



Snapshot 2010-11

Reaching further together





Overview

Western Australia continues to present opportunity and challenge in equal proportion.

From the expanse of Kununurra to the waterfront of Albany, from the townscape of Karratha to the green fields of Collie and all points between, great development opportunities that will create a long term benefit for our state, abound.

Over the past year, we have been managing more than 150 projects, each of which comes with its own set of challenges and opportunity. Experience tells us collaboration is the key to meeting these challenges and fully realising the potential in everything we do.

Expanding the Ord, transforming the Pilbara, advancing the Mid West, revitalising Perth, supporting many other projects important to people and communities in suburbs, towns and cities throughout the State can only be achieved by working closely alongside our stakeholders.

While our projects originate in response to a specific community need, each is a product of collaboration: many people working together towards a common goal with shared commitment.

We believe that bringing people together to create resilient, diverse communities is the best way to maximise the legacy we leave future generations.

Vision and Objectives Collaboration

Facilitate the delivery of land and infrastructure development that have a lasting and positive impact for Western Australians.

Contribute to government priorities

- ◆ delivering priority projects
- ◆ supporting relevant policy initiatives

Have a strong market and customer focus

- ◆ understanding the market drivers
- ◆ achieving high customer satisfaction results

Facilitate community development and social benefits

- ◆ communicating our role in the communities we work with
- ◆ managing expectations regarding our social contribution

Demonstrate responsible leadership and innovation

- ◆ developing new initiatives in land and infrastructure development
- ◆ operating in a commercially responsible manner

Major projects require extensive collaboration and may involve many government agencies, local governments, private businesses, Aboriginal organisations, community groups and individuals, all working together to ensure their success.

Developed over many years, these projects have the potential to bring fundamental change and lasting benefits to future generations of Western Australians.

They represent intensive planning, thorough consultation with the people who live in and work around the project location and timely delivery.

A brief update for a few of our key regional, industrial and metropolitan projects in 2010-11 follows:



We have worked closely with the Town of Cambridge and the community on every aspect of the development.

Perry Lakes

The first release of residential land at Perry Lakes was a culmination of a complex community engagement and approval process.

The former stadium, the site of the 1962 Empire and Commonwealth Games, is being transformed into a contemporary housing estate.

We have worked closely with the Town of Cambridge and the community on every aspect of the development. Input from Floreat residents and community groups and individuals involved with the stadium's history has been invaluable in shaping a modern estate incorporating key design elements to retain links to its wonderful past.

Construction works on the second stage will get underway in the coming months.

Alkimos

To create a city of the future requires vision, imagination and creativity.

With Delfin Lend Lease we have formed one of the largest urban property development partnerships in the State, to ultimately create a community for 50,000 people in Perth's North West corridor by 2031.

The City of Wanneroo has approved a Structure Plan paving the way for the first land to be released at Alkimos in 2012.

Together with land at Eglington, which will also be delivered with a development partner, these communities are being designed and built to meet our changing lifestyles and will provide 40 per cent of the land required in this area over the next 20 to 25 years.

Activity Centres

We are working closely with local governments throughout Perth and Peel to deliver on the State Government's Directions 2031 Planning Policy, specifically the development of activity centres.

Catering for growing population and changing lifestyles, activity centres will offer diversity in housing choice and, where appropriate, links to public transport. As a result, residents in and around an Activity Centre will have access to work, leisure and community activities closer to home.

For example, Cockburn Central, strategically located on the southern railway, in partnership with the City of Cockburn; Mandurah Junction, Claremont North East and Springs Rivervale are future areas where redevelopment, based on similar concepts, will start this year.

Partnering

Throughout Perth we are partnering with the private sector and local governments to build quality developments with the right combination of residential, commercial and retail components to suit each community.

Identifying and unlocking land in good locations that are difficult to develop and transforming them into liveable communities is one of the challenges we are faced with and enjoy.

Former school sites in Waikiki, White Gum Valley, Coolbellup, Craigie and Girrawheen, a TAFE site in Carine, a motocross site in Coogee and an industrial site in Fremantle are among our new urban renewal projects.



Meridian Park

Our partnership with the City of Wanneroo is vital to ensure the industrial land needs of the rapidly growing north metropolitan area continue to be met now and into the future.

Meridian Park currently provides a land bank of 400ha and our recent acquisition of an additional 717ha at adjacent Neerabup is aimed at meeting expected demand for the next 25 years.

Layne Drilling Australia is about to start construction of its new facility at Meridian Park joining Bunnings, Wesbeam, Boral, Archistone, BGC and others.

Western Trade Coast

The State Government's decision to streamline oversight of Perth's most important industrial region enables closer collaboration between government, industry and the community.

By abolishing five committees to create one body will deliver an estimated additional \$2 billion in output and 1,600 jobs each year.

Many of these will be created within the Latitude 32 Industrial Zone which has welcomed its first tenant in national steel products company Southern Steel.

Collie Shotts

The \$3.5 billion Perdaman Urea Project will be the anchor tenant at the Collie Shotts Industrial Estate, directly creating 1,500 construction and 200 operational jobs.

Perdaman's commitment has triggered further government infrastructure works costing \$83.5 million over the next four years which will also deliver economic, employment and training benefits for the area's Traditional Owners, the Gnaala Karla Booja People.

In collaboration with the Department of Regional Development and Lands we are now progressing plans for Wesfarmers' Premier Coal to also locate a char plant in the estate.

Oakajee

One of the biggest collaborative efforts undertaken in Western Australia is behind the development of the Oakajee Deepwater Port and Strategic Industrial Estate north of Geraldton.

Fourteen government agencies, trading enterprises and local governments have worked hand-in-hand with the community and private developers to meticulously plan and support the Department of State Development's single most important economic development project.

Residents are now considering the detailed Structure Plan that will facilitate the start of the Oakajee Port and Rail Joint Venture in 2012.

These projects have the potential to bring fundamental change and lasting benefits to future generations of Western Australians.



Australian Marine Complex

The Australian Marine Complex (AMC) continues to move from strength to strength, welcoming major new tenants each year.

Located at Henderson south of Perth, the complex is a world-class facility for the marine, resource and defence industries. During the past year it has also become the major metropolitan supply base for Chevron Australia's massive Gorgon LNG Project.

Through our ongoing partnership with the Department of Commerce to develop the land and infrastructure, including the world's most technically advanced floating dock, the project continues to deliver significant economic benefit to the State.

The AMC forms a major part of the Western Trade Coast which is undergoing rapid expansion to service the State's burgeoning oil and gas and mining sectors.

Albany Waterfront

The \$70 million Albany Entertainment Centre, the striking centrepiece of the city's waterfront development, now stands proudly by Princess Royal Harbour.

Collaboration and a shared vision and commitment with the City of Albany has driven this ambitious project to the stage where land development works are complete and marina facilities are being given the final touches in preparation for public use.

Further discussions with the community, the City of Albany and government agencies will guide the next important stage; the delivery of hotel accommodation.

Ord-East Kimberley Expansion

The Ord-East Kimberley Expansion Project has reached its first major milestone with water flowing through the irrigation channel.

This paves the way for final environmental approvals which in turn will enable the release of new land to the market and help the Kimberley reach its full potential as one of Australia's most productive agricultural regions.

Nearly 40 per cent of the team working on the project are of Aboriginal heritage, an outcome which is testament to the extensive consultation with the traditional land owners, the Miriuwung Gajerrong People.

Broome North

Waranyjarri Estate, our first land release at Broome North, has already delivered housing choice and affordability as well as employment and training for local Aboriginal people.

Investment in Broome has been made more attractive with the availability of rebates under the Commonwealth Government's Housing Affordability Fund.

An initial agreement with the Yawuru People, on-going involvement by the Shire of Broome and commitment by our civil contractor Ertech has all made this development and its flow-on benefits possible.



Pilbara Cities

Since its launch, the State Government's Pilbara Cities initiative is bringing real and lasting change to the Pilbara. It is taking shape on the ground with construction projects underway that will transform Karratha, South Hedland, Newman and Roebourne.

The extent of change under Pilbara Cities is breathtaking and will ensure the region's residents and visitors will enjoy the amenities, services and lifestyle choices available to those who live in the State's more populated areas.

More residential land is available with diversity in price and design; apartment-style living will soon become available along with greater commercial, office and retail business opportunities and more industrial land has been delivered and planned.

Construction of the Pilbara's first modern high-rise now dominates the town's skyline and will offer a new standard of lifestyle and commercial opportunities in 2012.

This was one of the first major projects we progressed, with the Shire of Roebourne and Finbar Group Limited, under the State Government's Pilbara Cities program.

Finbar were selected for their expertise and experience in creating a development that could take pride of place in any modern Australian city. Apartment buyers have already responded positively with strong early sales.

Regional Development Assistance Program

We support regional communities by helping to develop land where the private sector cannot.

The Regional Development Assistance Program (RDAP) is a State-wide LandCorp initiative that supports the revitalisation and growth of regional towns where there is limited or no private sector land development activity.

Under the RDAP, local governments can identify potential land development projects and apply to us for assistance to progress their development.

We are currently progressing 23 projects in 18 towns that will deliver more than 300 residential and industrial lots. In many of these towns there are no lots available and the impact on their economic development and long-term viability is significant.

Regional Land Survey

In May we published the results of our inaugural survey of regional Western Australia's industrial land needs. It was the largest survey we have ever undertaken and will be conducted annually.

The findings will help local governments, private developers and us to plan for the future and inform other government initiatives such as Pilbara Cities, the South West Region Industrial Land Study, the Regional Development Assistance Program (RDAP) and the establishment of the SuperTowns of the future.

Hotel Accommodation Forum

We partnered with Tourism WA late in 2010 to conduct a major forum of stakeholders involved in the development, operation and promotion of hotel and other short stay accommodation to discuss ways in which government could assist this important industry sector.

The forum provided comprehensive feedback and attracted representatives from the Tourism Council of WA, the Department of Treasury and Finance, the East Perth Redevelopment Authority, leading property investors from throughout Australia and all major hotel and hospitality groups.

Real Challenge And Bild Partnership

The architects and designers of tomorrow are important to us. That's why we have built on the success of our Regional Environmental Affordable Living (REAL) Challenge by developing a similar program for tertiary students in Perth.

REAL and our new Built-form, Infrastructure and Landscape Design Innovation (BILD) Partnership with the University of WA give students the opportunity to create sustainable housing designs and work on actual projects such as Mandurah Junction and Dampier's revitalisation.



Reconciliation Action Plan

We have a strong commitment to reconciliation and this drives us to work with community organisations, our partners, contractors and suppliers to deliver economic, employment and training opportunities to Aboriginal people.

Our Reconciliation Action Plan (RAP) helps us address the inequities or unacceptable gaps that exist between Aboriginal and non-Aboriginal people in everything we do.

It recognises that our role as developers of the land is very important to indigenous people, as the Traditional Owners of the land we are charged with developing.

During the past year we enacted our first Aboriginal Participation Plans on major projects in Broome and Kununurra in consultation with local communities and our contractors.

The Broome North Aboriginal Participation Plan, a partnership with the Nirrumbuk Aboriginal Corporation and civil contractor Ertech, has already resulted in eight local Aboriginal people gaining industry qualifications.

The Indigenous and Community Development Program in Kununurra run by the Moonamang Joint Venture between Leighton Contractors and Indigenous Business Australia, in partnership with the Miriuwung and Gajerrong People, has already achieved a 38 per cent participation rate in the initial construction phase.

In the Pilbara the RAP has resulted in a new partnership with a community-based nursery to help landscape our Gap Ridge Industrial Estate near Karratha.

In the Gascoyne, an agreement with the Baiyungu Aboriginal Corporation is creating new employment and training opportunities. And, in the South West, the Gnaala Karla Booja People will gain economic and cultural opportunities associated with development of the Shotts Industrial Park near Collie.

Guidelines for Aboriginal Participation

One of our strong, ongoing relationships is with the Civil Contractors Federation (CCF), the peak industry body representing civil construction and landscaping contractors working on many of our projects.

In 2010 we worked with the CCF and key indigenous groups to develop a set of working guidelines to encourage and promote indigenous participation in the civil construction and landscaping industries in Western Australia.

The guidelines have already had positive outcomes for local Aboriginal people who gained employment with civil contractor Ertech on our Broome North residential development.

Sponsorship

Working closely alongside regional and metropolitan communities gives us the opportunity to assist community organisations and programs through sponsorship.

Our sponsorships touch every aspect of community life throughout Western Australia – from charity fund-raising events to early childhood learning programs; from agricultural shows to festivals celebrating cultural diversity.

We continue to be proud sponsors of the Clontarf Foundation, which uses participation in Australian Rules Football to mentor young Aboriginal people through school and into the workforce. The Halo Leadership Development Agency provides advocacy support and peer mentoring for young people from challenging backgrounds.

We invest in workforces of today and the future by supporting professional development programs, industry conferences and exhibitions and tertiary institutions.

C2030

C2030, our on-going conversation with the wider Western Australian community has extended far and wide during the past year.

Through use of social media, including online forums, Facebook, LinkedIn, Twitter and the C2030 Portal, our mobile video booth, we have hosted and participated in discussion on topics as diverse as housing design and affordability, reducing urban sprawl, preserving parkland, reducing traffic congestion and infrastructure needs.

Social media, along with events in Broome, Geraldton and Rockingham, has enabled more regional Western Australians to participate and have their say.

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communities by helping
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