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If adding this slide as new, copy the banner and logo from a previous sample or from the Master. If no background image is required, delete the overlay and Stockland logo. These elements will appear from the slide master.
North East Corridor

A corridor with significant exposure and appetite

- Long term average yearly sales is 1,600-1,800

- The Corridor consists of a number of large housing estates:
  - Ellenbrook
  - The Vines
  - Vale
  - Whiteman Edge
  - St Leonards
  - Avonlee Estate
Affordable Housing Strategy 2010-2020: Aiming Higher

- **GOALS**
  - CATALYSE SUPPLY
  - TRANSFORM THE MARKET
  - INCREASE AFFORDABLE HOUSING
  - SUPPORT THE VULNERABLE

- **FOCUS AREAS**
  - SUPPLY AND DIVERSITY
    - Facilitate increased supply and diversity – particularly at the affordable end of the market
  - TRANSPORT ALIGNED DEVELOPMENT
    - Support quality high density development around key transport links and activity centres
  - TRANSFORM AND ADAPT
    - Work with the private sector to transform what WA builds and adapt what it has
  - FIT FOR PURPOSE REGULATION AND POLICY
    - Streamline processes and reduce barriers to market efficiency
  - OPTIMISE GOVERNMENT ASSETS
    - Use government roles and assets to leverage investment and development
  - TARGETED INITIATIVES
    - Deliver creative responses for people on low-moderate incomes through value-adding partnerships
  - SUSTAINABLE SOCIAL HOUSING SAFETY NET
    - Ensure a safety net for the most vulnerable, and a pathway to self-sufficiency for those who have the capacity

- **PARTNERSHIPS**
  - Government
  - Private Sector
  - NfP

- **TARGETS**
  - 2010: 0
  - 2015: 20,000
  - 2020: 30,000

The Strategy has demonstrated the value of smart partnering to address market failures and deliver affordable housing more effectively, at greater scale, and with lower cost to the taxpayer. This approach will remain a core plank into the future, with the government sector leading the way as a policy maker and regulator, asset optimiser, innovation and investment catalyst and social funder.
## WA Government/ Stockland

<table>
<thead>
<tr>
<th>Goals</th>
<th>Department of Housing/ WA Government</th>
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<tbody>
<tr>
<td>Catalyse Supply</td>
<td>Supply and Diversity</td>
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<td>Particularly at the affordable end of the market</td>
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<td>Transform the Market</td>
<td>Transform and Adapt</td>
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<td>Support the vulnerable</td>
<td>Targeted Initiatives</td>
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</tr>
</tbody>
</table>

### Stockland

- **Diverse Supply**
  Delivering masterplan communities that offer a better way to live

- **Built Form**
  Stockland has entered into the completed homes and medium density markets to provide more diverse housing options.

- **Government Partnerships**
  Existing history of Joint Venture Partnerships to deliver affordable housing opportunities.

- **Government Initiatives**
  Stockland is a strong supporter of Governmental initiatives that facilitate housing affordability.
Whiteman Edge History

Project History

Acquired Lots 308,309,311, 16 and 17 in 2011 through private sale

DoH and Stockland have an existing JV at the Sienna Wood Estate, which offers the most affordable land within 30km of the CBD.

Investigated a similar JV for Lots 15 and 310 — but it was agreed that that a private sale ensured a more preferable outcome.

In 2014, Stockland was the successful tender to acquire the DoH land (Lots 15 & 310)

Project Overview

2,100 lots – 1,050 settled to date

11ha Public Open Space

4.5ha Town Centre — 17,000m² NLA and associated mixed use & MD

Touched by Olivia Café and Public Open Space

Demand Drivers – Swan Valley, Airport, Whiteman Park, CBD
Whiteman Edge

Product

Gateway project – average lot size 280m²
Lot size range: 112m² - 450m²
Priced 5% - 10% higher than Vale & Ellenbrook due to location to CBD (5 – 10km closer)
Driven by first home buyers – 50 -60% FHB, 20 - 30% Upgraders, 10% Downsizers and 10 -20% Investors
All current and future lots walking distance to Town Centre and within 250m of a park

Acquisition Supply/Affordability Initiatives

Affordability — agreed size and price targets
Built Form — Completed Homes and Medium Density
Innovation e.g. 100% lightweight homes to begin construction in 2016
DoH access to land to provide shared equity/social housing
Application of HAF Funding by D0H & Agreement to provide affordable supply across other Stockland communities

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Moving Forward

North East Corridor a good example how Government Land has been used to provide supply and affordable housing.

- Approximately **3,500 lots** are yet to come to market in this pocket of urban land, consisting of both public and private land.
- The Department of Housing has a significant land holding equating to approximately **2,500 lots**
- The Department of Housing land presents the further potential for supply and affordability through either standard Joint Venture (e.g. Ellenbrook) or outright purchase with conditions (e.g. Whiteman Edge) or other combinations.
- The strategic intent of Government is legible and aligned with private developers but we need to continue to investigate innovative ways to meet Government’s targets and address customer needs, particularly in regard to affordability & liveability.
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Text and bullet levels
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- **Level 2**: Body text – Arial, Regular, 8 or 7pt, Background 1

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