Project Overview
Perth is experiencing unprecedented population growth. Housing supply in the region lacks diversity, being dominated by low density, detached housing on the urban fringe, a pattern of development widely considered unsustainable. It is questionable whether this traditional form of housing supply is going to meet growing demand.

The aim of this study was to establish what Perth and Peel residents actually want from their housing and to determine the type of trade-offs households are prepared to make, in terms of location, house type and size.

Outcomes
The WA state government report “Directions 2031 and Beyond” sets out the strategic direction for growth within the Perth metropolitan area over the next two decades. With an aim of 47% of all new housing built within Perth’s existing urban area, this project report delivers objective evidence that there is demand for diverse forms of housing, thus provides an important contribution to the development of housing and planning policy.