

Advocacy Strategy 2018

CITY OF  Armadale



City snapshot



Population
(30 June 2016)
82,280

Population growth
(2015-2016)

4%

Seven times the state's growth and almost three times the nation's

Forecast population
(to 2036)

141,805



52%
of the population is
under 34 years old

Largest age cohort by 2036

0-4 years

Representing 8.3% of the population

An average of

9 people

move into the City of Armadale
every day of the year



Dwellings
(30 June 2016)
31,871

Forecast dwellings
(to 2036)

52,927

On average
29 new homes
are built in the City of
Armadale every week



Gross Regional Product
(2016)
\$2.68 billion

An increase of 32% from 2011

**4,325 businesses in the
City of Armadale, providing**

20,109 jobs

(2016)

Unemployment rate
(September Quarter 2017)

8.8%



Major Industries

Health Care & Social Assistance 14.9%
Retail Trade 14.6%
Education and Training 13.9%



Emerging Industries

Education and Training
Manufacturing
Construction



Why advocate?

The previous City of Armadale Advocacy Strategy was highly effective in focussing the City's efforts on advocating for key transformational projects. As a result of this Strategy, almost \$505 million was secured through State and Federal funding to implement projects to support the community and facilitate future growth of the local economy.

As the City's population continues to grow, so does the demand for supporting infrastructure and programs. The City aims to directly and indirectly influence decision-makers, and other stakeholders, in order to bring about these advocacy priorities.



Strategic Centre Activation

The Story:

The City of Armadale continues to grow. As a designated strategic metropolitan activity centre, the Armadale City Centre needs to provide governance, services, education, retail and commercial facilities to support this growth and the community.

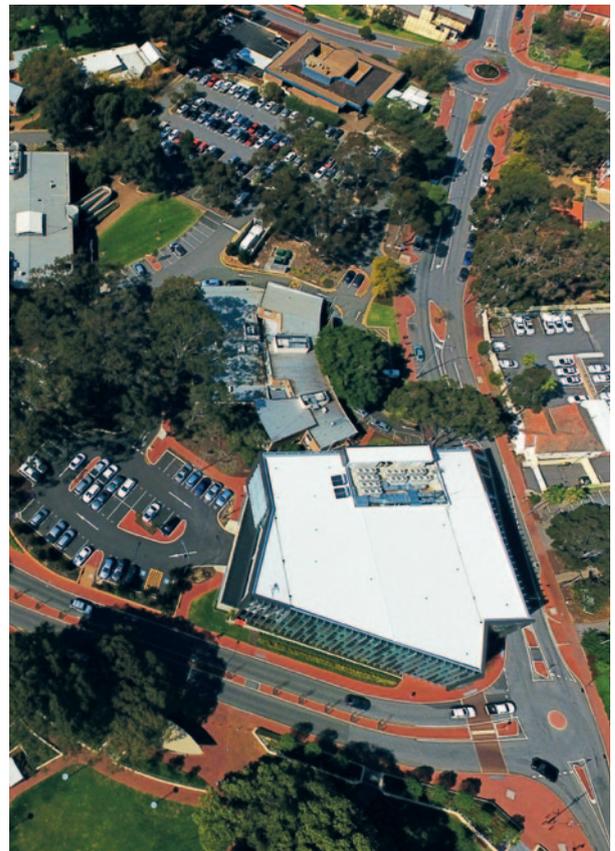
According to *Perth and Peel@3.5 million*, higher education facilities should ideally be located within strategic metropolitan centres, or within activity centres with proximity to public transport. The City of Armadale is the only strategic metropolitan activity centre in WA without a dedicated tertiary education facility. This provides a barrier to Armadale youth gaining further education, with education levels already below the state average.

The City is currently undertaking a review of the Armadale City Centre to rejuvenate and guide the next phase of the centre's development. The Armadale Activity Centre Plan will provide an opportunity for the City to define how it will grow and change, and a chance to shape future urban characteristics.

To be able to keep pace with this growth, and provide the services and governance required of a strategic metropolitan activity centre, the City needs supporting infrastructure. Government decision-making on these issues is also critical to achieving successful outcomes.

Risks of Delay:

- Erosion of Armadale's identity as a strategic metropolitan activity centre, which will hinder major investment attraction in the City Centre, resulting in a lack of strategic development opportunities.
- An environment that doesn't enable employment creation and subsequent office space, which is crucial to the City Centre to increase self-sufficiency employment targets, diversify the employment opportunities, create Armadale City Centre as an employment destination and activation of the Armadale Strategic Activity Centre.
- Continued lower than metropolitan average number of students accessing tertiary education, as well as a lack of pathways for high school students to transition into tertiary studies.
- The City of Armadale needs to make strategic decisions on the future development of its Civic Precinct and other landholdings within the Armadale City Centre. Timely Government decision-making on infrastructure, key landholding and its METRONET strategy will be critical to the City Centre growth and expansion.



The Opportunities:

Armadale City Centre Activation and Expansion

Timeframes: Approval of the Armadale City Centre Structure Plan by late 2018 / early 2019.

State Government METRONET's programmed extension of the rail line from Armadale to Byford, commencing by 2020.

Stage 2 Civic Precinct redevelopment to commence 2020.

The City of Armadale is a significant growth area positioned in the heart of the south-eastern metropolitan corridor forecast to grow from approximately 167,700 in 2017 to 288,500 people by 2036. The Armadale City Centre will form the core retail, commercial, education, entertainment and employment centre for this region and is required to mature to cater for this rapidly growing population.

The key elements associated with the expansion of the City Centre include:

- Extension of the Armadale to Byford passenger rail line as part of the State Governments METRONET program.
- Grade-separation of the railway line to facilitate Church Avenue, Third Road and Armadale Road as part of rail extension (METRONET).
- Undergrounding of the Armadale Train Station and creation of a City Centre 'plaza' linking Jull Street Mall to the West of Rail Precinct (METRONET).
- Expansion of the retail and commercial core from 50,000sqm in 2017 to 300,000sqm by 2050.
- The provision of modern Tertiary Education facilities to cater for expanding local and regional population.
- The expansion and diversification of housing to include apartments and short stay accommodation.
- Establishment of a Civic Precinct including Civic Administration, multi-purpose facilities and high quality office space to accommodate Government services and private business.
- The creation of a legible, green and high quality public realm throughout the City Centre enhancing place activation, recreational and entertainment opportunities.



Higher Education

Partnerships: Higher education providers.

In the early 2000s it was recognised that Armadale as a district had a lower than metropolitan average cohort achieving Year 12 in high school, a similar result for access to tertiary education, and higher than average youth unemployment.

Given there are currently 25 primary and 10 high schools in the City, with more to come, the City clearly needs a pathway and improved access to higher education services for its younger citizens.

The 18 to 24 year old cohort accounts for 9% of our current population in 2016, and will grow by an additional 6,627 by 2036. This rapidly growing demographic requires access to higher education facilities to reach its full potential and contribute back to a more sustainable community.

A higher education institution, hub, or presence in our region is important to creating designated pathways for Armadale students to gain better access to higher education, and to provide aspirational learning opportunities for the region's lower socio-economic areas.





Transport

The Story:

Armadale is the third fastest growing local government in Western Australia and one of the fastest growing in the nation. It is surrounded by regions experiencing significant population growth, including the Shire of Serpentine Jarrahdale, the fastest growing local government in the state.

Population growth and industrial development across the Armadale and Serpentine Jarrahdale region continues, however transport infrastructure is not matching this growth. Road infrastructure opening up access to the new Westport and Latitude 32 developments will provide greater opportunities for investment, and accelerate construction in these areas.

Low employment self-sufficiency in the southern southeast corridor means that many residents must travel outside of the corridor to find employment. Limited access to public transport and the comparatively poorer standard of the “Heritage” rail lines does little to attract commuters away from the motor vehicle, with 75.8% of people travelling to work by car as a driver or passenger in 2016.

Risks of Delay:

- A further increase in the number of people choosing to drive rather than use public transport, resulting in:
 - Worsening traffic congestion and increased commuting times, with people having less time to spend with their families.
 - A greater portion of income spent on fuel and vehicle maintenance, a major disadvantage to a corridor where many residents are from middle to lower socio-economic groups.
 - Damage to the environment through increased volumes of greenhouse gas emissions due to increased reliance on private vehicle use.
- Further freight traffic issues resulting from rapid population growth, including:
 - A loss of amenity in urban areas as a result of the improper use of local roads for freight traffic.
 - The inappropriate conflict between local and heavy commercial traffic at squeeze points (e.g. rail crossings) on arterial and local roads.
 - Traffic delays increasing the cost of goods and services delivered to the region.



The Opportunities:

Armadale Passenger Rail Line Upgrade and Extension to Byford including New Wungong Station

Cost: \$351 million **Timeframes:** Commencement 2020

Partnerships: METRONET, Shire of Serpentine Jarrahdale.

The Armadale Heritage rail line fails to match to service levels of modern lines linking Joondalup and Mandurah. As a consequence there is little evidence of a modal shift away from the motor vehicle to public transport in existing suburbs and no attraction to residents of newer suburbs to shape their travel patterns around public transport.

The extension of an electrified passenger railway service from Armadale to Byford and Mundijong, along the existing railway line, has been identified as a regionally significant future project in various State and Local Government planning documents. Under the Perth Transport Plan (2016) it is required to be constructed prior to Perth's population reaching 3.5 million.

Listed in the first stage of METRONET, the extension of the Armadale line to Byford is critical to connect our suburbs and reduce road congestion.

There is also the need for the creation of a new Wungong Station at Eleventh Road, which would service the Wungong catchment (in excess of 45,000 people) and the Byford North area. This new station should incorporate a Park and Ride facility, as it has the necessary land required to accommodate commuter parking.

The extension of the Armadale line will provide a number of economic benefits for local residents who will have shorter and safer commutes to local employment destinations, as well as improvements in quality of life from reduced traffic congestion. There will also be greater access for residents to employment and education opportunities. The extension provides benefits to the Armadale Strategic Metropolitan Centre, with the opportunity to grade separate the railway line to connect the residential suburbs to Armadale City Centre.



Tonkin Highway Extension

Cost: \$405 million (dual carriageway) **Timeframes:** Commencement 2020

Partnerships: Main Roads WA, Shire of Serpentine Jarrahdale.

The Tonkin Highway links the south-east corridor with the north-east and north-west corridors of the metropolitan area. The rapidly growing residential areas in Armadale and Serpentine Jarrahdale face daily conflict with large volumes of heavy vehicles and other traffic travelling to and from the South West region and the wheatbelt.

The extension of the Tonkin Highway from Thomas Road in Byford to South Western Highway at Mundijong will provide the freight gateway/link to the South. Extending the Tonkin Highway helps to open up West Mundijong Agri Business Park and the Intermodal Hub Facility, as well as provide links for Forrestdale Business Park and the future South

Forrestdale - Rowley Road Precinct. This direct road connection provides a critical link in the transport and logistics chain, and opens up east west access to the new Westport and Latitude 32 developments.

Existing interchanges at Champion Drive, Ranford Road, Armadale Road, Rowley Road and Thomas Road will require grade separation as freight traffic movements increase on Tonkin Highway (the Eastern Freeway).

Mundijong will be an important employment centre for residents of the new suburbs of Hilbert and Haynes, linked directly by the Tonkin Highway. Efficient transport links result in safer and healthier communities.



Rowley Road Corridor – Freight Link to Westport (Outer Harbour)

Est. Cost: \$600 million **Timeframes:** 2033

Partnerships: Main Roads WA, Infrastructure Australia, WA State Government.

The *Perth Freight Transport Network Plan Transport @ 3.5 Million* (July 2016) highlighted Rowley Road as an integral part of the future Perth Freight Network.

Seamless connections to Tonkin Highway from Westport and Kwinana Intermodal are a high priority, and Rowley Road will form part of the primary freight route required. Accordingly, Rowley Road will be classified as a strategic freight road and, with Stock Road, will form part of Western Australia's proposed future National Land Transport Network.

In order to make this happen there needs to be:

- Establishment of Rowley Road Transport Corridor as the principal access route for the Outer Harbour, including an 8 kilometre four-lane dual carriageway between the Kwinana Freeway, Latitude 32 Industry Zone and the coast (with provision for an adjacent freight rail alignment at the western end, linking Latitude 32 Industry Zone with the new port facilities).
- Widening of the existing section of Rowley Road, to a four-lane dual carriageway, east of Kwinana Freeway to Tonkin Highway, capable of undertaking the necessary freight function, including the transport of High Wide Loads and dangerous goods with grade separation at Tonkin Highway, Nicholson Road and Kwinana Freeway.

Tonkin Highway will become the Eastern Freeway of the metropolitan area, providing direct road connectivity to northern WA through Northlink WA and the Northern Gateway Industrial Park in Bullsbrook (and proposed future Intermodal Freight Terminal). It will also provide direct freight access to the south east and south west regions of WA through the West Mundijong Agri Business Park and future Intermodal Hub Facility.

A submission to the Metropolitan Region Scheme Amendment 1240/41 - South Forrestdale Industrial Precinct (South Forrestdale Business Park) by the Department of Transport indicated the following, explaining the importance of Rowley Road as a major east-west freight route:

'Although the adjoining section of Rowley Road is not currently categorised as a Regional Road, advice received from the Department of Planning suggest that Rowley Road will be reclassified as a Regional Road and this is currently under review by Department of Planning.'

'It is understood that Rowley Road will be constructed to a four lane road by 2021-3031 and hence a road reservation to accommodate widening in excess of 20 metres will be required.'

'Rowley Road west of Tonkin Highway to the Kwinana Freeway is designated as a primary freight route under State Planning Policy 5.4. Future development will need to comply with State Planning Policy 5.4 - Road and Rail Transport Noise and Freight Consideration in Land use Planning.'

'Rowley Road will become a Controlled Access road that will limit the number of vehicle access to individual developments proposed on the subject land. Access points will be restricted to major intersections only (with no direct access along Rowley Road).'

Community

The Story:

Older areas of Armadale share the typical issues faced by designated outer metropolitan dormitory suburbs. This includes intergenerational disadvantage, which can lead to increased family violence, youth crime, health and mental health issues, chronic disease and unemployment.

This disadvantage places stress on overstretched services in the welfare, justice and health sectors. It also severely impacts on the health and wellbeing of those in the community.

Risks of Delay:

- If issues are not understood and addressed collectively, the following risks increase:
 - Child abuse and neglect.
 - Domestic violence.
 - Lack of social cohesion and connection.
 - Physical and mental health issues.
 - Low civic participation.
 - Reliance on welfare.
 - Youth unemployment.



The Opportunities:

Armadale Regional Recreation Reserve

Cost: \$90 Million **Timeframes:** Stage one to commence in 3-5 years. Total project staged over 5-20 years.

Partnerships: Metropolitan Redevelopment Authority, WA Planning Commission, Departments of Planning; Water, Community Services, Sport and Recreation as well as Peak Sporting Bodies, Not For Profit service providers, Community sporting and interest groups.

Recreation facilities are vital for the health and wellbeing of the community. They allow for physical activity, relaxation, socialising and importantly, for the development of volunteer run clubs and groups which nurture participation and combat isolation. These facilities are even more important in rapidly growing outer metropolitan areas that have limited access to the types of facilities taken for granted in more established communities.

A new Government funding source is needed to provide “Regional” recreation facilities throughout Perth and Peel’s growth areas.

Land has been set aside as part of the emerging Wungong Urban Development and a concept plan has been developed for a 40 hectare regional recreation reserve comprising playing fields, sporting and community use buildings, playgrounds, community gardens as well as bushland and trails for informal recreation, leisure and nature play.

While some funding streams are available for localised recreational facilities, limited funding opportunities exist for the larger regional spaces needed to cater for the City’s expected population of over 140,000 people and a broader catchment beyond the City’s boundaries of up to 350,000.

There is a substantial body of evidence showing that the provision of good recreation facilities plays a significant role in assisting the development of a connected and resilient community. In particular, studies undertaken by Curtin University demonstrate that characteristics of areas lacking these facilities can be social isolation, lack of social cohesion, physical and mental health problems, low civic participation as well as disengaged young people and higher rates of crime and anti-social behaviour.



The Champion Centre Programs

Cost: \$5 million over 10 years **Timeframes:** 2027

Partnerships: Save the Children Australia, Aboriginal Health Unit, Aboriginal Alcohol and Drug Service, WA Police, Communicare, Rise Network, South Metropolitan TAFE, Armadale Family Support Network, Muggin Aboriginal Corporation, Richmond Wellbeing and Department of Health.

The City's Champion Centre is a unique and highly valued community facility that provides support to primarily Aboriginal and Torres Strait Islander (ATSI) families to achieve better health, wellbeing and cultural outcomes. Having a focus on these outcomes is particularly relevant to the Armadale community as amongst ATSI people, there are higher levels of unemployment, lower education attainment and higher levels of chronic disease. The Champion Centre is well placed to offer community support, as after 11 years of operation, over 80 organisations have partnered with the City to deliver a wide range of services and programs at the one location. This one stop shop model of integrated service provision is considered good practice for community facilities, reflected in literature reviews citing case studies from Australia, London and Canada. The Centre operates with funding from the City and the Federal Government's Indigenous Advancement Strategy (IAS), with the latter having a particular focus on the IAS program of Children and Schooling.

The demonstrated efficacy of the one stop shop model at the Champion Centre underpinned a feasibility study on the future of the facility together with comprehensive community engagement. Community feedback indicated that the internal design could be improved to enable more efficient community access, plan internal space to promote more collaboration between organisations and develop multi-functional and appealing outdoor spaces. This study resulted in capital funding of over \$4 million from Lotterywest to redevelop the Centre to meet these objectives.

To continue to progress employment, educational and health outcomes of and alongside the ATSI community using an integrated approach in a revitalised facility, funds are required to continue to develop the Champion Centre as an optimum one stop shop. The success of the Champion Centre highlights a collaborative model for community centres that it is hoped can be used in other areas of the City.



Government Investment in Community Support Services

Partnerships: State, Federal and non-government agencies and service deliverers.

The City of Armadale can be described as a community of communities with significant population growth and increasing pressure for more Community and Social Services.

The City has pockets of social disadvantage and the new demographic moving into Armadale are bringing with them their own set of issues demanding increased support services. The real issues linked with social disadvantage are unemployment, low household incomes, youth disengagement, domestic violence, crime and anti-social behaviour, drug and alcohol abuse. These issues impact families directly and also have a significant impact on the broader community.

The City has a strong voice at the table of the Human Services Interagency Group which includes State and Federal government, not-for-profit and community organisations working in the south-east corridor. This group has identified the top two priorities of this young family demographic as youth issues and domestic violence. The group has also identified that although Armadale could be perceived as being generally well-served with agencies and organisations that address social issues, lack of coordination and communication can reduce their overall effectiveness

and ability to improve social indicators towards a healthy community.

The City is undertaking detailed social research and analysis of 19 suburbs which will identify localised social issues and forecast the services needed to address them. The City has previously led government and non-government interagency partnerships in relationship to youth and aboriginal issues resulting in enhanced co-ordination of service provision and support for those sectors of the community. This approach resulted in the Champion Centre and the Armadale Youth Intervention Project, where relevant agencies work together in places and at times when they are most needed.

The State and Federal Government's targeted approach to higher density suburbs and affordable housing brings with it the responsibility to provide services for young families and first-home buyers directed to our region. The State and Federal Government need to take an active leadership role in a better coordinated approach to delivering services to both established suburbs facing increased unemployment and new, rapidly-growing suburbs of higher density and a younger demographic.



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