

INVESTIGATING IMPACTS OF IMMIGRATION ON PROPERTY DEVELOPMENT OPPORTUNITIES IN SYDNEY'S PUNCHBOWL AREA

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ABSTRACT

Australia has long been renowned for its vigorous immigration program. The Lebanese immigrants are one of the top 15 contributing countries to the population increase in Australia as a result of immigration. Since the 1980s, the Lebanese immigrants have contributed to the cultural landscape of Sydney especially in the suburb of Punchbowl where they concentrate. Using Census data, Canterbury local council, and data from 200 survey questionnaire responses, this research uses quantitative descriptive analysis techniques to present results relating to property development opportunities. Two storey detached dwelling is the preferred housing type for Lebanese immigrants. Recommendations for community development were a cross-functional building incorporating apartments with a cultural centre, co-ethnic retail stores, child care facility and a medical centre. Internal attributes of the family dwellings selected by majority of the immigrants were three to four bedrooms, two bathrooms, one kitchen, one lounge room with family room optional, one to two garage spaces with a barbeque area and pergola outdoor seating. The study uses the Lebanese immigrants in Punchbowl as an example to encourage further research into the impacts of immigration on property development opportunities.

Keywords: property development, immigration, development opportunities, Sydney

RESEARCH BACKGROUND

Migration according to Chiang and Richard Hsu (2005) is defined, as a permanent shift of residence across predefined boundaries; it is a human response to intolerable economic, social and demographic forces in the environment, which impacts states, regions, their societies, economies, and politics. Australia has relied on immigration as a source of growth, leading to a neglect of the other components of population increase. According to the 2006 and 2011 Australian census, the country of Lebanon was ranked in the top 15 countries as significant contributors to Australia's population increase.

According to recent figures in the Australian Bureau of Statistics (2011), Three quarters of the Lebanese migrants account for settling in New South Wales. Based on Monsour and Convy (2008)'s research, the Lebanese in Sydney have made the city their home and have endeavoured to contribute positively to their new society. Government immigration policies whereby people with family or friends already established in Australia and able to provide initial support were granted entry. This resulted in chain migration as a result of strong family and village ties.

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Establishment of religious facilities such as the Masonite, Melkite and Orthodox churches as well as the Lakemba Mosque demonstrate the central importance of religious faith to the Lebanese community in Punchbowl thus influencing their decision in choosing a dwelling in the community. The establishment of these religious facilities in the suburb and a close family dynamic make Punchbowl one of Sydney's Inner most populated suburbs with Lebanese immigrants. The background of this research will focus on the Punchbowl Lebanese born community and seeks information in understanding their migration and establishment in Punchbowl Sydney. It also endeavours to research community and dwelling preferences by the immigrant group.

The primary objective of the research is to investigate impacts of immigration on property development opportunities in Sydney's Punchbowl area. The study will focus on Punchbowls immigrants from Lebanon. The secondary objectives of the research are identified as;

- Examine the population and demographics of Lebanese immigrants in Punchbowl.
- Identify community and locational preferences by the immigrant group.
- Identify dwelling preferences for property development opportunities.

LITERATURE REVIEW

Immigration of Lebanese

Australia is renowned for pursuing a vigorous and expanding immigration programme. During the 1960s acceptance criteria for Lebanese migrants to Australia was monitored and controlled by the government through only allowing those who had family or friends already living in Australia. The result of this was cluster settlement. These clusters occurred in a manner where family and friends did not settle in the same area entirely however in separate towns within the local area or council. This settlement pattern as described by Convy and Monsour (2008) demonstrates Lebanese immigrant's strength of family and village ties. This will form one of our Hypothesis statements and is relevant to this study. Is family village ties and chain migration a contributing factor in Punchbowl and part of the reason dwellings in the community are sort after. Burnley (1982) further supports Convy and Monsours' (2008) views by stating that the strong immigration to Sydney by the Lebanese was the result of strong village chain migration and tendency to locate in close proximity to relatives and friends. Further their reasons for locating to Australia can be attributed to deprived regions and villages, economic achievement motivation and opportunity that Australia presents. Aspirations for liberalism were also seen as important and core to their beliefs. These findings will form another Hypothesis statement in this research to determine motivations behind the Lebanese born migration to Australia.

According to the Canterbury city council (2014) the Lebanese born population account for 4.9% of the Canterbury council's local government areas major counties of birth population. This placed them second to the Chinese immigrant group, which demonstrates a significant presence within the Canterbury region. In reviewing Canterbury city councils local demographic through the Australian Bureau of Statistics persons born in Lebanon, it was found that in both 2006 & 2011, Punchbowl had the highest proportion of people born in Lebanon out of all suburbs within the Canterbury city region. Persons born in Lebanon comprised a significant proportion of the population. The result further suggested that understanding the distribution of this group is important for the delivery of cultural, community and language services. This also brings support for the need to understand the Lebanese born community perspectives and requirements within the community to develop facilities and dwellings for their support.

Immigrants Community & Locational Preferences

Burnley (1982) investigated Lebanese immigrants in their characteristics of residential concentrations and found that the Lebanese were simply a manifestation of the ecology of social classes in Sydney in which grouping by village of origin may have taken place. In the study of Hossain (1982), reasons for migration of South Asian communities to the United States are found for educational and career opportunities. The studies relevance is that Hossain's found that the Pan South Asian immigrants locate amongst each other and establish their communities maintaining ethnical identity for reasons relating to study and career opportunities. Other findings relating to community include cultural beliefs, which can be related to the study of Lebanese immigrants and community preferences in Punchbowl. These findings are quite important and may impact locational decisions in the Lebanese.

Phinney et al (2001)'s study focused on an interactional model for understanding and learning about immigrant's physiological outcomes from immigration. They stated that interrelationship of ethnic and national identity and their role in the psychological wellbeing of immigrants can best be understood as an interaction between the attitudes and characteristics of immigrants and the responses of the receiving society. Based largely on the work of Berry (1990, 1997), the two dimensional model recognized that the two dominant aspects of acculturation, namely, preservation of one's heritage and culture and adaptation to the host society, are conceptually distinct and can vary independently (Liebkind, 2001). On the basis of this distinction, Berry further suggests the following two questions as a means of identifying strategies used by immigrants in dealing with acculturation. These are;

- Is it considered to be of value to maintain one's cultural heritage?
- Is it considered to be of value to develop relationships with the larger society?

The above two questions provide insight for the study of Lebanese immigrants in Punchbowl, in that how valuable it is for the Lebanese born immigrants to maintain cultural heritage and if this is a contributing factor to their cultivation in Punchbowl.

Housing & Dwelling Preferences

Rowley & Tripple (1973) undertook a study on Pakistani and Yemeni Arab coloured immigrants and their housing and travel preferences Within Sheffield. The study used a series of methods and techniques. Location methods as described by Rowley and Tripple were Snowball sampling, where a chain reaction was built up from several initial contacts to locate persons of similar stock; secondly, the points of contact method that locates the minority population were via contact with the majority population, in such places as general practitioners, places of employment and school officials, etc. (Krausz, 1969); thirdly, intensive student house to house surveys of the local urban areas. Further their finding relating to house facilities appeared to have no significant difference between the British and Arab populations. The British population reveals a significant preference for residing in proximity to local shops and an indifference to residence in proximity to a church. By comparison for the Arab population there was a preference for residing in proximity to their place of work and indifference for a residence near a social centre.

According to Australian Bureau of Statistics (1998)'s study regarding housing of recent immigrants, of all migrating units arriving during the two-year period from September 1993 to August 1995, 70% shared their initial accommodation with relatives and 17% shared with friends. The vast majority (86%) of immigrants in the family group, and two thirds of those in the humanitarian group, shared with relatives while over half of those in the independent group stayed with friends. Further the study investigated the type of dwelling before and at the time of interview of migrants and founded that About half (49%) of all recent migrating units were

living in separate houses at the time of interview. 37% were living in flats, units or apartments, and 13% were living in semi-detached housing. The report demonstrates that other aspects of housing tenure need to be considered when discussing community preferences. Further housing costs and type of dwelling are related to other factors such as the life cycle stage of the occupants and geographic location of the dwelling.

Likewise according to the Australian Housing and Urban Research Institute (2002), a study into the housing and other service needs of recently arrived immigrants observed the relationship between housing, and housing assistance measures. There are significant differences amongst immigrants according to their category of visa entry with respect to wealth, English language skills, links with relatives and community members in Australia. With regard to immigration and housing Tenure, in general, 90% of immigrants upon arrival to Australia stayed with Australian residents in which boarding and private rental market became a main source of accommodation of many immigrants (Beer and Cutler, 1998). Locational preferences revolved around either Sydney or Melbourne on a macro scale as the preferred cities to settle in. NSW accounted for 44% of settlers according to Murphy (1996). As mentioned previously this is where 73.6% of the Lebanese born population reside. With regard to housing affordability, Beer and Culter (1998) found that at first entry to Australia, housing was generally not affordable and that 30% of household incomes were spent on accommodation and consisted of a shared nature.

Key findings in the literature

The extensive research into scholarly literature conducted around the world identifies evidence that the research into the links between immigration, community clusters and dwellings have been well documented and delivered. However, the research is limited in extending into immigration and effects on opportunities for development in the property market, in particular, opportunities in highly populated suburbs such as Punchbowl in Sydney's metropolitan area.

Using the Lebanese born community in the suburb of Punchbowl, the research will investigate how a changing demographic landscape due to immigration impacts property development opportunities. The key findings in the literature review will form a range of hypothesis statements listed below that will be tested in the Lebanese Migrants with questionnaire survey.

Community

- Hypothesis 1: Chain migration settlement patterns are a result of strength of family and village ties.
- Hypothesis 2: Community preferences when seeking a dwelling relate to proximity to shops, cultural facilities and place of worship.
- Hypothesis 3: Immigrants are generally unskilled and less educated opposed to outside concentrations affecting home ownership status.
- Hypothesis 4: Immigrants cluster in communities to maintain cultural identity in a new country.
- Hypothesis 5: It is important for immigrants to maintain cultural heritage in their new society and develop relationships with the greater society.
- Hypothesis 6: Selection of a dwelling in a community is based on education and career preferences.
- Hypothesis 7: Bicultural and integrated identity exists within immigrants when living in a new country.
- Hypothesis 8: Immigrants seek a country to migrate too with opportunity, government stability and safety.

Dwelling

- Hypothesis 9: Immigrant family purchase power relates to immigrant house quality.

- Hypothesis 10: Immigrants preferred dwelling arrangements are to live with relatives and extended family.
- Hypothesis 11: Immigrants relate their dwelling preferences back to their living conditions in their home country.

RESEARCH METHODOLOGY

This research endeavours to obtain knowledge on the social studies of the Lebanese however utilising the quantitative approach. The qualitative aspect for the quantitative research is inspired by Chiang and Richard Hsu (2005) study on Locational decisions of Taiwanese immigrants and residential preferences in Australia. They used the Ethnographic research aspect or ethnomethodology, which mainly comprises the study around a particular culture. It means to represent graphically and in writing the culture of a group. According to Ember & Melvin (2006), Ethnography is a holistic study and researches people's ethnic groups, formations, compositions, resettlements, social welfare characteristics, materiality as well as spirituality to name a few examples. The quantitative survey questionnaire has been designed in line with this aspect. The research problem in this case has been cast through the survey questionnaire in order to collate statistical data relating to the Lebanese cultural ethnic group.

Questionnaire Survey

The survey questionnaire was implemented as the major research method for the study. Questions were derived from scholarly articles as identified in literature review to ensure the Hypothesis statements can be verified and the Aims and Objectives of the research are answered. The questionnaire was comprised of the following parts:

- Demographic
- Dwelling & Accommodation
- Community
- Dwelling Preference

Sample Size and Survey Respondents

Convenience sampling method was conducted via approaching people at Punchbowl train station, local churches, local mosques, and general practitioners heavily populated with Lebanese patients in Punchbowl to assist in getting sample numbers up. Suitability was assessed via approaching potential candidates whom seem fit the study demographic and then were briefed on the nature of the research and its ultimate aims and objectives. Suitability was determined via the first section of the questionnaire requesting respondent's to specify age, country of origin, whether they have migrated to Australia or not and whether they reside in the punchbowl community. Likewise Nora Chang & Richard Hsu (2006), this study also utilised a Snow Balling method or chain referral sampling where by other subjects or acquaintances were recruited to assist in obtaining survey responses from the Punchbowl Lebanese population.

Data Collection Process

This initially involved seeking responses to the survey questionnaire, utilising sampling techniques mentioned above. The Key survey web based software was aided through iPad tablet touch screen technology as well as computer URL link sent via email. The key survey software method enabled both Convenient and Snowball sampling for survey responses. Quantitative data was collated and the results were interpreted through descriptive methods in the next section.

RESULTS AND DISCUSSIONS

The first section of the survey questionnaire identified suitable respondent candidates and comprised of asking key questions relating to their background and origins. A total of 205 respondents were surveyed, 97.56% answered YES to having migrated to Australia and 2.44% answered NO. As a result the 97.56% which is 200 respondents was utilised as the final Sample size in this research. Below, a series of figures and tables are listed in terms of age (Figure 1), gender (Figure 2), marital (Figure 3), education (Figure 4), occupation (Table 1), individual income (Figure 5), combined house hold income (Figure 6), duration in Australia (Table 2), Family members entered Australia (Table 3), and number of persons entered Australia (Figure 7) .

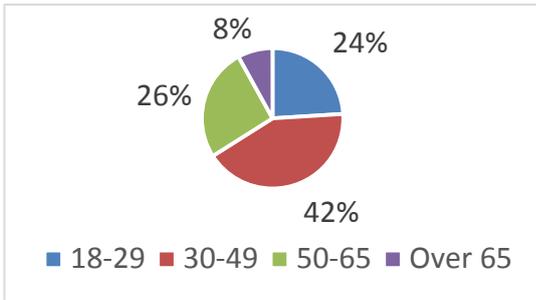


Figure 1. Age characteristics

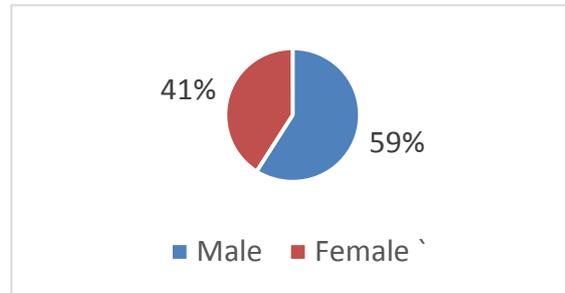


Figure 2. Gender characteristics

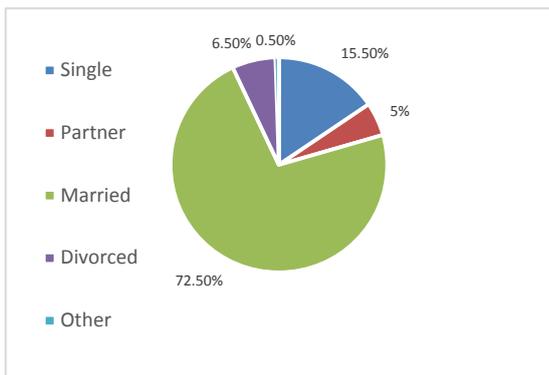


Figure 3. Marital characteristics

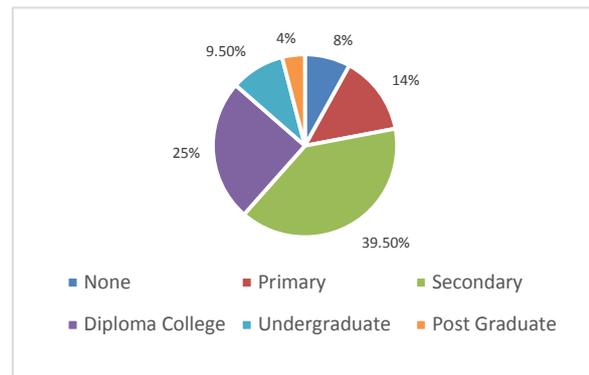


Figure 4. Education characteristics

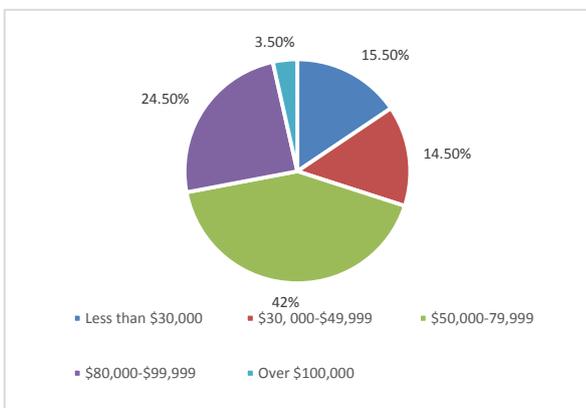


Figure 5. Individual income characteristics

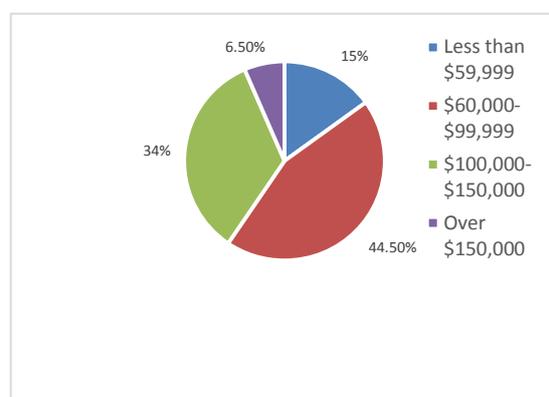


Figure 6. Combined house hold income

Table 1. Occupation characteristics

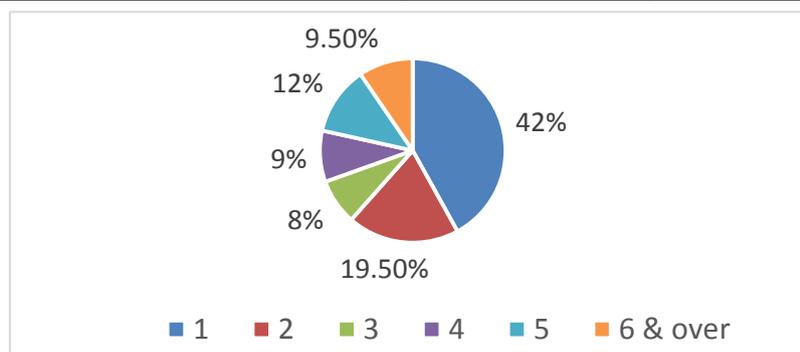
Occupation - Respondent Characteristics	Number of respondents	Percentage
Government Support	27	13.50%
Manager	12	6%
Professional/Consultant	11	5.50%
Technician & trade worker	30	15%
Community service	7	3.50%
Education	3	1.50%
Medical health	12	6%
Sales worker	17	8.50%
Clerical & administration	16	8%
Machinery operator & driver	21	10.50%
Labour	41	20.50%

Table 2. Duration in Australia

Respondent Characteristics	Number of respondents	Percentage
Duration In Australia		
Less than 5 years	13	6.50%
6-10 years	26	13%
11-15 years	17	8.50%
16-20 years	16	8%
21-30 years	79	39.50%
Over 30 years	49	24.50%

Table 3. Family members entered Australia

Respondent Characteristics	Number of respondents	Percentage
Family members entered Australia		
By myself	16	8%
Partner	89	44.50%
Children	9	4.50%
Siblings	58	29%
Parents	43	21.50%
Other friends and relatives	75	37.50%

**Figure 7. Number of family members entered Australia**

Dwelling & Accommodation

This section of the survey aimed to identify dwelling arrangements of the migrant group. By asking the past present and future aspirations of dwellings through the frequency of responses we can visually determine patterns of dwellings occupied by the respondents. This could also provide development opportunities as means in supporting Lebanese first settlers in Punchbowl. Figure 8 demonstrates the spread of the 200 respondents regarding the dwelling they occupied in Lebanon prior to migrating to Australia. This provided an understanding of what dwellings were occupied specifically in Lebanon. Dwellings mainly occupied prior to migrating saw 54.5% of respondents living in single storey-detached houses where as 23% were living in Units and Apartments. This information will assist in verifying Hypothesis 11 regarding dwelling preferences relating back to dwellings occupied in Lebanon.

Figure 9 shows respondent's first living arrangements in Australia. This shows that majority of respondents who migrated to Australia lived in units and apartments accounting for 46%, 28.3% of respondents lived in detached single storey. Table 4 demonstrates percentages in this regarding shared facility living. This assisted in identifying patterns of the migrant group first living arrangements. These statistics further verify and support the findings relating to Hypothesis 3 and 9 in that Education, skill and income level contributions of the Lebanese immigrants are quite limited. Purchase power and linkages in the property type occupied are also complimented, as they tend to reside in units upon entry to Australia and share them. What this means for developers is that units and apartments need to be considered and further explored for development opportunity in punchbowl. Developers should consider approaching the local or state government with a proposition to engage in a partnership. One example would be a Public Private Partnership for affordable housing to be rented to the immigrants.

The findings of Table 4 and Figure 10 verify and support Hypothesis 9 regarding the Lebanese immigrants purchase power in relation and quality of living. These statistics show evidence of aspiration by the Lebanese immigrants for sacrifice and opportunity in migrating to Australia to begin to develop a steady life. While they also support the notion of developing Units and apartments and designing these in a manner to accommodate the need for space to house multiple family members and relatives which will assist in accommodating migrants till they are able to purchase a property.

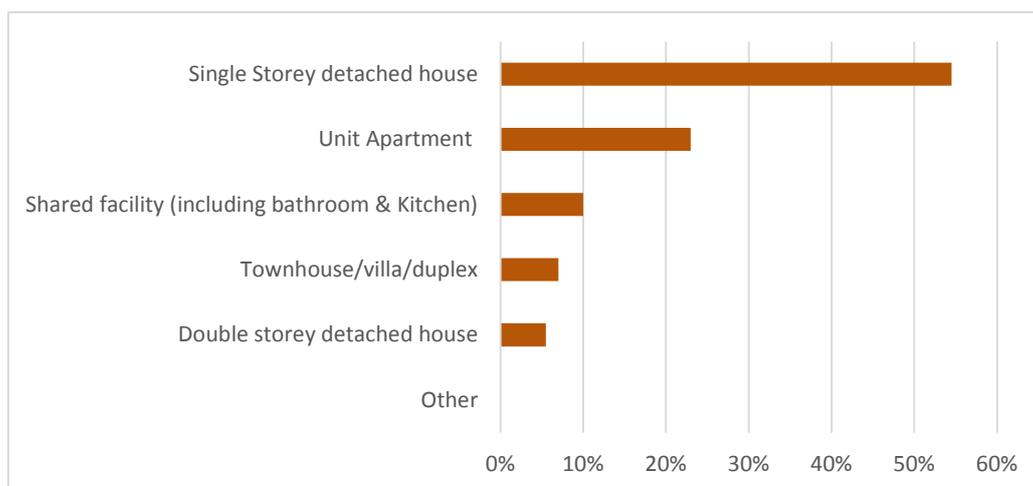


Figure 8. Dwelling prior to migrating

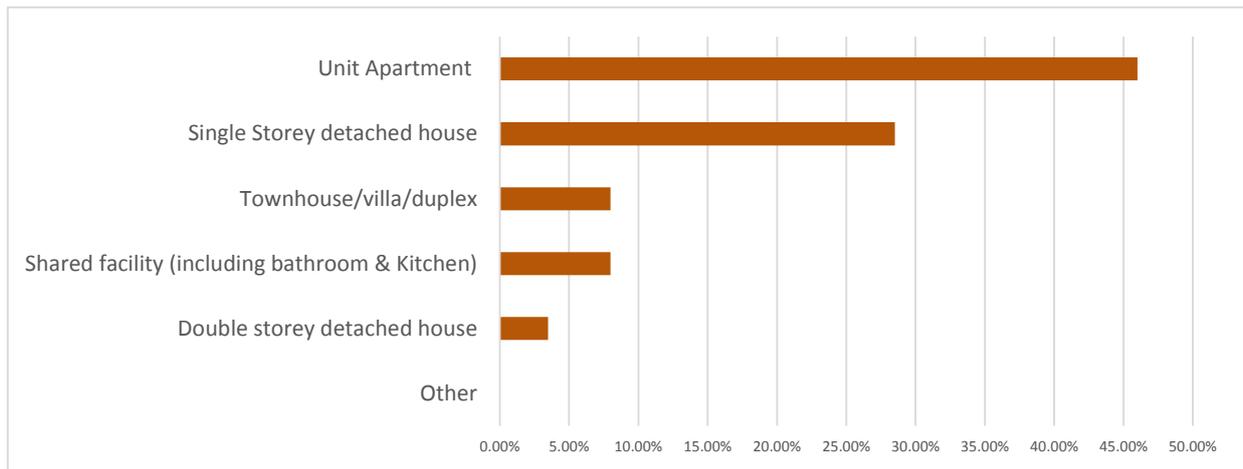


Figure 9. First dwelling in Australia

Table 4. First living arrangement in Australia

Living Arrangement in Australia	Respondent selection	Percentage
Shared		
With Parents	50	25%
With relatives	117	58.50%
With friends	11	5.50%
Room Mate	1	0.50%
Partner	35	17.50%
Siblings	69	34.50%
Unshared		
Living Alone	3	1.50%
Living with my Partner	8	4%
Living with my Partner and my children	26	13%
Living with partner, children, aged parents & relative	30	26%

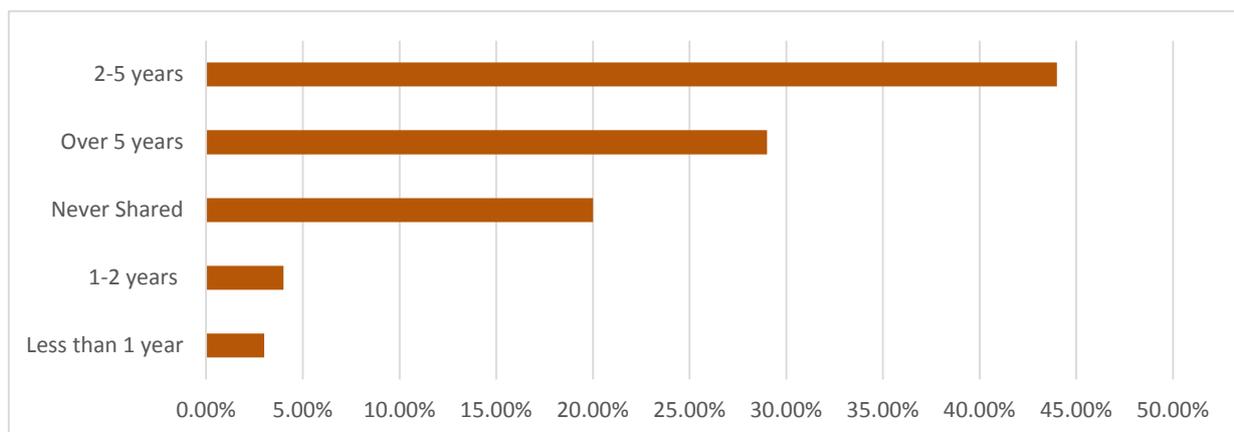


Figure 10. Period of shared facility

Current housing and dwelling type were surveyed among the respondents. This information was required to gain an understanding as to whether the current dwelling occupied meets their needs in comparison to their

dwelling preferences. Figure 11 below demonstrates which dwellings the immigrant group currently occupy. Results regarding the Lebanese immigrant's capacity to own their own property demonstrated (Hypothesis 9) 39.5% of respondents who were owners with mortgages whilst 24.5% of respondents were owners without mortgages. 12.5% accounted for those immigrants who were renting and those who were living in public housing accounted for 9.5% of respondents. These results along with the individual and household income suggest that there is capacity in home ownership in the Lebanese however not immediately upon entry to Australia. This supports building affordable housing and units to assist the Lebanese.

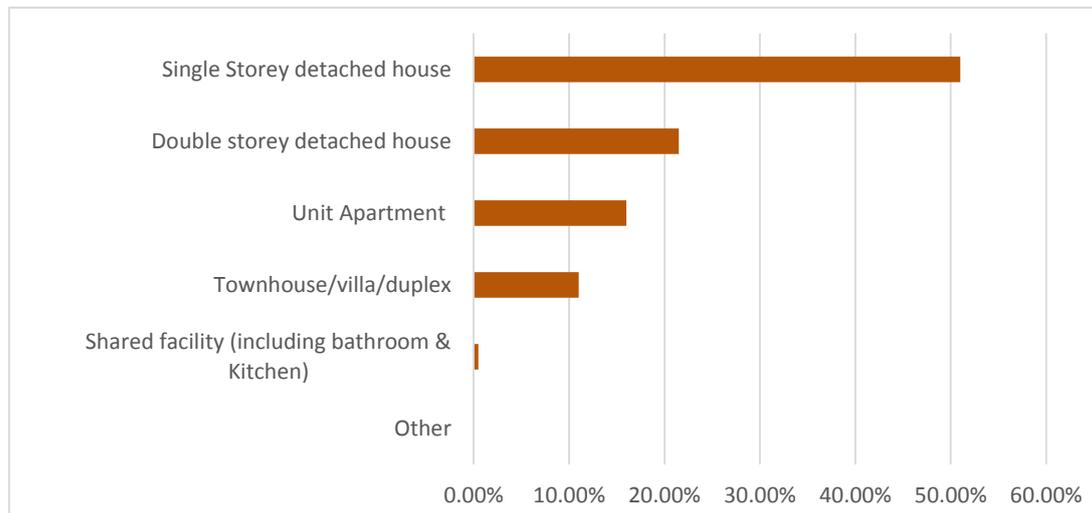


Figure 11. Current dwelling occupied

Verifying Hypothesis 4 and 5 were the candidate responses regarding their reason for residing in the suburb of punchbowl. Cultural assimilation frequented at 66% with 52.5% accounted for their purchase at the time being cheaper and more affordable. 49.5% of respondents also selected the category of wanting to be closure to family and friends. Further 49% of respondents also selected wanting own home independence. Respondents were also asked how many people including children are currently living under the same roof. 22% of respondents answered 31% to 5 people where as 22% answered 6 and over for people living under the same roof. This question was asked to gain an understanding of whether immigrants from the Lebanese community have large family structures. This provided us with vital information pertaining to family and occupancy living. The Lebanese families come from large family structures. A total of 53% of respondents accounted for having families consisting of 5 persons and over. Respondents were asked whether religious beliefs influenced their decision to reside in the area. 76% of respondents answered yes. Such facilities as Maronite, Melkite and Orthodox Catholic Churches are located in Punchbowl whilst there is a Mosque located in the next suburb over in Lakemba to cater to faith and religious beliefs. This is another contributor to their cultivation in the suburb. These findings support Hypothesis 2 regarding preference to locating in proximity to worship as well hypothesis as 4 and 5 cultural identity.

Community

Current community circumstances and preferences were assessed to determine the sample group's perceptions of the area as well as what they see preferential when looking for a dwelling in a community. Respondents were asked to rate factors of punchbowl including; Neighbourhood services, Train services Bus services, Access to Health & Medical Services, Shopping and cultural facilities. The neighbourhood in general was also assessed for factors to be rated which included the Suburbs environmental aspects, the community feel, whether the suburb maintained quality homes, the people in the area, the level of safety, ethnic malls and stores, co-ethnic friends and co-ethnic family. Other categories included whether the area maintained good

schools as well as proximity to school facilities and employment prospects within the area. A 5-scale response method was used to rate the above variables. These were identified as Poor, Fair, Good, Very good and Excellent. Likewise the same 5-scale method was utilised also only respondents were specifically asked to identify the preference and importance of such variables to a community when sourcing a dwelling. The mean and rank descriptive method for analysing this particular data was utilised and the results can be found in Table 5. Out of the 200 respondents surveyed, there was a good sense of being surrounded by relatives and family. Further this also tells us that along with other high response rates mentioned above, Punchbowl is a very culturally dynamic and a family orientated community. These findings support Hypothesis 1, 4 and 5. It is Important to note that Safety in the area was ranked at 13th whilst the respondents ranked quality of schools the 12th. These factors require attention by local government and authorities.

Community preferences were identified and ranked in this research. Respondents feel living with “people with similar background and culture” is the most important factor, “living in a safe area” ranked the 2nd important. These findings further support the need for the council and authorities to do something about level of safety given it is a family oriented community. Supporting this was the 3rd place ranking regarding co-ethnic malls and stores as well as recreational and cultural facilities. This is a significant finding relating to Hypothesis 2 regarding immigrants residing in proximity to place of worship and cultural facility. From a development perspective one other recommendation that the local council should look into is developing more cultural and recreational facilities. What this could mean for property developers is that along with the units and apartments mentioned above, mixed development opportunities incorporating ethnic malls and stores as well as, cultural/recreational facilities should be further considered.

Table 5. Current community factors

How do you rate the following factors in Punchbowl?	Mean	Rank
Co-ethnic family	3.76	1
Close community feel	3.69	2
Co-ethnic friends	3.68	3
Shopping & Cultural facilities	3.66	4
Access to health & Medical Services	3.63	5
Ethnic malls and stores	3.63	5
Train Services	3.59	7
Bus services	3.59	7
People in the area	3.48	9
Environmentally friendly	3.41	10
Quality homes	3.36	11
Good schools	3.29	12
Safety	3.17	13
Employment prospects with co-ethnic group	2.25	14
Employment prospects	2.08	15

Dwelling Preferences

Respondents were asked to provide information regarding their preferred living arrangements at home. They were asked to identify and select whether their preferred living arrangements were of a shared or an unshared nature. The result supports Hypothesis 10 — large family structures and multiple generations living in the same household: 50% of the respondents live with their partner, children, aged parents/relatives, and 34.5% of the respondents live with their siblings.

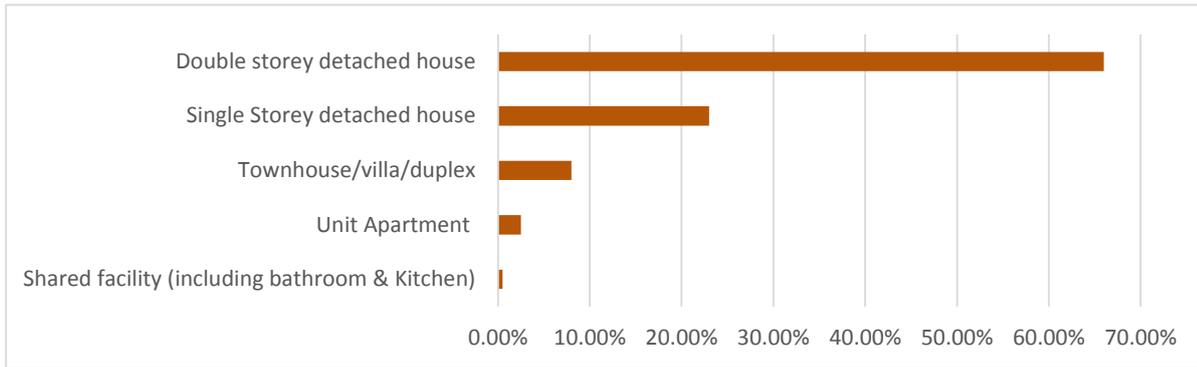


Figure 12. Dwelling preference

Figure 12 shows the preference of dwellings that the immigrant group would prefer for their living arrangement. This shows that 66% of respondents preferred living in double storey detached houses while 23% preferred living in detached single storey. A total of 89% accounted for housing in a detached manner; however the important figure here is that 66% of the respondents wanted two storey detached living.

The preferred construction method for housing to be constructed was double brick, accounting for 45% of respondents, whilst brick veneer accounted for 29%. What this means for developers is that double brick construction in detached two storey dwellings need to be strongly considered as this is aspirational in terms of what Lebanese immigrants desire. Respondents were asked to select the number of dwelling attributes, which will suit their living needs. Below, descriptive percentages are identified for the preferred arrangement of the house. In Table 6 most respondents selected wanting to live in a two storey detached dwelling.

Table 6. Preferred dwelling attributes

Dwelling	0	1	2	3	4	5
Bedrooms	0%	3%	10.50%	41%	42.50%	3%
Bathrooms	0%	11%	82%	5%	0.50%	1.5
Bedrooms including Ensuit	9%	68%	20.50%	1.50%	0.50%	0.50%
Kitchens	0%	82%	17%	1%	0.00%	0.00%
Lounge room	2%	91.50%	5.50%	0%	1.00%	0.00%
Family room	50%	48%	1%	1%	0.00%	0.00%
Garage car spaces	1%	48.50%	46.50%	3%	1.00%	0.00%
Swimming pool	65%	32.50%	1%	1%	0.50%	0.00%
BBQ area	5.50%	93%	0.50%	0.50%	0.00%	0.00%
Pergola	10.50%	88%	0.50%	0.50%	0.50%	0.00%

CONCLUSION

This research was conducted to identify impacts of immigration on development opportunities in the Suburb of Punchbowl of Sydney area.

Co-ethnic family, close community feel as well as co-ethnic friends were highly ranked among the Lebanese. Other contributing factors such as assimilation and locating among family were apparent for reasons when choosing Punchbowl as their preferred community. Further religious beliefs also had a significant effect on the Lebanese immigrants, which influenced their decision to reside in the area. It is recommended that local authority and property developers look into investigating construction of a recreational and cultural facility catering to the Lebanese migrants in Punchbowl. Meanwhile, a cross-functional development including units or apartments, cultural recreation, co-ethnic retail stores, a childcare and medical center facility should be considered for the suburb. This will support the local population and the Lebanese migrants entering Australia. The level of safety for a close family community requires attention by local authority and council. Control measures need to be put in place to continue to support the Lebanese migrants. This can be assisted through the facility mentioned above to raise awareness and promote safety in the area.

It is recommended that Property developers develop two storey-detached dwellings; comprising double brick construction with the following layout attributes to appeal to the Lebanese community with purchasing ability;

- 3-4 bedrooms
- Two bathrooms
- One Ensuite bathroom
- A kitchen
- Lounge room with family room optional
- Two garage spaces
- A BBQ area along with a pergola for outdoor seating

It is recommended that the findings relating to the cross functional development as well as the findings relating to the home ownership aspiration, form the scopes of the architectural concept design. The concept design could be further consulted in the suburb of punchbowl to gauge the local's feedback and comments. This will also assist the marketing strategy and maximize the residents' occupancy experience.

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