

INVEST JOONDALUP

Digital innovation in Joondalup will build national cybersecurity resilience and create thousands of jobs in a Joondalup Innovation Precinct.

Joondalup is a leading centre of digital innovation with key strengths in cyber security, research, education and training.

Joondalup significantly contributes to sovereign cyber security efforts and supports autonomous and robotics research and design.

The opportunity

Joondalup offers an established network of cyber innovators, established infrastructure and an embedded culture valuing innovation and digital resilience. The City of Joondalup is a prime location for testing and developing emerging technologies and can leverage existing capabilities to become a hub for innovation in the broader digital economy.

Prospects for success are strengthened by the WA government's recent \$20 million investment in the Australian Automation and Robotics Precinct at Neerabup and its commitment to support acceleration of new and emerging businesses to diversify the economy and create new jobs and industries.



Recognised
Innovation
Hub



Largest number
of cyber
graduates



Home to WA's
Cyber Security
Hub

Meaningful impacts

The City shares the State's vision to drive, facilitate and support digital transformation.

Joondalup contributes to the Federal Government's aim to increase the protection of Australians, businesses, and critical infrastructure from the most sophisticated cyber threats, supporting the Federal Government's key priority for Australia to emerge as a leader in the sector.

The City recognises the importance of diversifying the economy and the opportunities for innovation across the digital sphere. Key development areas include:

- an Innovation Precinct for new and emerging industries, including robotics, automation, artificial intelligence, data science, med-tech and cyber security;
- providing start-ups and scales-ups access to funding, programming, and co-working spaces; and
- research and development activities in new and emerging industries.

For more information, contact business@joondalup.wa.gov.au and visit joondalup.wa.gov.au/invest

Next steps

The City seeks partnerships, endorsement and investment to establish Joondalup as a leading Innovation Precinct, including:

- The City of Joondalup to be endorsed as an Innovation Precinct by the State Government.
- Investment in strategically aligned projects such as:
 - Innovation Incubator to support companies and start-ups; and
 - Dedicated robotics and automation research and testing facility.
- Digital and technology oriented organisations and industry bodies to establish or re-locate to the Joondalup City Centre.



MAKE THE MOVE

joondalup.wa.gov.au/invest