



# Joondalup - promoting innovation and growing global businesses

Deidre Willmott

Chief Executive Officer

Chamber of Commerce and Industry WA



# Joondalup

*“place of whiteness or glistening”*

- Minimal growth until late 1960s
- Rapid growth in 1980s and 1990s
- Population more than doubled between 1981 and 2001
- Three quarters of resident workers commute out daily



**Photo: Lake Joondalup**

## Vision for economic growth

*“The City of Joondalup has a high performing economy underpinned by a culture of entrepreneurship, innovation and investment.”*



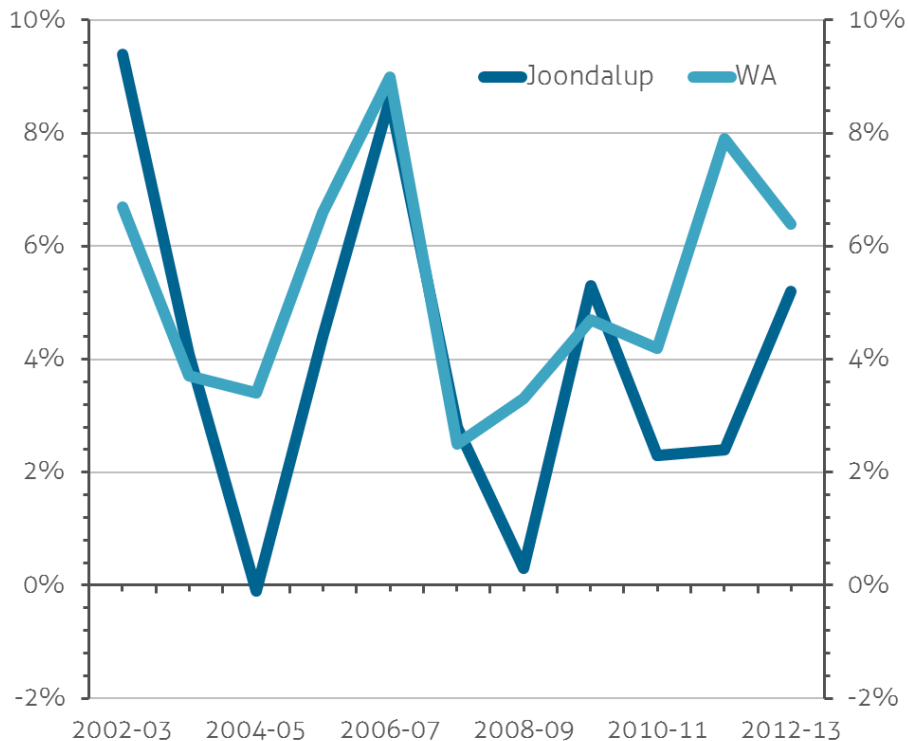
Photo: Joondalup City

*A growing and productive community based on a culture of entrepreneurship, innovation and investment will be central to our vision for WA to be*

*“a world-leading place to live and do business.”*

## GRP Growth, City of Joondalup

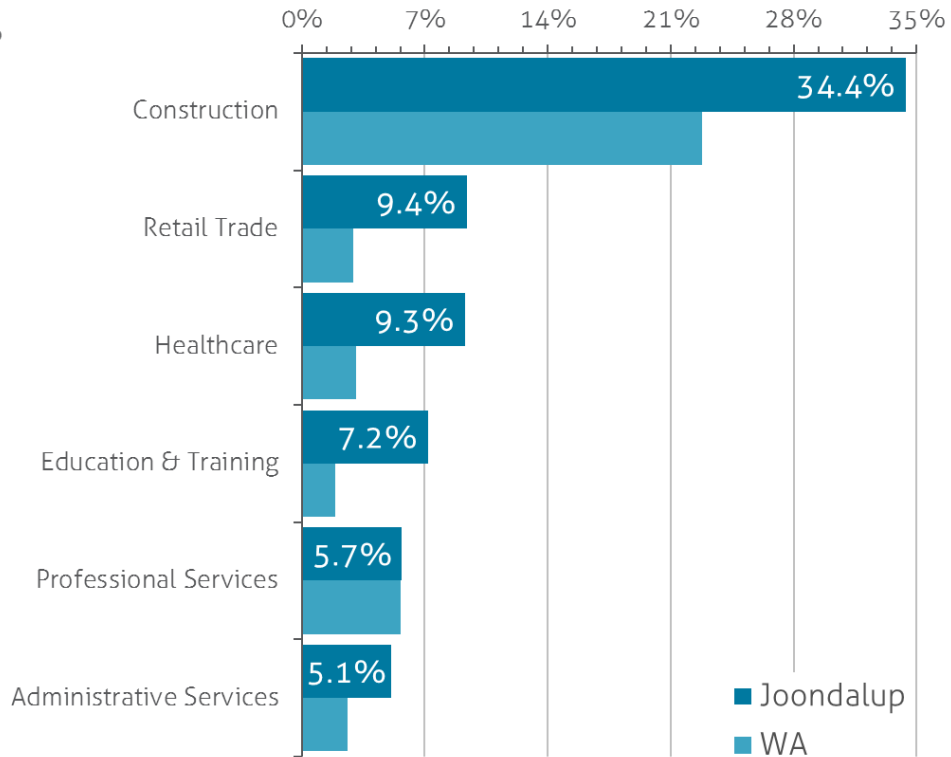
Joondalup Gross Regional Product Growth v WA



Source: National Institute of Economic and Industry Research

## Key Industries in Joondalup

Share of Economic Activity, 2012-13 v WA



Source: National Institute of Economic and Industry Research

# Housing and construction boom

- The construction sector in Joondalup generated \$3.1 billion in 2012/13
- Joondalup accounts for about 5% of total building approvals in WA
- Construction employs more of the City of Joondalup's local labour force than any other sector



**Photo: Construction site in Joondalup**

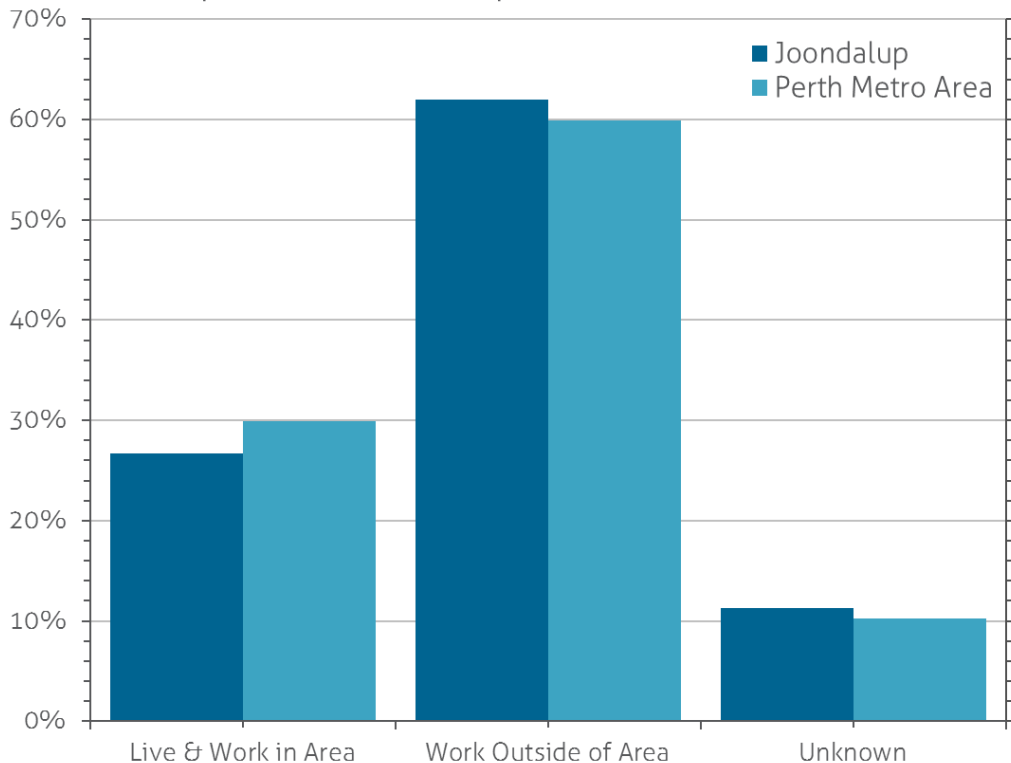
# Retail a growing sector

- 3 major shopping centres – Warwick, Whitfords and Lakeside
- Lakeside Joondalup will be the largest shopping centre in WA
- An additional 900 jobs - Lend Lease
- Opportunities for small businesses



## Travelling for Work

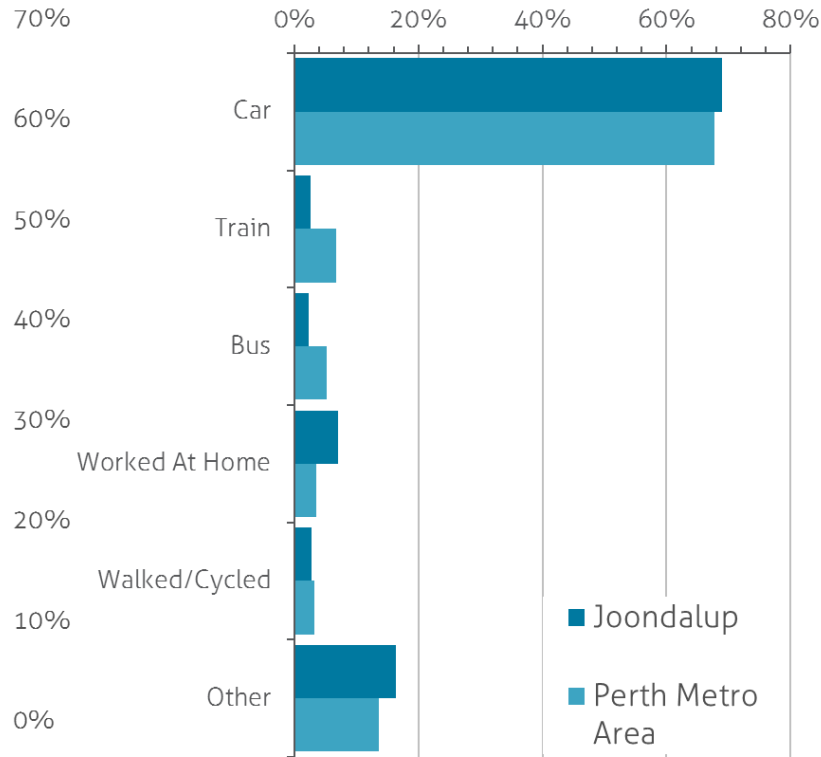
Share of Population, Joondalup v Perth Metro Area



Source: 2011 Census

## Primary Mode of Transport to Work

Share of Population, Joondalup v Perth Metro



Source: 2011 Census



# Creating a knowledge based economy

- Ulm, Germany
- Created a “Science Park” at University of Ulm
- Research centre for companies including:
  - BMW
  - Siemens
  - Nokia
  - Daimler



Photo: University of Ulm in Germany

# Leveraging strength in research and education

- Edith Cowan University Joondalup
- Joondalup Health Campus
- West Coast Institute of Training
- Motor Industry Training Association of Western Australia
- West Australian Police Academy
- NECA College of Electrical Training



Photo: Edith Cowan University in Joondalup

# ECU Joondalup partnering with industry

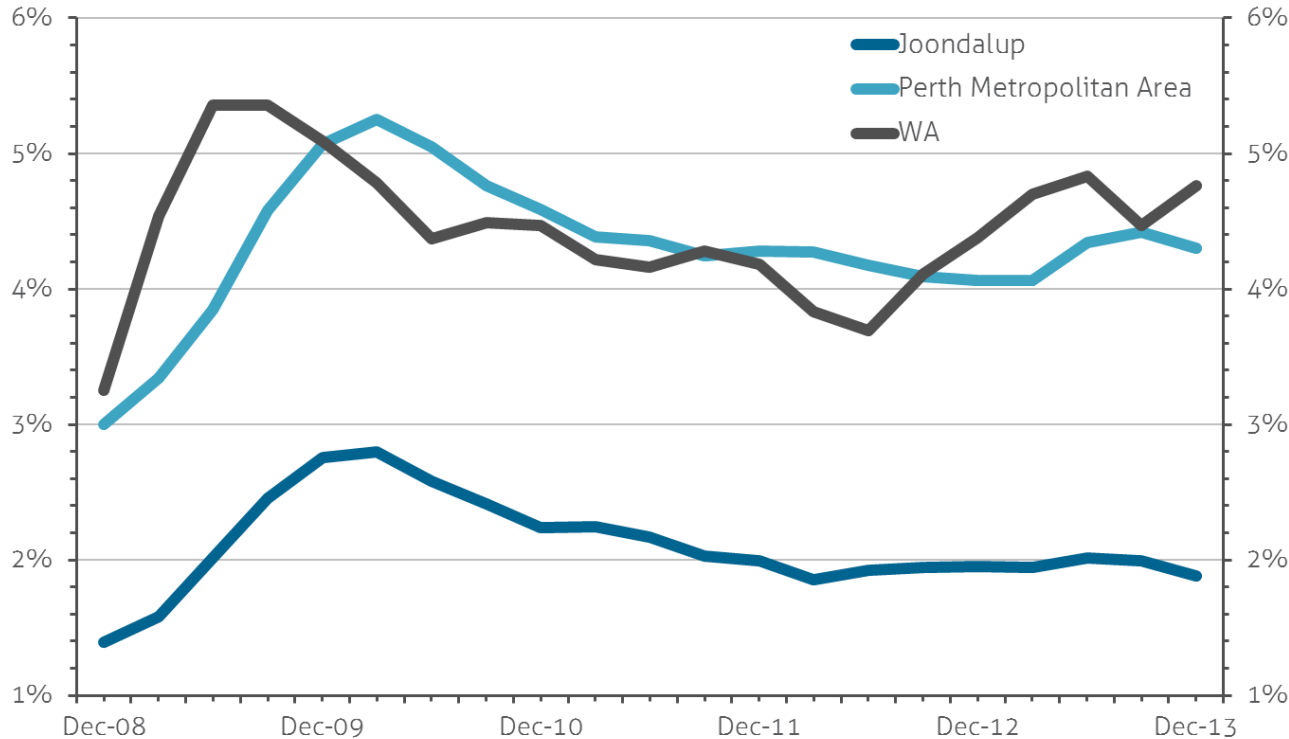
- Successful application for Australian Research Council funding to partner with industry for two important partnerships:
  - ✓ ECU partnering with Perth-based Phonic Detection systems to develop a prototype weed-zapping laser
  - ✓ Partnership with St Vincent de Paul Society on a project aimed at tackling inter-generational poverty



**Photo: Professor Kamal Alameh (far right) and John Rowe (far left) of Photonic Detection Systems with the prototype weed detector.**

# Unemployment Rate

City of Joondalup v Perth Metro & WA



Source: Department of Employment

## Other key stats:

### Biggest industries of employment?

- Construction (10k)
- Health (9.3k)
- Retail (9k)

### Biggest occupation groups?

- Professionals (18.2k)
- Administrative (13.9k)
- Trades & techs (13.8k)

Source: 2011 Census



**Photo: Aboriginal Apprentice  
Matthew Wharram working at Best in  
the West Tiling**

## CCI training and apprenticeships

- CCI has almost 500 trainees and apprentices in the Joondalup area
- Includes Aboriginal Australians
- CCI encourages businesses to enquire about taking on a new apprentice or trainee

# Sourcing local talent for new ventures

- Tri-Shield Services was established in 2010 as an Indigenous company providing security services to the resources sector in WA
- Provides security personnel to Wheatstone Project in Onslow
- Business has grown to more than 20 staff
- Offers training opportunities for Indigenous candidates



**Photo: Supervisor Gavin Wright with Tracey Narrier**

# Local business innovation

- White Oak Home Care Services was started 15 years ago by a registered nurse and an occupational therapist
- Mobile respite care services
- Offers 24 hour care, 7 days a week
- Flexible care for 1,100 community customers



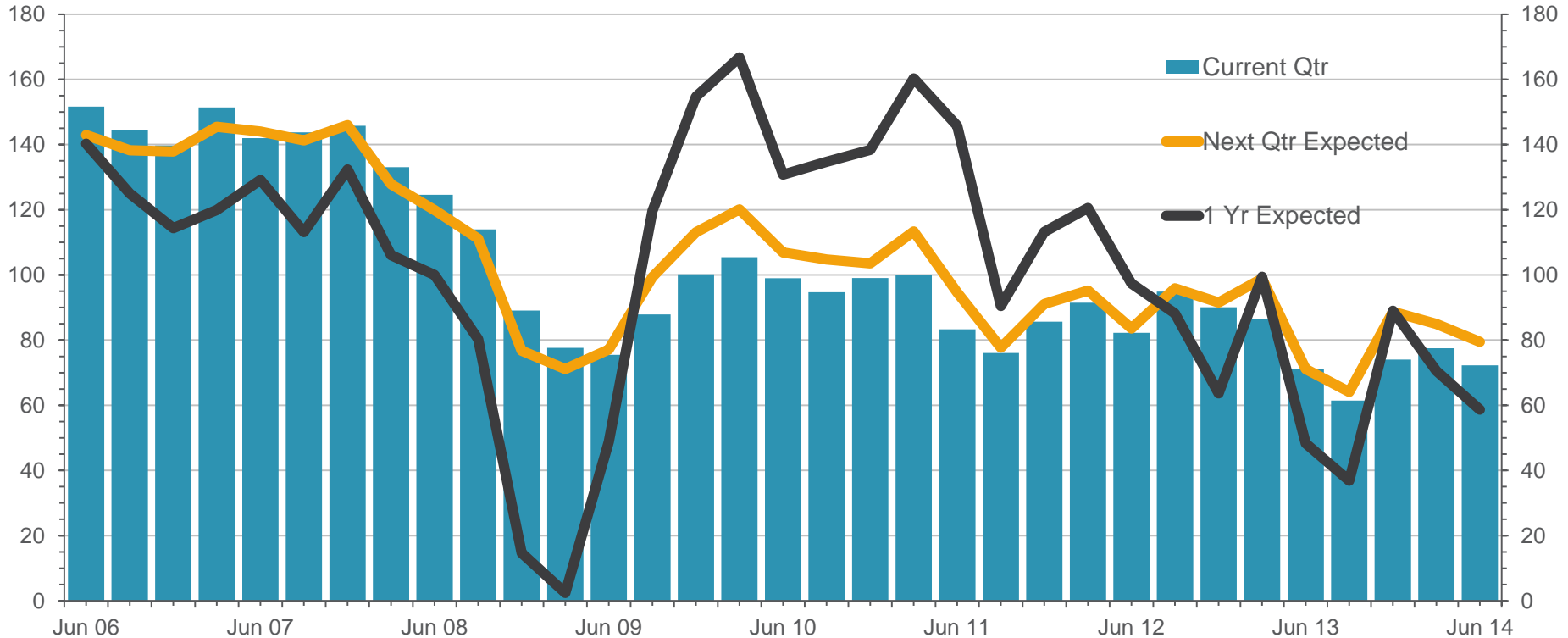
*White Oak*

COMMUNITY CARE FOR ALL AGES



# Westpac - CCI Business Expectations

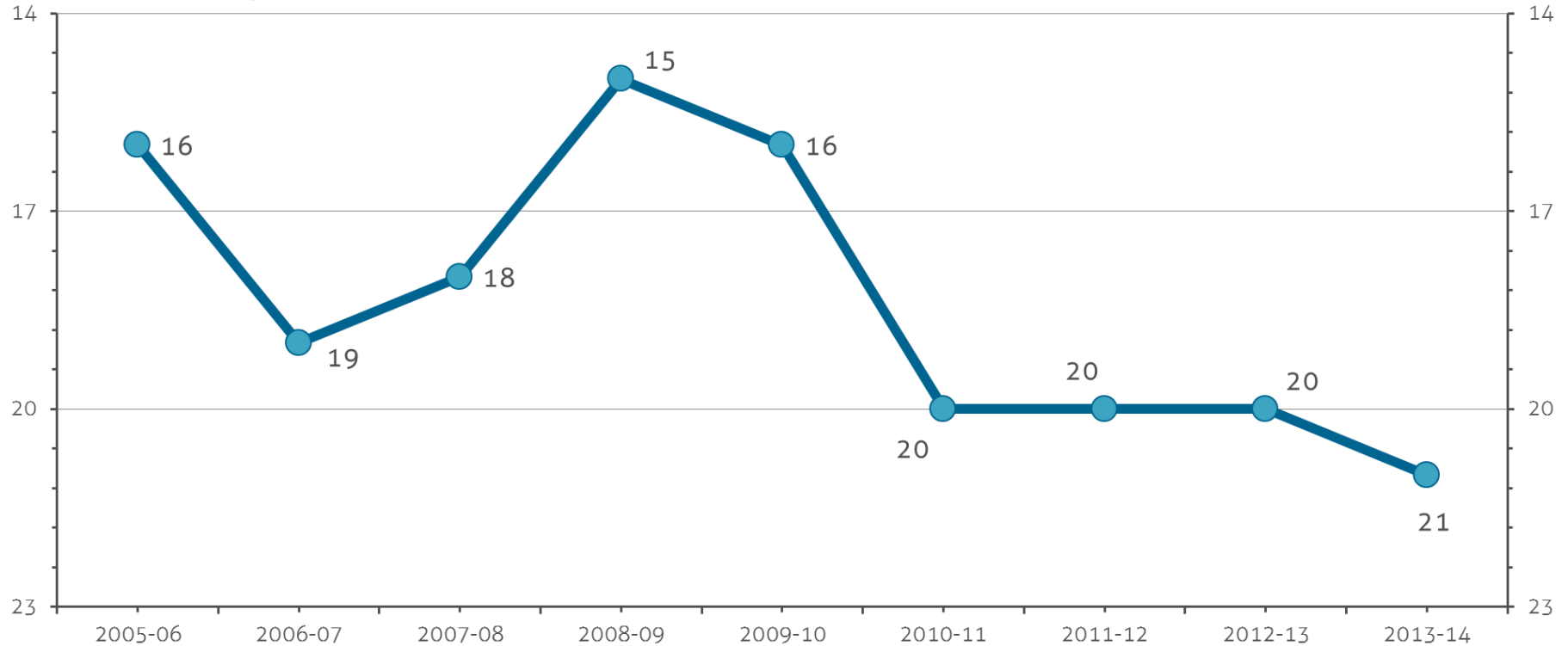
Current Conditions, 3 Month and 12 Month Expectations, Index, 100 = 'Neutral'





# World Competitiveness Index

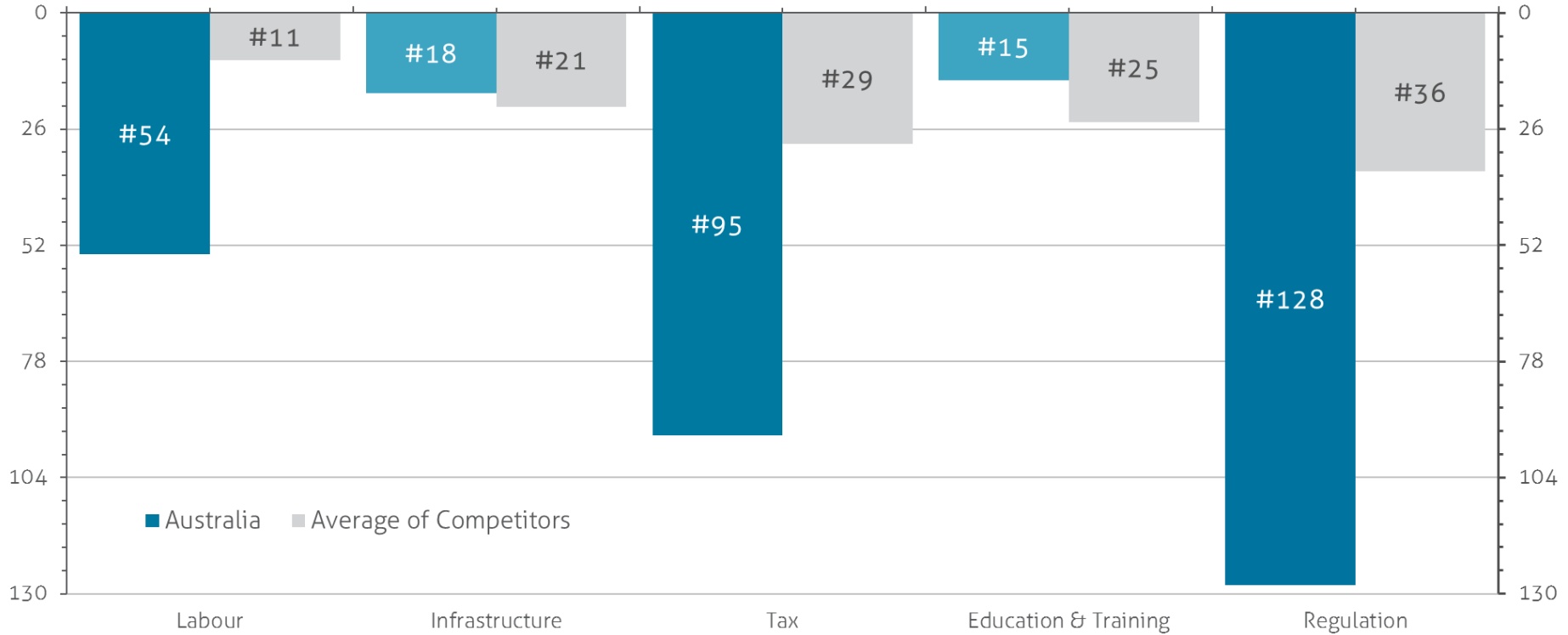
## Australia's Ranking



Source: World Economic Forum

# World Competitiveness Index

## Sub-Components, Australia v "Competitor Countries"\*, 2013-14



Source: World Economic Forum

\*Canada, Malaysia, Qatar & United States

CCI

Helping cut Red Tape for Western Australian business.



Home > Red tape > About



#### About

Be heard

News and updates

Contact us

## Red Tape Reduction

1. Is your industry over regulated?
2. Do you have to provide Local, State or Federal Governments with the same information?
3. Do Government processes or policies get in the way of you running your business?

**If you answered 'yes' to any of these questions, we need to hear from you!**



**TELL US YOUR  
RED TAPE STORY**

To help us understand the priority areas for reform, we are seeking examples of regulations that are holding back your business.

**Check the website: [cciwa.com/redtape](http://cciwa.com/redtape)**

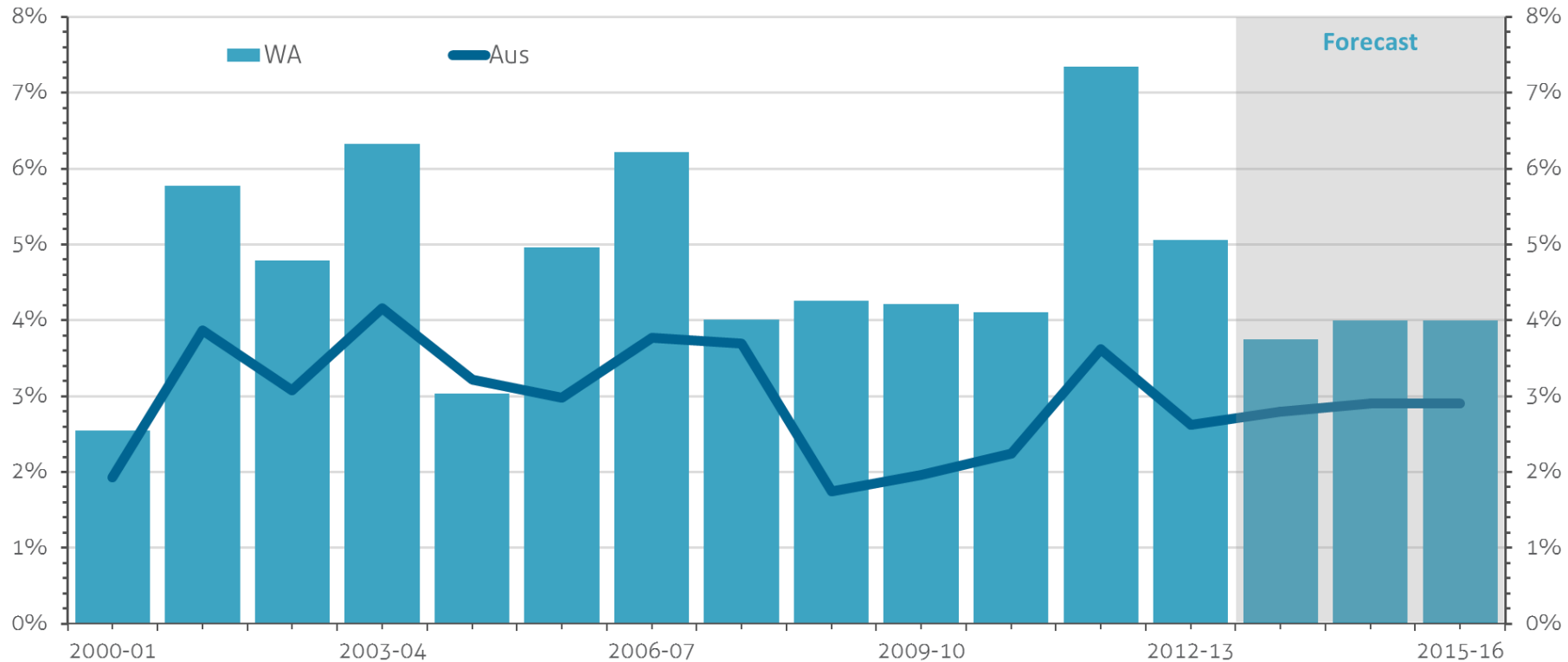
#### Membership

Contact CCI's Membership Team to find out the benefits of being a member.

**1300 4 CCIWA** (1300 4 22492)  
[membership@cciwa.com](mailto:membership@cciwa.com)

# Real Economic Growth, Actual & Forecast

Annual % Change



Source: ABS Cat. 5220.0, CCI

# WA is a world leading place to do business

1. Every Australian should have an equal opportunity to be employed
2. Regulation of business should protect the rights of individuals while not stifling entrepreneurship
3. Our competitive advantage should be based on our ability to educate (train) and innovate



Photo: Hillarys Boat Harbour

A collage of four black and white photographs. The top-left photo shows a man and a woman in an office looking at a laptop. The top-right photo shows a woman in a white shirt leaning over a desk. The bottom-left photo shows a woman in a white safety vest and hard hat talking to a man in a suit and hard hat. The bottom-right photo shows a man in a suit and hard hat talking to a woman in a white safety vest and hard hat.

## How we make it easier for you to do business

- ✓ Becoming a member is like having an extra 300 people working for you
- ✓ Access to a range of services to help solve business challenges and reduce costs
- ✓ Over the phone advice from our employee relations service
- ✓ Up to date business news including economic data

**[www.cciwa.com](http://www.cciwa.com)**