the south of the region.

The Thornlie-Cockburn Link will also improve access from east to west, with the proposed stations at Ranford Road and Nicholson Road greatly improving access to the Canning Vale employment centre. Similarly, east-west connections will be enhanced with improvements to Armadale Road and its connection to the Kwinana Freeway.

Looking at what is available to the market in the region, the average size of new lots has increased marginally from 380sqm a year ago to 385sqm. However, UDIA expects that as the market picks up and prices start to lift again, the long-term trend of decreasing lot sizes is likely to continue for some time to come.

The City of Armadale experienced the largest sales volumes in the corridor,

with several masterplanned estates in the locale. It is one of the fastest-growing local government areas, with suburbs such as Piara Waters, Brookdale, Seville Grove, Forrestdale, Harrisdale and Champion Lakes attracting significant numbers of new homebuyers.

Serpentine-Jarrahdale offers some of the best-value new land options in Greater Perth, with an average lot price of \$190,103 and an average lot size of 480sqm. That equates to \$396 per square metre, the cheapest in Perth.

Under the State Government's Southern Metropolitan Peel Sub-Regional Planning Framework, which was released earlier this year, the south-east corridor is set for significant infill development that will increase the population of Armadale by over 33,000 people and Serpentine-Jarrahdale by

just over 3000 by 2050.

This growth will likely boost the local economy and be enhanced by the improved rail linkages to the area. This is expected to have a flow-on effect to the new land market as buyer demand increases.

### SOUTH-WEST CORRIDOR OVERVIEW

The south-west corridor held steady in terms of market share in the September quarter, retaining 24 per cent of all sales in Greater Perth, which is consistent with its long-term market share of lot sales.

The corridor is made up of coastal growth areas including the Cities of Kwinana, Cockburn and Rockingham.

These areas benefit from not only their proximity to the coast, but the freeway and rail line already in place.

The average price of land in the south-west corridor dipped by two per cent to \$213,617. What is interesting to note is the average price of lots sold is higher than the average price of lots on the market. This is quite unusual and may indicate positive sentiment amongst buyers and that further price lifts could be on the horizon.

As occurred in other areas during the September quarter, the average size of lots sold increased by four per cent to 377sqm, rising three per cent over the year. Again, this is an indication of buyers making the most of lower prices and being able to afford a larger parcel of land.

There is a significant diversity in lot sizes in this sub-region, which provides a range of options for buyers

depending on their household size and lifestyle needs.

At \$171,000, Rockingham has the lowest average lot price in the region, offering exceptional value for money given its close proximity to the coast and employment centres.

In fact, long-term employment prospects for the region look particularly healthy, with the State Government establishing the Westport taskforce to investigate the feasibility of creating an outer harbour in Cockburn Sound. This sort of project could result in new job creation for the area and attract significant investment.

In the shorter term, the establishment of a \$700 million lithium processing plant at Kwinana is creating some 400 construction jobs and will involve 150 ongoing jobs during operation, with the plant scheduled for commissioning in late 2019. It will be the largest lithium

Long-term employment prospects for the region look particularly healthy, with the State Government establishing the Westport taskforce to investigate the feasibility of creating an outer harbour in Cockburn Sound.



Newhaven estate, Piara Waters.



Vivente Hammond Park.



Honeywood Estate.

hydroxide producer in the world.

The region is also set to benefit from significant investment in its road network. Upgrades include widening the Kwinana Freeway between Russell Road and Farrington Road and the construction of a new bridge between Armadale Road and North Lake Road.

Improvements further north along the freeway, including the creation of a 'smart freeway' that will add an additional north-bound lane, will also improve travel times to the city from the south-west corridor.

The new Metronet train station at Karnup, scheduled within three years, will greatly benefit communities located between Warnbro and Mandurah stations. The proposed station

will include a bus depot, which will significantly improve bus services in the area and take pressure off Mandurah and Warnbro stations.

Other exciting projects in the area include stage one of the Rockingham Beach Foreshore Revitalisation, which is due for completion in mid-to-late 2019 and is likely to lift values in the area.

The emergence of a substantial development such as Shoreline by LandCorp in the City of Cockburn at North Coogee will also be a significant boost for the broader area. The development timeline is approximately 10 years and Shoreline will provide up to 2500 new homes for approximately 5000 people.



Wellard Square at The Village at Wellard.



## THE VALUE IS IN THE LAND; NOW IS THE TIME TO BUY IN ONE OF SATTERLEY'S ESTATES

Choosing where to build your dream home is always tricky, but building in a Satterley estate means you are purchasing a lifestyle, not just a postcode.

Chief Executive Nigel Satterley said Satterley's masterplanned communities offered a variety of lots for all types of buyers.

"We are working with Western Australia's best builders to put together packages that suit every buyer's budget and lifestyle," he said.

"Our communities are designed to offer an affordable, attractive and safe place to live and to meet the needs of a modern lifestyle, with plenty of playgrounds and landscaped parks, and in close proximity to schools, transport and shops."

### SATTERLEY ESTATES

Located in the growing suburb of Eglinton, Allara estate is fast becoming a vibrant, sustainable coastal community that cleverly integrates affordable living with active open spaces such as Kinkuna Park and easy access to shops, schools and transport.

Catalina estate at Mindarie and Clarkson is land without compromise. A 30-minute drive from the CBD and minutes from the beach, Catalina is the perfect blend of fresh, coastal charm and laid-back sophistication.

Eden Beach estate offers premium beachside living at a price you can afford. Located within the northern coastal corridor, the estate at Jindalee is spacious and masterplanned.

Honeywood estate at Wandí is 30 minutes from both Perth and Fremantle by train and a five-minute drive to the Aubin Grove rail station, giving homebuyers a chance to build a life with a balance of nature and the city.

Forty per cent of Honeywood has been preserved in order to retain its natural beauty, with 25 planned parks and playgrounds, a variety of walks and cycle trails and the recently completed Wandí District Playing Fields.

Heron Park at Harrisdale is a vibrant, well-connected and mature masterplanned community. Located close to Perth, Fremantle and the Armadale town centre, the estate has all the amenities a buyer could ever need and is located in the catchment area for the \$61 million Harrisdale High School and \$15.2 million state-of-the-

art Harrisdale Primary School. It's these premium educational facilities which have already attracted many of the state's best teachers.

A move to Dalyellup Beach is a move to a warmer, friendlier, healthier way of life. A beautiful estate stretching along the coast between Bunbury and Busselton, the estate is home to 50 hectares of parks and gardens, 25km of cycleways and walking trails and its own piece of preserved tuart forest.

Another estate built to embrace its natural surrounds, The Hales Forrestfield is located 15km east of the Perth CBD within the Shire of Kalamunda. The development benefits from its proximity to nature and existing community amenities, public transport and major road infrastructure.

Located in Dianella, Seven Hills (once Channel 7 Studios) is an exclusive land development situated 10km from the Perth CBD that also benefits from existing amenities.

Buying a block of land is one of the biggest investments you'll ever make and, as with any investment, the end-goal is for it to increase in value over time.

With \$20,000 off a range of packages in these communities, and with some of Perth's favourite residential builders on board, these estates offer the perfect combination of size, location and style for many avid buyers.

Mr Satterley said the building bonus, in addition to a climate of low interest rates and great builder incentives, meant now was the time to build.

"Land for sale on the market is priced correctly and building a new home today can come with lots of incentives such as upgraded kitchens and air-conditioning, which were out of reach for first homebuyers five years ago," he said.

"When buying your block of land, remember to look at the real value. Buying a block of land is one of the biggest investments you'll ever make and, as with any investment, the end-goal is for it to increase in value over time."



Catalina Beach Park opening.

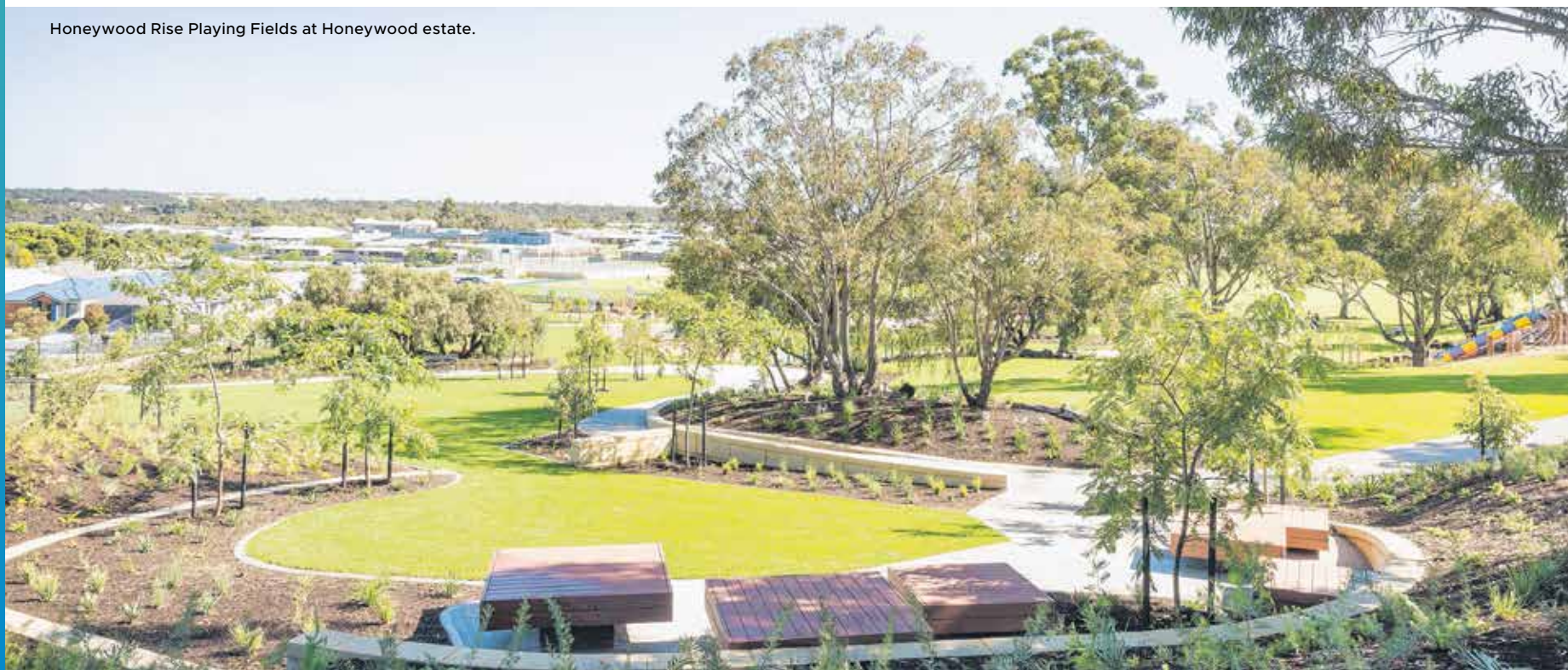
### TIME TO BUY

**For a limited time, buy one of the selected house and land packages in participating Satterley communities and you will enjoy \$10,000 from Satterley, plus an extra \$10,000 bonus from participating builders.**



Dalyellup Beach estate.

Honeywood Rise Playing Fields at Honeywood estate.









## LOVE AT FIRST SWIPE: APP PAIRS BUYERS WITH HOMES

With greater choice sometimes comes more difficult decisions, and due to a highly competitive housing market in Perth there are countless house and land deals out there to choose from.

So how do you sort through the fluff and find a package which will work for you?

Launching this weekend, online technology innovator Houseandland.com.au has developed a property app which allows buyers to pair land opportunities with house designs in real time.

In a world first, the app utilises an algorithm to help consumers find the perfect house-and-land match in a matter of seconds, bypassing weekends spent driving to display villages to see house designs that might not even fit on your dream block of land.

By swiping right you can pair home designs by Australia's leading builders with a property in your preferred location and size.

The search engine isn't affiliated with just one building company; it acts as an impartial entity.

The technology allows builder and developer websites to integrate the search engine for their own customers.

According to Houseandland.com.au General Manager Chelsey Quartermain, the real estate industry is ripe for disruption, with bricks-and-mortar businesses set to compete against the next generation of property disruptors and entrepreneurs.

"Houseandland.com.au is a passionate driver of this disruption," she said.

"We want to simplify the process of finding your dream home and make it totally intuitive.

"Swiping right has become second nature to today's digital consumer and we're excited to combine our new build solution for buyers and industry."

Plunkett Homes Marketing Manager Paul Graham said there was nothing else in the market quite like the app.



### HOW THE HOUSEANDLAND.COM.AU APP WORKS

**Search:** Buyers select the location they want to live/invest within Australia.

**Match:** Match the location with house designs from Australian builders that will fit the block.

**Connect:** The algorithm connects buyers with the builder, developer and sales agent to begin the exciting process of creating their dream home.

"We think the technology makes it very easy for consumers to fit our houses to vacant land," he said.

"We believe putting all these benefits into a handy app will be even more convenient for the homebuyer."

Ms Quartermain said the app simplified the beginning of the building process for buyers.

"Traditionally, there's a lot of elements that need to be taken into consideration

when buying a first home, however, our technology does all the hard work for you, allowing the buyer to be in complete control," she said.

"We are basically the property industry's dating app, although it might just cost you more than dinner when you end up leaving with a kitchen, two bathrooms and four bedrooms for the family."

For more information, visit [www.houseandland.com.au](http://www.houseandland.com.au).

## BRINGING PROPERTY TRANSACTIONS INTO THE 21ST CENTURY

An industry game changer and revolutionary transaction method, Australian online property exchange platform Property Exchange Australia (PEXA) has well and truly catapulted the nation's property market into the 21st century.

Offering a higher degree of security and more certainty of successful settlements, the digital platform has removed traditional homebuying obstacles in favour of reliability, safety, speed and consistency.

Gone are the days when excessive paperwork, manual lodgement processes, delays, human error and inaccessible information made property settlement a laborious task.

Formed in 2010 to fulfil the Council of Australian Governments' initiative to deliver a single, national e-conveyancing solution to the Australian property industry, the medium assists members – such as lawyers, conveyancers

and financial institutions – to lodge documents with land registries and complete financial settlements electronically.

PEXA Chief Customer Officer Lisa Dowie said the platform had digitally transformed the buying and selling of property.

"The 21st century customer should have a 21st century experience," she said.

"Utilising the traditional paper-based method was often a complex and laborious process, taking up to 30 days to complete, with close to 25 per cent of settlements falling over due to a raft of reasons, such as a delay in financial approval, manual processing errors and late submissions.

"Today's customers are digitally enabled. They leverage connectivity for everything, from banking to entertainment, shopping and social media. Their property settlement experience should be no different."

Gone are the days of waiting for cheques to clear. Depending on the seller's financial institution, funds may be available on the day of settlement.

"Buyers and sellers no longer need to physically obtain and sign a paper transfer document," Ms Dowie said.

"In addition, PEXA has introduced its Residential Seller Guarantee that provides protection to sellers in the event of certain kinds of cyber fraud."

Both buyers and sellers can track their settlement with the SettleMe app, powered by PEXA and available free of charge from all app stores.

"SettleMe helps customers stay



Today's customers are digitally enabled. They leverage connectivity for everything, from banking to entertainment, shopping and social media. Their property settlement experience should be no different.

organised with a customised checklist," Ms Dowie said.

"It also sends instant alerts via SMS or email about the status of their settlement."

Currently used in New South Wales, Victoria, Queensland, Western Australia and South Australia, more than 7000 members are already on board with PEXA. More than 1.6 million property transactions worth over \$200 billion have been completed and more than 2.3 million customers have benefited from completing their property transaction electronically.

Ms Dowie said going forward the only

way to realise all the benefits digitisation could bring to the property industry was for everyone to get on board and embrace it.

"The main obstacle is if the other party that the practitioner needs to transact with is not on PEXA," she said.

As of December 1, a majority of settlement transactions in WA will be required to go through e-conveyancing as opposed to settling transactions manually, with a view to achieving 100 per cent online settlements shortly after.

For more information, visit [www.pexa.com.au](http://www.pexa.com.au). [www.houseandland.com.au](http://www.houseandland.com.au).

## LIFE'S A BEACH AT SUNNY GOLDEN BAY

Sick of the wet and cold weather in the UK, Kathleen and Rich Knights made a life-changing decision to relocate their family to the sandy shores of Western Australia after visiting family at Safety Bay.

Finding their own little spot by the beach at Golden Bay, both said they lived an amazing lifestyle that was hard to match.



Golden Bay.

Living by the beach is fantastic. We look out the window and see the sunset going down over the sea and it's beautiful.

"On the weekends we like to walk down to the beach, as we live on the coast side of Golden Bay," Mr Knights said.

"Our teenage boys like surfing and our daughter goes bodyboarding."

Ten minutes from Mandurah, Golden Bay is a coastal estate by Peet Limited which makes coastal living an affordable possibility for many.

Mr Knights said having always bought established houses, the family wanted something they could put their own stamp on and call home.

Golden Bay ticked all the boxes in terms

of location and existing amenities, as well as those planned for the future, including a village centre and huge foreshore park.

"It has a village feel and plenty of parks and it's going to have even more new amenities, including shops, a great school and a fantastic little cafe," Mr Knights said.

"Living by the beach is fantastic. We look out the window and see the sunset going down over the sea and it's beautiful. It doesn't get much more beachy than that."



The Knights family.



## RARE OPPORTUNITIES REMAIN AT EXCLUSIVE SALTER POINT DEVELOPMENT

Named in honour of the area's founder, Salters Landing at Salter Point is a private estate located on the corner of Roebuck Drive and Redmond Street.

Consisting of 27 home sites, as well as a sizeable community park reserve, the estate could represent the last chance for homebuyers to build a new home in the established riverside suburb, according to Richard Noble & Company Managing Director Alex Gregg, with only 12 lots remaining.

The developer is offering homebuyers a rare opportunity to live 500m from the river's edge and next door to a range of respected educational institutions, including Aquinas College, Penrhos College, Wesley College, St Pius X Catholic Primary School and Curtin University.

The area is well connected, with Canning Bridge train station 3km away, providing easy access to Perth city and Mandurah.



Only 12 lots remain at the private estate.



Parklands at Salters Landing.

A range of recreational facilities including Collier Park Golf Course, South of Perth Yacht Club, Curtin Stadium and the Manning Community Hub are also close by.

Mr Gregg said interest remained strong for these rare home sites, with prices starting from \$600,000 and lot sizes ranging from 315sqm to 485sqm.

The estate has been thoughtfully planned, with landscaped parklands providing space to explore the outdoors.

"The park pays homage to Salter Point's natural environment through feature artwork, providing a wonderful natural area for the Salter Point community to enjoy," he said.

"Homebuyers are fortunate to be a part of this premium Perth suburb that already has a high level of amenity and infrastructure.

"The last of the home sites at Salters Landing have been carefully shaped from this premium Salter Point location, offering a once-in-a-lifetime opportunity to unlock views across the Aquinas playing fields."

For Salters Landing sales inquiries, please contact Richard Noble & Company Sales Manager Rod Wright on 0407 945 834 or email [sales@rnoble.com.au](mailto:sales@rnoble.com.au). For further information, visit [www.salterslanding.com.au](http://www.salterslanding.com.au).

## TICKING ALL THE RIGHT BOXES FOR FIRST HOMEBUYER

Buyers seeking a modern, low-maintenance lifestyle in Perth's southern suburbs are being drawn to contemporary townhouses in the area.

The Visage terrace homes at Calleya at Treeby ticked all the boxes for Lauren McGinty after a thorough six-month search for her ideal first home.

Ms McGinty said she was looking at houses, townhouses and apartments and her decision to purchase at Visage came down to the manageable size of the property, its privacy and the fact it was brand new.

"Originally I was looking at existing houses and noticed I would have to compromise on things like design and age," she said.

"Friends who built at Calleya recommended the area, so I was even considering building, but the property would have been significantly larger than I needed and required more maintenance. That's when I discovered Visage."

The two-storey terrace homes showcase the latest in modern design across two distinct styles – Urban Luxe and Garden Oasis.

Ms McGinty said the first thing that struck her was the size of the interior and how features like the alfresco area, multiple bathrooms and lock-up garage suited her needs.

"The location is great, too," she said. "With good accessibility to the city and lots of parks and playgrounds, this will be an investment I keep when upgrading to a family home."

Stockland WA General Manager Residential Col Dutton said buying trends indicated the low-maintenance

nature and affordability of terrace homes was filling a gap in the Perth housing market.

"Terrace homes appeal to singles, young families and downsizers looking for the latest in open-plan living, ensuring their homes are versatile and suit their ongoing needs," he said.

"Visage is in a prime location, with transport and local amenities within easy reach, making it a great option for those looking to get onto the property ladder."

Visage terrace home packages currently start at \$449,000 for a three-bedroom, two-bathroom home with a lock-up garage. The terrace homes are on individual titles, meaning owners will not incur ongoing strata costs associated with body corporate fees.

The Visage terrace display homes are open Saturdays and Sundays from 2.30-4pm on Azurite Way, Treeby. To tour the homes, contact Burgess Rawson Associate Director Troy Smith on 0414 730 273 or visit [www.stockland.com.au/visage](http://www.stockland.com.au/visage).

### BUYING TIPS

With an increasing number of first homebuyers breaking into the market, Ms McGinty shared some important tips to consider before making a purchase.

#### Do your homework

While you're saving for a deposit, do your research. It's important to know the property market and the valuable features of the areas you're considering.

Also, shop around for mortgage brokers and save the largest deposit possible.

Lauren McGinty at her Visage terrace home at Calleya.



Visage is in a prime location, with transport and local amenities within easy reach, making it a great option for those looking to get onto the property ladder.

#### Take advantage of financial breaks

Don't miss the opportunity to take advantage of financial benefits. Visage terrace homes have green titles and are brand new, meaning first homebuyers can be eligible for up to \$10,000 in grants.

Also, stay up to date with special promotions like Stockland's Spring Sale offering up to \$10,000 off various properties.

#### Go to open homes

Visit communities that appeal to you and tour open homes. Inspections are a good way to refine your ideal home concept by experiencing different property types and finding out what each of them offers.

#### Weigh up buying versus building

It's important to consider all options when starting your new-home journey. While buying a completed home has many benefits, building can appeal to those looking to customise their home, such as growing families.





Elizabeth Quay.

## REBRANDING ONE OF THE WORLD'S MOST SELLABLE CITIES

By Michael Roberts

Home to Australia's best beaches, some of the most affordable housing in the country and sunny weather almost year-round, Perth has a lifestyle that is hard to rival.

But with more people leaving WA than migrating to the state last year, it doesn't seem to be selling itself.

Figures from the Australian Bureau of Statistics (ABS) found 13,384 overseas migrants moved to WA from 2016-2017, but this was offset by 13,934 moving interstate – leaving the west with a net migration of less than 550.

Compare that to Victoria, which had a net migration intake of 108,202 people and net interstate migration of 18,193, and the challenge is clear.

People living in Perth are recognised for packing up their bags and moving east, but the numbers are reflective of a trend that needs to change, according to some analysts.

Parcel Property Land Development General Manager Jeremy Cordina said WA's capital city needed to attract more people to boost growth and drive an economic upturn.

"If Perth is unable to turn things around, the state economy could be slow to recover through lower demand in the housing, entertainment and service sectors," he said.

"There needs to be a change in messaging from the North West tourism push, to promoting the city itself.

"I believe there should be a brand which encapsulates the vibrancy

of the CBD and Northbridge, along with the emergence of sporting and entertainment offerings at Burswood and Optus Stadium.

"Without people coming in from outside the state, the return to the city will be too slow and will not support the pioneering businesses which are on the front line of the transition for Perth."

### REGIONAL NETWORKS AND BUSINESS OPPORTUNITIES

One of the most isolated capital cities in the world, Perth has always faced an uphill battle in attracting interest from interstate and overseas.

It's an economic problem that has traditionally been offset by a strong mining sector, but with the boom over, challenges have arisen, according to Research4 Director Colin Keane.

"The branding challenge is to persuade the people of Australia that Perth isn't disconnected and forms an integral part of the country's national identity," he said.

To overcome these barriers, Mr Keane said WA should create a multi-city or multi-regional network similar to those on the east coast.

"If you go to Sydney you have the Hunter and Illawarra regions," he said. "If you go to Brisbane you have the Sunshine Coast and the Gold Coast.

"People are more comfortable moving to a state where there are multiple

choices to live.

"If there are three or four major urban centres, people are more inclined to visit the region.

"From an urban planning point of view, there should be a plan going forward to create the same regional networks as in south-east Queensland, in the South West of WA."

While Perth has a well-established family brand, Mr Keane said high travel costs and a lack of business incentives had made it difficult for the west to move outside the mining bubble.

"From my point of view the incentives offered by the State Government should be based on attracting businesses and not first homebuyers," he said.

"I would be trying to use the money put aside for the First Home Owner Grant and put it towards a business grant which could attract economic opportunities to WA.

"The other would be to make business travel from the east to Perth easier.

"If the cost of doing business in WA was reduced, combined with a business grant, you would have a lot of younger professionals looking at Perth."

### STATE GOVERNMENT INITIATIVES

While the mining industry remains a trump card for the WA economy, the State Government has set an agenda of fostering other industries.

"We recognised long ago we needed to

diversify the economy to create more opportunities for Western Australians," WA Premier and Minister for State Development Mark McGowan said.

"That's why we created the Plan for Jobs, to diversify the economy and promote growth across a range of industries including manufacturing, defence, information and communication technologies, agriculture, aquaculture, tourism and education."

Bringing more students to WA is one measure which the government thinks could have a flow-on effect to more permanent population growth, as many students will choose to stay and work in WA, often bringing visiting family and friends who may also choose to stay if the right lifestyle and housing opportunities are available.

"An additional graduate occupation list has been introduced to attract the best global talent with advanced qualifications, skills and experience," Premier McGowan said.

"These students are essential to maintaining the competitiveness of Western Australia's universities in creating knowledge and building capacity for scientific and technological development and strengthening the future workforce.

"Later this year we will be releasing our comprehensive International Education Strategy, which will continue to grow and diversify the knowledge economy."

To attract a greater number of interstate and international visitors to WA, Plans for Jobs also has a strong focus on boosting the tourism industry, Mr McGowan said.

"We have invested \$425 million over five years to advertise Western Australia as a world-class tourism destination and, through Tourism WA, established a two-year action plan aiming to encourage more visitors to our state," he said.

"Key elements of the plan include securing more overseas direct flights, with current opportunities being explored including increased capacity from China and new direct routes from Japan, India and Europe.

"Other aspects include undertaking aggressive brand and co-operative marketing, growing the number of cruises home-porting in WA and securing and hosting major trade travel events."

## FLEXIBLE COMMUNITIES STATEWIDE ACCOMMODATE A RANGE OF LIFESTYLES

Considering and meeting the evolving needs of homeowners at all stages of their lives is a brief Stockland's diverse range of communities in Western Australia have been designed to fit.

Spread across WA, these include Amberton Beach at Eglinton, Vale at Aveley, Whiteman Edge at Brabham, Calleya at Treeby, Newhaven at Piara Waters and Sienna Wood at Hilbert.

"Amberton Beach offers relaxed coastal living where residents have easy access to their very own stretch of pristine coastline with a foreshore cafe and playground, due to be developed by mid-2019," Stockland General Manager WA Residential Col Dutton said.

Amberton Beach also features an AFL-sized oval and the Pirate Playground and Scooter Park.

Mr Dutton said Vale at Aveley was great for those who appreciated living within a thriving natural environment surrounded by lakes and endless green spaces.

"Vale was recognised as the UDIA WA Best Masterplanned Community in 2016 and has since launched the groundbreaking new \$3 million Aviary Creek outdoor leisure space," Mr Dutton said.

Well known for Jungle Park, which opened late last year, Whiteman Edge boasts a range of innovative recreational features, including the all-abilities Livvi's Place Playground.

"A town centre is planned for the community and will include a

supermarket, specialty shops, medical centre and a cafe," Mr Dutton said.

Mr Dutton said Calleya at Treeby offered versatility for those at all stages of life, from first homebuyers to over-55s.

"The Treeby community is home to an innovative new display village which is a popular location for those looking for customised housing options, including terrace homes and retirement living," he said.

Newhaven features schools, Stockland Harrisdale shopping centre and sporting facilities galore. Renowned for its extensive walkways and bike trails, the Piara Waters community will also launch a new dog adventure playground in 2019. It is also home to the famous \$2.5 million Robot Park.

Mr Dutton said Sienna Wood was valued among residents for its enviable location.

"Located in Hilbert, residents report the new \$4.8 million Shipwreck Park attracts visitors from beyond the community, with the dog adventure park and Mooba Cafe a popular and bustling meeting place," he said.

Each of Stockland's Perth communities strongly supports healthy living and community wellbeing, with free fitness classes, RSPCA dog training and social events regularly occurring within each neighbourhood.

Stockland has also partnered with some of WA's leading builders to create a great variety of house and land



Stockland Sienna Wood, Hilbert.

## Each of Stockland's Perth communities strongly supports healthy living and community wellbeing.

packages.

As well as new builds, Stockland communities offer completed homes which comprise brand new three and four-bedroom homes.

"These are ready to move into, enabling buyers to skip the building process and still take advantage of the First Home Owner Grant if eligible," Mr Dutton said.

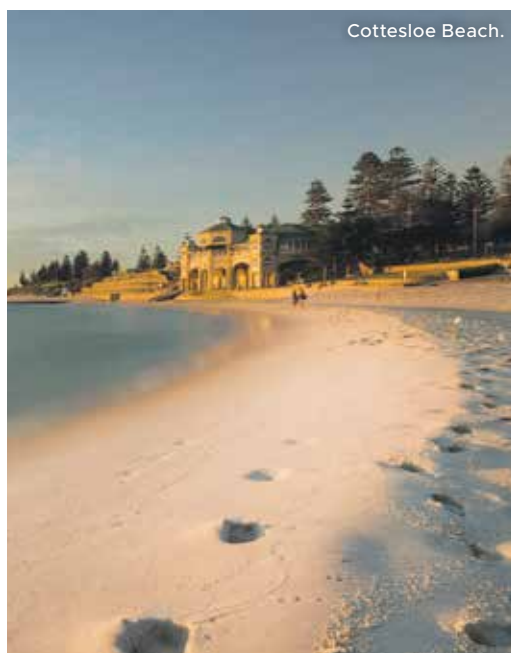
Two-storey townhomes are also available at Visage at Calleya.

"These are built and ready to move in to, or buyers can purchase off-the-plan townhouses, which are available across

a number of communities from builder partners such as Homebuyers Centre, Terrace WA, Aveling Homes and more," Mr Dutton said.

"Throughout our Perth communities the most affordable land starts from \$135,500 for a 200sqm lot at Sienna Wood at Hilbert. Sienna Wood is also home to the most inexpensive house and land packages, with land and a three-bedroom, two-bathroom, single-garage home starting at \$286,740."

For more information on pricing, housing options or availability, visit [www.stockland.com.au/wa](http://www.stockland.com.au/wa) or call 135 263.



Cottesloe Beach.



## COMMUNITY LIFESTYLE KEY APPEAL AT THE REEF

Offering a tranquil coastal lifestyle, The Reef at Two Rocks encompasses a strong community spirit and great affordability.

Minutes from the Two Rocks town centre, the estate is in close reach of a range of cafes and restaurants, along with a tavern, shopping centre, gym and wellness centre.

Two Rocks Marina is also a short distance away, making it easy for residents to soak up the aquatic lifestyle the area boasts.

The Reef Sales Agent Dane Rawlings said residents ranged from young families who had just commenced their journey as homeowners to those with a desire to downsize.

The Gangemi family now enjoys

a quieter living experience at the estate, moving from a busy lifestyle at Cockburn Central.

Getting their 'lifestyle balance' right and being able to participate in community and family-orientated activities was high on their wish list.

Nicole Gangemi said the family chose The Reef as they were looking for a quieter yet community-based lifestyle.

"My husband wanted to be near the marina for fishing and it was important that we lived in an area with good schools for our boys' education and ease of employment for me – I cook at a local restaurant," she said.

"Living at The Reef means the kids can walk to school, the shops and local parks, and my husband and I volunteer



at the primary school and with the Two Rocks Marine Sea Rescue."

The couple said they felt blessed to be living a dream lifestyle in their dream home – a 498sqm double-storey abode with ocean vistas.

Mrs Gangemi said another bonus was estate developer Pindan supporting the community through a variety of ongoing activities.

The Reef encompasses a relaxed coastal lifestyle, where life can be enjoyed at a slightly slower pace, according to Two Rocks resident Dorothy Dean.

"People know each other and can socialise through healthy outdoor activities," she said.

"The local community recognises and appreciates the extent Pindan has gone to to support groups such as the Two Rocks Community Recreation Association, the Two Rocks Marine Sea Rescue Group, local businesses and

others who participate in the many events The Reef sponsors.

"The diverse range of events provides a fantastic opportunity for people to come together and have fun."

The freeway extension means getting to and from the city has never been easier, and a proposed rail station at Yanchep is also expected to add value.

"Lots in our new Parkside release range in size from 225sqm to 558sqm," Mr Rawlings said.

"There are also a number of titled lots – many with ocean views – that are ready to build upon straight away, ranging in size from 370sqm to 455sqm.

"Prices start from just \$119,500, with up to \$20,000 off select lots."

For more information, visit [www.thereeftworocks.com.au](http://www.thereeftworocks.com.au) or contact Dane Rawlings on 0418 491 737.



The Gangemis.

## A CITY OF VILLAGES

Individual precincts and localities that are well connected, yet have their own sense of purpose and personality, will be the key to successful urban growth, say industry experts.

With an additional 1.4 million people expected to live in Perth by 2050, developing a 'city of villages' where people can live, work and play is imperative to liveability and prosperity, according to architect and urban designer Dean Landy.

"A city is more than a collection of buildings and spaces," he said.

and American cities were originally created for walking, rather than driving to and from places.

"With the human scale in mind, the key elements revolve around walkability, density, diversity and place," he said.

"For a city to be truly walkable you need to have places people want to walk to, and a good public transport network complemented by alternate modes of movement.

"The alternative is a generic, sprawling single-use commercial precinct that



Satterley's Allara estate.

the local structure plan," he said.

"We need to work towards bridging the gap of the missing middle and look at re-zoning opportunities towards the city and opportunities in new estates – centralised around amenity, affordability, transport and lock-up-and-leave lifestyles."

Echoing the sentiments of Mr Landy, Mr Gorton said Perth should no longer rely so heavily on cars for transport.

"Perth was originally built with low density in the heart of the city, forcing urban sprawl," he said.

"Combined with a developing public transport infrastructure, reliance has always been on the car and personal transport.

"Focusing on the activation of transit-orientated design (TOD) areas or transport nodes is important to reduce

vehicles.

"TOD areas create compact, walkable, pedestrian-orientated, mixed-use communities centered around transport systems.

"This makes it possible to live without complete dependence on a car for mobility."

In a period of transition that will redefine the way Western Australians live, Mr Landy said it was an exciting time for Perth and Australia.

"We are on the precipice of a transport revolution driven by autonomous vehicles, mobility on demand and greatly improved access to public transport," he said.

"This will redefine our streets, eliminate the need for large areas of car parking and potentially reduce living expenses."

For a city to be truly walkable you need to have places people want to walk to.

"A vibrant city is all about the people that inhabit it and the places that activate it.

"As the residential population base within cities increases, we need to get back to what is important to us as humans – being part of a community and feeling connected to our local 'tribe'.

"As a city grows, it needs to evolve with a strong sense of place whereby each urban cluster, be it predominantly commercial, residential or mixed use, must have its own sense of identity and character, points of interest and gathering spaces."

Author of the book *Creating Vibrant Communities*, Mr Landy said working towards a 'city of villages' was about looking at how towns in older European

lacks character and vibrancy, especially after business hours."

With the State Government focused on urban sprawl and greenfield developments, Perth is expected to have much higher housing density in the future.

Initiatives such as Metronet and the Perth and Peel@3.5 million development frameworks plan to create more affordable housing options close to where jobs are located.

To successfully deliver village-style precincts, Now Living Executive General Manager Troy Gorton said cohesion was needed across the board.

"To implement this strategy, we need to focus on partnerships with planners, developers and builders when planning





Newlyweds, Maddy Long and Mark Cusworth on their wedding day.



## LOVE IS IN THE AIR AT BUSHMEAD

Newlyweds Maddy Long and Mark Cusworth were so enamoured by the local area and surrounding bushland at Bushmead, they decided to make it the backdrop for their special day.

The couple tied the knot a mere four days after moving into their new home at the estate and, as a sentimental homage to the neighbourhood, they chose to feature the scenic surrounds in their wedding photos.

Set amongst 185 hectares of pristine natural bushland and recreational reserves, Bushmead has been shaped by nature to suit those seeking to live amongst native flora, parks and walking trails.

An environmentally sustainable community 16km from Perth's CBD, Bushmead is perfect for those longing

for a tree change within reach of modern conveniences.

"The neighbourhood felt like home long before the house was complete," Ms Long said.

"The natural bushland was a huge drawcard for us, we love being outside and walking through the bush or following Kadina Brook after a big rain."

"Mark grew up playing in the bush as a kid and we always liked the idea of returning to it and eventually raising a family of our own."

With family and friends close by, Ms Long said Bushmead was an ideal place to lay down new roots.

The married couple waited over five years to build in the area and put down their deposit in early 2017,

before moving in January 2018. Having settled in, the couple is already getting involved with the local community.

Ms Long said she played netball recreationally at the Swan Districts Netball Association and managed the Communities of Bushmead Facebook page, aimed at creating connections amongst residents and organising various community activities.

Cedar Woods State Manager Ben Rosser said it was great to see the local community taking the initiative to come together.

"Bushmead is really about sustainable living amongst parkland, nature reserves and reclaimed bushland, which the local community has really embraced," he said.

A keen bushwalker and design

technology teacher, Mr Cusworth has combined his two passions by embarking on community building projects – he aims to build possum homes in the nearby bushland for the local wildlife.

"We love being at home and we couldn't have imagined a better result," Ms Long said.

"We had come close to building a much smaller home in a less desirable area and are so pleased that we waited for something that felt right."

Bushmead estate offers turnkey house and land packages and modern two-storey designer townhouses in a picturesque setting close to the city.

Discover the Bushmead lifestyle at [www.bushmead.com.au](http://www.bushmead.com.au).

## ESTATE'S LAST LOTS UP FOR GRABS AT SUCCESS

It's no secret Perth's southern corridor is growing, nurturing well-connected lifestyles with local amenities and facilities. Just one part of the thriving picture, Richard Noble & Company's Wentworth West estate at Success is already turning heads.

Together with longstanding development partner Gold Estates, Richard Noble & Company is offering homebuyers the chance to live large at Success with the final land release at the estate, which includes lots up to 540sqm – the largest constructed lots available in the area.

The 104-lot estate is well connected, with Cockburn Central train station providing easy access to Perth city and Fremantle. A range of recreational facilities and amenities, including Cockburn Aquatic and Recreation Centre, Jan Hammond Reserve Dog Park, walking trails around the Beelair and Thomson's Lake wetlands and Cockburn Gateway Shopping City, are also close by.

Residents have a choice of pre-schools and established primary schools, including Jandakot Primary School, Success Primary School, Lakelands Senior High School and Emmanuel Catholic College.

"Reserving the best for last has proved these lots are hot property, with 13 under offer within the first two weeks of release," Richard Noble & Company Managing Director Alex Gregg said.

"The lots are located near a nature reserve and within easy reach of a

playground, picnic shelters and outdoor fitness equipment."

Pricing starts from \$265,000 for 360sqm and all lots come with a standard front landscaping and fencing allowance.

Mr Gregg said the location of the home sites in close proximity to Cockburn, large lots sizes, a diverse range of schools, convenient shopping and a multitude of recreational facilities offered a complete lifestyle in an already established area.

"Richard Noble & Company has successfully developed in the Cockburn area over the past 20 years, selling more than 2900 home sites, and has also delivered a number of commercial projects, including the first stage of Cockburn Gateway Shopping City," he said.

"We continue to enjoy being a part of the developing area and providing families a place to grow and call home.

"These final lots present homebuyers with an excellent opportunity to move quickly and secure a great-value site to start living their desired lifestyle."

For Wentworth West sales inquiries, contact Richard Noble & Company Sales Manager Rod Wright on 0407 945 834 or email [sales@rnoble.com.au](mailto:sales@rnoble.com.au).

Alternatively, you can visit the Hammond Park Land Sales Office, open Wednesdays from 2-4pm and Saturdays and Sundays from 2-5pm.



Wentworth West Park.



An aerial view of Wentworth West.



Artist's impression of The Amble Estate.



Artist's impression of the Bentley 360 Village Square.

## COLLABORATING TO DELIVER LIVEABLE COMMUNITIES

It is estimated Western Australia will be home to 4.6 million people by 2050, with one million more homes needed to cater for the state's 3.5 million metropolitan and 1.1 million regional residents.

As the population grows, so too will the demand for diverse and affordable housing across the state.

As an experienced developer of affordable, liveable and sustainable residential communities, the Department of Communities is committed to addressing this demand, but it's a challenge it cannot tackle alone.

Department of Communities' Assistant Director General Commercial Operations, Greg Cash, said delivering the housing Western Australians want and need can only be achieved through a collaborative effort between government, industry and community.

"Communities' approach to its land and residential developments is holistic – looking beyond simply building new homes to consider what makes a community a genuinely good place to live," he said.

"Cross-sector and intergovernmental collaboration is vital to the creation of the vibrant, connected communities that are needed to foster individual, family and community wellbeing in our state.

"Through our partnerships, we have been able to secure private sector expertise and capital, allowing us to trial innovative approaches to land use, housing design, construction and home ownership.

"It's a combined effort for a collective impact, and it has enabled thousands more Western Australians to have a place to call home."

Here are some projects Communities is delivering:

### THE AMBLE ESTATE, GIRRAWHEEN

A collaboration between Communities, Yolk Property Group and Ventura Home Group, The Amble Estate is delivering affordable, diverse and environmentally sustainable land and housing options for first homebuyers, families and downsizers alike.

"Communities' approach to its land and residential developments is holistic – looking beyond simply building new homes to consider what makes a community a genuinely good place to live."

As part of the estate's commitment to sustainability and long-term affordability, a complimentary sustainable living package is on offer with each home built, with homebuyers able to opt in to a WA-first solar Power Purchasing Agreement (PPA).

Developed with Infinite Energy, the innovative PPA will be rolled out across the estate, with participating households expected to save up to \$6000 on their electricity costs over the life of a 10-year agreement.

### VERGE MICRO LOT PRECINCT, ELLENBROOK

Launched in April 2018, Verge is WA's first micro lot precinct, comprising 11 double-storey homes built on 80sqm to 100sqm green-titled lots in the multi-award winning Ellenbrook development.

A collaboration between Communities, LWP Property Group and Now Living, Verge demonstrates how creativity and innovation can deliver a completely new style of housing for the WA market.

The Verge micro lots offer some of the most affordable living on the market, with turnkey homes available from \$325,000

through the State Government's Opening Doors shared home ownership initiative.

Verge stands as an excellent example of the planning, development and building sectors coming together to challenge traditional constraints to housing affordability and design.

### BENTLEY 360, BENTLEY

One of the largest urban infill projects in WA, the Bentley 360 project seeks to deliver a fully integrated development that fosters a connected and engaged community.

By seeking out and adopting best practice in urban development, Communities aims to set a new standard in sustainable and affordable housing to cater for a diversity of households.

With a focus on strengthening community connections, and through the delivery of new state-of-the-art facilities, support services and employment and training opportunities, Bentley 360 will promote a safe, inclusive community with a strong sense of place and belonging for all residents.

Communities is in the process of procuring a development partner for the project.

### CHERRY GLADES SENIORS LIVING, MANJIMUP

Tailored for people over the age of 55, the Cherry Glades seniors living development will offer appropriate and affordable housing options for Manjimup downsizers.

Located within walking distance of the Manjimup town centre, Cherry Glades will enable Manjimup seniors to age in their community by providing age-friendly housing options close to services and amenities.

Empowering Manjimup seniors to age in place will in turn support the local community through social connectivity and activity in the region.

The development is being delivered in partnership between Communities and the Shire of Manjimup.

## OPENING DOORS

If you thought buying your own home was merely a daydream, you might want to think again.

Sebastian (pictured) is just one of the 4600 Western Australians who have had their home ownership dream realised since 2011 thanks to a unique State Government initiative – and you could be next.

The Opening Doors shared home ownership initiative, delivered through the Department of Communities, is the smart way for low to middle-income earners to purchase a home of their own.

It's where the State Government acts as a silent partner, contributing up to 30 per cent of the cost of your home – meaning you share the mortgage, not the home.

Saving for a deposit is made easier too. You only need \$2000 or two per cent of the purchase price, whichever is larger.

There's also no need for a savings history, no mortgage insurance and no monthly account fees.

Having recently moved into his brand new, two-bedroom, one-bathroom unit in Coolbellup after a stint living back with his parents, Sebastian is soaking up his newfound independence.

The 31-year-old is enjoying the shorter trek to work, low-maintenance living and decorating his new home.

"It's pretty surreal. You sort of pinch

yourself when you walk in from work and you think, 'yeah, this is my place, I own this place, I'm in the market' – it's fantastic," he said.

"It's not always easy these days to get into the market so I definitely encourage people who are considering it to look at Opening Doors. It's definitely worthwhile."

With new homes available from \$140,000\*, Department of Communities Director Business Development Nigel Hindmarsh said Opening Doors was helping more low to middle-income earners buy their own home.

"Opening Doors is making home ownership more affordable for all Western Australians, with a range of turnkey homes available in great locations across Perth," he said.

To see if you qualify, contact Keystart, the State Government's lending arm, on 1300 578 278 or visit [keystart.com.au](http://keystart.com.au).

Then visit the Opening Doors website at [openingdoorswa.com.au](http://openingdoorswa.com.au) to start hunting for your dream home.

\*Up to a maximum of 30% based on your borrowing capacity. Conditions apply.



OPENING DOORS  
To Affordable Housing



## Share the mortgage not the home with Opening Doors



"If you're thinking of buying, look into it – it's so worth it"

Shared

Home Ownership

1300 761 885 [openingdoorswa.com.au](http://openingdoorswa.com.au)



## BUZZING BALDIVIS ESTATE

Surrounded by a hub of activity, boundless open spaces and innovative and engaging amenities, Brightwood Baldivis by Parcel Property is an enticing prospect for families and young professionals alike.

The estate is a well-established, multi-stage development which has built a reputation as a community-focused project.

Over 100 families, couples and singles have made Brightwood their home already, and it's easy to see why.

A \$3 million adventure playground is the shining star in an estate, which features a staggering 40,000sqm of parklands and a planned local high school, set to open in 2019.

Parcel Property is working collaboratively with BN Investments to create the community-orientated estate.

"We've been working on building a community here at Brightwood for some time now," BN Investments Owner Garry Brown-Neaves said.

"We're really proud of what is being developed here and there's more to come.

"The addition of the high school opening next year will be a real asset for the community.

"We'll also look to have a child care facility within the development as part of our future planning, and stage two of the Adventure Park is now well underway."

Approximately 45km from Perth and 10km inland from Rockingham, Baldivis is fast becoming a modern, residential suburb full of life, according to Parcel Property Land Development General Manager Jeremy Cordina.

"The beautiful beaches of Warnbro Sound are just 10 minutes away, whilst the city centres of Rockingham and Mandurah provide endless restaurants, cafes, bars and entertainment," he said.

"Many first homebuyers choose Baldivis to buy and build their first home because it is an easy location close to it all, and the train is nearby for those who



An artist's impression of Adventure Park.

Many first homebuyers choose Baldivis to buy and build their first home because it is an easy location close to it all.

work in close proximity to Perth city.

"The growing size of Baldivis area has also seen an increase in bus routes throughout the area, along with easy access to the Kwinana Freeway."

With a rich history in property, Parcel Property has been developing a diverse portfolio of land projects in recent years, resulting in a range of land options for all potential buyers.

As one of WA's fastest-growing property companies, Parcel fuses a culture of high performance and passion, dedicated to building quality

communities while delivering unique experiences to customers and investors.

This includes land estates and apartment projects that cater for a range of purchaser profiles, from first homebuyers seeking to break into the market, to empty-nesters who want to downsize and enjoy a new array of lifestyle benefits.

With land from \$127,000, you could own your very own piece of Baldivis today.

For more information on the development, visit [www.brightwoodbaldivis.com.au](http://www.brightwoodbaldivis.com.au).



Brightwood Baldivis is home to 40,000sqm of parkland.

## CHASING TRUE SUSTAINABILITY

Sustainability has become a buzz word in residential development. To help separate the wheat from the chaff we've put together five things to look for when purchasing a sustainable home.

### LOT ORIENTATION AND PASSIVE BUILDING DESIGN

The position of your lot and how your home is designed can ensure you save on energy consumption for heating and cooling.

In Perth, a north-facing backyard is optimal to make the most of winter sun and shield you from the worst of the summer heat.

Once you have chosen a lot that has the correct orientation, make sure the house you build is oriented correctly and rooms are designed to minimise heating and cooling requirements.

Design features such as windows that are positioned to capture the prevailing winds for cooling during summer are also important, as well as effective insulation.

### GARDEN DESIGN

Outdoor water use accounts for approximately 50 per cent of your total household consumption. Look at packages that include native or waterwise landscaping, including waterwise plants and drought-tolerant or minimal lawn.

The type of irrigation you install is also important, ensuring you minimise water loss.



Sprouthub at Alkimos Beach.

### TECHNOLOGY

There is a vast array of sustainable technology solutions available to help save energy and lower your living costs, from timers on lights to rooftop solar.

There are also the basic fixtures such as water-efficient taps, showers and dual-flush toilets, along with highly rated air-conditioners, fridges and washing machines.

Some developers are trialling community-scale battery storage solutions to assist residents with minimising energy use.

### TRANSPORT

Consider how you are going to get

around when you are looking at where to purchase. Being able to walk, cycle or catch public transport is more sustainable than your private vehicle, and less cars on the roads improves congestion.

Look at the amenities and services in close proximity to your new home, such as schools, shops and recreation facilities. Not only is less travel more sustainable, you will save money on travel costs as well.

### CHOOSE AN ENVIRODEVELOPMENT-CERTIFIED DEVELOPMENT

EnviroDevelopment makes choosing

a sustainable place to live simple. EnviroDevelopment certification recognises developments across Australia with outstanding sustainability performance, based on a set of scientifically developed standards across six categories, including water, energy, community, materials, ecosystems and waste.

EnviroDevelopment has been guiding and certifying development projects for more than 10 years – with more than 125 projects certified across Australia.

To find out more about EnviroDevelopment-certified projects in Western Australia, visit: [www.udiaawa.com.au/buyers/sustainable-communities](http://www.udiaawa.com.au/buyers/sustainable-communities).





Somerford Park at The Village.

## THE TRUE VALUE OF ACTIVATED OPEN SPACES

By Michael Roberts

Stuck firmly in the Australian psyche is a love of the outdoors, with childhood days spent playing with friends at the local park a common experience.

The social and community benefits of well-positioned and engaging playgrounds are hard to quantify, but how much value can activity spaces add to the price of your home?

Research has found even having a small playground close by can significantly impact property values.

On average a local park within 300m of a home can add approximately \$20,000 to the value of the property, according to the *Impact of Playgrounds on Property Prices: evidence from Australia* report by Professor Robert Breunig at Australian National University and Dr Syed Hasan from Massey University in New Zealand.

"We found the effects were very strong at 200m to 300m away, and then got smaller as you got out to about 600m," Professor Breunig said.

"Once you get out to about 1km there's not a lot of variation anymore because everyone's got a park that far away.

"The 200m to 300m effect makes intuitive sense if you think about the distance you have to walk with a pram to get to a park."

With the research comparing properties close to an unimproved public open space with properties close to an activated area, Mr Breunig said there was a clear differential.

"We thought it might have a negative effect if you got too close, because teenagers might be hanging out there on the weekends and drinking alcohol and making noise, but we didn't find that effect."

### DEVELOPERS FINDING MORE INNOVATIVE WAYS TO SERVICE COMMUNITY

As we see Perth's average block sizes continue to shrink and the Australian dream of owning a big backyard no longer the norm, activated open spaces are becoming an important factor for buyers, according to former REIWA President Hayden Groves.

"We generally don't want to spend a lot

is going to be used by residents in the future is really important.

"If kids can go to a place where they feel comfortable and engaged, then that helps make the parents' decision.

"Tough market conditions force developers into being innovative, so there are benefits for the consumer."

Recognising the positive impact shared facilities can have both on the economic and social aspects of an area, developers in Western Australia have undertaken a number of projects in recent years to benefit local communities.

Some of the more successful and well-publicised projects include Robot Park at Stockland's Newhaven estate at Piara Waters, the \$2 million playground at Catalina estate by Tamala Park

spread across estate developments, rather than one large one in a central area servicing the whole suburb.

"Every possible opportunity should be taken to convert smaller pockets of leftover land into something interactive for the community," he said.

### THE IMPORTANCE OF GREEN SPACES IN THE CBD

As inner-city living becomes a more attractive proposition for homebuyers, Now Living Sales Executive Derryn Mastrangelo said having a local park was particularly important amongst those looking to invest close to the CBD.

"Homes close to parks, playgrounds and leisure facilities are popular with young families and working professionals who enjoy a healthy lifestyle," he said.

"With an increasing focus on health and fitness, lots of people are now spending time running or participating in leisure activities at local parks and playgrounds.

"The social aspect plays a big role too. Families enjoy getting together with other people from their neighbourhood on the weekends to have a barbecue or play footy.

"Park-facing homes will always sell for a premium and this can mean tens of thousands more for the right buyer."

Every possible opportunity should be taken to convert smaller pockets of leftover land into something interactive for the community.

of time looking after the garden these days," he said.

"It's really important we develop communities which give people more options, all within walkable distances for families to utilise.

"Thinking about how a development

Regional Council at Mindarie, Vivente by Richard Noble & Company at Hammond Park and the Sprout Community Hub in Alkimos Beach by Lendlease and LandCorp.

While applauding creative playscapes like Robot Park, Mr Groves said he would like to see smaller activity areas



Robot Park at Newhaven estate.



Rosehill Waters, South Guildford.

## THE CREAM OF THE CROP

The annual UDIA WA Awards for Excellence showcase the very best in urban development occurring across the state.

With a range of projects that offer a diversity of features and amenities to buyers, the award winners are a solid starting point for savvy buyers looking to live or invest in quality new communities.

We highlight some of this year's award winners and outline what makes them the best of the best.

### Lakelands Estate by Peet Limited – Masterplanned Development

Located a few kilometres north of Mandurah, this 2740-plus lot community has been meticulously planned and, over its 15-year lifetime, has successfully delivered an extremely high level of social amenity, facilities and services within a commercially viable and diverse estate.

At the heart of the community is a dynamic new district town centre which includes medical services, childcare and the 20,000sqm Lakelands Shopping Centre.

Key community infrastructure has also been incorporated into the masterplan, including three public schools, one private college, the award-winning Latitude Lakelands over-55s lifestyle village, district recreation facilities and landscaped parklands.

#### Judges' comments:

The developers have stayed true to the original vision of Lakelands, striving for excellence in three key areas, including ensuring the multitude of uses have been sympathetically developed over time and with patience, integration and leveraging of the natural assets of the site and providing opportunities for the community to remain local by delivering whole-of-life housing options.



Lakelands Shopping Centre at Lakelands Estate.



Bushmead.

### Bushmead by Cedar Woods Properties Limited – EnviroDevelopment Chairman's Choice Award

Named after the historic rifle range, Bushmead's premium homes will be surrounded by 185 hectares of retained revegetated bushland.

Innovative revegetation trials, use of Earthcare recycling, water conservation and energy efficiency programs has seen Bushmead become a community for future generations.

#### Judges' comments:

Cedar Woods is creating a community with minimal environmental footprint by connecting nature with design and ensuring every home reflects this through reduction in water and energy use and minimising waste creation.

The EnviroDevelopment Chairman and Board Members recognise Cedar Woods' extraordinary commitment as a private developer to delivering a truly sustainable and liveable community.

### Trinity at Alkimos by LWP Property Group – Residential Development

Creating an urban, not suburban, residential lifestyle – Trinity has a strong civic focus contained within three distinct villages, each with its own social fabric.

Signature streets, unique built-form approaches, close attention to water management, protection of the natural environment and a number of other innovations reinforce LWP's commitment to creating sustainable communities that are great places to live, work and play.

#### Judges' comments:

Trinity offers a diverse range of housing choices catering for first homebuyers seeking affordability, through to aspirational buyers on large 1800sqm sites that incorporate protected trees.

It has stood the test of time, offering a fully integrated community comprising residential, employment, educational, retail and business land uses.

Attention to detail is demonstrated in the streetscapes that feature two-tier rendered retaining walls, designed letterboxes and street art.