2011 saw the Committee for Perth turn five years old but far from taking time off to celebrate, the team have turned in another extraordinary effort to consolidate our position as the leading think-tank when it comes to discussions about the future of Perth.

Looking back, it’s amazing to see how the Committee has grown in a short period of time and how it’s level of influence has also increased. In 2006, we had 4 members. We now boast 72 who come from a diverse range of sectors including mining and resources, oil and gas, professional services, local government and academia.

Our monthly newsletter now reaches more than 1,700 people and is a powerful tool for us to not only communicate the Committee’s point of view and highlight the work we carry out, but it also takes a global perspective on sustainable growth in other cities.

In our first year we decided that the Committee needed to be a strong and unifying voice for the corporate sector. I think we’ve achieved that and we receive regular acknowledgement from both government and key industry sectors about the important role and contribution we make in increasing the vibrancy and liveability of Perth.

You also said that you want us to take a more active leadership role. With that in mind, we have now completed the organisation’s strategic direction for the next five years to guide us through to 2016.

The key to our ambitious yet realistic Strategic Plan is the development of four strategic directions – leadership, membership, profile and capacity. In terms of leadership we want to be the leading authority on key issues facing the liveability of Perth.

When it comes to profile, we want you to help us shape our agenda so that we can focus on the issues that matter to your organisations.

For membership and capacity, we want you to be loyal members that are actively involved in and see real value in the work we do and what it achieves. We are also striving to more than double our membership to 150.

In five years’ time I’m confident that we will have cemented our position as the leading authority on the issues that a growing Perth is facing.

To each and every member, thank you for your contribution and support and I hope you join us on this exciting five year journey.

I’d also like to thank CEO Marion Fulker and her team for their continued hard work. They are a small but dedicated team and I am continually impressed by the quality and the amount of work they produce.

Marion is an outstanding ambassador and leader. As a team they constantly punch above their weight and are now getting the recognition they deserve.

To this year’s Directors John Atkins, Kate Lamont, Ian Fletcher, Joanne Farrell, Rob Cole, Gene Tilbrook, Linda Wayman and John Langoulant thank you for the passion you have brought to the boardroom.

Thanks also to Perth’s Alumni Chairman Sam Walsh, AO and its patron Dr Ken Michael, AC for your expertise and efforts in further enhancing our profile and influence.

A special thanks to the Chairs of the working groups and their many members for the time and intellect they have invested in reshaping, revitalising and reforming Perth.

The past five years have been an incredible journey for the Committee for Perth and I’m sure the next five will continue to build on our success.

Tony Howarth AO
Chair
2011 has been an exciting year and one that has seen Perth continue its journey to becoming a vibrant, liveable and sustainable city. It has also been a year that has seen the Committee for Perth continue to make a constructive contribution to the dialogue and debate about what sort of city Perth can and should be.

As an influential member based organisation I strongly believe that the Committee for Perth is helping to drive the important discussion on the critical issues facing Perth to improve our cultural diversity, economic prosperity, sustainability and world-class amenity.

Throughout the year we have been called on by the media to comment on a number of major projects including the Waterfront Project, the new Perth stadium and Perth’s liveability ranking. This is an indication of the Committee’s increasing relevance and our ability to use research to encapsulate the view and need for the right kind of growth and change in Perth.

Our FACTBase joint venture research project with The University of Western Australia has published further bulletins this year and along with a number of research reports we have continued to change the way we think about Perth, the way we view life, what we need to do to become the city we want and the issues we need to face as we continue to grow.

Our Reforming, Reshaping and Revitalising working groups continue to play an important role in the way we shape our vision for what Perth can be and I’d like to thank all of the members of those groups for their commitment and hard work.

One of our most exciting projects this year is our generating and driving the debate on Perth @ 3.5 Million and Beyond. We launched this project in August and held a thought provoking workshop facilitated by Steven Ames, an internationally recognised expert in strategic planning and regional visioning to help capture the preferred vision for our city in 2050.

Other achievements this year include our advocacy on the need to reform the governance structure for metropolitan Perth and the ensuing appointment of an independent expert panel to examine the best model for Perth’s governance in the 21st century.

The Committee also co-ordinated an event that brought government and industry together to discuss the actions needed to be undertaken to see Directions 2031 successfully implemented. The responses to a post-event survey provided the basis on which to write to the Minister for Planning with a list of recommendations to help implement the government’s strategic land use strategy.

We’ve strongly advocated for light rail to be a major part of Perth’s transport future which would include the proposed light rail route to connect the Curtin, UWA, and the QEII campuses.

We were also one of the major contributors to a government discussion paper on the further deregulation of retail trading hours beyond the current 9pm extension on weeknights and limited Sunday trading.

Most importantly this year, I would like to thank our 72 members of the Committee for Perth for their ongoing support. Without you we would not have the resources to be able to produce the thought provoking work that leads the debate about our shared vision for Perth. From all of us from the Committee for Perth a heartfelt thanks.

While 2011 was a successful year we’re looking forward to 2012 and we have already set ourselves some ambitious goals, which with your ongoing support and involvement we will achieve.

Marion Fulker
CEO

Our Reforming, Reshaping and Revitalising working groups continue to play an important role in the way we shape our vision for what Perth can be and I’d like to thank all of the members of those groups for their commitment and hard work.
The Committee for Perth is a leading member based think tank focused on ensuring the long term vibrancy, economic prosperity, cultural diversity and sustainability of the Perth metropolitan region.

Who are we?

The Committee for Perth is an influential member based organisation that promotes and enables change that improves the cultural diversity, economic prosperity, sustainability and world-class amenity of Perth.

Our vision is for a city with a long-term integrated strategic plan which ensures that metropolitan Perth:

- Promotes the high value of its people;
- Embraces its natural environment;
- Is vibrant and innovative;
- Participates on the world stage; and
- Has a strong sense of place.

The Committee has three working groups focused on reshaping, revitalising and reforming Perth. This concentrated structure allows us to pursue a number of strategies and processes that are all designed to increase the reach, influence and profile of the Committee for Perth.

In 2011, the Committee for Perth has also been actively implementing its Reconciliation Action Plan (RAP), which was endorsed by Reconciliation Australia last year and has now refreshed its RAP for the coming two year period 2012 to 2013.

I welcome the Committee’s enthusiasm for this project and look forward to seeing the vision for the Perth Waterfront become a reality.

Revitalising

As well as strongly supporting the inclusion of a World Centre for Indigenous Culture in the Perth Waterfront redevelopment project, the Revitalising Working Group through a steering committee, has been advocating for the development of a Youth Arts Hub facility in Perth.

The steering committee says the hub would be a place where youth were not only actively involved but also had a sense of engagement and ownership. The hub would be a place where you could eat, hang out with unlimited fastest possible Wi-Fi, and play audience to music, performance and art made by other youngsters.

As Perth continues its transformation into a vibrant, sophisticated and sustainable capital city, the Committee for Perth believes that thought needs to be given not only about sports stadiums and waterfront development, but also about creating places for Perth’s young people.

Reshaping

It has been a thought-provoking year for the Reshaping Working Group with the State Government committing to the Perth Waterfront redevelopment project. The Committee for Perth has been a strong advocate for a foreshore development which will reconnect the City to the Swan River and believes that the inclusion of a World Centre for Indigenous Culture in the development will contribute to the long-term success of the Waterfront.

The Group referenced research carried out by the CEO that confirmed that the most successful waterfront developments are those with an inherent cultural facility working as an attractor to the area.

The Working Group also consulted with a wide range of stakeholders in order to make their submission about the State Government’s Public Transport Plan for Perth in 2031. While welcoming the need for a long term public transport strategy the Working Group said that research has shown that rail and light rail are much more effective for mass transit, and Perth’s history has demonstrated that the population has a strong inclination towards rail.

The submission coincided with a light rail study tour by Marion Fulker of cities in the United Kingdom who are implementing or strengthening their light rail networks and visiting Portland, the re-birthing place of light rail in the United States.

Marion presented her study tour findings, which covered issues such as costings, funding, passenger numbers, capacity, and problems and issues with light rail to the State Government and Committee for Perth members.

Reforming

Extended retail trading hours continued to be a major issue and talking point for the community and the business sector this year. The Reforming Working Group was pleased to be a key contributor to a government discussion paper which was a major influence in the decision for retail trading hours to be extended to 9pm on weeknights.

The reform of Local Government was also an issue on the Working Group’s agenda and they welcomed the Premier and Minister for Local Government’s announcement that an expert panel would assess Perth’s future social, economic and environmental requirements and in light of those, the best local government model to tackle those challenges.

The Reforming Work Group believes that the current system of some 30 local governments across the metropolitan area not only hinders Perth’s potential to deal with future challenges such as population growth but also has an impact on the economic development and global competitiveness of a city.

The Working Group welcomed the opportunity to participate in this reform initiative, with the panel’s recommendations to be presented to government in June 2012.

Professor Mike Daube from Curtin University also briefed members on the recently formed McCusker Centre for Action on Alcohol and Youth. The discussions included the need to increase education in schools in relation to alcohol’s effect on physical and mental wellbeing and the need for broader community education about the damaging effects alcohol can have particularly in the formative years of development.

The Committee for Perth has the right people involved representing the corporate community and has cleverly focused on key issues that matter to Perth’s future.

Mark Barnaba, guest speaker at Food for Thought breakfast, 27 May 2011.
Perth @ 3.5m and Beyond

With Perth and Western Australia in the grips of a sustained period of economic growth, the future for the city is as exciting as it is daunting. With that in mind the Committee for Perth spearheaded Perth @ 3.5 Million and Beyond with the release of a discussion paper and workshop that closely examined what Perth will be and could be when the population reaches 3.5 million in 2050.

The discussion paper took a historic look at Perth over the past two decades and examined not only the changes we have undergone but also the things we value such as our prosperous resource based economy, active outdoors lifestyle, clean environment and natural features.

The second stage of the project saw the Committee hold a workshop, with representatives from a broad range of sectors, where there was open discussion about the issues Perth was facing and how they could be handled to create the preferred scenarios for a city that we would be happy to live in.

The workshop was facilitated by Steven Ames, a United States based, internationally recognised expert in strategic planning and regional visioning. Steven shared his experience and led the debate on the challenges and trends that are likely to shape Perth and helped identify probable and preferred scenarios for the city’s future.

Preferred scenarios included having a diverse population, civic pride and sense of place, effective leadership and governance, creativity, a healthy population and natural environment and diverse suburban areas with high quality multi-use open spaces. Steven commented after the workshop that what was encouraging was that, “When participants were asked if they thought their scenarios were achievable, most of them agreed that they were….The ideas produced presented a very holistic and practical view of what a future Perth could look like in the best sense of the term.” The project will continue through to mid-2012 with further discussion papers and workshops to be held to craft the final report to be presented to government.
2011 was another productive and successful year for the Committee for Perth with the organisation continuing to add to the body of research it has completed, issues it has been at the forefront of and events it has co-ordinated.

Over the past five years the Committee has:

Published 24 FACTBase research papers covering a wide range of topics including:
- Economic Stress and the unequal distribution of wealth
- Gender imbalance in senior positions within local government
- Exploring urban liveability in Perth
- Perth’s emerging corporate power and knowledge economy
- Australia’s smart cities
- Perth’s decade of prosperity
- Connectivity infrastructure

Pleasingly the State Government has quoted the Committee’s research in documents relating to:
- CHOGM and the benefits to WA
- Benefits of deregulated retail trading hours
- Local government reform

Held 69 events with more than 1,500 people attending in 2011 alone. Event topics included:
- Population growth and a big Australia
- Affordable Housing
- Pilbara Cities
- Work Life Balance
- Inner city regeneration
- Perth at 3.5m
- Published 35 newsletters that are sent to more than 1,700 people inside and outside of our membership group.

Released 40 media statements, opinion pieces and presentations which have significantly increased the Committee’s profile. Topics included:
- Perth’s Global Connectedness
- Sustainable population growth
- Metropolitan governance reform
- Perth’s connectivity
- Light Rail
- Perth Waterfront development
- Perth Stadium
- Retail trading hours
- Championed the Perth Waterfront project with a specific emphasis on including a World Centre for Indigenous Culture as the cultural anchor to be a place for reconciliation and cultural reconnection.
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