



Verbatim transcript of an interview with

**TONY MORGAN**

Interviewer: **Judith Jacobs**  
Date of Interview: **04/12/2000**  
Reference Number: **E0462 - E0463**  
Duration: **1:19:17**  
Transcriber: **Judith Hockenhill**  
Date: **26/08/2014**  
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This is a conversation between Tony Morgan and Judith Jacobs for the Joondalup Oral History Programme. Tony was the Urban Design Manager for the Joondalup Development Corporation and as such was an integral part of designing the new City. The conversation is taking place at the Joondalup Library on 4<sup>th</sup> December 2000. A bushfire was occurring next to the library during the interview and the conversation had to be concluded when a fire alarm sounded.

**JJ:** If you could just give me a few biographical details Tony, for example where and when you were born and what your qualifications were.

**TM:** Okay I was born on the 16 December 1951 and I was born in Perth at a little hospital called Tresillian in Nedlands but the family at that stage was living in Narrogin, a sheep and wheat area about two hours drive today from Perth. I was educated essentially in Perth at South Perth Primary School and Kent Street High School and following that I went on and did a Certificate in Horticulture with Kings Park Board for three years and that was a practical course, it was studying and working and then that provided the interest for me to further my work in horticulture but more particularly in landscape architecture and in those days back in the 1970's the only place you could do landscape architecture was in Canberra or Sydney or Melbourne so as a younger man I chose to go across to Canberra and study the four year undergraduate course in Landscape Architecture. I then returned after that course in 1980 to Perth and commenced my professional life.

**JJ:** Now it's mentioned somewhere that you actually were apprenticed to Bob Hart, the Public Works Department, and that was before you actually got your degree was it?

**TM:** My lead up to getting the degree was that I worked in 1974 for the Public Works Department and in those days Bob Hart was the Senior Landscape Architect and Bob had followed John Oldham who recently passed away, in fact just last week he had a park named after him at the Mitchell Freeway Interchange, so I worked with Bob for 12 months and moved from horticulture to landscape design, did a number of primary schools, a number of primary schools in fact in the North West Corridor that I go past even today and in those primary schools the families have grown up and the kids have moved on and one of those, I think it was Lymburner Primary School which in fact I think it is surplus to demand so it's interesting in 20 years what takes place. But working with Bob, Bob focussed me on landscape design so I moved beyond horticulture into design of urban spaces and basically he encouraged me and others in the office, encouraged me to go on and do landscape architecture, including the likes of John Oldham which I didn't know. I moved to Canberra and studied from '75 until '78. Bob came back into my professional development through the course because I came back to Perth in one summer vacation and worked with the public works for a Christmas vacation and then when I returned to Perth I took up a job with the Joondalup Development Corporation for a year and a half, Rob Holmes a Court was the chairman and I worked from Bob Hart's office in the Dumas House and I worked with Bob to undertake all the initial landscape assessment of the Joondalup City Project for that year and a half following which I left JDC and went to the University of Western Australia as their landscape architect.

**JJ:** All right so you worked for the UWA?

**TM:** So I worked for UWA for eight years from 1980 through until 1988 at which time I came back to the Joondalup Development Corporation. My role at UWA was to look after the grounds and become involved in planning and that included both their campus and also McGillivray Sports Grounds and also during that eight years given my background, landscape architecture I was also asked to work on a number of other university properties, Raine Square in Perth, a number of office buildings in West Perth and also on the Murdoch Residential Estate, so I started developing that stage not only in landscape architecture but also in land development, they were my initial roots and when I returned to Joondalup Development Corporation at the beginning of 1988 Holmes a Court was still the chairman and there was a bit of government turmoil in terms of the West Australian Development Corporation and JDC was reviewed in terms of its function and purpose and it continued on as we know right through until it was absorbed into the Landcorp, the West Australian Land Authority in 1992 I think it was. I came back and I came back as the landscape architect so I had two involvements with the Joondalup project as a landscape architect.

**JJ:** Right, was it the initial contact before you worked for UWA? What sort of things were happening at that stage?

**TM:** Initially in the year and a half back in 1979 and 1980 Joondalup was 1,000 hectares of bushland and it was pock-marked with limestone quarries because the limestone from this area provided the road base for many of the roads in the North West Corridor. In those days my role was to undertake landscape assessment in a landscape planning a broad planning scope. I worked with Simon Holthouse who was the architect planner at that stage, I was the second employee of the JDC, Simon being the first and I was the second and then other people followed on so Simon and I worked on the landscape assessment, worked out where the ridges were, where the valleys were, where the different landscape types were, started developing a series of policies to protect Lake Joondalup in terms of any urban impact in terms of storm water inflow and those sorts of things, developed and worked along with a guy, I think his name is Ned Crisafulli, who used to be the manager who looked after the bushfire and those sorts of issues with the City of Wanneroo at that stage or the Shire of Wanneroo I should correct myself, and Ned and I worked with Ned and also people from CALM to develop a fire strategy to in a sense deal with the old conservatives like Ned who liked to burn everything, slash and burn. I came from a Bachelor of Applied Science so I had a greater understanding of the ecology perhaps than some of those traditional guys and so I had to try and find that middle ground between slash and burn and preservation and protection of vegetation to generate the more diverse vegetation type. As we know the Swan coastal plain and particularly this end of the Swan coastal plain is extremely rich in flora and fauna and particularly flora, we concentrated on trying to get some of those preserve those vegetations and as I sit here today and I have just come up here, this bushfire that's currently occurring in Central Park and Central Park goes right back to that early landscape assessment period where we identified that as a very important valley and a very important vegetation type and it had a lot of good quality jarrah trees and the map was marked with that location, it used to be the old scout camp and no doubt the scouts chose the site because it had good vegetation, it had good land form for their activities and that was identified back in those days in '79 and it's there today and as it burns today I mean that's a minor management issue but it's a park that was planned to be really the jewel in Joondalup's crown and a portion is developed and hopefully a lot will be retained as natural vegetation and provide that east/west link from the lake back into the heart of the Joondalup

city centre towards the train station, shopping centre that sort of things so it's basically some of those early configurations are still very current today.

**JJ:** You just mentioned the scout camp, is that still operating?

**TM:** I think they are in the final phases in 1978/79 they used to come into that camp site from Burns Beach Road. They used to drive down a road called Seddon Street I think or Seddon Road at that stage and they used to come in but there was certainly remnants of camping and I understand in the late '70s early '80s there may still have been utilising that location, prior to that they had camped in the pine forest on the eastern side of Lake Joondalup and north east end and they moved into that location and as I recall there may have been some earlier discussions with the scouts in terms of other locations and we did speak about Lot 1, which is the land that is set aside for an environment centre at a later point in time on the edge of Lake Joondalup which is where the old farmhouse used to be so as I recall, a long time ago now but as a recall there was still some activity there.

**JJ:** What was here at that stage?

**TM:** What was here in those days was a thousand hectares of bush, a few limestone quarries, of course Lake Joondalup was here very little else. As I came in there were some construction works commencing on Edith Cowan, the hospital and the Shire of Wanneroo Administration Centre and to actually let those three buildings occur there had to be some road built so one of our early projects was the construction of Joondalup Drive from Ocean Reef Road through to Shenton Avenue and then it came in an easterly direction to service both the international college site, the hospital site, the shire site and off that road was also access provided to the Edith Cowan University further south so that's essentially what was here. There was also a farmhouse up on the lake which was you know the old farmhouse established in the 1930's which they had trouble in finding water, they also tried to grow grapes and run a few dairy cows and so on but that didn't work that well so that was a vandalised sort of run down cottage which was fenced and protected in case it was something that the people in Wanneroo wished to preserve in the future and that location is still there, the house is now very derelict, there hasn't been any work done on it but it is most probably the landform that's perhaps more important than the farmhouse.

**JJ:** So whereabouts is that?

**TM:** That's located near Joondalup City North and it's at the northern end of that and it's a large piece of land which has some large pine tree on it and it looks down and it looks down across the lake in an easterly direction that's a large piece of land too, north of that is some good quality natural vegetation in terms of trees and to the south of course a strip of land that leads down to Neil Hawkins Park.

**JJ:** Okay, some of the people you actually work with, you have mentioned a few and also were there any other characters, people living here you know market gardeners at that stage?

**TM:** The people I became exposed to in those days were people like Nick Trandos and Charlie Searson who had council positions as president and counsellors, Nick Trandos was also on the Joondalup Development Corporation Board so I came into touch with those sorts of people but there was a ranger that used to report to me that used to live just south of the

farmhouse I have spoken about in another little cottage owned by the, in those days, the Department of Planning and Urban Development. I have forgotten his name but he used to live there and as a result of his residence we also utilised him as the ranger who could actually carry out surveillance to look for things like fires, the fire happening today there used to be often little fires happening in the area and of course in those days Joondalup was very remote from the urban front and there had to be I suppose a different sort of fire management programme but he was actually the ears and eyes for a number of years, I suppose for two, or three or four years, we should find out his name.

**JJ:** Yes.

**TM:** And we provided him with a ute, an old F100 sort of 4 wheel drive, it was pretty hopeless it used to always get bogged and this guy used to give me a call a couple of times a week to let me know what was going on but people used to dump a lot of rubbish up here, I am sure there's a few bodies that have been dumped in this area in the past in some of the limestone quarries, a lot of cars were burned out up here, it was an area that I think was most probably away from the urban fringe and all those quirky things that take place in those areas out of the way used to take place up here. Most probably though, actually the other guy who was terrific in providing some direction and so on was Bob Goddecke who used to own some trotters and he owned some land, he was a market gardener and Bob historically had moved from the northern edge of metro Perth as a market gardener and a horse trainer and he called Joondalup his home and he is now living in Byford or is living, I don't know whether he is still alive or not but he certainly moved his operation to Byford. But Bob was a terrific guy and he was a real gentleman but also had a lot of knowledge of Joondalup and he was always very encouraging in terms of the big plan and as a young person you know you needed a bit of wisdom to actually lead you through some of those things.

**JJ:** That actually brings me to this question, how did you all stay so positive, you must have had an incredible vision because I've lived in the area and essentially this Joondalup thing was taking so long to happen, how did you stay so positive and focused?

**TM:** I think I am naturally a positive person so I mean I don't spend too much time looking at the negative, it's always positive, but the great thing behind the Joondalup project was a vision held by State Government by Sir Charles Court, by his Chairman Robert Holmes a Court, by a number of staff that's within JDC Hold House itself and we had a plan and we all came from sort of planning urban design landscape architectural type backgrounds and I suppose we realised that the creation of Joondalup was not going to take two years or three years, it was going to take 20 years and just the other day I was out, when I say the other day, 12 months ago I was out standing on a ridgeline looking over the Alkimos Regional Centre Project and I said to Simon, I said 'Simon, do you recall when you and I stood in exactly this location 20 years ago looking over Joondalup in 1979?' and essentially we stood on the ridgeline not far from the intersection of the Freeway and Shenton Avenue, sorry, the Freeway and Hodges Drive and we looked north and we looked over this land and sort of pointed out where the city centre was going and where the business park was going and where the residential suburbs were going and where the freeway would go and we stood there most probably for about an hour swatting a few flies and thinking about how you know, this whole thing was going to evolve, it's the vision has been something for the JDC and the people that wrapped around it from politicians to board members to staff to people, the vision has never been a problem, there's always been a vision, there has always been a plan and

there has always been a preparedness to hang out there. On the other side of course there was a local authority, the Shire, and there has always been a lot of interesting debate between the Shire and JDS and there has been votes of no confidence and a whole lot of bits and pieces, the Shire was hungry for early outcome and you know in a critical sense the Shire was too hungry for an early outcome and I would argue today as I have argued before that the Shire moved its building into the Joondalup City Centre at a too early a stage. What JDC was offering was most probably an urban vision for Joondalup, much in advance of the market requiring that but of course it was very important to start very early to make sure the roads and the protection for the lake and those sorts of things were put in place so that we don't lose those opportunities whereas the Shire was hungry and very anxious to draw its mark in the sand and show support but it was perhaps not the sort of support that was required at that point. I mean they could have perhaps continued to exist at Wanneroo town site and stepped into the Joondalup project at a later point in time so that was very interesting sort of two different timeframes and out of that came a lot of sort of, a lot of tension, but it was only short lived and it passed by and of course we have moved well beyond that.

**JJ:** There was a quote somewhere that it wasn't so much a clash of principles but more a clash of personalities.

**TM:** Well it's always about people isn't it? I mean it's about people and there were those I suppose that thought the council could have done Joondalup itself, the Shire could have done Joondalup itself, there's also equally many people that believe that the state really had to become involved to make it happen. I mean I was the benefactor of working for Robert Holmes a Court and as a chairman you didn't see much of him but when you saw him the vision and leadership was just first class I mean not to be surpassed by anyone and he was always very encouraging, very supportive of the landscape and if you go back to '79 landscape architecture was a new profession, most people thought it was rearranging a few pot plants but in fact it was much, much broader than that and in fact my thesis was on planning for the south coast of New South Wales from a place called Moruya down to Tuross and that covered about most probably 2,000 or 3,000 hectares of land so it was about laying out where the highways went and where the farmland went and where the residential areas went and camp grounds and all that stuff interfaced with coast and rivers and try to preserve the tourist opportunities so it was about urban planning, urban design in its broadest context and Holmes a Court provided that leadership and I think it was absolutely critical that the State actually did get involved and it also got involved on the back of the New Town Movement from the UK and also the extension of that into Australia through New Town Development on the east coast in Albury–Wodonga and Bathurst - Orange and some other projects that never happened in South Australia, Monarto. But Joondalup was the end of that cycle and it was something that the Premier at the stage grabbed and we moved forward but in speaking about Sir Charles Court, the great thing about Joondalup is it's had bipartisan government support the whole way through and a very powerful formula is when you actually have governments of the day supporting the creation of the Joondalup Centre for all the right reasons and Joondalup is most probably the best example of that and that's why Joondalup's here today because the federal, state and local politicians albeit may have argued and discussed my observations as a non-political person but as in partisan with one of the key technicians is that that formula made it very easy for the management of the day to deliver the project and achieve what has been achieved, still got a lot further to go but now

not under the state government's control, under the local authorities control is the key, the local authority owns it, it's their job now to take it further.

**JJ:** I've read somewhere that, you know, people had problems coming out to work here because it was so remote, well not all that way, did you not have trouble attracting staff because of that?

**TM:** Joondalup has never ever had problems in attracting staff, the reverse; we've had to actually say no more often than we have said yes with staff right from '79. Let's think back to 1979, 1970 as I recall there were about 4,800 people living in the Shire of Wanneroo, in 1980 there were 75,000 thereabouts, in 1990 there were 200,000 thereabouts, say 190 to 200,000 so even through a very small population and in '79/'80 with 75,000 people living here the urban front was well south, well south of Joondalup. But with the profile that JDC had established and the profile Joondalup City had established whether you are actually seeking people to work, you know, in the landscape maintenance area or the planning area or the accounts area it was always very east of established Joondalup. JDC was located in Perth up until about 1989 then moved and actually put its mark on the Joondalup project by physically being, I think that was very important that took place and also enabled the City of Wanneroo if I can call it that and Landcorp to work much more closely on the project. But never a problem attracting staff or contractors whatever, we have had many contractors working for us I think the people I remember dearly are the landscape crew. When I first arrived in 1988 the landscape crew operated on the golf course and they were two distinct groups, there was the golf course crew and there was the landscape crew. The golf course crew had all the nice uniforms and all the beautiful equipment and all the superb mowers you know, mowers that Western Australia had never seen before and they sat there in their greens, their bottle greens on their brand new Torrent motors with their brand new shed and you know built and maintained that superb golf course of international standard. On the other hand just down the track and around the corner there was a landscape crew who had about three or four, maybe half a dozen people. They operated from a second-hand toilet which was where they kept their spades and their rakes and their picks and they used to bring their own vehicles in and they were worn out, there was a worn out old Bedford that sort of had a water tank at the back and was meant to be a fire truck as well as a landscape truck to water plants in and it was like chalk and cheese you know one group that was you know presented and was highly professional and the other group that was trying hard but had no support. So what did we do, of course, we built up because the landscape was so important to Joondalup we built up a landscape crew so they were a professional outfit and they wore bottle greens and much to the dislike of the golf course crew and they actually gradually started being equipped with new vehicles and we moved them to a new site in the Joondalup Business Park and they became very proud and it was really those two groups of blokes and there was a couple of females working work blokes that were tremendous because they really got out there and did the hard yakka in the summer and in the winter you know with the flies and they were all sort of characters and ultimately the golf course was sold and of course the landscape crew was transferred across to the City of Wanneroo and I don't know whether those guys are still here or not but there's certainly still a depot in the Joondalup Business Park and hopefully those guys are still around.

**JJ:** So why the difference between the two?

**TM:** I think jealousy, I mean God if you have ever worked on a golf course you find out that golf course guys you know sort of feel extremely protective about the work they do and they looked down on the landscape crew.

**JJ:** So they are part of the same organisation?

**TM:** Working for the same organisation but they had been managed by two different managers, when I came in I had responsibility for both so and I had come off UWA where I was responsible for a day later crew and it was just a matter of getting these guys to talk to each other and develop ownership. The golf course crew and the landscape crew kept separate in terms of teams right to the day that we sold the golf course and transferred the landscape crew to the City but they were much more co-operative, they used to at least they used to talk to each other and occasionally they used to share a bit of equipment but they didn't snipe at each other but basically we were both set up as professional groups and they both did fantastic work in developing a 27 hole golf course and also the road reservations and the parks in the Joondalup Project and we see those fruits today. I have driven around today and had a look at some landscape and although I have always you know sort of argued that the local authority is not doing enough to maintain it to a high enough standard, at the end of the day the landscape frameworks there and there might be one or two trees missing but the Joondalup City and landscape is something that really has been realised and that it is a terrific legacy for Landcorp and the old JDC to leave for the people of Wanneroo and Joondalup.

**TM:** Geoff was known to be one of the great turf growers in Western Australia, Geoff on the other hand you know was hopeless in dealing with some sort of HR type issues but you know you have to work through those things you have got a terrific sort of turf grower but a guy that took a fairly hard view of some of personalities in the landscape crew and all that went down but in addition to the golf course crew and the landscape crew there was also another group I should mention that's the limestone masons or the limestone stone masons and they were originally a team of two, Ralph Principe was the head limestone mason and he used to sort of coordinate it and call the shots but these guys were on the project for many years and as you drive around Joondalup you will see limestone walls through the suburb of Connolly through the suburb of Joondalup some walls in and around the city centre itself and these guys worked on these walls for most probably certainly they were working here before I came in 1988 and they went right through until most probably 1992, 93, 94 and they created a new style of wall which was called the Joondalup Pattern which is a random pattern and hadn't been used in Perth before. Until then Perth had only seen Ashlar block which was a more grid like type pattern and these guys had created a new pattern which is more sympathetic to the Australian landscape particularly the West Australian landscape and they became experts and masters and they used to contract to build those for a certain number of dollars per cubic metre and I had a guy working for me called Sandy Biagoini and Sandy was, he has since gone works for Nigel Satterley now, but Sandy was a architectural draughtsman and Italian and so therefore he could talk in a native tongue to the masons and Sandy used to organise the work and these guys then used to, you know, implement work but if you happened to be sort of going passed the stonemasons about nine o'clock in the morning it wasn't unusual for the guys to be sitting down having lunch and having lunch means cheese, salami and bread and red wine, so there would be Sandy in the morning and I am thinking this is like the beginning of the day people start about eight and nine o'clock you sort of, you most probably haven't even had your first cup



of coffee and here's Sandy sitting on the rocks with his bread, his cheese and he is having his second glass of red wine. So I initially had to say Sandy I don't think this is appropriate and Sandy said well Tony this is how they do it because these guys have been on site since 4.15 this morning and it's now past lunchtime for them and they would do another couple of hours of work and they would go home so they were finished by 11 o'clock and you think about the hot summers here of course they get pretty hot around two o'clock and these guys used to be home before that used to take place and that's how they did the work. So Joondalup had the benefit we used to work 24 hours a day with these limestone masons filling in the other bit.

**JJ:** So they actually worked on the quarries around here?

**TM:** They used the material that came from quarries in fact the limestone walls that have been built in Joondalup and Connolly etc. were built from stone that came from Moore River and they worked on the residential estates and built the limestone walls that occur around blocks and occur around some of the parks and that sort of stuff, they built that work, but the limestone came from Moore River. The limestone in the quarries here was never of sufficient quality to actually use it for limestone masonry, it was all just used crushed and used for the road base.

**JJ:** And also lime burning I believe, did you ever come across any of the lime kiln workers.

**TM:** No, I never came across the workers but I certainly came across the kilns and so that was for me that was part of the history I was recording in those days. I suppose being aware of the quarries and the lime kilns and those sorts of things but I actually was, I came after those guys had finished and moved on.

**JJ:** You mentioned before that the City is now responsible for Joondalup, have there been any changes to the original vision or plan which you set in place.

**TM:** Not really, I think the vision that was established sort of back through the early eighties is pretty much what has been played out. The timing of delivery of some of that is changed according to market and those sorts of things but no, look I mean give the local authority its dues they have actually committed themselves as much to the vision as the JDC did so again you know a critical part of the team there was never any challenge about, you know where roads went and where roads didn't go. I mean the major change that occurred which it was led by the JDS or Landcorp was the location of Lakeside Drive and by then Joondalup Drive had been set and Hodges and Shenton and Moore Drive and all those sorts of things had been put in place but Lakeside Drive was a road particularly between Shenton and Hodges Drive bring that through where we actually moved the road closer to the lake, sorry moved the road away from the lake to provide some residential that sat on the lakeside of the road and up until then that had been a no no. Roads were used to separate urban development from regional space and wetland systems. We thought at that stage; hang on a minute, before we do this because this sort of dividing different zones of use by roads maybe isn't the best way and the most sympathetic way to do things. We knew that we had kangaroos moving from the open space system into the city across the road, we knew that people would be interested in acquiring residential land that sat on the edge of the lake providing the interface was dealt with properly, we didn't accept that a major arterial road, anything up to one hundred and twenty-odd metres wide should act as the separator

between the City and the lake. I had done a number of trips in my own time overseas and looked how some cities actually had addressed lakes and the last thing they were doing was blasting major roads between them so we came back and reflected and with Bill James we looked at rework of that and had to spend a lot of time within JDS convincing some of the planners etc. that this change was warranted. But we went through what they call these days a cost benefit analysis and worked out the upside and the downside and at the end of the day I had that unfortunate position I suppose in some ways but also fortunate to actually make the decision and recommend it to the Board, the Board agreed with it and we actually realigned Lakeside Drive and that's what's been built today so there is some residential being built which is certainly you know needing or causing vegetation to be cleared but with any respect if the road went that would have occurred anyway and the key is at the end of the day is to make sure that the urban development in the Joondalup Project doesn't contaminate or impact in a negative way on the lake and we go right back to the early planning that said all storm water that was generated in Joondalup itself must move away from the lake, most of that water moves to the golf course, I have spoken about that earlier on that ends up in the quarry and that's where it sort of calls the quarry home I suppose at the end of the day. Other development around the lake sort of provides storm water flow into the lake and so the Joondalup Project sort of created a policy about storm water very early on and that's been a key determinate in terms of how the Joondalup Project has gone forward.

**JJ:** You mention kangaroos a bit earlier.

**TM:** Yep.

**JJ:** Were they there, were they a problem, what did you do with them?

**TM:** Well kangaroos sort of, there are certainly a lot of kangaroos and there are a lot of ticks and if I pulled up my pants now and showed you my leg I would show you a whole lot of tick scars because I used to spend time walking around the bush and driving through the bush and there has been a lot of roos in Joondalup right from the word go and well before that and when we actually as we progressed our planning and deciding how things were going to be laid out we were always conscious about the impact on roos and the roos got pushed into two locations, one they got pushed into the regional open space when we started opening the land and also on the golf course and there were two or three families colonies of kangaroos kept on the golf course and they are still there today and there's also two or three families or groups in the regional open space, one up towards Burns Beach, one in Mid Point and one down towards Edgewater and all those populations have bred up and they have been managed and managed by CALM and when I say management, for those who are interested they do actually cull the male population because the males tend to fight each other and they fight over females so there has been a general sort of culling process. But there's also over the years I know CALM has actually been counting the number of roos and they do that by flying over the top in a helicopter and they have a guy that's very good at counting that sort of says one, two, three, four, five, six, seven, eight, nine, ten as they run from beneath their protection. The reason I suppose, so with kangaroos the other management that was tried which wasn't effective was to actually relocate the roos and there is always a very high loss when you actually physically put a kangaroo into a new location so at the end of the day they were managed by culling and the families were recognised and we tried as much as we could in locating roads to provide lumps of land big

enough near the lake or within the golf course that could continue to sustain those populations. But tourists and particularly Asian tourists love them so they are a great marketing plus and very often I have done tours around Joondalup where we have ended up down at Edith Cowan on the oval at sunset and people can't believe, whether they are from US or Asia or Europe, these people just find that absolutely fascinating that you can actually go and see a kangaroo in the wild, so kangaroos have always been part of the formula and you can't walk around it. I don't ever recall anyone saying we should just go and completely cull the kangaroos in Joondalup, there is no need to. Joondalup has got a very, it's got a large amount of open space, it's got a wetland system and kangaroos are really part of that process. Every now and again a kangaroo got knocked over on the road, that was always unfortunate but when you are growing grass and creating parks they are very attractive to kangaroos to feed on at night and I suppose we were all interested in slowing traffic down in city centres and really that's the solution is too. There's no reason why kangaroos shouldn't continue to breed and chew the grass near the shopping centre and I think that will continue. The concept of pushing kangaroos you know through grade separated crossings is always most probably a bit questionable, they may decide not to use the crossing, it becomes a very expensive one in that case but there were fencing systems used and most probably still used where they were set up for kangaroos to pass through so the netting was deleted from certain crossing points where the tracks occurred and kangaroos could then more easily pass beneath a couple of wires that were far enough apart for it to take place. So they have always been part of it, always been part of the plan.

**JJ:** You also mention that there hadn't actually been too many changes, what about the ...of the sports arena complex and also on that topic the basketball stadium that was built down here that's still down here, did you have any involvement with that?

**TM:** Yeah I did have a little bit, it's amazing isn't it when you sort of, when you have been away from a project for a while you forget those changes. I mean there were some big changes that were made to the plan in about 1990. The plan had initially been prepared back with Holthouse and Stevenson in the mid 70's and I had done a fair bit of the assessment to make sure the roads were in the right locations but it's only when I came back in '88 with Mike Kerry, he was the General Manager of JDC at the time, we sat down and sort of said ok is this plan truly market driven or is it something that has to be forced for a long, long time in the future and when I asked that question and when looking at the Stevenson plan more closely we realised that the walk distance from some of the car parks shown on the Stevenson plan to some of the key location points of the shopping centre and the university and so on was essentially like walking from East Perth to Parliament House and we thought that people were never going to be prepared to walk those sort of distances. So I think Gordon Stevenson used the wrong scale or something was wrong with the plan and if you look at Stevenson plan and put a scale rule on it you realise the problem. We then decided we had to shorten down some of those walk distances from car parks, be them public or private, from railway stations and those sorts of things. As a result of that thinking we said ok the shopping centre is in the wrong location, it should really be on Joondalup Drive and not on a road that was going to be central through the city which we call Grand Boulevard today. The sports centre was occupying the site that the shopping centre which should have most probably have gone on and the basketball stadium had been built to take account of where the sports complex was proposed. So in the wash up a number of things happened, one is we brought a train line right through Joondalup which hadn't been

proposed before and in tunnel so the city could build across it unlike Perth where the railway line has been built on the ground. We moved the shopping centre site to Joondalup Drive as the major vehicle carrier and had to move the sporting complex away into the north on land, again on the railway line, but away not directly a part of the centre of the city because we believed the real estate had a higher order than regional sport. So those changes were significant weren't they, they were quite substantial, and we made those changes in about 1990 and we then got serious about building the city centre because the market was saying 'we want to build shops, we want to build business park, we want to build in a CBD location' and also the concept of inner city residential was starting to appear at that stage.

**JJ:** Any comment on the fact that it was assessed to be a commercial city centre and there's no cathedral or religious centre, it is quite unusual for a city.

**TM:** Unfortunately today in 2000, most probably the most community based building is the police station which is most probably...we have lost some of those grand religious buildings or even some of the community-type buildings have disappeared and we now sort of see the police station emerging as the key focal point. In the States the post office is the key focal point and wouldn't it be nice if the post office was still the key focal point in Australia. A lot of land in Joondalup city has been sold to the churches, the Catholics support a site over the road and they have built their first stage building, the Anglicans have bought a site on which there is a building that has been established, I mean a number of the other religious groups have come through looking for land acquisition or land grants in the past. The churches tend not to build sort of grand cathedrals although they would like to be back in that sort of league again and I think most probably that that is something that I would hope could sort of be resolved in some way, there are certainly some key landmark sites in Joondalup and the reason the Anglican Church is sitting on the site it is sitting and at the moment it is vacant land towards the north site with a large timber cross on it, that site was identified as a site for a cathedral and the Anglicans have built their first phase building on that site. I would hope in the next generation of building they can go back and build, you know, something that is of much more substantial form on that corner so that may still occur.

**JJ:** Which corner is that?

**TM:** Sorry, that's the intersection of Grand Boulevard and Shenton Avenue, the south-east corner. The Catholics have chosen to come into the CBD on Boas Avenue and their building is substantial and it is across the road from the civic and cultural centre so again I think it will be a site that will transform itself into something that is quite grand and substantial. I was very disappointed in the City of Joondalup and the City of Wanneroo, and I should say City of Wanneroo because it was called that in the day, not building their facilities on Grand Boulevard. That would have been a much better outcome to give Grand Boulevard a lot more scale and lot more mass whether it was a library or administration building or whatever could have been built on that corner. In the long term it won't matter but in the short term to try and get all that critical mass together which creates a feeling of density and urbanity would have been very important for the early life, the earlier marketability of the Centre. So I think that the grandness and that community connection today is delivered by state government through things like police and very much delivered by the local authority these days through libraries and through council chambers and administration buildings and so on and let's not let the federal government off we have got to make sure they continue to do things of substance as well you know, so that's a hard one these days. It's one that has to be

made to work otherwise we end up with a shopping centre, the retail shopping centre, as the major focal point which is part of but not the total formula so work that's been done certainly by I'm sure of Landcorp today and certainly the East Perth Redevelopment Authority I am responsible for is looking much harder at how we make those things come together so the community gets a much better outcome than in the past. People like to meet, they like to greet, they like to form and the space needs to be provided for that to take place.

**JJ:** What about some of the characters that you probably came across. I think Stan Cavar, I say Cavar who has been mentioned to me?

**TM:** Yeah, Mate Cavar was an interesting guy, he and his son, well his son had worked in the, Tony Cavar worked in the North Sea oil and gas industry and he started investing his money and his superannuation money in land within Joondalup CBD on Central Walk. And Mate was his father and I think both of them had a certain vision, I mean Mate was obviously from Europe and he had grown up in much more urban environments, much more mixed use and the vision that we promoted was one that sort of accommodated their desires so they became involved in Joondalup City Centre and the CBD early on in the peace and they built a two storey building and they had mixed use and all those things. But between Mate and Tony they certainly kept me honest, they used to write to me and ring me most probably just about every week and always be reminding me the vision that we had established and sort of said that you know you really need to sort of stand up and be counted and promoted, so it was always great having people like that and who really kept you honest.

**JJ:** What was the building they put up?

**TM:** They built a building on Central Walk between Boas Avenue and Reid Promenade and it has about five residential apartments on the top and some commercial underneath, some restaurants and so on underneath. They were sort of good operators, there are a number of people like that who have been out there making those things happen, I am just trying to remember some of those names, I can't really say but they've certainly and the old JDC and Landcorp have maintained a fairly friendly disposition with these people because we realise that the investors are very important to establish the building stock and also, you know, to provide for others that could actually come into it at a later point in time.

**JJ:** We really need to have a vision and be very committed because.

**TM:** Absolutely.

**JJ:** It has taken quite some time to sort of develop.

**TM:** Yeah, yeah, I wouldn't mind coming back when I can think of a few more names and just talk about a few of those guys.

**JJ:** It's also been mentioned in the Tom Stannage book about Mr Rowe, the beehive man, do you know about him, I haven't heard of him.

**TM:** No, Mr Rowe had an agreement with JDC from back in the early, most probably, in the maybe in the late 70's and he used to actually run some hives on lands through Joondalup. Joondalup had a lot of dryandra or parrot bush through it and bees are very attracted to that so he used to move his beehives around the south west of Western Australia and he used to bring his hives in for the flowering season of the dryandra and that was a good food source

for his thing. I have met him on a couple of occasions and as we walked around you would always come across his hives and occasionally he would be there collecting honey from those hives and a few jars of honey used to always arrive on the reception desk you know for people at JDC. I haven't heard from him for a long, long time but there were those sorts of guys and what we asked of him was he had an arrangement, we had an agreement with us to use the land, we didn't charge rent but what we said is while he was out here we would like him to keep his eyes and ears open to make sure that you know the Joondalup area wasn't being used and abused by people dumping rubbish, dumping car bodies and so he kept a bit of an eye on it and he used to ring up regularly and report after he had been out here that everything is okay or there was a bit of a problem here or a bit of a problem there. So we used the technique in those days of getting people like the beekeeper etc. to be the ears and eyes to let us know what's going on.

**JJ:** What about a gun club, now that been disbanded.

**TM:** Yeah, there was a gun club up near Bob Goddecke's, near the trotting track there was a gun club and they used to do clay target shooting with rifle and shotgun and that was on top of the hill. That was a pretty established facility certainly in '79 '80 when I first came across it. It was active and that subsequently moved off, they were keen to stay but sort of the new regional centre of Joondalup and the gun club just didn't seem to fit together all that well so they moved on in the 80's and that was up where the, located where the Joondalup Neighbourhood Shopping Centre is, sitting on top of the hill and they looked south and they had a fantastic view across Joondalup.

**JJ:** Candlewood Drive?

**TM:** Candlewood Drive, yeah that's right. Just another couple of people that I think it is important to mention in terms of some of the characters, Bernie Stevens is a guy that's done a lot of development here in the business market in the CBD and Bernie is a very well established sort of businessman around town and identified Joondalup as a location for him to invest money and build buildings and he has built a number of buildings in the CBD. The building which with the dome roof top, it's got a copper dome on top on the corner of Reid Promenade and Grand Boulevard is one of his buildings and that was built for the Water Corporation in fact, the Water Corp decided not to move into it and they stayed at Balcatta and that has been subsequently let to sort of smaller tenants. He built the other one on the opposite corner also which is the red brick building which includes a restaurant and the ANZ Bank are in there as well, so some of the key buildings in the CBD, the quality buildings, Bernie Stevens was the bloke that put his money that he made through the property income fund. He had a lot of shares with Armstrong Jones and Bernie made his money through that but also saw the opportunity in Joondalup and he is still involved, he has still got landholdings out here and he still continues to involve but he is the sort of bloke that would ring up every now and again and remind you of what the vision was for Joondalup so there's been a few guys out there and people who have constantly reminded you of those sorts of things.

**JJ:** ...mentioned some of the team members I suppose that you worked with, what their role was.

**TM:** Yeah, when I came back as I said before, when I was here in 1979/1980 it was really Simon Holthouse and myself and when I resigned to go to UWA Simon took me across to the Palace Hotel, the Palace was still a bar in those days, a long time ago isn't it? And he sort of said look I am really so sorry to see you go Tony but, and I said well Simon I don't feel like sitting here for the next eight years and waiting for the market to become a bit more real in terms of being able to deliver the project so as a young guy I would like to go off and sort of sort of do other things so that was the parting words but we had a good relationship but when I came back in 1988 of course JDC had gone a lot further and was a much bigger organisation. My predecessors landscape architect Bill James had been involved for many years but Bill had also worked with other people like Beth Baron and Alisdair McCrudden and Leigh Stonehouse who was the marketing person and Mike Glendinning so a range of people but I came back as a landscape architect and had to work alongside Beth and Alisdair and also Cleve Flottmann, who was also the engineer and we all worked in the planning and the technical area rather than sort of the marketing and accounting area so we formed quite a strong group. Beth was the town planner and Alisdair was a architectural draughtsman who had very good computing skills and he used to sort of essentially also provide all the computing support and in those days of course in about 1988 we were starting to see the introduction of personal computers, the first Apple Mac was coming through and the first IBM's were coming through so it was sort of a new era of about how we stored our material and used that and we were located in the Wesfarmers building in Perth. Beth was a bit of a wild girl, she used to, you know so basically do things everything was done very quickly in a bit of a rush, but she certainly had her heart in the right place in terms of where the Joondalup Project was going so she was out there sort of fronting the order of the planning decisions and those sorts of things and Alisdair was really a steady and very, very thorough very professional in the work he did so they were very important to establish a lot of the base plans and those sorts of things in the early life of Joondalup. Cleve, Cleve Flottmann was the engineer. Cleve left Landcorp and went to join the Department of Transport, he is doing a lot of the maritime sort of dealing with maritime matters around the state at the moment, jetties and those sorts of things, but Cleve was a technician and a good engineer and he had previously worked on airports and those sorts of things so he had actually looked after the road planning and the provision of those sorts of roads. So that was the team, but what happened in Landcorp was, there was also a very good private sector out there who was offering planning services and Landcorp made the change to really become a project management group and outsource all that specialist skill, so the need for a town planner and engineer and architectural draughtsman sort of disappeared and as JDC wound itself into the new Landcorp, the new Western Australian Land Authority, we actually made a decision then to buy that resource from outside so over time Beth chose to enter her other business full time, she had also commenced a business in Joondalup Business Park to show a commitment for the project she actually developed a gym with her partner and they run a business in Joondalup Business Park, have done for many years called Joondalup Jungle Gym so Beth is still there today with, I am sure, with Joondalup you know sort of stamped on her forehead but she has been doing that for a number of years, loved kids, her husband, I most probably should say partner, was a gymnast so he was very able Dan and they have gone down that path and I think the best of luck to them. Alisdair moved on to taking his computing to Silicon Graphics which was the latest computing form back in most probably '74, I don't know what has happened to Alisdair he had a property out in Gingin and I am sure would have prospered in that business. Cleve sort of moved on to another government agency but it was a very important change and that change was made on the back of the

runs that JDC Landcorp had achieved in Joondalup and enabled Landcorp to go into a whole lot of other regional communities throughout Western Australia, Landcorp has become very active in regional Western Australia, Albany, Bunbury, Mandurah, Carnarvon, Exmouth, Kalgoorlie and it's really that team that built itself on Joondalup and all that intellectual knowledge of Joondalup has actually now been sort of pushed out by the State into other locations. So that's really the good part of the story is that there was a realisation of the skill and intellectual knowledge that had been gained and was held by the organisation and held by certain people and that's been sort of perpetuated elsewhere. But a very, very strong family and even today I think the urban development team are responsible still for Joondalup and other projects is still has a strength of comradeship and so now the Beths and the Alisdairs have been replaced by the Louise Ainsworths and the Mike Maloneys and the Phil Slaters and those sorts of things and some of those people like Phil Slater, he was a person I employed as I employed Louise Ainsworth, both were architects but they operated more as project managers and Louise particularly has had ongoing responsibility for this project at Joondalup and they have also sort of shone in other locations throughout the state so you always look back and sort of work out whether you have actually appointed the right people and I always say if you can get sort of eight or nine of them right out of ten you are doing pretty well and that's been achieved and I think most probably as Beth and Alisdair went and Cleve they were replaced by equally as good people, in fact people who adapted to a different way that the organisation was running, a different way of delivery. There's a fantastic resource in private sector that you can buy and you just have to make sure that when you buy it in they are properly managed and properly scoped and you get the best results from them but at the end of the day I mean Joondalup City has been the winner of the major project award for the Urban Development Institute of Australia which is in itself a very substantial recognition by peers of the success of this project.

**JJ:** Are there any other aspects that you are particularly proud of apart from the overall thing, any particular little things that you were concerned about that have turned out the way you wanted or better?

**TM:** Yeah, I think Joondalup City North is most probably one that has turned out pretty well and I would give it an eight out of ten, it was a major change that was shown as commercial and what's come is a mixture as residential neighbourhood which has basically been the template for a whole lot of other developments throughout Perth, Western Australia and Ascot Fields is a good example and in fact the post card they used to promote Ascot Fields was the post card of the demonstration street in City North, with permission of JDC, so I mean government must always innovate and be the leading edge. There are some things in City North which aren't quite right but it's a bold attempt to change and create a high density urban neighbourhood with some of those corner shops and those sorts of things in place so I think that's a good one.

**JJ:** I was just going to say that demonstration street was quite revolutionary.

**TM:** I always thought it was funny that if you go and buy a car you can normally say, look I want to take my Daihatsu or my Mercedes Benz home for a weekend and test drive it and feel and smell the upholstery and look under the bonnet and look underneath it and see if you can fit all your family members in it. When you buy a house, when you make the biggest investment of your life you have to actually walk in there and look at it and be concerned that someone else might buy it from under your feet and you can never actually spend time in it. I



always thought that if you bought a home you should be able to hire it for the weekend and live in it for a weekend. The closest we could come to that sort of proposition was to actually build a demonstration street so that people could actually not only see the land sub-division they could feel what this street was going to be like and although it didn't have the corner shop in it, it was very, very successful and it brought together some of the key builders that could offer a pretty good product. In the last ten years, particularly the last five there has been a lot of improvement to housing product in Perth, Western Australia. A lot of these smaller lots have actually forced home builders to design much better quality product and so City North demonstration street, Plaistow Street was a real key benchmark and those sorts of things are really gratifying in terms of where I sat watching those things happen and the problem we had in Plaistow Street in the ensuing months was too many people were visiting it and the home builder sort of trying to sell housing product were saying don't promote it anymore, turn the tv ads off, turn the campaign off we just can't deal with the people, can't contract sales because everyone is just going through it and we were tracking the people going through it, people from Mandurah, people from Bunbury, people from all over the place because it was a success, we've now seen that similar sort of process used in Subiaco and other locations and it works very well.

**JJ:** Did you have trouble convincing builders to do this kind of thing?

**TM:** Didn't have trouble convincing builders we had trouble convincing council and we actually didn't have approval to build those houses, we had to take a bit of a gamble and we used to sit up there and say what are we going to do and in the end we said we will do it and I trotted off and I got Ron Coffey the Town Clerk to acknowledge what we were going to do and Ron said if it doesn't work what we will do is we will ask you to build the houses further back from the street, in other words his concern was that the houses were too close. Anyway Ron was there and, I think it was about November 1995, when George Cash was the Minister for Lands was opening the facility called demonstration street and Ron came up then and he said isn't this incredible, isn't this fantastic you've got it right. I thought at that point that risk we were taking we resolved it but look you also had mass, that's Council and you know any comments I make about Council are made in sort of the best spirit, I have had a fantastic working relationship with City of Wanneroo, City of Joondalup, Shire of Wanneroo over many years and it is always terrific to walk into a council chamber, not so much today but in the past where you would always be treated as a friend and a colleague and whether it was as council or as senior staff and you know that is something that's worked very well and I always prided my success in doing Joondalup is on those relationships. You don't get anywhere if you are fighting and if you are writing each other's correspondence but in Joondalup City North council had to learn and come with it and they were happy but with the builders there was a lot of pressures because all of a sudden these lots were smaller and there wasn't as much land on which they could store their bricks and their spades and their building materials and so we had to step up and through Peter Brewer our Project Manager and Chris Carman our Project Manager sort of before Peter, they had to spend a lot of time in nurturing the builders, the council, certainly asked them for much better results than the consultants in terms of even, there was much more intensity and people weren't experienced with it so we had to make sure that we helped people through that process because we owned it and we couldn't walk away at that stage we had to sort of make sure we taught people to operate in that sort of environment and now people are much better skilled they understand the pressures, they cost things more effectively so they don't lose money on it

and it all works pretty well. The trick is to keep doing those sort of innovative things every few years the Landcorps of the world or the East Perths have to keep hatching those sorts of opportunities.

**JJ:** Has that become difficult?

**TM:** I don't think so, I think sort of research and development is in land development you can be you know sort of at the innovative end or at the very conservative end and both is a high risk because the market might change and the conservative developer doesn't have a market, the innovative one on the other hand might create something that's not market sort of focus but most take the safety ground in the middle, my argument is that government must be at the innovative end to try and respond provide a better consumer product for people at the leading edge and I think City North did it. I went through it today before I came in here it's looking a little bit tired. I am disappointed that the verges aren't maintained to a high standard, I think council could show more leadership there keep you know sort of pointing council, I think Landcorp could have most probably co-ordinated that better. There's some building in there that is a bit rugged it's most probably not of the quality that should have been built, the main street is a bit weak and the shopping street and that needs a bit more attention in the future in those sorts of projects so the bus doesn't seem to drive through it so those sorts of things need to be improved but I think it is always important to look at the negatives but on the other hand there's incredible positives that came out of that project that will still keep coming out of it, it sort of put Joondalup on the map a bit Joondalup sitting on the map City North as much as the CBD and other bits and pieces.

**JJ:** What about, get back to the Yellagonga Regional Park the importance of that.

**TM:** The Joondalup Goollellal Wetland System was really a key opportunity that Joondalup had was to establish a city on a natural wetland that's extremely fragile but most cities in the world, if you can call Joondalup a city, which I think you genuinely can, sit on water, sit on the ocean or a river, in this case in Perth, Western Australia we don't have a lot of rivers but we do have a lot of wetlands so they provide a fantastic opportunity to have a close relationship with Yellagonga or the Joondalup regional open space system which brings together land and water, land and wetland, was critical to get the right proportions in length and width to allow the city to actually really seriously address that.

**JJ:** The reason why I am asking this is I have spoken to a town planner who feels that it was built too close, how do you address that?

**TM:** I don't believe it was I think the, and the reason I feel very comfortable with the location of the city against the wetland is that a lot of the original work that was done both in my time 1979/80 and also in Bill James' time from there through until '88 was actually really setting up a, was really pioneering the Joondalup regional open space system in terms of management strategies and guidelines that would protect the quality of the system as much as we could, we only occupy one portion of the boundary, and all that work's done and is well documented, it had various inputs from ecologists and all the rest of it, that started determining how close you could come to the lake system and the question I asked in '79 is what are the policies and principles that we should be aware of as JDC in terms of the lake system and the state and local authority said well we don't know, there is none so we said ok we are going to have to design them ourselves so we front ended a whole lot, you will find in

the library shelves a number of documents that actually did the frontend and actually established policies that we believe were appropriate. Now at the end of the day if it's too close or too far away, obviously as better science comes through that might be the case, the opportunity has most probably now gone because the line has been drawn but the drawing of that line and as I said earlier on the movement of Lakeside Drive further away and putting some residential on the inside still maintain roughly the same line, we felt that that was an appropriate line to draw and that's why the MRS boundary was established at that point or the Metropolitan Regional Stand boundary for the open space. It was done in a, most probably, a dearth of information at that stage but we tried to rectify that and believe we got the right result in terms of where we put it. I think time will tell I mean at the moment I am not really conscious of the work quality monitoring all those things but what I do know is there is a lot of inputs all around the system and it's all those inputs that need to be monitored up to a much higher standard.

**JJ:** The statements in a report a quote from that is that they wanted Joondalup to be pride of the place to people yet convenient by access by foot or vehicle, do you think it's achieved that?

**TM:** Yeah, I think it's not bad, I mean Joondalup has got too many roads in it and that's a bit of a throw away comment, people wonder what I am talking about but I think Grand Boulevard personally was overbuilt and we had at that point of time the traffic engineering input was tended to be, have a bit more clout than perhaps it does 2000 beyond traffic engineers are part of the puzzle but they are only part of the puzzle, in the early 90's they were dominant both in a consultancy state government, local government sort of point of view so when you are doing a project like this although you are the owner and you have control there are certain approvals you have to seek to actually lay the plan down so you get the regulatory process starts dictating in some ways what happens. I think that Joondalup is very accessible, it's walkable, I think the first order of buildings are a lower density than the place warrants so therefore some of the broad streetscapes tend to leak out because the building heights are a bit low but you will find in the second, third and fourth generation of building in Joondalup all that will be resolved so the road system, the pedestrian movement systems in themselves I think will stand the test of time, in fact I know they will stand the test of time. As we look out there today and, not this building we are in now the library, but some of the other buildings I mean they only have a life for 20 years and some of those buildings are already up to getting close to ten years and you will find that all of a sudden people start knocking some of these buildings over and rebuilding them and some of these buildings are concrete, till concrete so they are cheap buildings and the land values will rise and that will warrant a four or five storey building.

**JJ:** So there is no restriction?

**TM:** There are development controls which encourage a building height of up to seven storeys. The BankWest building is built on foundations, there is a single storey section, that's built to be knocked over, designed to be knocked over and the footings are strong enough to handle a seven storey building on that site, but you wouldn't build that today because there is not a demand for that floor space.

**JJ:** Right, so it's all been planned so that they can be knocked down and bigger ones be put up?

**TM:** They are building a city here and cities demolition although it is hard to imagine isn't it, when you are starting to see first thing put in place. I am not talking so much about the homes at the moment, I am talking more about the commercial CBD and the business park area but that's essentially built to be demolished when the viability of the financial feasibility stacks up and you will find that sort of in the 20 or 30 year period, so in other words what are we looking at, sort of 2010 onwards you will find buildings will start getting demolished and rebuilds will occur.

**JJ:** That's amazing I find that we are still waiting for them to fill the buildings.

**TM:** But if you go back and look at some of the earlier photos of St Georges Terrace, Adelaide Terrace you will find they were single storey residential homes but Joondalup will power on and it will become a key regional centre and you are seeing evidence of that now, the council's investment, the shopping centre investment, the business park and the Southern CBD investment, Edith Cowan is now building the new call centre that Ansett will operate from down on, what's that street called, Collier, Collier Pass, I mean that's.

**JJ:** Near the basketball stadium?

**TM:** Yes, so there's a ton of investment going and you will find there is vacancy around but just roll the clock back from 2000 to 1990 there was hardly anything here and the populations have really started to build and focus, I mean I have come past the Hogs Breath Café I drove past today but I drove past that most probably six weeks ago at night and it was full of people, people everywhere and I expect the cinemas are now becoming quite attractive, the shopping centre certainly the car parks are full and the shopping centre keeps growing which shows that it is trading well. In fact I was a member of the joint venture group that sort of built and cleaned the shopping centre and I know it's trading well so it's a good success story and gradually the shopping centre and the city centre will sort of move together and create that sort of I suppose that uniform and continuous development which is very important for Joondalup.

**JJ:** So you still consider that it still is a city in landscape or a city in harmony?

**TM:** Well they are all sort of catch phrases that we used you know sort of through. I think the first one was City in Landscape and that was very important to position Joondalup, at that point in time from the, most probably, 1990's through until 1994 and there's been a strong landscape established and that was a point of difference that we wanted to give Joondalup given that it was located next to Lake Joondalup or Yellagonga Regional Park it needed that strong landscape theme and I think that's been reasonably successful and I imagine Joondalup in 30 years time, let's think about 30 years and I think it will be a very refreshing cooling comfortable city to walk through, drive through to visit. Still a bit spartan today, long walks where there's sometimes not active frontage looking on and providing surveillance but in due course that will come through, then moves to City in Harmony about live, work and play that was the sort of catchcry at that stage and it was sort of felt the need to move on from landscape to being a harmonious relationship, that worked for a few years and now what's the catchcry now, it's Heart of the North and the reason that third one came up was that people were starting to, there was a big argument brewing about Whitfords and Lakeside and the heart of the North and I think Joondalup is the heart of the north, it must be the heart of the north, I mean Whitfords has a role and Currabine and Clarkson Shopping

Centre which Landcorp's doing have a role but they shouldn't take on a superior role for the Joondalup City Centre. If they do they will lose the community because the community don't end up with something that's much more urban where, if you come here the offer in Joondalup should be much more substantial, it should offer retail but should offer so many other things, cultural and civic things and so heart of the north was just to reinforce the fact that the 500,000 people that will live in Wanneroo and Joondalup in years to come, their regional centre, that they can call home is Joondalup which is where the university and things are but there is also a district and of course the corner shop needs to be there as well so it's a sort of a hierarchical arrangement. So that's where those three things came, those three positioning statements came was to try and reflect at the time what the important ingredient was landscape, harmony and then of course heart of the north, interesting aren't they? Just try and make it a bit more connecting.

**JJ:** Yes, it's a progression.

**TM:** I mean the Joondalup logo changed as well as you know and the current logo is one that you know we see on the school shirts of the kids from Joondalup Primary School and the headmaster won or the principal won the award recently which is terrific but they chose, the Joondalup kids chose to take on the teal and the gold logo and that was always the intent and they are the sort of things that you really find you know when you have done it well when the community says 'can we have the logo, can we use the colour.'

**JJ:** I think we are going to have to call a stop to it now.

**TM:** Yes sure.

**JJ:** Thank you very much for today.

**End of recording**

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