BIGGER AND BETTER BEYOND THE BOOM

Perth’s economic future as a region of 3.5 million people
About the Committee for Perth

The Committee for Perth is the leading think-tank focused on the liveability and competitiveness of the Perth and Peel regions.

Our vision is for Perth to be a region with world-class amenity that is culturally diverse, sustainable and economically prosperous.

We undertake research into the social, demographic and economic character of the Perth and Peel regions. Through our landmark reports ‘for Perth, by Perth’ on culture and the arts, Perth as a region of 3.5 million people and gender equality, the Committee has become widely acknowledged for its independent and unbiased fact base and sound recommendations for a bright future.

In our next major project - Bigger & Better Beyond the Boom, the Committee will undertake a two-year long research effort to diversify Perth’s economic base which builds on its traditional industries along with its emerging sectors.

About the Project

In 2017, the Committee for Perth commenced a new major research project focused on the current and future economy of the Perth and Peel region. The project, entitled ‘Bigger & Better Beyond the Boom: Perth’s economic future as a region of 3.5 million people’ will examine the size, industry composition and spatial structure of the Perth and Peel and wider Western Australian economy at a fine grain level. It will challenge conventional wisdoms and identify strategies for a more economically diverse and robust future for the region.

The primary aim of Bigger & Better Beyond the Boom will be to identify industry sectors that are growing; industries in decline; and emerging economic threats and opportunities for the future. It will examine and illustrate the importance of local, regional, national and international connections to and between industries in Perth and Peel and the role of new technology, innovation and entrepreneurship.

This work will be undertaken through the lens of an economic geographer – which will provide a fresh and approachable perspective on the economy of the Perth and Peel region. The outcome of Bigger & Better Beyond the Boom will be a major report which will identify targeted strategies associated with the specific strengths and weaknesses of key locations and industries within the region.

The project will encompass four core elements:

1. Sizing the Economy
   Determining the number, size, growth/or decline of industries

2. Examining Key Industries
   Examining key existing and emerging industries in detail

3. International Research
   Examining international examples of economic diversification in cities/regions

4. Final Report with Strategies for the Future
**Research Process**

A key input of *Bigger & Better Beyond the Boom* is a FACTBase Special Report - *Perth as a resilient economy*, which will be followed by a series of Bulletins over an 18 month to two year period examining the strengths, weaknesses, connectivity and innovation associated with important existing, emerging and declining industries in Perth, Peel and Western Australia.

Industries likely to be examined in detail include: minerals and energy; renewables; higher education; science and technology; tourism; life sciences and agriculture.

One or more FACTBase Bulletins will also be prepared by an international expert to identify and explore the success of strategies and actions for diversification in cities and regions around the world.

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**Final Report**

The final research report will be released in the fourth quarter of 2018 and will consolidate the findings of each of the discrete FACTBase research Bulletins and identify recommendations and strategies for the future.

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**Researchers**

The project will be undertaken by FACTBase researchers and research associates.
RESEARCH TO DATE

FACTSheets 10 and 11

The Committee for Perth’s FACTSheets provide a snapshot of key facts relating to the current performance of Perth and Western Australia, and includes information on the economy, lifestyle, construction, mining, reforming and reshaping, and knowledge and innovation.

Our FACTSheets draw on data from a range of sources, including FACTBase reports, independent research, government departments and media articles.

Bigger and Better Beyond the Boom Perth Community Survey – Gauging the Perth and Peel Region’s Post-boom Economy

As part of our two-year research project, we commissioned research partner Ipsos to undertake a survey that gauges the Perth and Peel region’s post-boom economy, as well as understands how life is faring for people in the region both at work and at home. More than 2,000 residents were surveyed on topics such as work aspirations, household finances, mobility and commuting, and whether residents experienced any disruptions since the global financial crisis.

FACTBase Bulletin 52 – Sizing and Mapping Higher Education and Vocational Education and Training in Perth and Peel

The education and training sector delivers significant export revenue, employment and human capital, which are central to economic resilience, knowledge and innovation.

This Bulletin spatially examines the higher education sector, quantifying its contribution to the regional economy.
While international visitor numbers have exhibited steady growth in WA, the state is underperforming in the interstate sector, attracting only 4.6% of total national interstate visitors in YE March 2016–17. However, current data suggests that WA has the fundamental building blocks needed for tourism growth.

This Bulletin examines the tourism sector in Western Australia and the Perth and Peel region to quantify the contribution of tourism to the State and regional economy; to compare the contribution of tourism in WA to other Australian states and territories and to identify opportunities for economic growth.

An ageing population is an international phenomenon and one to which Western Australia is not immune. This Bulletin provides an overview of ageing in Australia, Western Australia and the Perth and Peel region.

Specifically, it examines age structure, ageing trends, impacts of an ageing workforce and the geography of ageing in Western Australia.

This FACTBase Special Report — *Perth as a resilient economy*, provides a longitudinal perspective of Greater Perth’s economy to determine the major industries that have shaped its development since the 1940s. Produced using quantitative data by the FACTBase team at The University of Western Australia, it analyses industries critical to the region’s economy.

With a geographic framework, the report examines how the economy has evolved since World War II. It focuses on the interactions between people, place and space, and how time and policies have shaped the region. Three key questions are answered; how and why the Perth economy has changed over time; how it has experienced and recovered from different shocks; and the level of resilience in particular industries.
Producing the calibre of research required for this project will require a world class research team:

**Professor Matthew Tonts, Pro Vice-Chancellor/Executive Dean, The University of Western Australia**

Professor Matthew Tonts is Pro Vice-Chancellor and Executive Dean of the Faculty of Arts, Business, Law and Education.

A member of the University since 2001, Professor Tonts was formerly the Director of the Institute for Regional Development (2005-2010) and Head of the School of Earth and Environment (2010-2016). In 2017, he took up the position of Pro Vice-Chancellor and Executive Dean of the newly formed Faculty of Arts, Business, Law and Education.

Professor Tonts’ disciplinary background is in Geography, and has broad interests spanning regional development, rural communities, economic restructuring, and public policy. He continues to be active in research on matters related to rural economic and social adjustment, employment geographies and urban development.

**Professor Fiona Haslam McKenzie, Centre for Regional Development, The University of Western Australia**

Professor Fiona Haslam McKenzie has a varied academic background, including a Ph.D. in political geography, researching the socio-economic impacts of the restructuring of the Australian agricultural industry.

Fiona has extensive experience in population and socio-economic change, housing, regional economic development and analysis of remote, regional and urban socio-economic indicators. She is currently researching the socio-economic impact of different regional workforce arrangements and uneven economic development in Western Australia.

Fiona was the Western Australian Director of the Australian Housing and Urban Research Institute, served as the Principal Research Leader of the Regional Economies – Enduring Community Value from Mining program from 2012 to 2015 and subsequently appointed as co-director of the Centre for Regional Development at The University of Western Australia in 2015.

**Gemma Davis, Contract Researcher**

Gemma is a research, policy and strategic planning professional with 19 years of experience working in Australia, New Zealand and the Republic of Ireland.

Gemma is a consultant for the Committee for Perth and was previously employed by the Committee as Manager of Research and Strategy.

Gemma is currently a Director with Davis Consulting Group in New Zealand and is an Honorary Research Fellow with The University of Western Australia.

Gemma has authored major reports for the Committee for Perth including the *Get a Move On!* Project.

**Jessica Legendre, The University of Western Australia**

Jessica has a Bachelor of Science majoring in Geography and also Human Geography and Planning from The University of Western Australia.

She was the recipient of the Arthur Conacher Prize for Outstanding Geography Student in 2016. She will commence a Master of Urban Planning in 2018.
**Research Team**

**Georgia Harford-Mills, Project Coordinator & Research Officer, Committee for Perth**

Georgia is a Research Officer for the Committee for Perth, joining the organisation in 2014. She holds a Bachelor of Science, Geography and received First Class Honours in Urban and Regional Planning from The University of Western Australia.

In addition, Georgia received the 2015 Patrick Armstrong Prize in Geography for her research thesis.

To date, she has been involved in researching and coordinating a number of Committee for Perth projects including the landmark *Get a Move On!* report and the *What We Thought Would Kill Us* series. She is also responsible for coordinating the annual FACTBase Research program and the Committee’s Working Groups and Project Steering Committees.

**Lisa Kazalac, Manager of Research and Policy, Committee for Perth**

In her role at the Committee for Perth, Lisa oversees the development and publication of research and public policy positions which help to shape the future of Perth and Peel.

Trained as an economist at RMIT University, Lisa graduated with upper second class honours, and has recently graduated from Curtin University with an MBA.

Lisa’s career has spanned 10 years in the Victorian public sector, where she developed and oversaw public policy development across a wide range of industries, including: transport infrastructure, social and public housing, regulation of the heavy vehicle industry and social policy issues, including the ageing population.

Lisa moved to WA five years ago and has held two positions in WA’s corporate environment with CCIWA and REIWA, leading the advocacy and research agenda for the property industry.
Marion Fulker, Project Director & Chief Executive Officer, Committee for Perth

Marion Fulker is the inaugural Chief Executive of the Committee for Perth Ltd, Chair of the Conservation & Parks Commission and a professional representative on the state’s Infrastructure Coordinating Committee.

As an evidenced based organisation, Marion has led a number of landmark Committee for Perth research projects which have resulted in reports such as:

• *Towards a Bright Future* which outlines two scenarios for Perth as a region of 3.5 million people
• *A Cultural Compact, the 10 year challenge* which articulates a vision to make arts and culture part of the everyday lives of Western Australians
• *Filling the Pool*, a gender equality report aimed at growing the number of women participating and progressing in corporate life in Perth
• *Fremantle as a reconnected city* which details the opportunities for the future of the Fremantle region.
• *Get a Move On!* the Committee’s transport and congestion project.

Justin Carroll, Steering Committee Chair, Managing Partner, PwC

Justin is the Managing Partner of PwC’s Perth office. During his 26 years with the Firm, he has worked in our Singapore, London and Sydney offices, with a focus on corporate governance, financial reporting assurance and technical accounting advice in both the public and private sectors.

Justin was previously the leader of the Perth Assurance practice and continues to lead the audits of several major Western Australian organisations and subsidiaries of large international groups.

Justin is also a director of St John of God Health Care and The University of Notre Dame Australia and chairs the University’s Finance, Audit and Risk Committee.

Nadia van Dommelen, Steering Committee Deputy Chair, Partner, PwC

Nadia van Dommelen is a Partner in PwC’s Infrastructure and Urban Renewal practice with over 20 years of industry experience focused in project direction of building and infrastructure projects.

She has 5 years’ experience in structural design and a further 5 years’ experience working for a pre-eminent global construction contractor.

Nadia has specialised in the planning and project direction of complex major infrastructure projects, including those with significant value service contracts, and the wide ranging operational reforms and design, construction and procurement challenges that are typically associated with projects of this nature.

Nadia is a member of the Development Committee of HeartKids Australia and a volunteer mentor for STEM programs aimed at developing problem solving and other 21C skills, and inspiring and encouraging uptake of STEM subjects.

She holds a Bachelor of Engineering (Civil and Construction) from Curtin University and is an Affiliate of the Institute of Chartered Accountants, Australia & New Zealand.

David MacLennan, Assistant Director General of Policy and Priority Initiatives, Department of Planning, Lands and Heritage

David MacLennan joined the Department of Planning in March 2015.

He is an experienced public sector leader and served in various roles in the Commonwealth Government in Australia and overseas. This includes diplomatic postings with the Department of Foreign Affairs and Trade (DFAT) in London, Lima, Mexico City and Papua New Guinea.

Prior to joining the Department of Planning, Mr MacLennan held the position of Head of the Political and Economic Branch at the Australian High Commission in London. Prior to that, Mr MacLennan was DFAT’s State Director in Western Australia.

He holds a Masters in Management from the Australian National University and a Bachelor of Arts from The University of Western Australia.

In his current role, Mr MacLennan provides strategic direction for land use and infrastructure planning, policy and projects in Western Australia.
Fred Chaney, Western Australian Planning Commission

Fred Chaney is an architect who has worked in the U.K., the Middle East, South East Asia and Australia.

In addition to his work as a practising architect Fred has held board positions with numerous industry and advocacy groups including the Green Building Council of Australia, the Australian Institute of Architects and the WA Museum Foundation. His recent appointment to the state’s peak planning body, the Western Australian Planning Commission, reflects his keen interest in the relationship between planning, environmental outcomes, urban development and economic opportunity.

He is the current Chairman of UWA’s Australian Urban Design Research Centre.

Jay Watson, State General Manager, Westpac Banking Corporation

Jay is a career banker, having worked for Westpac for over 37 years. Jay has been fortunate to have worked in every State and Territory in Australia, and has the benefit of honing his Banking skills through diverse geographies and industries.

Jay takes an active interest in the future direction of Western Australia and is active with the Committee for Perth and its present project Bigger & Better Beyond the Boom, working to build strategies and recommendations in regards to broadening the economy of WA. Previously he was a member of Filling the Pool, a deep dive on gender imbalance and strategies to improve career opportunities for the female workforce.

Additionally, for the past 3 years he has been involved with Chamber of Commerce WA and its Business Advisory Board. Also he is a regular contributor to CEDA forums and is a Trustee to CEDA.

Liz Ritchie, Regional General Manager, Westpac Banking Corporation

Liz Ritchie is the Regional General Manager, Commercial Banking for Westpac, where she has national responsibility for Commercial in all regional areas of Australia, including a lead role in Westpac’s Indigenous partnerships. Prior to joining Westpac, Liz was the State Director for CEDA in Western Australia.

Liz is a passionate spokesperson on gender issues and their impacts on society, and regularly contributes as a conference speaker. Liz’s research on social construction and gender equity adaptation was featured in CEDA’s national research entitled Understanding the Gender Gap, launched in June 2013. She has also co-authored research with Dr Hannah Piterman on CEDA’s first Women in Leadership report, entitled Looking Under the Surface.

Liz sat on the Committee for Perth’s Steering Committee for their ground-breaking gender study, Filling the Pool. In 2014 and 2015, Liz was also the Co-Chair of Anti-Poverty Week in WA and is heavily engaged in raising awareness and education of widespread disadvantage and poverty. Liz was a 2015 40 Under 40 Winner, recognised for her contribution to business and the community.

David Fisher, Chief Operating Officer, Juniper

David is a highly innovative, results driven and achievement orientated Executive Business Services / Chief Operating Officer (Deputy CEO) ex Group Financial Director, who holds a Bachelor of Accounting Science (Honours) and various other qualifications.

He is recognised by CPA Australia as compatible, supplemented by more than 25 years of post-graduate experience in business, with the ability to demonstrate a track record of success in small to large organisations across Property Management, Intellectual Property, Information Technology and Aged Care Industries.

He is a current member of Chartered Secretaries Australia (CSA), following the completion of a Certificate in Governance for Not-for-Profits and the Graduate Diploma of Applied Corporate Governance.
**Daniel Simms, Chief Executive Officer, City of Wanneroo**

Daniel Simms is the Chief Executive Officer of the City of Wanneroo, one of Australia’s fastest growing local authorities. The City has added an average of 7,685 residents a year over the last 5 years; an annual growth rate of 4.39%. The City’s major challenge is providing infrastructure and services to new suburbs, with 57,000 new dwellings predicted by 2036 and creating economic development opportunities that support local employment.

Daniel has extensive experience in Local Government in both metropolitan and regional Western Australia working across many disciplines including planning and development, finance and administration, governance and strategic planning.

Daniel holds a Bachelor of Applied Science and a Graduate Diploma in Business in Local Government Management from Deakin University and has extensive experience in local government.

**Rebecca Tomkinson, Executive Director | Aged Care Services, MercyCare**

Rebecca has a diverse professional background that includes government relations, strategic policy development, social advocacy and stakeholder management, together with delivering key business growth initiatives in the government and non-government sectors.

Prior to joining MercyCare, she was the Chief Operating Officer for BaptistCare, developed corporate social responsibility initiatives for Bankwest and was Director of Government Relations for UnitingCare Australia.

Ms Tomkinson is a fellow of Leadership WA and has more than 15 years’ experience working with private companies and national and local government organisations providing strategic planning advice, managing business development initiatives and building communication and marketing strategies.

**Nicholas Ozich, Regional Director – Property and Development, Brookfield**

Nick is responsible for the property and development activities of Brookfield Property Partners in Western Australia, currently Perth’s largest commercial landlord with over 180,000 sqm of office space across five high quality properties.

Prior to his current role with Brookfield, Nick worked in a number of roles for Multiplex and Lend Lease both in Australia and the UK, gaining an appreciation for the impact high quality property developments can have on a city’s culture.

Since returning to his hometown of Perth, Nick has been able to put this passion into action, playing a key role in the development of the award winning Brookfield Place precinct, and is currently overseeing a number of large scale office, retail and mixed use developments in Perth’s CBD at various stages of construction and planning.

**David McCulloch, General Manager, Industry and Investment, Department of Jobs, Tourism Science and Innovation**

David’s career has been almost exclusively in international business, investment attraction, exports, major events and industry development.

Presently he is General Manager, Industry & Investment, in the Department of State Development.

David has responsibility for several priority sectors including energy and mining, and their respective equipment, technology and service sectors. Other sectors include infrastructure, financial services and aviation. He is Western Australia’s representative on the National Investment Advisory Board and is Chair of the Resources & Energy Working Group which reports to NIAB.

He managed Western Australia’s trade office in Mumbai from January – April 2015, and has been actively involved in the Sister State Agreement recently signed by the Governments of Western Australia and Andhra Pradesh.
Shaun Griffin, General Manager – Perth, Ipsos

Shaun is an accomplished commercial manager with 20 years’ experience working across a range of local, regional and global roles spanning consulting, research, strategy, planning and analytics.

In recent years Shaun has occupied senior roles in digital, running strategy and digital marketing for businesses in the financial services and consulting sectors.

As General Manager of Ipsos Perth, Shaun is working to help clients understand how to capitalise on the commercial and social opportunities of a post boom Perth market.

With a diversity of skills and experience across sales, marketing, strategy, analytics, operations, ecommerce and IT, he has a unique understanding of the challenges facing business and government in the digital age.

Mark Stickells, Director of Business Development and Innovation, The University of Western Australia

Mark Stickells is the Director of Business Development and Innovation at The University of Western Australia and leads the development and stewardship of university partnerships with industry, the not-for-profit sector, governments and communities.

Mark is an experienced executive and company director with more than 20 years’ experience working in joint ventures, R&D and collaborative industry research programs. He has expertise and passion for energy and resource sector innovation and former roles include Director of UWA’s Energy and Minerals Institute and Chief Executive of the WA Energy Research Alliance.

Mark has extensive national and international industry and innovation networks and is a highly effective communicator with a deep commitment to diversity, inclusion and innovation. Mark is a Board member or advisor to several UWA ventures and actively engaged in the innovation ecosystem in Perth. Mark is a thought leader and advocate for Perth’s regional role as an energy city and innovation hub.

Andrew Zell, Executive Manager Advocacy and Policy, Real Estate Institute of Western Australia (Inc)

Andy Zell is Executive Manager of Advocacy and Policy at the Real Estate Institute of Western Australia (REIWA), where he is responsible for policy, advocacy, economics, and external relations.

Prior to joining REIWA, Andy spent 11 years in the State public service undertaking a variety of commercial, regulatory and social policy roles across portfolios. His last appointment was with the Housing Authority, now part of the Department of Communities, as Manager of Policy and Evaluation. Andy is the Chair of the Willetton Primary School Board and Vice-President of the Willetton Football Club.

Andy completed a Post Graduate Diploma in City Policy from Murdoch University and a Bachelor of Arts in History and Policy from San Francisco State University. He also holds qualifications in project and change management and is an alumni of the Leadership WA Signature Leadership Program.

Tony Monaghan, Manager – Corporate Communications, The Brand Agency

Tony is the Manager of Corporate Communications at The Brand Agency. He has more than 28 years’ experience as a journalist, political advisor and corporate communications consultant.

He worked for ABC TV, Channel 9, Channel 7 and was Head of News for the Mirror Group TV in London. While working for State Government, he was a media advisor, chief of staff and principal policy advisor for the Department of Premier and Cabinet.
Further information on the Committee for Perth along with our ongoing advocacy, research reports, publications and submissions are available on our website:

www.committeeforperth.com.au

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