

INVESTMENT FOCUS

Ellenbrook

Ellenbrook is a short half hour drive from Perth and consists of a series of eight village style communities surrounding a well established town centre. Since development first commenced in the 1990s, it has gone from strength to strength and now boasts over 11,500 households.



54%
POPULATION GROWTH
2011 TO 2016



OF CHILDREN (0-14)
9,535



33,000M²
RETAIL SPACE



30
MEDIAN AGE



65%
HOUSE OWNED WITH
A MORTGAGE



\$2,167
MEDIAN MONTHLY
MORTGAGE REPAYMENTS

TURNING A QUARRY INTO A COMMUNITY

Twenty years ago, Ellenbrook was a sand quarry on the fringe of Perth's urban area. Being 21km from the CBD and relatively isolated at the time, this gave rise to the need for some creative design and the creation a self-sustainable community. Ellenbrook was then developed as a planned community and initiated in phases or villages. There are eight villages in total including Woodlake Village, the Bridges, Coolamon, Morgan Fields, Charlotte's Vineyard, Malvern Springs, Lexia and the most recent Annie's Landing. The local planning area also incorporates The Vines, part of Henley Brook and a portion of Upper Swan.

A GROWING POPULATION

The Ellenbrook local area has undergone massive growth since its inception and in 2016 the statistical area of Ellenbrook's population had swelled to 36,114 people. Families with children made up the majority of households in the area, with over a quarter of the population comprised of children aged 14 or less. The vast majority of households in the area own their home with a mortgage. In order to keep up with this expansion, numerous schools and a variety of shopping, sporting and recreational facilities have been created. With all that this area has to offer, it is expected to continue flourishing and attracting residents to this well developed community.

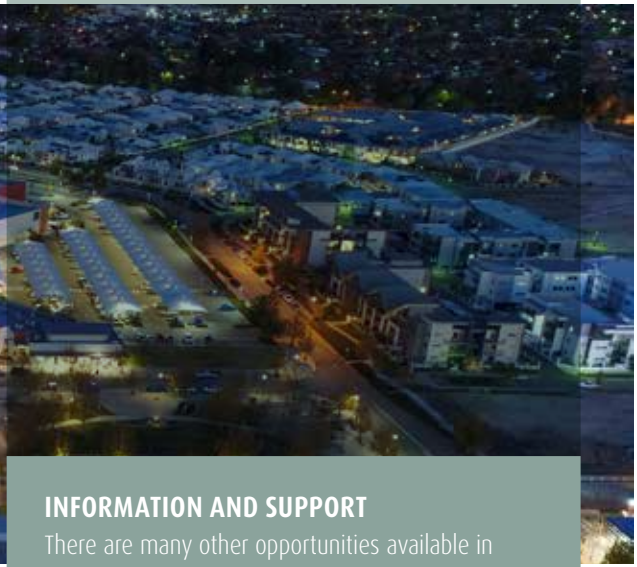
AWARD WINNING DEVELOPMENT

Ellenbrook is Australia's most awarded residential development. It has been bestowed with over 30 state and national awards. In 2015, Ellenbrook was given the impressive mantle of world's best master planned community by the international Real Estate Federation.

SUCCESSFUL DESIGN

There are three major design factors that have driven the continued success of Ellenbrook:

1. **Walkability** - with each village having its own centre only 10 minutes away by foot, walking and cycling are a viable choice allowing more chances to connect with residents.
2. **Community** - ensuring that housing options were inclusive of all household types and investing early in key facilities and services has fostered traditional community living values.



INFORMATION AND SUPPORT

There are many other opportunities available in addition to those mentioned previously, the City of Swan welcomes you to contact us to find out more. There are also numerous channels of information and support available to assist existing and new businesses:

City of Swan

www.swan.wa.gov.au/Develop-invest

www.swan.wa.gov.au/Business-support

Swan Chamber of Commerce

www.swanchamber.com.au

- 3. Collaboration** – cooperation and the sharing of ideas across a range of agencies and professionals from its inception has enabled a high quality vision to be delivered.

A VIBRANT CITY CENTRE

The Ellenbrook town centre provides a vibrant hub for residents with a range of facilities and services, which include shopping, office, entertainment and community services. There is also an art gallery, library and theatre arts complex and swimming pool enhancing the lifestyle of local residents.

NEW BUSINESSES WELCOME

In the long term, the town centre is planned to service a regional catchment of 70,000 and will provide a range of business and employment prospects. As such, Ellenbrook represents a great opportunity for businesses to start with a well-established customer base, that will only continue to grow. In terms of potential customers, the average income per household is \$1,826, which is much higher than the \$1,643 for Greater Perth.

FOCUS ON ENVIRONMENT

Ellenbrook has an extensive 154ha of parklands, wetlands, bushland and sporting fields and cycleways throughout, with other suburbs in the local area blessed by a scenic backdrop. Much of the area has a significant amount of native bush and building guidelines incorporate passive solar orientation, energy efficiency and water wise gardens.

NEW TRANSPORT CONNECTIONS

Plans are afoot for a new train line that will service Ellenbrook residents. A new spur will be created from the existing Midland line running via Morley to Ellenbrook. It is expected to service more than 20,000 people and is likely to be completed by 2022. With faster commute times and increased connectivity to the area, the popularity and growth of Ellenbrook will only continue to grow.

SO WHERE ARE THE OPPORTUNITIES?

- Developments - there is still an estimated 170ha of unimproved land in 'Ellenbrook Place' that has the potential to be subdivided for residential dwelling in addition to sites available for higher density residential, retail, service commercial and light industrial buildings in the Ellenbrook town centre and smaller precincts in Aveyly and The Vines.
- Small and medium size business can benefit from being located amongst Ellenbrook's large and diverse residential population which can be a rich source of both blue and white collar workers.
- Ellenbrook is expected to be connected by a passenger rail service by 2022, and the extension of Tonkin Hwy to Muchea (NorthLink), will further enhance connectivity to the area; driving an increase in passing vehicular traffic.

