

Tomorrow starts in Joondalup



Investing for tomorrow

With over 500,000 people living within 20 minutes of the Joondalup City Centre, major road and rail links and booming population growth, Joondalup is a destination of choice for business investment and development.

The City's strengths such as its skilled workers, great location, good infrastructure, and quality of life provide an attractive mix for developers and industries looking to expand their WA footprint resulting in more jobs for locals, a bigger talent pool for businesses and a stronger, more inclusive and prosperous local economy.

Future development will see significant growth and investment in key sectors like health and medical, science and technology, education, innovation, cyber security, automation, robotics and future transport technology, tourism and housing.

As the economic centre of Perth's north, Joondalup is the ideal location for smart, high-value investments that will create more jobs, support innovation and make Joondalup a better place to live, work and visit.

The City invites you to explore the possibilities in Joondalup. Contact the City's Economic Development Team today at business@joondalup.wa.gov.au to learn more.



An aerial photograph of Joondalup, Western Australia, showing a mix of modern high-rise apartment buildings and traditional suburban housing. The city is surrounded by lush green forests and a large body of water in the distance. The image is framed by a white diagonal shape in the top left and a teal diagonal shape in the bottom right.

**Imagine what
we can achieve
together.**

Vision 2050

Investment opportunities

The City of Joondalup is actively seeking investment partners for the following opportunities:



\$1.88
billion in
economic activity

Health, well-being and ageing precinct

Already home to a world-class health and medical hub servicing Perth's rapidly growing northern corridor, treating over 72,600 inpatients annually with over 1,000 beds and bays. Joondalup presents opportunities to deliver new infrastructure to support health and medical services, including specialists and allied health professionals, advanced and digital health technologies, clinical trials, ageing and wellbeing solutions and innovation in care delivery.



14,622
jobs
Health industry is the
largest employer.



1,194,667
visitor nights

Hotel and short stay accommodation and tourism experiences

Joondalup is a recognised destination for Perth's northern metropolitan region, within the Sunset Coast. There is an opportunity for business accommodation in the City Centre, luxury coastal and marina accommodation development and further opportunities to support and grow unique tourism experiences and attractions.



6,291
tourism jobs



Purpose built student accommodation

Offering a concentrated and growing market of students, the Joondalup Learning Precinct is a prime location for investment with a talent pipeline in future-focused sectors.

Joondalup Learning Precinct



- Edith Cowan University
- North Metropolitan TAFE
- WA Police Academy.



Over
25,000
tertiary students
and growing



Over
7,100
international
students
from over 100 countries.

Reducing investment risk

- Flexible planning frameworks to simplify the development process.
- Land available within the Joondalup City Centre, including our Learning and Innovation Hub, Health and Wellness Hub and tourism precincts and marinas.
- A proactive and collaborative approach to working with developers and operators to secure long term assets.
- Established partnerships across the health, education and destination ecosystems.
- A commitment to strategic destination brand development.
- A diverse economy servicing the growing population of the northern corridor.

Joondalup's economic snapshot



Strategic economic
centre of Perth's northern
corridor servicing over

500,000

people living within 20 minutes of
the Joondalup City Centre



173,469

Local population (2023)



20%

higher than State average



17km

Pristine coastline and
world class wetlands



300+

Parks and
reserves

+200,000



new residents in the area
and surrounds by 2046



12,841

Registered businesses (2024)



25%

Professional occupations



58,549

Jobs (2024)



33%

have bachelors degree or higher

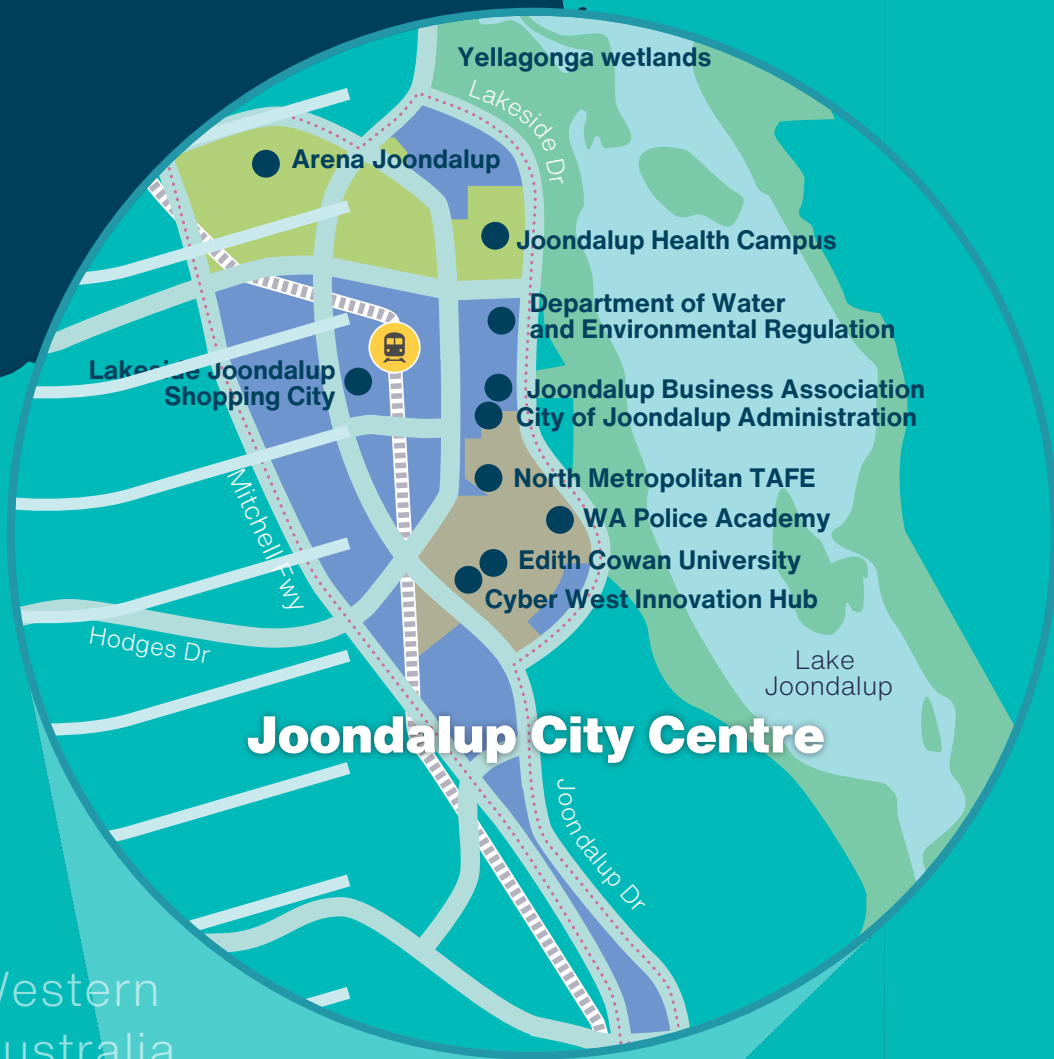
\$8.23 billion

Gross regional product (2024)



24%

work in health or education



Western
Australia

-  Joondalup activity centre
-  Health and wellness hub
-  Learning and innovation hub





City of
Joondalup

For more information,
please contact the Economic
Development and Advocacy Team.

T: 9400 4000

E: business@joondalup.wa.gov.au

joondalup.wa.gov.au

     **UPTOWN**



Scan the QR code for
further information.