



Media Release
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International Real Estate Adviser slams Perth Waterfront – ‘an ugly, stupid idea’.

Today the Western Australia Policy Forum releases a trenchant criticism of the Perth Waterfront development, written by one of WAPF’s directors, Julian Roche. Julian teaches and advises real estate development companies worldwide, especially in the Middle East, so his criticism comes from long experience of similar real estate developments elsewhere in the world. He says his clients are appalled by what is proposed for Perth. He quotes one Kuwaiti real estate developer as saying:

“When I read about the waterfront development, I felt sad at the thought of changing this lovely place into yet another grotesque development. Perth is so fortunate to have an opening on the waterfront, why does it want to deliberately create a point of congestion for its inhabitants in the forlorn hope of attracting millions of people?”

Julian says he agrees with one Perth resident who called it ‘an ugly, stupid idea’.

“Perth is a wonderful city with unique advantages. This wretched Waterfront development will detract from Perth’s livability score. If it has this kind of money to throw around, the State Government should be investing in better and safer public transport, more social housing to stop the housing waiting lists rising, a world class museum, and in projects that will create high value long-term jobs – not in a copycat development with no originality, no stand-out features and no contribution to the livability of the city”.

Julian rejects even the idea of the Perth Gatekeepers that the project should be reviewed and scaled down.

“Leave the Esplanade just as it is now, a place where families can picnic on Australia Day. Build somewhere else, not on the Waterfront”

His cutting critique of the Barnett Government’s proposals for Perth can be downloaded free from www.wapolicyforum.org.au/publications.

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