

NORTH PORT QUAY

QUAY TO A VIBRANT FUTURE



Welcome to North Port Quay

North Port Quay is Australia's most outstanding, creative and exciting residential and commercial development concept in Australia.

It would provide 10,000 dwellings comprising single housing, townhouses and apartments.

There would be 1,000 public marina pens, two boat stackers and 1,200 private boat moorings.

A new 800m north facing public swimming beach and two protected family-safe beaches would be created, protected by a 3.2km breakwater-cum-fishing platform.

Other proposed community benefits include a new surf reef, a cultural / performing arts centre, two new primary schools and a five star hotel and convention centre.



About North Port Quay

North Port Quay would create an entirely new, environmentally sustainable coastal location and become the world's first carbon-free development.

It would occupy 345ha of degraded, reclaimed seabed on which six island villages would be created, easing the pressure on residential markets.

More than half the development would be set aside for public amenities or public open space.

Economic Benefits

An estimated 15-million visitations would be made annually to North Port Quay, generating around \$700 million from tourism and retail. This excludes revenue from the operations of the Port of Fremantle.

Some 2,500 people would be employed in construction, retail and tourism over the estimated 10-year life of the project.

Revenue from the lease and eventual sale of the reclaimed seabed plus stamp duty and land tax would be in excess of \$100-million.

Depending on Local Government zoning, the City of Fremantle could receive an estimated \$12-million in rates from homes and retail outlets in the development.



History

In 2002 WA businessman Greg Poland had a vision.

He identified 345ha of degraded seabed near North Mole at Fremantle as an ideal location to establish a village-style residential and marina complex.

His vision was fuelled by the need for more residential developments and a chronic and ever-worsening shortage of boat moorings and public boat launching ramps.

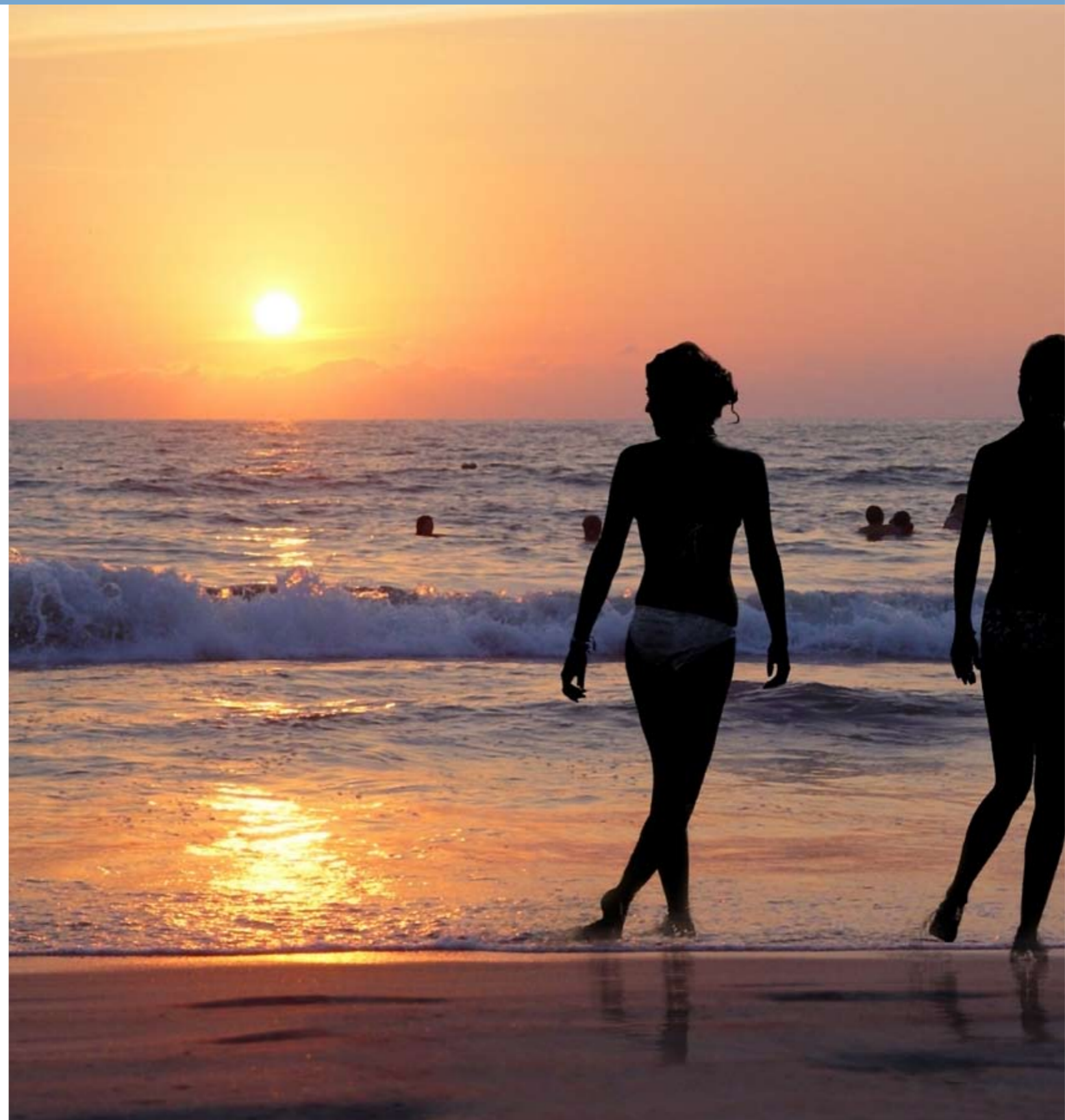
Through his company Strzelecki Holdings, he set about recruiting an expert team of engineers, consultants, town planners, architects and surveyors to bring the dream to reality.

Heading the team was Project Manager Benchmark Projects, responsible for the award-winning Mandurah Ocean Marina, an integrated marina, residential, commercial, tourism and recreational development at Mandurah, 70 kilometres south of Perth.

The next step was to explain the concept to potential investors. A list of companies impressed by the idea was formed and these businesses have joined Strzelecki Holdings to fund the \$6-billion project.

Not one dollar of taxpayers' money will be used to fund the construction of North Port Quay.

The concept has now developed to the point where it is ready for presentation to the authorities for the relevant approvals and to the public for broad consultation.



Changing Lifestyles

North Port Quay would revolutionise the lifestyles of those who live there as well as the thousands of boating enthusiasts and local, national and international tourists who would gravitate to the area.

Eventually some 10,000 people could inhabit the six villages in the development, enjoying an idyllic lifestyle between the Indian Ocean and the bustling port city of Fremantle.

If they have a boat it could be penned at one of the 1,200 private moorings. A further 1,000 public pens will be built.

Their children could go to one of the two primary schools proposed on the estate.

If they have an artistic bent the cultural and performing arts centre is bound to have a performance for them to enjoy.

They may even want to work there - the 10-year project would create an estimated 2,500 jobs in construction, retail and tourism.

North Port Quay residents would live in a development consisting of six islands linked by road and pedestrian bridges.

The concept has been an unqualified success at Hope Island on the northern edge of Queensland's Gold Coast.

Permanent residents, guests and visitors at Hope Island enjoy all the lifestyle benefits only a truly international standard resort community can provide and that's the exciting prospect that lies ahead for North Port Quay.



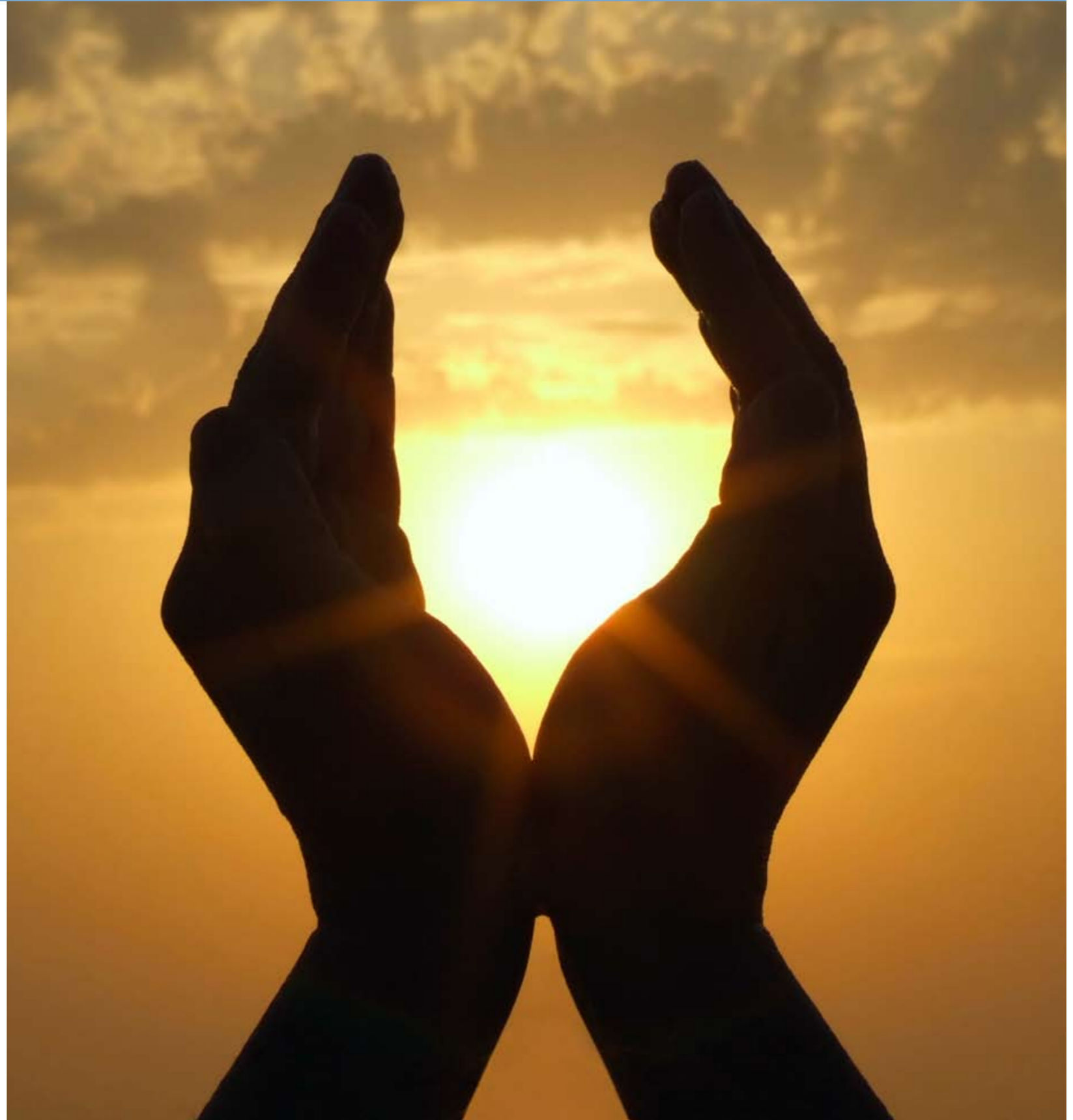
Sustainability

North Port Quay has the potential to be the most sustainable residential, marina, recreational and tourism development in the world.

No stone has been left unturned to ensure the concept incorporates best-practice energy management and cutting edge technology to implement renewable energy sources.

It would become the world's first carbon-free development with every stage focusing on sustainability.

When completed North Port Quay would set the benchmark for future sustainable developments around the world.



Sustainability

Water

North Port Quay would be a totally waterwise development with a minimum of scheme water being used.

This would be achieved by the implementation of a series of initiatives including:

- Harvesting seawater for potable and non-potable purposes
- Recycling treated waste water
- Harvesting stormwater runoff for irrigation purposes
- Installation of rainwater tanks
- Use of drought tolerant plants within soft landscaped areas
- Use of seawater for fire management purposes
- Harvesting rainwater for commercial cooling purposes
- Green roofs to assist with water collection and purification



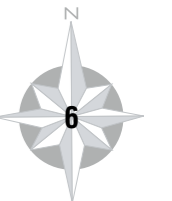
Energy

North Port Quay would be a carbon-free development with the integration of a series of renewable energy initiatives.

Maximum use would be made of natural energy generated by the sun, wind and waves and export it back to the grid.

We plan to:

- Install a wind farm at Rouse Head or off site
- Purchase wind energy from Synergy
- Install small-scale wind turbines on individual developments to supplement scheme power and supply grid
- Install solar farm collectors on large commercial and community buildings
- Appoint a private service provider to operate a solar farm
- Install individual Photovoltaic units on all developments to offset energy demands
- Harvest thermal energy from the seabed
- Install CETO wave power technology
- Install smart grid technology to tie it all together into a totally carbon-free system.



Sustainability

Marine life and seabed regeneration

The site above which North Port Quay would be developed is arguably dead in the water.

The seabed is degraded to the point that very little sea grass grows there and marine life is virtually non-existent.

We will:

- Establish seabed grass
- Introduce reef ball and artificial reefs and marine habitats
- Ensure the marine habitat is not contaminated
- Create a more diverse marine life in the area than currently exists.



Sustainability

Waste management

Every development generates some waste; the key is how to deal with it. The North Port Quay concept proposes:

- Implementing a Waste Minimisation Plan
- Requiring businesses to provide on-site recycling bins
- Recycling low-grade limestone from on-site for use as rammed limestone building walls and landscape feature walling.
- Providing dedicated recycling bin area, appropriate for the land use, in the site planning and design of the development
- Allocating 10% use of recycled construction waste in road base and construction areas
- Reduce CO2 emissions by 100% for all developments
- Comply with minimum fresh air rate standards
- Monitor and control toxic wastes
- Maximise the use of non-toxic materials.

Building design

Every private and public building at North Port Quay would be subjected to strict covenants to ensure each is energy efficient and environmentally sensitive.

Among the dozens of climate-responsive design principles to be implemented are:

- All developments designed in accordance with passive solar design principles
- Pale coloured roofs and wall materials used to reduce heat gain in summer
- Green Roofs
- All appliances and heating and cooling systems minimum four-star energy rated
- Buildings access natural light using skylights, light shelves, light wells and northern glazed windows
- Solar hot water systems installed in all buildings with hot water shower facilities
- High efficient lighting (fluoros, LEDs) installed in all buildings
- Building designs meet or exceed minimum disable accessibility and design standards
- Building design provides for cross ventilation, daylight, break-out space, picture windows onto landscaped area, bold streetscape and building façade
- All materials consistent with green development principles.

Transport

Getting to, from and around North Port Quay would be easy whether by road, rail, water or on foot.

Building would be dense enough and with mixed use in the commercial centre to enable a high proportion of walking trips and short local trips.

Other proposed transport initiatives are:

- An electric water taxi service to link NPQ with the Fremantle CBD
- An electric CAT bus network linking NPQ with North Fremantle station and Fremantle CBD
- An integrated bicycle and pedestrian network as priority modes of transport within the development area.
- Priority parking for scooters and small cars
- Electric golf cart or electric scooter to every residence.



Transport Initiatives

Getting Around

Whether you're in your car or boat or taking a long walk or bike ride, you'll find the concept of getting around North Port Quay uncomplicated and unhurried.

The vision is for a transport system unequalled anywhere in the world in a development of this nature, including consideration of electric "CAT" buses and river ferry/taxi services.

The concept proposes a skillfully-designed integrated network of roads, canals, cycle-ways and walking trails.

There is more than eight kilometres of canals, 20 kilometres of pedestrian paths and 18 kilometres of cycle-paths in the proposal.



Community Benefits

An Economic Winner

No taxpayers' money would be used to fund North Port Quay, rather there will be huge economic benefits to Fremantle and Western Australia.

- Potential revenue from the lease and eventual sale of the seabed - \$100 million
- Stamp duty and land tax revenue - ongoing
- The creation of up to 3,000 jobs in construction, retail and tourism
- Estimated \$12 million benefit per year from tourism and retail.

An Environmental Winner

Right now the area earmarked for North Port Quay is ocean over a virtually degraded seabed. Nothing lives there. It is bereft of marine life and there's little sea grass to be found.

North Port Quay will change all that.

- Alternative energy, water and waste recycling models will be developed
- Improved beach stability and enhanced coastal protection to Leighton and Port Beaches
- Provision of a new protected marine life habitat
- Significant reduction on pressure and pollution in the Swan and Canning Rivers
- Reduction of urban sprawl
- Comprehensive environmental, safety and quality management systems in place for construction and ongoing operations.



Community Benefits

A Tourism Winner

Rightly or wrongly Perth is perceived in the eyes of many as 'Dullsville'.

North Port Quay will help erase that tag as it develops into a world class tourist destination, with a ripple effect that could revitalise key infrastructure in Fremantle.

When fully established up to 2,000 tourism and hospitality employees would cater for the estimated 10-15 million visitors expected to flock there every year.

North Port Quay - Not Simply a Playground for the Rich and Famous

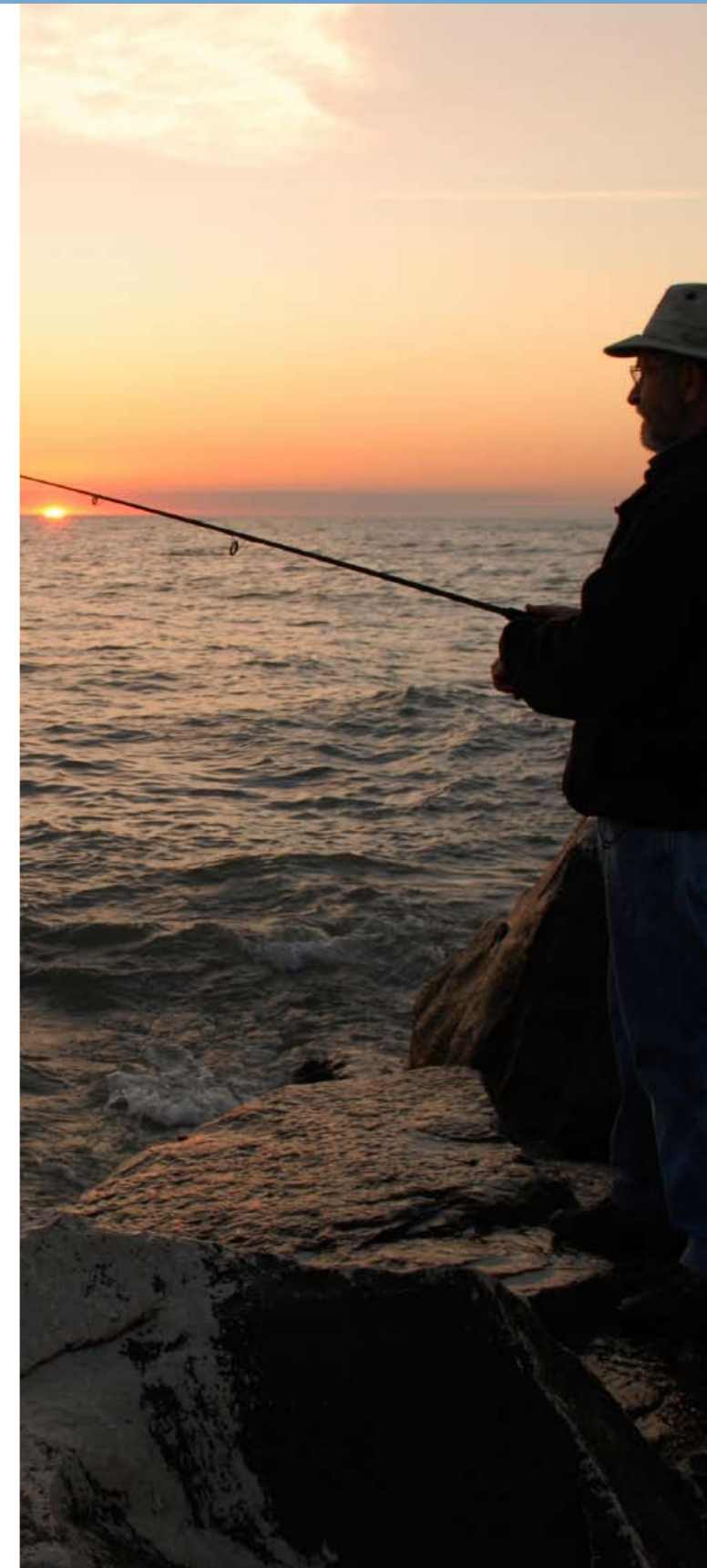
North Port Quay has been designed to attract the wider community, appealing equally to owners of a 4m dinghy or a 44m luxury cruiser.

There would be those who may sip French champagne from their balcony while others would simply enjoy a family picnic on one of the three new public beaches.

Many could choose to catch their evening meal by throwing a line into the water from the expansive public fishing platform offered by the 3.2km breakwater.

Housing would be a mix of prestige waterfront homes, townhouses and apartments, including provision for affordable housing. Eateries would offer a range of cuisine from burgers and chips to five star food.

Nobody will feel out of place at North Port Quay.



Community Benefits

Industry, Tourism and Residential Can Exist Side by Side

North Port Quay will be unlike any other development in Australia but the concept of master-planned estates existing alongside working ports is by no means unique.

In fact there are many examples of this harmonious relationship, including New Zealand 's Auckland Harbour where residential, retail and commercial developments thrive alongside the shipping and transport operations.

The same applies in Singapore; one of the world's busiest ports, where residential development stands alongside the harbour.

In Argentina, the working port in Buenos Aires is an immediate neighbour to the residential and commercial development of Puerto Madeira.

In Norway, the port of Oslo is being reshaped to recreate some of the harbour's most attractive waterfront properties.

And Cape Town's Victoria and Albert waterfront is located within the heart of the working harbour. This development has been so successful it has become South Africa 's most visited destination.



Investors and Project Team

There are a broad range of investment partners who are participating in the NPQ proposal:

VDM Developments

Port Bouvard

Cape Bouvard Investments

Luke Saraceni, Director of Saracen Properties

Hossean Pourzand, Director of Pakwest

Stretton Joel, From Joel Reticulation

Robert Hugall

Denis Marshall, Property Developer

David Morrison, Builder

Peter Hughes, Managing Director of Australasian Property Investments

Oliver Mahe, Director of API Hughes

Adam Zorzi, Director of Australasian Property Investments

George Jones, Chairman of Gindalbie Metals Ltd

Walter Zorzi, Managing Director of Zorzi Group

John Georgiou, Managing Director of Georgiou Group

Daryl Rapley, Director of Rapley Wilkinson

Frank Romano, Managing Director of Australian Fast Foods (Red Rooster and Chicken Treat)

Jon Stewart, Chairman of Aurora Oil and Gas

Dale Alcock, Managing Director of Dale Alcock Homes

Gary Brown-Neaves, Director of Webb-Brown Neaves

George Allingame Director of Pindan

David Pringle, Director of Pindan

Todd Bennett, Director AMB Holdings

Greg Pearce, Director of Windsor Knight

Nick Di Latte, Managing Director of Diploma Group

Claude Giorgi, Managing Director of Buildwise

John Schaffer, Chairman of Schaffer Corporation

Murray McHenry, Director of McHenry Honen Wines

Brent Stewart, CEO of Synovate

Prof. Roger Dawkins, UWA Emeritus Professor,

Mike Holtham

Phillip Clifford, Barrister

Glen McLeod, Solicitor

Phil Fisher, Doctor

John Halden and Anne Burns, from Halden Burns

Darryl Ferrara, Director of Rocktec

McGees Commercial Property

Poland Family Trust

Lawton Gillon, Solicitors

Benchmark Projects Australiasia

Geoff Marsh

Alf Barbagallo, From Barbagallo Group

Andrew Thorp

The project team is made up of highly qualified and respected consultants:

Benchmark Projects Australasia - Project Managers

Professor Peter Newman - Sustainability

RPS - Environmental

TABEC - Civil Engineers

MP Rogers & Associates - Coastal Engineers

Roberts Day - Town Planners / Master Planners

Blackwell & Associates - Landscape Architects

Cardno BSD - Traffic Engineers / Water & Waste Management

Lawton Gillon - Legal - Contract

Minter Ellison - Legal - Strategic

Halden Burns - Strategic Communication

CEA Pty Ltd (NCS Group) - Community Consultation / Media

Burgess Rawson - Valuers

McGees Property Consultants - Valuers & Property Advisors

MAPS - Surveyors

Sun Grid - Renewable Energy

ETC - Electrical Engineers

VDM - Structural Engineers

Rocktec - Materials Procurement Consultants

Shrapnel Urban Planning - Retail Planners

Tourism Coordinates - Tourism Planners

CETO - Wave Energy Consultants



Community Online Forum & Contact Details

You can now visit our new North Port Quay Community Online Forum. Here you can have your voice heard and share your opinions with developers and the wider community.

Here you can explore our online blog where we have posted information on various aspects of the development, you can click 'comment' to see other public comments or make your contribution to any of these subjects and include your name or remain anonymous.

Should you want your comments to remain confidential, simply send an email with your comments or you can express your opinion by phoning 1800 467 733.



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