

# P|E|R|T|H

Liveable · Sustainable · Prosperous

AUSTRALIA · INVESTMENT PROFILE

# INVESTMENT PROFILE


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

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





## INTRODUCTION FROM THE LORD MAYOR Basil Zempilas

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

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

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

Lord Mayor  
**Basil Zempilas**







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





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

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

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

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



# AUSTRALIA

## an innovative country



### Australia

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



#### ECONOMIC GROWTH

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



Prior to the pandemic, Australia experienced 28 years of continuous economic expansion.

### 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 is underpinned by strong business confidence, a low unemployment rate, and the state's resource sector driving the nation's economy.

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

**\$445.3B**

Western Australia's GSP in 2022-2023 contributed 17.4% of Australia's GDP.

WA's GSP per capita was \$157,390 in 2022-2023. This is 62% above Australia's per capita GDP of \$97,435.

**3.5%**

Real GSP growth for Western Australia in 2022-2023, higher than Australia's real GDP of 3%.

#### CREDIT RATING



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

#### AUSTRALIA RANKS



in the 2024 index of Economic Freedom, out of 184 countries.



in A.T. Kearney's 2024 Foreign Direct Investment Confidence Index.







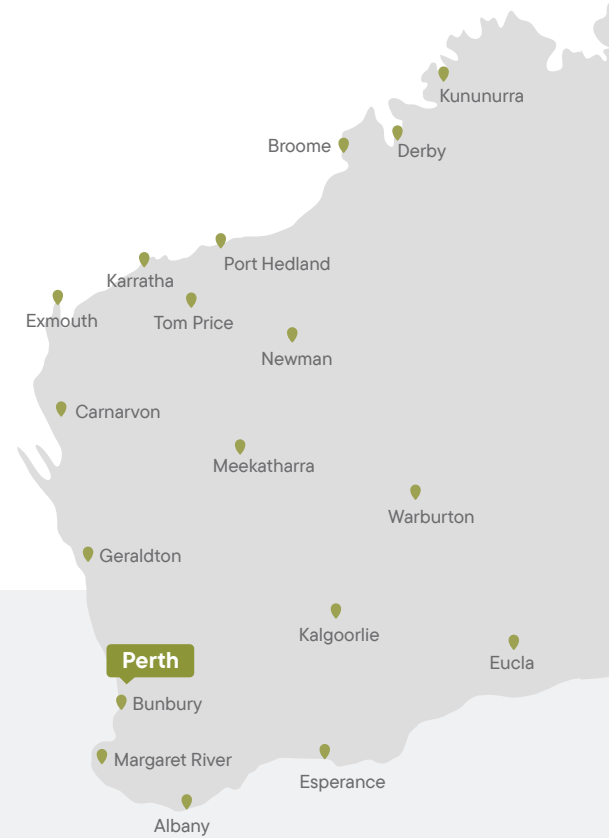




# PERTH

## 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

**2.9M**

### POPULATION, GREATER PERTH

**2.3M** with highest capital city growth rate of 3.6% in Australia in 2022-2023.

### GROSS STATE PRODUCT

**\$445.3B**   
2022-2023

### WA UNEMPLOYMENT RATE

**3.4%** record low unemployment rates creating a demand for skilled migration to Perth.  
March 2024

### DIVERSITY

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

### LAND AREA, WA

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

### URBANISATION

**79.3%** of WA residents live in the Greater Perth region.

### FORECAST DOMESTIC ECONOMIC GROWTH

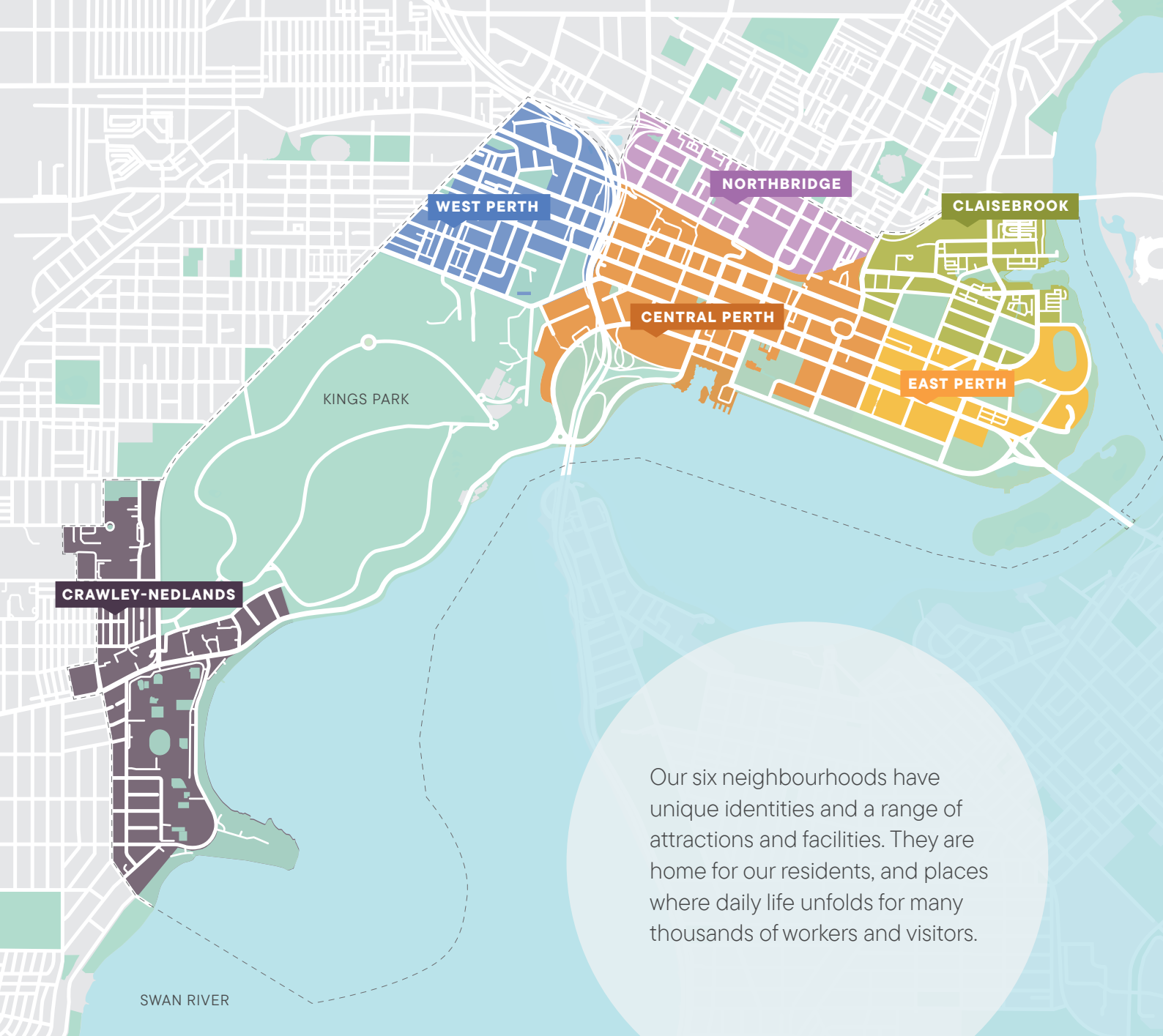
**3.25%**   
2024-2025

### 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

**2.3M**  
2023



**2.7M**  
2023

population in greater Perth is expected to reach 2.7M by 2023.

**54%**  
2023

of the City of Perth's population was born overseas.

## EDUCATION

**59,320+**



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

# OUR CITY AT A GLANCE

## the place to be

There has been a significant increase in the number of companies establishing or relocating their headquarters in and to Perth. BHP, Fortescue Metals Group, Hancock Prospecting, Rio Tinto, South32, Wesfarmers and Woodside Energy are all top 20 Australian Stock Exchange (ASX)-listed organisations with a presence in Perth. This trend is expected to continue as the Indo-Pacific region builds in importance and influence. High levels of capital investment have created a variety of quality options for commercial, residential, retail and office accommodation in the rapidly growing CBD.

### PRODUCTIVITY



**\$87.9B**

Gross Regional Product

**\$149.9B**

Annual Economic Output

### BUSINESSES



**12,777**

Local Businesses

**\$399/m<sup>2</sup>**

Average Rent A-Grade Office

### JOBS



**215,995**

Local Jobs

**\$493,644**

GRP per worker

### TOP 3 INDUSTRIES BY OUTPUT

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

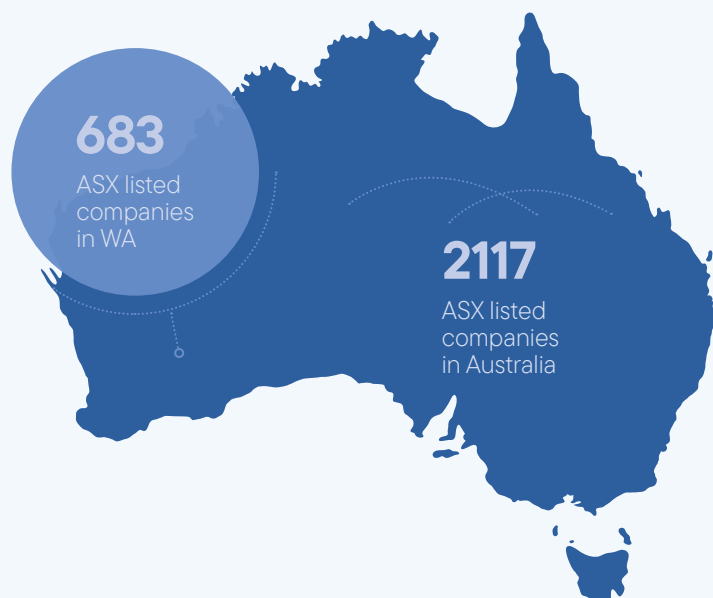
### TOP 3 INDUSTRIES BY EMPLOYMENT

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

### GLOBAL HEADQUARTERS

**32.2%**

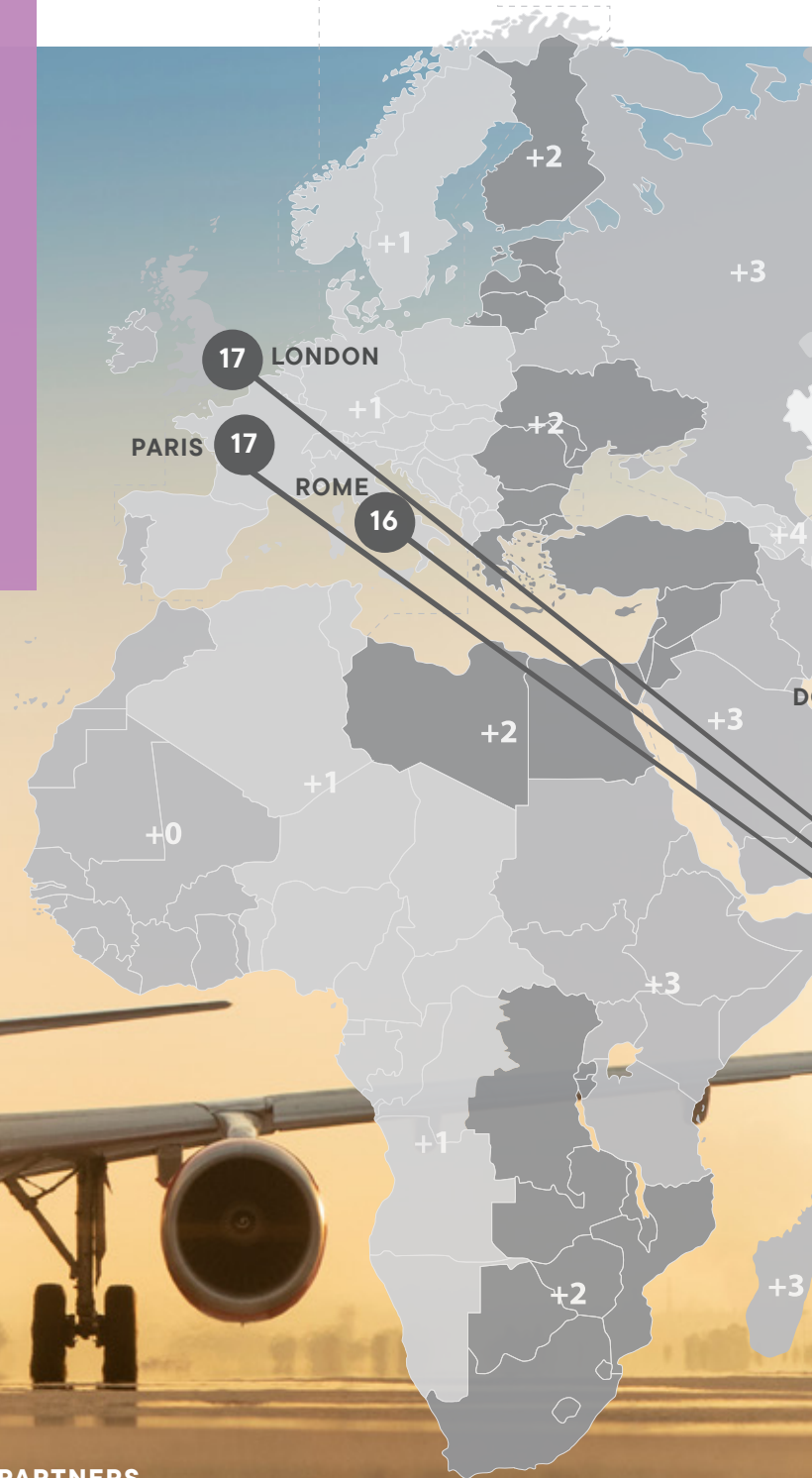
of ASX-listed companies have Perth headquarters. Collectively, this accounts for the largest proportion of Australian mining companies working in Africa, Latin America, Central Asia and many other markets.





# Our zone

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



## PERTH AIRPORT

# \$70M

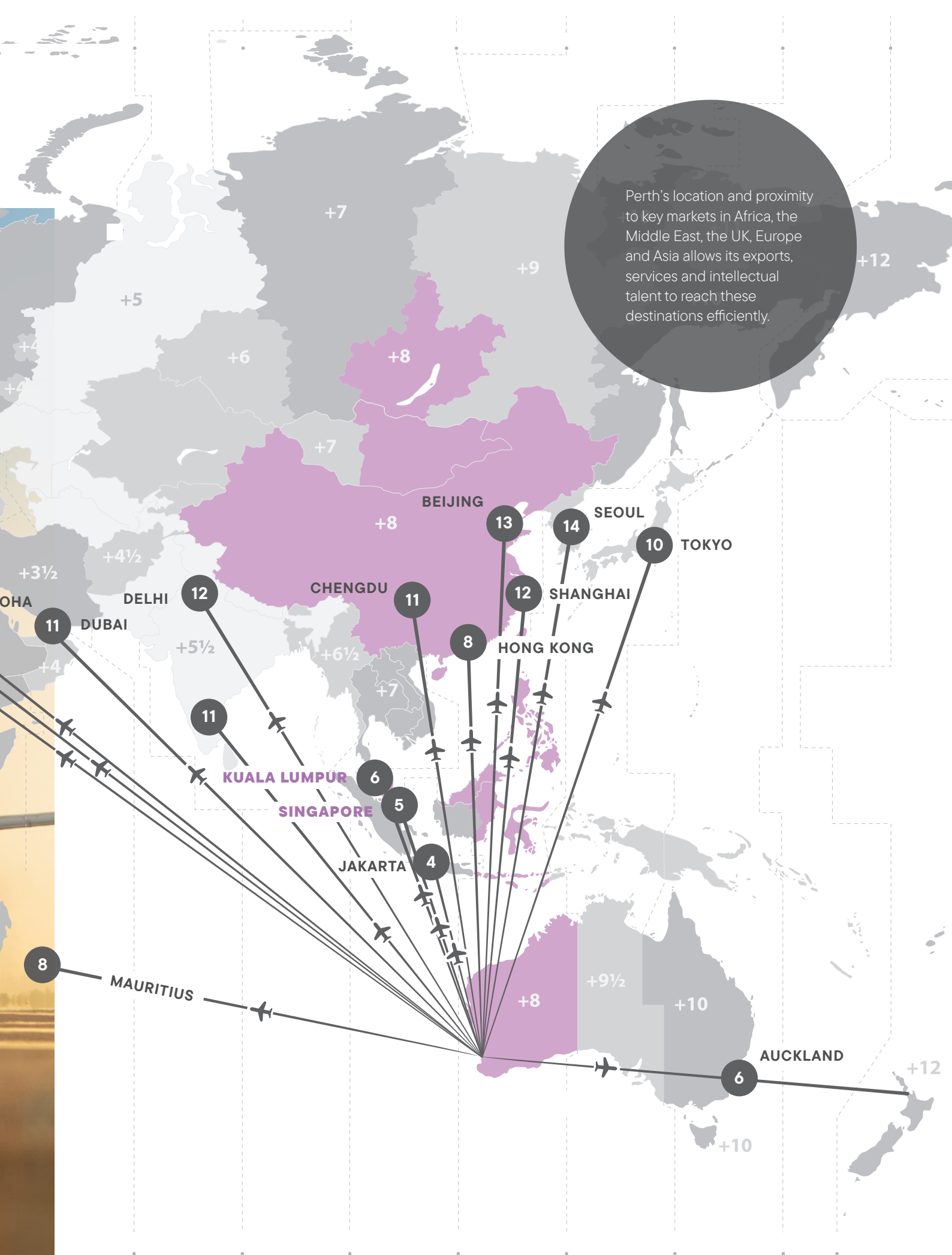
Each daily international direct flight to Perth produces \$70 million per annum in activity for the local economy.

## AIRLINE PARTNERS

Perth Airport is Australia's western hub and the gateway for regional, domestic and international air services in Western Australia. The airport operates 24/7 and connects more than 20 airlines to over 100 destinations across WA, Australia, and the world, 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.





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, Megisti-Kastellorizo, Nanjing, Perth (Scotland), Rhodes, San Diego, Seocho, Taipei and Vasto.

## POPULATION

**60%** 

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

**29**  
**countries**



have official government representation in Perth.

## 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, offering some of the fastest internet connections 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 – makes Perth an ideal place to live, work and establish a base for business, or corporate headquarters.

### PERTH RANKS



**2<sup>nd</sup>** Perth is Australia’s second most affordable capital city to buy an apartment.

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

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

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

### CONSISTENTLY RANKED IN THE

★ **top12**

### ATTRACTIONS

**20** minute

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

**Rottnest Island**

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

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

### SUNSHINE

**8+** hours

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

### QUALITY OF LIFE

#### PERTH FEATURES IN THE

**top10%**

of more than 241 cities, as ranked by the Mercer Quality of Living Survey (2023).

#### WELLINGTON SQUARE MOORT-AK WAADINY



awards for the \$21.5 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 the 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.

## INNOVATION HUB

### CyberWest Hub

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

## 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.

## AUSTRALIA RANKS



in fintech development in the Asia-Pacific region and sixth in global ranking.



in IMD's 2023 World Digital Competitiveness ranking out of 64 countries.

## EDUCATION



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



Curtin University ranked second in the world and The University of Western Australia 7th for subjects in Mineral and Mining Engineering.

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

## INVESTOR NUMBERS



There are more than 286 identified investors in the Western Australian ecosystem, offering a variety of investment opportunities to local innovators, start-ups and entrepreneurs.



More than \$138 million was raised in Western Australian start-up venture capital activity in 2023. The sectors that received the largest shares in funding include the energy, food, sports and health sectors.





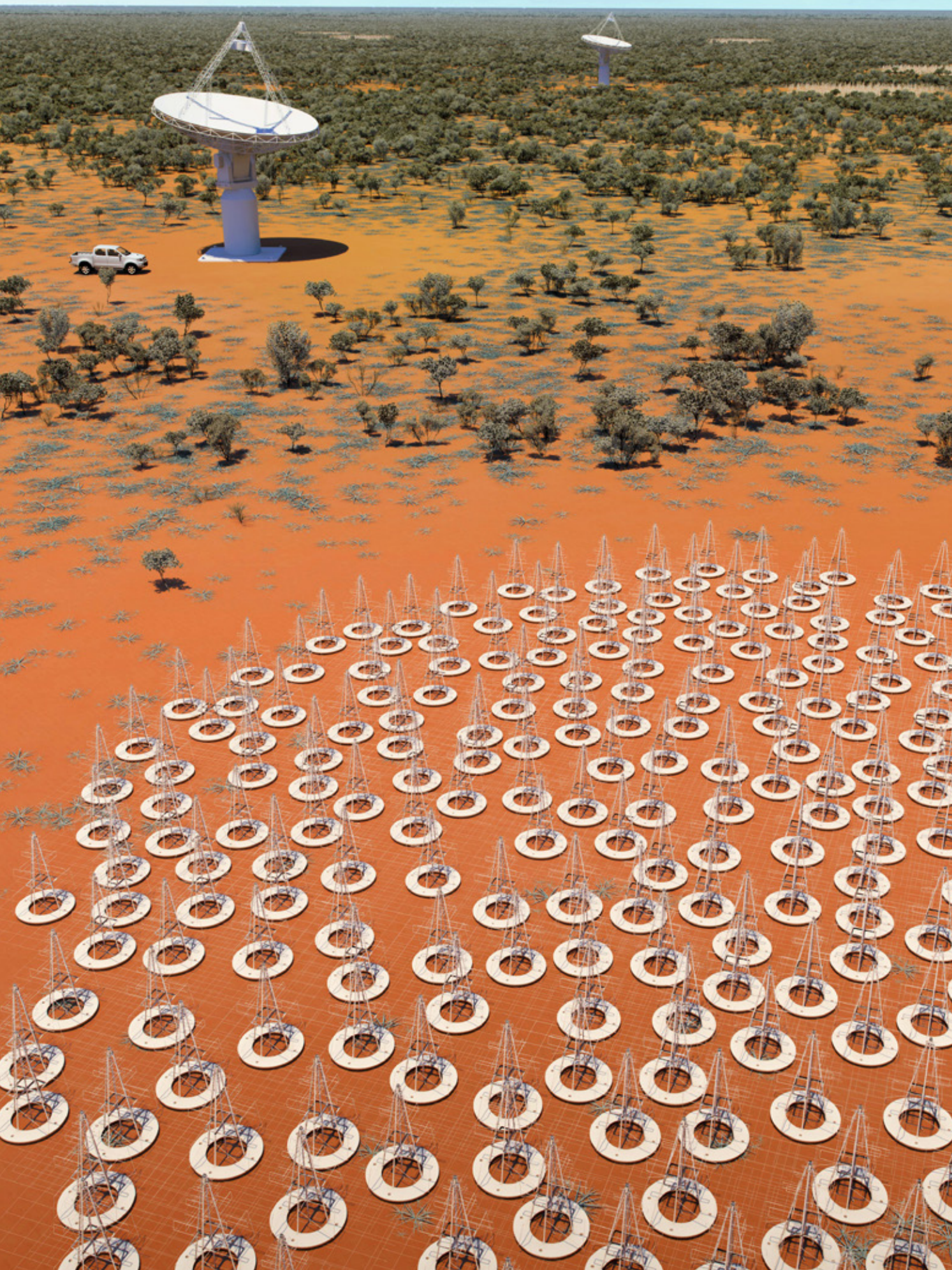
**Image:**

*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 is underway on the Square Kilometre Array (SKA) project with the first antennas deployed. The SKA project is a \$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 Research Centre

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



### NEXTDC

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



### 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.

### Affordable Co-working Space

Perth has a vibrant co-working community that offers professionals and entrepreneurs with modern, flexible and affordable workspaces. In fact, the average monthly cost of a co-working space in Perth is much lower than the national average.

### Smart Cities

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



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



### DUG (formerly Down Under Geosolutions)

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







# SUSTAINABLE Energy Transition

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

## RENEWABLE ENERGY

**\$3.8B** 

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

### Hydrogen

Western Australia's vast land mass, existing energy sources and established public and private sector energy infrastructure present a significant opportunity for the region. Western Australia's vast land mass, existing energy sources and established public and private sector energy infrastructure present a significant opportunity for the region. The Western Australian Government has committed over \$200 million into the development of the renewable hydrogen industry in Western Australia. The state has more than 30 hydrogen projects at various stages of planning across many aspects of the supply chain, several of which are very large gigawatts scale production projects. Recent multibillion dollar hydrogen projects announcements such as Woodside Energy's H2Perth hydrogen; the Western Green Energy Hub on the southern coast; and a massive Australian Renewable Energy Hub planned for the Pilbara, signal global confidence in Western Australia's renewable energy credentials and ambitions.



## LITHIUM

**53%** 

Western Australia is the largest supplier of mined lithium, accounting for 53% of global production in 2022. Lithium is used in the production of batteries, including electric vehicles for which demand is expected to increase tenfold in the next decade.

## SECTOR EMPLOYMENT

**37.6%**

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

## THE METS SECTOR

**\$92B**

Australia's Mining, Equipment, Technology and Services (METS) sector contributed \$92 billion annually to the economy and employs more than 300,000 people.

## PROJECTS

**\$149B**

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

## SIGNIFICANT COMMODITIES

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

Lithium	<b>53%</b>	LNG	<b>12%</b>
Garnet	<b>39%</b>	Rutile	<b>12%</b>
Iron Ore	<b>33%</b>	Alumina	<b>10%</b>
Zircon	<b>18%</b>	Rare Earth Oxides	<b>10%</b>





**Image:**

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



## AUTOMATION

### world leader

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



## DIVERSITY



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

## INVESTMENT ATTRACTION



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

## HEADQUARTERS



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

## LIQUIFIED NATURAL GAS (LNG)



Australia is a world leader in LNG exports accounting for 22% of global LNG exports in 2022. The state also accounted for 59% of Australia's LNG exports and 12% of total global exports that year.

## Mineral Wealth in WA



of the 103 elements on the periodic table are found in WA.

## SHIPPING TIMES



# 8 days

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

### CLINICAL RESEARCH



Linear Clinical Research (Linear) is a patient-centric clinical research trial hub with two clinical trial facilities in Perth. Facilitating early to late phase clinical trials, first-in human/first-in patient, through to 'Phase 4' trials — Linear offers expertise on every stage of the clinical research and medical innovation journey, enabling researchers to maximise opportunities available from Australia's streamlined regulatory framework and research and development scheme.



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



A favourable regulatory and tax environment offers fast-tracked submissions, streamlined manufacturing practice exemptions for Phase 1, and up to 43.5% cash back for eligible research and development expenses relating to clinical trials.

### MEDICAL TECHNOLOGY



#### WA Life Sciences Innovation Hub

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



#### Australian 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 operates an innovative 24/7 remote monitoring system called HIVE (Health in a Virtual Environment), which employs artificial intelligence to detect early signs of deterioration in patient health and vital signs. Once detected, HIVE clinicians are immediately notified, supporting clinicians in providing improved bedside care.

### HEALTH CARE

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

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

#### WA Comprehensive Cancer Centre

The Australian Government has committed \$375 million towards establishing a Western Australia Comprehensive Cancer Centre, to be located at QEII Medical Centre. The \$750 million 10-storey facility will be equipped with cutting-edge precision medical capabilities. The proposed centre will provide world-class care healthcare outcomes for Western Australians suffering from cancer, including:

- 10 operating theatres and an intensive care unit
- 140 overnight and inpatient beds
- 110 chemotherapy day beds and chairs, and
- 40 Linear Clinical Research trial beds/chairs.

#### The Australian Clinical Entrepreneur Program

The University of Western Australia is one of two Australian universities that administer the Australian Clinical Entrepreneur Program (AUSCEP). AUSCEP is a 12-month program that equips health and medical entrepreneurs with knowledge, skills and mentoring support to transform their innovative, scientific research ideas into real world products and businesses that will enhance patient care through impactful solutions.



Perth has a long history of global excellence and recognition in health and medical life sciences. Some of the health and medical sector's most renowned success stories have emanated from Perth, 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 her fields. Perth's highly ranked universities continue to attract international students from all over the world, facilitating academic programs that benefit aspiring entrepreneurs with inspiring ideas, and support the development of cutting-edge research.

## LEADERSHIP

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### Government Strategy

The WA State Government launched its inaugural Health and Medical Life Sciences Industry Strategy in 2021. This was followed by the Health and Medical Sciences Prospectus in 2022, and the WA Health & Medical Research Strategy in 2023, with a focus on research and innovation in the health and medical ecosystem.

### Life Sciences WA

Established in 2021, Life Sciences WA (LSWA) is a leading industry association that bring forth collaboration between government, academia, research institutions, peak industry bodies and corporates. LSWA's goal is to promote Western Australia globally by fostering an interconnected network that stimulates activity to attract investment and talent within the WA life sciences ecosystem.

## BIODIVERSITY HOTSPOT

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





# Trade

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

## WA'S MAIN EXPORTS AND VALUE



IRON ORE  
**\$122.5 billion**



PETROLEUM  
**\$67.7 billion**



GOLD  
**\$25.3 billion**



LITHIUM  
**\$25.3 billion**



ALUMINA  
**\$7.6 billion**



WHEAT  
**\$6.6 billion**



NICKEL  
**\$5.9 billion**

Image:

Cape Lambert Port  
Courtesy of Rio Tinto



## WA'S MAIN SERVICE EXPORTS

**\$5.1B**



TRAVEL &  
TRANSPORT

**\$1.7B**



BUSINESS  
& OTHER

## WA AGRICULTURAL PRODUCE EXPORTED

**80%**

of its agricultural  
production.

## WA'S TOP FIVE EXPORT DESTINATIONS

**CHINA (MAINLAND) \$147.7B**

**JAPAN \$36.3B**

**SOUTH KOREA \$18.8B**

**TAIWAN \$10.6B**

**SINGAPORE \$13.2B**

**THAILAND \$4.1B**



**46%**

OF AUSTRALIAN  
EXPORTS

## COLLABORATION



**WECP**

The World Energy Cities Partnership (WECP) connects leading energy cities – on all continents – that are committed to fostering the transition to a more sustainable energy future. Alongside global energy hubs, such as Houston and Aberdeen, Perth is a founding member of the WECP. Membership now extends to 18 cities, boosting the exchange of industry knowledge, economic development strategies and expertise. In 2023 Perth hosted WECP AGM and conference. Membership is growing and the City can provide connections to stakeholders in the global energy community.



**AOG  
energy**

For over 40 years AOG Energy has brought the entire oil, gas and energy supply chain together, with AOG Energy recognising Perth as the epicentre. This premier event brings together over 7,000 industry leaders from 50 countries. The event brings knowledge specialists, industry leaders, facilitates investment and showcases technical innovation.

# Perth City Deal

The Perth City Deal is a new \$1.7 billion investment which will re-energise Perth, bring investment into the CBD and create jobs. The City of Perth has entered into an innovative and exciting 10 year partnership with the Australian and Western Australian Governments which will unlock economic benefits and opportunities for the Perth CBD.





## VISION

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

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

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

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

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

- \$197 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.
- \$160 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.
- \$74.4 million to provide facilities, safety improvements and services for homeless people in the city.
- \$40 million for waste recycling infrastructure to help Perth CBD and WA to become more sustainable.
- \$39.5 million for the East Perth Power Station to upgrade necessary infrastructure and improve connectivity to the site.
- \$35 million investment into the Perth Cultural Centre precinct for improvements and long-term vision development
- \$18 million for the creation of an Australian Space Robotics, Automation and AI Command Control Complex.
- \$10 million towards a WA Indigenous Business and Employment Hub now known as the Waalitj Foundation.
- \$4 million to undertake a pre-feasibility study for an Aboriginal Cultural Centre to be located in Perth on the traditional lands of the Whadjuk Noongar people.

(Current as at October 2023)

# Perth City Deal at a glance

## CITY-WIDE COMMITMENTS:



CBD Transport Plan



Perth Aboriginal Cultural Centre  
Pre-Feasibility Study



Recycling Infrastructure and  
commitment to encouraging the  
recyclables market



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



Pandemic resilient design



Inclusionary zoning or  
affordable housing targets



Apprenticeship Targets



Indigenous Employment and  
Supplier Use Targets

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

Perth Cultural  
Centre Rejuvenation

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





Curtin  
University's  
Historical Heart  
Cluster

Unlocking the East  
Perth Power Station  
Redevelopment

Homelessness  
Housing Projects

Perth  
Concert Hall  
Redevelopment

Western  
Australia Cricket  
Association (WACA)  
Redevelopment

WA Indigenous  
Business and  
Employment Hub



Australian Government



GOVERNMENT OF  
WESTERN AUSTRALIA



City of Perth



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

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

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Up to 50% bonus plot ratio across the CBD.

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

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

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Heritage transfer plot ratio available.

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No developer contribution scheme in City Planning areas.

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New Local Planning Strategy endorsed by State Government.

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Draft Local Planning Scheme 3 released.

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

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Rates rebates for developers and purchasers of residential properties.

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

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





## INVESTMENT

# Our Cosmopolitan City

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





# NOW a growing City

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

Basil Zempilas, Lord Mayor, City of Perth







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

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



## FUTURE PERTH

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

**Visit 3D Perth.**









✉ GPO Box C120  
Perth WA 6839

📍 27 St Georges Terrace  
Perth WA 6000

☎ 08 9461 3333

✉ [ecodev@cityofperth.wa.gov.au](mailto:ecodev@cityofperth.wa.gov.au)

🌐 [perth.wa.gov.au](http://perth.wa.gov.au)



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