

MEDIA RELEASE



Good Growth collaboration unveiled - a sign of what's possible in South-West Sydney

Monday 15 April 2019

A concept for a South-West Sydney development that combines diverse housing, green space, access to a university and transport and community gardens will be unveiled today by the Good Growth Alliance – a coalition of peak industry bodies and NGO leaders in Sydney.

Prepared as a case study, the concept will be presented at the Good Growth Housing Conference today (Monday) in Sydney.

Working with city and community shaping experts, Urbis, the proposed hypothetical development – *Converge at Macarthur* – seeks to benefit all in the community, whilst exemplifying liveable, sustainable and inclusive growth, all set within a commercial and economic reality.

Converge at Macarthur is a demonstration of good growth at its best: a development that benefits all in the community, exemplifies liveable, sustainable and inclusive growth and is set within a commercial and economic reality.

The design includes a provision for 30% social and affordable housing; 7,000+ sqm open space, 1.3km walking/cycling trail, public plaza and community hub site, all on a site that is currently unusable for the community. The residential development will include opportunities across the housing spectrum for people of all ages and life stages.

The commercially viable development model is based on an 13ha case study site in Macarthur and includes collaboration from all levels of government. The site is nearby to Macarthur Square Shopping Centre, Western Sydney University Campbelltown Campus and TAFE NSW Campbelltown campus.

The design has been developed in consultation with all Alliance members: The Property Council of Australia, Committee for Sydney and the Sydney Business Chamber; Community Housing Industry Association of NSW, Homelessness NSW and Shelter NSW. Landcom also provided input to the design, and intend to draw on the outcomes of the collaboration for future consultation and inform future planning of the site.

Moreover, the City Futures Research Centre at UNSW are running affordability modelling to develop the proposal.

The Good Growth Alliance was established in 2018 as a partnership between organisations representing Sydney's business sector alongside housing NGOs to promote the benefits of good growth. The Alliance advocates for a sustainable plan for growth in Sydney, based on transparent, consistent and evidence-based decision making by political parties, local government and planners.

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Below: Current artist's impression of Converge at Macarthur development (high resolution version attached).



Artist's impression. Image courtesy of Urbis.

Quotes from member organisations:

“Good growth thrives on, and is a result of, collaboration, trust, transparency and a clear vision. Together with the Good Growth Alliance, Urbis is excited to demonstrate how a development can be responsive to community needs, well designed and commercially viable. We believe the learnings generated through this project can inspire the property industry, community housing providers, communities, peaks and all levels of

government to work together to shape cities and communities for a better future.”
Rachel Trigg, Community Planning Director, Urbis

“Keeping our communities diverse and liveable is beneficial to us all and *Converge at Macarthur* is proof that good growth is achievable when planned. Incorporating plans for affordable housing at the beginning of a project, rather than in retrospect, should be the norm. I look forward to working with policymakers at all levels of government to encourage the innovation that will ensure everyone, regardless of income, has a good home that they can afford.” **John McKenna, Chair, Community Housing Industry Association NSW**

“*Converge at Macarthur* takes a piece of land that is vacant and unusable by the community and turns it into a design for a development that is a great place to live, has access to transport and contributes to the local area – it demonstrates the key principles of good placemaking and good growth. Now is the time for all levels of Government to have an open and honest conversation about how our city is growing, engage with industry and community, and get better planning outcomes.” **William Power, Acting NSW Executive Director, Property Council of Australia**

“Growth can only be good if it stays true to its purpose and vision – to create communities that are inclusive, diverse and vibrant. We can and must change the conversation from the barriers and obstacles to the possibilities – how can we adapt, innovate and harness our collective talents to make our neighbourhoods work for everyone in our community.” **Karen Walsh, CEO of Shelter NSW**

“Landcom were pleased to support the Good Growth Housing Conference which is why we put forward a site to be a case study. Although this was a hypothetical exercise it was clear that having all voices at the table made a great proposal. This will inform the actual planning of the site in consultation with the community in the next few years.” **Tasha Burrell, Executive General Manager Projects, Landcom**

“This is a great initiative that brings together expertise from across Sydney to build a visionary, economical and sustainable development. As Sydney grows, The Committee supports this kind of development to establish new liveable, walkable and cohesive communities.” **James Hulme, Director of Advocacy, Committee for Sydney**



Shelter
NEW SOUTH WALES

URBIS


PROPERTY
COUNCIL
of Australia