



City of  
Joondalup

# Investment Attraction Framework Overview





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## Acknowledgement of country

The City of Joondalup acknowledges the Traditional Custodians of this land, the Whadjuk people of the Noongar nation.

We recognise the culture of the Noongar people and the unique contribution they make to the Joondalup region and Australia.

We pay our respects to Elders past, present and emerging, and all Aboriginal and Torres Strait Islander peoples.

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*Aboriginal and Torres Strait Islander peoples should be aware that this document may contain images and names of people who have passed away.*

*Joondalup-ak ngala kaditj Noongar moort nidja  
Wadjak boodjar-ak kalyakool  
moondang-ak kaaradj-midi.*

*Ngala Noongar Moort wer baalabang moorditj  
kaadidjiny koota-djinanginy.*

*Ngala Noongar wer Torres Strait Moort-al  
dandjoo koorliny kwaba-djinanginy. Koora,  
yeyi wer kalyakool, ngalak Noongar wer Torres  
Strait Birdiya wer moort koota-djinanginy.*

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*Aboriginal wer Torres Strait Islander moorta  
balatj. Nidja bibool-boorong djinang wer kwela  
moort ngiyan noyintj.*







# Executive summary

As the economic centre of Perth's north, the City of Joondalup's Investment Attraction Framework (IAF) guides the City's efforts to secure strategic, high-value investment.

Aligned with the City's economic development priorities, this framework builds on the long-term economic plan, *Expanding Horizons 2033* which provides a structured, evidence-based approach to attract and support smart, high-value investments, create more jobs, support innovation and make Joondalup a better place to live, work and visit.

There are four key processes that influence investment attraction: target sector engagement; investor outreach and facilitation; business retention and expansion; and enabling infrastructure and ecosystem development.

The City's strengths such as its skilled workers, great location, good infrastructure, and quality of life attract both government and private investors. Bringing in new investment means more jobs for locals, a bigger talent pool for businesses and a stronger, more inclusive and prosperous local economy.

The IAF follows global best practices and gives Joondalup an edge in attracting and assessing the right kind of investment. It also helps the City plan ahead, offer the right incentives, and remove obstacles for investors.

Investment attraction is imperative to delivering a vibrant and flourishing future for Joondalup. With strengths in education, health, digital innovation and knowledge industries, Joondalup is well positioned to attract high value and high impact investment.













An aerial photograph of Joondalup, Western Australia, showing a mix of urban development, green spaces, and coastal areas. The city is nestled between a large body of water and a forested area. The image is used as a background for the left side of the page.

# Strategic overview

Joondalup is a dynamic and rapidly growing city in Western Australia, boasting significant economic potential. Strategically positioned as the Central Business District of Perth's northern corridor, Joondalup has direct access to a population catchment of half a million people, providing jobs and delivering essential health, education, retail, and administrative services to local and neighbouring residents. Its identity is shaped by its iconic coastal location and nationally significant institutions such as Edith Cowan University, North Metropolitan TAFE, and the Joondalup Health Campus, alongside an emerging innovation and cyber security sector. These economic strengths, coupled with high liveability and natural assets like the coastline and green reserves, make Joondalup a unique proposition for both investors and residents.

The Investment Attraction Framework (IAF) builds on this foundation, aligning local investment initiatives with broader State and Federal Government priorities and market trends. It recognises four core industry clusters as competitive advantages for economic growth:

- **Knowledge Industries:** Joondalup's education sector, led by Edith Cowan University and North Metro TAFE, supports over 9,500 jobs and 60,000 students, producing essential talent for WA's health, policing, and cyber security sectors.
- **Digital and Innovation Industries:** Home to WA's first innovation Hub, CyberWest, Joondalup is emerging as a national centre for cyber security and digital innovation, enhancing economic resilience and diversification. It produces 20% of national cyber graduates.
- **Health and Medical Industries:** Centred on the Joondalup Health Campus, the local health sector employs nearly 15,000 and generates close to \$2 billion annually, creating momentum for future investment in medical research and innovation.
- **Destination and Visitor Economy:** With over 15,000 jobs linked to visitors and tourism, Joondalup's visitor economy leverages its coastal assets, diverse culture, and attractions such as Hillarys Boat Harbour and Ocean Reef Marina.

Each of these sectors offers both a competitive advantage and a pathway for diversifying the local economy. By integrating investment attraction into existing planning and advocacy processes, the City aims to elevate Joondalup's visibility, improve investment readiness, and activate key precincts to ensure economic resilience and community benefit.



# 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



## 17km

Pristine coastline and  
world class wetlands



## 300+

Parks and  
reserves



The rapidly expanding  
Joondalup Health  
Campus in the centre  
of a Joondalup health  
and medical precinct



Leading cyber  
security hub and  
home to the WA  
Cyber Security  
Innovation Hub,  
CyberWest



Significant tourism infrastructure  
including the established Hillarys  
Boat Harbour and worldclass  
iconic waterfront development,  
the Ocean Reef Marina precinct



A leading education precinct  
including Edith Cowan  
University, North Metropolitan  
TAFE, and the WA Police  
Academy



Retail and leisure opportunities  
including one of WA's largest  
shopping centre precincts,  
Lakeside Joondalup, and  
coastal shopping centre  
Westfield Whitford City.



ECU Joondalup is a  
commercialisation and  
cyber security leader,  
producing 20% of cyber  
graduates nationally





## Key strengths



**12,841**

Registered businesses (2024)



**173,469**

Local population (2023)



**58,549**

Jobs (2024)



Household income

**20%**

higher than State average

**\$8.23 billion**

Gross regional product (2024)

**+200,000**



new residents in the area  
and surrounds by 2046



**25%**

Professional occupations



**33%**

have bachelors degree or higher



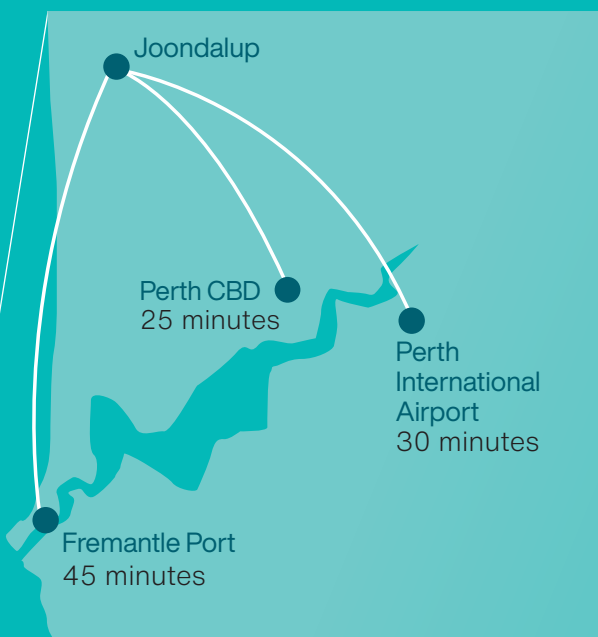
**24%**

work in health or education



**20%**

of cyber graduates nationally.



Joondalup



Perth



# City of Joondalup region







## Joondalup City Centre

- ⦿ Joondalup Activity Centre
- Health and Wellness Hub
- Learning and Innovation Hub

Ave

● Warwick Sport and Recreation Hub

Warwick Grove Shopping Centre

- Coastal shared path
- Main roads
- Train line



# Investing in Joondalup

The Investment Attraction Framework directly supports the vision for the local economy laid out in the *Strategic Community Plan – Joondalup 2032*:

*“We are a global facing city with a prosperous and resilient economy. Our City is home to diverse industries that generate a wide range of local job opportunities. We encourage creativity and innovation, and we support opportunities to build the City’s brand as a popular business and tourism destination.”*

Economic development priorities and associated opportunities were developed through engagement to deliver on our community’s vision, and unlock the potential of our economy.

The IAF is critical to delivering the local economic vision and provides Joondalup with an edge when looking to compete for strategic investment opportunities. It provides a well-defined process to identify, prioritise and deliver key opportunities that attract targeted public and private investment to Joondalup. The City will integrate this process within the current local planning framework and with the Advocacy Framework to communicate investment attraction opportunities.



## Priority: Empowered local businesses and community



align local government support to business needs



activate CBD and other centres



retain youth to grow local skills





### Priority: High performing city centre and precincts



increase services to a large and growing population



develop strategic industries



increase tourism



### Priority: Global facing innovation ecosystem



expand international education and medical potential



support digital innovation ecosystem



# The implementation process

The Investment Attraction Framework is an assessment tool. Once an opportunity is identified, the City follows the implementation process. The process provides a guide to identifying, progressing and implementing investment proposals. This ensures a consistent procedure is undertaken using process steps, decision pathways and tracking indicators to measure success. Refer to the Investment

Attraction Framework document for the detailed process.

An identified opportunity is managed through a register, enabling systematic development, prioritisation, support and ongoing monitoring. A Multi-criteria Assessment (MCA) tool informs project selection and can be used to support strategic State and Federal funding applications, where appropriate.

## Overview of the implementation process:





In assessing the investment, the MCA is used to determine the alignment of a project with established objectives and desired outcomes. The MCA objectives are linked to the City's local planning framework, State economic development framework and Federal industry priorities. This ensures we assess how a project contributes to our objectives while also understanding the project's ability to attract co-funding from key stakeholders.

| MCA Objectives                  | Description of Multi-Criteria Assessment Objective                                                                 |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Economic Benefit</b>         | The scale and importance of a project's ongoing economic impact                                                    |
| <b>Financial Sustainability</b> | The impact of a project on the City's financial sustainability objectives                                          |
| <b>Social Benefit</b>           | The scale and importance of a project's ongoing social impact                                                      |
| <b>Community Support</b>        | Community support across key stakeholders                                                                          |
| <b>Value for Money</b>          | A project's value proposition to the Joondalup community based on comparison of costs and benefits                 |
| <b>Viability</b>                | The funding available, demand for and sustainability of commercial uses associated with a project                  |
| <b>Planning Principles</b>      | The alignment of a project with planning and place principles                                                      |
| <b>Strategic Alignment</b>      | How well the project aligns to the achievement of stated goals and a clear fit with the City of Joondalup's vision |
| <b>Project Readiness</b>        | The 'shovel readiness' of a project including required approvals, proponent and documentation.                     |



# Investment support

The IAF guides the City of Joondalup's decision to support investment through a spectrum of levers tailored to project complexity, strategic importance, and risk profile. Rather than adopting a one-size-fits-all approach, the framework introduces a structured model for providing support.

Support is categorised into:

- **Control:** where the City has direct influence, such as land use, planning, parking, licensing and permits, grants programs, or considering incentives to emerging businesses.
- **Influence:** where the City can facilitate outcomes by engaging with external agencies, advocating for funding, guiding proponents through regulatory processes, or connecting stakeholders.
- **Monitor:** where the City maintains sector intelligence, builds relationships, and tracks trends to inform future decisions and opportunities.

The support provided to a project will be clearly outlined summarising the City's role, responsibilities, and the strategic rationale for its involvement. This transparency ensures accountability while building trust with proponents. It also allows the City to align its resource allocation with community benefit and strategic outcomes.







## Measuring success

A detailed evaluation and monitoring framework facilitates ongoing measurement of the investment initiatives. This process ensures investment outcomes are achieved and supports the development of new, targeted investment initiatives. Measuring success includes regular stakeholder engagement, proponent acquittal data where appropriate, and review of the outcomes.

The City will track key indicators to understand how the local economy is developing. Measurements of success, as outlined in the City's Economic Development Strategy *Expanding Horizons 2033*, are:

- our businesses are growing
- more residents are employed locally
- more businesses are locating to our City Centre
- we have more high value jobs in Joondalup
- our innovation ecosystem is growing
- our local Gross Regional Product continues to grow
- there are more local jobs.

The City will continually promote and review investment attraction projects and proposals and the outcomes they are delivering. The IAF positions Joondalup as a destination of choice for strategic investment, helping shape a future-ready economy while delivering tangible benefits to the local community.





City of  
Joondalup

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*This document is available in alternative  
formats upon request.*