



**CITY OF
PERTH**
City of Light

Priorities FOR Perth

PARTNERING TO SHAPE TOMORROW'S CITY

City snapshot



32,856

City population



400+

City-approved
events per year



16,500

Estimated number of trees
(street and park trees)



32%

of ASX-listed companies
have HQ in Perth



15,742

Residential
rateable properties



5,145

Commercial
rateable properties



\$6.5M

City-led activations
and events



\$3.9B

spend in the City



\$1.75B

in construction value
for building permits



75%

of retailers unique
to the City



\$80B

Gross Regional Product



highest office
occupancy

of all Australian
capital cities*



View of Perth city from South Perth

Federal and State developments in planning or construction

- | | |
|--|---|
| 1 Elizabeth Quay State | 6 Perth Cultural Centre State |
| 2 Aboriginal Cultural Centre State | 7 Perth Concert Hall Perth City Deal |
| 3 Perth Convention and Exhibition Centre State | 8 WACA Aquatic Facility Perth City Deal |
| 4 Perth City Link State | |
| 5 ECU City campus Perth City Deal | |



Acknowledgement of Country

The City of Perth kaditj kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, Wadjuk Noongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalang woola Boorloo wer Derbarl Yerrigan kalakoorl, wongin kadadjiny wer, wirn-yoodan. Ngalang kaditj Birdiya koora wer yeyi moondang-ak kaaradjiny.

The City of Perth acknowledge 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 and the Derbarl Yerrigan. We offer our respects to Elders past and present.



Introduction

Perth is poised for an unprecedented period of growth. As a capital city council, the City of Perth has a key role to play in achieving a balanced strategic position that meets the needs of our local community, while supporting the delivery of State and Federal priorities for our city and Western Australia.

The City's current population of 32,800 residents is growing at an exponential rate, far outpacing State and national averages. Thanks to the cooperation and investments through the Perth City Deal, we are closing in on the opening of the first inner city university campus that will add an additional 10,000 students and staff to the city's daily footprint from day one.

In keeping with our vision for a City that is liveable, sustainable and prosperous for generations to come, how can we maximise the benefits from 10,000 more students in our city in the next couple of years? And how do we cater for up to 55,000 residents calling our City home by 2036, and 90,000 by 2050?

Residential developments and purpose-built student accommodation have increased, thanks in part to the City's city living development incentives, but there is still significant work to be done to realise the full potential and promise of the Perth City Deal.

Perth city's economy generates an estimated \$83.2 billion in Gross State Product (GSP). Given this substantial economic contribution, it is vital that we build on that success by investing now in the city-shaping projects that will keep pace with our growing population.

We have identified a number of priorities for Perth that will secure the City's liveability, sustainability and prosperity into the years ahead. These are big and bold endeavours that we cannot realise alone. To achieve what's needed for the Perth of tomorrow, it will take all levels of government working together on shared ambitions.

This document steps out these priorities, which range from fast-tracking City greening to delivering multi-decade projects such as the riverfront redevelopment.

All priorities are geared at shaping a future city that is capable of catering for tens of thousands more residents and visitors, while sustainably maximising our city's unique and invaluable cultural, natural and built assets.

The Derbarl Yerrigan/Swan River is the jewel in Western Australia's crown. Imagine a world-class city park destination that can be enjoyed by residents and visitors from around the world, filled with trees, walking trails, sports facilities, boardwalks, riverfront beaches and lagoons.

Think of a central Perth Train Station precinct that forms the centrepiece of a Metronet network, delivering a world-class welcome to travellers, more attractions, more housing and more jobs right in the heart of Perth.

Consider what a difference the City's first dedicated multi-sport and recreation centre on the edge of the riverfront will make to East Perth.

As the Western gateway into Australia, delivering on these priorities will ensure future Perth can continue to compete on a global stage.

Globally competitive and resilient cities are also focused on combating climate change. The City is already doing what it can to sustainably reuse water, be smarter with energy and to reduce emissions, but we need to continue to adapt and build resilience in line with State and Federal initiatives. A top priority is growing our urban tree canopy which remains the lowest of any capital city in Australia, as well as tackling the existential threat posed by the Polyphagous Shot-Hole Borer pest.

We look forward to partnering with all levels of government, industry, community and other stakeholders to unlock Perth's potential and shape our city of tomorrow.

Priorities profile

OPPORTUNITY

1	Reimagine the Riverfront Realise the full potential of the Perth riverfront through a long-term partnership with the Federal and Western Australian Governments, the City of Perth, and other stakeholders, to deliver a world-class riverfront park destination that supports a growing City.
2	Revitalise the central Perth Train Station Transform the main public gateway to Perth city and optimise the significant Federal and State government investment in surrounding infrastructure.
3	Increase community sports and recreation infrastructure Deliver critical state-of-the-art community sports and recreation infrastructure backed by Federal and State Government funding that supports a rapidly growing population and enhances the liveability of Perth city.
4	Refresh main activation zone in Northbridge entertainment precinct Refresh and reinvigorate the activation zone of James Street to deliver a vibrant, safe and inclusive environment that uplifts Perth's Northbridge entertainment precinct.
5	Fast-track City greening Boost existing efforts to increase the City's tree canopy by investing in innovative use and greening of vacant land across the City.
6	Establish a priority Polyphagous Shot-Hole Borer response and recovery fund Elevate the response in the State's capital city, limiting the impacts of this biological threat on an already limited tree canopy, and crisis manage the risk of spread to agricultural regions.
7	Support infrastructure and investment for students Secure the full benefits of the Perth City Deal and the first inner city university campus through enabling infrastructure and investment that supports the impending growth in Perth's student population.

OPPORTUNITY

Realise the full potential of the Perth riverfront through a long-term partnership with the Federal and Western Australian Governments, the City of Perth, and other stakeholders, to deliver a world-class riverfront park destination that supports a growing City.

1

Reimagine the Riverfront

Sydney Harbour. The Yarra. South Bank. Great cities across Australia and the world have realised the wealth of opportunity that comes from a strong connection between their cities and waterfronts. The sparkling sweep of the Derbarl Yerrigan/Swan River is one of Perth’s greatest and most underutilised assets. The full potential for the riverfront to be a world class cultural, lifestyle and tourism city-side destination has never been realised.

Well designed and managed public spaces are also vital for a liveable city, delivering numerous cultural, environmental, social and economic benefits.

The City of Perth has created a Perth Riverfront Masterplan — to enhance and broaden the way the riverfront is used between Elizabeth Quay and Point Fraser.

The draft Masterplan, subject to community consultation in 2024/25, is grounded in the recommendations of a recent Social Needs Analysis which identified the need for increased community and recreational infrastructure for a rapidly growing city population. The Masterplan also works to balance the needs of diverse stakeholder groups with the opportunity to better connect the riverfront to the city, including improved access by public and active transport.

The redevelopment is intended to complement and enhance the impact of other key waterfront infrastructure in development or planning such as the Elizabeth Quay precinct, the Perth Exhibition and Convention Centre, the Aboriginal Cultural Centre, the Causeway Pedestrian and Cycle Bridge, and the future East Perth sport and recreational hub on Plain Street.

What’s in the plan

The Masterplan area is made up of Langley Park and two foreshore areas. It is a 44-hectare site, which extends for 2.2 kilometres along the river between Supreme Court Gardens and the Causeway.

Redevelopment of the riverfront is a multi-decade project. The Masterplan has five precincts (Cultural, Play, Leisure, Event, and Ecology) split up into short-term, medium-term and long-term projects.

Next Steps

The riverfront is a significant place to all Western Australians. In developing the draft Masterplan, the City of Perth is looking to power up partnerships to explore how we can work together to realise the full potential of this prime asset.

This visionary initiative presents a unique opportunity for long-term collaboration between Federal and State Governments to enhance how our State and city connect with the riverfront, creating lasting benefits for the local community, business and tourism sectors.

Once an agreement is established between all tiers of government, further detailed designing can occur.

KEY FACTS	
Total Project Value	\$5 million for detailed design (and technical studies)
Phase	Riverfront Masterplan development (current)
Ask	<div>1. A Memorandum of Understanding between the three tiers of government to work together and formalise its shared commitment to this project.</div> <div>2. A \$2.5 million contribution each from the State Government and Federal Government to develop a detailed design (and undertake further technical studies) in order to progress the Riverfront Masterplan.</div>



Perth's riverfront (Langley Park)
artist's impressions. Copyright WAX



OPPORTUNITY

Transform the main public gateway to Perth city and optimise the significant Federal and State government investment in surrounding infrastructure.

2

Revitalise the central Perth Train Station

You only get one chance at a first impression, so why not make it world-class? Since October 2022, an average of 400 travellers per day have been transiting between the city and Perth International Airport thanks to the seamless airport link that connects straight to central Perth Train Station, right in the heart of the city. This number is set to significantly increase with the consolidation of the domestic and international airport operations. But no matter where you’re travelling from, all lines lead to Perth.

There has been a significant investment in the surrounding precinct including the development of Yagan Square and the urban renewal project of Perth City Link which is reconnecting the CBD with Northbridge for the first time in more than 100 years, as well as the new university campus set to open in 2026 and planned upgrades to the Perth Cultural Centre.

As the main public gateway to the city, and the heart of the train network, the central Perth Train Station is a critical landmark site with significant redevelopment potential.

The site is large enough to house a new venue that could accommodate major-scale concerts, theatre or other productions that currently cannot be catered for at any other venue. It could also be home to exciting new attractions, a world-class hotel, an expanded retail platform, restaurants and cafes. The site supports a wide range of opportunities that are waiting to be explored.

Next Steps

This is a unique opportunity to deliver a world-class development that would unlock immeasurable tourism, economic and cultural benefits in the heart of the city, complementing and enhancing existing investments in the central precinct.

The City is looking to partner with the Federal and State government in embracing and optimising this vision for the benefit of all Western Australians and our visitors.

As a first step, the City seeks a Memorandum of Understanding between the City, and the Federal and Western Australian Governments, to collectively create a vision, masterplan and business case for the future of the central Perth Train Station.

KEY FACTS	
Council Commitment	\$1 million (to be considered as part of the 2025/26 budget)
Total Project Value	\$5 million to create a vision, masterplan and business case
Phase	Conception
Ask	<div>1. A Memorandum of Understanding between the three tiers of government to work together and formalise a shared commitment to this project.</div> <div>2. A \$2 million contribution each from the State Government and Federal Government to create a vision, masterplan and business case for the Perth Station.</div>

Perth Train Station



Citiplace facing Barrack Street



OPPORTUNITY

Deliver critical state-of-the-art community sports and recreation infrastructure backed by Federal and State Government funding that supports a rapidly growing population and enhances the liveability of Perth city.

3

Increase community sports and recreation infrastructure

Perth’s inner-city population is growing at a rapid rate. As a capital city, it is important that community infrastructure meets the needs of residents, visitors and workers for a City population estimated to reach 55,000 by 2036, and 90,000 by 2050. Enabling infrastructure that supports the liveability of the city is also a driver for increased inner city living.

A state-of-the-art, multi-purpose community sports and recreation facility is required to provide opportunities for a range of social and recreational activities and maintain a strong, inclusive and connected community environment.

The land currently occupied by the Perth Tattersall’s Bowling Club on Plain Street in East Perth was identified as a prime location for this new facility. The Bowling Club is a single-purpose facility at the end of its useful life, and the land is positioned close to riverfront amenity and infrastructure already in construction or in development, such as the Causeway Pedestrian and Cycle Bridge, and the proposed riverfront redevelopment and the Aboriginal Cultural Centre.

What’s in the plan

The City is developing a Masterplan for the land, which would see the first parcel transformed from the existing Bowling Club into the City’s first state-of-the-art community sports and recreation hub

The second adjacent land parcel provides the opportunity to create a landmark residential development to support the growth of the City’s population, forming connections to the community and sports facilities.

Next Steps

By mid-2025, the City will complete a concept design (which contemplates land use); a Sports Needs Analysis; and Business Case for the land parcels on Plain Street, East Perth.

KEY FACTS	
Council Commitment	\$10 million (as provided in Long Term Financial Plan)
Total Project Value	\$50 million
Phase	Construction
Ask	<div>1. A Memorandum of Understanding between the three tiers of government to work together and formalise a shared commitment to this project.</div> <div>2. A \$20 million contribution each from the State Government and Federal Government to support construction of the City’s first ‘state of the art’ community sports and recreation facility in 2026/27.</div>



OPPORTUNITY

Refresh and reinvigorate the activation zone of James Street to deliver a vibrant, safe and inclusive environment that uplifts Perth's Northbridge entertainment precinct.

4

Refresh main activation zone in Northbridge entertainment precinct

Street appeal and public amenity has a very real impact on how we connect with a city we are living in or visiting, and it can help or hinder efforts to create vibrancy and activation. Cutting through the heart of the city's busy Northbridge entertainment precinct, James Street, is home to many of the city's popular pubs, bars and nightclubs. It has a colourful history synonymous with a thriving nightlife. But the impression that the streetscape brings, and the way our residents and visitors interact with it, needs attention.

Over the past three years, the City of Perth has been delivering a program to refresh and revitalise key streetscapes across the city. These efforts have worked to enhance the functionality, aesthetic appeal and overall community amenity within important city precincts.

An average of 10,000 daily visitors use James Street between William Street (which sits adjacent to the Perth Cultural Centre), and Parker Street (close to Russell Square).

Given the planned investment in the adjacent Perth Cultural Centre, it is an opportune time to invest in, and enhance the way James Street contributes to the overall uplift of our capital city's premier entertainment precinct.

The City is seeking to refresh the main street of James Street to reinvigorate our prime entertainment precinct and create an inclusive environment that is welcoming for families, young adults, the broader community and our visitors.

This project will:

- Improve the functionality, appeal and quality of the entertainment precinct
- Improve the aesthetics, accessibility and ambience of James Street
- Deliver innovative safety strategies
- Celebrate the multicultural history of the precinct
- Improve connection with the City's cultural precinct recognising James Street is bookended by the Cultural Precinct and Russell Square (the 3rd largest park in the city)
- Enhance streetscapes and park amenity
- Improve the environment and service supply (through greening, biodiversity, water management and cooling)

Next Steps

The City of Perth is committed to the revitalisation of James Street but requires additional funding support for major works to fully realise the vision.

The City welcomes the opportunity to partner with the Federal and State Governments to bring the James Street vision to life in a way that optimises outcomes from the adjacent planned upgrades for the Perth Cultural Centre and the central Perth City Deal developments.

James Street, Northbridge



KEY FACTS

Council Commitment	\$1.8 million (James Street)
Total Project Value	\$24 million (subject to completion of concept design)
Phase	Construction (James Street)
Ask	<ol style="list-style-type: none">1. A Memorandum of Understanding between the three tiers of government to work together and formalise a shared commitment to this project.2. An \$11.1 million contribution each from the State Government and Federal Government to the revitalisation of the James Street entertainment precinct.

James Street, Northbridge



OPPORTUNITY

Boost existing efforts to increase the City’s tree canopy by investing in innovative use and greening of vacant land across the City.

5

Fast-track City greening

The value that trees and green spaces bring to a city can be found in the health and wellbeing of our community, and the state of our biodiversity and natural environs. This includes the very real way that trees cool our streets during the heat of summer, helping to make our cities more liveable and counteracting our emissions.

Despite a long-standing commitment to increasing our urban tree canopy and making our City a greener, cooler place to live, Perth retains the title of the Australian capital city with the lowest tree canopy coverage at only 21 percent.

The City has embarked on a project to identify vacant land across the City that is suitable to create green spaces and pocket parks. This involves targeting the ‘sustainable greening’ of over 4,000m² of vacant land in various locations to significantly increase the green footprint within our City.

Our green open space network plays an important role in shaping the character and cultural identity of the City and makes a significant contribution to the City’s liveability, sustainability and prosperity. A network of high-quality, diverse and accessible green open space delivers a wide range of community and environmental benefits, including:

- **Improved physical health** – spaces for active recreation, exercise and play
- **Enhanced mental well-being** – places to relax and unwind, connect with people and build community and sense of identity.
- **Climate change adaptation** – green, cool spaces that help to cool the city; permeable surfaces and rain gardens to capture stormwater and manage flood risk.
- **Enhanced biodiversity** – refuge and habitat for plants, insects, birds and animals
- **Stronger economy** – activities that attract people & support the local economy, increased property values.

Next Steps

The City is committed to identifying vacant private land that could be re-purposed in the medium to longer term for the purpose of creating more green space across our city. Funding will be required to support the establishment of new sustainable green spaces or pocket parks.

KEY FACTS	
Council Commitment	\$1 million over the next 10 years
Total Project Value	\$8 million
Phase	Establishment
Ask	A \$3.5 million contribution each from the State Government and Federal Government for the establishment of sustainable green spaces.

Mardalup Park, East Perth



JH Abrahams Reserve, Crawley



OPPORTUNITY

Elevate the response in the State’s capital city, limiting the impacts of this biological threat on an already limited tree canopy, and crisis manage risk of spread to agricultural regions.

6

Establish a priority Polyphagous Shot-Hole Borer response and recovery fund

The State’s capital city is home to some of Western Australia’s most historically and culturally rich trees, with roots stretching back to the first beginnings of the Swan River Colony, and beyond to one of the oldest living cultures in the world, the Whadjuk Nyoongar people.

Today, those roots are under very real threat from an unprecedented biological infestation known as the Polyphagous Shot-Hole Borer (PSHB). First detected in Perth back in 2021, this invasive pest has already had a profound impact on the City’s urban canopy with more than 30 percent of the City’s trees now impacted. Worse still, there are indications that up to 60 percent of the City’s canopy could be lost.

Over 3,000 trees across the metropolitan area have been removed and mulched, including a number of iconic trees estimated at more than 100 years old. A further 1,000 have been cut back to try to stop or slow the beetle’s spread. The species of trees impacted by the infestation has increased over the past three years, indicating that the impact projections for the City of Perth are only likely to grow worse.

Perth already has the lowest tree canopy of any Australian capital city. Urgent action is required to not only contain and eliminate the pest within the city, but to prevent PSHB from entering fruit and agricultural crop areas across the State, or crossing the border to other states and territories.

As the threat of PSHB escalates, so must our response. Establishing a coordinated three-tier of government priority response and recovery fund for Perth would enable monitoring, containment and recovery efforts to be maintained or enhanced to halt this unprecedented threat to the State and Australia.

Replacement planting costs between \$500-2,600 per tree for soft landscape zones and between \$5,000 – \$20,000+ per tree for hard landscape zones, highlighting the desperate need to both fund mitigation efforts to save as many trees as possible, but also fund replacements where needed.

Much-needed research is required as part of the State’s response to PSHB, which is critical in identifying alternative, innovative treatments to help to protect and save our State capital’s most precious trees, securing these invaluable natural assets and the immeasurable benefits they provide to the community across multiple generations.

Next Steps

The City invested \$1 million in 2023/24 to support the initial stages of response and recovery, with the expectation that the management of the PSHB threat is ongoing and requires a coordinated long-term effort, requiring long-term investment.

The City of Perth is seeking the establishment of a priority PSHB recovery fund to contribute to the mitigation and response to the PSHB within the capital city across the next decade.

KEY FACTS	
Council Commitment	\$3 million
Phase	Response
Total Project Value	\$10 million over 10 years
Ask	A \$3.5 million contribution each from the State Government and Federal Government to establish a priority PSHB response and recovery fund for the City.



PSHB treatment on a local tree



Mature Moreton Bay Fig under threat of PSHB

OPPORTUNITY

Secure the full benefits of the Perth City Deal and the first inner city university campus through enabling infrastructure and investment that supports the impending growth in Perth's student population.

7

Support infrastructure for students

The contribution that students make to the vibrancy and economy of a capital city is well known. Students contribute \$25.5 billion nationally to the economy. They also have a role in meeting workforce needs, particularly in the hospitality and entertainment sectors. Importantly, that contribution is magnified when student life unfolds in the heart of a city.

This is the coming reality for Perth, thanks to the City's first inner city university campus being developed as part of the \$1.7 billion Perth City Deal.

The new campus will see Edith Cowan University bring its world-class Western Australian Academy of Performing Arts to the Perth CBD, bringing more than 10,000 students and staff to campus from 2026. Curtin University is also significantly increasing its presence in the East end of the city through the move of its law and business schools into the city.

Thanks to these developments, estimates suggest international student enrolments will grow from 71,967 in 2023 to 115,000 by 2031.

To support and facilitate this growth in students, and fulfill the promise of the Perth City Deal, now is the time to leverage off the significant investment into the inner city university by ensuring a supply of student housing, services and supporting infrastructure is ready to meet the needs of today and the opportunities of tomorrow.

Since July 2023, the City has been offering city living incentives to accelerate student housing, build-to-rent and build-to-sell development in Central Perth. These efforts have already led to an increase in the number of beds within the area, but there's still a big gap to fill with purpose-built student accommodation and supporting amenities.

Meeting this need requires a concerted, whole-of-government approach to reducing barriers to investment such as reducing taxes, fees and charges, and it requires facilitation of enabling services and infrastructure.

The City of Perth has identified a City-owned strategic site that will enable future capital investment. Close to the expanding Curtin University presence and a 732 bed student accommodation under construction, the City has earmarked 87-89 Pier Street for a Registered Training Organisation (RTO) to expand their education service delivery. The Australian Institute of Language and Further Education (AILFE) is an RTO delivering nationally recognised qualifications for both domestic and international students. Based on its inspiring vision and proposal for the space, the City has agreed to lease terms for the Pier Street site.

This has the potential to have a catalysing effect, shaping the east end of Central Perth into a thriving education precinct. The redevelopment of this space is also a priority for the local community. It will enable AILFE to deliver benefits to the community including:

- Creating a training place for students to acquire professional culinary skills with the exposure to real customers in a real-life commercial environment
- Providing the community with food, service, and exciting events at a competitive price point.
- Energising the eastern end of the CBD, which will encourage future residential and purpose-built student accommodation development in this area.



Next Steps

The City is seeking funding of \$2.636 million in order to convert the Pier Street premises into fit-for-purpose infrastructure and amenity that supports the growth in Perth’s student population.

KEY FACTS	
Total Project Value	\$2.636 million
Phase	Ready for commencement
Ask	A \$2.636 million contribution from the Federal Government to deliver supporting infrastructure for students.



This publication can be requested in alternative formats: audio, braille, Word or accessible PDF.



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