



A view of Melbourne from Hume

## Welcome relief on land supply for Casey-Cardinia

Melbourne and Geelong's land supply is the best along the eastern seaboard in terms of housing choice and affordability, the latest *State of the Land* report shows.

While all Australian capital cities are under increasing pressure to meet demand for housing and industrial land, Melbourne is relatively well placed.

Queensland-based housing developer, Devine Limited, has given Melbourne a big thumbs up for providing a good supply of land to meet future housing needs.

"We are bullish about Melbourne," David Devine told *The Age*. "They have a very good planning process."

Launching the annual Urban Development Program (UDP) report, Planning Minister Justin Madden said the government's aim to maintain an adequate land supply for the next 25 years to meet population growth was well in hand.

"We have an overall 25 year broad hectare residential land supply across Melbourne's growth areas," he said, although improvements were needed in some areas to zone more land for housing.

The Casey-Cardinia corridor, where a sustained building boom over the last seven years has put the squeeze on the housing market, is the main concern.

"The GAA will now give priority attention to ensuring that planning and rezoning in the Casey-Cardinia corridor is fast-tracked," Mr Madden said.

Now that overall land supply had been increased through Urban Growth Boundary changes, the priority would quickly shift to ensuring a sufficient supply of zoned land.

Work is currently underway to support councils to complete precinct structure plans and significant land rezoning in Cranbourne North, Cranbourne West, Cardinia Road precinct and Officer.

"This will bring the zoned land supply in this corridor back up to the 10 year benchmark in the not too distant future," the Minister said.

The UDP was set up as a key element of *Melbourne 2030* to monitor supply, demand and adequacy of residential and industrial land across metropolitan Melbourne and Geelong.

### UDP Annual Report

The Minister for Planning Justin Madden launched the Urban Development Program Annual Report at the Urban Development Institute of Australia lunch, 2 February 2007. He outlined the Government's new commitments to the planning process for developers and the key findings of the UDP report. To read the speech in its entirety please log onto our website [www.gaa.vic.gov.au](http://www.gaa.vic.gov.au), The UDP annual report can be downloaded from the DSE website [www.dse.vic.gov.au](http://www.dse.vic.gov.au)



**TO MEET THE NEW  
MINISTER FOR PLANNING  
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## CEO's Message

The Growth Areas Authority enters 2007 ready to make a difference. The management team has taken shape with the appointment of Greg Bursill as Director, Growth Area Development, and Tass Mousaferiadis as Director, Governance and Support. The Authority's financial, human resource and document management systems are up and running. Moreover, the Board has energetically and enthusiastically engaged with the new Minister for Planning and has a clear set of priorities and objectives for the year ahead.

In its election platform the newly elected Government emphasised the objective of ensuring that key Government agencies would work closely together to develop integrated plans for the implementation of *Melbourne 2030*. The GAA will take a key role in co-ordinating development within the designated growth corridors. The original scope of the Authority as set out in *A Plan for Melbourne's Growth Areas* has been expanded through the *Central Region Sustainable Water Strategy* to include promotion of recycled water in the growth areas.

We will continue to build the Authority's capacity to deliver better results to the government, local government, the development industry and to new communities. In particular we will increase the effectiveness of our relationships with partners, stakeholders, and clients in order to draw on all the skills and knowledge they collectively hold.

For professional reasons, I have decided not to seek the CEO position permanently and the recruitment process for a CEO is underway as I write. It has been a rewarding and humbling experience to have worked with so many dedicated and capable people to bring a new organisation to life. Despite my affection for the new entity, I recognise that it requires a different set of skills and areas of expertise to take it forward from here.

The leadership by local government organisations in the growth areas through accepting the creation of the GAA and helping us shape our role has been outstanding. Moreover, a large share of the satisfaction I feel is attributable to my discovery that our passionate commitment to high quality, sustainable outcomes is shared by the development industry. It has been a pleasure to engage with them.

This has been more so because of the importance of the mission of the GAA to the long term liveability and sustainability of Melbourne.



MIKE SCRAFTON

## Welcome to our new staff at the GAA



Back row L to R: Stuart Miles, Christian Anderson, Kieran Walters, Vicki Passmore  
Front row L to R: Patricia Mackinnon, Bronwen Fletcher, Elizabeth Eades, Marlene Johnson

## Third pipes a reality for new homes

More than 40,000 new homes between Cranbourne and Officer will be connected to recycled water in a major drive to save four billion litres of water a year.

The connection to recycled water is known as the "third pipe supply". Reticulated drinking water is the first pipe, the sewers are the second pipe and treated effluent becomes the third pipe.

A dual pipe water supply system for home use, consists of a second pipe system to transport treated recycled water or stormwater to homes. Mandating 'dual pipe' systems in growth areas will help Melbourne grow sustainably, GAA chief executive officer Mike Scrafton said.



Wetland system in Whittlesea

"Each home connected to the dual pipe scheme will use about one third less drinking water. Residents can then use recycled water to maintain green gardens and wash cars," he said.

Greater use of recycled water is a key part of Melbourne 2030 to secure Melbourne's water supplies for future growth.

Under new legislative powers and changes to the planning system, water authorities now have the power to require whole developments to install "dual pipe" systems.

The recycled water will come from the Eastern Irrigation Scheme (EIS).

Households in the newly mandated areas will be connected up to recycled water progressively over the next 25 years.

Purple taps, pipes, hoses and meters will help residents identify recycled water and information sessions would educate residents about how to use recycled water safely.

To help coordinate the provision of alternative water supply systems, the GAA will include dual pipe water infrastructure, such as regional treatment plants, in its precinct structure planning guidelines to ensure it is considered in planning for all new growth areas.

Water authorities will also consult with the GAA, local government and developers when planning for water services in growth areas, to consider dual pipe servicing wherever possible.

The reform is a major plank of Central Region Sustainable Water strategy to secure water supplies for homes, business, industry, agriculture and the environment for the next 50 years. It responds to changing water needs and includes actions to ensure sufficient supplies in the event that the low inflows to reservoirs experienced over the last 10 years continue.

The Strategy considers all water sources including rivers, reservoirs, aquifers, as well as recycled water, storm water and seawater. It is the result of over two years of planning and consultation with community, industry, key stakeholders and government agencies.

The Central Region covers an arc around Melbourne, including Geelong, Ballarat, the Macedon district and West Gippsland. It includes the Barwon, Moorabool, Werribee, Maribyrnong, Yarra, Bunyip, Thomson and Latrobe river catchments.

## From office boy to housing trend setter

“The precinct structure plans now being worked on provide an urban context, everything from traffic movements, shopping, schools, open spaces – a platform for good urban design. Now no-one has to operate in a vacuum.”



Chris Banks AV Jennings 1978

Chris Banks has been around the block. More than once.

The Growth Areas Authority chairman has stood out in empty paddocks for the last 40 years, envisaging how the new suburbs springing to life there might one day look.

Mostly, his sense of the lie of the land came firmly from his perspective as a developer, working in senior roles for companies like AV Jennings and later, Delfin.

But his initiation into the industry was as an office junior for Jennings in 1957, when his first project was re-modelling the Olympic athletes' village.

“I was the office boy, I did the lunches, the wages. Nobody was interested in my opinions, but I still remember the bricks out there – they were Glen Iris red,” he says.

Then he became a draftsman, responsible for the preparation of a minimum two working drawings a day, including floor plans, elevations and site plans, with nary a computer in sight, but a ready supply of 2B pencils.

“I was sent to Perth in 1962 to start AV Jennings there, when I could hardly spell management, it was a vertical curve. We built their first ever display home, nobody had heard of a display home. I was the salesman as well,” he says

Chris Banks was lucky to get his start when the housing explosion was happening and all the dormitory suburbs were being built. After a year and a half in Perth, he took the AV Jennings name to Sydney in 1964 and still remembers how many houses were sold in that first year: “It was 200”.

By 1978, when he was head of the housing and land group, 7,000 homes were built nationally, setting many of the standards for volume housing.

Our business was focused on providing housing for most Australians, we were not the top of the market, not the mercedes, the bmw, but the commodores, the falcons; building affordable quality housing for people who needed it.

Our houses were designed for 90 percent of the population, they were not architectural masterpieces, we weren't there to win awards, in fact sometimes we were criticised by the “Robin Boyds” of this world, but we were delivering quality housing, based on sound design principles. I've spent my life working on housing designs that most people live in.

It's a record he happily stands by, pointing out that making housing more affordable has been a mission since 1982, when he chaired a Federal initiative, 'The Joint Venture for More Affordable Housing', which led to a complete re-examination of standards, from road widths right through lot sizes. All at a time when the quarter acre block was the sole model.

“It was a watershed time in our industry the joint venture was an agent of change. This new role picks up some of those threads, particularly from my days at Delfin, where I was doing large-scale urban communities. Now people are much more concerned about the place, not just the house,” he says.

The market has evolved since then, but his developer days keep him in touch with the industry, which is telling him they want to see the Growth Areas Authority help get the job done.

“This is the most highly regulated industry in the world, you get a piece of land, everyone has

a view on it. It could be green issues, legless lizards, you name it, it's complex. It needs a shared vision, a desire to get a responsible sustainable result and the right urban places. Most developers want to do that, there are sharks, but the majority know how important their reputation is and want to do a good job, not just maximise the yield,” he maintains.

Though he's the first to acknowledge the high stakes when planning goes wrong. “The private sector can't do it all, neither can the public sector. We're dealing with the urban landscape, it's too important – we have to do it together.”

But he's adamant the GAA won't be the final arbiter, but will act as an advisor to Planning Minister, Justin Madden. Their shared brief is getting quality, affordable housing. And livable communities.

### Government Commitment to new infrastructure for the Growth Areas

New neighbourhoods in Melbourne's growth areas will have to achieve benchmark planning standards on environmental sustainability, open spaces, services, lot diversity and density, under the re-elected Bracks Government's planning policy.

A number of new infrastructure projects have also been promised for the growth areas, including new schools in Cardinia, Caroline Springs and Wyndham; bus services in Hume, Melton, Whittlesea and Wyndham; and regional parks and trails in Cardinia, Hume, Melton-Caroline Springs and Wyndham.

### New performance targets for planning approvals

New performance targets have been set by the State Government to radically speed up planning approvals. The target for authorisation of a Planning Scheme Amendment is now 15 working days, and this will have to be achieved in 80% of cases.

### The new Office of Planning & Urban Design

A single team of planners will now deliver metropolitan planning with the creation of a new Office of Planning and Urban Design in DSE, under the leadership of Genevieve Overell. This will help translate *Melbourne 2030* from a policy initiative into mainstream business.

## What's Happening Where: Planning for the future



John Holland, Manager Strategic planning Cardinia Shire Council and Mayor Kate Lempriere discussing the draft Cardinia Road Precinct Structure Plan.

### CARDINIA

Planning is underway to accommodate a future population of about 30,000 people in an area covering 1100 hectares in the Cardinia Road Precinct.

Strategic plans are nearing completion and will soon be ready for exhibition.

The land covered under the plan surrounds the town and Delfin is involved in developing a new community for about 6,000 residents.

At the same time, work is continuing on the Officer plan, which will see the tiny hamlet of a few hundred people swell, with the release of about 840 hectares of farming land for development.

Cardinia Shire's General Manager of Strategic Planning, John Holland, says he'll be taking the plans to the Officer Progress Association before the planning amendment phase.

Planning has also begun on a new employment area just south of the Pakenham Bypass on 2,500 hectares, which will be about delivering jobs to the area.

### CASEY

More land in Casey is being freed up for housing with a whole new community planned for Cranbourne West on what is now predominantly farming land.

Project Leader, Travis Reid, said the GAA and City of Casey were working very closely together on the 795 hectare project, with consultations continuing among residents, agencies and the council.

"In the past, Council has had to go to individual departments, in silos to engage with and explain what's happening. There are usually half a dozen critical relationships that under-pin the creation of a new suburb and we all hope to end up with a better result," says Reid.

The new suburb will take some of the pressure off the area, where much of the land released in the 1990s is now approaching full development.

### HUME

A new strategic partnership between Hume City Council and the GAA will pool planning resources to finalise structure plans for the region to be completed next year.

Drawing on the significant efforts of the Council's Smart Growth Committee's work and major residential developers such as Stockland, Peet and Co and Delfin Lend Lease, a series of Precinct Structure Plans will be finalised to create

more employment in Broadmeadows, Craigieburn and Mickleham. The UDP 2006 findings for Hume underlined the need to fast-track planning and rezoning of land to attract employment.

### MELTON

Recycled water is set to flow to Toolern with the Western Water Board moving ahead with plans to connect a third pipe for recycled water from its nearby treatment plant.

The GAA has been involved in early planning for the project as part of the Toolern Precinct Structure Planning Project. Like the mandated third pipe projects in the Casey-Cardinia region, it will significantly reduce water use in the growth area.

### WHITTLESEA

Exhaustive planning panel hearings have been completed for two of Melbourne's largest and most comprehensive structure planning exercises.

Amendment C41 to the Whittlesea Planning Scheme puts in place a suite of statutory controls to facilitate major development at Aurora and the creation of new communities in Epping North.

The amendments represent the culmination of years of strategic planning and research, and will be read and reviewed by the GAA and growth councils with great interest.



Whittlesea

### WYNDHAM

Wyndham Council and the GAA are working together to progressively replace unsightly powerlines with tree planting on key roads. VicRoads and local power companies are being consulted as part of the Truganina Employment Area Precinct Structure Plan to explore opportunities during development and road duplication projects to remove powerlines and plant boulevards to improve the attractiveness of local communities.

## Precinct Structure Plans for Employment Areas

**Clear guidelines are being drafted to assist local councils and developers when preparing plans for substantial new employment areas. Draft guidelines will be circulated for discussion at upcoming workshops. For further information regarding this project please contact Christian Anderson at the GAA on 9651 9600.**

## Justin Madden: He's an ideas man

“The Growth Areas Authority is facilitating much better regimes of getting housing delivered to the market in a speedy and streamlined way.”



Minister for Planning Justin Madden meets the GAA Board at its first meeting for 2007  
Frank King, Rob Spence, Minister Madden, Felix Blatt, Carol Schwartz, Chris Banks

Growing up in a 1960s new weatherboard home in Airport West, “nicely located under the flight path and close to powerlines”, has given Victoria’s new Minister for Planning an affinity with *The Castle*.

“I know what it’s like to grow up on an allotment,” he told the *growth areas news*, as he laughs at his childhood similarities with the Kerrigans.

An extra 450,000 people are expected to live in the city’s growth areas by 2030, requiring more than 220,000 homes in Casey-Cardinia, Hume, Melton-Caroline Springs, Whittlesea and Wyndham.

“We all need to be conscious of not killing the golden goose by building out our suburbs to the point where you get dysfunction,” the Minister says.

Protecting Melbourne’s green wedges, preventing over-development and allowing for future growth by the staged release of zoned land, is all part of the mission.

“We’re allowing for growth so that we don’t skew the market through insufficient supply, and we are planning for people to have the infrastructure they need in the early days, not 10 years later.”

This is at the heart of *Melbourne 2030* and

the new Growth Areas Authority, where the Government has set aside land for housing for the next 25 years, and is encouraging higher density and more housing choice around existing centres of activity.

“The Growth Areas Authority is facilitating much better regimes of getting housing delivered to the market in a speedy and streamlined way. But also getting all the parties together to agree on what is needed, rather than seeing the community’s needs as an afterthought,” he said.

“There is a great culture in Melbourne that celebrates suburban life. The Boyds, the Barry Humphries, Kath & Kim, these personalities have all celebrated the great suburban qualities that we love and admire. We don’t want to diminish that in the sense of building out our suburbs. The way we do that is through good planning.”

Victoria today has the most affordable new housing on the eastern seaboard, and the GAA is about keeping it that way through positive partnerships with councils and developers.

Mr Madden said the GAA would help keep the suburban dream attainable for families by making sure they have basic services as they move in.

Having experienced the “free-for-all” post-war housing boom where the choice of house came from a pattern book and the location was not within coo-ee of any services, he is encouraged by the choice of housing today.

While the Minister says he has no aesthetic preference that he brings to his new role as guardian of Victorian’s planning and urban design, he is very clear about what legacy he wants to leave.

“My emphasis is on collaboration. I learnt through architecture that no one single person delivers a building project. There is no fountainhead. It’s a collaboration in every sense.”

Just as he is remembered as a great team player in football and a strong communicator as the AFL players’ association advocate, Mr Madden leaves no doubts that he will be an open and accessible Planning Minister.

“I want my legacy in planning to be collaboration. I want to get people in the sector to communicate better with the community.”

He believes planning is often a hotbed of dissent because of poor communication.

“I’d like to think I can demystify planning. With a bit more discussion and collaboration at all levels, we can take a lot of the anxiety out of the planning process.”



A young Justin Madden

## Developer foresees “sensible outcomes” from GAA

Sensible outcomes will result from the Growth Area Authority’s role in facilitating development of new suburbs, according to Victorian developer David Payes.

His company Intrapac has a property in a key location inside one of the five growth areas, at Officer, in the Shire of Cardinia.

David Payes says the GAA has been highly responsive in getting talks happening among the key players.

“In fact some of our consultants have been a bit flat-footed,” he chides, “in trying to respond in time to some of their deadlines, which is usually the absolute opposite of what goes on.”

The 25 year-old firm has been behind a number of broad-acre residential subdivisions in Victoria, as well as south-east Queensland and northern New South Wales.

A lawyer who took over the family business after first working as a law lecturer and property administrator at Monash University, Mr Payes is a strong supporter of stringent design principles in new housing developments.

While some of his peers questioned the cost of high levels of urban design and landscaping, his company was sticking to a business strategy that took the long view.

Pointing to the company’s Woodlands Estate in Berwick, which 20 years ago had bluestone paving, heritage lighting, landscaping and a wetlands area, Mr Payne said better design had lead to higher profit margins.



David Payes Executive Chairman, Intrapac

“People weren’t doing those things back then, particularly for first or second home buyers, but we started some of these concepts which are now being used as a matter of course,” he says.

As in any commercial enterprise, the bottom line was critical, but the business strategy was built around squeezing a bit extra out of the end product.

“We aimed our product at the ‘upgrade market’, second and third home buyers, people moving out of estates in the seventies. Some of them were pretty bad, designed by engineers, so we picked up that market realising people wanted parks, schools, architectural controls over their neighbours, so their investment was protected,” says Payes.

And as a strategy for building the bottom line, it did pay.

“At every stage we would see a slight increase in costs but we found there was a very good return on our investment, not maximising yield, but getting good outcomes just the same,” he explains.

“We thought that by having better estates with better design was the way to go. Yes, giving away more land, meant producing less blocks, but the value of the remaining ones increased and their value increased over time.”

Pre-selling blocks also helped keep up a steady cash-flow, critical for a developers’ coffers when money gets spent years before there can be any real pay day.

However it meant having to convince customers they’d really deliver.

“In the 1980s and 90s we used to show people artists’ impressions of estates we’d already built, then send people off to drive over and take a look at how close we’d actually got to that,” he says.

Through better design at the front-end of the planning process, Mr Payes was confident Melbourne’s new suburbs would be better places to live and that the GAA was shaping up as an important part of achieving this outcome.

### Streamlining the Planning Process

The GAA is leading a project called Streamlining Planning in Melbourne’s Growth Areas to understand why delays occur in the structure planning process and recommend how it can be improved.

The project will model the entire structure planning and rezoning process and critically examine areas where inefficiencies and obstacles exist, or relationships break down.

The GAA has engaged Ponte Consulting Group to prepare a dynamic model of the process. This model will allow the entire process to be simulated and options for improvement to be tested and refined.

The project will be an excellent opportunity for government bodies, the development industry and councils to identify issues and continually improve the planning process.

### Fast Tracking plans in the Growth Areas

The Minister for Planning Justin Madden announced that the GAA will work towards fast tracking the Officer and Cranbourne East Precinct Structure Plans.

The Officer Precinct Structure Plan will deliver approximately 600 hectares of land for residential development plus a major activity centre based around a redeveloped Officer railway station.

The Cranbourne East Precinct Structure Plan will deliver more than 400 hectares of land mostly for residential development. Over the next 6 months, the GAA will be working actively to expedite these plans with local councils, developers and government agencies.

### GAA Pens

Register yourself on our website [www.gaa.vic.gov.au](http://www.gaa.vic.gov.au) to receive regular email updates on the work of the Growth Areas Authority and receive a free GAA pen! Please include your postal address details when you register and we will post you out a pen.

### CONTACT US

**The Growth Areas Authority**  
Level 6, 35 Spring Street, Melbourne, Victoria, 3000  
Phone: (03) 9651 9600, Fax: (03) 9651 9623

Email: [info@gaa.vic.gov.au](mailto:info@gaa.vic.gov.au)  
Website: [www.gaa.vic.gov.au](http://www.gaa.vic.gov.au)

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