

An aerial photograph of a residential development. In the foreground, there is a paved area with a large, stylized 'B' logo made of hexagons. To the left, a small building with a sign that says 'SALES CENTRE' is visible. A tall, thin sign with the word 'BRABHAM' is also present. The background shows a dense residential area with many houses and a large body of water in the distance.

B BRABHAM

2026-2030

COMMUNITY AND ECONOMIC DEVELOPMENT PLAN

Acknowledgement of Country

Peet acknowledges Aboriginal and Torres Strait Islander Peoples as the Traditional Owners of the lands and waters of Australia, and we pay our respect to their Elders past and present. We recognise Aboriginal and Torres Strait Islander Peoples continued connection and relationship with Country and value the rich cultural contribution they make to the communities in which we live, work and play.





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A Community of Opportunity

Brabham is a fast-growing, diverse and aspirational community located within one of Western Australia's most significant urban growth corridors.

Originally shaped by innovation, industry and connection, Brabham continues to evolve as a place where people from many cultures, life stages and backgrounds choose to build their futures.

As the community grows, so too does the opportunity, and responsibility, to ensure that Brabham remains connected, inclusive, safe and supportive for everyone who calls it home.

The Community and Economic Development Plan (CEDP) 2026–2030 provides a clear framework to guide Brabham's next phase of community development. It builds on the

foundations of the previous CEDP while responding to the changing needs, aspirations and lived experiences of residents, stakeholders and partners. This Plan reflects what the community is telling us: that connection, access to services, opportunities for young people, cultural inclusion and a sense of belonging are essential to Brabham's long-term wellbeing and resilience.

Brabham is characterised by a high proportion of young families, children and emerging young people, alongside a growing number of adults from culturally and linguistically diverse backgrounds. Community engagement highlights strong pride in Brabham's diversity, green spaces and neighbourly spirit, while also identifying challenges associated with rapid growth, including access to early years services, youth opportunities, infrastructure pressure and perceptions of safety.





This CEDP responds to these realities by placing a strong emphasis on lifelong learning and human development, community cohesion and wellbeing, economic opportunity and innovation, and sustainability and connection to nature.

It recognises that supporting residents at every life stage, from early childhood through to older adulthood, is critical to building a thriving, connected community that can adapt as it grows.

The Plan has been informed by community workshops, stakeholder engagement and collaborative planning undertaken throughout 2025 and early 2026. These conversations reaffirmed the importance of working in partnership across community, government, education, industry and service providers to deliver meaningful outcomes.

The CEDP is therefore not a static document, but a living framework that will be monitored, reviewed and refined in response to community feedback and emerging opportunities.

Above all, the Brabham CEDP 2026-2030 reinforces a shared commitment to ensuring Brabham remains a welcoming, inclusive and opportunity-rich community. One where people feel connected to place, to each other, and to a positive future.

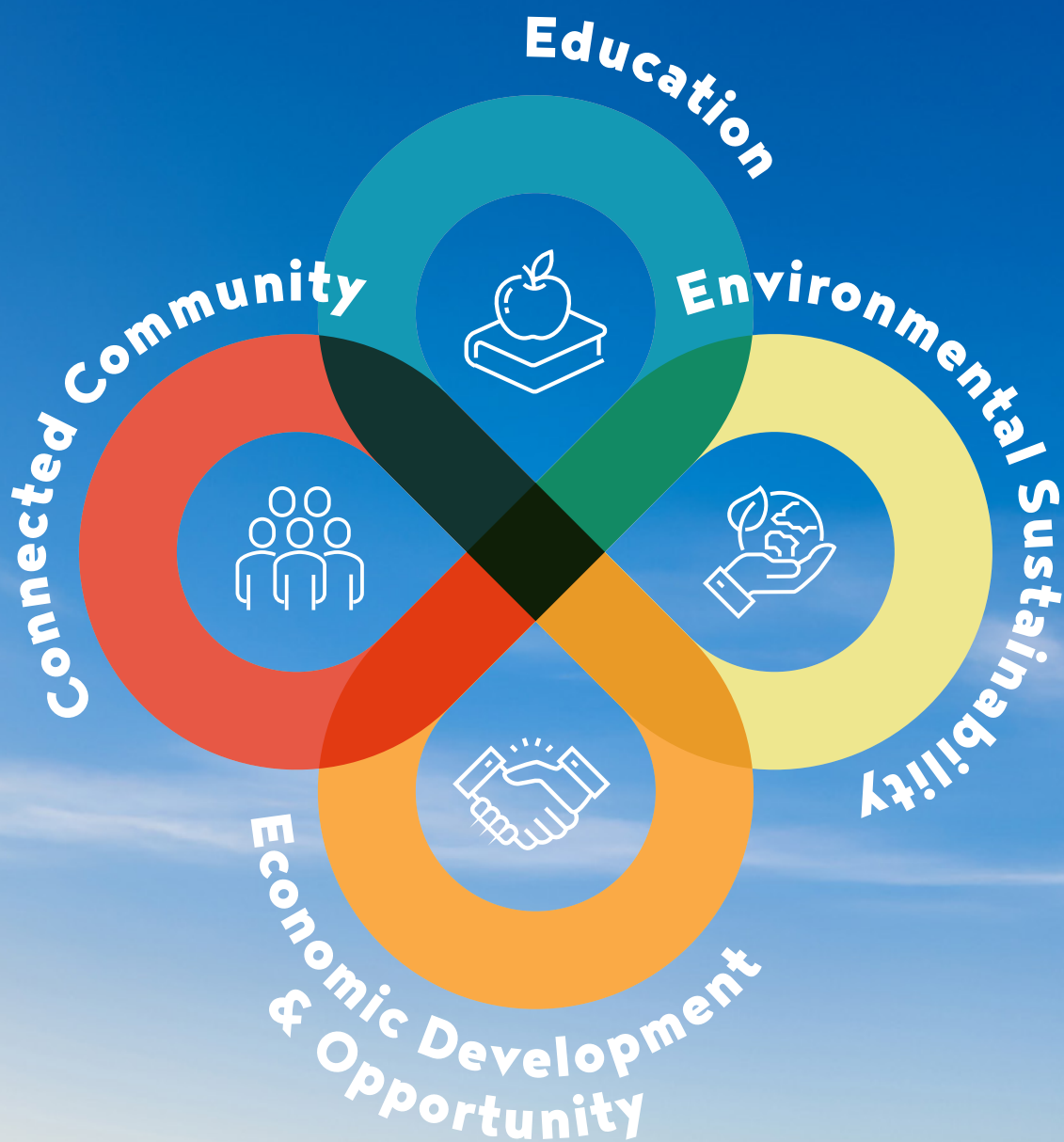
This Community and Economic Development Plan will continue to be underpinned by four key community drivers:

ENVIRONMENTAL SUSTAINABILITY

ECONOMIC DEVELOPMENT AND OPPORTUNITY

EDUCATION

CONNECTED COMMUNITY



The Brabham Estate

Neighbourhoods

- Fields
- Parade
- Vantage



Research & Engagement Informing the CEDP

The Brabham Community and Economic Development Plan (CEDP) 2026-2030 has been informed by a program of contemporary, place-based research and engagement undertaken throughout 2025 and early 2026.

This work focused on understanding the lived experience of residents and stakeholders as Brabham transitions from an emerging estate to a consolidating community.

The Brabham CEDP is based on the findings from the following:



Brabham Community life Survey 2025

Letter drop survey of residents of Brabham Estate which provided qualitative and quantitative data to inform community and economic development planning.



Stakeholder Engagement

Community and stakeholder workshops were held, including the Brabham Connections Visioning Workshop.

Participants included schools, service providers, community organisations and local government.

Key strengths identified: Brabham's diversity, green spaces and strong neighbourly connections.

Main concerns: rapid population growth, limited early years services, need for youth opportunities, infrastructure pressures and safety perceptions.



Project Team Strategy Workshop

Strategic workshops with the project team and stakeholders helped shape the CEDP, examining current conditions, future challenges and potential opportunities for alignment.

Areas explored included community development, infrastructure, education and economic development.

The process highlighted the importance of coordinated, cross-sector collaboration.

Emphasis was placed on early intervention, youth pathways and building community cohesion to address population growth.

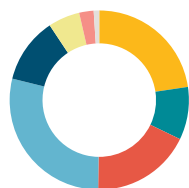
Demographic Snapshot

Total Population:

8,665 people

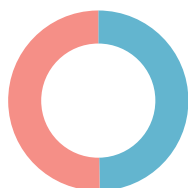
This is an increase of 5358 people (or 162.02% increase) since 2016.

Age:



0 - 9	22.6%
10 - 19	9.5%
20 - 29	18%
30 - 39	28.6%
40 - 49	11.8%
50 - 59	5.7%
60 - 69	2.6%
70+	1%

Gender:



Male	49.6%
Female	50.1%

The population of Brabham has significantly increased since 2016. The age brackets of 0-9 and 10-19 years old have increased a combined 5.6%, which indicates the number of families in the area has increased.

Diversity:



64.4%

of people were born in Australia

43.9%

of people speak a language other than English at home

2.9%

Aboriginal and/or Torres Strait Islander

Brabham is more culturally diverse than the greater Perth area. The use of a language at home other than English is significantly higher than the greater Perth area, with Indian languages constituting the three largest percentages of languages used other than English.



Top countries of birth (other than Australia) are:

India (11.9%), Philippines (7.2%), New Zealand (3.6%), England (2.8%), Zimbabwe (1.2%).



Top languages spoken at home

(other than English) are: Punjabi (8.9%), Tagalog (4.1%), Gujarati (4.1%).

Family Makeup:



59.1%

couples with children (average children per family: 1.8)



27.6%

couples without children



11.6%

one parent families

Housing Tenure:



Family Households	81.3%
Single Person Households	16.1%
Group Households	2.6%

Income: (Median, Per Week)

	2016	2021	Swan 2021	Greater Perth 2021
Personal	\$947	\$1,059	\$840	\$859
Family	\$2,023	\$2,256	\$2,109	\$2,259
Household	\$1,957	\$2,155	\$1,843	\$1,865

Employment:

	2016	2021	Greater Perth 2021
Full-time	67.6%	63.2%	56.8%
Part-time	22%	27%	32.5%
Away from Work	4.2%	5.9%	5.4%
Unemployed	6.2%	3.9%	5.3%

Monitoring and Evaluation

The following regime of monitoring and evaluation will be established to ensure high quality implementation of the CEDP.

It will ensure the vision and goals are consistently delivered with the flexibility of strategy required to leverage emerging opportunities are embraced and new challenges addressed.



Ongoing internal reviews
of strategies and initiatives



Qualitative interviews
with stakeholders and community
representatives



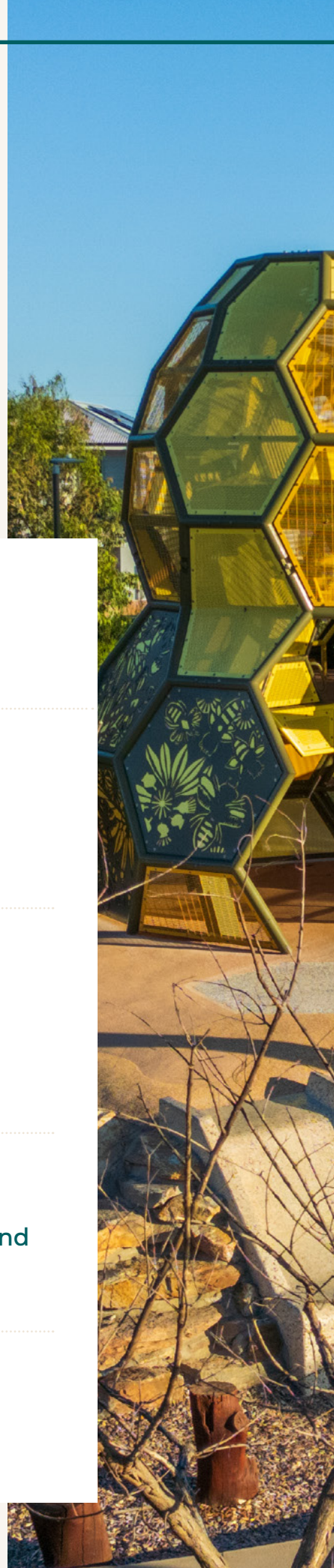
Biennial Community Survey
based on Creating Communities
SocialQue™ Survey



Annual review
and reporting of Implementation Plan and
Key Performance Indicators (KPI's)



Regular project team meetings
and reporting throughout the year



A Community and Economic Development Plan (CEDP) is a framework for delivering the vision and potential of a community.

A CEDP captures the distinctiveness of a community and identifies the strategies that will connect community members with each other, the surrounding people, resources and places. It brings together the priorities of key stakeholders; industry, government, non-government, private sector and community for collaborative action and investment.

Monitoring and Evaluation Greenstar Compliance

Stakeholder Engagement Evaluation - Greenstar Alignment 3.2

- As part of this CEDP, CCA will conduct a review of Stakeholder Engagement at least once through the period of the CEDP and include the following:
- Evidence must be provided that evaluation of stakeholder engagement has influenced the projects ongoing approach to public consultation.
- The results of each evaluation should be summarised in no more than two pages, and the summary must highlight the outcomes and recommendations.
- Subsequent evaluations must indicate the extent to which recommendations from the previous evaluation were implemented.
- Evaluation must be undertaken by an engagement professional, with a copy of the CV provided.
- An evaluation report must be prepared at project completion that summarises how effective the evaluation process of the strategy has been.

CEDP Evaluation - Greenstar Alignment 10.0

The Plan should be reviewed at least once in each recertification period. The results of each review should be summarised in no more than two pages and highlight the outcomes and recommendations.

Subsequent reviews must indicate the extent to which recommendations from the previous review were implemented.

The Brabham Narrative

Brabham's identity has always been shaped by movement, ambition and transformation.

Its early history is strongly associated with military use and innovation, followed by a defining period as a centre for car racing and automotive culture. These foundations embedded a legacy of ingenuity, resilience and technical skill; values that continue to influence the character of the place today.

As Brabham has transitioned from open land and specialist uses to a masterplanned residential community, its identity has evolved. What was once known primarily for racing and defence has become home to thousands of residents from diverse cultural, linguistic and social backgrounds. Today,

Brabham is a cultural melting pot, rich in traditions, stories and perspectives—where young families, children, emerging young people and older adults are collectively shaping a new sense of place.

This evolution has brought significant strengths. Brabham is increasingly recognised for its diversity, strong neighbourly connections, high levels of community pride and access to green spaces.

Community events and celebrations have demonstrated a strong desire to connect across cultures, build shared understanding and foster belonging. Residents value Brabham as a place to raise children, invest in their future and build meaningful social networks.

At the same time, Brabham's rapid growth presents clear challenges. Population expansion has occurred at a pace that has placed pressure on services, infrastructure and amenities, particularly for early years families and young people.

Engagement has highlighted gaps in access to local services, limited opportunities for older children and teenagers, and concerns that rapid change could undermine connection and perceptions of safety if not intentionally addressed.





The next phase of Brabham's development sits at a critical transition point: from establishment to consolidation. This moment presents a powerful opportunity to be deliberate about how community life is supported and sustained. There is strong potential to build on Brabham's diversity as a strength, to invest in early intervention and youth pathways, to leverage emerging infrastructure and employment opportunities, and to embed sustainability and connection to nature as core elements of everyday life.

The challenge, and opportunity, moving forward is to ensure that growth is matched with care: that services, opportunities and social infrastructure keep pace with population change, and that community cohesion remains central as Brabham continues to evolve.

By working collaboratively across community, government, education, industry and service providers, Brabham can honour its legacy of innovation while shaping a future defined by inclusion, resilience and shared opportunity.

The Framework

Brabham Estate was awarded a 6-Star Green Star Communities Certification in 2020, representing a world-leading sustainable development.



Note: This framework will be supported by an annual 12-month plan tailored to the status of each initiative and responding to the needs of the community at that time.

Theme	Focus	Consolidation Strategies	Potential Partners	Activities
ENVIRONMENT AND SUSTAINABILITY	Sustainable lifestyle	- Embed sustainable living as an everyday, community-led practice. - Build longterm stewardship of local natural assets, particularly St Leonard's Creek and the Brabham Estate wetlands. - Strengthen environmental connection through culture, education and intergenerational participation.	- City of Swan (Environment, Waste and Sustainability) - Switch Your Thinking - East Metropolitan Regional Council - Local Aboriginal Elders and Aboriginal organisations - Wildlife Care WA - Conservation Volunteers Australia - Local schools and North Metropolitan TAFE - Community gardening and sustainability groups - Local Elders / Kaarda - Millenium Kids	- Deliver annual community sustainability activations, including support for the existing repair cafés, reuse events, sustainability festivals. - Support resident sustainability champions through microgrants, training and mentoring. - Facilitate intergenerational environmental initiatives involving children, families and older residents. - Support external providers to implement school holiday programs and initiatives in 'outdoor classroom'. - Participate in Outdoor Classroom Day (annually held in November).
	Environment and Culture	- Provide opportunities for children to actively contribute to the care of their local environment. - Participate in relevant National Citizen Scientist Projects. - Support delivery of the outdoor classroom model. - Build the capacity of residents in the care of their local environment. - Promote active transport as a way to connect Brabham to the broader communities (Whiteman, Swan Valley). - Acknowledge and celebrate Aboriginal heritage and environmental connections and ensure community education. - Support community education around water, bird and frog friendly gardens. - scope the opportunity for Community Engagement to inform the amenity and ongoing care of St Leonards Creek - Support events and initiatives that encourage the care of the local environment. - Engage residents in the care of the local environment and building their capacity in this space.	- Sustainable Schools. - East Metropolitan Regional Council. - Nature Play WA. - Local Primary Schools - Brabham Primary School, Maarakool Primary School, future Brabham High School. - Whiteman Park. - City of Swan.	- Continue to create opportunities for environmental stewardship in young people via incorporating planting days, environmental monitoring and citizen science initiatives. - Partner with Aboriginal Elders to deliver onCountry learning, storytelling and environmental education. - Peet to work with the City of Swan to ensure Brabham is designed as a 'walkable' estate. - Support 'walk and wheel' initiatives. - Support Nature and Culture events in Brabham. - Promote and support clean up initiatives. - Design programs and activities that support residents in developing waterwise verge gardens. - Deliver workshops that highlight the natural environment around Brabham Estate including the local wetlands. - Support the delivery of community planting days throughout the estate.

To enable the project to maintain a Green Star Communities rating, the CEDP has addressed the ongoing Green Star requirements under the relevant Credits, in particular the Community Development and Engagement Credits.

Theme	Focus	Consolidation Strategies	Potential Partners	Activities
COMMUNITY AND CONNECTIVITY	Cohesion, Safety and Belonging	- Strengthen social cohesion as Brabham transitions into a mature suburb. - Shift from provider-led events to resident-led connection. - Improve perceptions of safety through connection, information and visible activation. - Activate neighbourhoods at a hyper-local level, supporting the delivery of regular activations across the newly established neighbourhoods of Parade, Fields and Vantage. - Offer small grants, toolkits and mentoring to support residents in planning their own street gatherings, cultural celebrations, or pop-up events. - Identify peer connectors and cultural ambassadors to facilitate connections within the community, ensuring diverse voices are heard and represented. - Promote open channels for residents to access up-to-date information on local safety issues, emergency contacts, and crime prevention tips, strengthening trust between the community and authorities.	- Befriend - City of Swan - Neighbourhood Watch - Resident Groups - Multicultural Clubs - Sporting Clubs - Local Police - City of Swan Libraries - Community Champions and Resident Groups	- Deliver regular hyperlocal activations (street gatherings, pop-ups, playbased connection). - Establish and maintain a coordinated Community Safety and Reassurance Program, including trusted information sharing, community safety walks and positive presence initiatives. - Establish platforms (online and offline) where community can keep connected at a hyperlocal level. - Encourage neighbourhood watch type programs and collaborations with WA Police and City of Swan to address concerns and foster a safe environment. - Support intergenerational initiatives, including mentoring, skillsharing and volunteering. - Build resident capacity to move from participation into active leadership roles. - Develop the Brabham Connect Newsletter to be delivered digitally (with hard copy option) to residents to keep them informed on development updates, local businesses, events, ways to connect with their neighbours.

Theme	Focus	Consolidation Strategies	Potential Partners	Activities
EDUCATION	The best start in life	- Improve access to early intervention and support services within Brabham. - Advocate for integrated early years hub. - Support culturally responsive navigation and inclusion for families. - Strengthen early childhood social connection and peer support. - Embed early learning, wellbeing and play as community values.	- City of Swan (Community Development, Libraries, Community Centres) - Child and Family Health Services (including Child Health Nurses) - East Metropolitan Health Service - Local early learning and childcare providers - CLAN Midland - Autism WA and neurodiversity support organisations - Playgroups WA - Nature Play WA - Midvale Parent Hub and family support services - Local primary schools (transition to school collaboration) - Cultural and faith-based community organisations - Parents, carers and families in Brabham	- Facilitate regular early years pop-up services and programs within Brabham to reduce travel barriers. - Establish culturally responsive service navigation, including: - Community connectors or peer educators - Information sessions delivered in partnership with cultural organisations. - Support the delivery of early childhood play-based connection programs, including: - Supported playgroups - Parent-child activities - Neurodiversity inclusive programs. - Support parents and carers of children with additional needs through: - Targeted workshops - Referral pathways - Peer support networks. - Create clear referral and collaboration pathways between: - Early learning services - Health providers - Schools and community organisations. - Embed early learning messages through community communications, normalising early support, play and helpseeking.
	A strong future for young people	- Create visible, meaningful pathways for young people in Brabham. - Strengthen youth wellbeing, resilience and belonging. - Ensure young people have a genuine voice in shaping Brabham. - Activate safe, welcoming spaces and programs for young people. - Strengthen transitions across life stages.	- City of Swan Youth Services - Local primary schools and Brabham Senior High School - Ellenbrook Secondary College (transition period) - Youth service providers - Sporting clubs and recreation providers - Creative and cultural organisations - North Metropolitan TAFE - Local businesses and employers - Community safety partners - Young people and families in Brabham	- Scope and establish the Brabham Youth Network or Youth Action Group, linked to: - Schools - Youth services - Community planning processes. - Advocate for, and support the delivery of a codesigned youth activation calendar, focused on: - Afterschool and holiday programs - Sport, creative and skill-based activities - Wellbeing and resilience. - Partner with schools and training providers to deliver local skillbuilding and pathway programs, including: - VET tasters - Mentoring - Real-world learning opportunities. - Support youth leadership and contribution, including: - Paid youth advisory roles - Peer mentoring - Youth-led projects and events. - Work with stakeholders to ensure youth-friendly spaces are activated and welcoming. - Facilitate transition-focused programs, particularly: - Primary > secondary - Secondary > postschool pathways.



Whiteman Edge Train Station

Theme	Focus	Consolidation Strategies	Potential Partners	Activities
ECONOMY AND OPPORTUNITY	A place of collaboration and opportunity	- Position Brabham as a lifelong learning community. - Leverage major infrastructure to improve access to opportunity. - Strengthen local enterprise, creativity and employment pathways.	- City of Swan Economic Development - North Metropolitan TAFE - Local businesses and traders - Swan and Ellenbrook Chambers of Commerce - Creative industries and Perth Film Studios partners - Adult Learning Australia - Volunteer and mentoring organisations	- Deliver a rolling program of adult and community learning, including skill-sharing, financial literacy and digital inclusion workshops. - Partner with schools, TAFE and industry to create visible education-to-employment pathways. - Leverage major infrastructure (train station, schools, studios) to promote local employment and active transport. - Form a collaboration between key stakeholders to form innovative opportunities as the future economy unfolds - Host local business showcases, markets and networking events. - Support home-based, creative and micro-businesses to connect into the local economy. - Facilitate mentoring and second career pathways for older adults.

Continuous Improvement

Strategies

Use evidence and lived experience to guide ongoing decision-making.

Ensure the CEDP remains responsive as Brabham continues to mature.

Key Activities

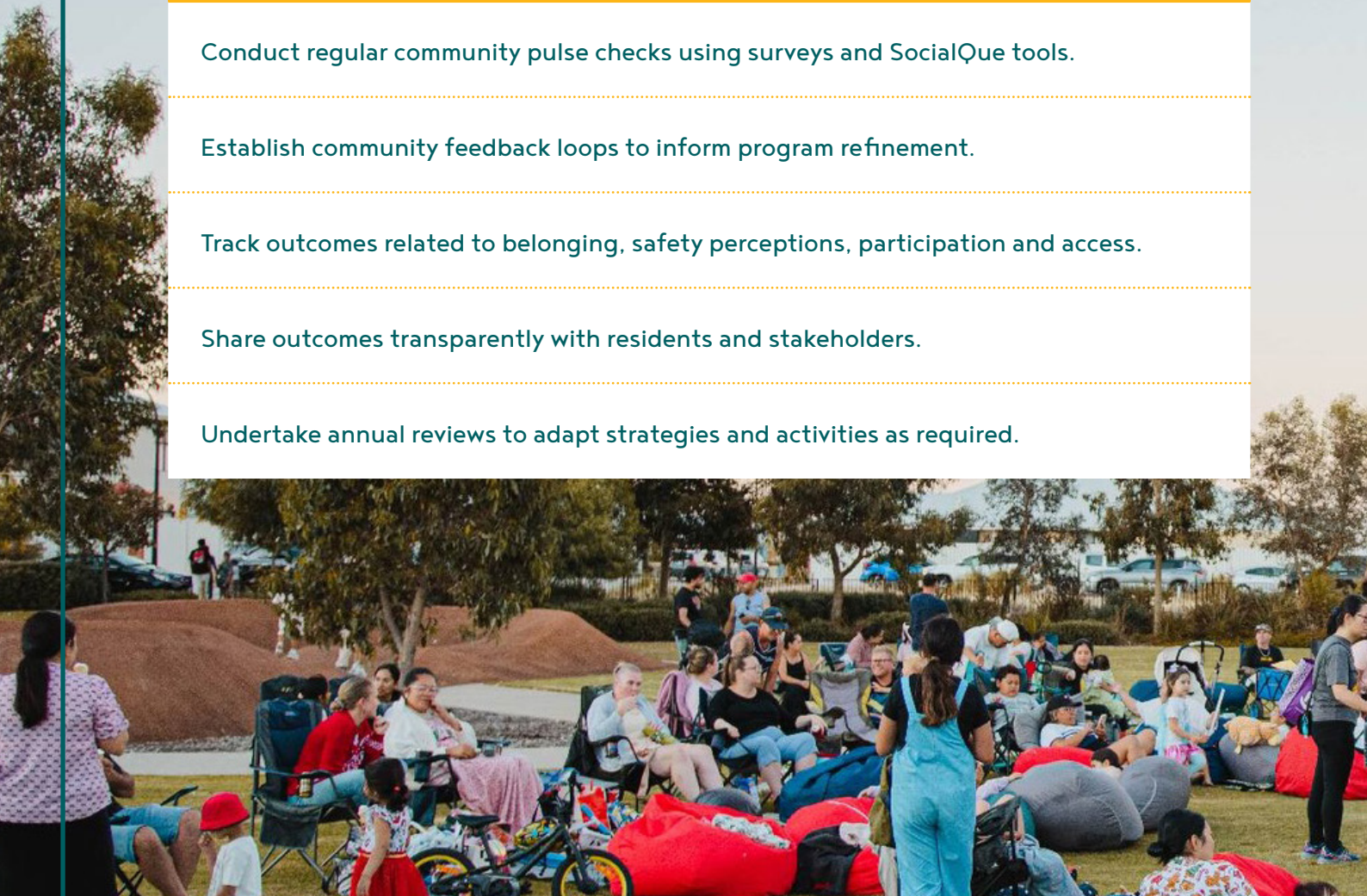
Conduct regular community pulse checks using surveys and SocialQue tools.

Establish community feedback loops to inform program refinement.

Track outcomes related to belonging, safety perceptions, participation and access.

Share outcomes transparently with residents and stakeholders.

Undertake annual reviews to adapt strategies and activities as required.



Community Development Delivery:

Creating Communities

This Community Development Plan is delivered by the Creating Communities Community Development Manager, on behalf of Peet and Development WA.



