

# P | E | R | T | H

Liveable · Sustainable · Prosperous



# INVESTMENT PROFILE

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“ A City of Light, which shines  
for all in so many ways.”

**Basil Zempilas, Lord Mayor, City of Perth**

## INTRODUCTION FROM THE LORD MAYOR

# Basil Zempilas

Perth is the thriving capital city of Western Australia, and the resource and energy capital of the Indo-Pacific. Flourishing with prosperity, opportunity and growth, our city is the ultimate location for business to boom.

Known for its sunshine, cultural vibrancy and thriving economy, Perth is celebrated as the City of Light. Frequently ranked within the top 10 most livable cities in the world, Perth is the best place to work, live, invest and play.

The City of Perth is open for business, and I welcome you to engage with us to make your business and investment related opportunities come to life. Perth is an amazing place, full of inspiration, growing innovation and opportunity.

Lord Mayor  
**Basil Zempilas**





We acknowledge the Whadjuk Nyoongar people, Traditional Owners of the lands and waters where the City of Perth is today and pay our respects to Elders past and present.



## **FEEL THE ENERGY** in the City of Light

As the primary international gateway to Australia for most of the world's population, Perth is the thriving capital city of Western Australia and the resources and energy capital of the Indo-Pacific region.

Home to world-leading technology, knowledge, research and innovation, Perth is flourishing with prosperity, opportunity and growth and is the State's focal point for investment and business development. Celebrated as the City of Light, Perth is also the retail, cultural and entertainment hub of Western Australia.

The City of Perth (the City) is the Local Government Authority (LGA) responsible for the management of the Central Business District (CBD) and its diverse neighbourhoods. It operates under the strategic pillars of **Liveable, Sustainable and Properous.**

# AUSTRALIA

## an innovative country



### Australia

Australia remains a progressive country with an educated workforce, low levels of sovereign risk and an open economy that engages the world. Its strong, stable and diverse economy makes Australia one of the most welcoming, safe, and profitable places for international business and foreign direct investment.



#### ECONOMIC GROWTH

largest economy in the world by Gross Domestic Product (GDP).



Prior to the pandemic, Australia experience 28 years of continuous economic expansion. Australia's economy is expected to grow by 1.6% in 2023, outpacing other advanced economies.

#### CREDIT RATING



S&P Global upgraded WA's credit rating to AAA in June 2022 and to Aaa Positive by Moody's Investors service in November 2022.



### Western Australia (WA)

Life in Western Australia remained relatively unchanged during the pandemic resulting in the WA economy outperforming other Australian States during this time, as well as most international jurisdictions. WA's economy continues to strengthen with the State's resource sector driving the nation's economy.

#### WA'S GROSS STATE PRODUCT (GSP)

**\$404.5B**

Western Australia's GSP in 2021-2022 contributed 17.5% of Australia's GDP.

WA's GSP per capita was \$146,423 in 2021-2022. This is 63% above Australia's per capita GDP of \$89,631.

**3.1%**



Real GSP growth for Western Australia averaged 2.5% for the decade 2011-2012 through to 2021-2022.

#### AUSTRALIA RANKS



in the 2023 index of Economic Freedom, out of 176 countries.



10<sup>th</sup> in A.T. Kearney's 2023 Foreign Direct Investment Confidence Index.

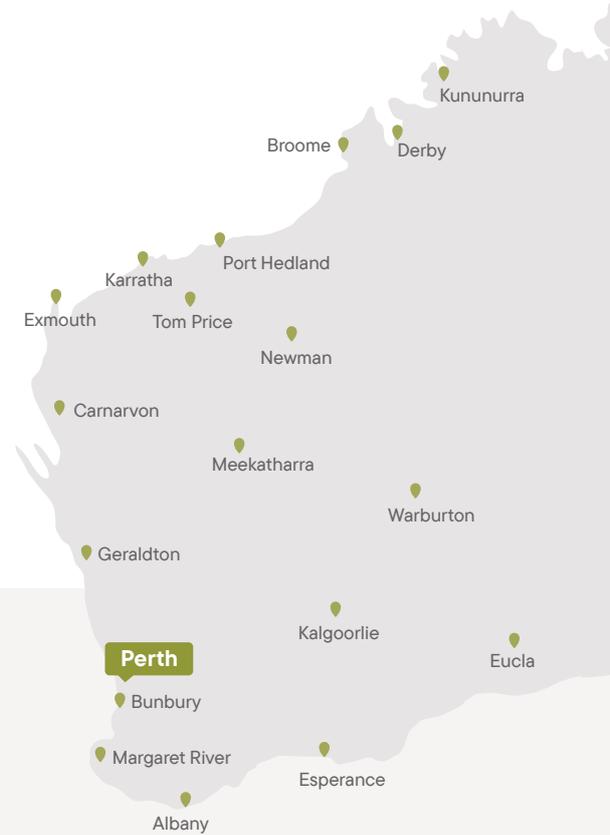




# PERTH

## the Capital City

Perth is adapting to changes in global demand and expanding its economic base to include more service-based industries, such as education, health and hospitality.



### POPULATION, WA

**2.8M**

### POPULATION, GREATER PERTH

**2.2M** with anticipated population growth of 14% to 2030.

### GROSS STATE PRODUCT

**\$404.5B**   
September 2023

### WA UNEMPLOYMENT RATE

**3.6%** Record low unemployment rates creating a demand for skilled migration to Perth.  
August 2023

### DIVERSITY

**40.5%** of the Greater Perth population was born overseas. Perth is a multicultural city.

### LAND AREA, WA

**2.5Mkm<sup>2</sup>**

### URBANISATION

**78.5%** of WA residents live in the Greater Perth region.

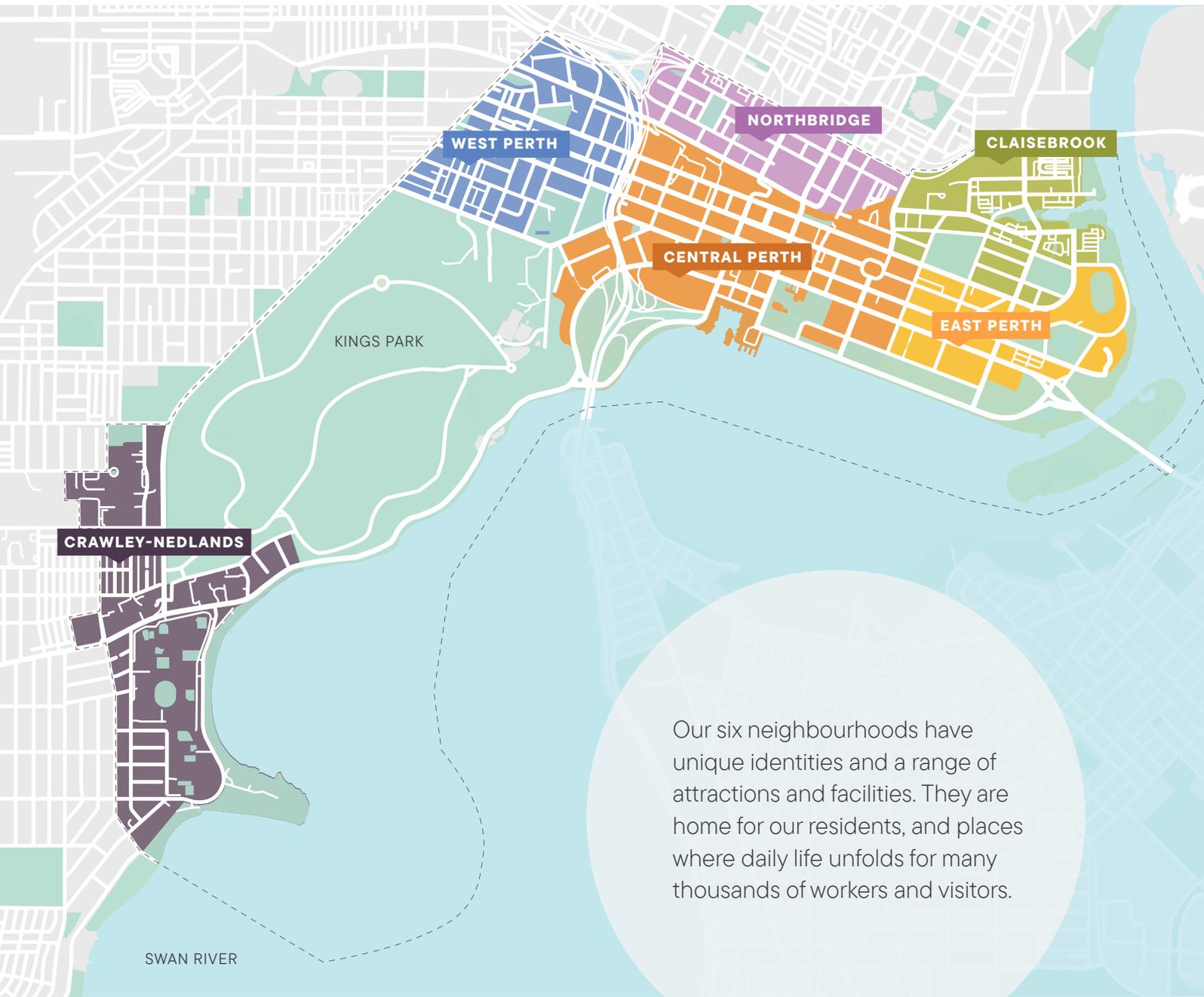
### FORECAST DOMESTIC ECONOMIC GROWTH

**4.25%**   
2022-2023

### PRIORITY ECONOMIC SECTORS

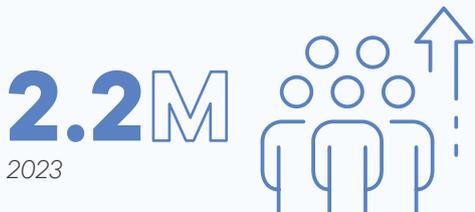
#### WA's Eight Priority Economic Sectors

- Energy
- Tourism, Events and Creative Industries
- International Education
- Defence Industries
- Mining, Equipment, Technology and Services (METS)
- Space Industries
- Health and Medical Life Sciences
- Primary Industries



Our six neighbourhoods have unique identities and a range of attractions and facilities. They are home for our residents, and places where daily life unfolds for many thousands of workers and visitors.

## POPULATION



**2.6M**  
2033

Population in greater Perth is expected to reach 2.6M by 2033.

## EDUCATION



international students chose Perth as an education destination in 2023. Perth has the best international source market diversity of any Australian city.

# OUR CITY AT A GLANCE

## the place to be

There has been a significant increase in the number of companies establishing, or relocating, their headquarters in and to Perth. BHP, Fortescue Metals Group, Rio Tinto, South32, Wesfarmers and Woodside Energy are all top 20 Australian Stock Exchange (ASX)-listed organisations with a presence in Perth. This trend is expected to continue as the Indo-Pacific region builds in importance and influence.

### PRODUCTIVITY



**\$79.9B**

Gross Regional Product

**\$133.4B**

Annual Economic Output

### BUSINESSES



**12,375**

Local Businesses

**\$391/m<sup>2</sup>**

Average Rent A-Grade Office

### JOB



**215,995**

Local Jobs

**\$448,316**

GRP per worker

### TOP 3 INDUSTRIES BY OUTPUT

- > Mining
- > Professional, Scientific & Technical Services
- > Financial and Insurance Services

### TOP 3 INDUSTRIES BY EMPLOYMENT

- > Professional, Scientific & Technical Services
- > Mining
- > Public Administration & Safety

### GLOBAL HEADQUARTERS

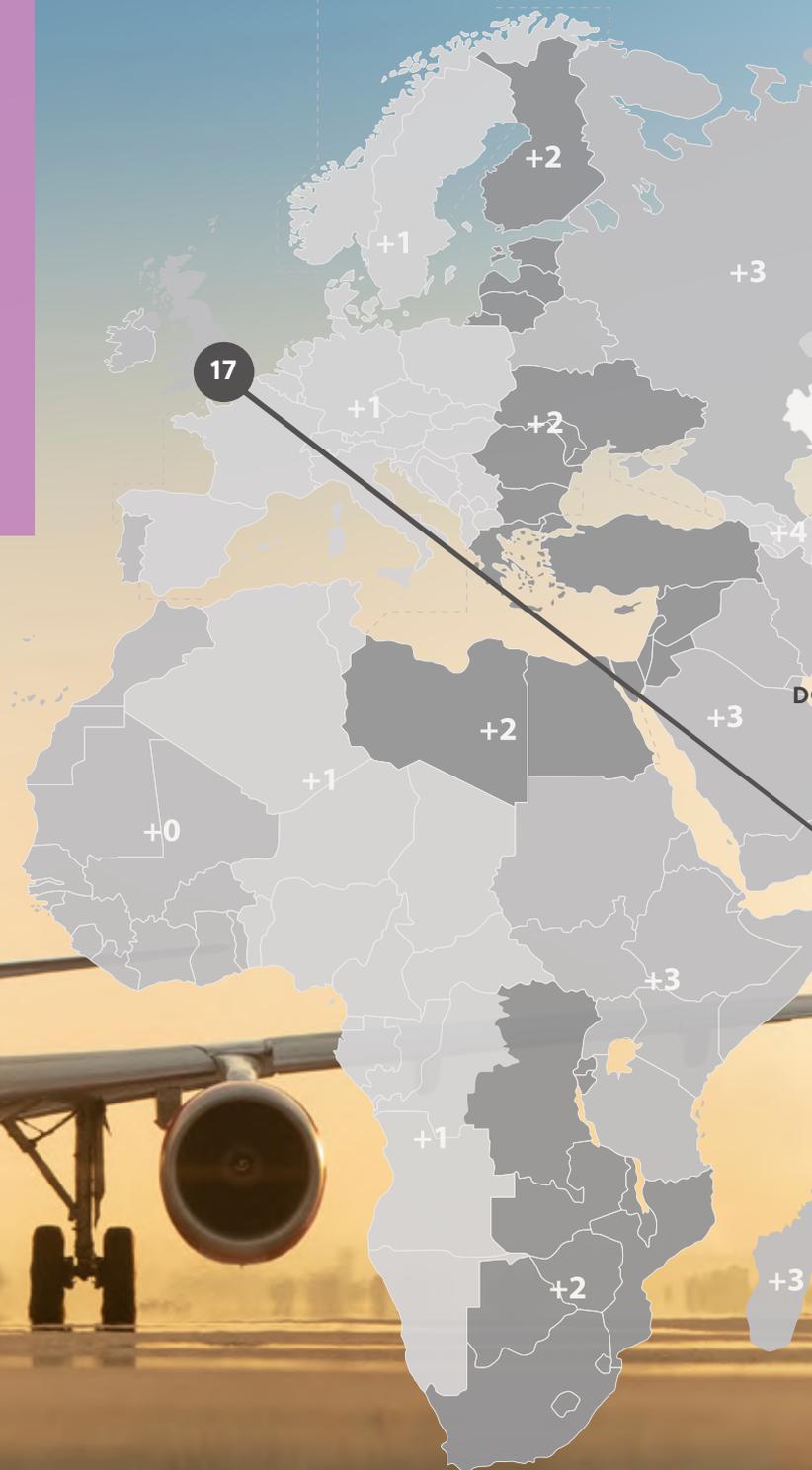
**32.2%**

of ASX-listed companies have Perth headquarters. Collectively, this accounts for the largest proportion of Australian mining companies working in Africa, Latin America, Central Asia and many other markets.



# Our zone

Perth is in the world's most populous time zone (UTC +8) and is also located within the Indo-Pacific region that is shared with approximately 60% of the world's population. Perth-based businesses are connected to the region, affording the opportunity to leverage Western Australia's strong economic and trading partnerships.



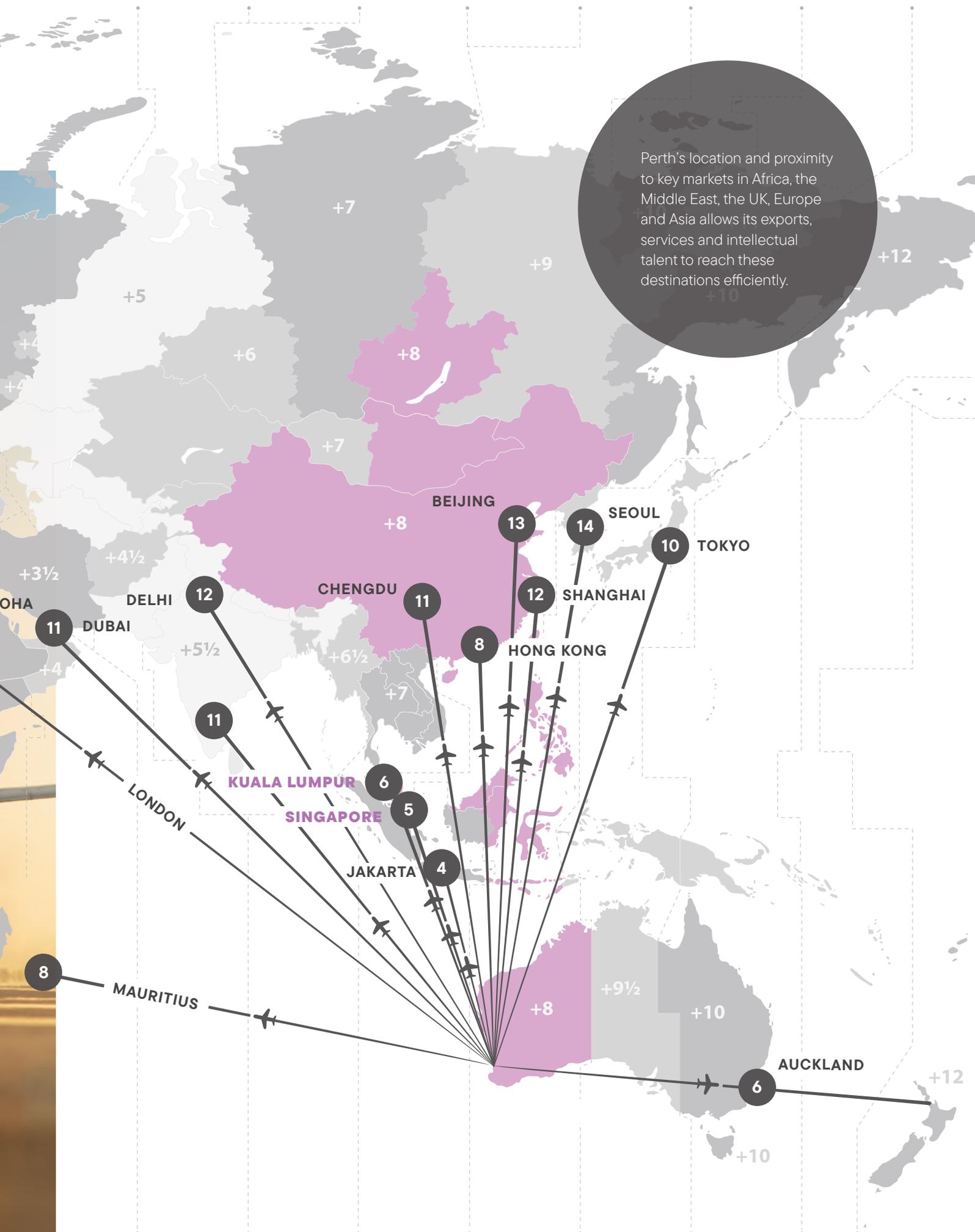
## PERTH AIRPORT

**\$70M**

Each daily international direct flight to Perth produces \$70 million per annum in activity for the local economy.

## AIRLINE PARTNERS

Perth Airport was serviced by more than 30 airline partners that operate to more than 50 destinations globally, including the only direct service between Australia and Europe. Perth Airport continues to work alongside government, industry, education providers and exporters to develop new aviation opportunities for Western Australia.



Perth's location and proximity to key markets in Africa, the Middle East, the UK, Europe and Asia allows its exports, services and intellectual talent to reach these destinations efficiently.

Regional time zones and approximate flight times from Perth



# Connectivity

## INTERNATIONAL ENGAGEMENT



The City of Perth has 11 Sister and Friendship City relationships around the world: Chengdu, Houston, Kagoshima, Kastellorizo, Nanjing, Perth (Scotland), Rhodes, San Diego, Seocho, Taipei and Vasto.

## POPULATION

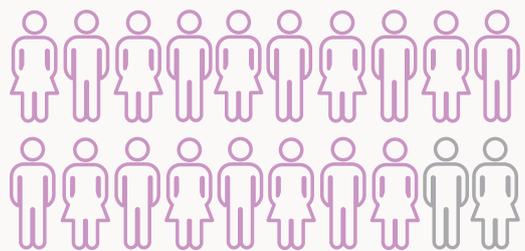


Perth shares a time zone and geography with its major trading partners in Asia where 60% of the world's population resides.

**29**  
countries



countries have official government representation in Perth.



**18 out of the 20**

most populous cities in Asia are closer to Perth than Brisbane, Sydney, or Melbourne. This creates the ideal location to access the Asian market.

## DEMOGRAPHICS

**>54%**

of the world's middle class population live in the Indo-Pacific region and this percentage is increasing annually.



Perth is Australia's gateway to Asia, the Middle East, Africa and Europe and the country's only capital city on the Indian Ocean Rim.

## INFRASTRUCTURE AND DATA



### Submarine Cables

Perth's geographic location is a perfect landing point to develop and grow digital services in Western Australia and beyond. Multiple submarine cables landing in Perth now deliver high bandwidth and low latency digital services.



### Data Centres

Western Australia is fast becoming the southern hemisphere's hub for data centre operations. Perth's centrally located data centres and digital networks provide businesses with enhanced internet connectivity and colocation solutions.



### WiFi and LoRa Network

A Wi-Fi and LoRa (Long Range Wireless) wide-area network covers the City's LGA boundaries, to deliver free, open and public Internet of Things (IoT) and Wi-Fi connectivity.



### World Class Private Internet Connections Infrastructure

Privately owned fibre assets deployed in Perth CBD and surrounds can offer up to 10Gbps connections, which is currently the fastest internet connection available in Australia.



**Western Australia is becoming the southern hemisphere's hub for data centre operations.**



### Amazon Web Service Local Zone

Australia's first Amazon Web Service (AWS) Local Zone has been established in Perth allowing businesses to rapidly process computer data with millisecond latency. Perth Businesses will no longer need to procure, operate and maintain their own IT infrastructure.



# OUR STRATEGIC PILLARS



**LIVEABLE**



**SUSTAINABLE**



**PROSPEROUS**

# LIVEABLE

## an ideal place to be

Western Australia's prosperous economy, beautiful scenery and excellent essential services - such as world-class education and health facilities - make Perth an ideal place to live, work and establish a base for business, or corporate headquarters.

### PERTH RANKS



**1<sup>st</sup>** Perth is Australia's most affordable capital city to buy and apartment.

**2<sup>nd</sup>** Perth is the second most affordable capital city in Australia to buy a house by median house price.

**1<sup>st</sup>** on the Metropolitan Australia Liveability Index from IPSOS's 2022 Life in Australia.

**1<sup>st</sup>** most affordable Australian city for educating children at an independent school.

**3<sup>rd</sup>** largest Fringe Festival in the world. Fringe World Festival is held annually alongside the Perth Festival, the oldest annual international multi-arts festival in the southern hemisphere.

### CONSISTENTLY RANKED IN THE

# top12

### ATTRACTIONS

# 20 minute



drive from Perth City to pristine beaches, world-class wineries or spectacular national parks.

## Rottnest Island



sits just offshore from the City of Perth. A protected nature reserve, known for its white-sand beaches and secluded coves, shallow turquoise waters, and surf breaks. It is also home to the quokka, a small wallaby-like marsupial known as the happiest animal in the world.

of the Economist Intelligence Unit's World's Most Liveable Cities survey (out of 173 cities), reaching an equal best rating of 6th in 2021.

### SUNSHINE

# 8+ hours



of average daily sunshine all year round, giving Perth its reputation as Australia's sunniest capital.

### QUALITY OF LIFE

#### PERTH FEATURES IN THE

# top5%

of more than 450 cities, as ranked by the Mercer Quality of Living Survey (March 2019).

#### WELLINGTON SQUARE MOORT-AK WAADINY



awards for the \$17.5 million upgrade of Wellington Square Moort-ak Waadiny, which transformed the CBD park into a hub for residents, visitors and families.

## TOP TRAVEL DESTINATION



# PERTH

FORBES ranked Perth 9th on the 23 best places to travel 2023.



AIRBNB ranked Perth 9th trending travel spot for 2023.



## top30

LONELY PLANET'S top 30 destinations for best in travel 2023.

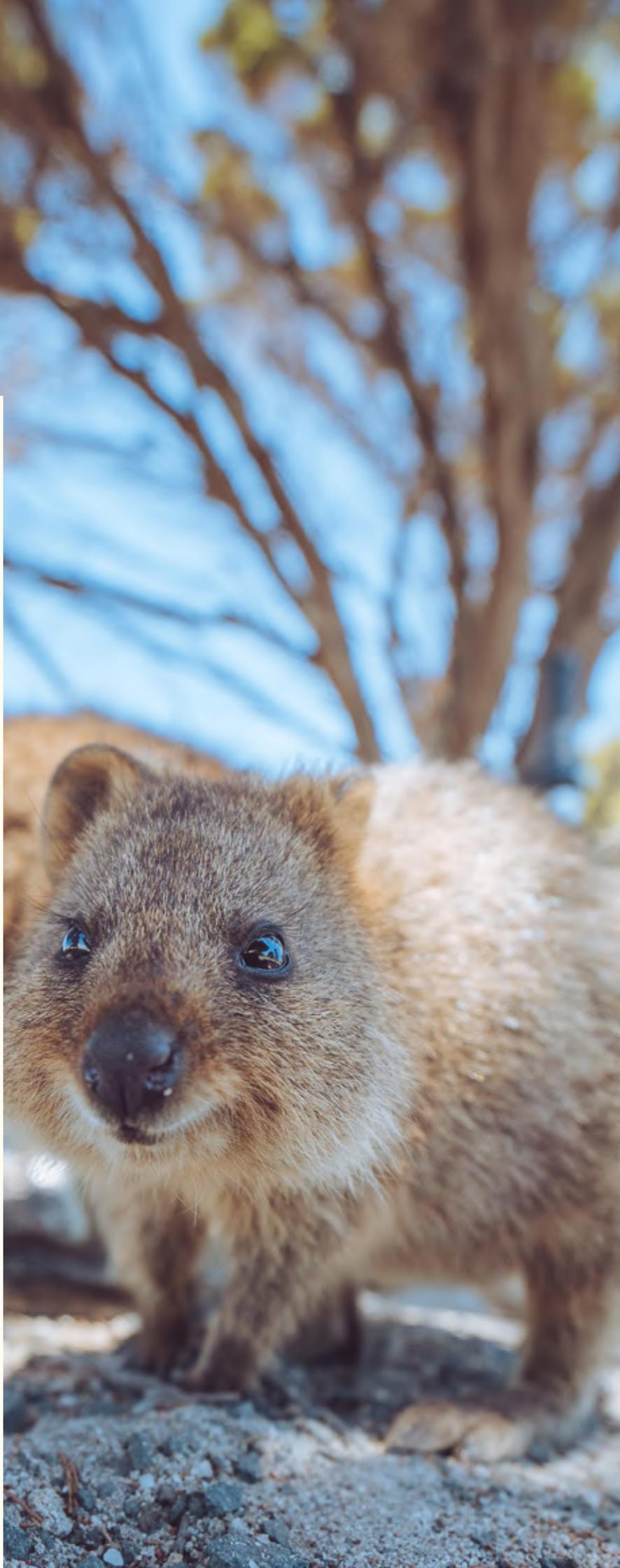
## top23

CNN's top 23 where to travel in 2023: the best destinations to visit.



## besttrip

NATIONAL GEOGRAPHIC, THE NEW YORK TIMES AND FORBES have all listed Perth in their world's best trips previously.



# Education and Innovation

Australian businesses are keen to collaborate at home and abroad. With one of the world's most educated, multicultural and multilingual workforces - coupled with Australia's generous tax incentives for research and development (R&D) - Perth is a rapidly developing, innovation and start-up destination transforming into Australia's next tech hub.

## INNOVATION CITIES



Perth has been climbing the Innovation Cities Index ranks for several years and, ranked in the top 15% of 500 cities.

## AUSTRALIA RANKS



in Fintech development in Asia-Pacific region and sixth in global rankings.



in IMD's 2022 world digital competitiveness ranking out of 64 countries.

## INNOVATION HUB

### CyberWest Hub

Perth is home to CyberWest Hub, the WA Cyber Security Innovation Hub that sits at the centre of cyber security in Western Australia. The organisation's objective is to diversify the economy and create employment in the cyber security sector, by facilitating connections and building capabilities.

## EDUCATION

The University of Western Australia ranks in the top 100 best universities in the world in QS ranking for 2024.



Universities with a presence in the city that have key space research centres; the University of Western Australia's International Space Centre and Curtin University's Space Science and Technology Centre.

## TAX INCENTIVES FOR EARLY STAGE INVESTORS



The Australian Government supports eligible early-stage innovation companies (ESIC) to obtain tax incentive offsets and capital gains tax exemptions.

## INVESTOR NUMBERS



There are more than 240 investors in Western Australia offering a variety of opportunities to local innovators and entrepreneurs.



was raised in Western Australia start-up venture capital in 2022. The health and medical life science sector comprised of an overwhelming 50 per cent share of total WA venture capital investment.

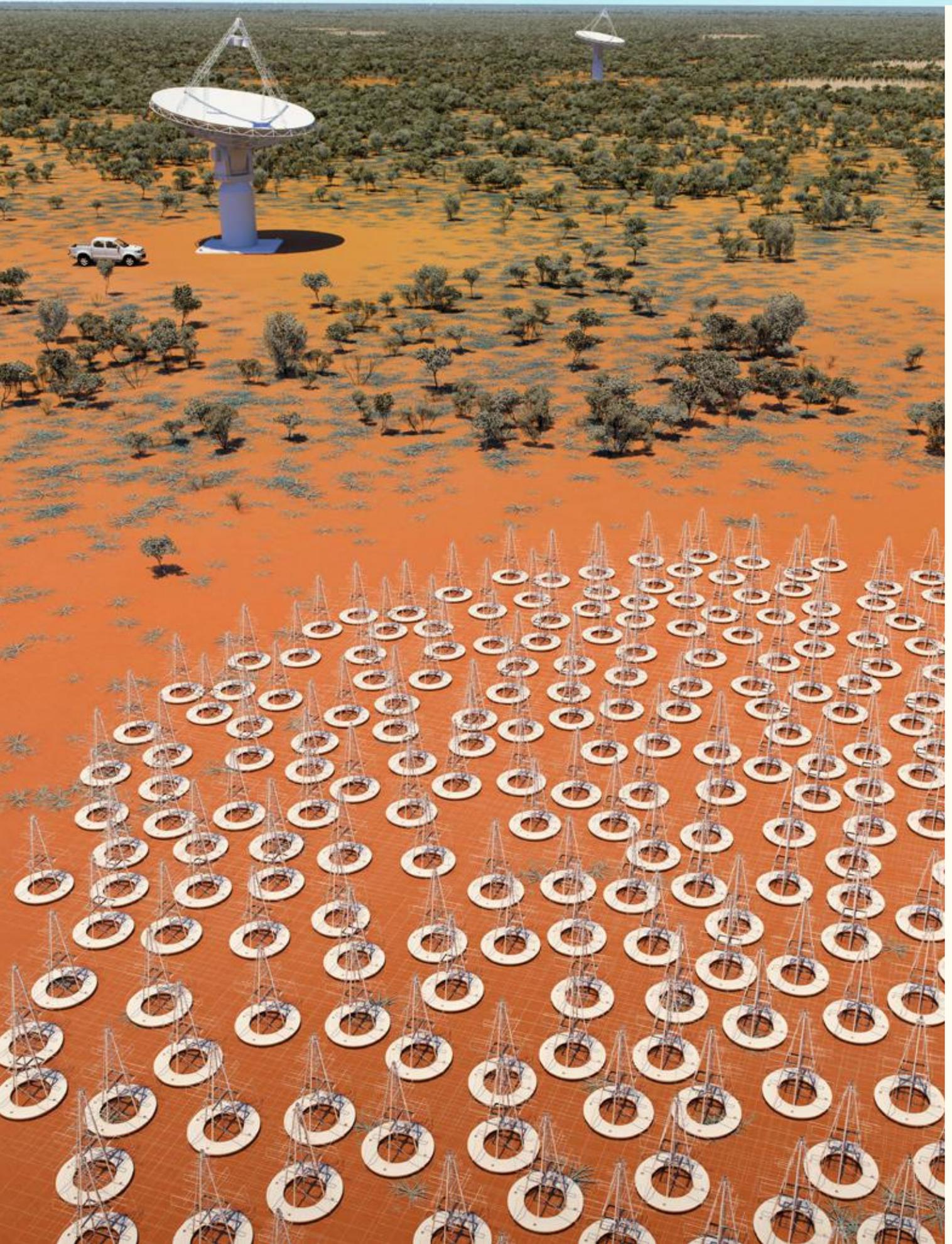


**Image:**

*Rio Tinto's 'Mines of the Future' remote centre enables mine operations in the Pilbara to be controlled from one central location more than 1,000 kilometres away from the sites.*

Image:

Artist's impression of SKA1 wide field low-frequency aperture array.  
Courtesy of SKA Organisation/Eye Candy Animation



## INNOVATION & TECHNOLOGY



### Square Kilometre Array Total Collecting Area

Construction has begun on the Square Kilometre Array (SKA) project, the \$3 billion international effort to build the world's biggest radio telescope. Western Australia is one of only two host sites in the world, with the data flowing through the Pawsey Supercomputing Centre.



### Mckinsey Global Institute Disruptive Technologies

Western Australia is engaged in ground-breaking research and innovation at the forefront of eight out of 12 identified disruptive technologies. This includes automation of knowledge work, advanced robotics, autonomous and near-autonomous vehicles, IoT, energy storage, advanced oil and gas exploration and recovery, advanced materials, and renewable energy.



### Pawsey Supercomputing Centre

Since 2021, the Pawsey Supercomputing Research Centre has housed the most powerful public research supercomputer in the southern hemisphere. Known as Setonix, the HPE Cray Ex Supercomputer is 30 times more powerful than Pawsey's previous generation of systems combined. Setonix is recognised as the 4th greenest supercomputer in the world on the globally recognised Green500.



### NEXTDC

Strategically positioned within Perth's CBD, the NEXTDC P2 Perth Data Centre is a Tier 4 facility providing Perth with unparalleled, 100 per cent uptime and global connectivity to the world's largest cloud platforms, Australia's national carrier networks and internet service providers. P2 Perth houses Perth's only direct connections for Amazon Web Services and Microsoft Azure, and access points to the Google, Oracle, IBM and Alibaba Clouds.

### Lowest Priced Coworking Space

Perth has the lowest average desk price for coworking spaces of any Australian city.

### Smart Cities

The City of Perth's multiple award-winning Smart Cities program has to date invested \$4 million across 12 projects to improve sustainability, liveability and prosperity. Major achievements include a 27% reduction in irrigation water across the City's parks and gardens and a boost to the thriving Internet of Things (IoT) industry in Perth.



The City of Perth's Smart Cities program has earned Perth a place in the top 10% of 200 international cities in ThoughtLab's Future Ready Cities ranking.



### DUG (formerly Down Under Geosolutions)

DUG is an ASX-listed technology company, headquartered in Perth, that specialises in analytical software development and reliable, green, high-performance computing. DUG designs, owns and operates an international network of some of the largest and greenest supercomputers on the planet.



# SUSTAINABLE Energy Transition

Perth is a world energy capital at the forefront of the next generation of clean energy production. Fuelled by abundant natural resources wealth, a skilled workforce and cutting-edge technology, Western Australia is a significant international hub for the global resources and energy sectors.

## RENEWABLE ENERGY



**\$3.8B** 

The Western Australian government has committed \$3.8 billion in new green power infrastructure including wind generation and storage. This will be the second-largest infrastructure program in Western Australia.

### Hydrogen

Western Australia's vast land mass, existing energy sources and established public and private sector energy infrastructure present a significant opportunity for the region. Western Australia's vast land mass, existing energy sources and established public and private sector energy infrastructure present a significant opportunity for the region. The Western Australian Government has committed over \$170 million into the development of the renewable hydrogen industry in Western Australia. The state has more than 30 hydrogen projects at various stages of planning across many aspects of the supply chain, several of which are very large gigawatts scale production projects. Recent multibillion dollar hydrogen projects announcements such as Woodside Energy's H2Perth hydrogen; the Western Green Energy Hub on the southern coast; and a massive Australian Renewable Energy Hub planned for the Pilbara, signal global confidence in Western Australia's renewable energy credentials and ambitions.

## LITHIUM

**55%** 

Western Australia is the largest supplier of mined lithium, accounting for 55% of global production in 2022. Lithium is used in the production of batteries, including electric vehicles for which demand is expected to increase tenfold in the next decade.

## SECTOR EMPLOYMENT

**34.8%**

of workers within Perth are employed in either the Mining or Professional, Scientific & Technical Services sectors.

## THE METS SECTOR

**\$92B**

Australia's Mining, Equipment, Technology and Services (METS) sector contributed \$92 billion annually to the economy, with \$27 billion in yearly exports. The METS sector employs more than 300,000 people and spends over \$3.9 billion in grants.

## PROJECTS

**\$149B**

In March 2023, Western Australia had \$60 billion in resources projects either committed to, or under construction, and a further \$89 billion under consideration.

## SIGNIFICANT COMMODITIES

Western Australia is the country's biggest exporter of minerals and petroleum, including eight at greater than 10% of global output in 2022.



Lithium	<b>55%</b>	LNG	<b>12%</b>
Garnet	<b>39%</b>	Rutile	<b>11%</b>
Iron Ore	<b>33%</b>	Alumina	<b>10%</b>
Zircon	<b>18%</b>	Rare Earth Oxides	<b>10%</b>



**Image:**

Autonomous Haulage System trucks at the Rio Tinto West Angelas mine, Western Australia  
Courtesy of Rio Tinto

## AUTOMATION



### world leader

Western Australia leads the world in the development of automation and robotics in the resources and energy sectors. Examples include Fortescue Metals Group - as the first organisation to deploy autonomous haulage on a commercial scale - CORE Innovation Hub activating the Australian Automation and Robotics Precinct and Rio Tinto's fully autonomous long distance, heavy-haulage rail network.

## DIVERSITY



Western Australia is one of the largest and most diverse resource provinces in the world.

## INVESTMENT ATTRACTION



Western Australia ranks second of 62 jurisdictions in the 2022 Fraser Institute Survey of global mining companies Investment Attractiveness Index.

## HEADQUARTERS



Perth is home to Australia's largest concentration of global resources and energy company headquarters including Chevron, Shell, Rio Tinto, BHP, Woodside, Inpex, South 32 and Fortescue Metals Group.

## LIQUIFIED NATURAL GAS



Australia is a world leader in LNG exports accounting for 20.6% of global LNG exports in 2022. The State also accounted for 59% of Australia's LNG exports and 12% of total global exports that year.

## SHIPPING TIMES



LNG shipping times from Western Australia to Japan, Korea and China are shorter and more cost effective than for competitors in Nigeria, the USA and Qatar.

# PROSPEROUS

# Health and Medical Life Sciences

## HEALTH CARE



### The Queen Elizabeth II Medical Centre (QEII)

Established for more than 45 years, QEII Medical Centre is the largest medical centre in the southern hemisphere and houses over 40 leading health and medical life science organisations undertaking healthcare, research, innovation and education.

### WA Comprehensive Cancer Centre

In 2022 the Australian Government committed \$375 million towards establishing a Western Australia Comprehensive Cancer Centre, to be located at QEII Medical Centre. The centre will be equipped with cutting-edge precision medical capabilities, providing world-class care and better health outcomes for Western Australians suffering from cancer.

### The Australian Clinical Entrepreneur Program

The University of Western Australia is one of two Australian universities that administer the Australian Clinical Entrepreneur Program (AUSCEP). AUSCEP equips healthcare and medical life science professionals with skills and mentoring to transform their innovative, scientific research ideas into real world products and businesses that will enhance patient care through impactful solutions.

## CLINICAL RESEARCH



Linear Clinical Research is a patient centric clinical and medical research company operating Perth based clinical trial facilities. From early-late phase, first-in human/first-in patient, through to Phase 4 trials, Linear offers expertise on every stage of the clinical research and medical innovation journey, maximising opportunities to be gained from Australia's streamlined regulatory framework and R&D incentive scheme.



Australian (TGA) clinical trials are completed up to six months faster than United States (FDA) trials, costing just one third of the cost yet remaining of industry-high standards.



A favourable regulatory and tax environment offers fast track submissions, good manufacturing practice exemptions for Phase 1, and 43.5% cash back for eligible R&D expenses relating to clinical trials.

## MEDICAL TECHNOLOGY

### WA Life Sciences Innovation Hub

Located at Perth's Harry Perkins Institute of Medical Research, the WA Life Science Innovation Hub delivers programs that connect the health and medical life science innovation ecosystem in order to develop local capacity and capability, attract investment and foster commercialisation.



### National Phenome Centre

Perth is home to the Australian National Phenome Centre – an international centre of expertise which uses the biggest collection of mass spectrometers in the southern hemisphere.



### HIVE

The Royal Perth Hospital provides a remote monitoring system called HIVE (Health in a Virtual Environment), which employs artificial intelligence to identify early signs of deterioration in patients' vital signs. Once detected, HIVE clinicians are immediately notified to provide immediate care.

Perth has a long history of excellence in health and medical life sciences, and some of the field's most renowned success stories have emanated from the city, including Nobel Laureates Barry Marshall AC and Robin Warren AC, with their discovery of bacterium *Helicobacter pylori* and its role in gastritis and peptic ulcer disease, as well as Professor Fiona Wood, a pioneering plastic surgeon and burns specialist who has made significant contributions to the field of burns medicine. Perth's high-performing universities continue to provide academic outputs to benefit products, ideas, or the development of research.

## LEADERSHIP

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### Government Strategy

The WA State Government launched its inaugural Health and Medical Life Sciences Industry Strategy in October 2021. In February 2023, the WA Health & Medical Research Strategy was also released, with a focus on research and innovation in the health and medical ecosystem.



### Life Sciences WA

Established in 2021, Life Sciences WA is a collaboration between government, academia, research institutions, peak body industries and corporates who have formed a united body that inter-connects and stimulates activity within the local health and medical life science ecosystem.

## BIODIVERSITY HOTSPOT

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Perth is part of the Southwest Australia Ecoregion - one of only 36 recognised Biodiversity Hotspots in the world, with flora and fauna which do not exist anywhere else. The region offers incredible potential sources for new pharmaceutical products.



# Trade

Western Australia is a trading State and accounts for 46% of Australian exports. Most of its goods and commodities are bound for international markets.



Image:

Cape Lambert Port  
Courtesy of Rio Tinto

## WA'S MAIN EXPORTS AND VALUE



IRON ORE  
**\$122.4 billion**



PETROLEUM  
**61.2 billion**



GOLD  
**\$18.7 billion**



ALUMINA  
**\$8.1 billion**



LITHIUM  
**\$12.1 billion**



WHEAT  
**\$5.5 billion**



Nickel  
**\$5.4 billion**

## WA'S MAIN SERVICE EXPORTS

**\$1.8B**



TRAVEL &  
TRANSPORT

**\$3.2B**



BUSINESS  
& OTHER

## WA AGRICULTURAL PRODUCE EXPORTED

**80%** of its agricultural production.

## WA'S TOP FIVE EXPORT DESTINATIONS

**CHINA (MAINLAND) \$135.9B**

**SOUTH KOREA \$20.0B**

**JAPAN \$36.7B**

**TAIWAN \$11.1B**

**HONG KONG SAR \$4.9B**

**SINGAPORE \$12.6B**



**46%**

OF AUSTRALIAN  
EXPORTS

## COLLABORATION



**WECP**

The World Energy Cities Partnership (WECP) connects leading energy cities – on all continents – that are committed to fostering the transition to a more sustainable energy future. Alongside global energy hubs, such as Houston and Aberdeen, Perth is a founding member of the WECP. Membership now extends to 19 cities, boosting the exchange of industry knowledge, economic development strategies and expertise.



**AOG  
energy**

For over 40 years AOG Energy has brought the entire oil, gas and energy supply chain together, with AOG Energy recognising Perth as the epicentre. Perth hosts AOG Energy annually and in 2023, AOG Energy attracted over 6,800 visitors from across Australia and all over the world.

### Scaling Green Hydrogen Cooperative Research Centre (SGHCRC)

The City is part of the Scaling Green Hydrogen Cooperative Research Centre (SGHCRC), which includes industry and research institutions such as Curtin University. The SGHCRC's five research themes related to green hydrogen: Production & Storage, Water, Chemicals, Mobility, and Enabling.

# Perth City Deal

The Perth City Deal is a new \$1.66 billion investment which will re-energise Perth, bring investment into the CBD and create jobs. The City of Perth has entered into an innovative and exciting 10 year partnership with the Australian and Western Australian Governments which will unlock economic benefits and opportunities for the Perth CBD.



## VISION

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**City Deals bring together the three levels of Government, the community and the private sector. The partnership focusses on aligning planning, investment and governance to accelerate growth and job creation and stimulate urban renewal to secure future prosperity.**

The City's overall commitment totals \$45 million, with key investments including \$25 million towards the WACA aquatic facility, \$4 million for the redevelopment of the Perth Concert Hall, \$4 million to safe night shelters for women in Perth, and \$12 million for the CBD Transport Plan to upgrade Roe Street and help to regenerate the area.

The ECU City university is the centrepiece of the Perth City Deal. This is a \$853 million investment by the Commonwealth Government, State Government and Edith Cowan University to move ECU's law and business schools, and the Western Australian Academy of Performing Arts into the Perth CBD. More than 10,000 students and staff are anticipated on campus from day one.

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**Under this plan, more than 15,000 students and staff will be brought into the city and the construction of the university campuses will bring over \$1 billion of investment to Perth's CBD. It is estimated this will create more than 4,100 construction jobs and nearly 1,000 ongoing direct jobs.**

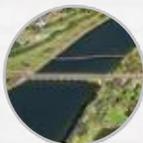
### **Other Key Initiatives include:**

- \$157 million to the Perth Greater CBD Transport Plan to upgrade cycling and walking infrastructure, bus stop accessibility upgrades and enhance Roe Street. The centrepiece of this initiative is the construction of a new pedestrian and cycling bridge across the Swan River at a cost of \$100 million.
- \$159 million to redevelop the WACA, including a community aquatic facility.
- \$70 million investment from the State Government and Curtin University to expand to build a CBD knowledge and innovation precinct.
- \$53.9 million to develop a 21st century digital environmental approvals regime for major projects.
- \$150 million to develop Perth Concert Hall into a world-class music venue.
- \$47.4 million to provide facilities, safety improvements and services for homeless people in the city.
- \$40 million for waste recycling infrastructure to help Perth CBD and WA to become more sustainable.
- \$39.5 million for the East Perth Power Station to upgrade necessary infrastructure and improve connectivity to the site.
- \$35 million investment into the Perth Cultural Centre precinct for improvements and long-term vision development
- \$18 million for the creation of an Australian Space Robotics, Automation and AI Command Control Complex.
- \$10 million towards a WA Indigenous Business and Employment Hub now known as the Waalitj Foundation.
- \$4 million to undertake a pre-feasibility study for an Aboriginal Cultural Centre to be located in Perth on the traditional lands of the Whadjuk Noongar people.

(Current as at October 2023)

# Perth City Deal at a glance

## CITY-WIDE COMMITMENTS:



CBD Transport Plan



Perth Aboriginal Cultural Centre  
Pre-Feasibility Study



Recycling Infrastructure and  
commitment to encouraging the  
recyclables market



Building a 21st Century Digital  
Environmental Approvals  
Regime for Major Projects



Pandemic resilient design



Inclusionary zoning or  
affordable housing targets



Apprenticeship Targets



Indigenous Employment and  
Supplier Use Targets



Edith Cowan  
University's  
Cultural and Creative  
Industries Education  
CBD Campus

Perth Cultural  
Centre Rejuvenation

Australian Space  
Automation, AI and  
Robotics Control  
Complex (SpAARC)

Curtin University's Historical Heart Cluster

Unlocking the East Perth Power Station Redevelopment

Homelessness Housing Projects

Perth Concert Hall Redevelopment

Western Australia Cricket Association (WACA) Redevelopment

WA Indigenous Business and Employment Hub



Australian Government



GOVERNMENT OF WESTERN AUSTRALIA



City of Perth

Located in one of the safest countries for investment, Perth is a connected and cosmopolitan capital city which offers a stable, prosperous foundation for business growth. In the heart of the Indo-Pacific region, Perth offers rich opportunities and markets for new products and services.

**An innovative planning framework underpins the City's economic aspirations, offering:**

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Up to 50% bonus plot ratio across the CBD.

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Up to 40% bonus plot ratio for special residential i.e. student accommodation, hotel.

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Up to 20% bonus plot ratio for residential, heritage and public facilities.

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Heritage transfer plot ratio available.

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No developer contribution scheme in City Planning areas.

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New Local Planning Strategy and Local Planning Scheme 3 underway.

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Nation leading determination times for development and building approvals (98% or greater statutory time frames).

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Rates rebates for developers and purchasers of residential properties.

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Waiving of City planning and building application fees for residential developments.

There has never been a better time to invest in Perth, with its perfect blend of economic strength, resilience and adaptability - fostering a diverse and dynamic culture. This is underpinned by skilled workers, supportive government, a consistent regulatory framework and superior infrastructure.



## INVESTMENT

# Our Cosmopolitan City

Perth is cementing itself on the world stage as a magnet for migration and investment. Billions of dollars have been invested in developments to transform the city skyline – providing new office space, accommodation and hotels for a growing population, as well as millions of international and interstate tourists who are attracted by Perth’s uniqueness.



# NOW a growing City

“There is no better place to base your business than the City of Perth to take advantage of our strong economy, skilled workforce, innovation hubs and location at the centre of the Indo-Pacific.”

Basil Zempilas, Lord Mayor, City of Perth





### **THE CITY OF PERTH WORKS TO ACTIVELY SUPPORT BUSINESS AND INVESTMENT DECISIONS BY:**

- Engaging in collaborative partnerships with local industry and State and Federal governments to encourage inward investment;
- Promoting Perth locally and overseas as an international business centre;
- Collating relevant research and assisting in due diligence to identify and understand industry market trends and existing opportunities;
- Providing business concierge and matching services to local companies and assisting them to access overseas export markets;
- Developing strong international alliances through the World Energy Cities Partnership and Sister Cities to establish reciprocal business relationships;
- Supporting conferences and events that promote Perth's industry capabilities and emerging sector opportunities;
- Regularly hosting international delegations with interests in Western Australia's key industries and promoting investment opportunities;
- Assisting international companies to connect with local businesses, networks, and government agencies by providing data and business support at the local, state, and Federal level;
- Provision of targeted data and analytics to support business and investment decision makers;
- Providing connection to local property networks and locational opportunities to support new businesses in the city;
- Providing access to grants, sponsorships, sector development projects, and business development initiatives.

## FUTURE PERTH

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Landmark projects continue to redefine Perth and connect its thriving economic centre with the iconic Derbarl Yerrigan (Swan River).

**Visit 3D Perth.**





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