

REVIEW

14 August 2017

Overview

In January 2017 the Property Council of Australia released ‘Big and Small Ideas for Perth’. Below is an analysis of Committee for Perth’s research and advocacy positions against the recommendations of the PCA report.

Section:	Property Council of Australia says:	Committee for Perth says:	Report:
Postcode 6000	Make the residential densification of the inner city a key government priority – barriers must be removed and the right incentives provided.	Recognise the Capital City, Perth CBD, as the primary location for employment growth and high density residential development and plan for the proportion of people living and working in the CBD to increase to support productivity, vibrancy and public and active transport infrastructure.	<i>Get a Move On!</i> , Recommendation 3
Postcode 6000	Cultivate existing and new neighborhoods in the inner city as desirable places to live, work and play.	Reconnect Perth’s Urban Villages (inner destinations within 5km of the CBD) with an interconnected turn up and go public transport system and fill in the ‘missing middle’ with residents.	<i>Get a Move On!</i> , Recommendation 5
Postcode 6000	Ensure Perth reflects its identity through beautiful streets, buildings and precincts.	Develop an overarching cultural policy for metropolitan Perth that includes public art and architecture, active edges, 24-hour street activities and physical connections between beautiful spaces.	Cultural Compact, Recommendation 8
		State and Local Government work together to identify and develop areas to link space and place including linking the City to the river, linking the CBD to Northbridge and creating arts trails that link clusters.	Cultural Compact, Recommendation 9
		All open space projects include a requirement to develop a closer relationship with the environment.	Cultural Compact, Recommendation 10

Section:	Property Council of Australia says:	Committee for Perth says:	Report:
Perth Shoppingtown	It's time for new ideas for retail in central Perth, including landlords working together and initiatives to drive land consolidation.	The deregulation of retail trading hours is crucial to enhancing the liveability and attractiveness of Perth, both as a place of residence and as a tourist destination.	FACTBase Bulletins 7 & 8
Brand Perth	It's time to crystalize what Perth stands for and project this to the world.	Tourism marketing campaigns should focus on 'Brand Perth' to attract visitors rather than sub-categories of Fremantle, Rottnest Island or other regions. WA needs to come up with a unique selling point that sets it apart from its competitors.	FACTBase Bulletin 55
A Shared City Agenda	It's time for a joint body, with representatives of the State government, local governments and the MRA to develop a shared vision for the inner city.	Prepare an overarching, evidence based, integrated strategy to align land use, economic, environmental and transport objectives for Perth and Peel which is led by a whole of government approach.	<i>Get a Move On!</i> , Recommendation 2
Plan Perth	Lock-in the best routes for light rail and other transit projects through the inner city.	All parties to commit to prioritisation of public and active transport investment to ensure long-term, bi-partisan commitment.	<i>Get a Move On!</i> , Recommendation 1
Plan Perth	A cultural anchor at Elizabeth Quay is essential – an Indigenous Culture Museum should be a priority for all levels of government.	A World Centre for Indigenous Culture be developed on a central, prime site on the Swan River.	Cultural Compact, Recommendation 4
	Perth should seek to establish a landmark event and/or festival unique to Perth.	WA hold a biennial WA arts festival, inviting Western Australian artists to showcase their work.	Cultural Compact, Recommendation 6
	It's time to ensure that the City has an exhaustive list of priority infrastructure projects.	Ensure a wide range of arts infrastructure to meet current and emerging needs.	Cultural Compact, Recommendation 6
	A major inner city university campus has been a talking point in Perth for many years, however there has been no significant progress on this matter.	Nodes of employment in education and training in Perth and Peel, which reflect the location of higher education institutions, are more dispersed than in other major metropolitan capitals such as Melbourne and Sydney.	FACTBase Bulletin 52
Plan Perth	Take walking seriously and implement a city boulevard program and other initiatives to renew the walking experience across the inner city.	Link places and spaces by making bicycle and pedestrian connections between venues and hubs/clusters and offer depots at destination points.	Cultural Compact, Recommendation 9