

# Insight

Committee for Perth  
e-newsletter

Issue 24 February 2011



## From the CEO

I am pleased to bring you our first edition of Insight for 2011 with the year already shaping up to be our busiest yet, one that will be high on activity and results. We have a full event schedule planned and look forward to our members' ongoing participation. We have achieved strong support and recognition and following a year of unprecedented growth in 2010, we are in a solid position as we enter our fifth year of operation.

In terms of our areas of key focus for the year, we will continue to contribute to the debate in relation to the development of the Perth waterfront and will maintain our position that a World Centre for Indigenous Culture must be committed to and included in the first stages of development. Given that the findings of my study tour undertaken last year revealed that the most successful waterfronts were those which had an integrated cultural anchor, we believe that the inclusion of a significant cultural facility is vital to ensuring our waterfront will be of a world-class nature.

We will also continue to focus on the challenges associated with Perth's predicted population growth to 3.5 million people by 2050 and I will be speaking at a seminar later this month *The Future of Perth – What sort of city are we planning for?* which will bring together speakers with a range of expertise to examine how we can accommodate this growth in the most sustainable way. Factors such as urban consolidation, better land use and appropriate infrastructure provision within the inner city are essential and we believe the establishment of a light rail network is integral to achieving these components. We have been leading an alliance group of stakeholders to progress the Knowledge Arc Light Rail project and are delighted that early reports indicate that light rail is proposed in the government's soon to be released, public transport strategy.

Another key focus for us this year is the development of a new strategic plan which will guide our strategic direction through the next five year period to 2016. We have commenced our planning process and will consult with members over the coming months.

The working groups will continue to provide an additional pool of resources from which we can draw upon throughout the year to enhance our ongoing work of reforming, reshaping and revitalising our city.

On behalf of the Board and Executive of the Committee for Perth, we wish you all the best for 2011.

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## @ Contact Us

t: (08) 9481 5699 | f: (08) 9481 7738

[www.committeeforperth.com.au](http://www.committeeforperth.com.au)

CEO - Marion Fulker | m: 0419 048 665

e: [marion.fulker@committeeforperth.com.au](mailto:marion.fulker@committeeforperth.com.au)

Executive Officer - Holly DeVaney | m: 0428 313 227

e: [holly.devaney@committeeforperth.com.au](mailto:holly.devaney@committeeforperth.com.au)

Office Administrator - Samara Still

e: [samara.still@committeeforperth.com.au](mailto:samara.still@committeeforperth.com.au)

PO Box 7117, Cloisters Square, Perth 6850

Office 7, Ground Floor, 996 Hay Street, Perth 6000

All publications, research reports and submissions mentioned in the newsletter are available for reading or download from our website: [www.committeeforperth.com.au](http://www.committeeforperth.com.au)

## Higher density in Perth...A cultural dichotomy?

*This column aims to address some of the issues surrounding Perth's predicated population growth. Increased population across Perth is going to be challenging as we seek to fit more people in to the metropolitan area.*



Focus  
on  
Population  
Growth

*Over the coming months we will explore the topic of density as a means of making better use of the land we already have. In the second of this series we ask 4 noted academics about their views on density. In the coming months we will hear a range of views from Developers, Consultants and Residents. The column is developed by Gemma Davis, a contract researcher to the Committee for Perth and a qualified town planner.*

While all (well, most of us) are starting to agree that we need some higher density living options in Perth, how many of us are actually ready to trade in the backyard for courtyard? Or as Sandgropers are we simply hardwired to have a backyard big enough for a dog, a pool and BBQ? And even if we are willing to accept the change that is afoot in the wider city – aren't we still culturally hardwired to oppose any attempt to alter the character of our own suburban neighbourhoods?

We asked four prominent local academics, Richard Weller (UWA), Dave Hedgcock (Curtin), Paul Maginn (UWA) and Peter Newman (Curtin) to give us their views on the relationship between our cultural identity, lifestyle preferences and our willingness and ability to accept higher density living in Perth:



**Professor Peter Newman is Professor of Sustainability at Curtin University.**

**He writes of the Fear of Favour.**

In all Anglo Saxon cities, especially Perth as we are so much more English in our migration numbers, urban density is an issue. This is mostly due to a 1960's legacy from the UK of awful council flats that were a collection of misery. Nearly every community-minded person in the suburbs ever since has done their duty to oppose density increases. It will obviously reduce property values and lead to 'the slums of the future'. Perth in particular has developed a culture of anti-density based on 'lifestyle' – its downright un-Perth to want to live in a flat.

However in recent decades the densest parts of all Australian cities have become synonymous with wealth and amenity whilst the new outer fringe leafy suburbs have become poorer and poorer. The price of housing in such far-flung suburbs is lower but it costs much more to live as they travel so far. The wealthy in Perth's suburbs like Crawley and Subiaco and the new 20 storey apartments in central Perth are using cars much less on a per capita basis than those in the far suburbs. Over a 50 year lifetime people in denser inner areas save \$250,000 in travel costs compared to people on the fringe.

Density builds up around amenity and that can be good transit, walkable areas close to urban facilities and even green leafy streets as in Crawley and Subiaco. Young urban professionals are now the main market for these dense areas as they are not interested in long car commutes trapped on freeways. Despite this obvious market, whenever an area is suggested for redevelopment at higher densities the 'save our suburbs' movements still suggest they will be slums....

Our research on the costs of urban development shows that:

1. Governments across Australia subsidise low density urban fringe development by around \$85,000 per block in new infrastructure. If governments switched that to redevelopments there would be 100% redevelopment occurring. If the next 20 years of population in Australian cities went into redevelopment it would save over \$300 billion in government revenue.
2. Fringe developments use an extra 4.4 tonnes of greenhouse gas in transport per household each year. So redevelopments will be a necessary part of any strategy to reduce carbon.
3. Fringe areas have much more obesity and depression related to the lack of walking compared to denser more walkable areas. This translates into serious health costs and if reversed would increase productivity 6% as people are better able to work and are less sick.

The reality is all Australian cities, especially Perth, are reaching the limit to which they can sprawl ever outwards. It simply takes too long to get anywhere from these far flung suburbs. Oil price increases are now inevitable over the next 20 years with most now recognising that global oil production has peaked and that at least 5% per year petrol prices are part of our urban future. This will make continued fringe growth highly vulnerable.

The oil price shock of 2008 that precipitated the Global Financial Crisis has left an indelible impression that Australian cities should focus back in not continue to go out. As younger people are coming back in to cities there has been a consequent reduction in car use. This can be seen in all American and Australian cities which, for the first time in history, are reducing in per capita car travel and rapidly growing in public transport. We need to facilitate this market - not scare it off.



**Richard Weller is Winthrop Professor of Landscape Architecture at the University of Western Australia.**

**He writes in favour of a new suburbia.**

Whether you like it or not Perth is sanctioning 53% of its future growth as what some pejoratively refer to as sprawl.

Perth is right to encourage density at activity centers but I would go further and encourage it wherever there is natural and cultural amenity not just where there are transport hubs and shopping centers. I think it's unlikely that Perth will reach its infill

target of 47 per cent. It has a vast landbank and no natural limitations between here and Geraldton, which incidentally is a baby Perth.

The problem is that in Perth we have a suburban monoculture and monocultures are extremely vulnerable to social, economic and environmental shocks. Monocultures also don't give us the variety of housing and lifestyle options we might want at different times of our lives. I think the market will respond to a changing

demographic but it seems slow and the local community media is not helping. In the space of a few decades Los Angeles has converted itself into America's densest and most vibrant city. Perth and old LA are not dissimilar.

Culturally, I don't think we are locked into low density. The Spanish are easy going, outdoors people – but the city is their backyard – so the increased quality of our public open space as a key ingredient of urbanity is an important compliment to increased density. But we do need to recognize that if given the choice (even in Spain) most people will choose a freestanding home and one shouldn't underestimate the importance of gardening and owning a pet. One problem with contemporary suburbia is that it actually doesn't really offer what suburbs are supposed to offer because lot sizes have decreased and housing footprints have increased. Now in new suburbia you don't get an individual garden and the suburb is not able to evolve into an urban forest as have our older suburbs, like Nedlands.

Australian culture has also changed. The sun now gives you cancer; virtual reality is better than reality; and

paedophiles lurk on every corner. You would expect these things to be in favour of increased density and in part it has but in the main it's just led to bigger houses with walls to the street. Internalised suburbia. I think it's also interesting to consider that Australian's have discovered (or rather been sold) aristocratic aesthetics, namely that useless, empty, architectural space is a desirable thing to own. Designer space is now popular suburban culture. This might come to be replaced by an eco-design revolution that will see a new popular culture of sustainability but for that to happen sustainability needs to be rendered desirable as opposed to the current piety that surrounds such things.

Many think the suburbs are dead. I think they are well and truly alive and here to stay as jobs decentralize and individual forms of mobility evolve beyond petroleum and ridiculous 4 wheel drives. New suburbia can be designed more innovatively and the old suburbia retrofitted. We should do great suburbs and great infill and get over the sprawl versus anti-sprawl debate.

Resistance to higher density housing forms is not so much linked to suburban cultures and values but more to the community's fear of change. Council meetings are dominated by community members/groups arguing against any change to their neighbourhood. Higher density housing would be included in this but far more common is opposition to their neighbours extending their house, street trees being changed or the introduction of traffic calming treatments – to name a few. So higher density housing should not be singled out as the target of community anger. It is merely an element of a broader process of change that is neither new nor radical. City forms have always changed over time and they always will and they will remain contested.

Where does this place the push for increasing housing density? Firstly it means that proposals for higher density should not be abandoned at the first sign of opposition. That opposition will always be there and it just has to be appropriately managed from a professional and political point of view. Secondly opponents have to understand that 'stop the world I want

to get off' or 'the build absolutely nothing anywhere near anyone' is not an option and doesn't deserve debate or consideration. Thirdly for those that genuinely want to engage in a debate about urban futures then there must be a willingness on all sides to hear these voices and to respond to their concerns. This may lead to a reduction in density, a change in finishes or relocated car parking. Such changes may not be ideal from the point of view of planning policy or development intentions but such changes are a legitimate price to pay for living in a robust democracy. It will still produce higher density housing forms.

The last few years has seen an enormous increase in the character and diversity of higher density housing forms in the metropolitan region. Whether it is the city centre, Burswood, Belmont, Stirling, Cockburn, Fremantle, Rockingham or Mandurah, higher density units and apartments are being developed and occupied. In addition comprehensive redevelopment of old industrial sites at East Perth, Subiaco and Midland

are producing all manner of differing density outcomes from terrace housing through to apartment living designed for a wide range of different social groups within the community. These examples are not attracting widespread community opposition – rather they are being snapped up by a residential market that in the past has been denied housing choice.

As higher density housing forms spread to suburbs opponents will quickly realise they have been tilting at windmills. Well designed higher density housing forms fit well with preferences and imperatives of life in the 21st century for many in our community. They should be seen as an emerging component of our housing environment that will live comfortably with the traditions and values of suburban life and culture. However fear of change, fear of the new, fear of the unknown – whatever you call it - is not going to go away in an era requiring rapid change and adaptation. We all have a responsibility to manage such fears in a responsible way and engagement is a good first step in this process.



**Dave Hedgcock is a Professor at Curtin University in the Department of Urban and Regional Planning.**

**He writes in favour of managing our fear of change.**



Dr Paul Maginn is Senior Lecturer / Program Coordinator (Urban and Regional Planning) School of Earth and Environment, University of Western Australia writes in defense of (sub)urbanism.

Let's be clear from the outset: Perth is not and is probably unlikely (but one can never truly know) to evolve into a high density, uber-vibrant city such as New York, London, Tokyo or Paris. This is by no means an attack on Perth or on-going and yet to start projects and plans, such as *Directions 2031*, the activity centres policy, the Link, the Cultural Precinct, New Northbridge, the Perth Laneways Strategy, the Perth Waterfront, and the knowledge arc light rapid transit proposals, that will arguably eradicate the 'dullsville' and 'big country town' tags that have been unfairly attached to our beautiful city-region and relaxed lifestyle by those from inter-state and overseas.

Once these various projects are complete and have taken root, the aesthetics, atmosphere and experience of Perth should result in the creation of a more dynamic and vibrant city. Perth should eventually find itself recognised by its big city counterparts, Sydney and Melbourne, as a 'real' city. The truth of course is that we already know that we live in a 'real' city; we just happen to favour a dispersed and horizontal urban morphology as opposed to a concentrated vertical one.

Even with Perth's population predicted to double to an estimated 3.5 million by 2050, and thereby giving us the overall critical mass to support so-called TODs (Transit Oriented Development) in certain locations as per *Directions 2031*, history, as opposed to the future, tells us that suburbia is likely to remain the 'preferred' housing choice and location of the majority of Perthites. As noted in *Directions 2031* the Perth metropolitan region has grown in size from 66 km<sup>2</sup> in 1925 to 830 km<sup>2</sup> in 2008 – a 12-fold increase in just over 80 years! The majority of this growth is down to what is pejoratively labelled by some as 'suburban sprawl'. Whatever you want to call it, it is clear that past planning attempts to curtail suburban growth have met with relatively little success. This is even recognised within *Directions 2031* (2010:8) which states:

*Previous planning approaches focused on limiting the take up of land for urban development. However, the urban area of the Perth region has continued to grow.*

Department of Planning quarterly lot activity data since 2002 shows that the outer suburban ring, an area comprising a total of 11 local council areas, such as Joondalup, Wanneroo, Swan, Armadale, and Rockingham, has accounted for 75 percent (n=188,000) of total lots (N=249,000), conditional and approved. In comparison, the inner-middle ring, an area comprising a total of 18 local councils, including, Perth, South Perth, Stirling, Subiaco, Vincent, Cambridge, Canning, Melville and Fremantle, accounted for only 25 percent (n=61,000) of all lot activity. Turning this situation around will be a challenging task

*Directions 2031* has set two broad targets: First, 47% or 154,000 of the anticipated 328,000 new dwellings required by 2031 will be built as infill development, with 121,000 of these to be located within the central sub-region, an area comprising 19 local councils. The remaining 33,000

dwellings are to be built in pre-existing suburban centres located across 5 outer-sub-regions. The second key target sees residential densities increase from 10 to 15 units per gross urban zoned hectare. Such targets are admirable and the Department of Planning is to be commended for setting what are arguably more politically palatable and achievable targets. The road to successful policy realisation is likely to be riddled with many obstacles that need to be taken into consideration now so that the appropriate policy carrots (and sticks) can be put in place in due course.

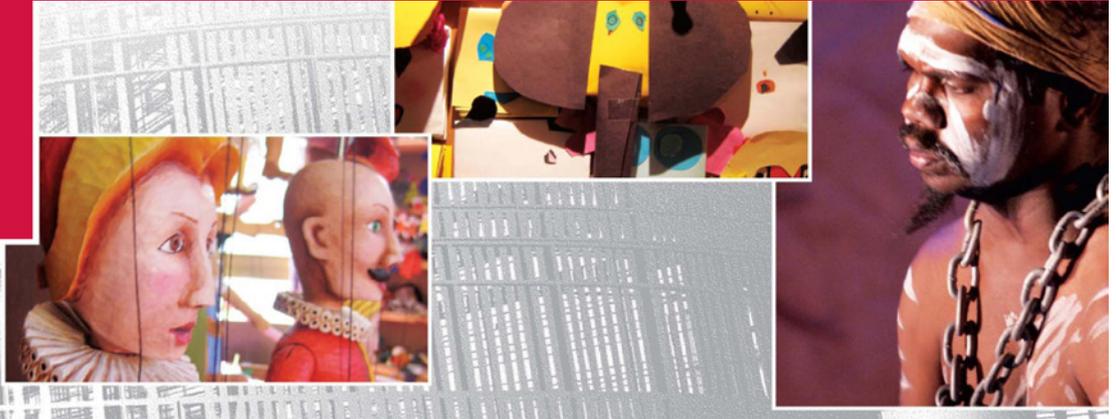
Broadly speaking, humans do not much like being told what they can and can't do, especially when they work hard and aspire to live in their dream home. I suspect that if they are told that they 'must' live here but not there, and that they have to live in smaller houses and/or at higher densities, then those brave enough to suggest such policies are likely to face a tidal wave of opposition from certain quarters. There is clearly a place, geographically and demographically, and a market for high(er) density living in Perth but these are somewhat limited by, local political forces; the costs of such developments, especially in the inner-ring suburbs of Perth where land values tend to be high; what one gets for their money for such types of housing; and, the demographic and the life-cycle niche that such housing tends to appeal to, i.e. young single / co-habiting professionals and so-called empty-nesters.

Ultimately, the biggest challenge that we face in terms of trying to convince more people to live at high(er) densities is the 'sociological fact' that Perthites, indeed most Australians, have what might be termed 'socio - cultural DNA' that pre-disposes the majority of them to aspire to and to actually live in a house or home that provides them with a strong sense of defensible space and territoriality. That house or home still tends to be generally located on its own block and in the suburbs.

In conclusion, there is clearly a place for both urban and suburban-based development in Perth. It is extremely positive to see steps being taken to encourage higher density developments in the inner-middle ring and even in certain suburban centres. The fact remains however that Perth is a dispersed and horizontal city-region whose citizens have a strong suburban mentality that will most likely continue into the foreseeable future. This fact must be accepted and built upon.

Rather than portraying suburban sprawl (and by default, suburbanites) in a pejorative manner we should see suburbia as an opportunity to develop simple 'smart sprawl' policies designed to encourage developers, builders and home buyers to behave more sustainably. For example, new (and existing homes) should avoid using black tiles on their roofs. Houses should be built with eaves so as to allow more natural ventilation and reduce over-use of air-conditioning units. New homes should be oriented so as to maximise passive solar energy. And, in terms of increasing densities, innovative architectural and urban design/planning will be essential to appeal to consumer demands, this, combined with the appropriate policy incentives, should hopefully entice developers/builders into providing such new housing product, particularly if it offers a good rate of return.

## cultural compact commitments



### PwC Reconciliation Action Plan

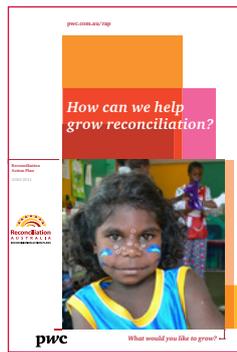
December 2010 saw the Committee for Perth launch our Reconciliation Action plan and join members BHP, ANZ, Curtin, KPMG, Woodside and Wesfarmers who have all previously published their plans and are actively working towards reconciliation.

We were also pleased recently to learn that PricewaterhouseCoopers have also now launched their first RAP plan and begun implementation of their reconciliation actions.

Mark Johnson, CEO and Senior Partner says, "Participating in the growth of reconciliation is of vital importance to our firm and our country...This plan will sharpen the focus of our relationships and cultural awareness, building understanding through both sharing skills and developing employment initiatives. It has been developed with an urban focus in mind, building on the work our charity partners and people are currently doing in cities and towns across Australia."

It is this urban focus and the limited timeline that demonstrate the genuine intent behind the plan. The RAP working group, with representatives from PwC offices across Australia, not only focused on areas that are relevant to them and in which they have strength, namely primarily urban centres, but also have put short timelines on all initial actions with a second plan to be produced later this year. The result is a plan that is achievable and relevant to their core business.

The group consulted intensively internally and externally in order to guide their RAP actions. Shane Devitt, Principal, PwC in Perth, was a member of the working group and commented "Over a four month period, we undertook internal inventories of what we are good at; what we are doing; how we are working with relevant organisations; and who is already working with Indigenous people or groups in order to best inform our actions."



Devitt continued "We already have a robust CSR framework within the organisation and so it was important from the outset not to reinvent the wheel. In some areas we are already partnering with other organisations that are delivering specific programs so there was no point in replicating their work. Instead we focused on what we are good at and where we believe we can add strength to the reconciliation movement.

You can read the full RAP at [www.pwc.com.au/rap](http://www.pwc.com.au/rap). You can also visit [www.reconciliation.org.au](http://www.reconciliation.org.au) to view all organisations that have already produced a RAP plan or have published a Statement of Commitment to produce a plan by a given date.

Committee for Perth member Freehills is currently developing their plan and we would be happy to meet with any of our other members who might be considering developing a plan to discuss the process involved.

### State Theatre Opening

The day after the nation stopped to celebrate all that it means to be Australian, the arts and cultural scene in Perth had further cause for celebration with the opening of Perth's \$91 million State Theatre centre.

Although many in the sector consider this theatre just a drop in the bucket of the investment required to revitalise our struggling cultural scene, it cannot be denied that its opening is a milestone in Western Australia's history. In the nearly two hundred years of white settlement in WA, this is the first time that a WA government has fully funded a professional arts building in Perth.

While acknowledging the former government's initiative in beginning the project, Premier Colin Barnett is seizing the opportunity to celebrate such a major investment.

"Not only will the State Theatre Centre be an inspiring venue for performers and audiences, it is also an elegant architectural and civic landmark for the city," Mr Barnett said. "It will create a sense of place and identity in the Perth Cultural Centre and contribute to Perth's regeneration. It is a venue of which all West Australians can rightly be proud."

Similarly, Culture and the Arts Minister John Day said the centre would present works that would challenge, entertain and inspire audiences.

"This is an exceptional venue for West Australians that will support the best local, national and international contemporary performing arts," Mr Day said.

However many practising artists, philanthropists and cultural patrons are still not satisfied and call for further funding.

Chair of the Committee for Perth's ambassadors' group, *Perth's Alumni*, and the Chamber for Arts and Culture, Sam Walsh, has called for further and broader investment in the arts and cultural sector. In talking to the ABC, Mr Walsh described the new building as an icon and says the acoustics are second to none in Australia but believes there is a long way to go before equitable and sustainable arts funding and practice is achieved.

"I like to compare arts to sports and I think the arts are actually a few laps behind in terms of development here," he said. "I suspect they need a few well-deserved free kicks to catch up."

Continued page 6.

## cultural compact commitments



### Dual Naming - Our Position

As recent media coverage regarding the concept of renaming Rottnest Island has proved, the debate about dual naming or incorporating Noongar language into the place and street names of Perth still proves to be emotive to many West Australians.

One of the key recommendations arising from our Cultural Compact is that WA make its acknowledgement and respect for Aboriginal culture and heritage visible at all times. We believe that a dual Indigenous language and given English language place naming of locations and spaces within the Perth metropolitan area will greatly contribute to promoting this acknowledgement and respect.

Building on the research undertaken for us by Dr Helen Singleton of Curtin University and feedback we have received from the Noongar community, we have developed the following statement to reflect our position on the issue of dual naming.

We are supportive of:

- promoting the celebration and respect of Indigenous heritage, art and culture at every opportunity.
- the dual naming of public locations, spaces and key symbolic sites as a means of acknowledging and respecting Aboriginal tradition, culture and heritage and the same time as acknowledging our contemporary culture.
- dual naming as a primary and symbolic cross-culture awareness strategy.

We believe that:

- dual naming will promote an Indigenous sense of place.
- dual naming will create an enriched, reflective and multicultural geography of place in the metropolitan Perth region and the State of Western Australia.
- the traditional Indigenous worldview which is based around a strong spiritual and custodian connection to place will be reinforced through dual naming.
- appropriate acknowledgement of naming will create an enriched and vibrant local geography of place.
- consultation with the Noongar community is critical to its successful implementation and promotion to the broader community.
- with open minds, open hearts, mutual respect and a partnered approach there are enormous opportunities for the whole community to move forward and closer towards genuine reconciliation.
- non-Indigenous community members will gain a deeper understanding of the Indigenous connection to country and the environment.
- dual naming is a key component in the celebration of local Indigenous culture and presents a potentially enriching and value adding opportunity for the whole of the metropolitan Perth region.

We demonstrate our commitment by:

- acknowledging the Traditional Owners of the land at all our events and functions and encourage our member organisations to do the same.
- making available our Welcome to Country Guide which aims to assist other organisations wishing to implement this practice and to ensure cultural appropriateness of celebratory strategies.
- publicly advocating for the introduction of dual naming.
- driving initiatives such as dual naming to promote a greater cultural awareness and understanding within the Perth community as a means to moving closer towards genuine reconciliation.

The Committee for Perth develops position statements on all issues that we believe critical in the development of a more vibrant and liveable city. These can be viewed at [www.committeeforperth.com.au/projects](http://www.committeeforperth.com.au/projects)

### State Theatre Opening

Continued from page 5

Marion Fulker, CEO of the Committee for Perth, attended the civic ceremony to officially open the building. She made comment that "the Committee is pleased that the government has provided such a visible and ongoing boost to our cultural community. It is a magnificent venue with world-class facilities, I can't wait to see my first show there. Given our commitment to the acknowledgement of traditional owners it was pleasing to see that a Welcome to Country by Noongar elder Auntie May and her nephew Dr Richard Walley, OAM, was the first thing to be delivered on the stage of the Heath Ledger Theatre."

However the Committee shares Walsh's concerns and Marion continued, "We support the Chamber for the Arts and Culture in their calls for increase funding and support for this critical sector in the belief that a thriving arts and cultural scene will help underpin our city's revitalisation."

# Membership Matters

We are pleased to report that our membership base continued to grow over the holiday period and we welcome Synovate and Minter Ellison. Synovate have joined us as an Executive member while Minter Ellison is a member of Business category.

Since its establishment in late 2006, the Committee for Perth has grown to our current position that sees us with sixty-one members. While such growth is a testimony to an enlightened membership base which funded our early successes, we need to continually welcome more members in order to extend our influence further and initiate more activity on key areas of debate.

We encourage you to consider your contacts and peer organisations across Perth with a view to providing us with referral contacts for those that you believe are part of Perth's long-term future.

A full profile of all current members is outlined on page 9 and 10.



**synovate**

Research reinvented

Synovate is the world's most curious company, and Perth's leading market research agency. Through market research, market analysis and industry consultation we seek to understand what people want, how they feel, what they do now and might do in the future, and why. This knowledge helps clients make better decisions about products, services, communications, branding and generally meeting the needs of their customers and stakeholders in the best way possible.

Julie Beeck commented on joining the Committee for Perth: "Through our consulting work we get a regular perspective on how West Australians think and feel, on many topics. We're keen to assist the Committee for Perth in listening to West Australian residents and businesses and helping them apply that knowledge to the work they do for our city's future."

## MinterEllison

LAWYERS

Minter Ellison is Australasia's largest law firm and in WA, the firm and has been based in Perth for more than 115 years.

Minter Ellison Perth office Managing Partner, John Poulsen said: "The firm is heavily involved in thought leadership in areas such as affordable housing and climate change and in respect of the ongoing development of the State, through its support of organisations such as CEDA and UDIA.

"I have long been impressed with the great work that the Committee for Perth is doing to provide a vision for the future of Perth and we look forward to providing our input and support to the committee. Our key philosophy at Minter Ellison is to build relationships of trust, through communication and delivering value and I feel that the Committee for Perth is doing just that!"



Net number of members per financial year

Committee for Perth

2010/11  
61 members

2009/10  
50 members

2008/09  
30 members

2007/08  
23 members

2006/07  
18 members



# Membership Matters

## 2011 Event Calendar

Throughout 2010 we expanded and developed our event program and following enthusiastic response and engagement from our members, we are pleased to announce that the schedule for this year is already looking strong.

We are continuing with our five distinct event programs which are outlined below.

Invitations to specific events will be sent to members closer to the event date or contact our office on 08 9481 5699.

## Food for Thought Lunch Series

Aimed at our key member representatives, these events offer the opportunity for board room style interaction with other members as well as key international, national and local expert speakers and politicians.

Upcoming events include: Alannah MacTiernan, former Minister for Planning, 10 March; Brian Haratsis, MD and Chief Economist, MacroPlan - 7 April.

## Executive Women's Leadership Forum

For female senior executives within our member organisations, this series of events is aimed to provide networking opportunities as well as exposing informative and topical issues relating to the work of the Committee for Perth, gender issues and broader business topics.

Upcoming events include: Ann Pickard, Executive Vice-President, Shell - March/April.

## In touch

Executive and Personal assistants or other key support staff of our members are invited to regular breakfast events where they will have the chance to network together, hear from industry leaders and be informed of the issues currently being addressed by the work of the Committee for Perth.

## Committee for Perth

## Partnered

## Special Events

## Events

In addition to our scheduled event series, we regularly stage special events when the opportunity arises.

The first partnered event for 2011 is *The Future of Perth - What sort of city are planning for?*, a seminar in collaboration with the Institute of Public Administration Australia (WA) - 23 February.

## Members in Profile

The Committee for Perth relies entirely upon its members for funding as well as personnel and knowledge resources. Without their contributions, our work to build a more vibrant city would not be sustainable. Our members have all chosen to join with us in our vision for the future of Perth and by linking their name with ours they can be proud to say that they helping to contribute to the sustainable and cohesive development of the metropolitan area.

Our members have a demonstrated long-term investment in Perth and we thank them for their support and interaction. Each organisation is represented by a senior executive and which are listed below. Should you want to also invest in the development of Perth, contact Marion Fulker for a membership prospectus.

## Foundation Members



Member since 2007  
Alan Cransberg



Member since 2008  
John Atkins



Member since 2007  
Sue Wilson



Member since 2007  
Ian Fletcher



Member since 2006  
Jeff Dowling



Member since 2006  
Jason Ricketts



Member since 2006  
Joanne Farrell



Member since 2007  
Chris Wharton



Member since 2006  
Richard Goyder



Member since 2007  
Jim Walker



Member since 2007  
Robert Cole

## Corporate Members



Member since 2009  
Gordon Webster



Member since 2007  
John Barrington



Member since 2007  
Duncan Bentley



Member since 2009  
Graeme Rowley



Member since 2007  
Lloyd Smith



Member since 2010  
Justin Mannolini



Member since 2007  
Richard Kingsbury



Member since 2008  
Steve Scudamore



Member since 2010  
Michael Schoch



Member since 2007  
Professor Alan Robson

## Members in Profile

### Executive Members

#### Burswood Entertainment Complex

Member since 2009  
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#### Hawaiian

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#### Mallesons Stephen Jaques

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#### Mirvac

Member since 2009  
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#### PricewaterhouseCoopers

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John O'Connor

#### RPS

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Martin Bowman

#### Synovate

Member since 2010  
Julie Beeck

#### Worley Parsons

Member since 2010  
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### Business Members

#### Acil Tasman

Member since 2010  
Mark Chatfield, Executive

#### Ascot Capital

Member since 2010  
Greg King

#### Austereo

Member since 2010  
Linda Wayman

#### Australian Council for Private Education & Training

Member since 2009  
Cathy Sutherland

#### Bristow Helicopters Australia

Member since 2009  
Allan Blake

#### Cochrane Lishman Carson Luscombe

Member since 2010  
Michael Lishman

#### Compass Group

Member since 2010  
Umberto Giancristofaro

#### Coventry Group

Member since 2007  
Roger Flynn

#### Dampier Bunbury Pipeline

Member since 2010  
Stuart Johnston

#### DFP Recruitment Services

Member since 2010  
Kate Duncan

#### Gold Corporation

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#### Hames Sharley

Member since 2009  
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Member since 2010  
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Member since 2007  
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Member since 2008  
Kate Lamont

#### McKenzie Moncrieff

Member since 2007  
Rob McKenzie

#### Mermaid Marine

Member since 2010  
Jeffrey Weber

#### Mills Wilson

Member since 2010  
Marie Mills

#### Minter Ellison

Member since 2010  
John Poulsen

#### Moltoni Corporation

Member since 2008  
Robert Moltoni

#### North West Shelf Venture

Member since 2009  
Phil Byrne

#### Oakajee Port and Rail

Member since 2010  
John Langoulant

#### Peet Ltd

Member since 2010  
Brendan Gore

#### Perron

Member since 2007  
Ian Armstrong

#### RSM Bird Cameron

Member since 2007  
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#### St John of God Healthcare

Member since 2010  
Michael Stanford

#### Stockland

Member since 2010  
Graham McArthur

#### The Brand Agency

Member since 2010  
Steven Harris

#### West Coast Eagles Football Club

Member since 2009  
Trevor Nisbitt

#### Westfield

Member since 2010  
Brad Osborne

### Local Government Members

#### City of Perth

Member since 2010  
Frank Edwards

#### City of South Perth

Member since 2010  
James Best



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Following a flurry of activity in the last quarter, we released three new FACTBase Bulletins in December.

## FACTBase 17 – Exploring Understanding of Liveability for Perth – Towards Better Urban Outcomes

This paper explores various definitions of ‘liveability’, which as a concept, has been increasingly used in recent times in academic debates relating to more people-friendly and sustainable environments.

Research highlights include:

- An exploration of ways in which liveability is attempted to be measured.
- Examination of a number of annually published international studies that rank the liveability of cities, including Perth.
- Demonstration of how Perth compares to other Australian cities in national benchmarking exercises.
- Investigation of the capacity of a more nuanced understanding of livability to guide investment decisions and influence daily practices of corporations and small investors, private and public sector executives and workers, people, families and households in a way that it may lead to better urban outcomes.
- Expansion of the frame of what liveability may mean for people, families and communities in Perth thereby contributing to fresh thinking on policy challenges and responses in the process.

## FACTBase 18 - Perceptions of Urban Elites on Four Australasian Cities - How does Perth compare?

This FACTBase Bulletin presents the findings of a comparative study on perceptions amongst policy makers, business leaders and academics on four large cities in Australasian region, Perth, Melbourne, Sydney and Auckland.

Research highlights include:

- Perth’s dynamically growing region is characterised by high economic and population growth rates, strong export performance and, by large, high quality of life ratings.
- Every respondent stated an opinion; a finding that shows that in a globalising world people are becoming highly aware of other places.
- Perth has been mostly associated with rapid wealth creation on the back of a fast growing mining industry.
- Perth is almost as strongly linked to its well-cited geographical isolation and remoteness.
- While cultural attributes of newness and immaturity featured relatively prominently, it is perhaps somewhat unexpected that several respondents acknowledged positive planning outcomes and progressive urban renewal initiatives in Perth.

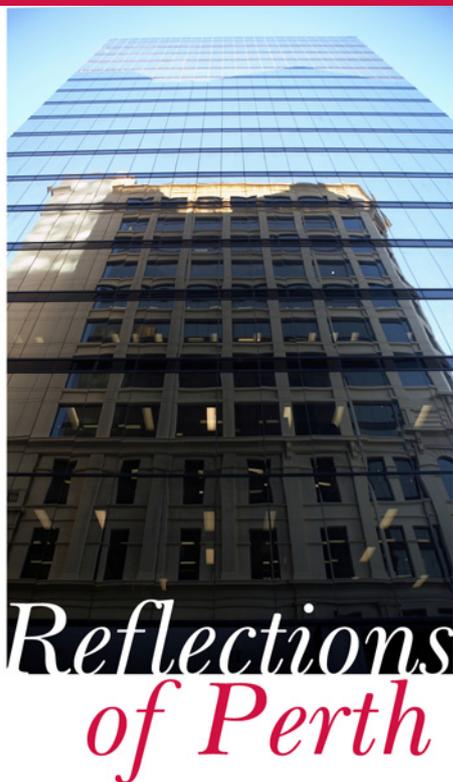
## FACTBase 19 - Perth’s Geography of Financial Generosity

Published the day before Christmas Eve, this topical paper focuses Perth’s geography of financial generosity.

Research highlights include:

- When considering the amount given or donated per taxpayer in 2007/08 and the average amount given or donated per giver, Perth was found to lag a long way behind both Sydney and Melbourne.
- Analysis of the percentage of income gifted or donated by taxpayers in quartiles for postcode areas shows that those areas with highest proportion of income donated tend to be concentrated in the western suburbs.
- The proportion of taxable income gifted or donated tells only part of the story with regards the geography of financial generosity because the proportion of dollars gifted/donated is likely to be closely related to income. Thus, it arguably places an excessive focus on the amount given, rather than the simple willingness of people to give.
- By focusing on the willingness to give, results show a much more complex geography than in the earlier analyses, which concentrated on the amount given. While the wealthy western suburbs again figure, it is not with the same prominence.
- Results of Pearson’s correlations on gift/donation and income data for metropolitan Perth show that there is a strong, statistically significant relationship between mean income and the proportion of income gifted/donated.

All FACTBase Bulletins are available for download from [www.comiteeforperth.com.au/research](http://www.comiteeforperth.com.au/research).



## Introducing Tony Howarth

Tony Howarth's executive career was in the banking and finance industry. He came to Perth in 1991 to take up the role of Managing Director of Challenge Bank. Following the sale of Challenge to Westpac Tony decided to stay in Perth initially leading the integration of the two banks and then leading Westpac's operations in the West. Towards the end of the 90's Tony career moved more into non executive roles.

Currently he is Chairman of Mermaid Marine Australia Limited and a non-executive director of Wesfarmers Limited. He is involved with a number of business and community organisations including Chairman of St John of God Health Care Group, Chamber of Commerce and Industry (ACCI), the Chamber of Commerce and Industry of Western Australia (CCIWA) and a member of the Rio-Tinto WA Future Fund. He is on the University of Western Australia's Senate and is Chair of the University Club's Advisory Board and Deputy Chair of the UWA Business School Board.

Tony sporting passion is Rugby Union and is on the Board of the Western Australian Rugby Union and also Past President of Cottesloe Rugby Union Club.

Tony is married with two children and two grandchildren. He was born and educated in Bathurst and Sydney and is now firmly and passionately a Western Australian.

## What do you personally love about Perth?

"In some cities you live to work but in Perth you can really work to live. For me, coming from Sydney where travel time alone took up a large part of the day, living in Perth, with young children allowed me to achieve a far better balance in my life. I worked just as hard but was able to enjoy more time with my family. Certainly the kids were able to have a greater amount of freedom growing up than we could have given them in Sydney.

The education choices were excellent and the recreational options are world class particularly if you enjoy the water and outdoor lifestyle.

Also because of the international nature of the Western Australian economy particularly resources, Perth's business sector attracts really interesting and talented people across the spectrum be they lawyers, accountants, engineers, sales people, restaurateurs or office workers. For a person who came here from somewhere else, I have always felt that I was amongst friends. The dinky-di West Australians were welcoming and used to settling in the new comers and the new comers were keen to be part of Perth their chosen new home."

## What do you believe are some of Perth and Western Australia's strengths?

"The sheer natural beauty of Perth, its weather and outdoor lifestyle is one of its major strengths but also one of its limitations. Its abundance of usable land, its beaches, river, parks and hills have all allowed Perth to become what I believe is one of the best suburban cities in the world. However it has also held back the development of more density in living which attracts the sort of amenity that our future city will need.

We are a cautious lot and rightly so. We don't want to give away those things that we hold precious that makes Perth special. That too is a strength. Quite rightly we don't want to become a little Sydney or a replica of somewhere else. We have to make sure that Perth builds on its unique character. But we can't stay the same. Already our traffic is getting worse, the cost of the suburban sprawl is growing and as our children become more worldly they are seeing limitations in their living and lifestyle options."

## What opportunities do you think are available to Perth and WA that we should embrace?

"Right at the moment you wouldn't want to live anywhere else. A personal view – yes - but given our geographic location to Asia where the current growth is, our abundance of the raw materials that the world needs, our stable if sometime not all that sensible political system, and our relatively strong economic position post the GFC, we are in a good space. We therefore should no longer accept mediocrity. We have a world class resources sector; we have a very good education and health sector; we have a less than world class arts and cultural sector and transport system; we are making progress in areas around the city in density living options and the changes to the laws around access to activities which other parts of Australia and overseas have taken for granted for decades. There is therefore still much to be done and no time for complacency if we are going to continue to attract people and investment into Perth and Western Australia. We have to aim high because there are other cities and places out there that are competing for those resources and talent."

## Why do you believe membership of the Committee for Perth is important?

"I would like to think that together we can make a city, Perth, which, acting alone, the Government can't give us. We need to make sure that the Government hears the voice of business strongly, passionately and backed up by fact. That when the hard decisions need to be made there is not a trade-off to a mediocre outcome but a decision that can be made confidently knowing that business and government is aligned to the opportunities that will keep Perth on track to be one of the great livable cities of the world."



## Auspoll Report

The Property Council of Australia has recently published a report entitled *My City, the People's Verdict* which is based on a wide ranging survey commissioned to better understand the attitude of Australian's towards the cities in which they live.

The report, based on the responses of over 4000 Australians, examines a range of indicators including overall liveability, housing affordability and choice, density, population growth, urban attractiveness and public transport and infrastructure.

Overall Adelaide residents rated their city the most liveable while Perth came in fourth behind Canberra and Melbourne. Sydney fared the worst with residents rating it Australia's worst for liveability.

Property Council Executive Director Joe Lenzo said, "The survey asked residents in Australia to rate their city on key performance areas and it found that Perth was average in most and good in some, but several key aspects of living in Perth need to improve markedly.

"Perth residents ranked the city second last for cultural opportunities, seventh overall for security and fifth for design. On the plus side Perth residents rated Perth highly for having a good climate, an attractive natural environment, and being clean and well maintained."

The results are a barometer on our cities' performance and it is hoped that through this survey, Australia has delivered its verdict on our cities and provided a roadmap for action by government.

Marion Fulker commented on the report's findings in an interview with Paul Murray on 6PR saying that the cities which scored well are those that have kept pace with population growth whilst those that didn't need significant investment to keep increase their liveability scores.

The full report along with city scorecards can be downloaded at <http://www.propertyoz.com.au/Advocacy/Policy.aspx?p=69&id=53>



## Crowdsourcing



According to Wikipedia, crowdsourcing is the "act of outsourcing tasks, traditionally performed by an employee or contractor, to an undefined, large group of people or community (a crowd), through an open call."

Whilst crowd sourcing can be used to develop wide ranging new technologies or tasks or capture large amount of human data, it is the trend of crowdsourced placemaking that interests us.

The strength of crowdsourcing depends essentially on the fact that because it is an open call to an undefined group of people. It gathers those who are most fit to perform tasks, solve complex problems and contribute with the most relevant and fresh ideas.

An established city revitalisation programme that has been running in the States called Give A Minute is founded on exactly this premise. It believes that "everyone has a great idea" about what could make their city better. Residents of cities such as Chicago, Memphis and New York can send their ideas to city leaders via a website, Facebook, Twitter or text almost like an online suggestion box.

The program has been running in Chicago and Memphis but New York has taken it to the next level by committing to actually implement the most popular and feasible ideas. Set to launch in late April or early May 2011 as a part of *PlaNYC 2030*, New York City's strategic plan for the future, top ideas may be backed by city resources and departments that can facilitate a project.

"This kind of open call for ideas, or 'crowdsourcing,' as it's called, has helped cutting-edge companies like Facebook and Netflix improve services and save money. And with more than 8.4 million people in our crowd, imagine what we can come up with," said Mayor of New York, Michael Bloomberg.

In some cities, residents are already crowdsourcing change in their city. Bristol, Connecticut, has been employing crowdsourcing in the first phase of their Bristol Rising effort. Here a real estate development team, already in partnership with the city government, will invest in feasibility studies to incorporate into the master plan, any public amenity idea with at least 200 votes ("likes") from Bristol residents by a given date in March.

For more information on these programmes, visit [www.giveaminute.com](http://www.giveaminute.com) and [www.bristolrising.com](http://www.bristolrising.com).