



KEY INFORMATION

PROJECT

Bushmead Estate

LOCATION

Bushmead, Western Australia

PRODUCT

Bushfront residential development

ACCREDITATION

5-Leaf EnviroDevelopment

INDUSTRY RECOGNITION

Multiple national and state based awards for environmental excellence, residential development and landscape architecture

ENVIRONMENTAL CONSULTANT

Tranen Revegetation Systems

COMMUNITY CONSULTANT

Creating Communities

Cedar Woods has a longstanding reputation for delivering innovative residential communities that are focused on meeting the diverse needs of residents both now and into the future. A strong focus on both community engagement and environment, guided by Cedar Woods' ESG strategy, underpins the company's approach to all developments.

Conserving natural land features and retaining trees when creating a new community can bring complexities but is an important part of reducing environmental impact and delivering long-term benefits for both residents and the wider community.

Research shows there are immense health and wellbeing benefits that come from regular interaction with nature – from lower blood pressure and reduced stress to greater social connection. Trees also help to increase amenity, by cooling neighbourhoods, increasing street appeal, reducing noise and absorbing pollutants.

However, people are increasingly living in urban city areas where minimal natural features are retained, so are often missing out on these benefits and the all-important connection with nature.

Cedar Woods communities are planned to foster this connection

by optimising green spaces and enhancing the existing environment.

Cedar Woods State Manager WA Ben Rosser said that the award-winning Bushmead estate is the perfect example of a thriving community that has been shaped by its natural environment, through the revitalisation of degraded bushland.

Set amongst 185 hectares of retained bushland, the vision behind Bushmead was to create a unique sustainable community that retains, enhances and celebrates the native habitat.

"For residents, Bushmead brings together the best of both worlds – proximity to Perth's CBD and the opportunity to be part of a new suburb, while also offering the serenity of being set amongst beautiful bushland," Mr Rosser said.

"To achieve our vision for the estate, we challenged the conventional view that tree retention when developing a new community is unfeasible and worked to deliver environmentally responsive design."

The result is a unique residential community set amongst a rich and diverse conservation asset, with more than two thirds of the site retained as natural bushland.

PROJECT SUMMARY

Bushmead is Perth's newest suburb, located 16 kilometres north-east of Perth's CBD, offering residents a tree change while still being closely located to urban centres and amenities. The community features 185 hectares of bushland, revegetation sites, conservation trails and the Kadina Brook waterway.

Cedar Woods purchased the land in 2010 with the goal of developing an estate where the natural bushland is preserved to be enjoyed for generations to come. Protecting the ecological value of the area and conserving the local flora and fauna habitat has been a key priority in the land management at Bushmead from the beginning.

Over the years, Cedar Woods has managed the conservation area, investing significantly into community infrastructure and working closely with environmental specialists, Tranen, to reinvigorate the natural landscape. Once Cedar Woods management term is complete and all environmental requirements completed, the company will then gift the conservation area to the WA Government as an asset to be enjoyed by the community into the future.

Throughout the project, Cedar Woods has made substantial investment in tree retention, as well as managing weed populations and delivering an integrated urban water management system which contributes to enhancing the local biodiversity and fauna habitat. Extensive revegetation efforts were undertaken on over 41 hectares of land, planting more than 500,000 new trees, officially beginning direct seeding and planting with the help of the community in 2018.

Further sustainability efforts at Bushmead include the use of recycled materials in construction, including in retaining walls and road base, and the creation of walking trails and fencing to encourage responsible interaction with the bushland.

These initiatives contributed to achieving the project's environmental sustainability objectives, with the estate being successfully accredited as a 5-Leaf EnviroDevelopment.

"We are working hard to be part of the change that will ensure the future wellbeing of all our residents, as well as ensuring the natural features and benefits of the estate will remain unspoilt well into the future," Mr Rosser said.



▲ Archerfield Park



▲ 500,000th Tree Planting

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EXTENSIVE REVEGETATION
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ENGAGING THE COMMUNITY FOR A SUSTAINABLE FUTURE

Creating a truly sustainable community requires planning for the long-term, including considering the ongoing environmental footprint of the suburb, as well as how the community will interact with the natural environment. Bushmead has been intentionally designed with the future in mind, enabling residents to enjoy the bushland in a respectful way and for homes to maintain a minimal environmental footprint.

All homes within Bushmead need to meet climate response design requirements, have energy and water efficient fixtures and appliances and to address waste recycling. Cedar Woods supports buyers with the provision of 3,000-litre rainwater tanks, as well as waterwise landscaping, with front gardens featuring local plant species.

Integral to a truly sustainable neighbourhood that will stand the

test of time is a community that is equally committed to caring for the environment. To encourage this, ongoing engagement with residents, environmental groups and the wider community forms part of Cedar Woods' holistic approach to sustainability. From the start, Cedar Woods has invested heavily and collaborated with expert group Creating Communities to build strong foundations and a community that will continue the legacy of preserving the natural environment long after the company's involvement in the development.

Working with local stakeholders led to the establishment of resident led Bushmead Conservation Cobbers group, which acts as custodians of the bushland and has been supported by Cedar Woods Community Grants. The group is successfully embedding a shared commitment to the environment

within the community, spearheading initiatives such as regular clean-up, tree planting and weeding events for residents to take part in.

Engaging younger generations in exploring and caring for their natural environment, Cedar Woods also partnered with Nature Play WA to develop an interactive and educational digital app that coincided with the nature trails launch. The app gives users information on the rich history, culture and ecosystem of the area through storytelling, photos and activities.

Cedar Woods has set the benchmark for environmental commitment at Bushmead and the likeminded community are set to continue this legacy, with 75 per cent of residents ranking 'enjoying and valuing the natural environment' as a top characteristic of a great community.



▲ 500,000th Tree Planting



▲ Bushmead Conservation Cobbers

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▲ Bushmead South City Views

RESULTS: BRINGING NATURE AND MODERN LIVING INTO PERFECT HARMONY

On completion, the estate will include approximately 950 homes, all nestled amongst mature trees, with the overall feel of a well-established community. Diverse buyer needs have been catered for, with a range of product types including townhomes and affordable house and land packages.

Highlighting the success of Bushmead is the resoundingly positive market acceptance, demonstrated through strong sales and continued referrals from the existing community. A recent survey showed that 88 per cent of residents would recommend Bushmead to family or friends.

Further testament to the success of Bushmead is its recognition via national and State awards as a

standout example of the successful integration of residential housing and a surrounding conservation area.

“From the retention of significant pockets of native bushland to our sustainability initiatives throughout Bushmead estate, this is a project Cedar Woods is very proud to deliver and one that is well aligned with our ESG priorities,” Mr Rosser said.

“We are thrilled with what we have achieved – a community in which both current and future generations will continue to enjoy and benefit from the natural environment.”

To discover more about living in Bushmead, visit bushmead.com.au

AWARDS

- 2022 AILA National Landscape Architecture Award for Parks and Open Space
- 2021 UDIA WA Winner Environmental Excellence
- 2021 UDIA National Finalist Environmental Excellence
- 2020 UDIA WA Finalist Environmental Excellence
- 2019 UDIA WA Winner Residential Development
- 2018 UDIA WA Winner EnviroDevelopment Chairman's Choice Award