



LWP Property Group - a developer of lifestyles, not just land.

Although LWP may not be a household name, its projects certainly are. As the people entrusted with the development of success stories like Ellenbrook and The Vines, LWP has earned a national reputation for its ability to create and deliver enduring land development solutions. Ellenbrook has collected an unprecedented 28 State and National awards over the past twelve years.

All projects are characterised by the way they embody the company's philosophy of 'going beyond the plan' to create better places to Live, Work and Play, which is how the name LWP was derived.

LWP is a Western Australian-owned national property development company, with projects throughout metropolitan and regional Western Australia and in the Hunter Valley in New South Wales.

The company was formed in 2000 when CEO Danny Murphy (then Sanwa Property Group Managing Director) put together a syndicate to buy Sanwa's 52.8 per cent share in Ellenbrook. Today, LWP specialises in medium to large scale urban projects. Its roles include syndication, project management, marketing and sales. Developments incorporate residential, commercial, retail, industrial and community uses.

Ellenbrook is Australia's most awarded new town and one of the country's five largest projects currently underway. A joint venture between LWP Property Group Syndicate and the Western Australian Department of Housing & Works, Ellenbrook will be home to more than 30,000 people by 2020.

In the past seven years the company has grown to employ a team of more than 30 staff managing a portfolio of 10 active projects. This represents a lot yield of more than 20,000 and an end realisation in excess of \$3 billion.

LWP is at the forefront of industry best practice and innovation, creating healthy, sustainable communities that deliver the wide range of services that residents require. In considering the 'total environment', LWP works on four key levels:

- *Socially - through the integration of new and old communities to reinforce a sense of place.*
- *Economically - by providing new opportunities for business and employment.*
- *Environmentally - by ensuring all aspects of design work in harmony with their immediate surroundings.*
- *Partnering - by working closely with all stakeholders to realise a shared and sustainable vision.*



Ellenbrook's emerging town centre.

People who Live, Work and Play in Ellenbrook.

Here, three LWP team members talk about living where they work.



Leah
Receptionist

Leah, 22, and her partner David, camped out to buy their homesite in the Ellenbrook village of Coolamon in April 2006. 12 months later, Leah started working at LWP.

Both first time buyers, the couple's search for a suitable homesite took them across the eastern and northern suburbs before they chose Coolamon.



Laura
Marketing Coordinator

Laura joined LWP six years ago. Last year, she and her fiancé, Matthew, moved to Ellenbrook buying an established home in the popular village of Charlotte's Vineyard.

"We had a budget to work to, and did lots of research to identify what we could get for our money," Laura said. The house in Charlotte's Vineyard ticked all the boxes.



Sue
Office Administrator

Sue was a true pioneer, being one of the first 50 residents to move into Ellenbrook in 1996. "When we had a look around Ellenbrook for the first time we thought it would be too expensive for us. It didn't look like a normal land development – they had already built the boardwalk around the lake, and instead of a tin shed for a sales office there was a 2 storey building!" Sue said.

The LWP Portfolio

	Location	Start	Finish	Lot Yield	Pop
Large Scale Masterplanned Communities					
Ellenbrook, WA	25kms NE of Perth	1994	2020	10,200	30,000
The Glades, Byford, WA	40kms SE of Perth	2007	2019	3,500	10,000
Alkimos, WA	40kms NW of Perth	2008	2017	2,800	7,700
Huntlee, Hunter Valley, NSW	60kms NW of Newcastle	2008	2027	7,200	21,500
Premier Lifestyle Projects					
Woburn Park, The Vines, WA	30kms NE of Perth	2004	2011	250	550
The Mews, The Vines, WA	30kms NE of Perth	2004	2013	336	900
The Retreat, Dongara, WA	370kms N of Perth	2002	2013	188	500
Springdale Beach, Denmark, WA	440kms SE of Perth	2007	2012	175	500
Urban Living Precincts					
The Walk, Aubin Grove, WA	26kms SW of Perth	2005	2010	359	1,000
Riverwood, Gosnells, WA	20kms SE of Perth	2008	2010	131	300

Active in acquisition.

LWP is always looking for new opportunities and has a flexible approach to creating a business or investment model that works for all parties. "By offering a range of funding models, LWP is ideally situated to take advantage of emerging land development opportunities," says Peter Gleeson, General Manager of Sales & Business Development.

With more than 20 years experience in the property industry, Peter is responsible for LWP's land acquisition program. Some LWP projects involve the outright purchase of land with no further participation by the landowner after settlement. This option is attractive to landowners who require payment in full at settlement.

In other cases, where the landowner chooses to have an ongoing involvement in the development of the land, LWP enters a Joint Venture Development Agreement, with the landowner effectively contributing the land and LWP contributing the development capital and expertise. This option suits a landowner who may not wish to employ the capital to develop the land but wishes to share in the returns from the development process.

Landowners wishing to discuss options should contact Peter on 9297 9905 or pgleeson@lwpproperty.com.au

For more information about us or any of our projects, visit us at 34 Main Street, Ellenbrook, phone 9297 9900 or visit beyondtheplan.com.au