



A major land estate
South of Perth.

Designed for
health & wellbeing.

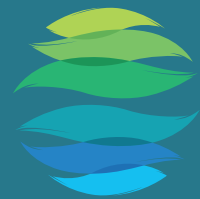


JULY 2024

INFORMATION MEMORANDUM



In a desirable
location with a
stunning lake.



Lake Treeby

About Lake Treeby



Treeby is an area of significant growth. The population has doubled between 2016 and 2021 and is forecast to double again before 2030.

Treeby is one of Perth's newest suburbs and lies within the expanding City of Cockburn. It is close to shops, transport, nature reserves, hospitals and schools. The Treeby suburb is planned to include 4,000 new residential dwellings. Already existing in Treeby are facilities like the Treeby Community and Sports Centre, child-friendly parks, junior BMX tracks, sports field, a dog park, shopping centres, restaurants and schools.



Designed to enhance health & wellbeing.

Lake Treeby is a land estate that sits within the suburb of Treeby. It has been meticulously planned and designed with a dedicated vision that is to enhance the health & wellbeing of its residents.

Lake Treeby is delivering its vision with:

- a convenient location close to shops, transport, education and medical facilities
- thoughtful community initiatives
- 33% green space
- a safe neighbourhood
- spaces that improve the health and wellbeing of its residents.

On completion

Lake Treeby is a private estate that, when complete, will become home to more than 2,500 residents. The 125 hectare masterplanned development has over 1,000 lots and began selling land in Spring 2021. Over 450 lots have been sold since launch, with over 350 already settled.

Key features are listed on the following pages.

A convenient location close to shops, transport & schools.



◀ Cockburn Gateway Shopping City is within 3km and has 170 stores. It includes major supermarkets, fashion, specialty stores, bars, restaurants and cafes.



◀ The new Treeby Primary School and neighbouring Piara Waters Senior High School opened recently.

A 20-home display village opened at Lake Treeby in early 2024.



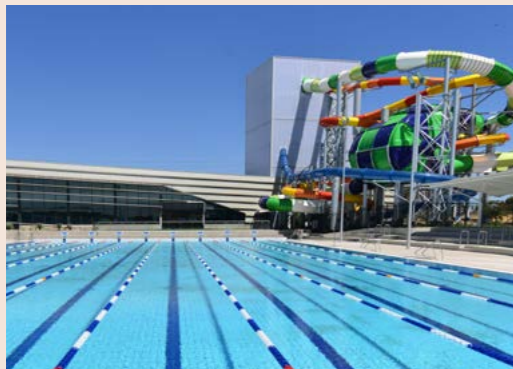
The Freeway and Cockburn Central Train Station are within 3km.



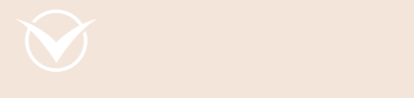
◀ Murdoch University and Fiona Stanley Hospital are within 10km.



◀ Perth city is 20-25 minute drive.



◀ Cockburn Aquatic and Recreation Centre is less than 3km away with indoor and outdoor pools, fitness classes, swim classes, basketball, netball, volleyball, junior sports and futsal.



◀ A \$259 million federally and state funded upgrade of Armadale Road and bridge over Kwinana Freeway has recently been completed.



South Central Shops are within 2km.



33% Green Space.



Walking paths around the entire lake.



Chat spaces.



A wellbeing zone with relaxation areas.



A parent's corner.

A nature play and adventure zone.



Large nature reserves, 46.2ha of which will be donated to the National Trust of Australia.



An exercise / stretching deck.



Multiple parks, including a neighbourhood garden.



BBQs with seating, grass and shade.



A landscaped lake with public open space areas designed for all ages.



Parklets at the end of streets.



A water sensitive urban design.

Retained mature trees in public open space areas.

Community Initiatives.

A major sporting oval for cricket, soccer and AFL, with a sports pavilion, club rooms and community centre.



Fruit trees where the community can pick fruit and meet their neighbours.



Community library boxes for book swapping on street corners, as well as a chat corner near the lake.



A series of community events with a dedicated Community Development Officer.



Walkways to recreation areas, nature reserves, parks, ovals, school and the lake.



Outdoor exercise stations.



A unique Community Tree near the Lake, made from recycled steel and where every purchaser has a unique engraved leaf placed on this tree.



Safety.



Street lighting and uncluttered open spaces to enable safe evening walks.



Thoughtful road designs to slow traffic.



Every road also has a footpath so you can walk safely throughout the estate.



Lake Treeby is a private estate in a good location with low crime rates.

The numbers

(Good investments have good numbers.)



A young, growing population.

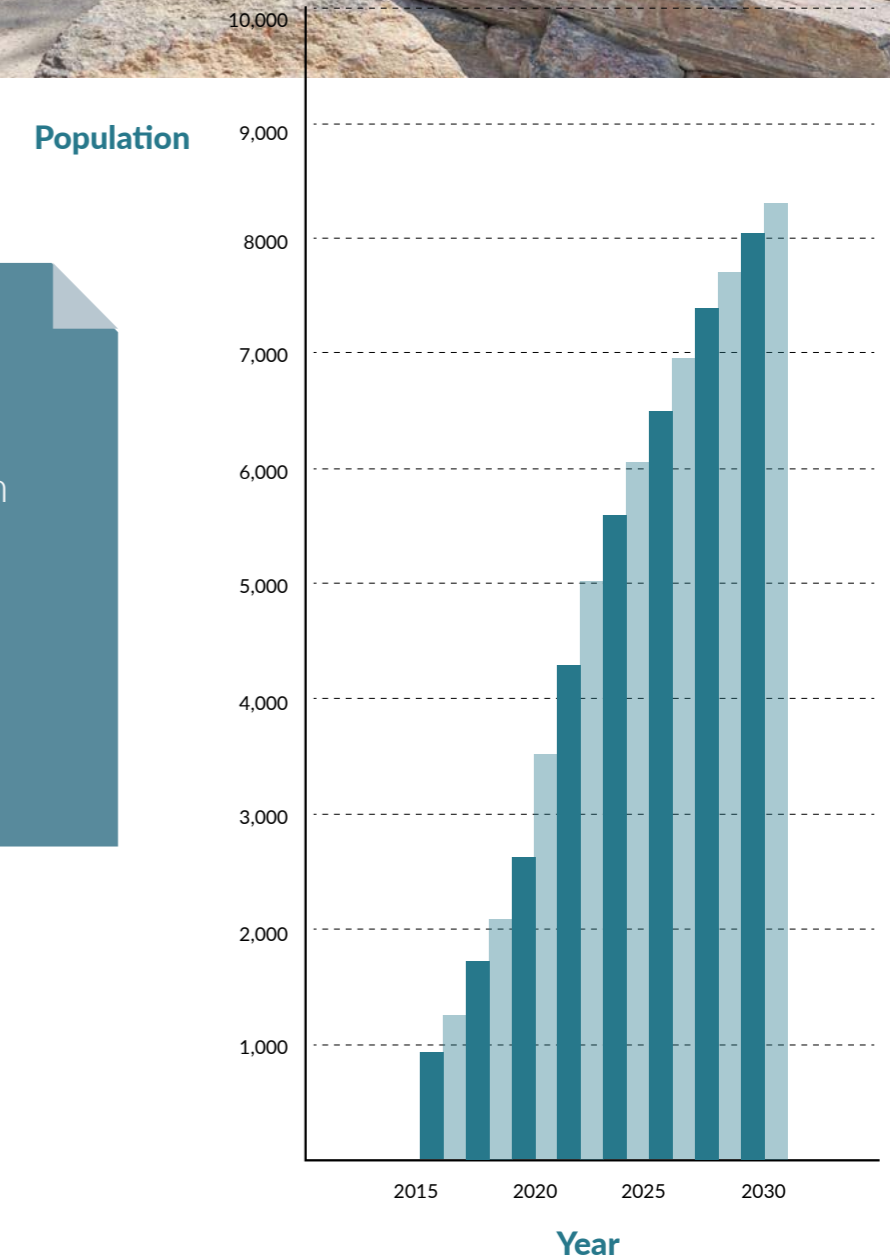
Treeby has a rapidly growing population, due to attractive new development areas, new facilities new amenities and excellent proximity to shops, transport, hospitals and educational institutions.

Treeby Population Increases 2011 to 2021

	2011	2016	PERCENTAGE INCREASE 2011 TO 2016	2021	PERCENTAGE INCREASE 2016 TO 2021
ABS Population: Treeby	1,399	2,087	49.2%	4,214	101.9%

Source: ABS 2021 Census All Persons QuickStats – Treeby
<https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51467>

The Treeby population doubled between 2016 and 2021 and is forecast to double again by 2028.



The development attracts more families than average, with 82% being family households compared to around 70% for WA overall. 83% also own (or have a mortgage on) their home, compared to 69% and 66% for WA and Australia overall.

Over 8 in 10 are family households in their own home.

The population is young and multicultural. The median age is 32 years and almost half are born overseas.

The Treeby population is also younger than average. The median age of Treeby residents is 32 years, compared to 38 for WA and Australia. Only 52% are born in Australia, compared to 67% for Australia.

General Demographics

	TREEBY	WA	AUSTRALIA
Median Age	32	38	38
Australian Born	51.7%	62.0%	66.9%
Family Households	81.6%	71.2%	70.5%
Home owned or with mortgage	83.4%	69.2%	66.0%

Source: ABS 2021 Census All Persons QuickStats – Treeby
<https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51467>

Higher incomes.

The convenient location is attracting higher income households. The median weekly household income in Treeby is \$2,479 or \$129K per year. This is 37% and 42% higher than the median household income in WA and Australia respectively.

Almost four in ten Treeby households earn more than \$3,000 per week.

The median weekly personal income is almost 50% higher than the Australian average at \$1,197.

Income Comparison: Treeby : WA : Australia

	TREEBY	WA	AUSTRALIA	PERCENTAGE HIGHER THAN WA AVERAGE	PERCENTAGE HIGHER THAN AUSTRALIAN AVERAGE
Median weekly household income	\$2,479	\$1,815	\$1,746	36.6%	42%
Median weekly personal income	\$1,197	\$848	\$805	41.2%	48.7%
More than \$3000 total household weekly income	37.3%	25.6%	24.3%	11.7%	13.0%

Source: ABS 2021 Census All Persons QuickStats – Treeby
<https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51467>





Treeby residents have better earning potential. A higher proportion are in the labour force, work full time and have a bachelor's degree compared to both WA and Australia.

Better educated, with more working.

Three quarters of Treeby residents are in the labour force, which is more than 10% higher than WA (64%) and Australia (61%).

Two thirds work full time and this is around 10% more than the overall percentage for WA and Australia.

Nearly four in ten residents of Treeby have a Bachelor's degree, which is also higher than WA (24%) or Australia (26%).

Growth for all new schools has been strong.

- Treeby Primary School grew by 88% between 2022 (when it opened) to 2024.
- The new Piara Waters Senior High School more than doubled its first year student numbers by year two.

Lake Treeby is planning for a future Primary School.

With a growing population, the Education Department has been planning for the growth with new schools. Two new schools recently opened near to Lake Treeby – Treeby Primary School (opened in 2022) and Piara Waters Senior High School (opened in 2023). The Education Department is also planning a school within Lake Treeby, which is expected to commence construction in the coming years.

Work and Education

	TREEBY	WA	AUSTRALIA	PERCENTAGE HIGHER THAN WA AVERAGE	PERCENTAGE HIGHER THAN AUSTRALIAN AVERAGE
In the labour force	74.9%	63.9%	61.1%	11.0%	13.8%
Work full time	66.5%	57.1%	55.9%	9.4%	10.6%
Bachelor degree or higher	39.4%	23.8%	26.3%	15.6%	13.1%

Source: ABS 2021 Census All Persons QuickStats – Treeby
<https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51467>

School Enrolment Growth

SCHOOL	2020	2021	2022	2023	2024	PERCENTAGE INCREASE 2020 TO 2024
Aspiri Primary School	553	712	685	766	924	67.1%
Treeby Primary School	N/A	N/A	212	311	399	88.2%*
Harrisdale Senior High School	1,262	1,631	2,000	2,062	2,152	70.5%
Piara Waters Senior High School				150	337	124.7%**

*Treeby Primary School percentage increase is 2022 to 2024 as the school only started in 2022
 **Piara Waters Senior High School percentage is 2023 to 2024 as the school only started in 2023

Buyer profile.

Almost four in ten buyers are Australian born, three in ten are South Asian born (mainly Indian) and 15% are South East Asian born.

Almost four in ten come from nearby suburbs such as Treeby, Piara Waters, Canning Vale, Harrisdale, Southern River, Leeming and Success. The rest are spread across a diverse range of south of the river Perth suburbs.

The majority (83%) are buying to live in Lake Treeby, whilst 17% are investing.

Almost six in ten already own a home, and almost half are living in the home that they own when they buy. Three in ten are renting whilst others live with parents/friends/others.

One half are a couple with children. Age groups indicate a diverse community, but the most common ranges are 30-49 years.



Our Lake Treeby buyers were born in 38 different countries and come from over 120 different suburbs.

SECTION 3

About us

Who we are.

Lake Treeby comprises two development areas Treeby South (639 lots / 61.5ha) and Treeby North (415 lots / 64.3ha). Treeby South is fully owned by Perron Treeby Pty Ltd. Treeby North is a joint venture between Perron Developments Pty Ltd and Malaysian owners.

The Perron Group is a substantial, diversified private investment group founded by the late Mr L.S.Perron.

The Perron Group has an extensive portfolio of retail and commercial properties, land development activities, an automotive distribution business, interests in mining, infrastructure and other investment activities.

As a land developer, Perron Group has developed estates and subdivisions across Perth, and interstate, over a 40 year period. Today, the Group's land developments total over 8,000 lots in Western Australia and the Gold Coast. As a developer of residential communities, the Group is committed to providing quality, connected, urban environments.

Perron Group have ownership or 50% interests in 10 major shopping complexes across Australia, including Cockburn Gateway Shopping City in Perth. They recently completed development of Holland Park Private Estate in Piara Waters and The Edge in Baldivis. Other major Australian land developments currently underway include Vasse, Western Australia, Witchcliffe Eco-Village, Western Australia and SkyRidge, Gold Coast, Queensland.





Sustainability.

Retaining Nature Reserves

Perron Group intends to donate 46.2ha of precious banksia woodland nature reserves that surround the estate to the National Trust of Australia. They will become a regional park that is managed for conservation.

Rehabilitating Adjoining Land

Vegetative materials and topsoil from Lake Treeby that contains the native seed bank have been spread over a bare 1.75ha area in the neighbouring Rose Shanks reserve. This will aid in the regeneration of the reserve's native bushland and create habitat for small native animals.


Enhancing The Lake

The water body that exists at Lake Treeby was originally created by Midland Brick in the 1950's as a means of accessing water. It is fed naturally from groundwater and also performs a stormwater function for the new estate. The tall trees, fish, frogs and ducks remain, however the turtles were relocated to prevent any harm during the landscaping of the surrounding area.

Protecting The Critically Endangered Spider Orchid

The King Spider Orchid (also known as the Grand Spider-orchid or Rusty Spider-orchid and *Caladenia huegelii*) are rare and occur naturally in Treeby. The nature reserves surrounding Lake Treeby have been retained, in part, to protect this critically endangered flower. Some Giant Spider-orchids were also relocated to Kings Park for propagation to further ensure the species survival in Western Australia.



 The King Spider Orchid

Recycling Man-Made and Natural Materials

Almost all mature trees near the lake and in recreation areas have been retained within Lake Treeby, through careful design.

We have also relocated some mature palm trees from other Perron Group owned land that will be urbanised into one of the Lake Treeby parks. This ensured their ongoing survival and these beautiful, waterwise trees are now a feature in our community.



Water Sensitive Design

The parks and reserves at Lake Treeby are carefully planned to fully integrate best practice water sensitive design. Irrigation and drainage have been designed to meet sustainability objectives.





Lake Treeby