



Atherstone Community Report 2017

Working in partnership to deliver the Atherstone community

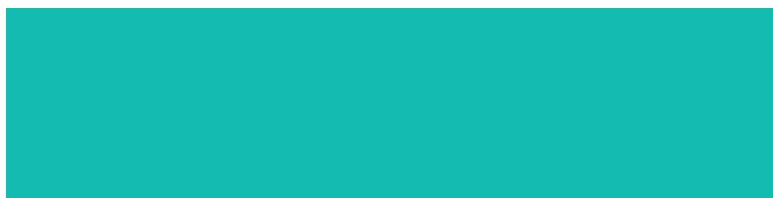
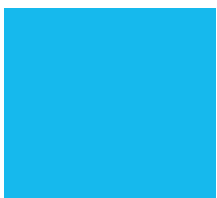




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1 Introduction –

Atherstone is a partnership between Melton City Council and Lendlease for the development of a 4,300 lot masterplanned community in Melton South. The development will include key council infrastructure; a bridge crossing linking to the existing Melton South, the Western Business Accelerator and Centre of Excellence (BACE), Community Activity Centres, educational, recreational & retail offerings. A 100 hectare regional park showcasing remnant native vegetation and creek corridors will be a key part of the area. A new railway station & major retail offering is also proposed in the land designated for the Activity Centre, adjacent to the land being developed.

The land is predominantly situated in the Toolern Precinct Structure Plan (PSP). The Toolern PSP will effectively double the size of Melton's township. Located to the south east of Melton, it will comprise approximately 1,900 hectares of land with two thirds allocated for residential and one third for employment. It will include a 760 hectare Toolern Business Park that will provide the impetus for Melton's growth as a self-sustaining city.

The following report provides an update on infrastructure delivery on the Atherstone development over the past 12 months and will continue to provide a yearly update thereafter.

2 Key Project Highlights

A summary of the key project highlights are follows:

Financial (Project Life to date) –

- 542 lots constructed
- 165 lots under construction
- 636 lots sold (\$99m)
- 445 lots settled (\$67.8m)

Community –

- Population (approx) 650 residents as at December 2016
- \$11.3m Bridge Road Sports Precinct, Stage 1 Athletics Track & Hockey field opened June 2016
- \$1.9m Regional Play Space opened November 2016

Regional Play Space



Western Business Accelerator & Centre of Excellence (BACE)



Bridge Road Children's & Community Centre



Regional Sports Precinct



Marketing

- Atherstone marketing strategy throughout 2016 focused on achieving a wider geographic draw area for the project through the promotion of Atherstone's significant amenities, natural features and variety of living options.
- Atherstone is well positioned to compete in the Melbourne price point value market, providing some of Victoria's most affordable housing options.
- Marketing initiatives have included new sign installed at Tabcorp Park (underway on Abey Road and Ferris Road), community event schedule, buyer information/meet your neighbour events and living options campaigns partnering with Lendlease builder partners. All initiatives have been centred around experiencing living at Atherstone and community building and have been strongly supported by existing and new residents with circa 80-100 attendees at each event.
- The launch of the Settlers Creek precinct overlooking wetlands has added a premium address at Atherstone providing variety in house and land offering.
- Atherstone's customer database has developed through marketing initiatives and it has an engaged social media following.
- Facebook engagement has increased dramatically over the year. Achieved over 2,700 likes up to December 2016, and reached over 293,000 people (total number of users who have seen Atherstone's posts).
- News stories have been developed and promoted on the community website and Facebook page to engage potential buyers and residents. We have profiled local businesses within Western BACE, staff members, builders and included information on facilities within the community.

Sustainability –

- Economic development – Successful engagement of YMCA Rebuild (employment & skilling program)
- Economic Development – Workforce Development Planning commenced mid 2016.
- Community Connection programs in place for residents and surrounding community since 2015.

3 Sustainability Update

Lendlease continues to work in partnership with Council to deliver the sustainability commitments specified in the Development Agreement between both parties.

Progress against strategic objectives are summarised below and in the tables following.

3.1 Social Sustainability –

Community engagement events in partnership with Council's Neighbourhood Participation team. Lendlease have collaborated with local service providers (eg Asylum Seeker Resource Centre Catering Service, local artists) and community groups (eg Country Women's Association/Melton Owls) in the running of the events listed below.

- 18 March – Easter Egg Hunt
- 17 April – Meet Your Neighbours Event
- 19 June - Finding Dory Movie Event
- 14 August – Meet Your Neighbours Event
- 8 September – Melton Little Athletics Launch
- 24 September – Family Fun Day/Generational Games Day
- 6 November – Greening Day
- 21 November – Road Safety Information Session
- 3 December – Meet Your Neighbours Event
- 11 December – Christmas Celebration

Marketing and Community sponsorship support provided as follows –

- Melton City Little Athletics Launch Event (9th October 2016)

3.2 Economic Sustainability –

Lendlease and City of Melton endorsed on 28th January 2016 the Terms of Reference document to guide the review the Economic Development initiatives (as outlined in detail in Section 4.2).

The key areas of focus for 2017 are as follows:

- Implement Workforce Development Plan
- Support activation of the Western Business Accelerator & Centre of Excellence (BACE)
- Education Strategy Implementation focused on early delivery of infrastructure.

3.3 Environmental Sustainability –

A number of environmental initiatives have been actioned during the year. A summary of these follows:

- Completion of Melbourne Water Wetlands (W1) on Bridge Road, including Phase 1 of Western Water stormwater harvesting pilot
- Landscape employment & skilling in conjunction with YMCA Rebuild maintenance of Sales Office and Display Village landscape to be extended
- Scarred tree relocated in accordance with the approved CHMP prior to the bridge construction
- Proud of My Patch campaign commenced in November 2014 and will continue in 2017



4 Sustainability Commitments

4.1 Social Sustainability Commitments

Item	Initiative	Status
SO1	Deliver affordable housing products targeted at price points that are consistent with the definition of affordable home purchase (Council of Aust Govt National Affordable Housing Agreement)	On track.
SO2	Consider the introduction of a Registered Housing Association or other community body to assist.	Paper completed in August 2012 (by UrbanExchange). Ongoing pricing strategy with affordability in mind.
SO3	Deliver a project that is socially sustainable, providing safe and attractive residential areas with good surveillance of public areas and streets and integration of all community elements that promote security and pride amongst residents whether they are owners or tenants and enhances opportunities for local employment.	Risk Opportunity At Design (ROAD) safety reviews completed as part of village design & Community Action Plan. Facilitate and promote road safety initiatives with Council and Victoria Police.
SO4	Early provision of child-care – seek to be operational by 2017 (as part of the Northern Town Centre)	Bridge Road Children's & Community Centre construction completed. Kindergarten services opened Term 1, 2015. Engaging with other child care providers to ascertain viability for additional facilities.
SO5	Provide a commuter shuttle service to and from the existing Melton South Railway Station until public transport services become available at Atherstone. Look to partner with a community organisation to run this service.	Ongoing. To be reviewed when bridge is upgraded. Demand/needs analysis to be undertaken for shuttle bus service. Opportunity to lobby Public Transport Victoria for services.



4.2 Economic Sustainability Commitments

Item	Current Statement	Status
ED1	Appoint a Lendlease Communities resource to manage the economic development strategy and initiatives	<p>The Economic Development strategy and initiatives for Atherstone will be led by Community Partnerships Manager for Victoria and supported by the National Economic Development Manager</p> <p>Lead – facilitate strategy development, delivery/implementation of agreed initiatives Support – overseer of initiatives and strategy development.</p>
ED2	Prepare a comprehensive Economic Development Strategy that supports the economic development of the Toolern Growth Area and creates 1 job per home. To be monitored on an annual basis.	Undertook Workforce Development Planning for Atherstone, including stakeholder workshop, to advance objectives of EDS regarding skilling and training.
ED3	Establish an Economic Development Committee whose aim will be to monitor progress and agree future initiatives.	Melton City Council and Lendlease have established an Economic Development working group, whose aim will be to monitor progress and agree future economic development initiatives. This group meets quarterly per the agreed Terms of Reference document.
ED4	Utilise Lendlease's employment modelling tool to forecast, estimate and report the onsite and offsite employment generated on an annual basis.	Annual employment model run in 2016.
ED5	Work with City of Melton to research and establish an employment self-sufficiency target for Atherstone.	Covered by ED2 above.
ED6	Deploy Fibre to the Premises infrastructure to all lots. Network to be "open access" in nature and be capable of supporting data, voice and TV services.	This is now a mandatory requirement.
ED7	Deliver the Business Connections Program including online community portal, online business directory, business welcomes and business networking events.	Collaborate with and cross promote the Western BACE business connections & networking activities
ED8	Undertake an evaluation of the Lendlease supply chain at Atherstone to identify opportunities to procure goods and services from local Melton providers.	Local procurement in place for event delivery and other opportunities as they arise.



4.2 Economic Sustainability Commitments (Cont'd)

Item	Current Statement	Status
ED9	Encourage the delivery of residential “work from home” built product. To be accompanied by a supportive “as of right” Council permission to operate a home based business.	Cross-promote Venture in Melton & Western BACE services and facilities to home based businesses in Atherstone.
ED10	Undertake economic research to identify signature business industries/types that compliment needs of the region. To be used to inform Lendlease’s business attraction and development plan.	Through the Economic Development working group, identify and consider industry development and investment attraction initiatives for Atherstone.

4.3 Environmental Sustainability Commitments

Initiative	Description	Compliance	Status
BIODIVERSITY/NATURAL ENVIRONMENT			
EN1: Site responsive design process	Undertake a comprehensive site analysis to identify the key environmental characteristics of the site will be preserved	Masterplan Approval	Completed
EN2: Conservation through design	Incorporate significant vegetation & key fauna habitat	Masterplan Approval	Completed
EN3: Vegetation communities	Protection & enhancement of existing vegetation communities in the regional Park, Toolern Creek and existing southern patch of vegetation.	Masterplan Approval	Completed
EN4: Natural landform – views	Retain long distance views	Masterplan Approval	Completed
EN5: Linear open space networks	Utilise linear open space networks to support vegetation and tree canopy throughout the site.	Project board risk assessment	Completed
EN6: Environmentally sensitive construction	Undertake appropriate measures during construction to minimise any negative impact on the natural environment	Project board risk assessment Completed contractor EMS & GMR audits. Growing Grass Frog Construction Management Plans approved and implemented in Settlers Creek. Native Vegetation protection exclusion zones implemented with the wetland construction.	Ongoing – generally quarterly



4.3 Environmental Sustainability Commitments (Cont'd)

INITIATIVE	DESCRIPTION	COMPLIANCE	STATUS
EN7: Ongoing environmental management	Develop specialised environmental plans for significant areas of natural vegetation, weed management, fauna management	Flora & Fauna Management plans completed as part of development approvals	Completed
EN8: use of endemic species in landscaping	Develop a significant seed bank for endemic grasses & access to propagation of significant local tree species to be central to the landscape species palette	Work with Melton City Council to develop a significant seed bank for endemic grasses & access to propagation of significant local tree species to be central to the landscape palette	Ongoing
EN9: Environmental Stewardship	Facilitate environmental stewardship within the community by encouraging residents to participate in local Bushcare , junior Bushcare groups & the Friends of Toolern Creek	Communicate local environmental groups to residents	Facilitate program in FY17/18
EN10: Finalise & implement WSUD plan	Determine quality management & treatment processes required in the stormwater system to preserve the existing surface water & groundwater environmental characteristics	Stormwater Management Plan	Completed
ENERGY EFFICIENCY & DEMAND MANAGEMENT			
EN10: Finalise & implement WSUD plan	Determine quality management & treatment processes required in the stormwater system to preserve the existing surface water & groundwater environmental characteristics	Stormwater Management Plan	Completed
EN11: energy efficient home design, fixtures & appliances	Develop a combination of mandatory and/or recommend home inclusions aimed to promote up to 30-40% energy savings on the Melbourne average (inc demand management & renewable energy	Atherstone Design Guidelines	Completed
EN12: Energy Demand management	Develop a consumer behaviour change strategy supported by measurements tools & utilising a Cost of Living focus to improve household acceptance	Atherstone behaviour change strategy	FY15 pilot completed. To be reviewed for demand in 2017.



4.3 Environmental Sustainability Commitments (Cont'd)

INITATIVE	DESCRIPTION	COMPLIANCE	STATUS
EN13: HIA Greensmart Display Village &	Agree large number of 7 star display homes in a display village & appropriate interpretive signage & education for visitors – gain HIA GreenSmart accreditation	To be reviewed with DV3	FY18
Next generation of Zero Emissions House	Partner with major builder to design, construct & display the next generation home – focus to be on cost efficiency & cost transparency to improve interest & uptake of new building measures & inclusions	Possible opportunity with DV2	FY17
EN14: Energy efficient strengths	Ensure that energy efficient globes are specified & that solar power to public domain lights is commercially assessed & delivered as possible	LED lights have been specified in the Atherstone Design Guidelines	Completed
EN15: Low carbon & renewable energy supply	Encourage residents to take up financially feasible renewable energy sources at the dwelling level – develop a cost efficient payback model for households to assess the financial sense of installing these systems	Atherstone	Completed
EN16: Large scale solar	Assess the commercial viability & deliver as possible a large proportion of renewable or low carbon energy to the town centre precinct	Town Centre Masterplan	FY19
SUSTAINABLE TRANSPORT			
EN17: Reduced car dependence for commute & long distance education trips	Negotiate &/or part subsidise public transport services providing connectivity to the nearest rail station		To be reviewed once population increases enough to support public transport demand
EN18: Reduced car dependence for trips less than 5km	Provide supportive urban design, physical infrastructure & promotion incentive program to shift short distance car trips into walking & bike riding trips	Masterplan approved	Completed
EN19: Reduced car dependence through car share & car pool programs	Facilitate & encourage the use of an existing web based car pool scheme set up to match commute & education trips to Melbourne CBD, universities etc	Communication of online web tool to residents	To be investigated through market research analysis to determine resident interest.



4.3 Environmental Sustainability Commitments (Cont'd)

INITIATIVE	DESCRIPTION	COMPLIANCE	STATUS
EN20: Targeted behavioural change program	Include a Green Transport module to the planned energy & water efficiency behavioural change program for the initial community phases	Atherstone behaviour change strategy	Green Transport linked to item above –Ongoing. Water and Energy – Kildonan trial completed. Ongoing market research to determine interest and avenues to undertake in future once population increases.
EN21: End of trip walk & bike facilities	Encourage commercial, community & retail buildings to provide sufficient end of trip facilities with a focus on the proposed Atherstone town centre	Bike racks in public open space.	Ongoing through design review as appropriate. Completed at Regional Playspace and Athletics Pavilion
WATER			
EN22: Water efficient fixtures & appliances	Mandate inclusion of highly rated water efficient appliances in every dwelling – taps, toilet, shower hose	Standard requirement	Completed
EN23: Water efficient landscapes – residential	Mandate requirement for low water demand landscapes with a minimum percentage of native Australian plants with low water needs	Atherstone Design Guidelines Melton City Council's Landscaping Design Guidelines	Completed
EN24: Household water demand management	Develop water smart behavioural changes education (as part of wider behavioural change program) & monitoring devices to promote reduced average consumption	Atherstone behaviour change strategy	Ongoing linked to comment EN20.
EN25: IWCMS development – balanced POS water demand	POS water balance to be used as the basis for finalising the WSUD strategy & public domain irrigation strategy – irrigation management plan to be developed as a guiding document for landscape design & construction works	Third pipe irrigation in Stormwater Management Plan	Ongoing – WSUD strategy partially implemented with the construction of the wetlands, inc. Phase 1 of Western Water stormwater harvesting pilot
EN26: IWCMS-alternative water supply	Third pipe for alternative water (recycled water from Western Water treatment plant) to be provided supported by mandatory connection requirement to toilets & outdoor, washing machine optional.	Third pipe plumbed to homes	Ongoing and completed for existing residents. Entry pipe has provision for recycled water, once Western Water switch over supply source.



4.3 Environmental Sustainability Commitments (Cont'd)

INITIATIVE	DESCRIPTION	COMPLIANCE	STATUS
RESOURCE MANAGEMENT			
EN27: Recycled material specification in construction	Target recycled aggregate, road bases as commercially available (competitive cost with virgin materials)	Recycled rock used under footpaths	Recycled concrete used in backfill and Type A capping. Site rock crushed at City Circle Ferris Road and reused on site for base. Recycled timber temp pit covers re-useable across stages.
EN28: Preferred materials selection procurement	Develop an 'Atherstone Preferred Construction Materials list' targeting highest priority materials in civil & dwelling construction	Contractor workshop & updated materials specifications	. To be reviewed via contractor workshops to understand ongoing implications. Opportunity for recycled drainage pipe in civil. Target additional opportunities through landscape design in FY17
EN29: Identify local construction waste recycling	Develop a business case to collaborate or partner with the Melton Recycling Facility to allow for local recycling of subdivision construction waste & dwelling construction waste streams – investigate if a bin splitting system for builders is already in operation in Victoria capable of expansion to Atherstone		Pilot program under development at LLC's Harpley project with City of Wyndham. Review in FY17 for expansion to Atherstone
EN30: Civil & built form construction waste management plans	Finalise management plans that can be utilised in tender documentation for civil contractors & potentially building covenants/building design guidelines	Completed contractor EMS & GMR audits	Ongoing – generally quarterly
EN31: Community operation waste management plans & behavioural change	Finalise community operation waste management plan for incorporation with broader Atherstone behavioural change strategy (energy, water, waste, transport, carbon)	Atherstone behaviour change strategy	Ongoing- linked to comment EN20



Key Project Focus for 2017

5.1 Social Sustainability

5.1.1 Community Events

Community engagement events organised by Lendlease in partnership with Council's Neighbourhood Participation team. Focus on neighbourhood connection and belonging.

5.1.2 Community Amenity

- Continue to lobby to introduce new generational home product (G1)
- Advance a co-creation approach to community infrastructure and programs.
- Support partner led activation of key infrastructure and open spaces, with a focus on health and wellbeing, and education.
- Education Strategy implementation

5.2 Economic Sustainability

- Implement Atherstone Workforce Development Plan (WfD) Action Plan, with immediate focus on skilling & training, and social enterprise partnership opportunities.
- Focussed support for Atherstone Home Based Business (HBB)
- YMCA Rebuild (Employment & Skilling) – pilot completed, program extended for 2017.
- Support & promote activation of the Western BACE
- Review employment modelling and reporting to inform advancement of job creation aspirations.

5.3 Environmental Sustainability

- Leverage Council's native grass Seed Production Area
- Landscape design for Growling Grass Frog habitat along Toolern Creek/Settlers Creek interface
- Investigate opportunities for environmental sustainability initiatives with Display Village 2 builders
- Communicate local environmental groups to residents



Appendix A



ATHERSTONE

- 1. Atherstone Sales & Information Centre
- 2. Display Village
- 3. Wilton Fields
- 4. Stone Ridge
- 5. Settlers Creek

RETAIL

- 6. Future Atherstone Town Centre
- 7. Future principal Town Centre

SPORTS

- 8. Future town oval
- 9. Regional play space
- 10. Regional sports precinct - phase 1
- 11. Future regional sports precinct - phase 2
- 12. Future sports precinct

EDUCATION

- 13. Future Government primary school
- 14. Future private primary school

NATURE

- 15. Northern Wetlands
- 16. 100ha Regional Park
- 17. Future wetlands
- 18. Future Stone Ridge Village Park

COMMUNITY

- 19. Western BACE
- 20. Bridge Road Children's & Community Centre
- 21. Future Neighbourhood Centre
- 22. Future train station
- 23. Existing train station