

Newsletter – Recent Developments – December 2021

This is a short Newsletter to let members know that, despite not having been in touch for some time, PerthALIVE is still active and remains committed to promoting the development in Perth of vibrant, intergenerational housing precincts. There are several recent developments to which we'd like to draw to your attention.

WA'S first MAP wins Excellence Awards

Claremont on the Park, WA's first MAP has won two awards in the recent UDIA 2021 excellence awards



<https://en.calameo.com/read/00616672177aa5bb56c58>

Firstly, in the Urban Renewal category DevelopmentWA won for Claremont on the Park.

In describing the winning entry, the judges said:

“Through the Claremont on the Park development DevelopmentWA has created a blueprint for a robust consultative process and stakeholder planning and development framework that has led the way in developing infill sites – particularly in density resistant, culturally rich areas- across Perth.

A flagship trial saw DevelopmentWA collaborate with PerthALIVE, Blackburne and Amana Living to develop a ‘Multi-Aged Precinct’, providing innovative apartment design which encourages and enables residents to age in the community.”

<https://developmentwa.com.au/projects/residential/claremont-on-the-park/overview>

Secondly, LUCENT by Celsius Developments, one of the recently completed apartment blocks in the Claremont on the Park development, won the Excellence Award for Medium Density Apartment Developments (for buildings with less than 50 apartments)

The judges noted

“The developer has offered a highly customisable apartment product that has been embraced by the market “

“Celsius showcased an industry first ‘Design your Own Apartment’ (DYOA) campaign for Lucent.”

“The DYOA campaign resulted in 10 apartment sales or 25% of the project with very limited expenditure prior to the official public launch.”

“In addition to the internal apartment customisation the team wanted to create a sense of community by encouraging incidental encounters and conversations with fellow residents in communal spaces...”

<https://lucentclaremont.com.au>

Loneliness Report reinforces benefits of MAPs

For over a decade, PerthALIVE has been promoting Multi-Age Precincts (MAPs), putting people and community firmly at the heart of precinct design. MAPs are deliberately designed to alleviate the many adverse impacts of loneliness and social isolation on individuals, communities and our economy. The importance of combatting loneliness has been highlighted in the latest report of the Bankwest Curtin Economics centre, Stronger Together: Loneliness and Social Connectedness in Australia (November 2021). See [139532 BCEC-Stronger-Together-report WEB.pdf](#)

WA Apartment Advocacy

WA Apartment Advocacy (WAAA) ran its inaugural two-day conference late in October 2021. Two PerthALIVE Committee Members attended the conference, and gained useful insights on a wide variety of topics relevant to apartment living. Our thanks to WAAA for the opportunity to attend. For more information, see [WAAA apartment owners conference empowers attendees](#)



Six-part Podcast on Future Perth provides context for development of MAPs



This series of Podcasts, Nov-Dec 2021, examines the major issues facing Perth as it grows over the next 20 years. It provides a stimulating and highly relevant backdrop about the importance of MAPs for the future growth of Perth.

Produced as a collaboration between Business News and the Committee of Perth, and based around some of the latter independent think tank's research over the last 15 years, the focus of each episode is on a particular aspect of Perth's future.

The series is hosted by Business News managing editor Sean Cowan and Committee for Perth chief executive Marion Fulker. Guests include Perth Lord Mayor Basil Zempilas, Perth Airport chief executive Kevin Brown, business executive and gender equality advocate Diane Smith-Gander, Housing and Local Government Minister John Carey, incoming Agent-General for WA in the UK John Langoulant, Wesfarmers chief executive Robb Scott and PWC Australia partner Justin Carroll.

Episodes

1. Perceptions of Perth
2. Change and Development
3. Diversity
4. Perth's Growth
5. 200 Generations of Know-How
6. The Economy

Listen to the Podcasts here:

<https://soundcloud.com/businessnews-wa>