

# Corporate Business Plan

2024/25 – 2027/28



**CITY OF  
PERTH**  
*City of Light*





## Acknowledgement of Traditional Custodians

The City of Perth kadiŋj kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, Whadjuk Nyoongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalang woola Boorloo wer Derbal Yerrigan kalyakoorl, wongin kadadjiny wer, wirn-yoodan. Ngalang kadiŋj Birdiya koora wer yeyi moondang-ak kaaradjiny.

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo (Perth) and the Derbarl Yerrigan (Swan River). We offer our respects to Elders past and present.







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# Kaya Wanju

## from the Lord Mayor Basil Zempilas

### Perth is poised for an unprecedented period of growth.

This Corporate Business Plan is a statement of intent.

Having just delivered the biggest year on record in the City of Light, the economic uplift shows no sign of slowing down. Since December 2022, through to the end of the 2023-24 financial year, the City has seen 19 consecutive months of staggering economic records, compared with the same months of the previous year. To underline this, May 2024 was the third biggest month for spending in the City since 2019. That's right, the third biggest month in five years happened in May, in what has historically been a quieter time for the City.

Spend figures for the City of Perth local government area are clearly linked with people visiting and exploring our City. People flocked to the City in droves this year, including record numbers for our marquee summer events. This resulted in outcomes like an 18.5 per cent uptick in visitation for the Rio Tinto Christmas Lights Trail, and a massive 49 per cent increase in our Elizabeth Quay New Year's Eve crowds. Summer has always been a strength.

“One of the real drivers behind these numbers has been our ability to bring a year-round depth to the idea that Perth is the place to be.”

No longer is the city the place where you only go for summer outings and celebrations by the river—those beloved qualities are still an important part of our social and events calendar—but the city is also now the place of year-round wonder, spectacle and connection. From the Boorloo Heritage Festival which saw more than 90,000 people attend 105 events and activations across the month of April, to the winter magic of Lightscape in Kings Park, the sensory feast of Plateful Perth in August, and community-builders like Tree Month, PrideFest and FRINGE WORLD, there's now undeniably something for everyone across every season in the events capital of WA.

On the back of building our City's capacity to provide the right environment for world-class hospitality and entertainment, the outstanding economic outcomes for Perth present us with a question. It's a question that's supported by the knowledge that our City population is growing at an exponential rate, far outpacing State and national averages.

In knowing that Perth is on the precipice of one of its biggest periods of growth in known history, are we ready to meet this moment?

This Corporate Business Plan answers that question with an emphatic yes. We've done the hard yards in rewiring the business of the City and we're ready to maximise all of the opportunities that are coming our way.

We are doubling down on accelerating growth with a view to seeing 55,000 residents calling our City home by 2036. That's 20,000 more people living on the doorstep of our State's greatest cultural, social and business assets in only 12 years' time.

To sustainably provide for so many more people, we need to grow fast, but we need to do so in a way that ensures everything that we love about Perth now continues to form the fabric of our future City.

This means getting clarity about what that means for Central Perth. It means considering how to make better use of our riverfront, our greatest and most underutilised asset. It means creating debate and digging deeper into what community aspirations for a more liveable, sustainable and prosperous City really means.

Perth is already shining bright, but there's plenty of big, bright and bold things to come. See you in the City!







# Message

## from Chief Executive Officer Michelle Reynolds

### We're ready to deliver big things for our community.

Over the past four years, the City has been on a transformational journey to review, reset, rebuild and reimagine our business to enable us to deliver on our community's aspirations for our great City of Light.

It's pleasing to report that of the 341 recommendations stemming from the Inquiry into the City of Perth, we have now completed all 215 recommendations assigned to the City. Most importantly, we have not stood still while completing this work.

*“We have purposefully rebuilt our business and continued to deliver outstanding results year on year, culminating in the biggest year on record for Perth in 2023-24.”*

We've done the hard yards to embed excellence in everything we do. Now we step forward into one of the most pivotal periods in Perth's history with the capability to capitalise on our opportunities.

We also own the responsibility to make the most of what lies ahead without compromising all of the things that make Perth one of the most liveable cities in the world.

You can continue to expect first-class services and infrastructure from our team, as we work to improve the City and streets where you live, work and play, with strong investments in safe, clean and green streets, and better roads and pathways.

You can continue to feel the vibrancy of a City that gives you the chance to shine bright on your terms, with an events program packed with free world-class entertainment, and a bigger than ever grants and sponsorship program that invests in our businesses, cultural and arts enterprises, and more.

You will feel the investment in our precious parks and trees, including proactive measures to combat the threat of the destructive Polyphagous Shot-Hole Borer beetle.

We are also leaning into our responsibility to lead development of our State's capital to ensure our City of Light continues to be a beacon, attracting more visitors, investment and business to Western Australia, in a way that improves the lives of our community.

Our State-endorsed Local Planning Strategy signposts ambitious goals and plans for our City, positioning us to be a world-class capital city of the future. We are putting in the groundwork to fast-track reaching those goals, including developing a refreshed vision for Central Perth, and talking with our community and other tiers of Government on how we make the most of that wonderful community asset, our beautiful riverfront.

This is a pivotal time for Perth, and we have the people and plans in place to perform at our best.

# Carefully laid plans

## Our role in achieving community vision

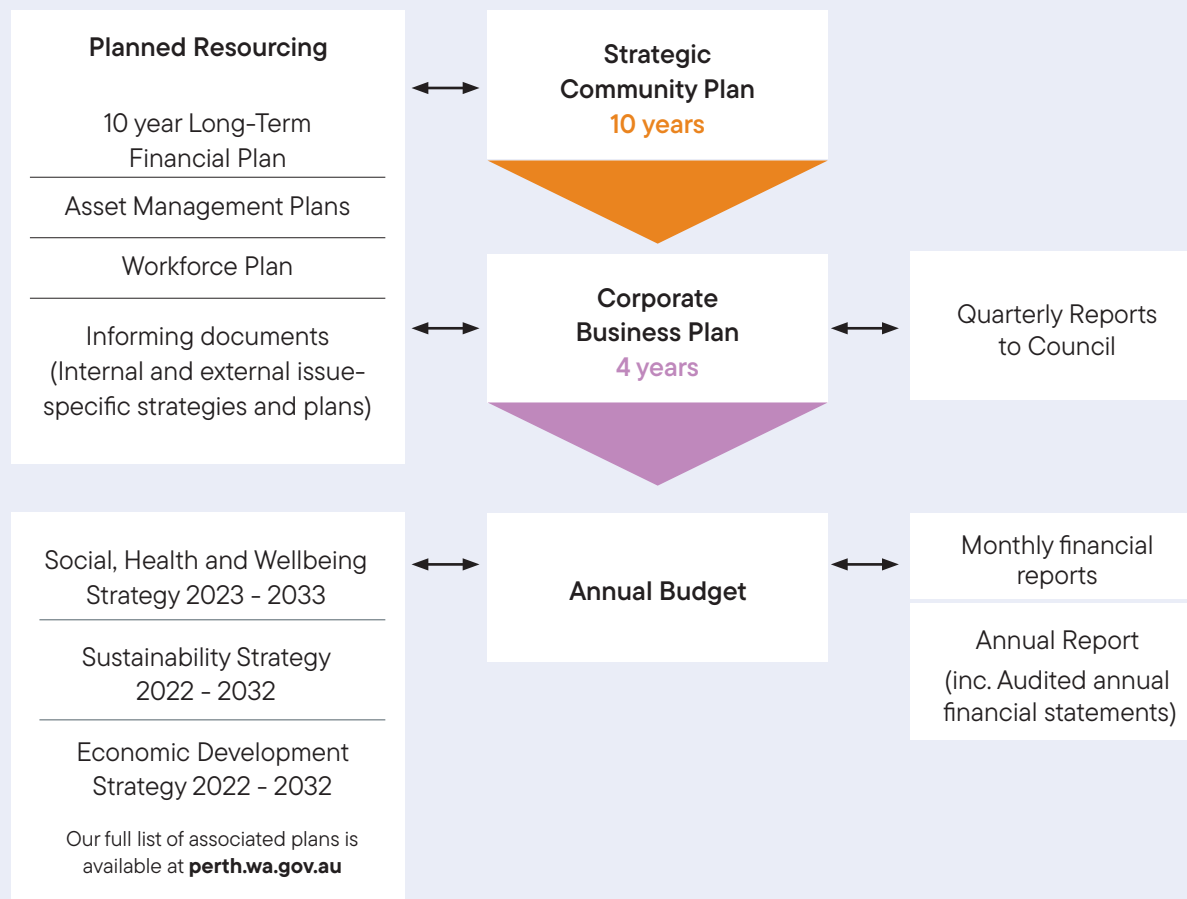
Outlining our goals for the next four years, delivering on present needs and laying the groundwork for a bright future.

Aligned with the City's 10-year Strategic Community Plan (SCP), the Corporate Business Plan (CBP) outlines specific deliverables for the upcoming financial year while emphasising how we plan to progress over the next four years in step with the City's Long-Term Financial Plan.

Our 2024-25 achievements will be tracked and communicated through quarterly reports to Council and our Annual Report to the WA Parliament, ensuring accountability and transparency in everything we do.

### A note on net zero

As part of these strategic settings, the City recognises that climate change is impacting Perth, and Western Australia more broadly. By understanding the impacts of our own operations we can help to build climate resilience in the city. That's why we're committed to working towards net zero emissions as an organisation through a planned approach to emissions by avoidance, reduction, increasing efficiency, sourcing more renewables and off-setting.







## Fulfilling the community's vision

**A City that is liveable, sustainable and prosperous for generations to come.**

The community's ambitions for the City are at the heart of everything we do.

The creation of the SCP involved considerable consultation with the community to understand needs across all neighbourhoods.

The CBP outlines the projects that we will undertake to bring the community's aspirations for a more liveable, sustainable and prosperous City to life.



# Achieving excellence in performance

## We chase excellence in everything we do.

The City continuously reviews its operations, strategies, and plans as part of its ongoing commitment to excellence. This ensures we are well positioned to fulfill our commitments and make a positive impact on the community.

This ethos of excellence grew from our committed response to the City of Perth-assigned recommendations arising from the Inquiry. Of the 341 recommendations stemming from the Inquiry, all 215 recommendations assigned to the City for action have now been resolved. The City is well placed to strategically manage this important period of growth and development for Perth.

Our efforts continue to be guided by three strategic pillars: 'liveable', 'sustainable', and 'prosperous'. A fourth foundational pillar of a 'well-governed City' underpins how we operate as an organisation to efficiently and effectively deliver on the goals of the CBP and SCP.





## Strategic alignment

The CBP draws on the strategic pillars and goals of the overarching SCP to frame delivery of our core services, projects and capital works between 2024-25 and 2027-28.

	SCP Goals	SCP Objectives
Liveable	L1 A safe, active, vibrant and connected community	L1.1 The City is a safe place for all to live, work, study and play
		L1.2 The community is active, vibrant and connected
	L2 An inclusive community, with distinctive and thriving neighbourhoods	L2.1 Diversity in the community is acknowledged, catered for and celebrated
		L2.2 Perth's six neighbourhoods are thriving
Sustainable	S1 A well-planned, designed and managed City	S1.1 The City is designed for people
		S1.2 The City meets today's needs while ensuring sustainability for the future
	S2 A resource efficient, climate-conscious, green City	S2.1 The City is a leader in environmental sustainability
		S2.2 Perth's community are leaders in environmental sustainability
Prosperous	P1 A smart and innovative city on a strong growth path	P1.1 Perth knows and plays to its strengths
		P1.2 Perth amplifies and leverages its image and presence on the national and world stage
	P2 Job rich, with economic sector development and thriving small businesses	P2.1 The City is 'open for business'
		P2.2 Local neighbourhoods are well served by local businesses
		P2.3 The city is buzzing with life after dark
A Well-Governed City	G1 A Leading Council	G1.1 The Council represents the City effectively
		G1.2 The Council is a responsible steward of the City of Perth's commitments to the community, finances and assets
	G2 A high performing organisation	G2.1 The City of Perth local government is a high performing organisation
		G2.2 The City collaborates effectively with key partners



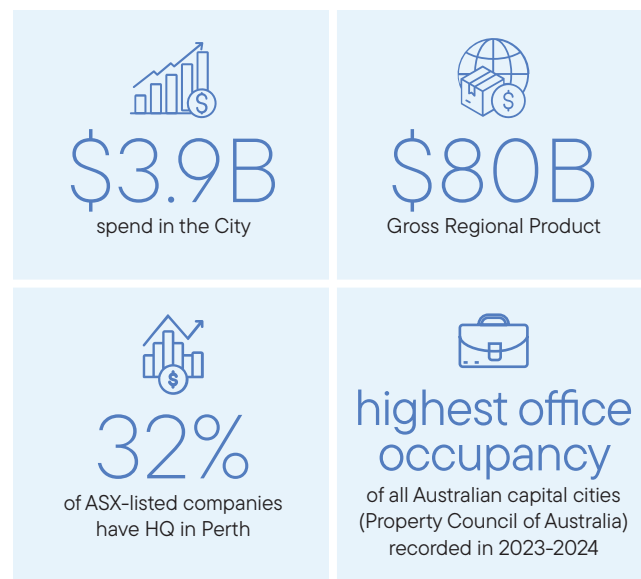
# A capital context


## A world-class outlook...

In managing Perth's position as the capital of Western Australia, the City plays a crucial role in enhancing how our City's social, environmental, economic, and cultural elements connect with global, national and State opportunities to maximise the benefits for our community.

Perth serves as a pivotal hub for resources and energy in the Indo-Pacific region. This strategic position attracts strong investment and drives business development within our vibrant City of Light.

To effectively meet the needs of our community, we aim to use our capital city status to invest in projects that promote sustainable growth and development for the future.



  
**32,856**  
City population

  
**400+**  
City-approved  
events per year

  
**16,500**  
Estimated number of trees  
(street and park trees)

  
**15,742**  
Residential rateable properties

  
**5,145**  
Commercial rateable properties

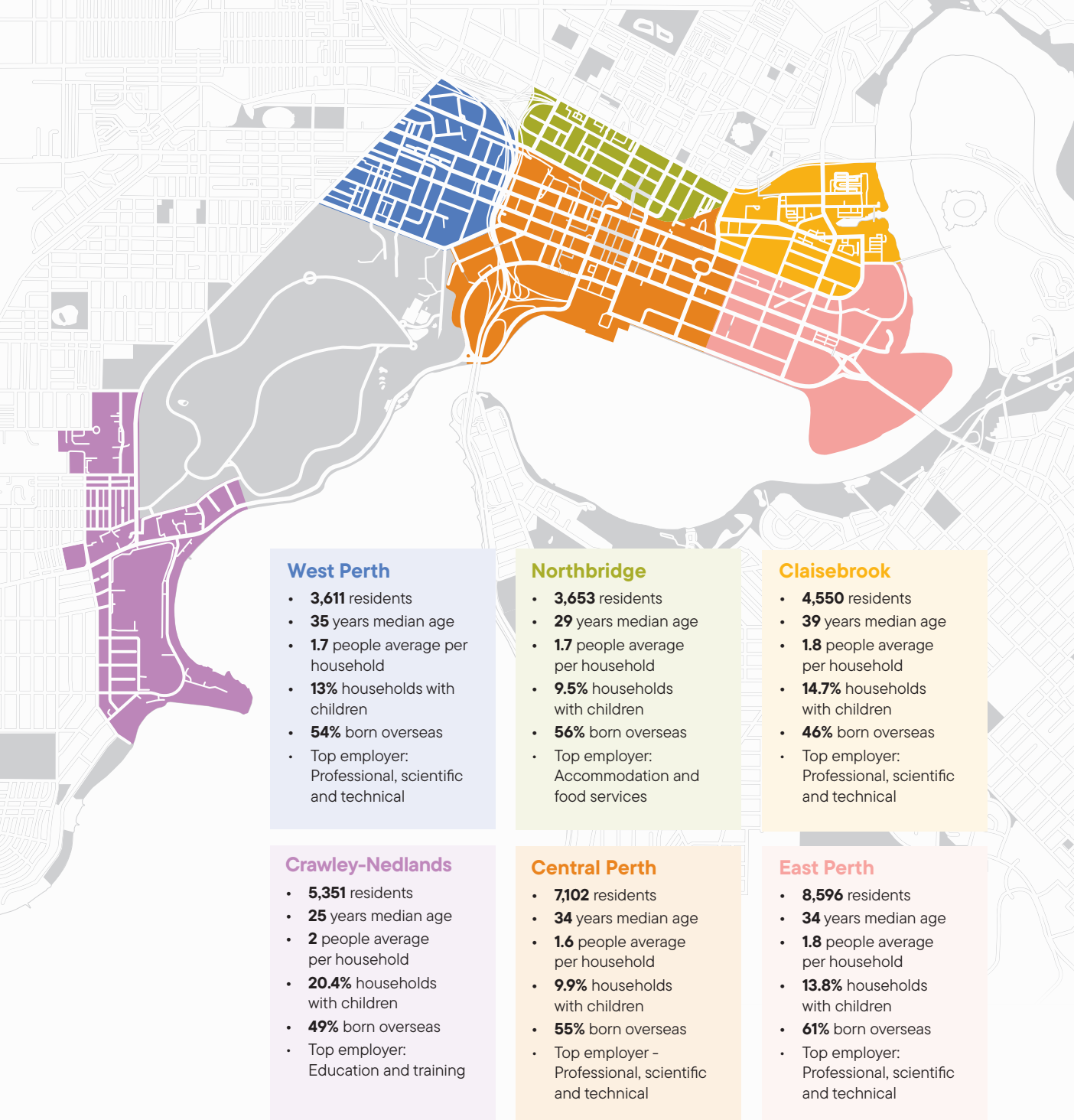
  
**572,399**  
square metres of  
bike and footpaths

  
**11km**  
river foreshore (including 3km  
of Heirisson Island)

  
**43**  
parks, gardens and reserves  
totalling 116 hectares  
(excluding Kings Park)

  
**110km**  
of roads  
19,175 parking bays





Estimated figures as at April 2023 (Source: Australian Bureau of Statistics as compiled and presented by .id (informed decisions))

## ...with a local focus

The City is inclusive of six different neighbourhoods, each with their own characteristics, points of interest and amenities.

We have collaborated with our neighbourhood groups to identify needs and allocate funding for services and projects that will truly benefit our residents, businesses and visitors.





## Determining the needs of our neighbourhoods

### Turning engagement into outcomes.

Through close collaboration with our local neighbourhood groups, we've listened carefully to how we can help realise our ratepayers' ambitions for their place in the capital city.

We have aligned these community expectations with the goals outlined in both the Strategic Community Plan and Corporate Business Plan.

All neighbourhood groups, residents, and stakeholders have highlighted the importance of ongoing engagement with the City. This ongoing dialogue is essential to enhance activation, support events and boost economic vitality specific to each neighbourhood's unique characteristics

### Central Perth

#### You said

Develop sustainable funding strategies to enhance and expand activations annually.

#### We listened

As part of our annual Events Plan and 'Neighbourhood Activation' budget for 2023-2024, we successfully organised four 'Musos in the Mall' events in partnership with Activate Perth. Our collaboration with Activate Perth continues to explore various funding opportunities through sponsorships and grant programs aimed at enhancing the vibrancy of our City.

Implement strategies and allocate funding to attract and support new businesses relocating to Perth.

In June 2024, a new Business Relocation Grant program was introduced, offering funding to support the financial aspects of relocating businesses to the City. Dedicated business support is available, as well as access to our grants and sponsorships programs.

Introduce incentives to residential construction and the repurposing of buildings in the City to encourage residential development.

The Local Planning Scheme offers development incentives and City Living benefits (such as rate reimbursements and fee waivers) to encourage new residential projects.

### Nedlands/Crawley

#### You said

Improve safety and walkability on Hampton Road.

#### We listened

Collaboration with the City of Nedlands has led to an agreement to integrate and coordinate efforts for an integrated streetscape along both sides of Hampton Road. This initiative is part of the new Neighbourhood Places Program aimed at improving the overall streetscape experience.

Enhance community engagement in UWA -QEII Precinct.

The State Government has endorsed an Improvement Plan for the precinct and will commence work on an Improvement Scheme for the area, in collaboration with the City of Perth and other impacted local governments.

Boost community engagement, emphasising self-sufficiency and independence. Propose funding initiatives to support community participation.

Funding has been allocated for the 2024-25 period, and plans for utilising the Dinghy Club as a community hub have been approved. Moving forward, residents' groups will use this space for committee meetings.

## West Perth

### You said

Expand City events and cultural activities.

Enhance and refresh Hay Street.

Improve community safety.

### We listened

\$8.3 million is annually invested in events and activation, and aims to support neighbourhood activities and third-party sponsorships and grants. We actively assist neighbourhood groups by creating content and utilising different channels to enhance event visibility and community engagement.

Plans to enhance infrastructure and amenities on Hay Street (between Elder and Thomas streets) are underway as part of the two-way streets program, aiming to create a more pedestrian-friendly environment.

This financial year, a comprehensive assessment of community safety services will be completed under the Safer City Project. This initiative aims to enhance integration across all service areas, including CCTV and ranger services.

## Northbridge

### You said

Improve street lighting.

Improve street cleaning.

Introduce more parking options.

### We listened

A plan to upgrade and enhance James Street is in development. The transformation will feature upgraded footpaths and roadways, new outdoor furniture, shading elements, and enhanced street lighting to create a welcoming atmosphere day and night.

A comprehensive street cleaning program is in place, ensuring daily cleaning in CBD areas and Northbridge.

The City offers free weekend parking in three nearby carparks in Northbridge. Additionally, free parking is available citywide from 6pm to 6am in both on-street and off-street carparks.







## East Perth

### You said

Preserve and improve Perth and Tattersall's Bowling Club, and build a bridge to connect Ozone Reserve, the Bowls Club, and Point Fraser.

Enhance safety measure around Rod Evans and improve Cat Bus safety.

Establish a designated kayak landing facility near Point Fraser.

### We listened

Community consultation is well underway aimed at replacing the Bowls Club with a new Sports and Recreation facility, alongside exploring the potential redevelopment of land at 2 Plain Street.

Regular patrols by the City's Ranger Service have proven effective, significantly reducing incidents.

Investigation into a kayak landing will be considered once the Causeway Bridge Project is complete.

## Claisebrook

### You said

A Christmas Lights Trail stop returned to Claisebrook.

Establish wayfinding signage from Claisebrook St to Optus Stadium via Claisebrook Cove.

Activate Claisebrook Cove with lighting and events.

### We listened

Based on broader feedback, the Christmas Lights Trail has been consolidated to become a CBD-based event. Feedback from a March 2023 community survey also called for music events in the neighbourhood – the City will continue to support Brass on the Grass and other opportunities.

This is underway and will be delivered from July 2025 as part of the wayfinding signage scheme in combination with Claisebrook Cove public realm rectification works.

The City supports activation of City precincts through sponsorship and grant programs, including Local Activation Grants. The City has supported Brass on the Grass for seven years in this program, with over \$81,000 to date invested in this event through either direct City delivery or sponsorship.

# Committed to our core business

## Delivering for our community, every day.

To effectively serve our neighbourhoods, we undertake a variety of roles representing diverse stakeholders, including:

- businesses
- residents
- visitors
- not-for-profit organisations and community groups
- peak bodies
- government at all levels.

We are committed to excelling in every role – whether as a service provider, partner, advocate and facilitator, or regulator – to enhance community outcomes.



### Service Provider

Delivering key services and programs directly to the community, such as parks and reserves, events and waste management.



### Partner

Building partnerships to assist the delivery of services and programs to the community, including grants and sponsorships, community-led activations and major infrastructure projects.



### Advocate & Facilitator

Advocating on behalf of the community to influence the funding and/or delivery of services and programs to meet emerging needs and facilitating others to deliver services and programs.



### Regulator






Regulating key planning and public health matters, such as licencing and monitoring food premises, the safety of new buildings, land use and local laws.



# Our commitments for 2024/25

We have invested in essential services that enhance community outcomes.

The table below categorises our investments in core services, ensuring our streets are accessible, safe, clean, green, and vibrant with new opportunities and events.

Category	SCP Goal(s)	24/25 Budget
 <b>Community Services</b> <ul style="list-style-type: none"> <li>• Customer Services</li> <li>• Community Support Services</li> <li>• Community Facilities.</li> <li>• Equity, Diversity and Inclusion</li> </ul>	L1 L2	\$10.7M
 <b>Community Amenity</b> <ul style="list-style-type: none"> <li>• Community Safety</li> <li>• Ranger Services</li> <li>• City Surveillance</li> </ul>	L1 P2	\$9.8M
 <b>Marketing, Activation and Events</b> <ul style="list-style-type: none"> <li>• Activations and Events Facilitation</li> <li>• Christmas Light Trail and City of Light Shows</li> <li>• Cultural Collections Management and Exhibitions</li> <li>• Marketing and Promotion</li> </ul>	L1 L2 P1 G2	\$11.8M
 <b>Sponsorships and Grants</b> <ul style="list-style-type: none"> <li>• Sponsorships for Community Events and Festivals</li> <li>• Sponsorships for Arts and Culture</li> <li>• Business Sector Development</li> <li>• Sustainability Grants</li> </ul>	L1 G2	\$7.8M
 <b>Library Services</b> <ul style="list-style-type: none"> <li>• Library Borrowing Services</li> <li>• E-Resources, Print and Wi-Fi Services</li> <li>• Meeting Rooms</li> <li>• Events and Activities</li> </ul>	L1 L2	\$6.9M







## Category

## SCP Goal(s)

## 24/25 Budget



### Development Control

- Urban Planning Strategy and Policy
- Development Assessment
- Building Approvals
- Building Compliance



\$5.2M



### City Planning and Public Realm

- City Future - Master Planning
- Planning Schemes and Policy
- Public Realm Concept Design
- Transport Planning



\$7.8M



### Economic Development

- Economic Modelling and Analysis
- Investment and Attraction
- Business Support
- International Engagement



\$2.9M



### Public Health

- Health Approvals
- Public Health Compliance
- Food Premises Inspections
- Activity Approvals



\$5.7M



### Infrastructure Management

- Asset Planning and Asset Performance Management
- Maintenance of Roads, Paths, Drainage, Street Furniture Assets
- Lighting and Electrical Asset Maintenance
- Maintenance of City Owned Buildings and Facilities



\$37.8M



Category		SCP Goal(s)	24/25 Budget
	<b>Parks Management</b> <ul style="list-style-type: none"> <li>• Parks and Gardens Maintenance Activities</li> <li>• Reticulation Systems and Water Economy</li> <li>• Natural Areas Maintenance</li> <li>• Street Tree Maintenance</li> </ul>	S1 S2 G1	\$16.3M
	<b>Parking Management</b> <ul style="list-style-type: none"> <li>• Operation of Off Street Parking Facilities*</li> <li>• Operation of On Street Parking Precincts*</li> <li>• Parking Compliance</li> </ul>	S1 G2	\$66.4M
	<b>Waste and Cleaning</b> <ul style="list-style-type: none"> <li>• Residential and Commercial Rubbish Collection</li> <li>• Street Cleaning</li> <li>• Graffiti Cleaning</li> <li>• Recycling and Container Deposit Scheme</li> </ul>	S1 S2 G1	\$18.5M
	<b>Corporate Support and Leadership</b> <ul style="list-style-type: none"> <li>• Governance and Elected Members</li> <li>• Audit and Risk Management</li> <li>• Corporate Communications</li> <li>• Financial Management</li> <li>• ICT and Information Management</li> <li>• People and Culture Management</li> <li>• Project Management Office</li> <li>• Corporate Performance</li> </ul>	G1 G2	\$10.8M
	<b>Other Costs</b> <ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Fleet Management</li> <li>• Major Project Delivery</li> <li>• Other Costs – Not included elsewhere</li> </ul>	G1 G2	\$3.7M









# Delivering on what we promise

## Making our City more liveable, sustainable and prosperous.

These are just some of the works and projects we've undertaken to bring our community's aspirations to life.



### Boorloo Heritage Festival 2024

The 2024 Lotterywest Boorloo Heritage Festival in Perth, held throughout April, was a vibrant celebration of our city's rich history and cultural heritage. We curated a diverse lineup of over 100 events including talks, walks, exhibitions, workshops, and performances.

A highlight was a light and sound installation at His Majesty's Theatre, celebrating 120 years of history at this truly iconic venue. It shone a light on the King Street Precinct, one of Perth's most unique streets. Media partner ABC Radio also broadcast live from King Street from a special temporary location bedecked in archived photos from across the years, helping to amplify engagement with the Festival.

The festival coincided with ANZAC Day, drawing crowds to join commemorations across the City, including at Government House and the inaugural ANZAC Day Family and Mateship Event at Langley Park.

Economically, the festival was a success, contributing to a record April spending of \$317 million, an 18.6 per cent increase from the previous year, benefiting local businesses. The support from sponsors, particularly major sponsor Lotterywest, and media partner ABC Radio, was integral in driving engagement across the month.

Plans are under way for the 2025 festival which will be bigger and brighter than ever before.



### Main Street Enhancement Project

Two of the main streets in Perth, William Street and James Street, are currently priorities for the City as we look to enhance their appeal, and improve amenity and safety for residents and visitors.

William Street's renewal project was completed in 2023/24 with new feature lighting, murals, additional trees, and upgraded street furniture.

Over in Northbridge, a plan to upgrade James Street is in the works to deliver a safer and more accessible thoroughfare within this key entertainment hub. Plans include upgraded footpaths and roadways, new outdoor furniture, shading elements, and enhanced lighting to create a welcoming place, both day and night.





## Response to polyphagous shot-hole borer threat

In 2023-24 and 2024-25, we are investing over \$1 million to combat the polyphagous shot-hole borer (PSHB), a beetle native to South East Asia that poses a threat to trees worldwide. Unfortunately, this beetle has significantly impacted our tree canopy, including heritage trees in Supreme Court Gardens and Stirling Gardens.

Since November 2022, we've lost 25 trees to PSHB, with over 30 others requiring pruning or removal due to infestation.

The City has implemented proactive measures to protect our trees. Our investment includes hiring an additional arboriculture specialist, on-going

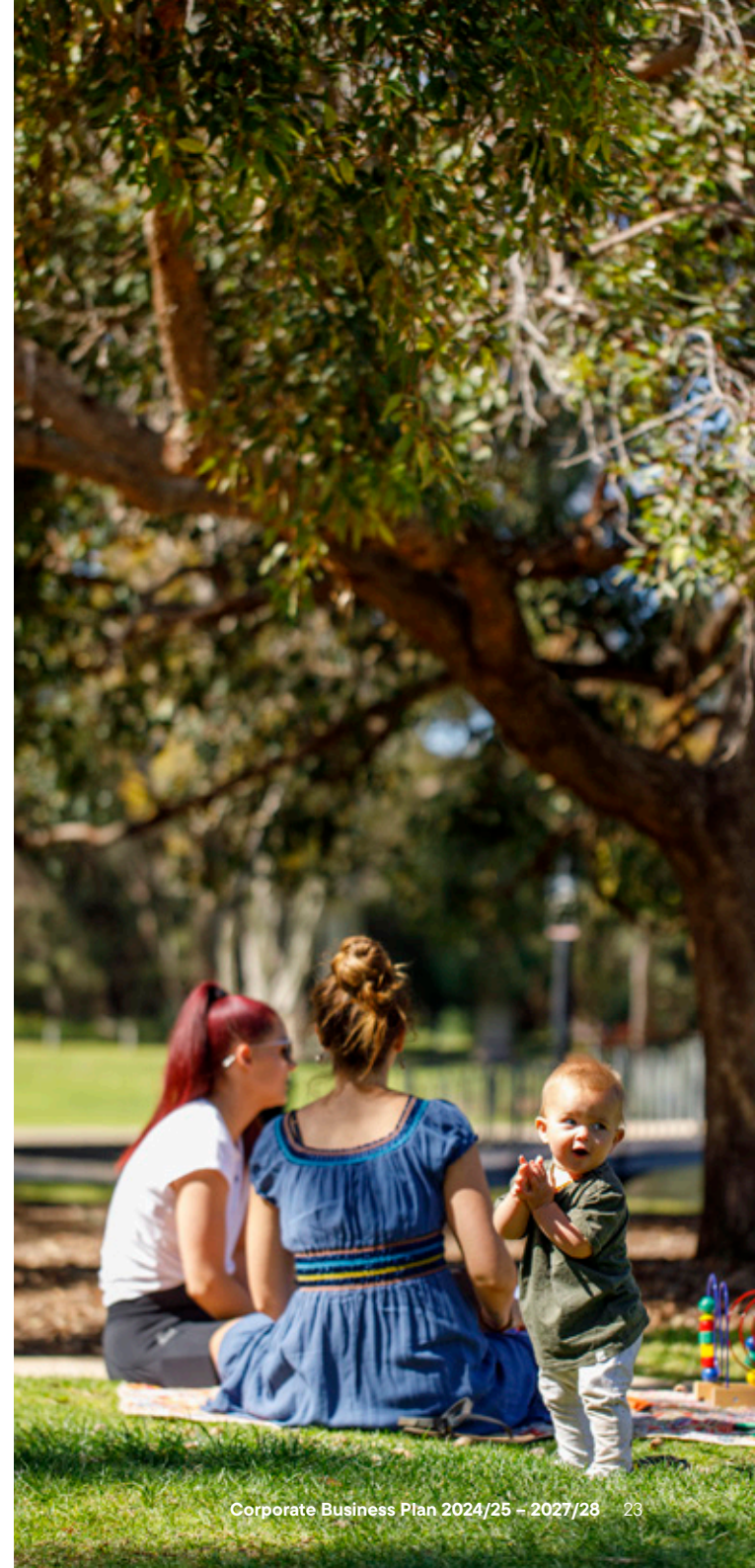
education about PSHB, GIS mapping of vulnerable trees, and advanced digital detection tools. Techniques like soil drenching and stem injections are also used to improve tree health.

To engage the community, we launched a reporting service for suspected infestations and held educational sessions and events during Tree Month. Additionally, we planted 1,600 plants and 280 trees across the City as part of these initiatives.



More information is available on our website:

[perth.wa.gov.au/community/parks-and-reserves/pshb](https://perth.wa.gov.au/community/parks-and-reserves/pshb)







## Accelerating City living

City living is at the heart of community aspirations for a thriving and vibrant capital city that is liveable, sustainable and prosperous for current and future generations. By unlocking opportunities to live in the city centre, the City of Perth can capitalise on the economic benefits that flow from a sustainable increase in population.

The City's Strategic Community Plan 2022-2032, and its recently adopted Local Planning Strategy, have set an ambitious target of more than 55,000 City residents by 2036, lifting to 90,000 residents by 2050.

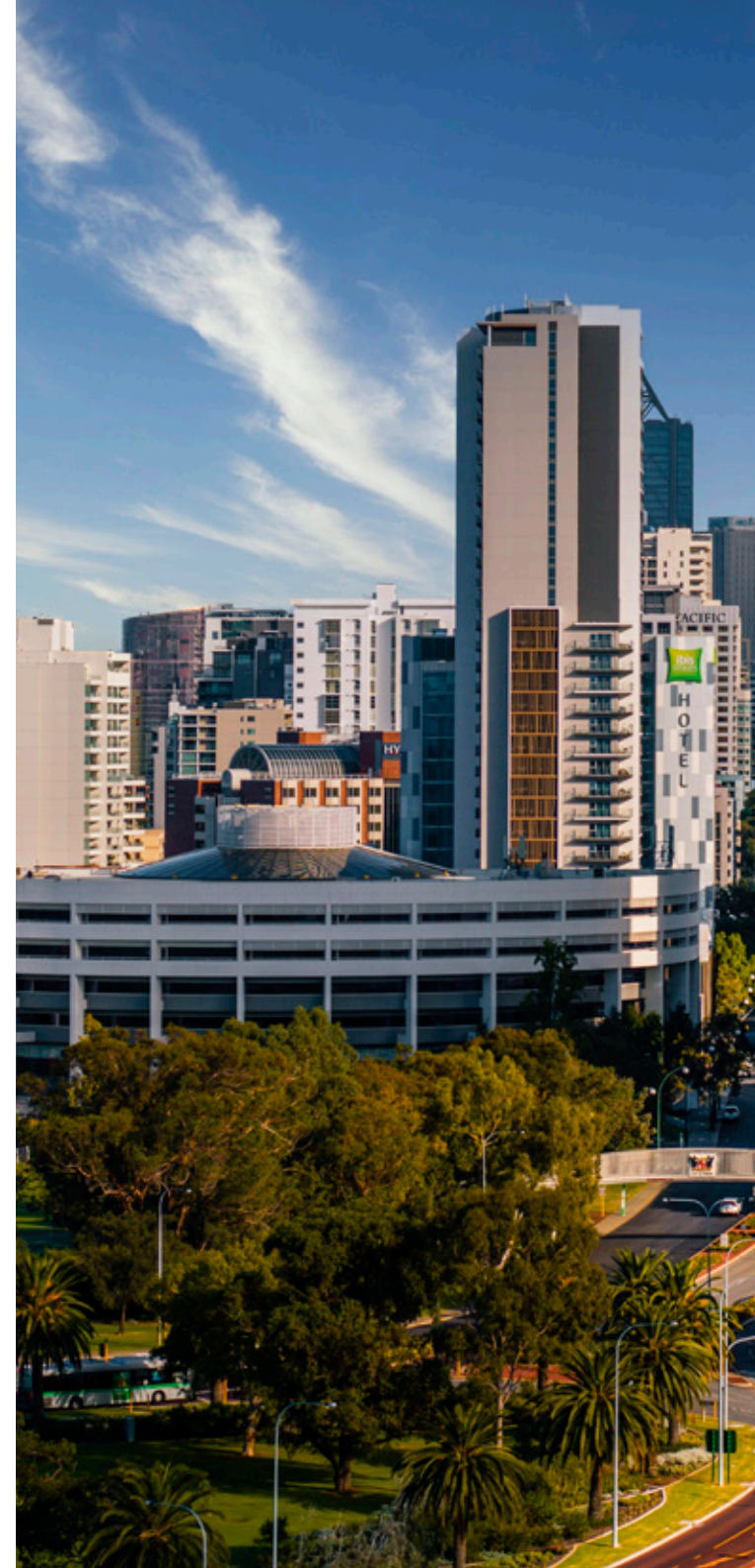
The City is providing a number of city living initiatives for the Central Perth neighbourhood designed to grow our City population by accelerating new build-to-rent, build-to-sell and co-living development

opportunities, including student housing.

These include:

- 50% residential rates reimbursements for buyers
- waiving all City fees for new residential development applications
- waiving the City's fee component for Building and Occupancy permits for new residential developments.

\$400,000 in city living incentives are projected to be accessed this year alone. In a further boost, the City has partnered with REIWA – the leading authority on real estate in WA – with a dedicated hub hosted on the REIWA website showcasing the many advantages of living in our vibrant city.







## A game-changing deal for Perth

The Perth City Deal represents a landmark \$1.7 billion investment in projects and infrastructure that will transform our city.

Under this innovative and transformative 10-year partnership between the Australian and Western Australian Governments and the City of Perth, a range of city-shaping projects are being jointly funded, planned and governed to accelerate growth, job creation, and urban renewal to secure and sustain future prosperity for our community.

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, which are still ongoing, as well as \$12 million for the CBD Transport Plan which is nearing completion and has seen Roe Street and other areas upgraded. A further \$4 million was spent on the Safe Night Space.

Construction of the centerpiece of the Perth City Deal is well underway in the heart of the City which will see Edith Cowan University's law and business schools, and the Western Australian Academy of Performing Arts established next to Yagan Square. The central campus is anticipated to host more than 10,000 students from day one.



# Big picture projects

**We have approved exciting projects aimed at maximising our City's greatest assets for both immediate and long-term advantages.**

Following a comprehensive evaluation of our City's needs and with a view to embracing the opportunities that lay before us, we are committed to delivering a diverse range of projects that will ensure the liveability, sustainability, and prosperity of our City now and for generations to come.

Completion of some projects contained within the CBP are dependent on external approvals or funding partners.



## Liveable

Project or Program	Strategic Alignment		Duration				Deliverables for 24/25
	SCP Goals	Informing Documents	24/25	25/26	26/27	27/28	
Annual events program	L1 L2 P2	Events Strategy 2025	●	●	●	●	<ul style="list-style-type: none"> <li>Christmas celebrations delivered</li> <li>New Years Eve celebrations delivered</li> <li>Australia Day celebrations delivered</li> <li>City of Lights program delivered</li> <li>Birak Concert delivered</li> <li>Boorloo Heritage Festival delivered</li> </ul>
Community Infrastructure Plan	L1 S1	Local Planning Strategy	●	●			<ul style="list-style-type: none"> <li>Service delivery model options provided to Elected Members</li> </ul>
East Perth Community sport and recreation facility	L1 S1	Property Portfolio Review Local Planning Strategy	●	●	●		<ul style="list-style-type: none"> <li>Business Case provided to Elected Members</li> </ul>

Project or Program	Strategic Alignment		Duration				Deliverables for 24/25
	SCP Goals	Informing Documents	24/25	25/26	26/27	27/28	
Hay Street two-way conversion	L1 S1	Council Resolution (OCM 10 March 2009, Item 144/09)	●	●	●	●	<ul style="list-style-type: none"> <li>Construction of Bennett Street to Victoria Avenue has achieved practical completion</li> <li>Detailed design of William Street to Elder Street commenced</li> <li>Draft concept plan for Elder Street to Thomas Street provided to Elected Members</li> </ul>
Noise Management	L1 L2 G2	Events Strategy 2025	●				<ul style="list-style-type: none"> <li>Community consultation completed</li> <li>Noise compliance guidelines developed</li> </ul>
Riverfront Markets	L1 P2	–	●	●			<ul style="list-style-type: none"> <li>Feasibility assessment completed and outcomes provided to Elected Members</li> </ul>
Riverfront Masterplan	L1 S1 P1	–	●				<ul style="list-style-type: none"> <li>Final masterplan provided to Elected Members</li> <li>Community consultation commenced</li> </ul>
Safer City	L1	Safe City Plan 2021-2025	●				<ul style="list-style-type: none"> <li>Review of community safety services and systems completed and outcomes provided to Elected Members</li> </ul>
Supreme Court Gardens upgrade	L1 L2 P2	Events Strategy 2025 Open Space Plan 2023-2038	●	●			<ul style="list-style-type: none"> <li>Detailed design completed</li> </ul>





# Sustainable

Project or Program	Strategic Alignment		Duration				Deliverables for 24/25
	SCP Goals	Informing Documents	24/25	25/26	26/27	27/28	
Electric vehicle infrastructure	S2 S1	Sustainability Strategy 2022-2032	●	●	●	●	<ul style="list-style-type: none"> <li>• Upgrade of charging stations in off-street car parks 50% completed</li> <li>• Charging stations installed at Council House</li> <li>• Charging stations installed at Works Depot</li> <li>• Results of Electric Vehicle Community Needs study provided to Elected Members</li> </ul>
Foreshore and river wall renewal	S1	Asset Management Plan 2024-2033	●	●	●	●	<ul style="list-style-type: none"> <li>• Construction of Claisebrook Cove river wall has achieved practical completion</li> <li>• Construction of Heirisson Island river wall has achieved practical completion</li> </ul>
Local Planning Scheme No. 3	S1 L1 P1	Local Planning Strategy	●	●			<ul style="list-style-type: none"> <li>• Formal consultation completed</li> <li>• Consideration of submissions commenced</li> </ul>
Main Street Enhancement Program	S1 L1	Council Resolution OCM-21/05-110 (OCM 25 May 2021, Item 17.2)	●	●	●	●	<ul style="list-style-type: none"> <li>• Draft concept plan for James Street upgrade provided to Elected Members</li> </ul>
Proactive Tree Borer Management	S1 S2 G2	State Government Management Plan & Quarantine Notice	●	●	●	●	<ul style="list-style-type: none"> <li>• Research project commenced and treatments applied, where viable</li> <li>• Proactive inspection and tree vitality programs underway</li> </ul>
Public Toilets	S1 L1	Public Toilet Plan 2022-2032	●	●	●	●	<ul style="list-style-type: none"> <li>• Mardalup Park new public toilet design is completed</li> <li>• Central Perth new public toilet facility design is completed</li> </ul>

Project or Program	Strategic Alignment		Duration				Deliverables for 24/25
	SCP Goals	Informing Documents	24/25	25/26	26/27	27/28	
Towards 2036	S1 L1	Local Planning Strategy	●	●			<ul style="list-style-type: none"> <li>Outcome of review and analysis provided to Elected Members</li> </ul>
Urban Forest Street & Parkland Tree Audit	S2 S1	Urban Forest Plan 2016-2036 Urban Greening Strategy 2023-2036	●				<ul style="list-style-type: none"> <li>Data collection and analysis completed</li> <li>Final audit report completed</li> </ul>
Urban Greening	S2 S1	Urban Forest Plan 2016-2036	●	●	●	●	<ul style="list-style-type: none"> <li>City of Perth Tree Month events delivered</li> <li>Annual planting program completed</li> </ul>







# Prosperous

Project or Program	Strategic Alignment		Duration				Deliverables for 24/25
	SCP Goals	Informing Documents	24/25	25/26	26/27	27/28	
2 Plain Street Redevelopment	P2 L1	Property Portfolio Review Economic Development Strategy 2022-2032 Local Planning Strategy	●	●	●		<ul style="list-style-type: none"> <li>Masterplan public consultation finalised</li> </ul>
Parking Services business improvements	P2 S1	CPP Strategic Business Plan 2021/22-2025/26	●	●	●		<ul style="list-style-type: none"> <li>Technology Replacement Plan developed for boom gated car parks</li> <li>CPP brand refresh completed</li> </ul>
Pier Street Retail Enhancement	P1 G2	Property Portfolio Review Economic Development Strategy 2022-2032 Local Planning Strategy	●				<ul style="list-style-type: none"> <li>Detailed design completed</li> <li>Construction commenced</li> </ul>
Property Development Program	P1 G2	Property Portfolio Review Economic Development Strategy 2022-2032 Local Planning Strategy	●	●	●	●	<ul style="list-style-type: none"> <li>Feasibility assessment (study phase) for Rod Evans Complex Redevelopment completed and outcomes provided to Elected Members</li> <li>Feasibility assessment (planning and analysis phase) for Gasworks/Padlock and Garage Car Park Redevelopment completed and outcomes provided to Elected Members</li> <li>Feasibility assessment (planning and analysis phase) for 18 Stirling Street, Perth Redevelopment completed and outcomes provided to Elected Members</li> <li>Feasibility assessment (planning and analysis phase) for Fire Station Car Park Redevelopment completed and outcomes provided to Elected Members</li> </ul>







# A Well-Governed City

Project or Program	Strategic Alignment		Duration				Deliverables for 24/25
	SCP Goals	Informing Documents	24/25	25/26	26/27	27/28	
Asset maintenance and renewal	G2 S1	Asset Management Plan 2024-2033 Public Lighting Framework 2019-2029	●	●	●	●	<ul style="list-style-type: none"> <li>At least 80% of the 24/25 capital design program completed</li> <li>At least 80% of the 24/25 capital works program completed</li> <li>At least 80% of the 24/25 lighting program completed</li> </ul>
Contemporary Information Management	G2	Evolution to Excellence 2021-2024	●				<ul style="list-style-type: none"> <li>City Historic Records Review program completed (Year 3 of 3)</li> <li>Records and Information Management modernisation program - Stage 1 completed</li> </ul>
Core Technology Systems Transformation	G2	Evolution to Excellence 2021-2024	●	●	●	●	<ul style="list-style-type: none"> <li>Cloud-based human resources information system upgrade completed</li> <li>Cloud-based financial and procurement systems upgrade completed</li> <li>Annual technology program completed</li> </ul>
Council House end of trip facilities	G2 P1	–	●				<ul style="list-style-type: none"> <li>Detailed design completed</li> </ul>

# Setting a strong vision for the future

## Towards 2036

Towards 2036 builds upon the Public Spaces and Public Life studies conducted in 1994 and 2009 by renowned Danish architect Jan Gehl. The 1994 study analysed and provided recommendations for the city centre, assessing public spaces and life based on a survey from January 1993.

Public Spaces and Public Life focused on the quality of public spaces, observed how people used the City, and identified activities within it. Recommendations were made for future City development, establishing a benchmark for measuring progress over time.

The 2009 study employed a similar methodology, evaluating progress against the 1994 recommendations. Many of these were implemented, leading to significant improvements in Perth's public realm. Drawing on new data and comparisons with 1994 as well as best practices from other Australian cities and abroad, the 2009 study set forth new recommendations for enhancing public life in Perth.

The upcoming 2024 study will follow the methodology of Jan Gehl's 2009 study, establishing new benchmarks and recommendations to guide future progress. Central to this vision is promoting walking and cycling among city users in their daily activities, continuing to improve the City's liveability and attractiveness, as well as enhancing well-being, safety and the sustainability of our urban environment.





## Riverfront Masterplan

The Debarl Yerrigan / Swan River is one of Perth's greatest assets and with the State Government committing to a redevelopment of the Perth Exhibition and Convention Centre (revitalising one part of the waterfront) we want to start the conversation about how best we can all enjoy the rest of Perth's riverfront. In 2024/25 we will engage the wider community in a discussion about our new Riverfront Masterplan, bringing the riverfront's potential as a world-class destination to life. Imagine a revitalised city park that sets a new standard, blending nature, biodiversity, culture, and the undeniable sparkle of the river. This visionary initiative presents a unique opportunity for collaboration with the Australian and State Governments to enhance how our state and city integrate with the riverfront, creating lasting benefits for all.







# Performance reporting

**We track and report on our progress so you can hold us to account.**

Progress reports are delivered quarterly to Council regarding the implementation of the CBP. The Quarterly Reports summarise our commitments for 2024/25 and our progress against these as they unfold. The first report will be provided to Council after the quarter ending 30 September 2024.

Annual performance is published in our Annual Report. The Annual Report will also identify variations during the year and any major changes approved by Council. This dual reporting process ensures that we are transparent and accountable in our efforts to deliver on the priorities of Council and the aspirations of our community.

All reports are available on our website:  
[perth.wa.gov.au/council/reports-and-important-documents](https://perth.wa.gov.au/council/reports-and-important-documents)





This publication is available in  
alternative formats upon request.



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