

## Welcome - IDEA Project Newsletter No. 1 August 2000

On behalf of the IDEA Project committee, we are delighted to welcome you to our first newsletter.

In July last year, the State Government and its agencies, Tokyu Corporation and its Australian subsidiary Yanchep Sun City Pty Ltd, and the City of Wanneroo signed the Saint Andrews Strategic Cooperation Agreement.

This agreement, commonly known as the SCA, underpins the progression of the \$12 Billion Saint Andrews Urban Development Project in the Yanchep/Two Rocks area over the next 30 years.

As part of the SCA a joint employment creation feasibility initiative – called the **IDEA Project** - was established between the signatories designed to create 60,000 jobs at Saint Andrews during the 25-year build out phase.

Members of the IDEA Project committee, who represent all the signatories of the SCA, produced this newsletter.

The IDEA Project committee comprises:

- Mr John Forbes and Mr Gary Prattley, Ministry for Planning
- Mr Dusan Mills, Tokyu Corporation
- Mr Chris Waddell, Department of Premier and Cabinet
- Mr Steve Arnott, Department of Commerce and Trade
- Ms Kath White, City of Wanneroo.

Our first newsletter will update readers as to the progress of the IDEA Project, what is planned in the near future as well as comments from the major stakeholders. We would also value any constructive comments and contributions from our readers. These can be sent via e-mail to [andrew@acclaimcom.net.au](mailto:andrew@acclaimcom.net.au) or by mail to:

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We commend this newsletter to you.



**John Forbes**  
Joint Chair



**Dusan Mills**  
Joint Chair



## Message From The Minister For Planning Graham Kierath MLA

I am delighted to have the opportunity to contribute to this first edition of the IDEA Project Newsletter. It's publication represents a significant move forward in the implementation of the Saint Andrews Project by opening up the planning and development effort to the participation and involvement of all the residents of Yanchep, Two Rocks and Saint Andrews.

Tokyu Corporation and the two levels of Government have already undertaken much work in these areas. The land has been rezoned to permit urban development, land has been given up for extensions to the Yanchep Regional Park, the foreshore reserve and for major roads, and Breakwater Drive constructed and opened. But there is much, much more to be done.

Future editions of this newsletter together with the Saint Andrews Website will provide the community with a range of information on progress with the project and on significant events. The opening of the site office at Club Capricorn will establish a place to meet with members of the Project Team and discuss progress. And a program of public forums will allow everybody to express their own views and concerns.

I do hope that all in the community will find the time to become involved in this exciting and innovative project, and ensure that between it, the Company and Government we will produce an environment which will be the envy of Australia and the world.

## Workshop's Focus On Jobs

Tokyu Corporation, the State Government and the City of Wanneroo – all signatories to the Strategic Cooperation Agreement - have won praise for hosting an international job creation workshop in March this year.

The IDEA Project workshop and plans for the Saint Andrews development in the Yanchep/Two Rocks region also received wide spread commendation for being made open to the public via the Internet.



**IDEA Project Workshop participants**

The workshop was held over three days at the University of Western Australia and Edith Cowan University, Joondalup on how best to create 60,000 jobs while the Saint Andrews project is developed over the next 30 years.

Leaders from business, government and community took part in the workshop as well as international speakers via videoconference. The workshop also was attended by Tokyu Corporation Director and Executive General Manager of the Overseas Division Mr Morikuni Sasakura.

Some 50,000 people visited the IDEA Project web site ([www.ideaproject.com.au](http://www.ideaproject.com.au))

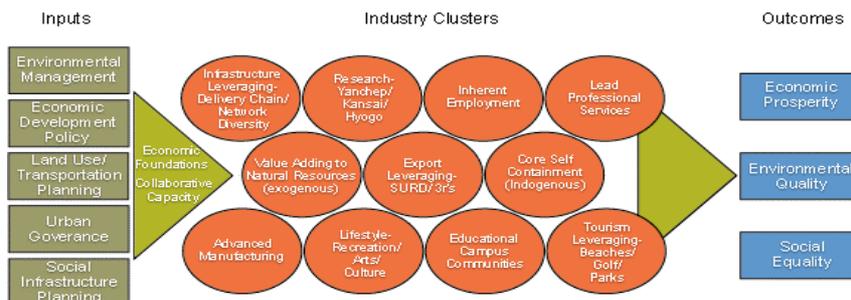
during the three days. About 60% of the visitors were from Australia and 40% from other countries.

The workshop identified and discussed the merits of 12 industry clusters including health, education, biotechnology, environment, education, information technology, advanced manufacturing, arts and finance – which were considered the most likely to prosper and attract jobs at Saint Andrews.

The IDEA Project's Core Group – which numbered 35 participants from corporate, public and community groups and organisations - also analysed the results of a social benefit report to determine the advantages to the community of linking jobs with a housing development. It was calculated that WA would save between \$3 billion and \$5 billion in infrastructure and other costs by focusing on jobs in tandem with housing.

Outcomes from the workshop also included:

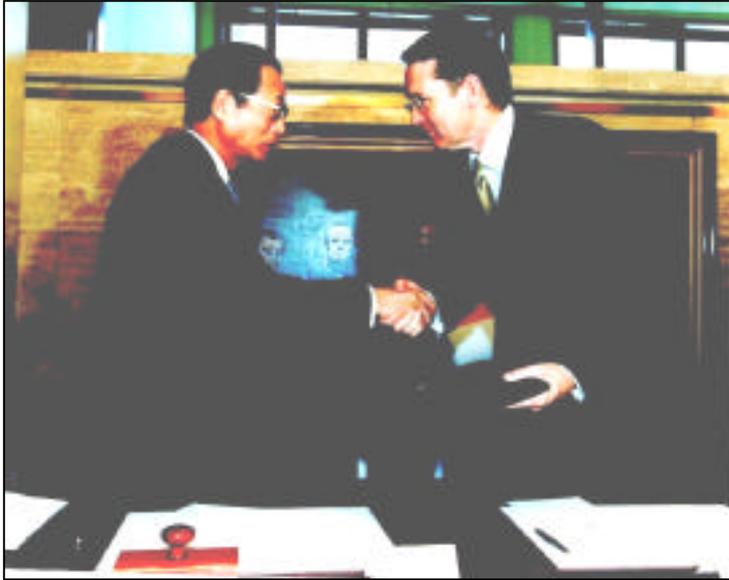
- Rationale for further government support for the Saint Andrews project.
- Establishment of a basis for Federal Government participation.
- Stimulating further public interest in Saint Andrews as a city of the future.
- Defining immediate opportunities for companies to locate at Saint Andrews
- Refining the study process required to establish a specific economic development strategy which can be the basis of formal agreements involving Tokyu Corporation, Local, State and Federal Government.



It was also decided that a necessary tool in the implementation of projected initiatives was the consolidation of the Core Group to become familiar with project objectives and plans. This Core Group would meet quarterly to achieve common goals.

## Plans Set For Saint Andrews In 2000

A Strategic Cooperation Agreement (SCA) – which was signed by Tokyu Corporation, the Western Australian State Government and the City of Wanneroo in July, 1999 – established the principles and objectives for urban and economic development at Saint Andrews.

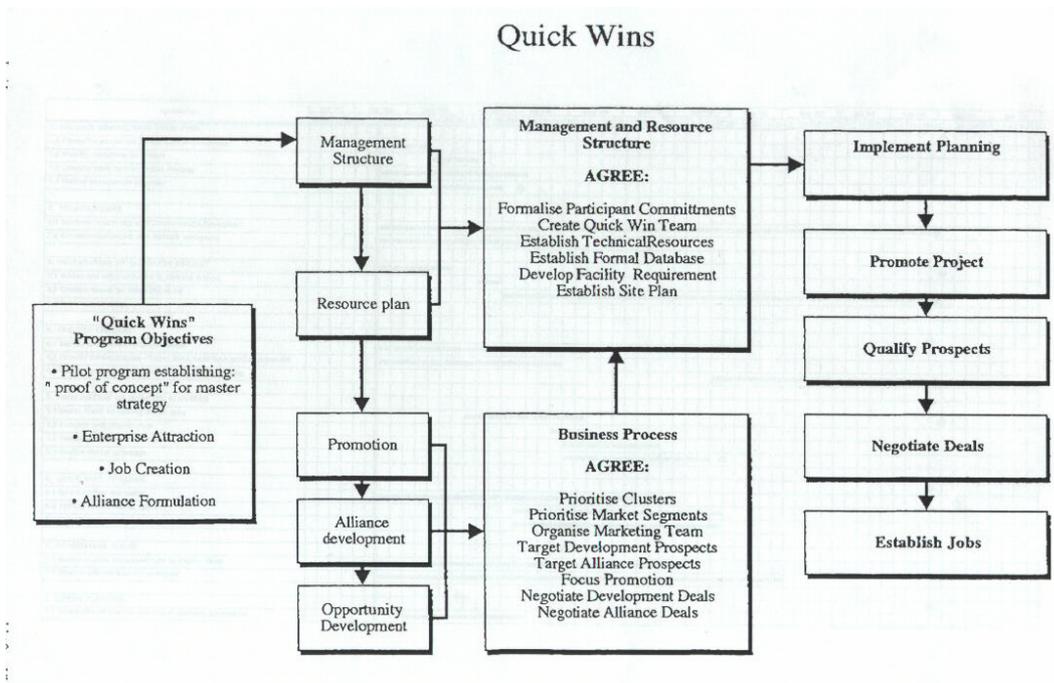


**Tokyu Corporation Chairman and President Mr Shinobu Shimizu and Premier R. Court at the Strategic Cooperation Agreement signing**

The SCA has helped create this year the complement of the Major Regional Scheme Amendment with the approval of two Town Planning Schemes for the Saint Andrews holding. This has categorised land as being available for immediate development (urban) and land to be held in reserve (urban deferred).

The Fini Group of Companies purchased the Two Rocks town site from Tokyu Corporation and future development of urban land in the area is now being planned.

A high priority is the successful implementation of the 'Quick Wins' strategy which is designed to attract industries to Saint Andrews in a fast tract mode and to generate employment opportunities.



## Two Rocks And Yanchep... Suburbs In The Future City Of Saint Andrews

Scarborough, City Beach, Innaloo, Floreat Park, Nedlands, Claremont and Cottesloe are all names of well-known Perth suburbs that fit into the Cities of Stirling and Nedlands.

Collectively those two cities would fit into the 6000 hectares site of the Saint Andrews development which, when completed, will be a city containing 150,000 people living in 55,000 homes.

A number of local residents have expressed concerns that the names of

Two Rocks and Yanchep will disappear or be changed as Saint Andrews is developed.

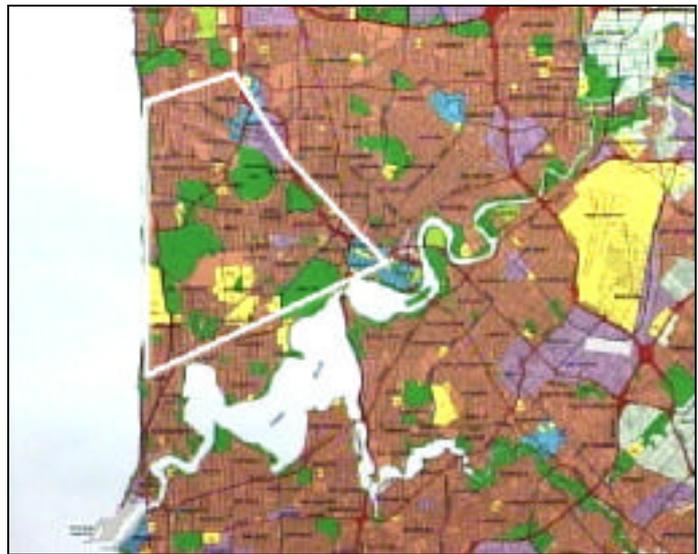
This is not the case for the Towns of Two Rocks and Yanchep will be prominent urban nodes or suburbs along with many others yet to be created and named in the development.

A new inland city centre also will be built between Two Rocks to the north and Yanchep to the south. This city centre will known as Saint Andrews.

However, Two Rocks and Yanchep will continue to be prominent population centres for existing and future residents living in Saint Andrews.



The Saint Andrews Amendment Area



Comparison of Saint Andrews area to Perth's suburbs

## Public to Comment on Planning Concepts for Two Rocks by December

The Fini Group expects to be able to make available its planning concepts for the redevelopment of the Two Rocks town site for initial public comment by December this year. The company is currently waiting on the gazettal of the new DPS 2 town-planning scheme from the City of Wanneroo before it starts on a detailed planning concept for Two Rocks. The Fini Group will commence planning upon settlement of the Part Lot 221 acquisition, which is expected to take place on or before September 21 this year.

## Club Capricorn Site Office a Boost to the ‘Quick Wins’ Strategy

A key outcome from the IDEA Project Workshop held in March was to establish a fast-track strategy to attract employment-generating industries to the Saint Andrews region.

Known as the ‘Quick Wins’ strategy, members of the workshop’s Core Group identified and prioritised key industry clusters that were believed to be the most likely to be attracted to the Saint Andrews region.

The strategy incorporated approaching targets from those industries to ascertain whether they would be prepared to set up operations on land within the Saint Andrews 6000-hectare site which would also generate immediate employment.

All assistance would be given to interested parties from the three signatories to the Strategic Cooperation Agreement – Tokyu Corporation, the land owner, the State Government and the City of Wanneroo – to fast-track establishing a suitable industry at Saint Andrews.

The Core Group also identified the importance of having a focal point on site for representatives of those industries who were interested in learning more about the project, wanting to make initial contact and to inspect the site.

The IDEA Project Committee was pleased to accept Tokyu Corporation’s generous offer to



IDEA Project Site Office at Club Capricorn

supply a chalet at Club Capricorn as a site office.

The site office would be manned by personnel from all three signatory groups – Tokyu Corporation, the WA Government and the City of Wanneroo - so as to offer interested parties access to representatives from the major participants in the \$12 Billion development.

The Minister for Planning Graham Kierath will officially open the site office on Thursday, September 7. Tokyu Corporation, together with the State Government and City of Wanneroo will officially open an IDEA Project and Saint Andrews project site office located at Club Capricorn, Two Rocks on Thursday 7 September 2000.

The opening ceremony led by Arthur Ikeda of Yanchep Sun City, Planning Minister Graham Kierath and City of Wanneroo Mayor Jon Kelly will commence at 9.30 am and they welcome local residents from the community to attend.

The site office will serve as an information centre for the community to gain knowledge and an insight to the details of the project.



### Message from Mr Arthur Ikeda, Managing Director Yanchep Sun City and Chief Representative, Tokyu Corporation Australia

Last year Premier Court and Tokyu’s Chairman Mr Shimizu with the City of Wanneroo signed a Strategic Cooperation Agreement whose aim was the formation of specific strategies for ecologically sustainable development. We call this program the IDEA Project.

I believe the IDEA Project symbolises a new and exciting approach to creation of 60,000 jobs over the next 25-30 years. The IDEA partners have engaged in research and strategy development which has already drawn international attention for its leading edge approach to community building.

On behalf of Tokyu Corporation, it is my honour to provide a site office for the IDEA Project job creation initiative and look forward to the start of a new era for the present and future citizens of the Yanchep and Two Rocks region.

## City of Wanneroo: committed to our northern suburbs

The suburbs that make up the northern portion of the City of Wanneroo – Yanchep and Two Rocks - are unique in the sense of what they have to offer, and the needs of the residents of this area.

The City of Wanneroo has a commitment to addressing these needs, particularly in the areas of infrastructure provision, economic development, employment creation and community development.

The Saint Andrews Project will certainly have a dramatic impact on the north-west corridor in many ways, particularly the employment that is anticipated that the project will generate.

This is good news as creating employment in our region is a critical issue, and the north of the City of Wanneroo including is of particular concern, with unemployment figures well in excess of the Perth average.

The City of Wanneroo is working on the economic and small business development of the Saint Andrews areas via a significant collaboration project.

The project is between the City of Wanneroo, North Metropolitan Area Consultative Committee and the North West Metro Business Enterprise Centre (BEC), which is about to present a series of information workshops in key business areas.

The North Metro Business Grow Project (NMBG) has a Small Business Extension Officer, Terry Donnachie, who has an abundant industry experience. Terry will present to small business alongside the City of Wanneroo's Economic Development Manager, Ian Martinus, and Allan Birrell from the BEC.

The workshop has an objective of giving small businesses live access to each of these agencies. Businesses will be asked to contemplate the nature of their current business, and where they possibly see that business in the future.

Two Rocks City of Wanneroo Councillor Louise MacNamara is organising a free two-hour seminar/workshop in the Yanchep/Two Rocks area in conjunction with the Business Enterprise Centre and the Business Grow Project. There will be a maximum of 20 businesses for the seminar and the aim is:

- To introduce the Business Grow Project and highlight the support network
- To increase awareness among small to medium enterprises in the region that there is a common purpose in the relationship of these three groups
- To show businesses how these agencies can give information provision and assistance
- To run a workshop during the second half of the meeting that questions businesses about: their business objectives; expected growth or reduction in size; where they expect to be in 2 years' time; and consideration of e-Commerce. Small focus groups of 4 people will participate.

Details of the workshop will be advertised soon in the Wanneroo Times, but for advance early bird registration, please call Ian Martinus on 9405 2503.

The City of Wanneroo has been working with a number of groups to develop a strategy for an Online Technology Access Centre. The Yanchep community will receive an invitation to attend a public meeting on the proposed technology centre soon. Keep an eye out for details in the Wanneroo Times and the Sun City News.

The coastal environment in the Yanchep/Two Rocks area is also something the City of Wanneroo is keen to protect and enhance. The City has applied to the Natural Heritage Trust for \$90,000 Coastcare funding towards a joint City, community and Yanchep Sun City coastal rehabilitation project.

The City will wait to be advised of whether the funding application has been successful before a scheduled start for works in January 2001. In addition to the \$90,000 that has been applied for from Coastcare towards this \$135,000 project, \$36,300 has been listed in the City's draft Capital Works Budget, plus \$8,700 for community member labour and expertise. An in kind contribution from Yanchep Sun City for use of the nursery facilities and two 20-participant Work for the Dole projects coordinated by the City have also been received.

## SCA Plays Key Role In Providing Public Access To ‘The Spot’

The Strategic Cooperation Agreement (SCA) has played a pivotal role in allowing surfers and members of the public to legally access one of Western Australian’s premier surf beaches known as ‘The Spot’.

For many years surfers and the public risked their own safety as well as prosecution for trespass when travelling to ‘The Spot’.

The most popular way people access ‘The Spot’ is by way of a bush track between Club Capricorn and Two Rocks through land owned by Tokyu Corporation.

This access was not only illegal because it was on private land, but also it was dangerous because the track was not built or designed for safe public traffic.

This situation caused great concern to Tokyu because people were risking their lives accessing the track which also created a significant public liability issue. However, thanks to successful negotiations with landowner Tokyu Corporation, the City of Wanneroo and the State Government – all signatories of the SCA, access to ‘The Spot’ will soon be legal and safe.

Through its Australian subsidiary Yanchep Sun City Pty Ltd, Tokyu discussed this dilemma with the City of



Track leading to “The Spot”

Wanneroo and the Two Rocks Boardriders’ Association to see if a solution could be developed.

After many meetings where all options were explored, the parties came up with a solution that surrounded the concept of creating a temporary revocable easement to ‘The Spot’ on Tokyu land. The easement would be transferred to the City of Wanneroo on a temporary, but long term basis. The City would control and maintain the route, thus negating any public liability for Tokyu.

The costs of upgrading the track would be borne by the City of Wanneroo, and the State Government’s Fire and Emergency Services Authority.

The two kilometres of fencing either side of the upgraded route would be erected from labour provided by the Federal Government’s ‘Work for the Dole’ program.

The new upgraded route to ‘The Spot’ is expected to be open by the coming summer.



### Message from Mr Jon Kelly, Mayor City of Wanneroo

The City of Wanneroo is one of Australia’s fastest growing areas. Our population will double and then redouble over the next 20 years. I am sure you can all appreciate that growth and development will bring many opportunities as well as many serious challenges.

The City of Wanneroo has committed itself to smart growth and the development of jobs in our region. We are very pleased to see Tokyu Corporation’s ambitious employment target. Local and state government together with the community and developers must work together in order to ensure an outcome which is in the best interests of the community.

The City of Wanneroo looks forward to working with Tokyu Corporation and other stakeholders on the unique IDEA Project initiative.

## Channel 31 to Broadcast Debate on Job Creation Scheme

Channel 31 Community Television will broadcast a compelling debate on the issues surrounding the Saint Andrews development and the IDEA Project's bid to create 60,000 jobs in the region in September.



Participants discuss issues surrounding the IDEA Project

The first instalment of the two-part current affairs style program will be shown on Channel 31 on Monday 4 September at 9.30pm. The final program will be aired on Thursday 7 September also at 9.30pm.

Residents of Yanchep and Two Rocks as well as the viewing audience of Perth's metropolitan area will be able to watch discussions about plans for the \$12 Billion satellite city of Saint Andrews and its ambitious economic development strategy.

Produced by Westlink in association with Channel 31 and the State Government, the program will discuss with key project stakeholders economic and development issues in a current affairs-style forum.

## Strategic Cooperation Agreement Document Available on the Internet

The Saint Andrews Strategic Cooperation Agreement (SCA) that was signed last year between the State Government, Tokyu Corporation and the City of Wanneroo foreshadowed the largest single residential land development in Western Australian history.

The agreement's chief purpose was to create a cooperative environment with all signatories and their respective agencies so that the Saint Andrews project would progress over the next 30 years in the most effective manner possible.

A public document was produced to reflect the details of the SCA. This document has been available since April on the websites and can be read and accessed at <http://www.ideaproject.com.au> or <http://www.standrewsproject.com.au>. The SCA paves the way for Tokyu to develop its 5,000 hectare land holding at Saint Andrews that surrounds the townships of Yanchep and Two Rocks, 50 kilometres north of Perth.

The State Government identified Tokyu's land holding, which is the biggest single holding in any metropolitan capital city in Australia, for future housing in its Metroplan and North-West Structure Plan in the early 1990s.

Ultimate property development worth \$12 Billion will produce 55,000 homes for 150,000 people over the next 25-30 years. This represents 13 per cent of the State's future housing requirements.

In an Australian first, the implementation will include a unique employment project designed to create up to 60,000 jobs in the Saint Andrews region.

This enterprising economic/employment feasibility project is called IDEA (Innovation Development Employment Application).

It is the first time that an urban development in Australia will have an employment/economic development strategy as its driving force in place at this early stage of planning.