

6 May 2009

The Companies Announcement Office  
Australian Stock Exchange Limited  
Level 10 Exchange Centre  
20 Bond Street  
**SYDNEY NSW 2000**

Dear Sir / Madam

**MEDIA RELEASE – Gidgegannup Community Backs Port Bouvard Master Plan**

Please find attached the following Media Release from the Company:

- Gidgegannup Community Backs Port Bouvard Master Plan

Yours faithfully



**Peter Coppini**  
**Company Secretary**

**Media Release**

Tuesday, 6 May 2009

## **Gidgegannup Community Backs Port Bouvard Master Plan**

Leading WA property developer ASX-listed Port Bouvard Limited (ASX: PBD) ("the Company") has reached a critical milestone in the development of its flagship Gidgegannup development, located 42 kilometers east of Perth in Western Australia, receiving the backing of the local community for its Master Plan lodged with the City of Swan and the Western Australian Planning Commission in late April.

The development and subsequent lodging of the plan followed more than 12 months of intensive community consultation, and more importantly for all stakeholders, the Master Plan was created from this consultation process.

The plan was formally released to the community during a series of information workshops held locally over the weekend.

Following its release the Gidgegannup Progress Association (GPA), an active community body in the region, has publicly backed the Master Plan and commended the Company for reflecting community comments and views in the design.

Sally Block, Chair of the GPA has publicly given her support for the development saying that the community feels that they will now be able to work with Port Bouvard on the progress of the development.

The Master Plan fulfils the Western Australian Planning Commission's (WAPC) strategic planning for a Gidgegannup townsite and adjoining rural lifestyle (acreage) subdivision which was first mooted in the City of Swan's Gidgegannup Rural Strategy of 1992 and reinforced and refined by the Planning Commission in its State Planning Strategy of 1997 and then the North Eastern Hills Settlement Pattern Plan (NEHSPP) of 2002.

Mr John Wroth, Joint Chief Executive Officer for Port Bouvard Ltd, stated "*after positive feedback from the community our focus now is to ensure that the City of Swan and State Government departments take on board the resident's sentiment and partner with ourselves to ensure that we deliver a truly first-class development and self-sustaining community in Gidgegannup. Only by working together from the outset can we meet the high expectations of the Master Plan which was supported by the majority of residents at the sessions.*"

Subdivision of the acreage (2 hectare) lots as envisaged by the Rural Strategy commenced in the mid 1990s and although government planning for the townsite should have commenced in 2003, difficulty in resolving the servicing of the town with water and wastewater infrastructure meant the planning process was significantly stalled.

Following its acquisition of the majority of the townsite land in 2007, Port Bouvard Ltd took on the complex task of planning for the new town and overcoming these infrastructure hurdles.

The Master Plan unveiled by the company provides solutions to the provision of infrastructure, which utilises the latest available technology in water recycling. The additional commitment to the provision of broadband services, improved power, new schools, and much-needed social infrastructure are also aspects of the Plan that reflect the vision for the townsite that the community expressed to Port Bouvard Ltd during its initial community consultation process in 2007 and 2008.

In line with the NEHSPP, the Master Plan proposes approximately 1900 townsite lots and a population of about 4500 residents.

Mr Wroth stated he was delighted with the community sessions, and that the response from the attendees had been overwhelmingly positive.

*“The community in particular were very responsive to the environmental work we have undertaken over the past two years and the fact that the Master Plan had incorporated priority flora and waterways within public open space,”* Mr Wroth said.

*“The community was also very supportive of our sustainability framework and especially that this was part of the planning process from the onset, rather than being retrofitted once the plan was completed.*

*The introduction of over 23% public open space and the intention that existing rural residents could remain self sufficient and not have to connect to, or pay for, scheme water, were also well received.*

*The new village centre and the inclusion of dual use paths, seniors living and additional playing fields and bridle paths were also endorsed, with residents feeling that this would increase the overall feeling of community.”*

Attendees completed feedback forms at the conclusion of the information sessions which indicated the following:

- 85% felt that their opinions had been listened to by the project team
- 84% felt they were able to voice their opinions openly
- 75% felt that Port Bouvard Ltd had been thorough with its research and studies in creating the Master Plan
- 75% felt that the increased amenities such as a private school and village centre would be of benefit to the Gidgegannup community
- 93% felt that the information session was worthwhile

Mr Wroth stated that the community had provided some quality suggestions for refinement of the Master Plan that the project team would consider.

*“Certainly the community wants us to address the increased traffic, the additional illumination from street lights and to ensure that the Toodyay Road commercial precinct is prioritised with Council,”* Mr Wroth said.

*“But the majority of the residents felt that the proposed Master Plan would cater for Gidgegannup residents and their long term requirements, particularly during the 15 years and more it would take to grow the townsite as proposed in the Master Plan.”*

The Gidgegannup Master Plan focuses on delivering a rural townsite which meets triple bottom line outcomes with the inclusion of the following key elements:

- Homes to be 7 star NEHRS rated (current standard 5 star)
- Introduction of additional services to encourage employment self sufficiency such as broadband internet, telekiosks, buy local policies and a town centre on Toodyay Road as well as a village centre
- Retention of vegetation along major roads and pathways to provide a rural ambience
- A diversity of lots and dwelling types to meet the different lifestyles and affordability choices of existing and future residents, including a mix of lots sized from 1 hectare to 1 acre(at the outskirts of the town edge) through to lots of 1,000sqm to 300sqm (within the townsite itself)
- Introduction of strata titled lots within areas identified as having excellent vegetation to ensure that native bushland in private ownership was retained and enhanced

- An integrated water management strategy which reduces drawdown on scheme water by 60% and waste water by 40%, through water recycling and the provision of water tanks to all properties, regardless of size
- Strong building guidelines which will manage the design, colour and choices of building materials for homes to ensure that they are reflective of the rural setting
- The village centre to contain a community garden and town square for a farmers' markets
- Subsidised public transport

Mr Wroth stated *"we expect it will be some months before Government formally releases the Master Plan to the community for public comment. We felt it important however, to demonstrate an inclusive and proactive approach with the local community to ensure a timely response from the City of Swan. There is no doubt that this positive dialogue will continue with the community throughout 2009 and 2010 as we finalise the plan and commence with its implementation."*

The company will be issuing an information brochure which details the Master Plan to the Gidgegannup in the coming weeks.

ENDS

**Further information:**

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For further information please visit the Gidgegannup website:  
[www.choosegidgegannup.com.au/home.html](http://www.choosegidgegannup.com.au/home.html)

**NOTES TO EDITOR:**

- Port Bouvard Ltd has previously been involved in the world class Port Bouvard Residential Resort development situated in Dawesville, Mandurah and Princeton Estate in Stirling. The Company also has a range of other current development projects at Point Grey, Melros, Esperance and Furnissdale.
- The Company last month announced that its land holdings at Point Grey, near Mandurah, had received Urban zoning approval which will ultimately accommodate up to 2,500 homes centred around a regional marina facility. Including the additional rezoned Plunkett landholdings the entire Point Grey site will yield approximately 3,000 lots.



An artist's impression of the village centre proposed for Port Bouvard's Giddegannup project.



Giddegannup houses: Port Bouvard plans to encourage the use of materials other than bricks.