PERTH'S PATHWAY TO PROSPERITY: AN IMPACT ANALYSIS

A comparison of the recommendations from Perth's Pathway to Prosperity report and the strategic direction outlined in the Government's Diversify WA

Prepared by the Committee for Perth, September 2019
**ABOUT THE ANALYSIS**

The matrix that follows analyses the recommendations made in the Committee for Perth’s report *Bigger and Better Beyond the Boom: Perth’s Pathway to Prosperity* and the strategies and actions detailed in the Government’s document *Diversity WA*.

**SOURCE MATERIAL**

- [https://www.dpc.wa.gov.au/ProjectsandSpecialEvents/Diversify-WA/Pages/default.aspx](https://www.dpc.wa.gov.au/ProjectsandSpecialEvents/Diversify-WA/Pages/default.aspx)

## ANALYSIS

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| **1. Develop the inaugural investment, engagement and attraction strategy and associated brand to promote Perth as a place to invest, work, and learn.** | Diversity WA proposes the following initiatives related to Recommendation 1: | - Brand WA aims to deliver improved global engagement. 
- Trade WA initiatives aim to showcase predevelopment. 
- Brand WA is identified in the strategy table as a tourism sector initiative and in other text as a broader strategy focusing on an overarching brand. Co-branding included as an essential part of including manufacturing, agriculture, new technology and service industries like education, tourism and hospitality as well as small business (i.e. there is some inconsistency regarding the key focus of the project). |
| • Government and industry to develop a prospectus for Perth. | **Brand WA:** *Brand WA will describe to the world what a vibrant, innovative place Western Australia is and connect it with our excellent reputation for premium, quality goods and services. Brand WA will be a distinct brand that producers, manufacturers, Government and the tourism industry can use to showcase the State and leverage its reputation.* | |
| • Committee for Perth to lead a collaborative exercise to develop a brand strategy to promote: | **Invest and Trade WA:** *Invest and Trade Western Australia is a new Government initiative that will be responsible for attracting and facilitating investment into and promoting trade with Western Australia. It will promote our State as a premium trade partner and a top destination for investment, education and tourism. It will be Western Australia’s “front door” for investment and trade prospects.* | |
| | • Lifestyle 
• Natural environment 
• Industry specialisations 
• Uniqueness/distinctivities 
• People and diversity | |
| • Government to create a concierge-style approach to promote Perth as a destination for international investment. | **Asian Engagement Strategy:** *The Asian Engagement Strategy released in September 2019 aims to provide a framework for Western Australia’s long-term engagement with key Asian markets. Priorities for the Strategy include maximising investment and trade opportunities, building Asian literacy and capability, enhancing people to people ties, and supporting business networks and communities to capitalise on the opportunities offered by deeper, more focused engagement with Asia.* | |
| • Government and industry to utilise alumni and networks to grow international partnerships | **Prospectus:** *While not included within Diversify WA the summary document indicates that: The Government will shortly prepare a Prospectus, highlighting to rest of the world the opportunities available, and the benefits of living, working and visiting WA.* | |
| **2. Create the inaugural long-term economic growth and competitiveness strategy:** | **Strategy:** *Diversify WA is identified as Western Australia’s Economic Development Framework. It aims to provide a blueprint for collaboration between government, industry and the community and to unlock the State’s economic potential.* | The intent, approach and content of *Diversify WA* is closely aligned with B4 and *Perth’s Pathway to Prosperity*, although parliamentary approval and bipartisan support are not directly addressed. |
Recommendation in Perth’s Pathway to Prosperity

- The Premier to appoint a taskforce that reports directly with appropriate levels of funding. The taskforce must have an independent Chair, experienced in government and the private sector, and include relevant Directors General and sector representatives.
- The strategy should be built upon research and consultation in order to create a knowledge base that identifies Perth’s unique regional assets, capabilities, competitive advantages and opportunities in the global economy, in consultation with federal, state, local government bodies, industry, higher education providers, and stakeholders and community.
- The strategy is tabled in Parliament.
- Ensure the strategy has bipartisan support to give it longevity beyond political cycles.
- Legislate five yearly updates.
- Commit to regular monitoring and review with necessary adjustments to the strategy.

Comments

Diversify WA focuses on identifying and leveraging key regional assets, capabilities, competitive advantages and opportunities in the global economy.

Consultation:
Industry Engagement Consortia are proposed as a stakeholder consultation initiatives. The Industry Engagement Consortia are ‘round tables’ involving key Government Ministers and industry stakeholders. They provide a forum for feedback and suggestions on the Government’s commitments and economic initiatives, with the outcomes. In 2017, the Premier hosted Industry Engagement Consortia in sectors including tourism, defence industries, agribusiness, international education, manufacturing, aquaculture and creative industries and mining, engineering technology and energy. A second round of Industry Engagement Consortia are underway for 2019.

Monitoring:
Monitoring progress of this Our Priorities target will occur through the process established for this purpose. In addition, Government will establish a robust system of implementation and monitoring for this Framework which will include:
- Progress of initiatives outlined within the Framework;
- Key economic indicators;
- Requiring periodic updates to the Framework (at least every 5 years) to ensure currency; and
- Publicly reporting a summary of the progress of implementation and economic indicators.

3. Develop the inaugural long-term infrastructure strategy:
- Through Infrastructure WA, or its precursor, and informed by Recommendation 2 above, identify the infrastructure required to facilitate and support Perth’s future economic growth and competitiveness.

Establish Infrastructure WA and Develop a State Infrastructure Strategy:
Infrastructure WA (IWA) established in August 2019 is tasked with providing expert advice on the State’s infrastructure needs and priorities, including the development of a 20-year State Infrastructure Strategy. IWA will aid Government and industry investment in infrastructure to support and deliver economic growth and jobs for Western Australians.

Transport Strategy:
METRONET is the biggest ever investment in Western Australia’s public transport network that will transform the way people travel throughout Perth. This transformational infrastructure program will deliver improved connectivity and create a significant uplift in land use capacity and activity, with over 5,000 hectares of development opportunities in new train station precincts. METRONET Stage I will be a fundamental enabler of economic activities in Perth and surrounding regions, directly creating jobs (including for trainees and apprentices) and connecting people to jobs and places of significant economic activity.

There is limited detail within Diversify WA regarding the content of the State Infrastructure Strategy given the creation and remit of IWA.

Opportunities associated with smart technology, ICT, clean energy infrastructure as well as urban connectivity are not directly addressed.
Recommendation in Perth’s Pathway to Prosperity | Covered by Diversity WA | Comments
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- Develop the strategy to improve and respond to:
  - Economic growth
  - Urban competitiveness & liveability
  - Social infrastructure
  - Smart technology
  - ICT
  - Connectivity
  - Sustainability
  - Clean energy
  Infrastructure is developed to a world-class standard and where buildings accompany it they should reflect the distinctive character of WA and Perth. | METRONET Stage 1 will reduce congestion and meet Perth’s future transport needs by delivering approximately 72 kilometres of new passenger rail and up to 18 new train stations. Delivery of METRONET will contribute to achieving Our Priority – A Liveable Environment which aims to increase the number of homes in close proximity to a public transport node in Perth and Peel by 45 per cent by 2031. | The industries identified as competitive opportunities for WA within Diversity WA are strongly aligned as industries identified within Perth’s Pathway to Prosperity.

Westport – Developing a Port and Environs Strategy:
The Westport: Port and Environs Strategy will deliver a sustainable long-term supply chain strategy to optimise freight, trade and logistics needs from Fremantle and Kwinana to Bunbury. This Strategy will provide guidance to the Government on the planning, development and growth of the Port of Fremantle at the Inner and Outer Harbours, the required rail and road networks, and the potential for the Port of Bunbury to contribute to the handling of the growing trade task.

Mining and Resources and METS:
The Western Australian Government will develop a mineral and energy resources development strategy, outlining development priorities for the sector to ensure sustainable growth and production. The strategy will set out Government’s objectives for the resources sector, ensuring alignment of the activities of Government, industry, research institutions.
Specific actions include:
- Implement Future Battery Industry Strategy;
- LNG Jobs Taskforce;
- Renewable Hydrogen Council;
- Establish Climate Change Policy;
- Grow exploration and build knowledge through the Geological Survey WA;
- Facilitate a new brine industry; and
- Local Jobs Bill: Ensure benefits of mining, construction, oil and gas project flow through to local businesses.

Higher Education:
- Implement the International Education Strategy.
- Delivering innovative and quality education.
- High quality student accommodation.

Tourism:
Implement the Two-Year Action Plan for Tourism WA and develop a new long-term tourism strategy. Specific actions include:
- Grow Aboriginal tourism;
- Develop Brand WA;
- Improve aviation access; and
- Implement the Cultural Infrastructure Strategy.
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| o Local, global and national networks and opportunities | **Agri-tech:**  
- Develop a primary industries strategy;  
- Improve digital connectivity;  
- Support regional growth initiatives;  
- Cotton on the Ord;  
- Support Grains Research; and  
- Rebuilding our Sheep and Wool Industries. |  |
| | **Science and Research Industries:**  
- Develop a health and medical research and innovation strategy and future health research and innovation (FHRI) fund;  
- Support phenomics research;  
- Implement the New Industries Fund; and  
- Support Innovation hubs. |  |
| | **Technology and Advanced Manufacturing/Defence:**  
Implement the Defence and Defence Industries Strategic Plan. |  |
| | **Creative Industries:**  
Guiding the creative industries: build key markets, attract investment through co-productions and cultural infrastructure; and equip the workforce with the skills needed for the creative industries sector. New directions for screen and immersive technology. |  |
| | **Establish the Industrial Lands Authority:**  
Responsible for developing ready to use land for industry. Its remit covers land for light industrial, general and transport and strategic land use. General industrial estates provide land for new and emerging growth industries like data centres and agribusiness and generate new employment opportunities close to residential communities. |  |
| | **Support innovation hubs:**  
Innovation hubs bring a critical mass of people together, with access to the right expertise and facilities, and enable better use of talent and technology. In addition to the privately established hubs already noted, there are currently three Government-designated innovation hubs.  
- Edith Cowan University / Joondalup Cyber Security Innovation Hub:  
  - Headquarters of Australia’s Cyber Security Cooperative Research Centre (CRC). ECU is world renowned for its cyber security expertise and education.  
- WA Node of MTPConnect:  
  - A biotechnology and pharmaceuticals innovation hub.  
- WA Data Science Innovation Hub:  
  - To develop skills for jobs in data science in collaboration with Curtin University and building on the work of the Pawsey Supercomputing Centre, Square Kilometre Array and Innovation Central. | Diversify WA directly recognises the need to support new WA enterprise and to foster innovation and innovation hubs.  
The strategy provides a relatively narrow definition of innovation hubs (primarily research initiatives/units rather than urban innovation hubs). |
| | **Supporting New Enterprise and Entrepreneurship:**  
The Market-led Proposals Policy provides an innovative pathway for businesses and Government to work together and harness good ideas, private sector investment and entrepreneurship to policy provides a single clear, consistent and transparent process for parties to approach Government with unsolicited proposals. |  |
Place government at the heart of innovation and R & D through innovation in government service provision.

**Public Sector Reform:**
The Government is leading by example, building capability within the public sector to deliver a reform agenda. This includes encouraging new ways of working, promoting collaboration (both across and between agencies) and enhancing digital service delivery – making it easier to navigate the spectrum of government services and reducing the overall cost of undertaking government business.

**Streamline WA Regulatory Reform:**
Through Streamline WA, Western Australia will continue to be globally renowned as an easy place to do business. This will be achieved through the improvement of Government interactions with private and community sectors, by reducing red tape for industry and creating effective regulatory settings for new industries and businesses to prosper.

**Market Led Proposals Policy:**
The Market-led Proposals Policy provides an innovative pathway for businesses and Government to work together and harness good ideas, private sector investment and entrepreneurship and provides a single clear, consistent and transparent process for parties to approach Government with unsolicited proposals.

**Procurement Reform:**
This includes:
- Targeting supply opportunities for local industry;
- Providing suppliers of goods or services with increased access to, and raised awareness of, local industry capability;
- Promoting increased apprenticeship, training and job opportunities in Western Australia; and
- Promoting a full, fair and reasonable opportunity for local industry to compete against other suppliers of goods or services.
Key examples:
- Local manufacture of new passenger railcars for public transport.
- The Priority Start program.

**Aboriginal Procurement Policy:**
The State Government is targeting to award three per cent of all Government contracts to Aboriginal owned businesses by 2020. This policy supports economic independence of Aboriginal people and families in both urban, regional and remote settings. Improving economic outcomes for Aboriginal people will also assist in achieving Our Priority – Aboriginal Wellbeing.

6. Implement ‘smart city’ initiatives for infrastructure efficiency and improved liveability and urban competitiveness:

*Diversify WA* does not directly address ‘Smart City’ opportunities or initiatives.
### Recommendation in Perth’s Pathway to Prosperity

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| - Government to investigate smart city initiatives and engage with other global cities, innovative industries and research institutions to identify short and long-term opportunities for the Perth region including:  
  o Big data analytics  
  o Sensor technology  
  o Artificial intelligence/automation. | The framework does not propose an open source data policy. |
| - Government to prepare a ‘smart city’ plan to guide long-term implementation of ‘smart city’ initiatives in regional Perth. | Big data and technology is identified as an opportunity for WA within the context of key industries such as health. |
| - Government to move to an open source data policy by making non-private, non-commercial data available. | |
| - Government to engage with the private sector to understand and leverage company and sector know-how. | |

### 7. Increase Perth’s human capital and foster lifelong learning.

- Government to work with industry to prepare a progressive, responsive and integrated education strategy to focus on:  
  o Structuring education to be future focused.  
  o Matching resident skills and requirements of industry.  
  o Lifelong learning and ongoing skill development.  
  o Equity of access to quality education.  
  o Maximising competitiveness as an international student destination.  
  o Connecting students with employment opportunities.  
  o Global connections, particularly with Asia, Indian Ocean Rim and Africa.  

**Jobs and Skills Centres:**

*Western Australia’s Jobs and Skills Centres are a single point of contact for job seekers and employers. They help the State to increase its skill base to support the economy and grow jobs. Jobs and Skills Centres provide free and accessible education, training and career information and advice across the State for the community. Additionally, business is supported through training solutions and services for employers. Jobs and Skills Centres are located throughout Perth and regional Western Australia.*

**Future Jobs, Future Skills, STEM Skills Strategy:**

*The Western Australian Government is delivering a STEM Skills Strategy to ensure our workforce is globally competitive through the application and understanding of technology. The Strategy is underpinned by five key pillars:*

  - Skills for future jobs;  
  - STEM culture;  
  - School leadership and teacher excellence;  
  - Diversity in STEM; and  
  - Training and reskilling for jobs.

**Implement the International Education Strategy (see above).**

**Asian Engagement Strategy:**

*Released September 2019*

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**Diversify WA** addresses bullet points 1-2 and 5 and 7 of Recommendation 7. There is strong alignment between the two strategies in these areas, yet Diversify WA does not cover issues such as lifelong learning and equality.
Bigger & Better Beyond the Boom is a project of the Committee for Perth and is funded by the following organisations:

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