



Towards a Bright Future - a vision for Perth as a region of 3.5 million people

PEOPLE

BRIGHT FUTURE VISION: Perth is a region that is safe and welcoming, where all people can find their place: young or old, newcomer, long term resident or Perth 'born and bred'

Current perceptions

Cost of living

Income gaps

Housing

Racial Intolerance

Better acknowledge, respect and support Indigenous culture and people as a first step in becoming a more culturally tolerant city

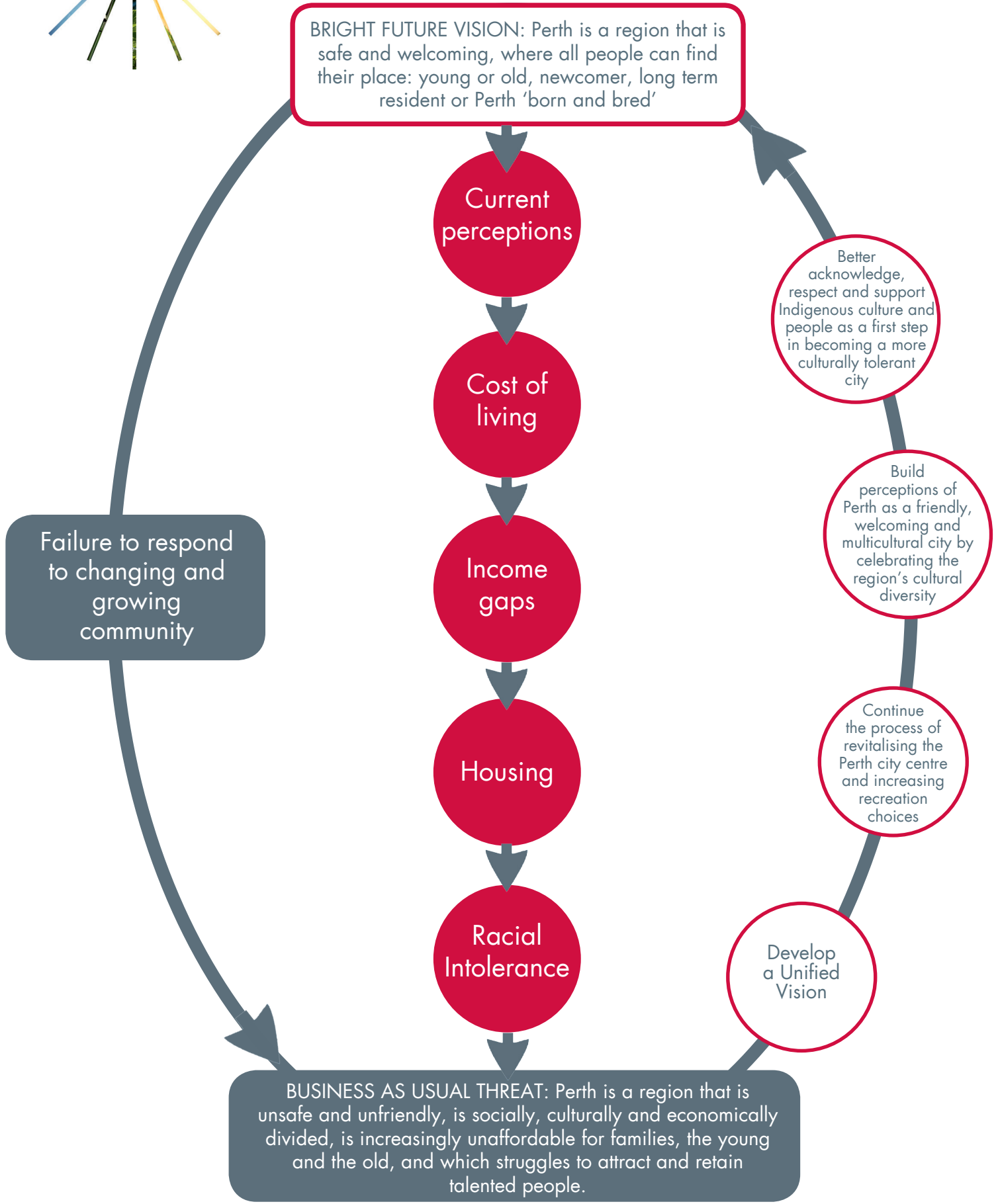
Build perceptions of Perth as a friendly, welcoming and multicultural city by celebrating the region's cultural diversity

Continue the process of revitalising the Perth city centre and increasing recreation choices

Develop a Unified Vision

Failure to respond to changing and growing community

BUSINESS AS USUAL THREAT: Perth is a region that is unsafe and unfriendly, is socially, culturally and economically divided, is increasingly unaffordable for families, the young and the old, and which struggles to attract and retain talented people.





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PROSPER

BRIGHT FUTURE VISION: Perth is a national economic powerhouse & globally recognised engine of knowledge, innovation & entrepreneurialism, in the resource and energy sectors and beyond

Economic Diversity

Skills Shortages

Distance

Lack of National Recognition

Resource Efficiency

Infrastructure

Develop Perth's role as Australia's gateway to Asia

Develop Perth as a leader in scientific and technological innovation in renewable energy and resource efficiency

Increase economic diversity by building on Perth's culture of entrepreneurialism and growing creative industry sector

Grow Perth's role as a capital of corporate power by encouraging the establishment of company headquarters in the region

Build on the region's resource & energy sector strengths & establish the region as a globally significant centre of scientific & technological innovation

Failure to respond to economic diversity and innovation

BUSINESS AS USUAL THREAT: Perth is a region that is too heavily reliant on the resource and energy sectors and lacks economic diversity, innovation and resilience



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PLAN & GREEN

BRIGHT FUTURE VISION: Perth is a distinctive region with a high quality public transport system, vibrant city centres & housing, lifestyle & recreation choices that meet the needs of all people AND is an environmentally friendly, clean & pristine region that is committed to maintaining its natural beauty & active, outdoor lifestyles

Transport

Environment

Sustainability

Housing

Development

Increase opportunities for informed public involvement in major projects in the region

Continue the process of transforming Perth's city centre through significant development and redevelopment projects

Protect the quality of established low density residential areas and identify appropriate locations for well designed higher density and aged housing

Maintain the environmental quality of our landscape and environmental assets

Develop a fully integrated transportation and land use plan for the metropolitan region with light rail and transit oriented development at its core

Failure to plan for vibrant, healthy city while retaining our outdoor lifestyles

BUSINESS AS USUAL THREAT: Perth is a sprawling region without adequate housing & lifestyle choice that is highly car dependent, difficult to move around & continues to be criticised as dull & boring AND is an unsustainable, polluted, fossil fuel dependent region suffering from a depleted natural landscape & environment



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LEARN & CREATE

BRIGHT FUTURE VISION: Perth is a dynamic, intelligent region that is focused on knowledge and innovation as central to its social, economic and cultural wellbeing

Education

Arts & Culture Funding

Arts & Culture Perceptions

Perceptions

Acknowledge and celebrate local Indigenous culture to achieve cultural vibrancy

Continue the process of transforming Perth's city centre through significant development and redevelopment projects

Increase 'human capital' in Perth by investing in education and adopting programs that encourage diverse participation

Enable and encourage knowledge, innovative and creative industries

Identify and develop physical knowledge and innovation hubs

Failure to foster funding for and development of creative and knowledge industries

BUSINESS AS USUAL THREAT: Perth is region with an inadequate education system, low levels of human capital, which lacks vibrancy and creativity and fails to foster new thinking.



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DECIDE

BRIGHT FUTURE VISION: Perth is region which 'evolves with the times' and whose government, business and community sectors work together through a shared vision, collaborative action and good governance to achieve a positive future

Perception

Red tape

Governance

Participation

Commit to implementing the recommendations of the Metropolitan Local Government Review

Maintain focus on red tape reduction

All actions (government and non-government) guided by unified vision

Prepare a regional vision for Perth

Failure to be a region that is willing to evolve with the times

BUSINESS AS USUAL THREAT: Perth is a region that is stuck in the past, lacks shared vision, fails to collaborate and is undermined by fragmented governance

