



Towards a Bright Future

A vision for Perth as a region of 3.5 million people

September 2012



Towards a bright future

This shining sun symbol depicts the level of effort and input from a range of resources all dedicated to ensure Perth has a bright future when it reaches a population of 3.5 million people.

More than four years in the making and involving research, consultation and leadership, this is a unique project that reflects the distinctive role of the Committee for Perth. As a bi-partisan think tank and advocacy group for the region, the Committee is focused on improving the liveability of the Perth metropolitan region by ensuring its vibrancy, cultural diversity, economic prosperity and that it is a city of world class amenity.

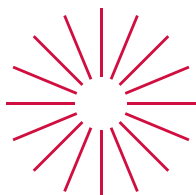


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Committee for Perth
leads and supports a
range of projects that
make a contribution to
the way in which Perth
develops



1.0 Introduction

Perth is a city and region that sits on the edge of major opportunity. It is ranked by the Economist Intelligence Unit as one of the top 10 cities in the globe to live in; it is at the centre of Australia's powerhouse economy; and it has the fastest growing population of any capital city in Australia.

It is also home to a strong and unified community. Close to 1.7 million people live in Perth, some 75% of Western Australia's population, and we are connected by a shared sense of place and love for the region's outdoor, active lifestyle and unique natural environment.

Whether Perth 'born and bred' or one of the many that have chosen Perth as their home – this place is our home, its people are our people, its land is our land. Leaders in government, business and community are at the helm of the region today and we are responsible for shaping its future. Our collective responsibility is to ensure we get it right.

Over the past decade the Perth region has been growing rapidly. Some of the qualities that we value about living in the Perth region are under threat, and there has been increasing discussion and recognition of the need to plan for continued rapid growth in the region as we double the population to more than 3.5 million people in just 40 years time.

Perth is at a crossroads. Now is the time to take positive action to define and deliver a bright future for the Perth region.

Within the report, the Committee for Perth has examined a range of issues including mobility, housing, governance and infrastructure and has devised a model based on collaboration, adaptation and innovation with a shared vision for the Perth metropolitan region and identifies a strategy for action.

This is the most significant and detailed report about Perth's future to date. It identifies the main drivers of change in the Perth region and maps the values, perceptions and aspirations of a cross section of Perth residents. It charts Perth's biggest opportunities and challenges, based on up to date, original research, and highlights the region's potential if we respond proactively to these opportunities and challenges – and the problems the region could face if we do not.

Ultimately, the document identifies high priority strategic recommendations for government to enable it to achieve the community's aspirations for the future – and ultimately a bright future for Perth.

We believe that, if adopted with a positive, can-do attitude and through bipartisan political support, there is potential for this document to mark a watershed in Perth's history by setting the region on a trajectory to a future defined by collective, positive, government, business sector and community action. A future in which we collaborate, adapt and innovate to achieve long term regional success.

1.1 Providing Leadership on Perth's Future

The Committee for Perth aims to lead debate about the future of the Perth region. We apply an evidence-based and solutions focused approach to catalyse ideas and develop proposals so that Perth continues to be a highly liveable and increasingly globally competitive city.

This project has been initiated by the Committee for Perth to advance discussion on the future of Perth.

After four years of exhaustive research, workshops and collaborations, *Towards a Bright Future, a vision for Perth as a region of 3.5 million people*, is a unique project that reflects the distinctive role of the Committee for Perth as a non-sectoral, apolitical think tank and advocacy group for the region.

Funded entirely by our member organisations, the project has enabled the Committee for Perth to convene people from a wide range of sectors in a genuine effort to collectively tackle and provide a shared view on the future of the Perth metropolitan region and the opportunities and challenges that we face, now and in the future.

Driving the project has been a shared desire for leadership on the future of Perth's metropolitan region as it experiences and continues to face a period of long term sustained population growth precipitated by a strong economy which is in turn bringing environmental, social and cultural change.

Perth is entering what some are describing as a golden era - a time in which increased economic activity and prosperity leads not only to growth but should also realise an improved quality of life or 'liveability' for Perth's people.

Research tells us that Western Australia's economy has been booming for the past 10 years (Tonts, 2010). The resource hungry expansion of major economies in Asia and the Indian Ocean Rim has strongly influenced this development and is evidenced in a doubling in the economy's size from 1990 to 2006 (ABS, 2008).



On a global scale, economic expansion has seen Western Australia emerge as a significant global resource and energy sector competitor and is propelling Perth towards becoming a more significant city – nationally and internationally.

The economic influence of the state and the Perth region is expected to continue to grow in the future. Of the existing \$231.8 billion in committed capital investment in Australia's resource industry, 64% is earmarked for investment in Western Australia (BREE, 2011).

This unprecedented economic expansion has driven and will continue to drive population growth. From 1991 to 2010, the population of the Perth region grew by nearly 50% from 1,143,249 million to 1,696,062 million people.

Today, the Perth region is the fastest growing capital city in Australia, and Perth's population is projected to reach 3.5 million people or more by about 2050 to 56 (40- 45 years). This means that Perth will have more than doubled its current population in about 40 years time and will be a region of comparable size to Melbourne or Sydney today.

This is critical because, while Perth's growth provides substantial opportunities to improve the region and quality of life of the region's people, it also brings many challenges, particularly associated with achieving balance between our social, cultural, economic and environmental objectives for the future (Weller, 2009).

Most obvious is the impact of the region's growth on our infrastructure, landscape and environment, with problems like increased traffic congestion, reduced housing affordability and increasing pollution.

**Today,
the Perth
region is
the fastest
growing
capital
city in
Australia**

Less tangible, but also vital, is the region's need to attract and retain skilled and essential workers and diverse industries. The world is becoming 'smaller', people are more mobile and competition for skilled and talented people is greater than it has been before. If we want to ensure that the Perth region is able to capitalise on its economic opportunities, it must remain an attractive place for people to come to live in, raise families in, and for companies to invest in.

While we know that for most people, life in Perth today is good and we are positive about the region's future, given the challenges we face, it is evident that we need to evolve with the times and identify new and innovative ways to deliver a bright social, cultural, economic and environmental future.

If we do, future Perth could be the best place to live in Australia, but if we do not, by 2050 Perth could be at crisis point.

Will Perth, in the midst of the strongest wealth creation era in Australian history, continue on a business as usual path and fail to provide for the wellbeing of its people; for its environment; for a sustainable future; or long term economic health? Or can we rise to these challenges and succeed in translating Perth's prosperity into a bright future?

We believe that we can, but we need to collectively plan for this growth, starting today, and beginning with envisaging the type of city and region that we collectively want for Perth in 2050 when the population is at 3.5 million people and more.

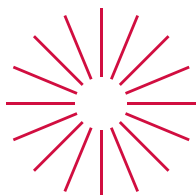
The Committee for Perth desires for Perth to be a city that has a shared vision and integrated strategic plan which ensures that the metropolitan region:

- promotes the high value of its people;
- embraces its natural environment;
- is vibrant and innovative;
- participates on the world stage; and
- is distinctive, with a strong sense of place.

This project aims to set Perth on a pathway to achieve and exceed these goals.



Perth is entering a
golden era



2.0 *Perth @ 3.5 Million:* Project Process

**We believe
that the
project
marks a
watershed
in the
Perth
region**

Borne out of discussions, workshops and research over the past four years the Committee for Perth has remained committed to the need for a long term vision and strategy to guide Perth's future.

This project has brought together leaders from the business, tertiary and local government sectors within the Committee for Perth membership along with stakeholders in government and the community to think and act together in order to realise a bright future for Perth.

The project has been managed by CEO, Marion Fulker, with assistance from a Steering Committee, Chaired by Dr Ken Michael AC, and has involved a large number of contributors from a wide range of organisations, listed in Attachments A and C at the rear of this report.

We believe that the project marks a watershed in the Perth region as the first cross-sectoral, private sector led initiative that has established a strategic direction for the broad, social, economic, environmental and cultural future of Perth.

This document provides a summary of the outcomes of the project process which has involved six key steps and input from approximately 600 people. The project steps are outlined in Figure 1.

A short summary of the key outcomes of the Perth Perceptions Survey and workshop outcomes is provided as Attachment B to this document, while copies of Discussion Papers No. 1 and No. 2 and the Perth Perceptions Survey Results are available on the Committee for Perth website (www.committeeforperth.com.au/research).

Also available on the Committee for Perth website are copies of FACTBase research bulletins – a collaborative research initiative between The University of Western Australia and the Committee for Perth – the findings of which form the basis of many of the findings reported in this document.

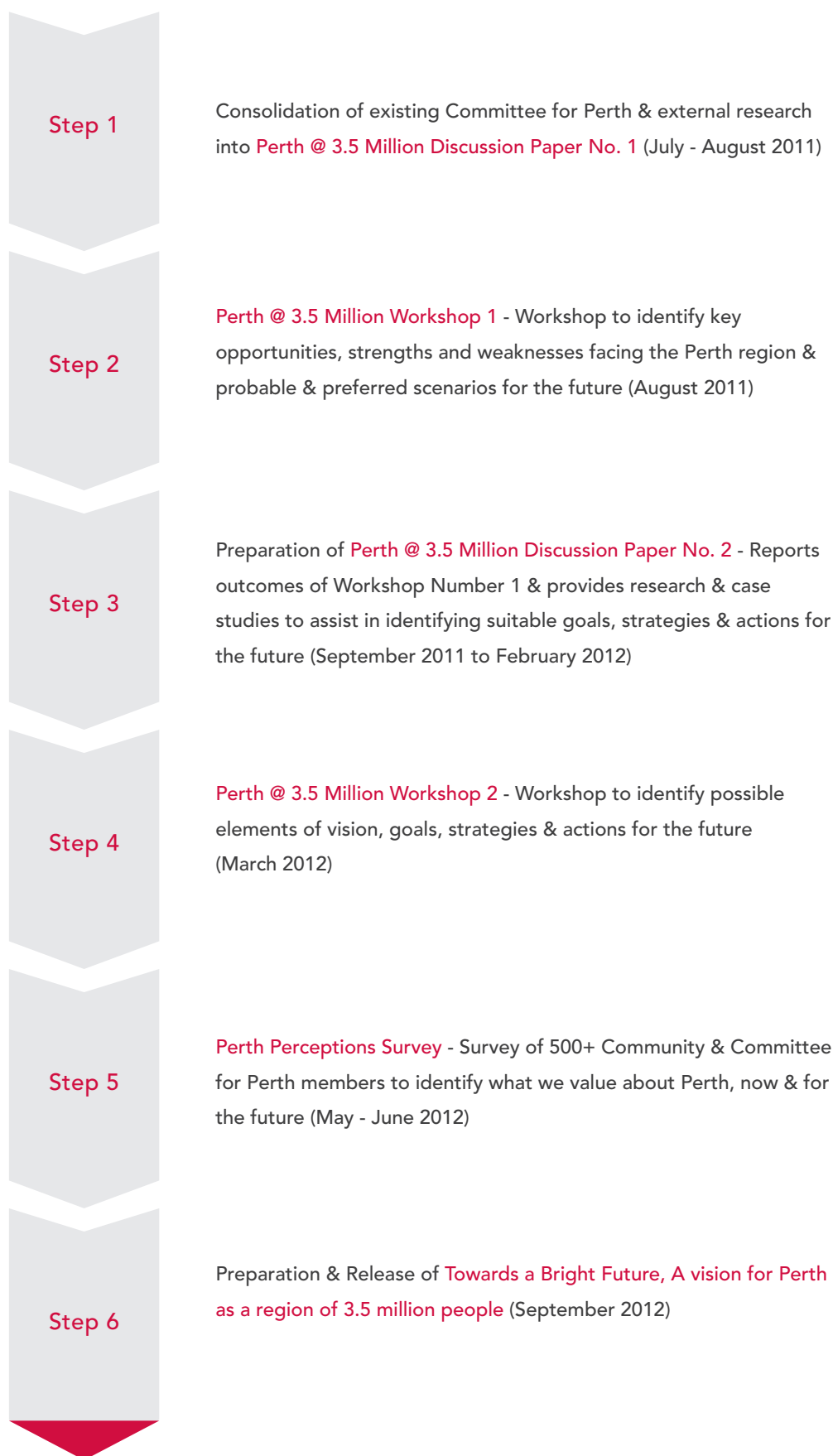


Figure 1: The Process



3.0 Project Outcomes

This process has delivered **four key outcomes**:

1. The articulation of a 'Bright Future Scenario' which reflects aspirations for the Perth region.
 2. A 'Business as Usual Scenario' which expresses a future which is highly likely if we are complacent and fail to act to meet the challenges of growth and change.
 3. Delivering a 'Bright Future', capitalising on Perth's strengths and opportunities and addressing its weaknesses and challenges.
 4. A recommended strategy and actions for delivering change in the region.
-

These findings are reported in detail in the sections below.



Figure 2: Project Findings and Outcomes

3.1 A 'Bright Future' Scenario for Perth

We want Perth to be:

People

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'.

Prosper

A national economic powerhouse and globally recognised engine of knowledge, innovation and entrepreneurialism in the resource and energy sectors and beyond.

Plan

A distinctive region with a high quality public transport system, vibrant city centres, and housing, lifestyle and recreation choices that meet the needs of all people.

Green

An environmentally friendly, clean and pristine region that is committed to maintaining its natural beauty and active, outdoor lifestyles.

Learn and Create

A dynamic, intelligent region that is focused on knowledge and innovation as central to its social, economic and cultural wellbeing.

Decide

A 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.



3.2 A 'Business as Usual' Scenario for Perth

If we continue on a current 'Business as Usual' pathway, Perth is highly likely to become:

People

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.

Prosper

A region that is too heavily reliant on the resource and energy sectors and lacks economic diversity, innovation and resilience.

Plan

A sprawling region without adequate housing and lifestyle choice that is highly car dependent, difficult to move around and continues to be criticised as dull and boring.

Green

An unsustainable, polluted, fossil fuel dependent region suffering from a depleted natural landscape and environment.

Learn and Create

A region with an inadequate education system, low levels of human capital, which lacks vibrancy and creativity and fails to foster new thinking.

Decide

A region that is stuck in the past, lacks shared vision, fails to collaborate and is undermined by fragmented governance.



**It will
require
proactive
and
dedicated
action**

3.3 Delivering a Bright Future

Delivering a bright future for Perth will not be easy. It will require proactive and dedicated action to both address the region's weaknesses and challenges and maintain and capitalise on our strengths and opportunities.

This section provides an overview of community aspirations for the future and the region's perceived and evidence based weaknesses, challenges and strengths and opportunities as identified through the Perth Perceptions Survey; Committee for Perth, *Perth @ 3.5 Million* member and stakeholder workshops; the *Perth @ 3.5 Million* Discussion Papers No. 1 and No. 2; and Committee for Perth funded research.

Presented under the headings of People; Prosper; Plan and Green; Learn and Create; and Decide, this information provides the basis for the strategy for action presented in this document.



There are major
opportunities and
challenges facing
the region

Our Aspirations for Perth's Future

Community

- To have a strong and unified community
- To maintain Perth as a region that is suitable for families and older people
- To be more suitable for young people

Safety

- To be a safer city
- To be a friendly and welcoming city

Costs of Living

- To be a more affordable place to live

Multicultural

- To embrace our increasingly multicultural community and become culturally tolerant

Health and Social Services

- To have a high quality health and social services system

Weaknesses

Current Perceptions

- Perth is not currently perceived as 'a place for young people' (Ipsos, 2012)
- Perth is perceived by residents as being unsafe (Ipsos, 2012). Police statistics indicate that 'offences against the person' have increased significantly over the past decade (WA Police Service, 2010) and there is evidence that alcohol is a significant factor in night-time assaults (Committee for Perth, 2011a)

Costs of Living

- Costs of living are rising. Perth is now rated within the top 30 most expensive cities to live in the world and there is significant public concern about the high cost of living in the region (Mercer, 2011; Ipsos, 2012)

Income Gaps

- Income gaps between the rich and poor are widening (Tonts, 2009)

Housing

- There is a growing mismatch between the location of affordable housing and the location of employment (Wetzstein, 2011)
- Housing is becoming out of reach for key workers (90% of Perth housing is out of reach for key workers for purchase or rent) (Bankwest, 2011)

Racial Intolerance

- Perth suffers from ongoing issues of racial intolerance towards specific minority groups (University of Western Sydney, 2011)

Challenges

Housing

- To increase housing and recreation choices, particularly for young people in regional Perth

Crime

- To decrease crime and improve perceptions of safety within our community

Costs of Living

- To address the high cost of living in Perth with a focus on improving housing affordability and choice

Health and Social Services

- To ensure the region's health and social services system adapts to meet the needs of the changing population, particularly the challenges associated with an ageing population



Strengths

Quality of Life

- Most of Perth's people are generally satisfied with life in the region today and are highly unified in their aspirations for the future (Ipsos, 2012)

Family Friendly

- Perth is strongly perceived as offering family friendly lifestyles (Ipsos, 2012)

Redevelopment

- Recent transformational redevelopment and development projects in Perth's central area, as well as legislative changes (such as those enabling the development of small bars and the liberation of retail trading hours) are assisting in making Perth a city that is more suited to young people

Multicultural

- Just over 50% of overseas born Perth residents perceive the region as friendly and welcoming (Ipsos, 2012)
- Western Australia is the most multicultural state in Australia and Perth's community is becoming more diverse and multicultural (Office of Multicultural Interests, 2011; Department of Immigration and Citizenship, 2010)
- The Perth region and the South West of Western Australia are home to a strong Indigenous community, culture and heritage (SWALSC et al, 2009)

Opportunities

Unified Vision

- To develop a unified vision for Perth's future which reflects community aspirations for the region and provides a strong, unified direction for the future

Redevelopment

- To continue the process of revitalising the Perth city centre and increasing recreation choices, particularly for young people and families, as well as improving the region's sporting and cultural infrastructure

Multicultural

- To build perceptions of Perth as a friendly, welcoming and multicultural city by celebrating the region's cultural diversity
- To better acknowledge, respect and support Indigenous culture and people as a first step in becoming a more culturally tolerant city, with the development of an Indigenous Cultural Centre as a first priority (Committee for Perth, 2011 a & b)

Our Aspirations for Perth's Future

Economy

- To have a strong economy
- To be more economically diverse

Innovation

- To be innovative and entrepreneurial

Weaknesses

Economic Diversity

- Western Australia is heavily reliant on the resource and energy sectors and lacks economic diversity (Tonts, 2010; Ipsos 2012)

Skill Shortages

- Perth is suffering from skill shortages and a decreasing ability to attract key workers (DEEWR, 2011)

Distance

- New creative and innovative industries suffer from distance to capital markets (Tonts 2009; Telesis et al, 2007)

Lack of National Recognition

- Western Australia fails to receive national recognition or funding commensurate with its economic importance and influence

Resource Efficiency

- There is a need to adapt to an increased global and Asian focus on renewable energy and resource efficiency (Cameron J, 2011)

Infrastructure

- Perth's infrastructure requires improvement to meet short and long term growth needs, particularly the region's airport infrastructure

Challenges

Economy

- To increase economic diversity

Skill Shortages

- To address the skills shortages and ensure that Perth is able to attract and retain talented people into the future

Lack of National Recognition

- To increase national recognition of WA's contribution to the national economy

Infrastructure

- To ensure that the Perth region has the infrastructure capacity to support economic growth and an increasing need to be nationally and internationally connected



Strengths

Economy

- The Perth region is the centre of Western Australia's economy which has more than doubled in the last two decades to become Australia's economic powerhouse
- The Perth region is becoming an increasingly significant global mining and energy hub (Tonts, 2009)
- Perth has emerged as Australia's third capital of corporate power and the national resources sector capital (Tonts, 2009)
- Perth has the second highest income levels in Australia (Tonts, 2009)

Innovation

- The Perth region is an emerging centre of scientific and technological innovation in the resource and energy sectors (Tonts, 2012)
- Perth has an emerging knowledge and innovation economy (including a growing creative industry sector) (Telesis et al, 2007)
- The Perth region is home to the most entrepreneurial people in Australia (Tonts and Taylor, 2009)

Time Zone

- Perth's location on the Indian Ocean Rim and in the same time zone as major, growing Asian economies

Opportunities

Innovation

- To build on the region's resource and energy sector strengths and establish the region as a globally significant centre of scientific and technological innovation within these sectors

Economy

- To continue to grow Perth's role as a capital of corporate power by encouraging the establishment of company headquarters in the region
- To increase economic diversity by building on Perth's culture of entrepreneurialism and growing creative industry sector by investing in innovation and improving access to funding

Renewable Energy

- To develop Perth as a leader in scientific and technological innovation in renewable energy and resource efficiency

Asia

- To develop Perth's role as Australia's gateway to Asia

Our Aspirations for Perth's Future

Transport

- To have an efficient integrated public transport system

Environment & Sustainability

- To be more environmentally friendly
- To protect the region's scenic and beautiful natural environment

Housing

- To have a range of suitable housing choices

Lifestyle

- To retain our active, outdoor lifestyles
- To have strong, vibrant city centres

Weaknesses

Transport

- Perth is suffering from increasing congestion problems and the public transport system is already at capacity (Committee for Perth, 2010)

- There is a growing pollution problem primarily from motor vehicles (Perth remains highly car dependent), domestic sources and industry (DEC, 2011)

Environment & Sustainability

- The region is suffering from the negative effects of urban sprawl including loss of natural habitat, stress on infrastructure, social isolation and environmental problems
- The Perth region was rated as the least sustainable city in Australia by the Australian Conservation Foundation's Sustainable Cities Index (ACF, 2010)

Housing

- There is a lack of housing diversity and choice in the region with an ongoing dominance of single residential dwellings (ABS, 2010)
- Perth's CBD continues to be viewed as 'underdeveloped' and 'boring' nationally (Wetzstein, 2010)
- Perception in the business and development community that 'red tape' remains a barrier to the development of diverse and innovative infill housing products and as a barrier to developing the region more generally
- Historically, public support for and progress of transformational projects in Perth has been hindered by public opposition. Committee for Perth research suggests that this could be overcome through improved processes for informed public involvement and input (Committee for Perth, 2010; Committee for Perth 2011)

Challenges

Transport

- To plan for and fund (as a priority) the development of an efficient integrated public transport system that will meet the needs of Perth's population as it grows and ultimately when it is 3.5 million people and more

Environment & Sustainability

- To improve the region's environmental performance and perceptions of the region as 'environmentally friendly'

Housing

- To increase housing diversity and choice in the Perth region
- To decrease 'red tape' and enable the development of more innovative and diverse housing products, particularly in infill locations

Development

- To decrease 'red tape' to better enable Perth to implement, 'quicker, lighter and cheaper' approaches to development and place making – such as alfresco dining; street food; and innovative public spaces and places (see *Perth @ 3.5 Million* Discussion Paper No. 2, Committee for Perth, 2011b)



Strengths

Environment

- Incredible natural assets – including the region's climate, the Indian Ocean coast and the Swan and Canning Rivers

Lifestyle

- An outdoor, active lifestyle that is strongly valued by the community (Ipsos, 2012)
- Part of a state with the second most physically active population in Australia (ABS, 2011)
- Established suburbs which provide high quality, family friendly lifestyles

Housing

- Recent planning policy initiatives which are placing increased emphasis on achieving urban infill and housing diversity (WAPC, 2010)
- Increasing community recognition that low density lifestyles are not as important to Perth's future as providing for a range of suitable housing choices and having high quality infrastructure and a clean environment (Ipsos, 2012)

Development

- Increasing state government policy focus on providing for integrated public transport networks and 'transit oriented development' (PTA, 2011)
- The Perth region has a climate and landscape that is highly suited to outdoor activities – such as cycling and walking (Committee for Perth, 2011 a & b)
- A recent increased focus on transformational redevelopment and development projects in Perth's central area which will assist in making Perth a more vibrant, dynamic city and region (i.e. City Link; Perth Arena; Perth Stadium; State Theatre; Perth Waterfront project, etc)

Opportunities

Transport

- To harness the positive steps that have been made in land use and public transportation planning in Perth to develop a fully integrated transportation and land use plan for the metropolitan region with light rail and transit oriented development at its core

Environment

- To maintain the environmental quality of our landscape and environmental assets

Housing

- To maintain and improve Perth's 'family friendly' lifestyles while increasing the region's suitability for young people and older people by both protecting the quality of established low density residential areas, and identifying appropriate locations for well designed higher density and aged housing (such as in regional and local centres and around public transport nodes)

Lifestyle

- To maintain Perth's outdoor, active lifestyles by offsetting density increases in the Perth region with improvements to public open space and associated infrastructure and facilities
- Encourage physical activity in the region by providing high quality infrastructure for walking and cycling
- To continue the process of transforming Perth's city centre through significant development and redevelopment projects
- To increase opportunities for informed public involvement in major projects in the region

Our Aspirations for Perth's Future

Education

- To have high quality educational facilities

Vitality

- To be dynamic, vibrant, sophisticated and intelligent

Arts and Culture

- To have a strong and highly valued arts and cultural sector

Weaknesses

Education

- There is a perception (particularly among younger people) in Perth that the region's educational facilities need to be improved (Ipsos, 2012)

Arts and Culture

- The arts and cultural sector in Perth, while mature, lacks infrastructure and funding (Committee for Perth, 2008)
- Arts and creative industries in Perth suffer from isolation within the region and lack of access to capital (Committee for Perth, 2008)
- Perth's residents do not perceive the region as being artistic or creative and do not have high expectations for the region to have an artistic and creative future (Ipsos, 2012)

Perception

- There is an ongoing perception of the Perth region nationally as 'unsophisticated and immature' (Wetzstein, 2010)

Challenges

Education

- To ensure the provision of a high quality education system as the population grows

Arts and Culture

- To make arts and culture more accessible and visible to Perth's people
- To increase arts and culture sector funding



Strengths

Education

- Perth has a strong university and higher education sector with campuses that have significant potential for development as connected education, innovation and creativity 'hubs' that are integrated with their local communities (Committee for Perth, 2011b)
- Levels of human capital (educational attainment) in the region are lower than other Australian capitals, but have been increasing (Wray, 2009)

Arts and Culture

- The Perth region has a strong and mature arts and cultural sector (Committee for Perth, 2008)

Innovation

- Perth's people value innovation and entrepreneurialism for the future of the region (Ipsos, 2012)
- More than 50% of Perth Perceptions Survey respondents want Perth to be more sophisticated and modern; dynamic and vibrant; and intelligent and discerning (Ipsos, 2012) – outcomes which are strongly linked to learning and creativity in the region
- There has been significant recent growth in cultural activities and events in Perth, such as Perth Fringe, Laneways Festival, Beaufort Street Festival and South Perth Fiesta

Opportunities

Innovation

- To identify and develop specific locations in Perth (such as cultural and education centres) as physical knowledge and innovation hubs within which the establishment of knowledge, innovative and creative industries is actively enabled and encouraged

Education

- To increase 'human capital' in Perth by investing in education and adopting programs that encourage diverse participation

Culture

- To continue to support and encourage growth of accessible cultural activities in the Perth region
- To better acknowledge and celebrate local Indigenous culture as a first step in achieving increased cultural vibrancy

Decide

Our Aspirations for Perth's Future

Shared Vision

- To have a shared vision for the future
- To be a region that is willing to 'evolve with the times'

Participation

- To be a region focused on collaboration and participation to achieve high quality decision making

Governance

- To have efficient and effective systems for local and regional governance

Weaknesses

Perception

- There is a perception among Perth residents that Perth is not willing to 'move with the times' (Ipsos, 2012)

Red Tape

- Committee for Perth members have expressed concern about inefficiencies and barriers to innovation being caused by bureaucracy or 'red tape'

Governance

- The Perth region suffers from fragmented local governance (MLGR, 2012)
- The Perth region lacks adequate formal structures for cross-sector regional leadership, governance and inter-departmental and inter-government consistency and collaboration (MLGR, 2012)

Participation

- Decision making in Australia as a whole suffers from inadequate public participation and collaboration between government, industry/business and the community sector (Grattan Institute, 2010)

Challenges

Cultural Shift

- To initiate a cultural shift in government, the private sector and the community to establish Perth as a city and region that is willing and proactive in its ability to 'evolve with the times'



Strengths

Governance

- Stable, democratic governance

Increased Efficiency

- Recent positive government initiatives to reduce 'red tape' that have increased efficiency, particularly in planning and development assessment (PCA, 2012)

Independent Review

- Recent independent review of local government structure for the Perth metropolitan region undertaken by the Metropolitan Local Government Review Panel

Opportunities

Shared Vision

- To prepare a regional vision for Perth which reflects the core aspirations of the community and which provides a unified platform to guide all of our actions (government and non-government)

Red tape Reduction

- To maintain a focus on red tape reduction

Implement Recommendations

- To commit to implementing the recommendations of the Metropolitan Local Government Review as a priority

3.4 Strategy for Action: Vision, Innovation and Collaboration

It is evident that achieving a bright future for Perth will require proactive, ongoing and committed action from any future government. This document provides a roadmap towards the delivery of this bright future by identifying 20 recommendations.

However it has also become evident through this process and research into successful and liveable cities worldwide, that to be successful in delivering a bright future for Perth, any strategic action that we take must be:

-
1. Unified and guided by a shared, over-riding vision for Perth;
 2. Innovative and intelligent and respond directly to Perth's major challenges and unique opportunities;
 3. Delivered through a high level of co-operation between different levels of government and government agencies, and between government, the business sector and the community and supported by appropriate governance structures and high quality decision making processes.
-



A shared, over-riding vision for Perth

1. Prepare a Shared Vision:

This project has firmly established a consensus among Committee for Perth members and stakeholders that the first step in enabling a bright future for Perth should be to develop a shared vision for the region as a guiding statement to unify government and non-government action in the region.

The Committee for Perth has been advocating for the development of a shared vision for the region since its establishment in 2006.

The vision should capture the community's core aspirations and provide a platform to guide all of our actions (government and non-government) and activities towards achieving a positive future. The vision should be developed for the region as a whole through a highly participatory, state government led process.

The aim of the vision should be not only to articulate our key aspirations for the future but to ensure that the region's success is not compromised by contradictory government, business or individual initiatives. It should also assist in developing and implementing operational projects in a coherent manner.

Currently, while there are many visions for the Perth region and parts of the region, there is no one vision to unite us as government, private sector and community, and through which Perth can define itself on a national and global stage.

2. Identify Innovative Actions for the Future:

Innovation is vital if we are to be successful in enabling a bright future for the Perth region, and a future in which the region is able to adapt to change while retaining and building on the characteristics that make the region distinctly or uniquely 'Perth'. Committee for Perth research clearly indicates that innovation sits at the heart of successful places and economies in the global age and is critical to enabling us to address and harness the societal, cultural, economic and environmental challenges and opportunities the Perth region is facing (Committee for Perth, 2011b).

Our ability to innovate will determine whether Perth is a future national and global leader – or follower. By embracing innovation we have an opportunity to distinguish Perth as a vibrant, positive and forward thinking city that is a national and international leader with a unique, positive, competitive identity into the future.

Perhaps even more importantly, innovation will determine whether we are able to translate this period of vast economic opportunity in the metropolitan region into improved quality of life and life satisfaction for Perth's people and communities, now and in the future.

**Cities that
have achieved
wide scale
urban
transformation
have done
so through
successful
collaboration**

3. Collaborate and Adapt:

Recent research by the Committee for Perth and by other research bodies such as the Grattan Institute tells us that successful cities and cities that have achieved wide scale urban transformation have done so through successful collaboration (Committee for Perth, 2011b; Grattan Institute, 2010).

Successful cities enable collaboration within government and through effective systems of regional government; through committed programs and processes for community engagement; and a strong culture of intermediary and advocacy groups that are willing to work together to drive change (Grattan Institute, 2010).

The Perth @ 3.5 Million process has also identified a firm view among Committee for Perth members that existing, fragmented governance structures and a lack of collaborative decision making in regional Perth are limiting the region's ability to develop and deliver integrated and strategic regional social, economic and environmental goals.

Addressing this issue will require government, businesses and the community to be willing to adapt to meet the changes and challenges facing the region, including adapting our organisational and governance structures, modifying the way we do business to meet new paradigms, and placing a significantly increased emphasis on collaboration to achieve positive change.

It is the view of Committee for Perth members that the first priority for government in this process must be to reduce local government fragmentation and provide a more comprehensive and effective formal structure for regional collaboration in accordance with the findings of the Metropolitan Local Government Review. However there is also a role for industry and non-government organisations to play in working with, motivating and supporting our elected leaders to enable the change necessary to achieve a bright future for Perth.



Requires government,
businesses and the
community to be
willing to adapt to
meet the changes and
challenges ahead



Shared Vision

1. Develop a shared Vision

Prepare a long-term collective vision and integrated strategy for the future of the Perth metropolitan region through a public, participatory process (providing goals and a strategic pathway for Perth's social, cultural, economic, environmental, land use and transport future).

Collaborate and Adapt

2. Reform Local Government and develop a metropolitan governance framework

As a priority, review the changes currently under consideration to the governance structure for the region in order to reduce local fragmentation and create a formal regional governance structure that facilitates regional integration and collaboration and enables the preparation and delivery of a collective, integrated regional vision and strategy for the future.

3. Encourage participation in public policy development

Develop a 'whole of government' public policy and practice strategy to guide informed public participation in the future of the Perth region.

Innovate

4. Facilitate affordable housing options

Ensure the Perth region is suitable for all parts of our community by focusing on the development of more diverse and affordable housing choices. This will require innovative action to reduce barriers to the development of diverse and affordable housing products and to enable the provision of affordable housing options in areas with a high level of amenity, access to services and public transport.

5. Foster tolerance and acceptance

Promote multiculturalism and diversity as critical to a prosperous and innovative future for Perth.

6. Acknowledge and respect Indigenous culture and history

Establish Perth as the Australian region that truly acknowledges, respects and celebrates Indigenous people, history and culture (with the establishment of an Indigenous Cultural Centre as a first priority).

7. Encourage lifestyle and recreational choices

Continue the process of revitalisation and increasing housing, lifestyle and recreation choices in the Perth central area.

8. Reduce crime and emphasise community health and safety

Focus on crime prevention, community health and safety with an emphasis on reducing drug and alcohol related crime and self-harm in the region.

9. Build a diverse and resilient economic future

Build on the state and region's resource and energy driven economic strengths to establish a diverse and resilient economic future founded on innovation and entrepreneurialism: innovation in the resource and energy sectors (by investing in science and technology); in renewable energy and resource efficiency (through targeted investment and enabling access to funding); and by encouraging and assisting the establishment of new creative and innovation industries.



Innovate

- 10. Promote a positive and consistent image of Perth**
Increase the national and international competitiveness and profile of the Perth region through a strategic focus on communicating a positive and consistent image.
- 11. Ensure high quality 'hard' infrastructure**
Ensure the Perth region has the high quality airport, port, rail and road infrastructure needed to support long-term population and economic growth in the region and the state.
- 12. Develop an integrated land-use and transport network**
Move to an integrated land-use planning and transportation network as a strategic priority for the region.
- 13. Ensure public transport network includes light rail**
Develop a long-term integrated public transport network that includes all modes of transport to ensure efficient movement throughout the region as well as to facilitate transit-oriented development.
- 14. Maintain a quality outdoor lifestyle and provide good public amenity as density increases**
Maintain Perth's outdoor active and family friendly lifestyle as the region grows by offsetting increased development and development density with improvements to public open spaces including walking, cycling, play and passive recreation infrastructure.
- 15. Reduce red tape to facilitate diverse and affordable housing**
Maintain a focus on red tape reduction to enable innovation and facilitate development of diverse and affordable housing.
- 16. Implement 'quicker, lighter, cheaper' initiatives to activate spaces**
Focus on identifying, removing barriers and implementing 'quicker, lighter and cheaper' initiatives to activate public spaces and places (such as alfresco dining, street food and increasing seating and activity options in our public spaces) to increase vibrancy and improve recreation choices in the Perth central area and across the region.
- 17. Facilitate the increase in the development of human capital**
Invest in the tertiary and higher education sectors with the aim of increasing levels of human capital; developing strategies to attract national and international talent; and addressing skill shortages.
- 18. Create knowledge, innovation and creativity hubs**
Enable and facilitate (through the development of appropriate infrastructure, including light rail connections) the development of the region's higher education and tertiary campuses and our cultural centres as vibrant, connected, knowledge, innovation and creativity hubs that are fully integrated with their local communities (i.e. through shared and multi-purpose infrastructure, facilities and government and private partnerships).
- 19. Commit to environmental sustainability**
Make a bold commitment to ensure that Perth is more environmentally-friendly incorporating a sustainable and healthy transport, land use, building and environmental future.
- 20. Be a leader in green innovation**
Position Perth as a leader in green innovation by investing in and promoting research and development in renewable energy and resource efficiency.

3.6 Recommendations for Action

Role of the Committee for Perth



Collaborate & Adapt

The Committee for Perth will support and encourage government in undertaking these strategic initiatives by:

- Leading and sustaining debate on the need for Perth to adapt and innovate to enable a bright future.
- Generating ideas and proposing initiatives to translate each strategy into action.
- Facilitating discussion among our members and the wider community about key issues facing Perth's future.
- Supporting and encouraging government in making positive changes in accordance with this strategy, and working with other relevant non-government organisations to encourage change.

This will be achieved through:

- FACTBase Research (Committee for Perth/UWA research collaboration).
- Funding additional independent research.
- Consultation with our members and key stakeholders.
- Committee for Perth working groups.
- Committee for Perth and joint events.
- Media comment and advocacy.

Vision Keeping

The Committee for Perth will monitor government, private sector and community progress in acknowledging, adapting and enabling innovation through:

- Undertaking an annual review of action taken by government to achieve the strategic recommendations and outcomes identified in this document.
- Sustaining informed discussion and narrative on progress to achieve the strategic recommendations and outcomes identified in this document.

This will be undertaken through:

- Committee for Perth and joint events.
- Evaluating progress through Committee for Perth working groups on a bi-annual basis.
- Providing information to our members, government and the wider public on the progress towards achieving the recommendations for action by government.
- Advocating for additional action from both government and the private sector where appropriate.

The Committee for Perth will actively acknowledge and support government when actions are undertaken to progress the strategic recommendations made in this report.



Assessing and Recognising Outcomes Achieved

The Committee will also:

- Review and report on the effectiveness of actions and outcomes.
- Identify when additional action is needed.
- Recognise positive outcomes and achievements.

This will be undertaken through:

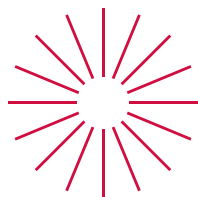
- FACTBase Research.
 - Funding additional independent research.
 - Reporting on outcomes in Committee for Perth publications.
 - Media comment and advocacy.
-





The Committee for Perth aims
to lead debate about the
future of the Perth region.
We apply an evidence-
based and solutions focused
approach





Attachment A – Project Contributors

Project Team

Marion Fulker, CEO and Project Manager

Marion Fulker is the inaugural Chief Executive Officer of the Committee for Perth, joining the organisation in January 2007.

She holds a Masters in Business Administration from Curtin University and is the current President of the Business School Alumni. Marion has been a Councillor with the Heritage Council of Western Australia (HCWA) since 2005 and was appointed Chair in 2009 for a period of four years. She is also a committee member of Regional Development Australia, Perth.

In the past decade, Marion has travelled extensively throughout the US and UK to examine how cities work. Her focus has been on inner city vibrancy, public transport, sub-division, governance, and cultural events and institutions. Marion is passionate about Perth and ensuring its future liveability, vibrancy, cultural diversity and economic prosperity.



Gemma Davis, Researcher

Gemma Davis is a contract research consultant to the Committee for Perth. She holds an Honours degree in Urban and Regional Planning. She has over 10 years experience in research, strategic planning, policy development and urban planning in Australia, Ireland and New Zealand in private and public sector roles.





Steven Ames, Workshop Facilitator

Steven Ames is a consulting long-range planner based in Portland/Bend, Oregon and recognised for his work in the area of community and regional visioning. Steven has advised two generations of visioning projects for the City of Portland, and worked with scores of other communities in Oregon and throughout the western United States. His most recent project is the Columbia Gorge Future Forum, a regional visioning process engaging 13 communities and tribes of the Columbia River Gorge in Oregon and Washington.



Holly DeVaney, Project Coordinator

Holly joined the Committee for Perth in July 2010 to help achieve the Committee's strategic goals. As the Manager External Relations and Policy she works closely with the CEO and the Reforming, Reshaping and Revitalising working groups to offer secretariat and executive support as well as directly with our members. She also works closely with the CEO on the Committee's major strategic initiatives and research projects.



Tony Monaghan, PR Consultant

Tony Monaghan is the Corporate Communications Manager at The Brand Agency, a field he's been working in since 2008. Prior to that, Tony worked as a political adviser, during which time he was a media adviser, Chief of Staff and Principal Policy Adviser. For almost 18 years Tony worked as a journalist, predominantly in Perth television newsrooms but he also spent some time based in London, Liverpool and Sydney.



Richard Kingsbury, Insight Communication & Design

Richard Kingsbury is Executive Director of Insight, an organisation that specialises in designing effective communication.

Insight has extensive international experience and has worked with more than 250 clients throughout the world in marketing and communication planning, brand identity and image development, advertising, product packaging, websites and multimedia presentations, interpretive exhibitions and displays, signage and corporate reports.



Jacqueline Larsen, Consultant - Writing and Graphic Design

Jacqueline has a Masters Degree in English Literature and has over 10 years experience in business writing, editing and graphic design along with an awarded career in event design and production.

Jacqueline is a published author and experienced presenter in creative thinking and musical workshops, and works with the Committee as a writer and designer.

She designs and produces corporate documentation, proofreads and edits research and submissions and writes and designs the monthly e-newsletter.

Steering Committee Profiles

Dr Ken Michael AC, Chair

Dr Ken Michael AC was installed as the thirtieth Governor of Western Australia on 18 January 2006, retiring from this position in May 2011.

He was Chancellor of The University of Western Australia, Chairman of the East Perth Redevelopment Authority, Chairman of the Western Australia Museum and a member of the Economic Regulation Authority. He also served as Commissioner of Main Roads, Public Service Commissioner, Western Australian Independent Gas Pipelines Access Regulator and Acting Western Australian Independent Rail Access Regulator.

Dr Michael has achieved a distinguished record of service in many fields including public service, engineering, academia and service in general to the Western Australian community. He continues his support of the community in his retired capacity.

His engineering background is predominantly as a structural engineer and he has been involved in many road infrastructure projects throughout the state. He was awarded the Peter Nicol Russell Memorial Medal in 2002 by Engineers Australia "in recognition of the outstanding service rendered to engineering and Australia".

Dr Michael was named Western Australian Citizen of the Year in 2001 in the category of the Professions, and awarded the Centenary of Federation Medal in 2003 for "service to the public, engineering and the Greek Community". He was made a Member of the Order of Australia in 1996 and elevated to Companion in the Order of Australia in the 2006 Australia Day Honours.



The Right Honourable the Lord Mayor Lisa Scaffidi

The Right Honourable the Lord Mayor Ms Lisa Scaffidi is the seventeenth Lord Mayor of the City of Perth. Lisa has served as the Lord Mayor since October 2007 and was re-elected again for a second term of four years on October 15 2011. Lisa served as a Councillor for seven years from 2000. Ms Scaffidi is the first woman to have been elected to this position.

The Lord Mayor is Perth born and educated and is known for her keen focus on the city's economic development and is pro-development. She also has career experience in the hospitality industry, marketing and convention management and property development.

Ms Scaffidi is passionate about ensuring Perth grows and develops as a vibrant and dynamic globally connected City of regional and international significance, while retaining its unique, natural beauty and its reputation as one of the world's most liveable cities.



Professor Richard Weller

Richard Weller is Winthrop Professor of Landscape Architecture at The University of Western Australia (UWA) and Director of the Australian Urban Design Research Centre (www.audrc.org).

He has received several Excellence in Teaching awards from UWA and a consistent stream of international design competition awards in over 25 years of design practice at all scales of landscape architecture and urban design. He has published over 70 papers and given hundreds of public lectures.

Professor Weller's design work has been published as a monograph by University of Pennsylvania Press in 2005 and his last book 'Boomtown 2050: Scenarios for a Rapidly Growing City' was published by UWA Press in 2009.

Professor Weller's current research concerns the impact of population growth on Australian cities and he is a program leader in the Australian Cooperative Research Centre for WaterSensitive Cities.





Dr Veronica Huddleston

Veronica Huddleston is an Associate Professor at The University of Western Australia's School of Earth and Environment. In addition to undertaking research on the FACTBase Project on issues such as global competitiveness and retail trading reforms, she also coordinates a course on Regional Development and Planning and lectures on Economic Geography focused on countries in Asia, Latin America and Sub-Saharan Africa.

As a development economist, Veronica has worked on macroeconomic and strategic policy and planning at both local and national government levels and on social dimensions and impact analysis at both industry and project levels. She has extensive international development assistance experience in Australasia and has worked on development projects funded by international aid agencies such as the Canadian International Development Agency, the Australian Agency for International Development and the Asian Development Bank. One of her most recent international consulting assignments focused on the socio-economic aspects of rural infrastructure projects in selected areas in the Philippines.



Kerry Sanderson AO

Kerry Sanderson AO is currently on the boards of listed companies Downer EDI and Atlas Iron as well as St John of God Health Care. She participates in other community, charitable and not for profit activities including the Advisory Council for the Curtin University Business School.

From 2008 until 2011 Kerry held the post of Agent General for Western Australia and resided in the UK promoting and representing the state in the UK and Europe. From 1991 until 2008 she was Chief Executive Officer of Fremantle Ports. Trade through Fremantle Ports grew substantially over that period, with the container trade quadrupling over that period, and Fremantle Ports was acknowledged for its excellence under the Australian Business Excellence Framework receiving a rare Gold Award, the People Award and the Excellence Award in 2007.

Before 1991, Kerry spent four years as Deputy Director General of Transport for Western Australia. Prior to this she was with the State Treasury as Director of Treasury's Economic and Financial Policy Division.

Kerry was named an Officer of the Order of Australia (AO) in the 2004 Queen's Birthday Honours List for service to the development and management of the port and maritime industries in Australia and to public sector governance in the areas of finance and transport. She was the inaugural inductee to the Lloyds List Shipping and Transport Hall of Fame, and she received an Export Hero award from the Australian Institute of Export in 2008. She has degrees in both science and in economics from The University of Western Australia and in 2005 received an Honorary Doctorate of Letters from The University of Western Australia.



Charles Johnson

Charles Johnson has a background in urban geography and town planning, with 30 years' experience working at local and State Government levels. He has held executive planning and development positions with the City of Subiaco and the City of Wanneroo. From 2001 to 2008 Charles was the CEO of the City of Wanneroo.

From July 2008 to July 2010 he was an Executive Director at the Department of Planning and had a leading role in the preparation of Directions 2031 and Beyond and the review of the Metropolitan Activity Centres Policy. In July 2010 he established himself as a consultant in his business 'Planning Context' which has a policy research and governance focus.

Charles is currently a Board Member of the Metropolitan Redevelopment Authority and is Presiding Member of the Central Metropolitan Development Assessment Panel. He is also President of the WA Division of Planning Institute of Australia and is chair of the Physical Activity Taskforce Committee on the Built Environment.

Richard Kilbane

Richard has an honours degree in civil engineering and started his career as a design engineer on projects such as the expansion of Karrinyup Shopping Centre and Joondalup Hospital. Following this he moved to a project management consultancy and delivered large scale projects in the health, educational, civil infrastructure and subdivision sectors, including St John of God Murdoch expansion, ECU Joondalup Library and the Northbridge Urban Renewal.



He has been with local property group Hawaiian for almost seven years and is responsible for its development activities and the performance of the Commercial Office portfolio. His development experience at Hawaiian includes the Colonnade redevelopment, The Mezz shopping centre, the development of 235 St Georges Terrace – Perth's first 5 star Greenstar rated building and the newly completed Claremont Quarter.

Richard has always been interested in the way projects come together and are delivered, but more importantly how they are received and used by their users. How Perth manages and benefits from its future population growth is an active area of interest.

Sam Fox

Sam Fox is a director, producer and facilitator of theatre, dance and media art working across contemporary performance and community cultural development contexts.

He is the director of Perth based company Hydra Poesis. Sam has recently been awarded one of the inaugural Sidney Myer Creative Fellowships to further invest in his interdisciplinary work and primary research practice.



Previous appointments include Artistic Director of STEPS Youth Dance Company and Festival Associate Producer with ARTRAGE.

Brian Harris

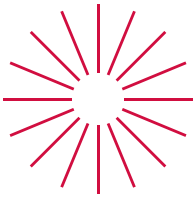
Brian Harris, of New South Wales, has for four years made Perth his home.

At 26, the Architect and student Planner is the youngest member of the Steering Committee.

For three years, Brian's involvement in FuturePerth a young urban think-tank, has culminated in several projects designed to captivate the minds and imaginations of those interested in Perth's urban landscape.



This experience and new found interest in the urban environment has inspired Brian to complete his post graduate studies in planning and expects to finish in late 2012.



Attachment B - Summary of Perth Perceptions Survey and Perth @ 3.5 Million Workshops

1. Perth Perceptions Survey Outcomes

The Perth Perceptions Survey told us that Perth residents and Committee for Perth members are highly unified in our overall satisfaction with life in the region, in the characteristics that we value about Perth today and in our aspirations for the future.

The large majority of us are proud to live in the Perth region and are twice as likely to recommend Perth as a place to live to others, than to be Perth 'detractors'.

Whether young or old, Perth born and bred or not, financially successful or an Aussie 'battler' – we share a love of Perth's climate and environment, of the city's outdoor, active and family friendly lifestyles and of the regional landscape. We also value the region's strong economy and believe that improved, high quality infrastructure is vital to enabling a successful future for the region.

The survey confirmed that our community views Perth as both a lifestyle city and city of opportunity – and that we jointly aspire for it to remain so.

Critically it also established that some features of Perth's lifestyle today are not viewed as essential for the future and vice versa. For example, while Perth's low density lifestyle is a defining characteristic of present-day life in Perth, survey respondents viewed it as having little bearing on achieving a successful future.

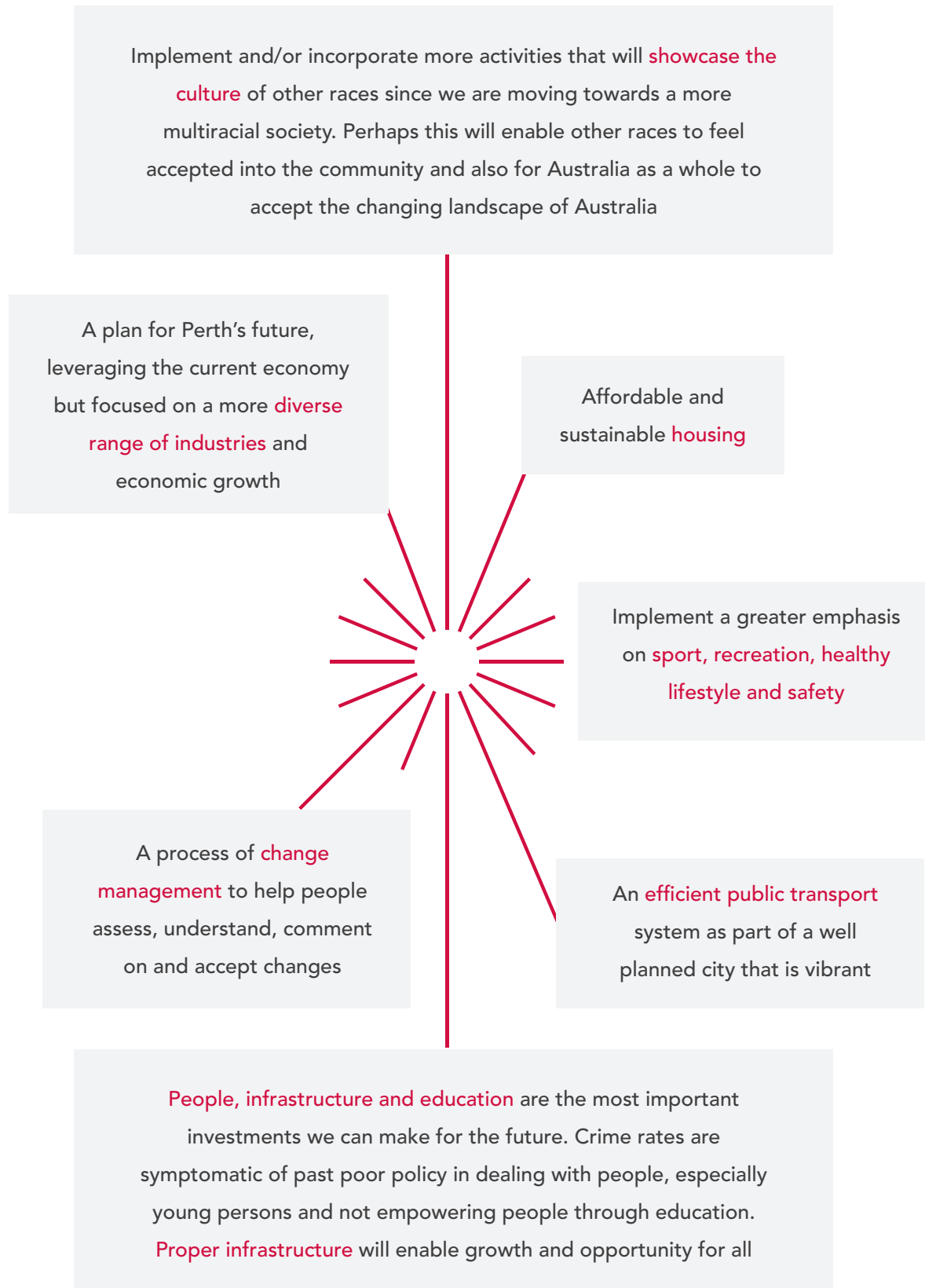
Alternatively, Perth residents view high quality public transport; safety; being environmentally friendly; cost of living, housing choice and affordability; and the provision of public services like aged care, health and welfare as being vital to the region's long term success.

The survey also established that Perth's people believe that the Perth of the future should be more willing to evolve with the times; more economically diverse; more innovative and entrepreneurial; culturally diverse and accepting of cultural difference; and dynamic and vibrant. There is also a significant view that Perth needs to be more suitable for young people while remaining family-friendly.

If I was Premier for the day?

As part of the survey, an open ended question was posed to respondents asking

"If you were Premier for the day, what is the one thing that you would change/implement?".



2. Perth @ 3.5 Million Workshop Outcomes

The positive aspirations for the future expressed by Perth residents and Committee for Perth members through the Perth Perceptions Survey closely align with the opportunities, challenges, scenarios and priorities identified through the Committee for Perth member and stakeholder workshops and research presented in the *Perth @ 3.5 Million* Discussion Papers No. 1 and No. 2.

Like the Perth Perceptions Survey results, the workshops identified highly consistent views among Committee for Perth members and stakeholders regarding their aspirations for Perth's future, aspirations which are reflected in the Bright Future Scenario for Perth outlined on page 12 of this document.

Key differences in the aspirations of workshop attendees in comparison to survey respondents was an increased focus of workshop attendees on achieving strategic goals such as a shared vision for Perth's future; increasing the region's global profile, (with a particular focus on strengthening connections to Asia); increasing the recognition and role of the arts and cultural sectors in the region; cutting barriers caused by 'red tape' and improving decision making through reform and regional collaboration.

The actions identified in Section 3.4 of this document 'Recommendations for Action by Government' reflect the priority actions identified by workshop participants at the *Perth @ 3.5 Million* Workshop 2. A list of workshop attendees is included in the following Attachment C.



Attachment C- Workshop Attendees



Visioning Workshop held August 2011

Barry Strickland		Roderick Mackay	Meaning-Maker
John Atkins	ANZ	Julian Donaldson	Perth International Arts Festival
Daniel O'Neill	Bankwest	Charles Johnson	Planning Context
Damian Callachor	Chamber of Minerals and Energy	Stewart Darby	REIWA
Lisa Scaffidi	City of Perth	Martin Bowman	RPS
Carole Winfield	City of Perth	Michael Schoch	Shell
James Best	City of South Perth	Steven Ames	Steven Ames Planning
Cliff Frewing	City of South Perth	Adri van der Mescht	Synovate Pty Ltd
Marion Fulker	Committee for Perth	Tony Monaghan	The Brand Agency
Holly DeVaney	Committee for Perth	Debra Goostrey	UDIA
Alix Rhodes	Department of Planning	Veronica Huddleston	The University of Western Australia
Steve Beyer	Department of Transport	Marco Noe	The University of Western Australia
Tom Gardner	Esri Australia	Matthew Tonts	The University of Western Australia
Brian Harris	Future Perth	Richard Weller	The University of Western Australia
Alison Gaines	Gerard Daniels	Samina Yasmeen	The University of Western Australia
William Hames	Hames Sharley	Vanessa Jackson	WALGA
Peter Lee	HASSELL	Diana Russell-Coote	Woodside Energy Ltd
Evan Briers	Hawaiian	Tim Kenworthy	Youth Tree
Richard Kilbane	Hawaiian		
Sam Fox	Hydra Poesis		
Rob McKenzie	Jackson McDonald		
Gary Cosgrove	KPMG		
Jenelle Provost	LandCorp		
Yannick Spencer	Left Right Think-Tank		
Stephen Davis	MacroPlan Australia		

Alternate Scenarios Workshop held March 2012

Sally Carbon		James Best	Hames Sharley
Kerry Sanderson		William Hames	Hames Sharley
Barry Strickland		Richard Kilbane	Hawaiian
Ken Michael		Sam Fox	Hydra Poesis
John Atkins	ANZ	Adri van der Mescht	Ipsos Australia
Tony Perrin	Australand Holdings	Jennifer Herron	John Holland
Dan O'Neil	Bankwest	Gary Cosgrove	KPMG
James Bairstow	Barrington Consulting Group	Kim Fisher	Left Right Think Tank
Joanne Webber	Chamber of Minerals and Energy	Conrad Liveris	Left Right Think Tank
Carrie Clark	CITIC Pacific Mining Management	Roderick Mackay	Meaning-Maker
Ray Tame	City of Armadale	Julian Donaldson	Perth International Arts Festival
Ian Cowie	City of Gosnells	Charles Johnson	Planning Context
Dave Griffiths	City of Gosnells	Steward Darby	REIWA
Max Hipkins	City of Nedlands	Martin Bowman	RPS
Sue Doherty	City of South Perth	Quentin Flowers	Sinclair Knight Merz
David Boothman	City of Stirling	Steven Ames	Steven Ames Planning
Marion Fulker	Committee for Perth	Tony Monaghan	The Brand Agency
Holly DeVaney	Committee for Perth	Veronica Huddleston	The University of Western Australia
Steve Woodland	Cox Howlett & Bailey Woodland	Richard Weller	The University of Western Australia
Andy Sharp	Curtin University	Steffen Wetzstein	The University of Western Australia
Gemma Davis	Davis Consulting	Alan Robson	The University of Western Australia
Stuart Johnson	DBP	Arthur Kyron	Town of Victoria Park
Robert Hay	Curtin University	Sue Ash	Uniting Care West
Melanie Bradley	Department of Planning		
Mathew Selby	Department of Planning		
Tom Gardner	Esri Australia		
Kyle Jeavons	FJM Property		
Simon Blackwell	Future Perth		

Attachment D – About The Committee For Perth

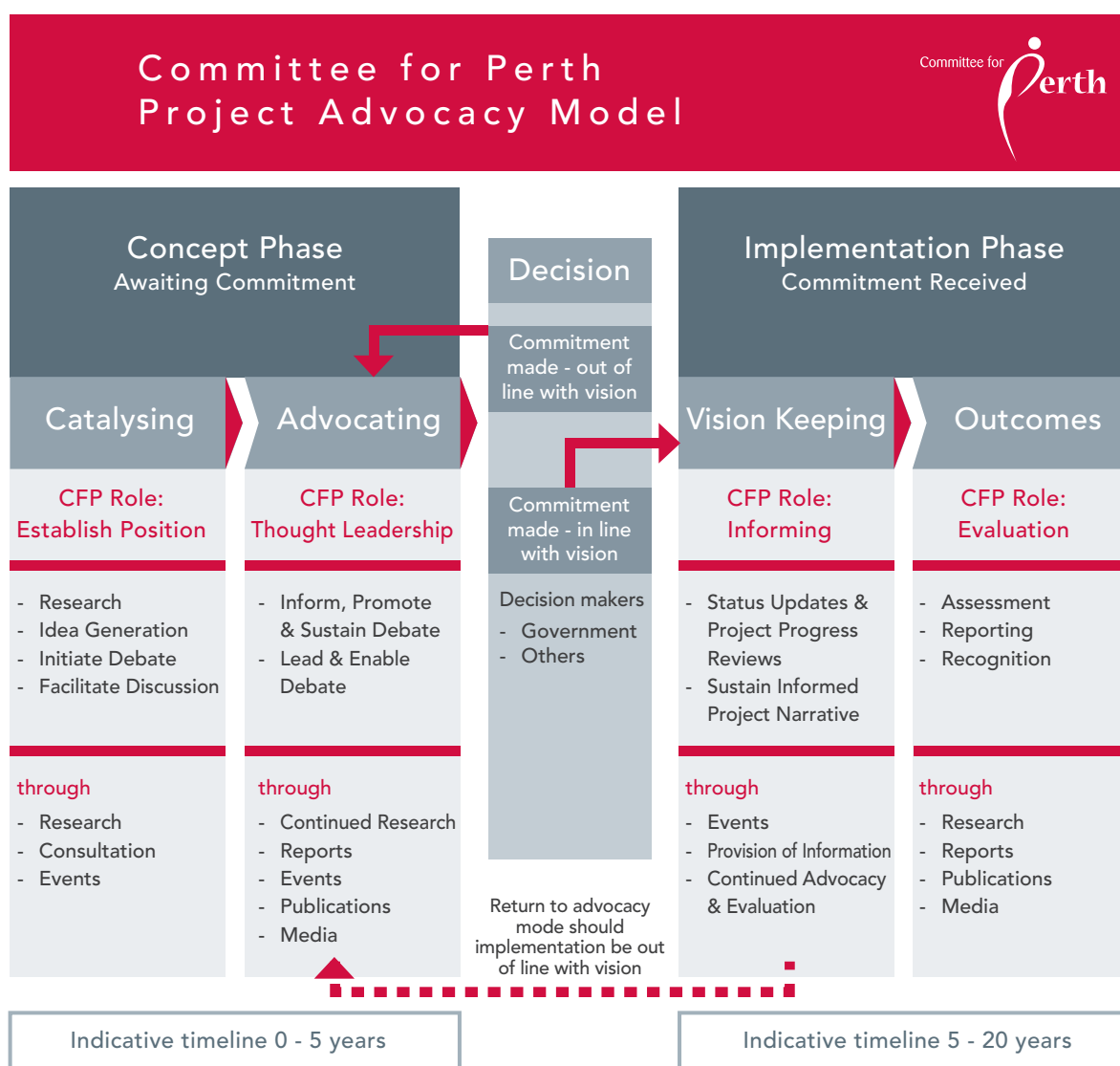


The Committee for Perth is a member funded think tank focused on maintaining and improving the liveability of the Perth metropolitan region by ensuring its vibrancy, economic prosperity, cultural diversity and sustainability.

We currently have over 90 members representing a broad cross sector of the business community and rely solely on our members' financial contribution to enable us to undertake the work, research and activities that we do. A full membership listing is included in the following Attachment E.

The work of the Committee is guided by an advocacy model which clearly demonstrates the processes that we use to achieve our vision and what action we need to be taking at any stage in a particular project's life cycle. Regardless of whether the project is our initiative or one implemented by government or others, this model allows us to maintain our position as informed advocates for projects that we believe will benefit future Perth.

Further information about the Committee for Perth and our work can be obtained from our website at www.committeeforperth.com.au



Committee for Perth Achievements 2006 – 2012

Over the past five years the Committee for Perth has achieved the following:

Advocacy Achievements

- **A Vision for Perth @ 3.5 million people:**

Over the past four years have worked to create an overarching vision for the Perth metropolitan region. We have:

 - Produced baseline research on the visions of other liveable cities.
 - Participated in an Alliance Group, led by the Department of Planning to progress the development of a vision.
 - Facilitated the first in a series of workshops with government and business representatives to begin to identify what a shared vision could reflect.
 - Initiated the *Perth @ 3.5 Million* research project and established a Steering Committee to assist the Committee with its work.
 - Produced two Discussion Papers to further inform the creation of a vision and held two subsequent 'visioning' workshops to articulate a shared vision.
 - Produced the final report being the culmination of the previous four years of work undertaken.
- **Deregulation of retail trading hours:**

Achieved the extension of weeknight trading until 9.00pm for all retailers wishing to trade and an extension to Sunday trading from 11.00-5.00pm for all retailers. Special trading precincts have been abolished.
- **Light Rail:**

Led an alliance group of key stakeholders to drive the need for light rail to government resulting in the provision for integrated light rail in the government's Draft 20 Year Public Transport Plan for Perth 2031.
- **Perth Waterfront Development:**

Informed the debate regarding the development of the Perth Waterfront through a significant research publication examining world cultural experience centres in a bid to secure inclusion of a World Centre for Indigenous Culture as part of the development. The World Centre is currently proposed for inclusion in a later stage of the development.
- **Arts and Culture:**

Ignited the drive towards a revitalisation of the arts and cultural sector in WA through the publication of a landmark document *A Cultural Compact for Western Australia – the 10 year challenge* and are progressing one of the key recommendations from the Compact to establish a Youth Arts Hub.
- **Transformational Projects:**

Formed a loose coalition of organisations aiming to work collaboratively on major city defining projects. The Committee also initiated a new event series *Perth In Focus* for members and stakeholders to brief them on the major projects being undertaken. Presentations have so far been held on the Perth Waterfront, the proposed Stadium and city placemaking based on the Melbourne model.
- **Local Government:**

Informed the debate surrounding Local Government Reform resulting in the establishment in 2011 of an Independent Review into Metropolitan Local Governance models. The Panel has completed its work and presented its report to the Minister on 12 July. Feedback is now pending from government.
- **Celebrating Indigenous Culture:**

Led the way in celebrating Indigenous culture through the publication of our Welcome to Country Guide, our two Reconciliation Action Plans 2011 and 2012-2013 and the delivery of a Healing Our History cultural workshop.

Research Highlights

As a solutions focused and evidence based organisation all the activities we undertake and the work we do is underpinned by research. We have produced 36 Research reports in total to date.

FACTBase

FACTBase is our most significant research project which is a joint research initiative with The University of Western Australia to benchmark the liveability of Perth locally, nationally and internationally.

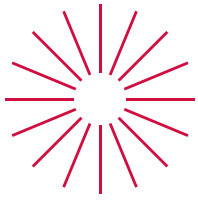
26 Research Bulletins published to date:

- Bulletin 1 'Westward Bound'
- Bulletin 2 'Economic Stress in Perth'
- Bulletin 3 'Perth's Decade of Prosperity'
- Bulletin 4 'Can a Resource Economy be a Knowledge Economy?'
- Bulletin 5 'Is Perth Becoming More Unequal?'
- Bulletin 6 'Successful' Local and Metropolitan Governance Models Elsewhere'
- Bulletin 7 'Impacts of Retail Trade Deregulation'
- Bulletin 8 'Overview of Perth's Retail Landscape'
- Bulletin 9 'Perth's Economic Base: A Comparative Assessment'
- Bulletin 10 'Perth's Most Competitive Sectors – A Comparative Study'
- Bulletin 11 'Gender Representation of Australian Mayors'
- Bulletin 12 'Perth's Energy Economy'
- Bulletin 13 'Global Competitiveness'
- Bulletin 14 'Smart Cities'
- Bulletin 15 'Perth's Decade of Prosperity'
- Bulletin 16 'Is Perth Becoming More Unequal – An Update'
- Bulletin 17 'Exploring Understandings of Liveability for Perth'
- Bulletin 18 'Perceptions of Urban Elites on Four Australian Cities'
- Bulletin 19 'Perth's Geography of Financial Generosity'
- Bulletin 20 'Tourist Perspectives of Perth in Social Media'
- Bulletin 21 'Connectivity Infrastructure'
- Bulletin 22 'Employment 2011'
- Bulletin 23 'Managing Boomtown Perth'
- Bulletin 24 'Perth's Changing Population'
- Bulletin 25 'Perth's Human Capital Base'
- Bulletin 26 'Perth's Continuing Population Growth'
- Bulletin 27 'Migrants' Attraction to Cities - Implications for Perth'

Research Reports and Papers

10 produced to date, including:

- Perth @ 3.5 Million Discussion Paper No.1
- Perth @ 3.5 Million Discussion Paper No.2
- What We Thought Would Kill Us – Hillary's Boat Harbour
- What We Thought Would Kill Us – The Evolution of Perth's Passenger Rail
- What We Thought Would Kill Us – The Bell Tower
- Cultural Compact: the 10 year challenge for Western Australia
- Research Report – Vision statement for Perth
- Findings from the CEO's 2008 to 2011 Study Tours
- Welcome to Country Guide
- World Centre for Culture and Cultural Experience Centres Report



Attachment E – Committee For Perth Membership

Foundation Members



Corporate Members



Executive Members

Brookfield Multiplex
Burswood Entertainment Complex
Corrs Chambers Westgarth
DORIC Group
Hawaiian
Hyatt Regency Perth
Ipsos Australia
John Holland
King & Wood Mallesons
Mirvac

Monadelphous Group
Perth Convention and Exhibition Centre
Placer Management Group
PricewaterhouseCoopers
QR National
RPS
Santos
Wilson Group Limited
WorleyParsons

Business Members

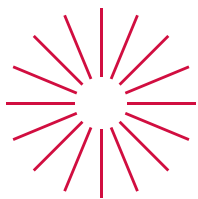
Abigroup Contractors Pty Ltd
ABN Group
Argonaut Limited
ARUP Pty Ltd
Ashurst
Australand Holdings Ltd
Bristow Helicopters Australia
Cedar Woods Properties Limited
CJD Equipment Pty Ltd
Clifford Chance
Compass Group Pty Ltd
Coventry Group Ltd
DBP
Downer Australia
FJM Property
Gold Corporation
Gresham Advisory Partners
Hames Sharley
HASSELL
Hess Exploration Australia Pty Ltd
Holman Fenwick Willan

Jackson McDonald
MacroPlan Dimasi
Marketforce
Mermaid Marine
Navitas Ltd
North West Shelf Venture
Oakajee Port and Rail
Peet Limited
Perron Group
Programmed Group
RSM Bird Cameron
Sinclair Knight Merz
Southern Cross Austereo
St John of God Healthcare
Stockland
The Brand Agency
TPG - Town Planning Urban
Design & Heritage
Urbis Pty Ltd
West Coast Eagles Football Club
Westfield

Local Government Members

City of Fremantle
City of Gosnells
City of Melville
City of Perth

City of South Perth
City of Subiaco
Shire of Kalamunda



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