

P | E | R | T | H

Liveable · Sustainable · Prosperous




INVESTMENT PROFILE

Contents

INTRODUCTION FROM THE LORD MAYOR	5
FEEL THE ENERGY IN THE CITY OF LIGHT	7
WESTERN AUSTRALIA	8
PERTH – THE CAPITAL CITY	11
OUR CITY – AT A GLANCE	12
OUR ZONE	14
CONNECTIVITY	16
OUR STRATEGIC PILLARS	19
LIVEABLE	20
EDUCATION & INNOVATION	22
SUSTAINABLE	27
RESOURCES & ENERGY	27
PROSPEROUS	30
HEALTH AND MEDICAL LIFE SCIENCES	30
TRADE	32
PERTH CITY DEAL	34
INVESTMENT - OUR COSMOPOLITAN CITY	38
NOW - A GROWING CITY	40





“ 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

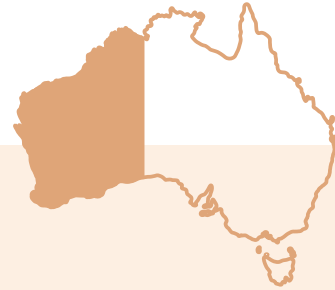
As the primary international gateway to Australia for most of the world's population, Perth is the thriving capital city of Western Australia and the resources and energy capital of the Indo-Pacific.

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 **Liveability, Sustainability and Prosperity**.

AUSTRALIA

an innovative country



Australia

Australia remains a progressive country with an educated workforce, high COVID-19 vaccination rates, 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).



Before the pandemic, Australia had undergone 28 years of economic expansion. By the end of 2022, Australia's GDP is forecast to be larger than 2019's pre-pandemic levels, highlighting the nation's economic resilience.

CREDIT RATING



S&P Global upgraded WA's credit rating to AAA in June 2022 and to Aa1 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 2022 index of Economic Freedom, out of 177 countries.



10th 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

2.7M 

POPULATION, GREATER PERTH

2.1M with anticipated population growth of 19% to 2030.

GROSS STATE PRODUCT

\$404.5B 
January 2023

WA UNEMPLOYMENT RATE

3.1% Record low unemployment rates creating a demand for skilled migration to Perth.
September 2022

DIVERSITY

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

LAND AREA, WA

2.1Mkm² 

URBANISATION

80.5% of WA residents live in the Greater Perth region.

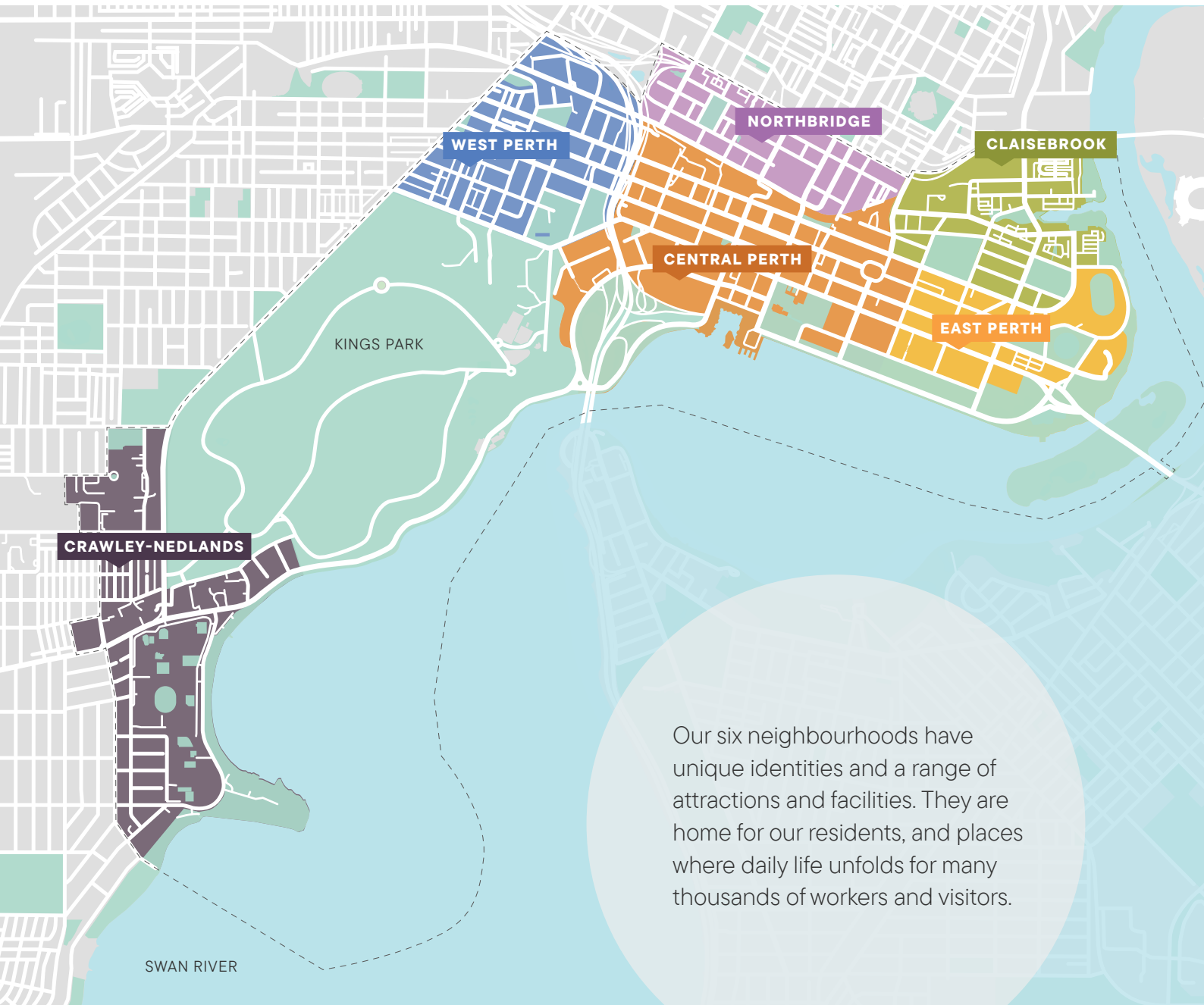
FORECAST DOMESTIC ECONOMIC GROWTH

5.25% 
2021-2022

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



2.5M
2030

Population in greater Perth is expected to reach 2.5M by 2030.

EDUCATION



international students chose Perth as an education destination in 2022. 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 builds in importance and influence.

PRODUCTIVITY



\$80.6B

Gross Regional Product

\$135.3B

Annual Economic Output

BUSINESSES



24,385

Local Businesses

\$374/m²

Average Rent A-Grade Office

JOBS



215,515

Local Jobs

\$452,404

GRP per worker

TOP 3 INDUSTRIES BY OUTPUT

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

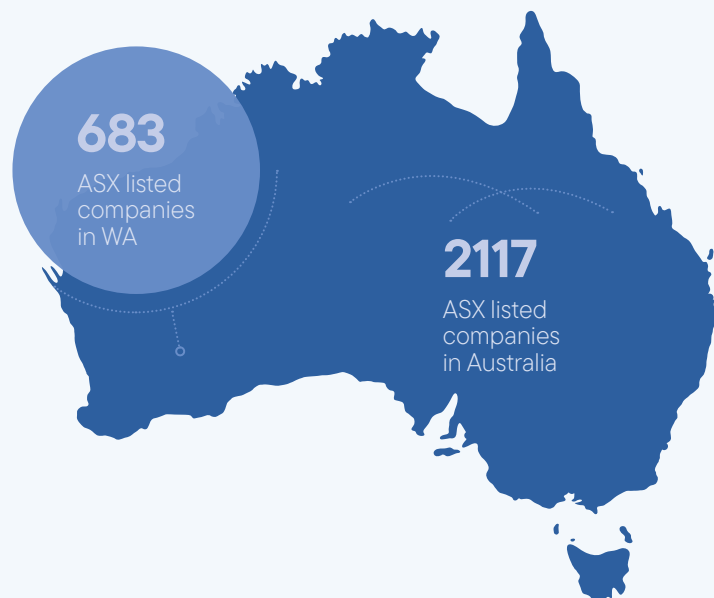
TOP 3 INDUSTRIES BY EMPLOYMENT

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

GLOBAL HEADQUARTERS

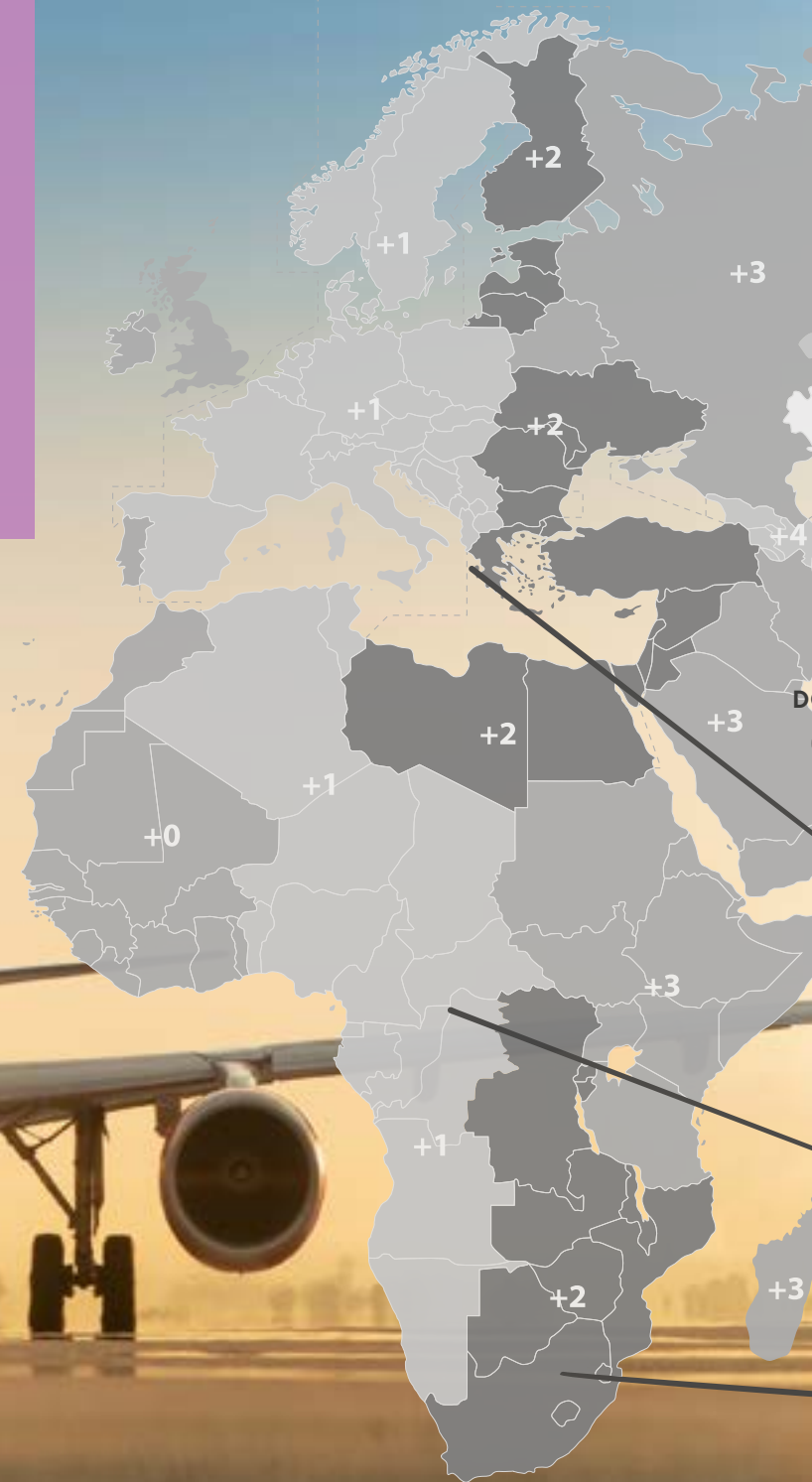
32.2%

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

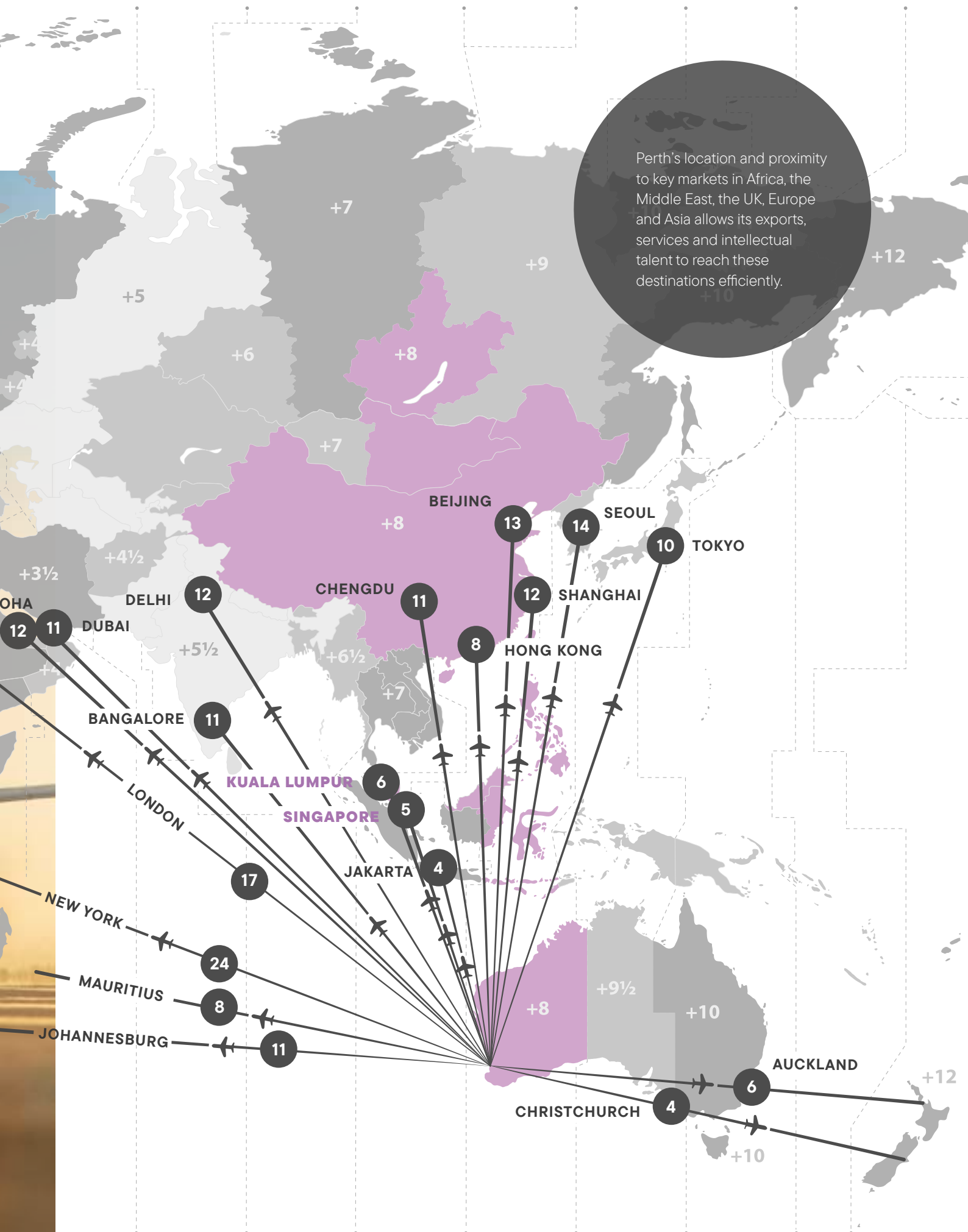
\$70M

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

AIRLINE PARTNERS

Pre-Covid

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.

83
countries



countries have official government representation in Perth, with new consulates opening every year.

DEMOGRAPHICS

>54%

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



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.



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



2nd Perth is Australia's second most affordable capital city to buy an apartment.

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

1st on the Metropolitan Australia Liveability Index from IPSOS's 2022 Life in Australia.

1st most affordable Australian city for educating children at an independent school.

3rd 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

top10

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

WA AustCyber Innovation Hub

Perth is home to the WA AustCyber Innovation Hub that sits at the heart of the cyber security industry in WA. The organisation's objective is to diversify the economy and create employment in the cyber security sector, by facilitating connections and building capabilities.

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.

EDUCATION

The University of Western Australia ranks in the top 100 best universities in the world in QS ranking for 2023.



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.

INVESTOR NUMBERS



Over 170 investors in the state offering a variety of opportunities to innovators and entrepreneurs.



was raised in venture capital for start-ups in the first half of the 2022.

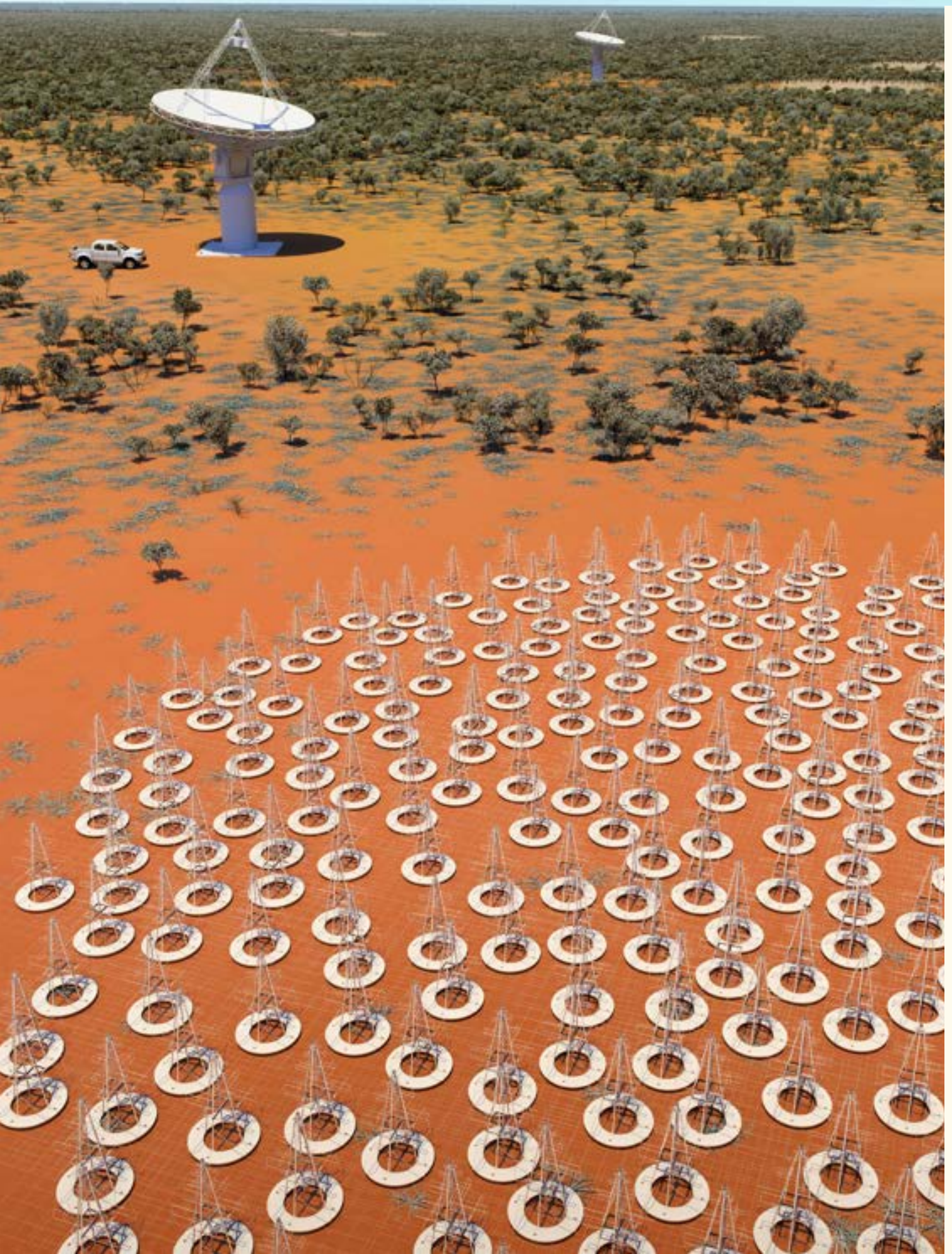


Image:

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.



Pawsey Supercomputing Centre

Since 2021, the Pawsey Supercomputing Centre has housed the most powerful public research supercomputer in the southern hemisphere. Known as Setonix, the HPE Cray Ex is 30 times more powerful than Pawsey's existing systems. Setonix will support the work of 1,600 researchers and accelerate research projects.



NEXTDC

The NEXTDC Tier 4 data centre provides Perth with sustainable connectivity to the world's biggest cloud platforms, Australia's national carrier networks and service providers. It will house Perth's only direct connections for Amazon Web Services (AWS) Direct Connect and Microsoft Azure Express Route with plans to expand underway.



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.

Lowest Priced Coworking Space

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

Smart Cities

The City of Perth has an active Smart City program - to date investing \$3.7 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 Government is investing \$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. The Western Australian Government is investing \$160 million into the development of the renewable hydrogen industry. There are also several private investments driving the development of the industry, including Woodside's \$1 billion hydrogen and ammonia production hub.



LITHIUM

52% 

Western Australia is the largest supplier of mined lithium, accounting for 52% of global production in 2021. 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. than 31,300 people and spends over \$1 billion annually on research and development.

THE METS SECTOR

\$90B

Australia's Mining, Equipment, Technology and Services (METS) sector contributed \$90 billion annually to the economy, with \$27 billion in yearly exports. The METS sector employs more than 31,300 people and spends over \$1 billion annually on research and development.

PROJECTS

\$144B

In March 2022, Western Australia had \$57 billion in resources projects either committed to, or under construction, and a further \$87 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 2021.

Lithium	53%	LNG	12%
Iron Ore	34%	Rutile	11%
Garnet	31%	Alumina	10%
Zircon	22%	Rare Earth Oxides	10%





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 has the world's most productive and diversified mining and energy hub.

INVESTMENT ATTRACTION



Perth ranks first of 84 jurisdictions in the 2021 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 21.1% of global LNG exports in 2021. The State also accounted for 56% 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)

QEII is the biggest medical centre in the southern hemisphere and is home to more than 40 leading organisations which provide healthcare, research, innovation and education.

Comprehensive Cancer Centre

Plans for a \$750 million Cancer Centre are underway at QEII. The centre will establish one location for WA cancer patients, with cutting-edge, precision medical treatment supporting their clinical care. The Western Australian Government will contribute to the development of a business case study for the proposed facility.

The Australian Clinical Entrepreneur Program

The University of Western Australia is one of two universities in Australia that administer the Australian Clinical Entrepreneur Program (AUSCEP), aiming to equip healthcare professionals with the skills to transform their ideas into products and businesses that enhance patient care.

CLINICAL RESEARCH



Linear Clinical Research offers streamlined regulatory processes for clinical trials with no investigational new drug requirement.

UP TO
6 MONTHS FASTER

Australian (TGA) clinical trial start-ups are up to six months faster than US (FDA) trials, are often a third of the cost and are of a high standard.

UP TO
48.5% R&D

cashback for eligible expenditure, including clinical trials, prototype manufacturing and other R&D activities within Perth, depending on circumstances.

MEDICAL TECHNOLOGY

WA Life Sciences Innovation Hub

A partnership between the Western Australian Government, the University of Western Australia and MTPConnect to support the growth of the State's medical technology, biotechnology, pharmaceuticals, and digital health sectors.



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



Government Strategy

Inaugural Health and Medical Life Sciences Industry Strategy launched in October 2021.



Life Sciences WA

Established in 2021, Life Sciences WA is a collaboration of representatives from government, universities, research institutions, industry bodies and corporates who have formed a united body and connect the industry.

BIODIVERSITY HOTSPOT

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 (2021)



IRON ORE
\$132.4 billion



PETROLEUM
\$50.4 billion



GOLD
\$18.7 billion



ALUMINA
\$7.8 billion



LITHIUM
\$4.9 billion



WHEAT
\$3.8 billion



CANOLA SEEDS
\$3 billion

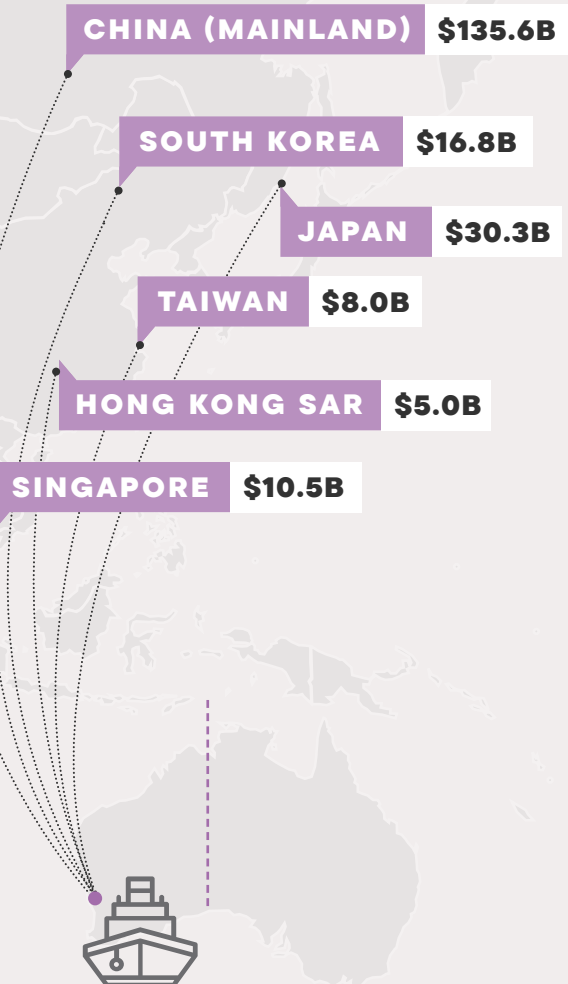
WA'S MAIN SERVICE EXPORTS



WA AGRICULTURAL PRODUCE EXPORTED

80% of its agricultural production.

WA'S TOP FIVE EXPORT DESTINATIONS (2021)



46%

OF AUSTRALIAN EXPORTS

COLLABORATION



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.



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 2019, AOG Energy attracted nearly 8,800 delegates 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 \$1.63 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

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 of Perth's commitment totals \$45 million and includes \$25 million toward the addition of a community aquatic facility at the WACA, \$4 million contribution to the Perth Concert Hall Redevelopment, \$4 million toward establishing safe night shelters for women in Perth and \$12 million toward the CBD Transport Plan to upgrade Roe Street and facilitate regeneration of the area.

The ECU City university is the centrepiece of the Perth City Deal. This \$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.

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.
- \$154.7 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.
- \$49.4 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.

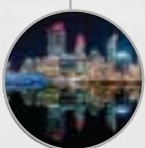
(Current as at May 2023)

Perth City Deal at a glance

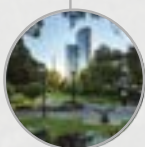
CITY-WIDE COMMITMENTS:



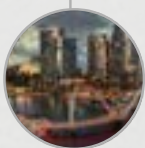
CBD Transport Plan



Perth Aboriginal Cultural Centre
Pre-Feasibility Study



Recycling Infrastructure and
commitment to encouraging the
recyclables market



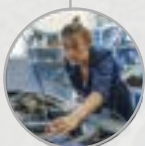
Building a 21st Century Digital
Environmental Approvals
Regime for Major Projects



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

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:

Up to 50% bonus plot ratio across the CBD.

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

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

Heritage transfer plot ratio available.

No developer contribution scheme in City Planning areas.

New Local Planning Strategy and Local Planning Scheme 3 underway.

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

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

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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CITY OF  **PERTH**

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