Cover Letter

Dear Planning Officer,

I am writing to formally provide justification for my Development Approval application to change the use of the above property to Short-Term Rental Accommodation (STRA).

I acknowledge that the property is located outside the currently designated area where short-term rental accommodation is generally supported. However, I respectfully request that Council consider this application on its individual merits, taking into account the property's strategic location, the genuine accommodation needs it can serve, its compatibility with the surrounding neighbourhood, and my commitment to responsible property management.

I believe this property presents a suitable opportunity to provide much-needed, flexible accommodation in an established and well-connected urban location, while making a positive contribution to the local community.

Key Planning Merits of the Proposal

1. Strategic Location & Public Transport Accessibility

2. Proximity to Local Amenities

3. Growing Accommodation Demand

4. Positive Neighbourhood Support

5. Experienced Owner-Operator

6. One-Year Approval Oppurtunity

1. Excellent Access to Public Transport and Key Destinations

One of the property's greatest advantages is its convenient access to public transportation and major destinations throughout Perth.

The property is within comfortable walking distance of Carlisle Train Station, providing convenient rail connections to Perth CBD and other metropolitan destinations. There are also nearby bus services connecting passengers to the city, Optus Stadium, TAFE, Curtin University and surrounding commercial and entertainment precincts.

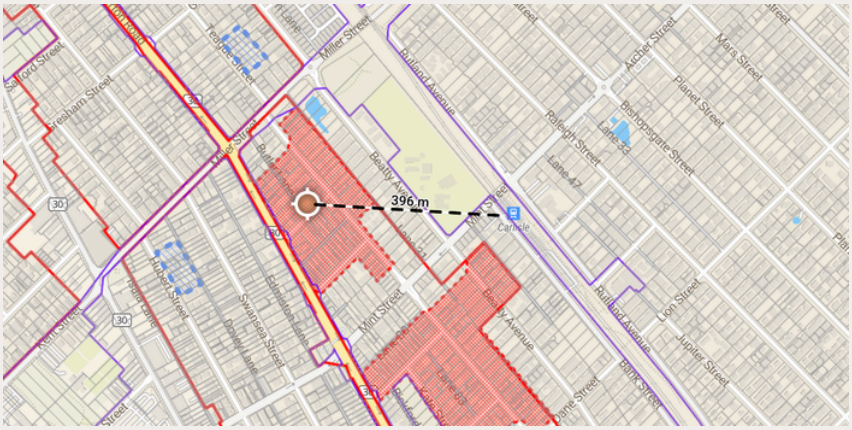
Its accessibility makes the property particularly attractive to guests who prefer not to rely on private vehicles during their stay. This is especially beneficial for interstate and overseas visitors, business travellers and temporary residents who may not have access to a car.

Furthermore, its relatively convenient access to Perth Airport makes it a practical accommodation option for travellers arriving in Perth, particularly those seeking a comfortable alternative to hotels in the CBD or airport precinct.

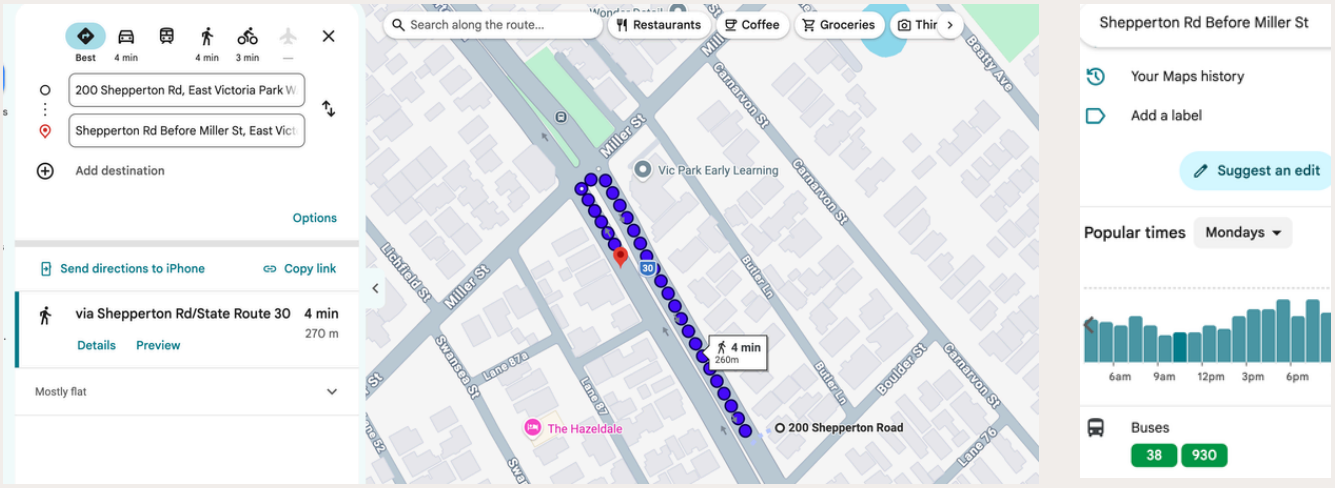
I believe encouraging visitors to utilise existing public transport infrastructure is also consistent with broader planning objectives around sustainable travel, reduced traffic congestion and efficient use of established urban infrastructure.

Excellent Access to Public Transport

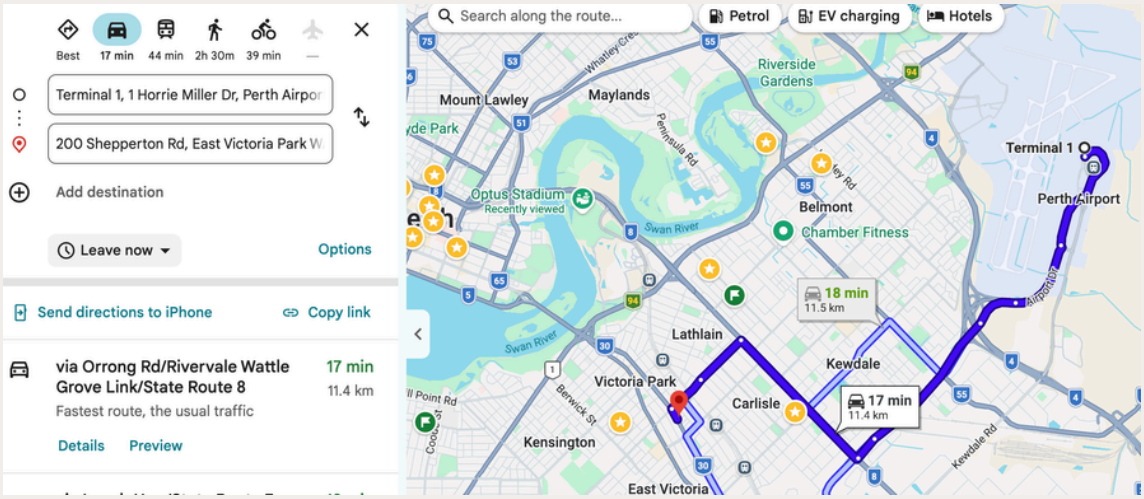
Carlisle Train Station: Within 400 meters, 2 stops to **Optus stadium**



Bus Stop: Within 400 meters, 4 mins by walk, 15 mins Direct Bus to **City Center**: 38/930

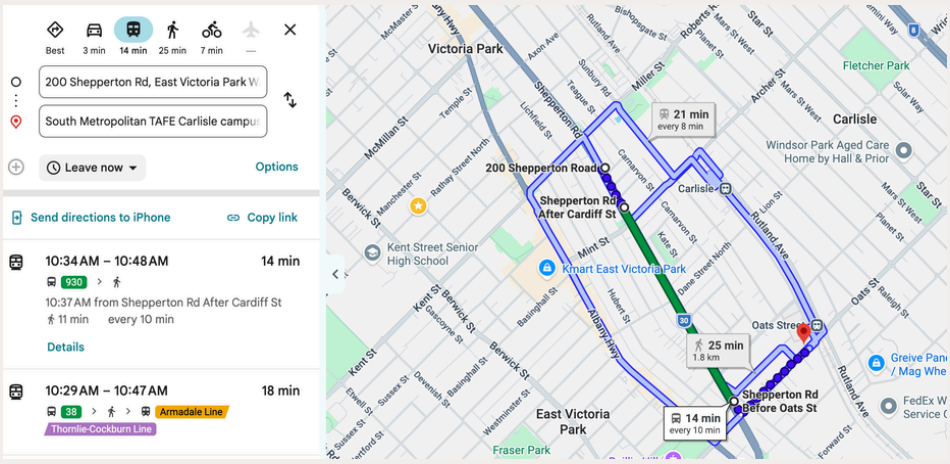


Perth Airport: 17 mins by Uber, easy access for international/interstate visitors

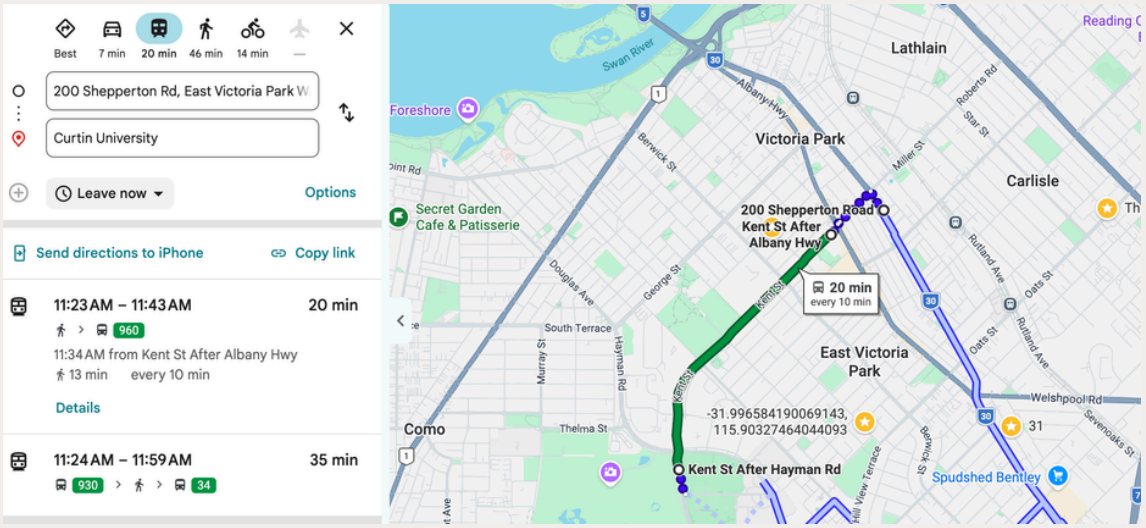


Excellent Access to Education

South Metropolitan TAFE Carlisle: 14 mins by bus



Curtin University: 20 mins by bus



2. Close Proximity to Established Local Amenities and Commercial Precincts

The property is situated within an established residential and commercial neighbourhood, with a wide range of everyday amenities easily accessible.

The popular East Victoria Park café strip along Albany Highway offers an excellent selection of restaurants, cafés, bars, pubs, grocery stores, supermarkets and independent businesses. The nearby Carlisle commercial precinct also provides convenient access to cafe, resturants, takeaway food outlets and other essential services.

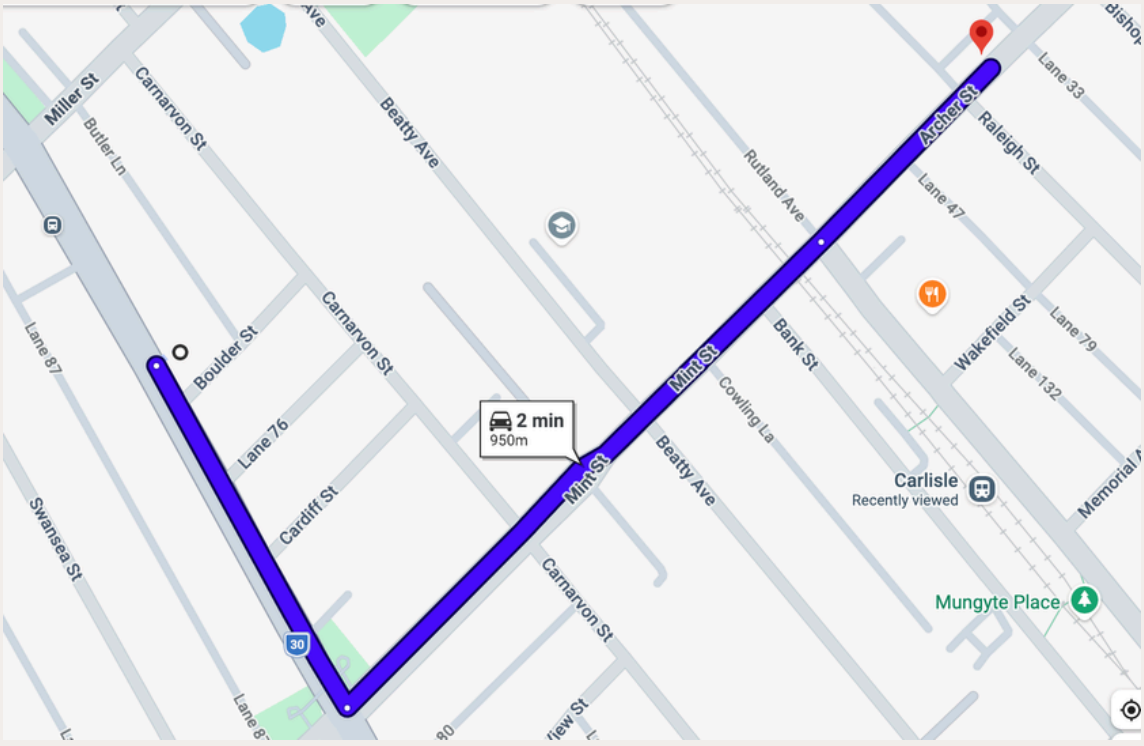
These amenities allow guests to comfortably meet their daily needs without travelling long distances or relying heavily on private transport. Importantly, the property is not isolated within a purely residential area. It benefits from its proximity to existing commercial activity, hospitality venues and public transport infrastructure, making it a logical location for visitors seeking temporary accommodation.

I also believe that short-term guests can contribute positively to the local economy by supporting neighbourhood cafés, restaurants, grocery stores and other small businesses during their stay.

Albany Highway Cafe Stripe: 400 meters distance.



Archer Street Commercial Area: 950 meters distance.



3. Addressing a Increasing Need for Flexible and Affordable Short-Term Accommodation

Western Australia's visitor economy has demonstrated strong growth, with increasing domestic and international visitation.

According to the Western Australian Government's tourism results for 2025:

- Western Australia welcomed approximately 11 million overnight visitors.
- International visitation reached approximately 1.1 million visitors, representing a record high.
- Interstate visitation reached approximately 1.2 million visitors, an increase of 11% compared with 2024.
- Total visitor expenditure reached approximately $19.2 billion.

These figures demonstrate the increasing importance of Western Australia's visitor economy and the need for a diverse accommodation sector capable of catering to different visitor profiles and travel purposes.

At a metropolitan level, Tourism Western Australia's Destination Perth Overnight Visitor Factsheet 2024 recorded:

- 5.262 million overnight visitors.
- 40.864 million visitor nights.
- Approximately $7.597 billion in visitor expenditure.

The data also demonstrates that visitors to Perth are not exclusively short-term holidaymakers. International visitors stayed an average of 31.7 days in Destination Perth, with approximately 34% staying for 15 nights or longer.

This highlights a substantial market for flexible accommodation arrangements that can cater to extended stays and provide a more residential environment.
East Victoria Park and its surrounding suburbs are highly sought-after locations, however, finding reasonably priced, comfortable and flexible accommodation for different types of visitors can be challenging, particularly for people requiring stays of several weeks or months rather than a conventional hotel stay.

Sources and References

1. *Tourism Western Australia, Overnight Visitor Factsheet 2024 – Destination Perth, prepared May 2025.*
2. *Western Australian Government, Western Australia achieves $19.2 billion in visitor spend, 22 March 2026.*
3. *Tourism Western Australia, Tourism Investment Opportunities, February 2026 – Perth accommodation market indicators.*

3. Addressing a Increasing Need for Flexible and Affordable Short-Term Accommodation

The proposed STRA would help address this gap by providing a practical accommodation alternative for a diverse range of visitors, including:

- New residents relocating to Perth: Individuals and small families who need temporary accommodation while searching for a permanent home, arranging employment or settling their families into a new environment.
- Interstate and overseas business travellers: Professionals and workers visiting Perth for projects, temporary assignments or extended business engagements who require comfortable accommodation with access to everyday facilities.
- TAFE and short-term training students: Students attending courses, professional training or educational programmes in Perth who may need accommodation for several weeks without committing to a long-term residential lease.
- FIFO workers: Workers who require convenient temporary accommodation between work rotations, particularly those who need easy access to the airport and metropolitan transport connections.
- Small groups of interstate and overseas travellers: Visitors looking for a convenient base to explore Perth, with easy access to the CBD, airport, public transport, dining and local attractions.
- Local residents experiencing unexpected housing disruptions: Families and individuals whose homes are undergoing renovations, emergency repairs, insurance-related restoration or other circumstances that temporarily make their properties uninhabitable.
- Regional and country residents visiting Perth: People travelling from regional Western Australia for medical appointments, specialist consultations, family gatherings, hospital visits or other important personal commitments.

These groups often have accommodation requirements that are not adequately met by traditional hotels or standard residential rental arrangements. Some need kitchen and laundry facilities, others require a more affordable option for extended stays, while many simply need a comfortable and conveniently located temporary home.

The proposed accommodation would provide flexibility to accommodate these different needs while making better use of an existing residential property in an established urban area.

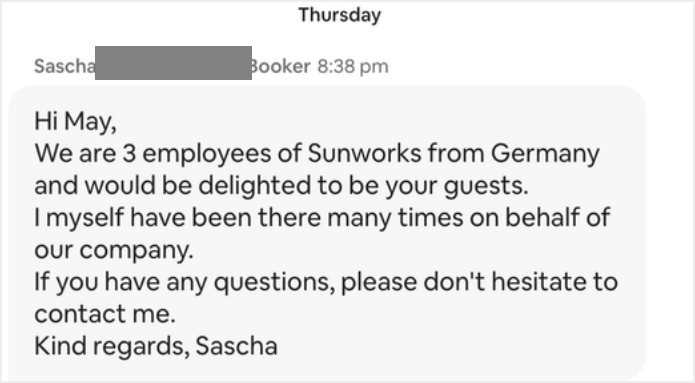
I believe this is particularly valuable for visitors who need a temporary home rather than a conventional holiday experience.

Examples of Recent Guest

- Local family for house renovation



- Overseas professional for business trip



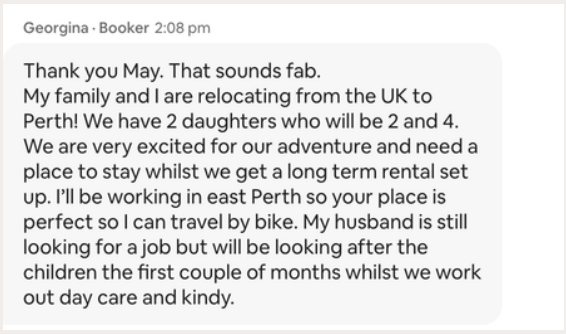
- FIFO Company Training



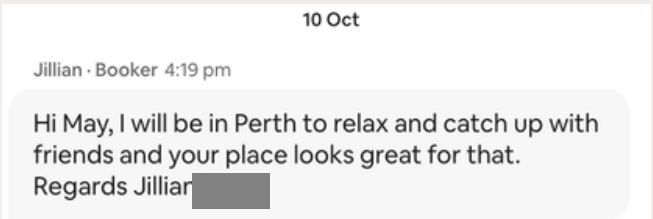
- TAFE student for training
- Regional resident for flying in and out

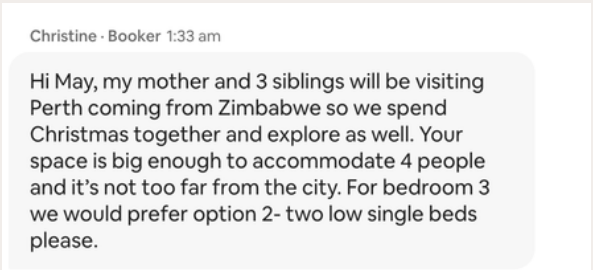


- Internation relocating family



- Overseas/interstate Visitors for families or friend visiting





4. Strong Commitment to Neighbourhood Compatibility and Responsible Management

I fully understand that the success of short-term rental accommodation depends not only on the quality of the accommodation itself, but also on maintaining a respectful relationship with surrounding residents.

As the property owner, I genuinely care about the neighbourhood and take the potential impact of this proposed use very seriously.

Before proceeding with this application, I have proactively approached and consulted the surrounding neighbours to understand their views and address any concerns they may have. I am pleased that the neighbours I have spoken with have been receptive to the proposal and supportive of the idea of having responsible guests as a positive addition to the community.

Letters of support from neighbouring residents will be provided as part of this application.

I am committed to maintaining clear management procedures to minimise any potential disturbance. Management plan will be included in this application.

As the owner, I will remain actively involved in the management of the accommodation and take responsibility for addressing any issues that may arise. My intention is not simply to operate a short-term rental business, but to provide well-managed accommodation that coexists harmoniously with the established residential community.

The proposed accommodation would provide flexibility to accommodate these different needs while making better use of an existing residential property in an established urban area.

I believe this is particularly valuable for visitors who need a temporary home rather than a conventional holiday experience.

5. Experienced Owner-Operator and Dedicated Property Management

As both the property owner and the person responsible for its day-to-day management, I bring several years of experience as an Airbnb Superhost, homeowner and manager of over 8 short-term rental properties.

Through this experience, I have developed a strong understanding of guest management, property maintenance, cleaning coordination, neighbourhood considerations and the importance of maintaining high accommodation standards.

Unlike large-scale operators managing numerous properties, my current focus is limited to just two properties: the proposed property on Shepperton Road and another holiday home in Carlisle. This allows me to take a hands-on approach, maintain close oversight of daily operations and respond promptly to any guest or neighbourhood concerns.

Being both the owner and property manager also means I have a direct personal and financial interest in ensuring the property is well maintained, responsibly operated and remains a positive addition to the neighbourhood.

I believe my practical experience and dedicated management approach provide Council with additional confidence that the proposed accommodation can be operated professionally and with minimal impact on surrounding residents.

6. A One-Year Approval Provides an Opportunity for Council to Assess the Actual Impact

I particularly appreciate Council's consideration of a limited one-year approval period as a trial arrangement.

I believe this is a reasonable and balanced approach that allows the proposed use to be assessed based on its actual performance rather than relying solely on potential concerns or assumptions about short-term rental accommodation.

During this period, I am happy to cooperate fully with Council and comply with any reasonable conditions imposed as part of the approval.

I would also welcome ongoing monitoring and feedback from Council and neighbouring residents to ensure that the accommodation operates responsibly and does not adversely affect the surrounding area.
A trial period would provide an opportunity to demonstrate that:

- The property can operate without creating unreasonable noise or disturbance.
- Guest behaviour and occupancy can be effectively managed.
- Parking and waste management can be maintained appropriately.
- Neighbourhood amenity can be preserved.
- The accommodation can provide a useful service to visitors and temporary residents while supporting local businesses.

I am confident that, with appropriate management and Council's reasonable conditions, the proposed STRA can operate successfully without compromising the residential character of the neighbourhood.

Fianlly, I respectfully ask Council to consider this application on its individual merits, taking into account the property's strategic location, excellent public transport accessibility, proximity to established local amenities and the growing demand for flexible, reasonably priced accommodation in Perth.

While the property is outside the designated preferred area, I believe its location and proposed use offer genuine benefits to visitors, temporary residents and the wider local community.

Together with the positive feedback from neighbouring residents, my commitment to responsible property management and Council's proposed one-year trial arrangement, I believe there is a reasonable basis to support this application.

I am committed to ensuring the accommodation operates respectfully, protects neighbourhood amenity and makes a positive contribution to the community.

Thank you for your time and consideration. I sincerely hope Council will look favourably upon this application and grant Development Approval.

I would be happy to provide any further information or clarification required to assist Council in its assessment.

Yours sincerely,

Property Owner
Unit 3, 200–202 Shepperton Road
East Victoria Park WA