



Economic profile and opportunities



CITY OF JOONDALUP – THE CENTRAL BUSINESS DISTRICT OF PERTH’S NORTH- WEST CORRIDOR

With a vision to be “A Global City: Bold, Creative and Prosperous”, the City of Joondalup is committed to distinguishing itself through leadership and by developing an active and engaged community that enjoys lifestyle opportunities and outstanding services, events and programs.

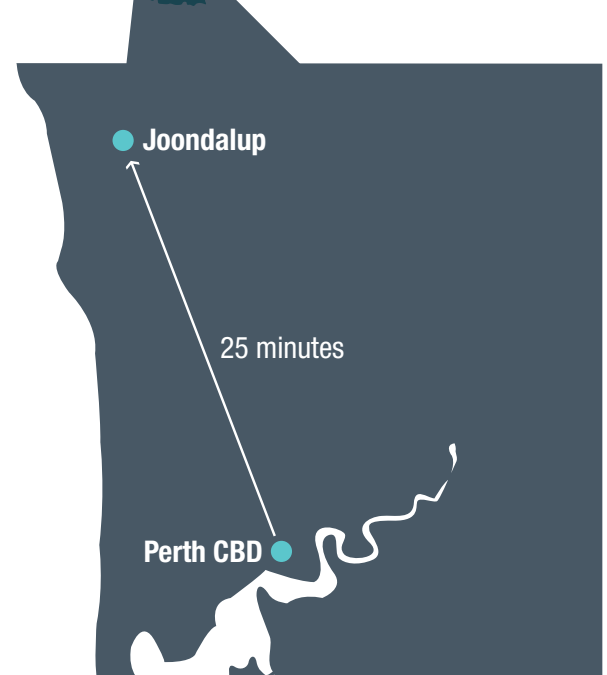
The City is the third largest Local Government in Western Australia (by population) with 161,000 residents. Located just 25 minutes north of Perth, the City is known for its 17kms of pristine coastline, natural bushland and wetlands and more than 300 beautiful parks.

Having the unique advantage of being home to the Joondalup Learning Precinct, comprising Edith Cowan University (ECU), North Metropolitan TAFE and the Western Australia Police Academy, the City offers a hub of knowledge and innovation for students, researchers, business and investors.

Key employment sectors within the City include retail, health, education, and tourism. Westfield Whitford City, Lakeside Joondalup Shopping City, Centro Warwick and the Joondalup City Centre provide major retail centres for locals and visitors. One of the largest major public hospitals in WA – Joondalup Health Campus, is also based in the City of Joondalup.

The City is also home to and partner of the WA AustCyber Node, based in the Joondalup Innovation Hub precinct, at Edith Cowan University. The region is one of three key cyber hubs in Australia, bringing together world-class innovation, research and resources.

Statistics in this document have been taken from economy.id, the population experts, <https://economy.id.com.au/joondalup/>



CITY OF JOONDALUP AT A GLANCE

91,525

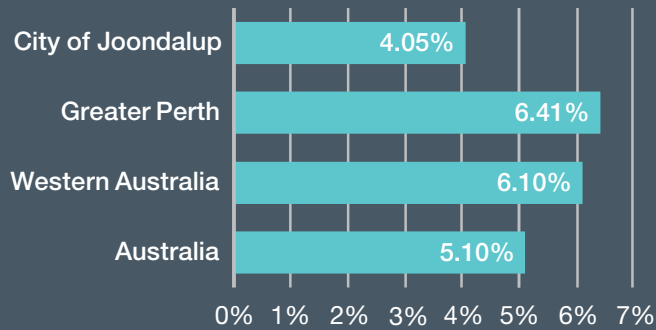


Workforce in the
City of Joondalup

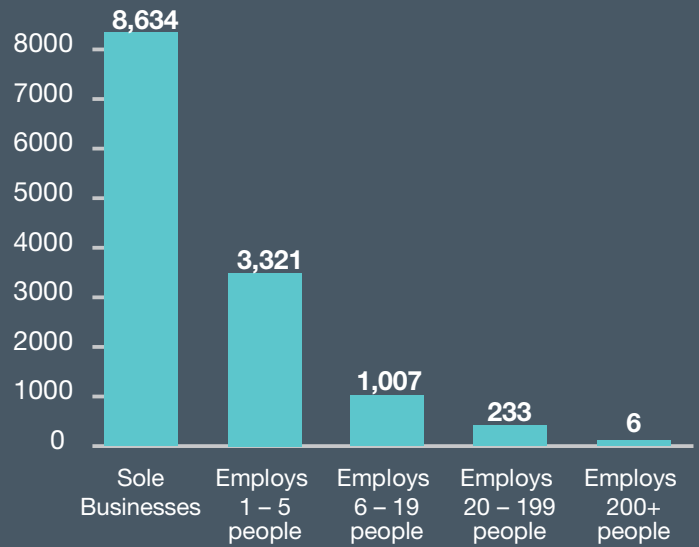


2019 Unemployment comparison

In the 2019 March quarter, Joondalup has the lowest unemployment rate in comparison to Perth, Western Australia and Australia.



Joondalup business count by size



	City of Joondalup	Metropolitan Perth
Gross Regional Product	\$6.48 billion	\$41.361 billion
Geographical area	9,900 hectares 99 square km	642, 234 hectares 6,422 square km
Population	160,031	2,059,484
Unemployment	4.05%	6.41%
Overseas born population	37.8%	32.2%

2.7
million
Visitors



60,000
Students



46,042
Local Workers



13,135
Businesses



	City of Joondalup at 2050	North West at 2050
Labour Force	104,751	376,390
Jobs	64,041	224,130
Self Sufficiency	61.1%	59.5%
Population	187,993	671,465

ECONOMIC SUCCESS

GROSS REGIONAL PRODUCT

City of Joondalup's GRP was \$6.48 billion in the year ending June 2018, growing 3.5% since the year 2017. The three largest industries of the City of Joondalup in 2017/18 were health care and social assistance (17.8%), education and training (14.6%) and retail trade (10.7%). In 2016, 51% of Joondalup's resident population live and work in the local area.

City of Joondalup's, Health Care and Social Assistance is the largest employer, generating 10,949 local jobs in 2017/18





Home to one of three cyber growth centres in Australia

The Innovation Hub was welcomed to Edith Cowan University's Joondalup Campus in 2017 following many years of collaborative efforts between the University and the City to attract, build and support innovative businesses. The Joondalup Innovation Hub is an initiative of the McGowan Government's New Industries Fund, a \$16.7 million initiative to support and accelerate new and emerging businesses in Western Australia.

The New Industries Fund is providing \$200,000 in funding each year over four years to support operations and staffing at the hub, partnering with AustCyber with \$50,000 per year of matching funding to support the node. WA AustCyber, is part of a federal network of AustCyber nodes, part of the federal government's Industry Growth Centres Initiative which was established through the National Innovation and Science Agenda.

WA AustCyber aims to grow the Australian cyber security ecosystem, export Australia's cyber security to the world and make Australia the leading centre for cyber education. In particular through this initiative, they aim to address shortage of skilled cyber security workers around the world – where projections suggest that in Australia alone this shortage could reach 18,000 skilled cyber security workers within the next decade.

The City is committed to providing in-kind support for the WA Node via sponsorship, programming and promotions. Since 2014 the City has partnered with the ECU Security Research Institute to deliver Cyber Check Me, an initiative which aims to ensure small to medium-sized businesses are protected from cyber threats.

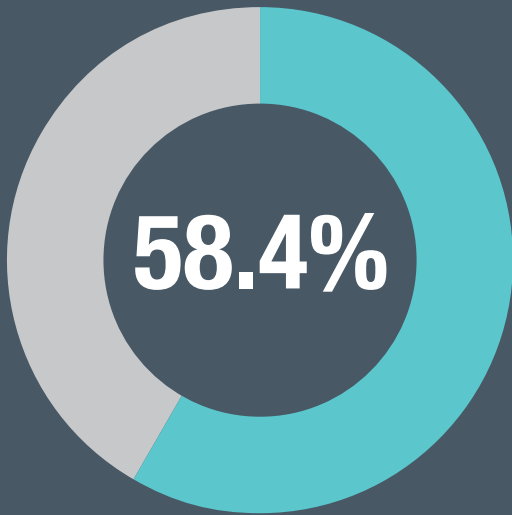
"The added value and connections gained by clustering education, policing, cybersecurity scale-ups, research and development and government within a designated geographical area in Joondalup has allowed AustCyber to partner with a critical mass of thinkers and creators. The next two to three years will undoubtedly see even more connections made, projects initiated and the creation of local cyber jobs."

– Dr Ian Martinus, WA AustCyber



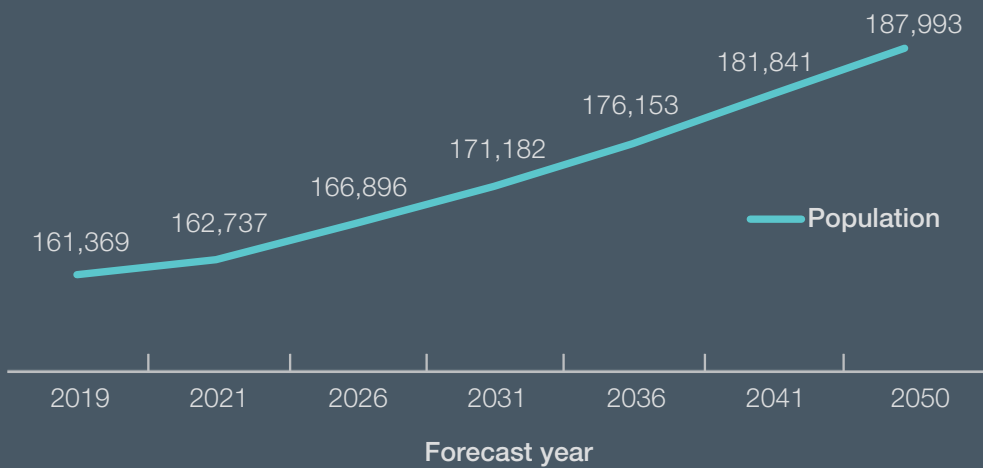
18,000
skilled cyber security
workers within the
next decade

Full-Time Working Residents



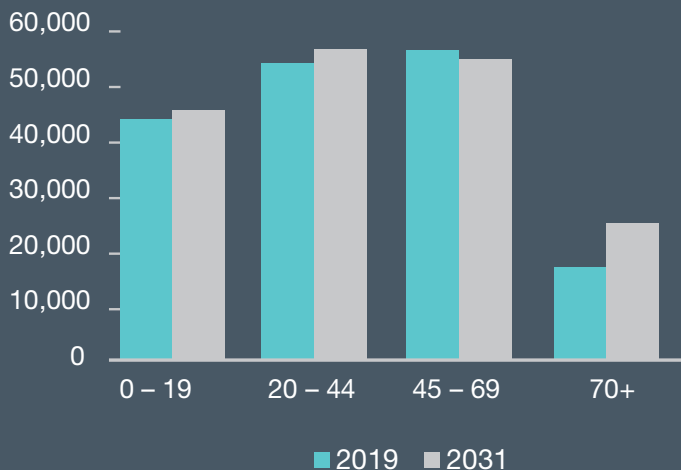
Population Growth Forecast

The City of Joondalup City population from present year is forecast to grow to 181,841 by 2050.



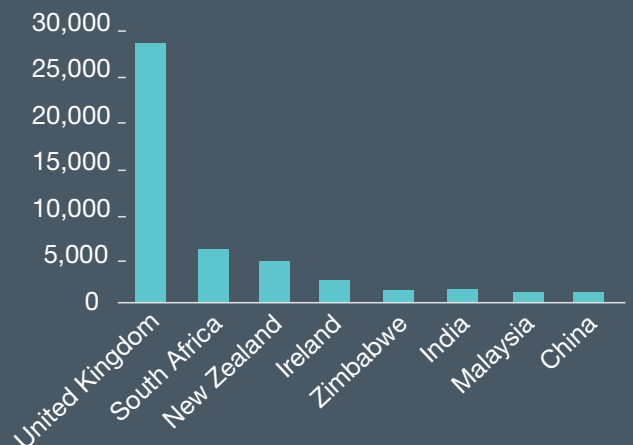
Population age structure

Between 2019 and 2031, the age structure forecasts for the City of Joondalup indicate a 2.8% increase in population under working age, a 30.4% increase in population of retirement age, and a 1.4% decrease in population of working age.



Overseas born residents in Joondalup

Joondalup is a multicultural city where in 2016, 37.8% of people in the City of Joondalup were born overseas.



SKILLS, KNOWLEDGE AND INNOVATION

JOONDALUP LEARNING PRECINCT

Having the unique advantage of being home to the Joondalup Learning Precinct (JLP), comprising Edith Cowan University (ECU), North Metro Tafe and the Western Australia Police Academy, the City proudly acknowledges the support of the Precinct institutions' work with local business, government, and commercial clients to provide international education and training programs; professional and scientific services; and research and consultancy services to assist with business growth.

The mandate of the JLP encourages collaboration, advocacy and resource-sharing to deliver positive and sustainable outcomes for students, researchers, business and investors, as well as the local economy.

63%

of employees have a certificate level qualification or higher.



73

Education facilities



48

Primary Schools

20

 High Schools/ College


5

 Tertiary Institutions


Total number of students in the City of Joondalup



20,666

enrolled in Primary Schools



10,932

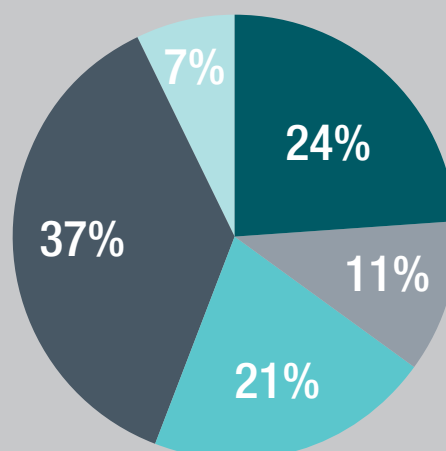
enrolled in High Schools/ College



30,212

enrolled in Edith Cowan University

Highest qualification achieved

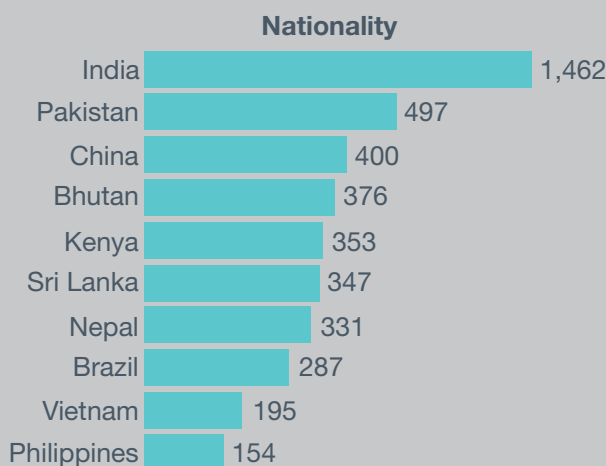
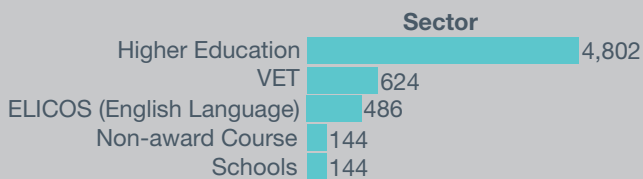


- Bachelor or higher degree
- Advanced diploma or diploma
- Other vocational qualification
- No qualification
- Not stated

Embracing international students in the community

International students make significant contributions to a local community's prosperity and play a crucial role in enhancing the City's cultural diversity and global reputation as a centre for learning, research and innovation. The flow-on effects of international education are far greater than that of tourism, due to the duration of students' stays, their local spend, and the jobs and enduring global ties created. The sector has a reputation for providing high-quality education, and the potential to create more jobs.

Currently WA has over 50,000 international students studying in Perth with a vision to grow this to 100,000 students by 2025. In January – June 2019, metropolitan Perth attracted 39,139 enrolments and the North West region of Perth attracted 6,222 enrolments (15% of Perth's market share) with only 2,448 international students commencing their studies in the region. Joondalup has an opportunity to grow these numbers with capable education providers across university, TAFE, private providers and schools. There is a significant opportunity to attract more students into the region and support them during their stay.



Tertiary Institutions of the City are:

- Edith Cowan University
- North Metropolitan TAFE WA
- Western Australia Police Academy
- AMA International Academy
- National Electrical Communications Association



FINANCIAL ENVIRONMENT AND COSTS

Gross Weekly Individual Income



\$1,957

Median weekly household income



Housing tenure



Median house value



City of Joondalup

\$591,520



Western Australia

\$465,312

Median unit value



City of Joondalup

\$343,123



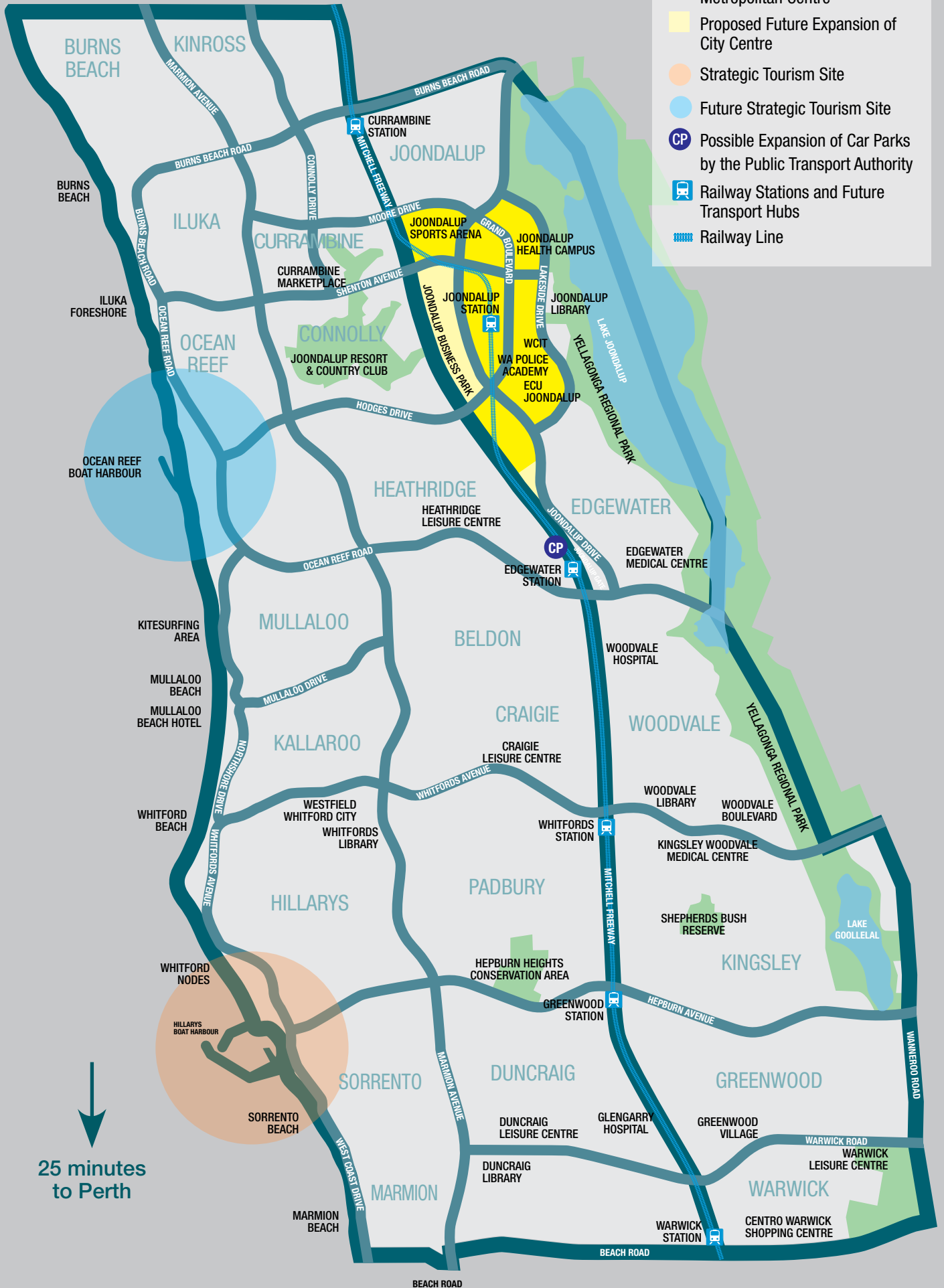
Western Australia

\$352,615

INVESTMENT

LEGEND

- Joondalup Strategic Metropolitan Centre
- Proposed Future Expansion of City Centre
- Strategic Tourism Site
- Future Strategic Tourism Site
- Possible Expansion of Car Parks by the Public Transport Authority
- Railway Stations and Future Transport Hubs
- Railway Line



25 minutes to Perth

BEACH ROAD

CITY OF JOONDALUP HAS SEVERAL PROJECTS THAT ARE BEING DEVELOPED AND SEEKING INTEREST FOR PARTNERSHIP

Private Public Project opportunities:

- Ocean Reef Marina (recently approved with future opportunities);
- Joondalup Performing Arts and Cultural facility – \$60 – \$90 million;
- Burns Beach Café/ restaurant – develop concept design;
- Pinnaroo Point – Café/Kiosk: design development;
- Boas Place;
- Joondalup City Centre Development;
- Land optimisation projects;
- Heathridge Park Master Plan;
- Warwick Community Facilities; and
- Edgewater Quarry Master Plan.

Ocean Reef Marina

Ocean Reef Marina is set to become a world-class waterfront precinct providing recreational, tourism, residential and boating facilities for local residents and visitors alike, with capacity for 550 boat pens, 200 boat stackers and a diverse mix of 1,000+ new homes, approximately 12,000 square metres of retail and commercial space, integrated with 2.6ha of high-quality public open space. Premier Mark McGowan announced a commitment \$120 million to enable planning and construction of the Ocean Reef Marina, undertaken by LandCorp, with key involvement of the City of Joondalup. Construction to commence in late 2020.

Recent investments and developments into Joondalup

Completed

- Prime House State Government Offices – Davidson Terrace, Joondalup – \$31 million
- Four storey teaching and research space at Edith Cowan University, Joondalup – \$10 million
- Quest short-term accommodation apartments – Boas Avenue, Joondalup – \$14 million

Under construction

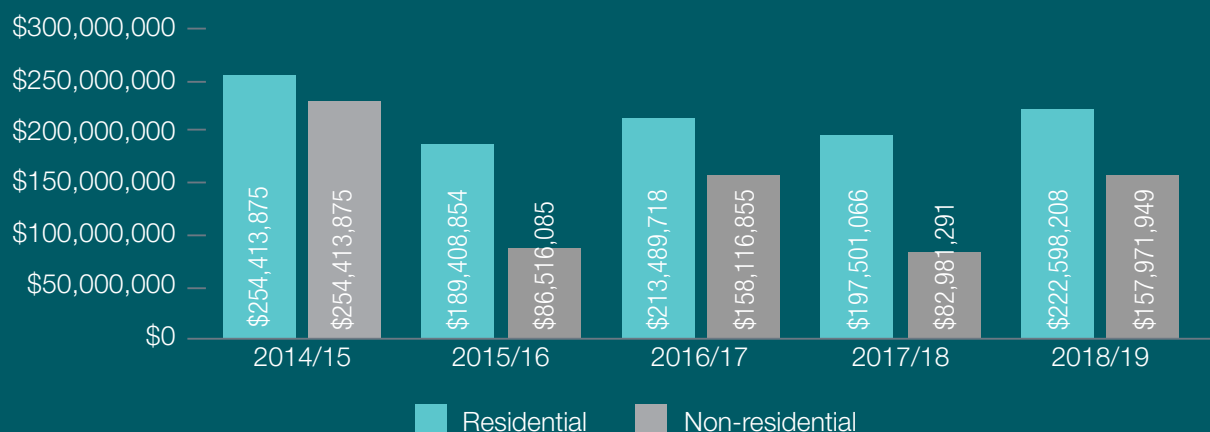
- Iluka Plaza mixed commercial development - Burns Beach Road, Iluka \$8 million
- Extensions and refurbishments of Mullaloo Plaza Shopping Centre – Koorana Road, Mullaloo – \$2 million
- ECU Science Building, Joondalup – \$39.3 million
- Hillarys Plaza mixed commercial development – Banks Avenue, Hillarys – \$5 million
- Arthouse – mixed commercial and multiple dwelling – Grand Boulevard, Joondalup – \$40 million
- 22 multiple dwellings – Marri Road, Duncraig – \$6 million

Approved between July/August 2019:

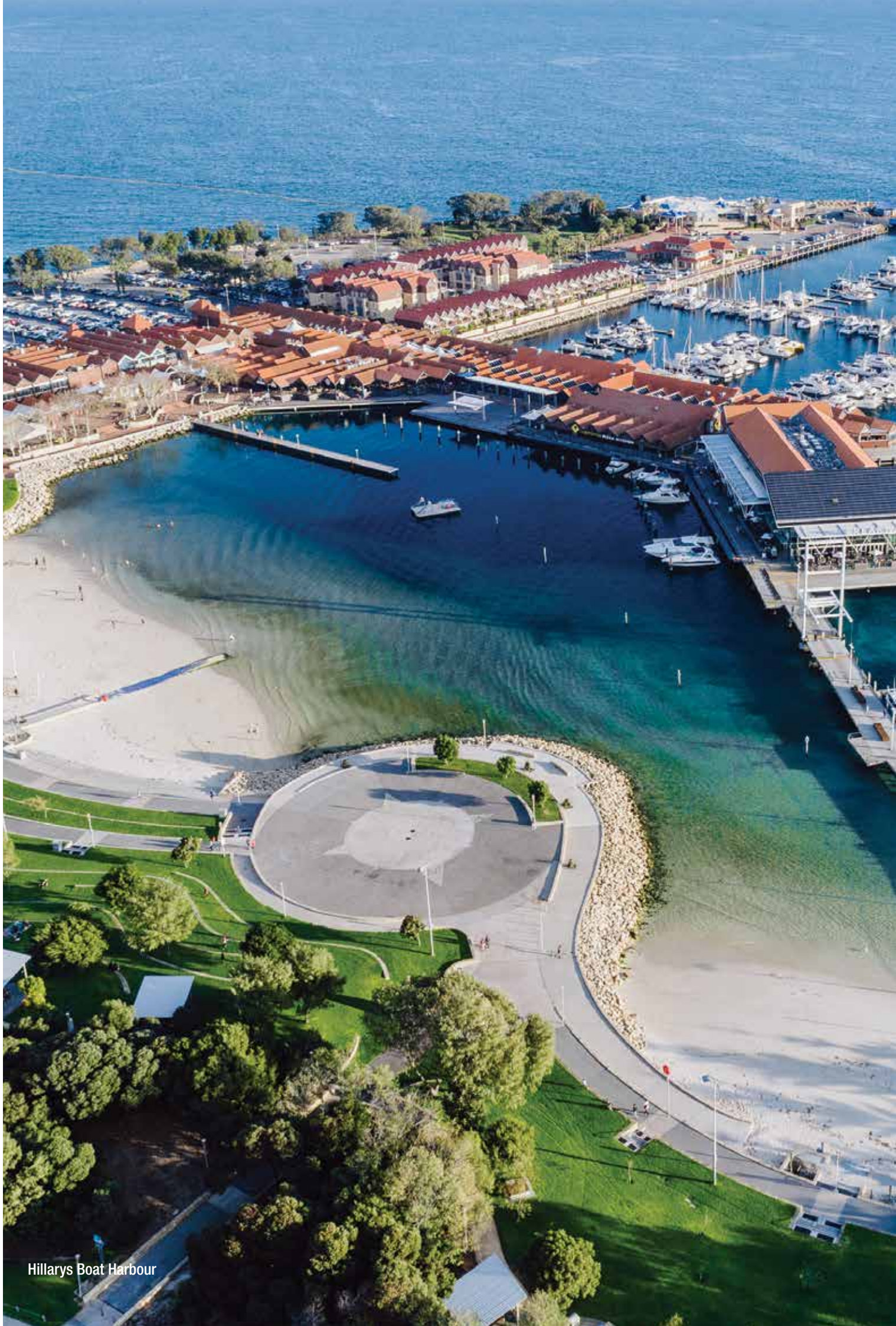
- Odyssey Residences at Beaumaris Beach, by Brightwater Care Group – 58 aged and dependent persons' dwellings development – Burns Beach Road, Iluka – \$24 million
- Extensions and refurbishments of Ocean Reef Shopping Centre – Marina Boulevard, Ocean Reef – \$2 million
- Office and apartment development – Banks Avenue, Hillarys – \$3.5 million
- 23 multiple dwellings – Koorana Road, Mullaloo – \$5.75 million
- 24 multiple dwelling development – Burns Beach Road, Iluka – \$6 million

For further information on investment opportunities contact business@joondalup.wa.gov.au

Value of Building Permits Issued



The graph above displays the value of the residential and non-residential building approvals for the City of Joondalup.



Hillarys Boat Harbour

TOURISM AND LEISURE

The City of Joondalup is home to a number of tourist attractions including Hillarys Boat Harbour, the most visited attraction in Perth.

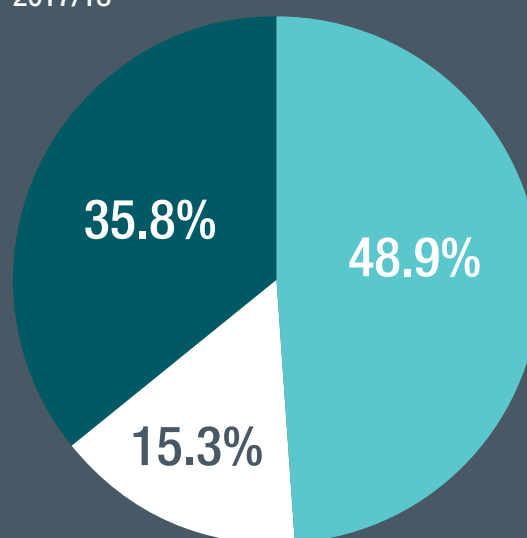
Joondalup is a place where you can experience the pristine Indian Ocean coastline, encounter unique wildlife experiences and explore shopping options ranging from the boutique through to luxury all within the City of Joondalup.

In 2017/18 there were over 2.7 million visitors in the City of Joondalup; with total \$766.4 million in visitor spend and an additional value of \$438.2 million. 5.48% of total tourists into Perth visit the Joondalup region and there is opportunity to attract more visitors.

- Over 90,000 visitors come to visit friends and family
- 59,000 visit Joondalup for a holiday
- Nearly 7,000 visits for business
- 9,500 visits for educational purposes

48.9% of tourists visiting Joondalup are international visitors staying overnight, with domestic day trips at 38.5% and 15.3% domestic visitors staying overnight.

Where are the City's visitors coming from?
2017/18



- International Visitor Nights (%)
- Domestic Visitor Nights (%)
- Domestic Day Trips (%)



OFFERINGS FOR TOURISTS AND VISITORS

The City of Joondalup boasts 17km of pristine Indian Ocean coastline, where unique wildlife experiences can be encountered and shopping options range from boutique through to luxury.

Nowhere else can you discover spectacular marine life in one day than at the Aquarium of Western Australia (AQWA) located at one of Western Australia's top tourist attractions Hillarys Boat Harbour offering a wide appeal of day time and night life entertainment with a great variety of bespoke art and souvenir shops, cocktail bars, fine dining and family-friendly restaurants. Hillarys Boat Harbour is also the gateway into Rottnest Island.

Some of the best retail therapy can be found in Joondalup at Lakeside Joondalup Shopping City, one of WA's largest shopping destinations, with direct train access from Perth CBD.

The City of Joondalup is home to a vast range of native wildlife from kangaroos and long-necked turtles through to a diverse range of birds all spread among more than 370 parks and reserves including Yellagonga Regional Park.

NEW DEVELOPMENTS

Ocean Reef Marina

The City's coastal skyline is blossoming, with the Ocean Reef Marina set to become a world-class waterfront precinct providing recreational, tourism, residential and boating facilities. Construction is planned to commence in 2020. When complete, the development will feature 12,000sqm of retail and commercial space and capacity for 565 boat pens, making it the perfect place to experience Western Australia's enviable lifestyle.

Whitfords Health and Well Being Hub

The coastline will soon become a health and wellbeing hub which will include a fitness staircase, a regional playspace, picnic shelters and park furniture as well as outdoor fitness equipment.

CITY OF JOONDALUP HOSTS MULTIPLE CULTURAL, BUSINESS SPORTING AND MUSIC EVENTS

Some of Joondalup's key events include:

- Joondalup Festival;
- City of Joondalup's Valentine's Concert;
- Urban Couture;
- Artist in Focus Event; and
- Little Feet Festival.



CITY OF JOONDALUP BASED ASSETS AND RETAILERS



162 buildings



14 developed/
developing parks



5 major clubs and
bars in city centre



259 parks



104 natural areas



50 sports facilities



238 playgrounds



912km
pathways



16 community
centres



CONNECTIVITY

JOONDALUP IS A METROPOLITAN CITY 21 KILOMETRES NORTH OF PERTH'S CBD WHERE YOU CAN VISIT BY AIR, LAND AND WATER.

A gateway to the Northern corridor and Rottnest Island

Known as Perth's CBD of the North, the City of Joondalup is highly accessible and connected by road, rail, water and air. With major arterial roads, railway line, helicopter pads and ferry's connecting Joondalup to both North and South of the State, all running through the City of Joondalup, offer the best access to journeys north, south or west:

- With transport networks Mitchell Freeway and Joondalup railway line
- 25 minute (21km) drive from Perth CBD to the City to Joondalup
- 30 minute (26km) drive from Perth Airport (PER) to Joondalup
- 12 minutes helicopter ride to Rottnest Island
- 40 minute ferry ride to Rottnest Island
- Eight stations from the Joondalup train station to Perth underground station
- 17.5km of pristine coastline which is connected via road and cycling trails including Burns Beach to Fremantle





Gateway to the world

The City has a global outlook, delivering initiatives to empower local businesses to access global markets, encourage the exchange of knowledge and enable international trade and investment in the City.

The City's Sister City relationship with Jinan, China has benefitted local businesses and the community with numerous cultural and commercial activities successfully established. Representing one of the Asia-Pacific's most unique and exciting business locations, the City and its JLP partners are committed to focusing on the future, creating a vibrant and exciting City encouraging and attracting a variety of investors and visitors from around the world.

ABOUT THE ECONOMIC DEVELOPMENT TEAM



From left to right: Nashid Chowdhury, Michael Faulkner, Rebecca Kennedy, William Barry and Andrea Killeen

Economic development is often considered to be the realm of Commonwealth and State Governments, however Local Governments play an integral role to improving the economy.

The City has an Economic Development Team who are innovative, professional and solutions focused advocates for attracting, growing and connecting businesses locally and globally.

A key focus for the team is the delivery of the City's Economic Development Strategy, which has a vision of a high performing, thriving economy supported by a culture of entrepreneurship, investment, spirit of collaboration and innovation with a focus of enabling Joondalup to continue transforming into a global, digital and destination city. The team can support you by:

- Welcoming and connecting you to the Joondalup business community;
- Supporting your businesses to become globally, digitally and destination ready;
- Facilitating trade and investment opportunities locally and globally;

- Accessing global market opportunities through inbound and outbound missions;
- Gaining insights through thought leadership initiatives such as the Joondalup Business Forums;
- Advocating for the needs of Joondalup economy;
- Providing you with access to City of Joondalup statistics including Economic Profile, Population forecasts, community profile and social atlas;
- Keeping you updated with business and investor information about the City in the Business section of the City of Joondalup's website and online e-newsletter; and
- Supporting you to access the Joondalup Innovation Fund.

For further information, visit the City of Joondalup's website, or contact the City of Joondalup's Economic Development team at business@joondalup.wa.gov.au, or call **9400 4253** or **9400 4407**.



For more information, please contact the
Economic Development Team

T: 9400 4253 or 9400 4407

E: business@joondalup.wa.gov.au

joondalup.wa.gov.au



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formats upon request.*