The Village at Wellard is a joint venture partnership between the Housing Authority and Peet Limited established in 2003.
OVERVIEW OF PEET LIMITED

Australia’s largest specialist residential land developer

» Established in 1895 - 120 years of experience
» Public company listed in 2004
» Committed to:
  - Creating quality land estates & communities
  - Triple bottom line sustainability principles – economic, environmental and social
  - Transparency and integrity
Extensive experience in land development

Peet is developing some of the most significant master-planned communities across Australia.
SCENE SETTING – TOWN OF KWINANA (2003)

Associated with predominately industrial land-use

Town of Kwinana urban form typically large lots (500m² +)

Wellard located 35kms from Perth CBD
THE VILLAGE OF WELLARD – PROJECT INCEPTION

» A joint venture between the Housing Authority and Peet Limited (2003)

» *Project Vision - Develop a sustainable and functional community focused on the Wellard railway station*

» Housing Authority objectives:
  - Provide affordable housing choice
  - Deliver 1 - in - 12 dwellings for social housing
  - 20% of lots allocated to affordable housing

» Peet Limited objectives:
  - Deliver an eclectic, thriving community
  - Deliver a diverse product
  - Develop a vibrant village centre

2003 concepts
THE VILLAGE AT WELLARD – KEY PROJECT STATISTICS

- CBD - Fremantle - PS - HS - Village Centre - Kwinana TC - Airport - Perth to Mandurah Line

29 mins
THE VILLAGE AT WELLARD – TOWN CENTRE
KEY CHALLENGES - DELIVERING THE TRAIN STATION
KEY CHALLENGES - DELIVERING THE TOWN CENTRE AMENITY

» Wellard Square shopping centre opened in November 2014 – includes Woolworths supermarket and 18 speciality shops

» John Wellard Community Centre

» Future tavern adjacent to train station

» Child Care Centre

» Piazza style meeting area in Wellard Square with landscaped gardens

» Vibrant mix of housing density and diversity

» 500+ apartments
KEY CHALLENGES - MARKET ACCEPTANCE OF DENSITY AND LOCALITY – 7.5M PRODUCT
KEY CHALLENGES - MARKET ACCEPTANCE OF DENSITY AND LOCALITY

Invita Apartments (Stage 1): 2014, National Award for Excellence – Affordable Development
KEY CHALLENGES - MARKET ACCEPTANCE OF DENSITY AND LOCALITY

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KEY CHALLENGES - MARKET ACCEPTANCE OF DENSITY AND LOCALITY

Invita Apartments (Stage 2)
KEY CHALLENGES - MARKET ACCEPTANCE OF DENSITY AND LOCALITY

Invita Apartments, (Stage 3)
KEY CHALLENGES - SITE CONSTRAINTS RETENTION OF LANDFORM AND TREES
SUSTAINABILITY PRINCIPLES - MOVEMENT NETWORK
SUSTAINABILITY PRINCIPLES - STRONG COMMUNITY CREATION

» Outstanding example of government and private sector leading community formation

» Fostered the formation of Residents' Association and established stakeholder and community environmental reference groups

» Recent survey showed majority (93%) residents proud to be a member of the local community

» Ngulla Nursery program:
  - Supports training and employment opportunities for local indigenous youth
  - Tubestock propagated by the nursery has been used in major landscaping enhancement works in the project
SUCCESS OF WELLARD

» Transit oriented development
» Almost 70% complete, outperformed sustainability expectations
» One of best selling communities in metro Perth – over 2,000 sales to date
» Consistent history of achieving market leading sales rates
» One of most awarded communities in WA
THANK YOU