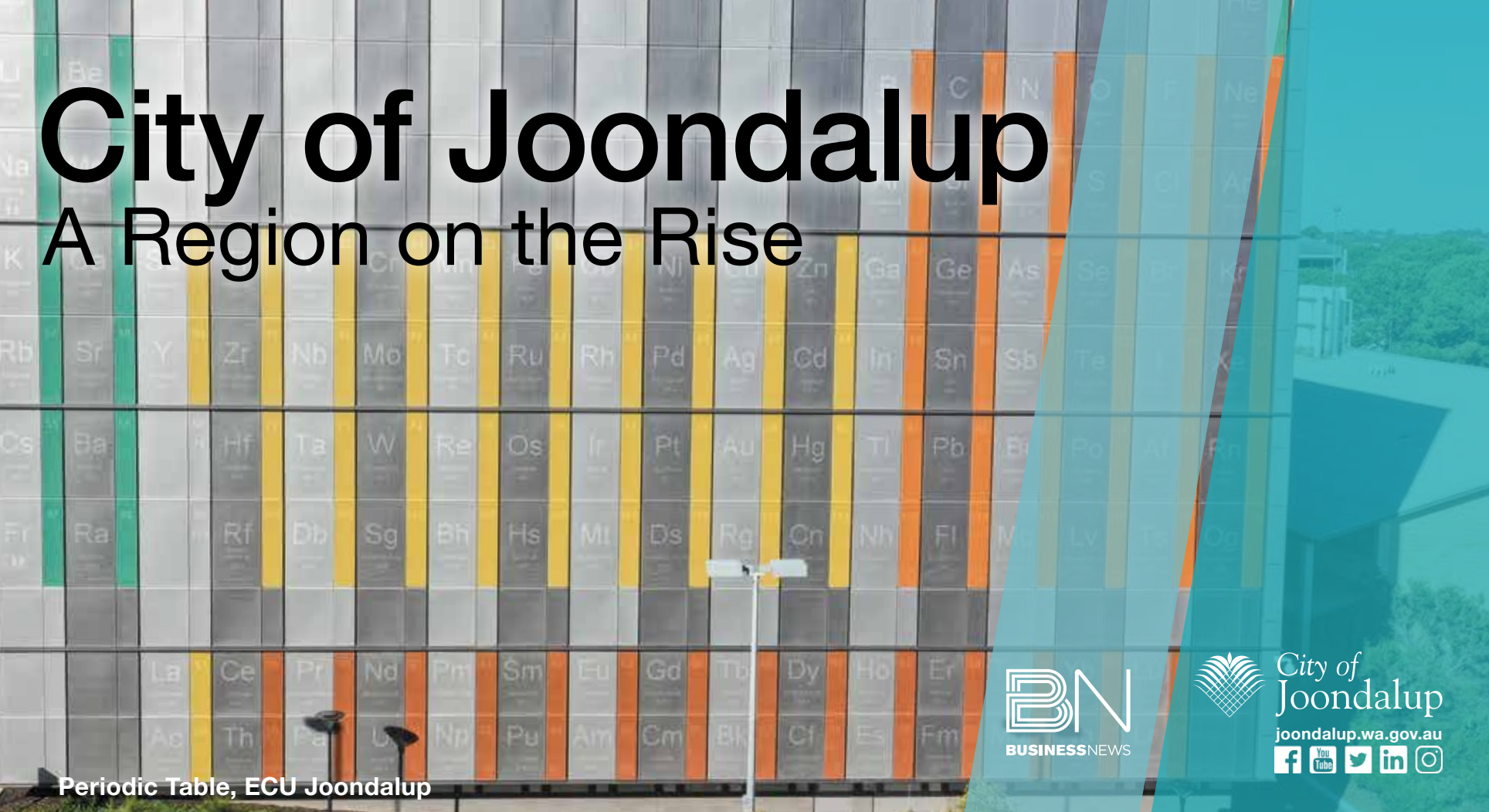


City of Joondalup

A Region on the Rise



Periodic Table, ECU Joondalup



Mullaloo Beach



Joondalup City Centre

Welcome to the City of Joondalup



**Hon. Albert Jacob
Mayor
City of Joondalup**

The City of Joondalup is a progressive and ambitious local government, driven by a vision we share with our community as a bold, creative and prosperous City that is internationally recognised.

Across 22 suburbs, Joondalup has a population of approximately 161,000 residents and is recognised globally for its liveability, engaged and connected community and the many healthy lifestyle opportunities it offers those who live within its boundaries.

Throughout these uncertain times, our City has a very simple message – Joondalup is open for business.

We are determined to do what we can to keep the local economy afloat and support businesses to be connected, innovative, resilient and nimble – and eventually thrive and grow when things start to return to normal.

We have a plan to attract visitors, students, events, business and investment into Joondalup, and a focus to grow jobs of the future.

The Joondalup City Centre skyline has changed in recent times as we have seen the Department of Water and Environmental Regulation move into the stunning Prime West building, the opening of the \$14.7 million 90 room Quest Apartment Hotel, and work being completed rapidly on the 17-storey Arthouse Apartment complex.

These developments are helping to create a critical mass of new residences and businesses as well as providing additional street activation in the Joondalup City Centre.

Construction will commence this year on the world-class Ocean Reef Marina, and the City is working towards the development of a coastal node at Burns Beach to activate the precinct for local and international visitors.

The Heathridge Park masterplan will include the development of community and sporting facilities and other public amenities, and the City is exploring opportunities for the Edgewater Quarry site – the gateway to the Joondalup City Centre.

These initiatives and more make Joondalup the SMART place to be, and we will continue to work towards ensuring it reaches its potential as a vibrant City.

The City of Joondalup is a future-focused, digitally aware City, with a global outlook. Characterised by a young, diverse and dynamic working population, we're all about embracing opportunity; and partnering with likeminded people, businesses, developers and investors.

One of Australia's Top 20 inaugural Smart Cities, Joondalup has reached the maturity of population growth and the focus is about being a smart urban hub supporting the local community and population growth of neighbouring councils.

The City of Joondalup is committed to creating a more liveable and accessible environment, a safer community, and driving prosperity in the region. We seek opportunities for collaboration, facilitation and engagement wherever possible.

The City's Economic Development Strategy outlines a strong commitment to business growth and innovation. It recognises that facilitating the growth of local businesses is critical to the continued diversification of the local economy and the drive towards higher self-sufficiency through the creation of jobs.

Joondalup has long been a leader in the area of cyber security education, and this has helped to create jobs, attract students and retain talent in our region to ensure that the City has the expertise and knowledge to protect customers and data from cyber criminals.

COVID-19 has created a challenging environment and it has not only impacted the City as an organisation, but the entire Joondalup economy.

We are developing an economic package to support City businesses affected by COVID-19, and the City has reviewed its Five-Year Capital Works Program to identify projects listed in later years that will be brought forward to help stimulate the economy.

The City is focused on transforming the Joondalup City Centre by building an iconic development, the design of which will constitute an attraction in its own right, drawing on Joondalup's strategic advantage in the field of cyber security.

I encourage you to contact the City's Economic Development team as they are well placed to offer advice in accessing support services and other assistance to help your business survive and thrive.



**Garry Hunt PSM
CEO
City of Joondalup**



Joondalup City Centre



Sorrento Beach



Joondalup City Centre

A City building the future

The City of Joondalup has come a long way since it was first created in 1978.

Back then it was bushland as far as the eye could see.

But there was a unique vision to create a second CBD to Perth, where lifestyle, business and nature harmonise like nowhere else.

More than four decades later, Joondalup has firmly established itself as a great place to live and work with strong communities, business opportunities and natural attractions unique to its idyllic location between Lake Joondalup and the Indian Ocean coast.

The foundations have been laid. Joondalup is now beginning a new phase of life as a city building its own future, growing to become its own number one.

From the high rise apartments and offices springing up in the City Centre, to the work underway to build the Ocean Reef Marina, Joondalup is becoming a magnet for innovation, investment and global connection.

- Responding to the challenge of COVID-19, Joondalup's leaders launched the Business Ready pilot program where industry experts will help businesses boost their capabilities in destination marketing, digital transformation and global market access.
- The City also launched the Joondalup Innovation Challenge to give local and international students the skills they need to thrive in the post-COVID-19 world, responding to real challenges of the Joondalup business community.
- Joondalup is the gateway for tourism in WA's idyllic northern coast, with links to Rottnest and the Pinnacles drawing international visitors.
- Digital innovation is being fostered at the WA AustCyber Node at the Joondalup Innovation Hub hosted by the local campus of Edith Cowan University (ECU), where world-renowned cyber education is being delivered.
- A world class health precinct through the Joondalup Health Campus – the largest health care facility in the northern suburbs of metropolitan Perth.

- Red tape is being cut to attract businesses to set up in Joondalup, creating more opportunities for local workers while attracting more investment.
- Businesses and professionals are choosing to make Joondalup their place of work, driving economic self-sufficiency.
- Global links are being created through hosting overseas students and fostering civic and business ties that cross international borders.

To support these developments and keep up the momentum, the City's leaders are pushing for more support from state and federal governments while engaging with the private sector to redefine what's possible.

Because despite its attractions, for many years Joondalup has been seen as a place to visit, or to make a home whilst working somewhere else. All that is changing.

More than thirty per cent of locals now base their business or career locally, and that number is always increasing, especially now Joondalup is growing into the City it was always envisioned to be.

In this unique lift out, come and explore all that the City of Joondalup has to offer and see for yourself the bright future the City is building.

Joondalup is more than just a destination.

It's a place to stay.

Welcome to a Region on the rise.



Coastal Pathways

DESTINATION CITY



Ocean Reef Marina

New waves of opportunity at Ocean Reef Marina

The world-class Ocean Reef Marina is the most significant infrastructure development in Joondalup's history.

The vision to create a world-class boat harbour with residential homes, shops and restaurants right on an idyllic stretch of Indian Ocean coastline has been pursued for more than thirty years.

Now, work on this northern suburbs lifestyle hub is about to begin with almost all approvals in place for construction to commence in 2020.

Ocean Reef Marina will be an apex destination for tourism, entertainment and lifestyle, driving investment into Joondalup while raising the City's profile as a desirable place to live, work and relax.

Joondalup's Mayor Albert Jacob has been involved in the push to create the marina for many years and says it's an exciting opportunity for the City.

"This world-class project has unprecedented community support and will be a much sought after tourist, business and residential location."

Generating local jobs and investment

The Ocean Reef Marina project is being implemented by DevelopmentWA and will create capacity for approximately 550 boat pens and 200 boat stackers right on the coastline.

There will also be about 12,000sqm of commercial and retail space, more than 5ha of open spaces and over 1,000 homes for investors to buy.

The multi-million dollar project will create over 900 local jobs for Joondalup as construction moves through several phases.

Once built, more employment and investment opportunities will arise as the marina itself begins serving the needs of boats, and the cafes, restaurants and shops integral to the design open their doors.

This will increase the region's appeal as a great place to do business and bring more investment to the City, enhancing its rising status.

Creating international appeal

The innovative design of Ocean Reef Marina will create a seaside boat harbour, harmonised with its unique environment, which promotes the use of advanced architectural techniques controlled through the project's Design Guidelines to create striking buildings that will appeal to property investors and home buyers.

This will put Joondalup on the map for tourism while further lifting the profile and value of its beautiful coastal areas.

The marina's entertainment precincts will bring colour and life to the area, ensuring the marina is an attractive place to visit and live. The outer breakwaters, internal marina edge walls and boat pens will offer a high level of protection to vessels with the design undergoing advanced testing to ensure its durability.

All of these elements will combine to create a fully realised opportunity for international retailers and investors, adding yet another point of value for Joondalup's growing status as a globally connected City.

Skylines and good times: The CBD's rising ambitions

The City of Joondalup is located in the heart of one of Australia's fastest growing regions – Perth's Northern Growth Corridor.

Commanding the heights above Lake Joondalup, the Joondalup City Centre is fast evolving as a dynamic place to do business.

With Joondalup's iconic council chambers in the heart of Boas Place, the City Centre encompasses a world-class hospital, Edith Cowan University – an internationally linked campus, and Lakeside Joondalup Shopping City, one of WA's largest and most acclaimed retail centres.

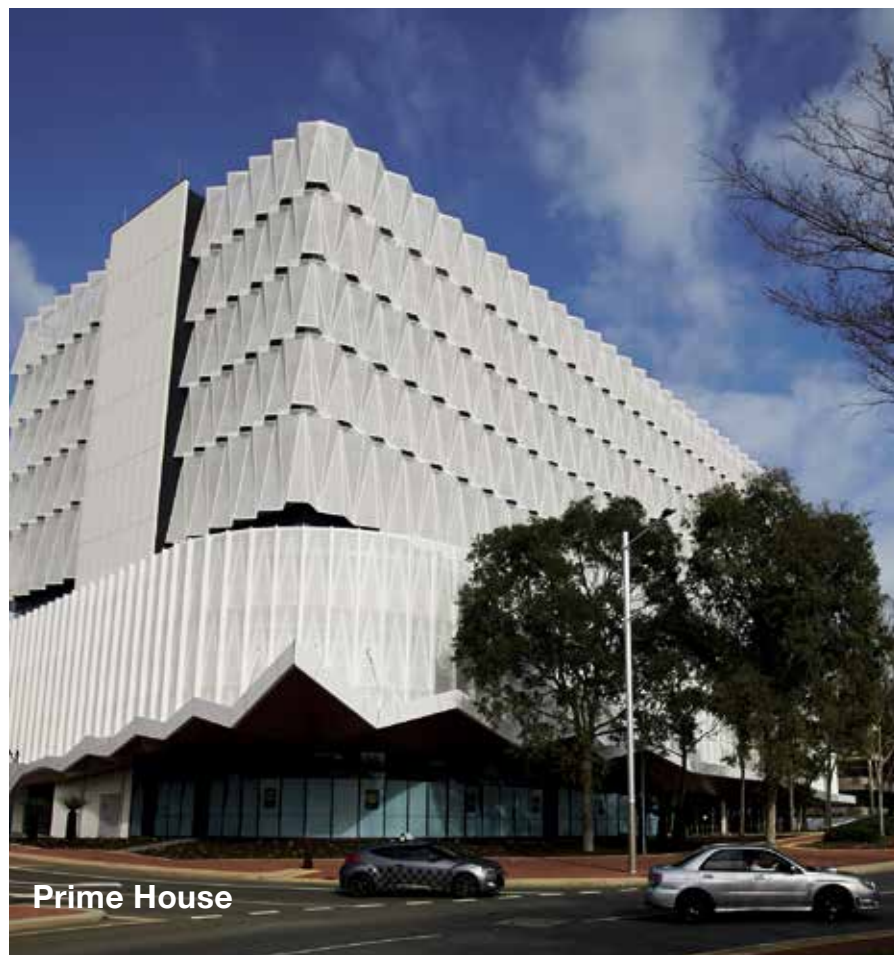
These civic and business jewels stand amid tranquil bushland lined boulevards, well - ordered streets and strategically sited business hubs.

Now the push is on to transform this strongly established City Centre into a magnet for jobs and growth through the Joondalup Activity Centre Plan.

Its goal is to grow employment in the Joondalup City Centre to 45,000 jobs by 2050, and this ambition is fast becoming reality through building projects that are transforming the City's skyline and growing its fortunes.

New developments driving Joondalup's growth

- The \$32 million Prime House multi-storey office development is now open for business.
- 700 state government workers have been relocated to the Joondalup City Centre with most taking up tenancy at Prime House - a major boost to local business.
- A state-of-the-art \$50 million science facility has just opened at ECU's Joondalup campus designed to boost the City's growing status as a centre for innovation. Two floors are devoted to cyber security.
- The \$85 million Arthouse high-rise apartment complex is under construction and will add to soaring views in the City's skyline.
- Quest Hotel on Boas Avenue has opened its doors with 90 serviced apartments offering luxury accommodation for business travellers.
- A multi-storey car park with close to 600 bays has been constructed on Boas Avenue to support the growing workforce.



Prime House

The next investment opportunity: Boas Place

With a new wave of professional workers, retail outlets, innovation drivers and property investors flocking to the City Centre, Joondalup is thriving.

The Boas Place development will unite the City's civic, cultural, retail, transport, recreation and education hubs.

Right in the heart of the City Centre, Boas Place will be a vibrant mix of commercial, retail, residential and commercial spaces that create a compelling urban experience of landmark buildings.

Each element of the development represents a significant investment opportunity:

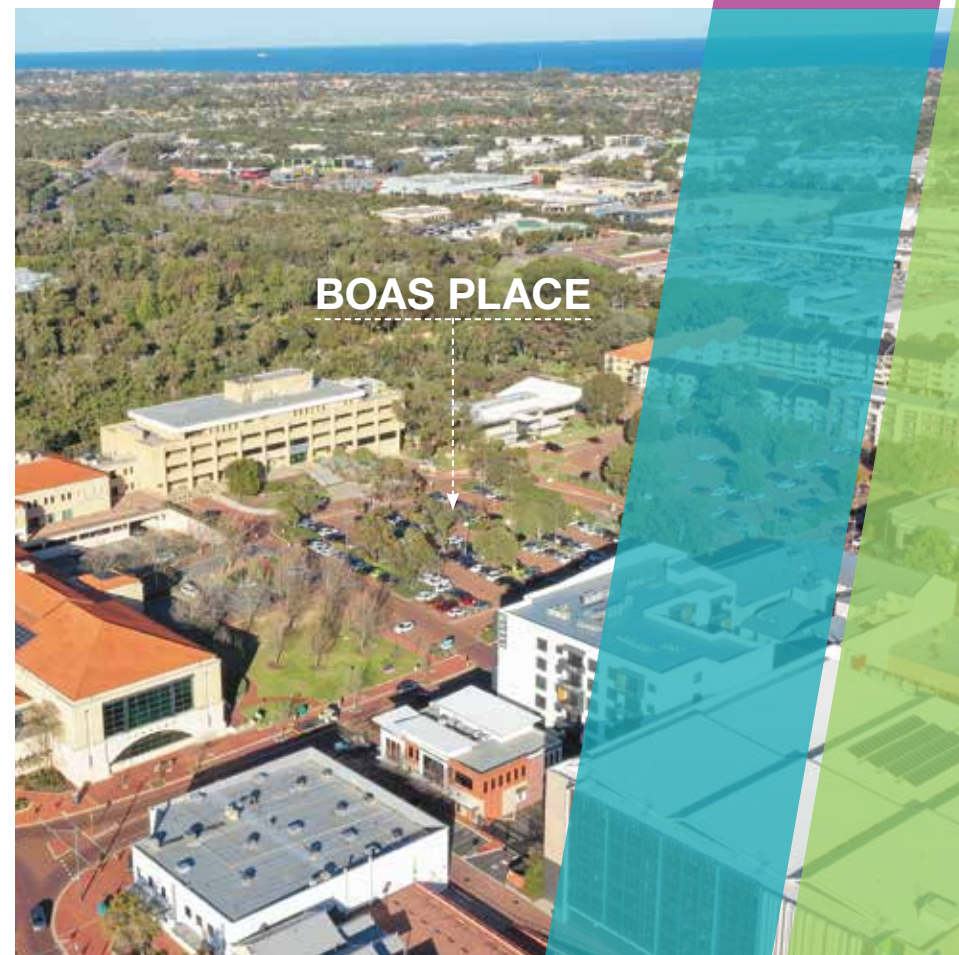
- An A Grade office building ideally suited to a major anchor tenant.
- Hotel/short stay accommodation.
- Civic square and other public spaces.
- Residential options – for example student accommodation, independent living units.
- Retail/commercial options.
- Underground car parking.

Opportunities for private investors, developers and other relevant businesses with a focus on digital, medical, education and cyber are set to be a part of the symbolic development.

Once constructed, the Boas Place development could create at least 2,900 jobs with at least 63 per cent of them filled by locals, boosting the economic sustainability of the region.

The total ongoing economic benefit to Joondalup is expected to be \$648 million.

Joondalup's leaders are now seeking investor support to bring this unique vision for Boas Place to life and share the bright future the City is creating.



BOAS PLACE

DESTINATION CITY

Go north: Red tape slashed to help business

The City of Joondalup is strategically located at the centre of Perth's Northern Growth Corridor, making it the commercial, cultural and residential hub of the north.

The City's strategic aim is to become a Global, Digital and Destination City friendly to business.

To make this happen, red tape is being slashed and investment encouraged.

In 2020, the City is delivering a wide range of initiatives to encourage business growth, with several new programs to boost growth in the aftermath of the COVID-19 restrictions:

- **Joondalup Business Ready** – three accelerator programs to gear local businesses towards being Globally, Digital and Destination ready.

The programs intend to grow the visitor economy by increasing bookable products and tourism experiences in the region and increase capacity in the areas of digital transformation and cyber resilience as well as increase export, import and investment readiness to access global markets.

- **The Emerge Stronger initiatives** – a community resource that includes a digital helpline, support services and information about volunteering in the community to help the City's residents cope with the COVID-19 restrictions.
- **Joondalup Business Catalogue: "Buy Local, Think Global"** – an online information database of businesses located in the City (as well as those that trade within the City) to identify growth opportunities and encourage the community to buy local.
- **Joondalup Business Engagement Program** – developed to engage and support local businesses through one on one discussions. This is an opportunity to connect with qualified professionals within the City's Economic Development team who are here to help businesses to promote, connect and grow.

- **Buy Local Campaigns** – a number of buy local campaigns have been running to support local businesses including "TakeAwayForWA", "Keep Moving Joondalup" and "Local accommodation providers offer self-isolation".

As the situation changes, these initiatives will be updated as collectively work is done toward achieving positive outcomes for business and the community.

Destination Ready Facilitator Verity Nelson said Joondalup's businesses have risen to the challenge of COVID-19 and are ready to emerge stronger.

"Whilst the COVID-19 crisis has crippled small businesses, it has presented a unique opportunity for business owners, who are typically busy working in their business, to work on their business during this period of 'commercial hibernation,'" she said.

"The Destination Ready Program will dissect, investigate and identify opportunities that will fortify these businesses when they reopen, putting them in a prime position to maximise opportunities and help drive new business."

Retail success and upgrades

Businesses are eyeing Joondalup to take advantage of its growing population and importance in Perth's business and cultural life.

Over the last decade, retailers across the City have delivered multi-million dollar upgrades to their facilities, enhancing the shopping experience for visitors and locals alike while driving the economy forward.

- Westfield Whitford City added a new dining and entertainment zone during an \$80 million revamp.
- Lakeside Joondalup Shopping City has undergone a \$350 million expansion to add new retail names like Myer, H&M and make it a leisure destination with cafes, restaurants and bars.

- The Mullaloo Plaza shopping centre is set for a multi-million dollar revamp as a nearby \$5.75 million apartment complex gets underway.

With red tape slashed, a business-friendly council in place and a growing population, Joondalup's economy is rising, encouraging opportunity while modernising existing facilities.

Office market opportunity

Office and retail space is further expanding through initiatives like Prime House and the forthcoming Boas Place project adding yet more capacity and inviting investment.

Not only is it more cost effective to do business in the City of Joondalup, it also hosts a diverse mix of businesses and working practices, from home-based businesses to start-ups, small and medium sized enterprises (SMEs), not-for profits, public sector organisations and larger corporate entities across a range of industry sectors.

Damian Stone from property intelligence firm Y Research says Joondalup's work to expand its retail and office space while streamlining approvals makes it an ideal location for businesses to move to.

"Business are increasingly evaluating options for their workforces outside the Perth CBD, reflecting the more diversified nature of business," he said.

"Joondalup has been a strong growth corridor in recent years, highlighted by office developments such as Prime House and Shenton House.

"The proximity of the Joondalup Health Campus has seen the town centre emerge as a hub for medical/health care companies such as Redimed. Joondalup is also home to one of WA's leading technology companies, SEQTA. With future projects such as Boas Place planned, Joondalup is becoming an increasingly attractive option for northern suburbs occupiers."



Central Walk, Joondalup



Lakeside Joondalup Shopping City

Joondalup: Build your tourism opportunity along the coast

There's always something happening around the City of Joondalup.

Nestled between the bush and the sea, Joondalup is one of WA's premier tourism destinations – the gateway to the state's north, offering year round attractions for luxury, culture and family-friendly fun.

From the seaside action at Hillarys Boat Harbour to the artistic splendour of the Joondalup Festival, the City is a vibrant place for visitors and locals alike.

There is 17 kilometres of coast with ecotourism attractions and opportunities right the way along, from the idyllic beaches, cafes and restaurants at Sorrento to the walking trails and family areas at Burns Beach and Mullaloo.

With bushwalking, beaches and parks galore and direct routes to wonders like the Pinnacles, Joondalup shows the best of WA's natural attractions. All of this adds up to make Joondalup a great place to visit and an even better place to invest in.

A destination city

A city's character is defined by its people. Joondalup is home to creative, passionate locals who support the community and want to share it globally.

Reflecting this vibrant scene, the City is investing in regular world-class events that bring culture right to the heart of everyday life. The flagship event is the Joondalup Festival, an annual free event that has run for more than 20 years and attracts at least 50,000 people annually with live entertainment and alfresco fun in the very heart of the City Centre.

To build on this success, the City has inked a partnership with Sports Marketing Australia (SMA) to create yet more event opportunities.

Since 2001, SMA has placed 3,600 events with local governments around Australia, generating a total of \$3.3 billion direct spend into local economies.

With SMA's help, the City is primed to attract more significant events that will benefit the community and drive more investment in local tourism and business.

A place for adventure and relaxation

One of the key tourism and retail attractions of Joondalup is Hillarys Boat Harbour, which has been a hub for recreation for more than three decades.

Two of its key attractions have nature at their core and have proven to be major tourism draw cards over many years.

Rottneest Fast Ferries at Hillarys links tens of thousands of visitors to the holiday island off Perth's coast every year and brings scores of visitors to the harbour and its surrounds.

Meanwhile, AQWA is Perth's only underwater aquarium offering visitors to Hillarys the chance to get close to a diverse range of unusual marine life that cannot be found anywhere else in the world.

AQWA's Marketing Director Verity Nelson has been engaged by the City to help deliver an accelerator program for local tourism opportunities. She says the success of AQWA and Rottneest Fast Ferries over many years proves Joondalup's strengths as a tourism destination ripe for further expansion.

"AQWA has grown over the years to become a huge attraction for tourists and a favourite destination for local families," she says.

"Our success proves that Joondalup is a premier destination for tourism, and it's vital that we keep building on this momentum to attract more investment and add even more attractions."

A new frontier of opportunity

With more events in the works and a desire to build on the recreational strengths already established, Joondalup is a tourism City on the rise.

- Plans are underway to create a Health and Wellbeing Hub at Whitfords Nodes, an idyllic stretch of coastal park right near Hillarys Boat Harbour, drawing yet more visitors to the area.
- The City promotes tourism through initiatives like the Perth Holiday Planner, WA's premier international and interstate tourism publication.
- There's a push to create ecotourism initiatives like bushtucker tours that connect visitors to Joondalup's natural heritage and attractions.
- Planning is underway to develop Joondalup's natural assets and link with operators to create a tourism precinct within the City.

Joondalup offers a golden opportunity for new ideas and new initiatives for tourism, building on a solid foundation of proven success and cultural clout.

With a steady stream of international and local visitors, Joondalup offers a wide range of opportunities for creating accommodation, building on an already impressive network of places to stay.

With any idyllic coastline, rolling bushland and pristine freshwater lakes throughout, Joondalup is a stunning place to live, work and do business.



Joondalup Festival



Joondalup Festival

Joondalup the SMA

Development of a Coastal Node – Burns Beach

This Node will activate the coastal precinct and attract both local and international visitors, through a range of tourism activities including a destination restaurant and kiosk.

World-class Waterfront Precinct Development – Ocean Reef Marina

Led by DevelopmentWA, there are numerous opportunities for investors and businesses to become a part of this flagship project that will create a new hub for the Northern corridor of the City. Ocean Reef Marina will attract long-term residents, visitors and tourists seeking new places to visit and things to do.

Regional Play at Heathridge Park

Development of community and sports facilities through Heathridge Park Masterplan multipurpose facility to support the local community. Opportunities include upgrade of public amenities and possible commercial food and beverage options.

Growing the Global Tourism Hotspot – Hillarys Boat Harbour

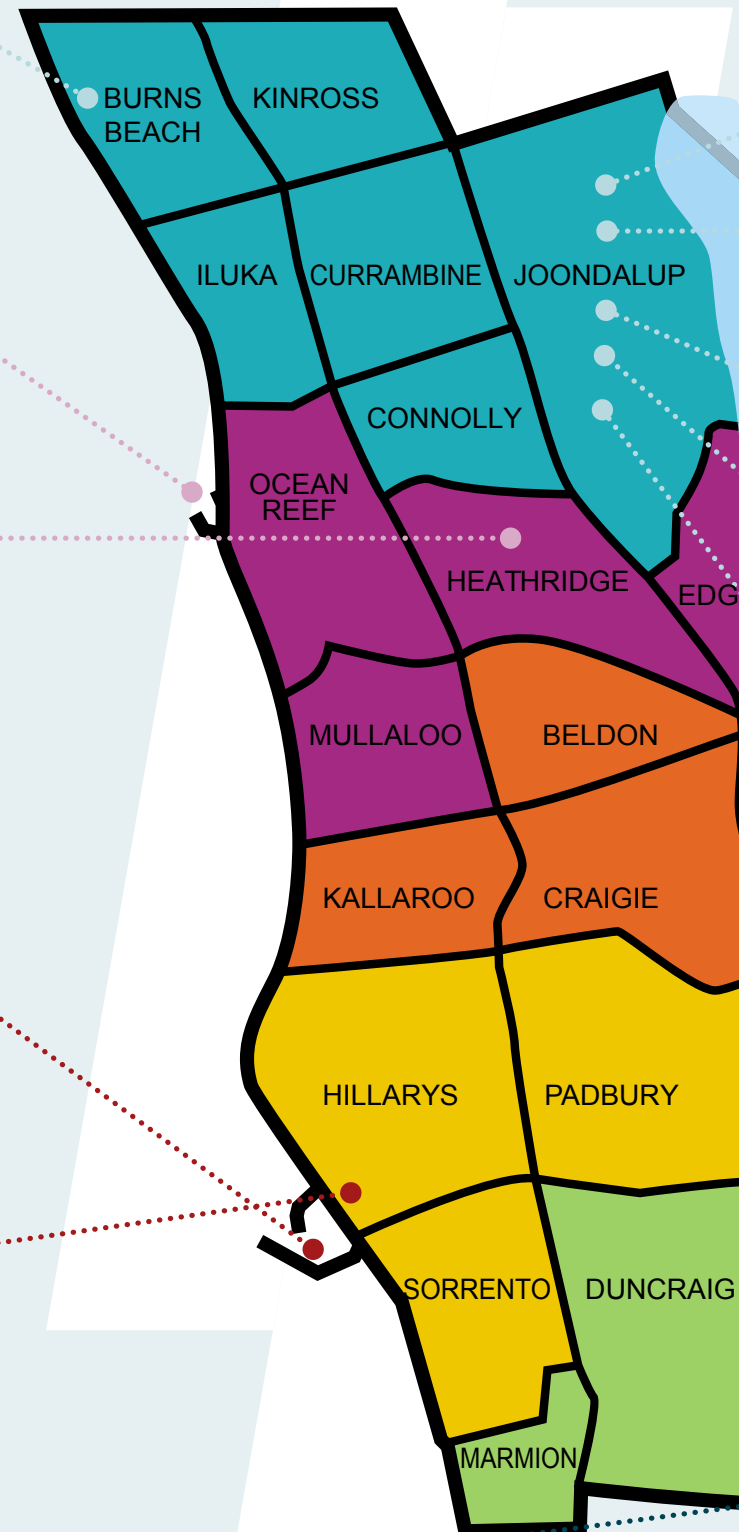
The second most visited attraction in Perth and the gateway to Rottnest Island Tourism, the iconic Western Australian destination home to AQWA, coastal Heli-Ferry Tours, accommodation, dining and retail precinct. Led by the Department of Transport, a masterplan is currently being developed to increase connectivity, promotion and tourism development to further grow the destination.

Whitfords Nodes Health and Wellbeing Hub

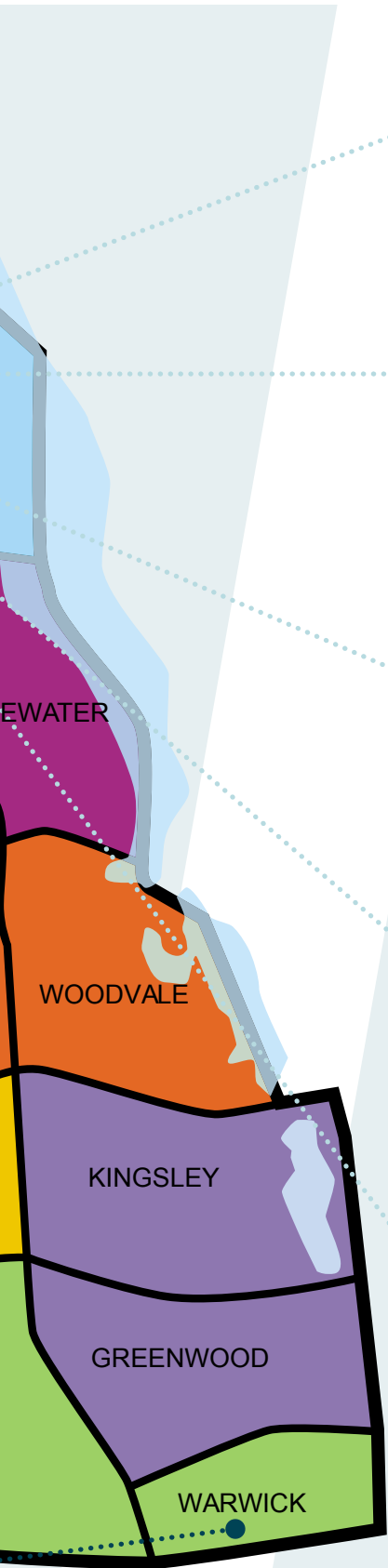
Dubbed the Jacob's Ladder of the North, work has started on the 21m-high exercise stairway in Hillarys. In close proximity to Hillarys Boat Harbour, the Hub will also include a regional play space, picnic shelters and park furniture as well as outdoor fitness equipment.

Redeveloping Warwick Activity Centre – Warwick

The City has three freehold land sites within the Warwick Activity Centre that accommodate community facilities for the aged. The City is currently in the final stages of a needs, planning and commercial analysis concerning these properties with a view to land rationalisation and the development of a new multi-functional community facility.



RT place to be...



Transforming the Joondalup City Centre

Boas Place will create an iconic grouping of structures to redefine the heart of the CBD of the North. The development will encompass offices, hotels, a range of residential accommodation types, retail and commercial uses and parking. Opportunities for private investors, developers and other relevant businesses with a focus on digital, medical, education and cyber are set to be a part of the iconic development.

A City built on knowledge and innovation to build the global talent pipeline of the future

Joondalup is home to a number of leading education and technology providers who are providing training, skills, technology and research opportunities to local and global talent and equipping them for jobs of the future. North Metropolitan TAFE and the WA Police Academy, alongside Edith Cowan University (ECU) are part of the Joondalup Learning Precinct (JLP), and work collaboratively to provide graduates with unique, real life employability experiences which provide them with a distinctive advantage when entering the workforce.

A world class Health Precinct to service people in the North

Joondalup is home to the Joondalup Health Campus – the largest health care facility in the northern suburbs of metropolitan Perth. With the recent expansion plans for the Joondalup Health Campus worth \$256.7 million and the newly established Australian Medical Association WA Training College (only one in Australia), there is a focus on developing a regional Medical Cluster in the areas of research, talent, technology and allied health, to meet the needs of a population in the northern corridor.

Capital of Cyber Security

The cyber security industry is set to replace the mining sector as the next jobs boom in Australia. The City is an established leader in Cyber Security. Home to the Joondalup Innovation Hub, WA AustCyber Node, headquarters of the \$50 million Cyber Security Cooperative Research Centre in ECU, largest number of cyber graduates in Australia (with ECU and North Metropolitan TAFE combined), the City is seeking to attract start-ups and businesses in the global cyber supply chain.

Gateway to Joondalup City Centre – Edgewater Quarry

The size, location and visibility of Edgewater Quarry where it abuts Joondalup Drive gives it the potential to be a significant development with high amenity serving as a gateway to the Joondalup City Centre. A large undeveloped site covering approximately 17 hectares. The vision for the development is the provision of a mix of land uses that are compatible with the surrounding area including commercial, retail, residential and community spaces. Potential investment opportunities include development of the entire site, investment in the commercial component (fronting Joondalup Drive), development of the individual commercial and/or residential sites.

DIGITAL CITY

The capital of cyber security and innovation

Joondalup is at the cutting edge of the global digital revolution.

The City has encouraged investment and growth in digital skills over many years to become the home for cyber security and digital innovation in Perth.

With competitive office rents, quality infrastructure and attractive lifestyle, Joondalup is a great place for digitally focused companies to base their workforces.

In Joondalup, everything starts with innovation, and the City is committed to helping the digital sector thrive in Perth's north.

A magnet for innovation

In 2017 ECU Joondalup was chosen as the site of the WA government's first Innovation Hub – a centre of excellence for developing new technologies.

- The Innovation Hub is housed inside a new \$48 million science facility that was recently completed within the ECU Joondalup campus.
- A dedicated space (3,600sqm) within the five-storey building is being provided to engage ECU scientists and students within the Cyber Security industry, with Joondalup based cyber business Sapien Cyber relocating its operations to the new building.
- The Innovation Hub is home to the well-funded Cyber Security Cooperative Research Centre (CRC).
- The Hub has also become one of only two designated Academic Centres of Cyber Security Excellence in Australia with strong ongoing financial support.
- The Innovation Hub hosts the WA AustCyber Innovation Hub, which leads the way for creating new skills and technologies to boost cyber security.



ECU Cyber Students

Dr. Ian Martinus from the WA AustCyber Innovation Hub says Joondalup is fertile ground for Australia's digital industries.

"Developing talented students in Joondalup is a great way to grow Australia's local cyber security workforce and to showcase the highly developed skill sets that graduates in WA possess in this specialist field," he says.

"Joondalup is a very supportive place for the WA AustCyber Innovation Hub and its work, and we expect to see great benefits flowing to the community and local businesses."

Meanwhile, North Metropolitan TAFE in Joondalup offers a number of cyber security focused courses, including an Advanced Diploma of Network Security.

These cyber training opportunities are firmly established, and sit alongside efforts by the Joondalup campus of ECU to expand cyber's footprint in the City.

Other leading institutes in the City include the National Electrical and Communications Association (NECA) whose campus in Joondalup accommodates 750 apprentices. They are also set to expand their WA course offerings.

The availability of high speed Internet and the predicted growth of Perth's northern corridor underpinned the decision to build the new campus in the City.

Joondalup supports digital innovation

By encouraging innovation through its support of the Innovation Hub at ECU, Joondalup is leading the way for the community to become a magnet for international investment and business growth.

- Joondalup is a member of the Australian Smart Communities Association (ASCA), and has been active in implementing Digital and Smart Cities initiatives, such as the use of drones and sensors to monitor the Yellagonga Regional Park.
- The City has also been supportive of Cyber Check.Me, a cyber security initiative developed by the ECU Security Research Institute (ECUSRI) in partnership with the Cities of Wanneroo and Joondalup, North Metropolitan TAFE and AustCyber.
- The City is the co-sponsor of the Joondalup Innovation Challenge, in partnership with StudyPerth, Frank Team, ECU, North Metropolitan TAFE, UWA, Curtin, Joondalup Business Association and Spacecubed, a virtual employability program.

Edith Cowan University, Joondalup



SEQTA, Joondalup City Centre

Joondalup: Silicon Valley of WA

With cheaper rents than the Perth CBD and a diverse mix of office space, the City of Joondalup is an ideal place for start-ups to begin their innovation journeys.

With infrastructure in place like ECU's Innovation Hub, fast internet connections and strong financial support readily available, Joondalup is also a place for start-ups to stay once they've established themselves.

Scores of digitally focused businesses are making Joondalup their base of operations, contributing their skills to the City's growing reputation as the home of cyber security.

- Sapien Cyber is a well-established Joondalup cyber security innovator and has moved its workforce into the new science facility at ECU's Joondalup campus.

The City has connected Sapien with the WA state government offices in Dubai to exhibit at the Dubai World Expo.

- Founded in 2006 and based in Joondalup's City Centre, SEQTA has grown from a humble kitchen table start-up into a multi-award winning software company with clients throughout Australia and South East Asia.
- The WA AustCyber Node at ECU's Innovation Hub is collaborating with businesses across Perth to spread its cyber security skills.
- Graduates from ECU Joondalup's Cyber Security courses are sought after worldwide for their expertise.
- The Joondalup Business Centre supports a widespread network of people working from home in the digital sector and in co-working spaces.

Attracting digital investment

More than 13,000 businesses call Joondalup home – and the vast majority of them are home-based, start-ups, scale-ups or small to medium-sized businesses.

As a business friendly organisation committed to slashing red tape, the City is an easy place to establish a business – especially if it's digitally focused.

Stay Cyber Safe led the City's Digital Ready Program in 2020 to enhance the digital capabilities of local businesses.

Stay Safe's founder and Chief Cyber Saver, Silvana Macri said Joondalup is primed for digital growth.

"Digital Ready provides businesses with the tools and safeguards to do this effectively while managing the cyber risks that come with being in the digital space," she said.

The City works hard to attract investment in the digital sector, and the numbers speak for themselves:

- The Joondalup Innovation Hub for cyber security was established with an investment of \$800,000 from the state government's New Industries Fund.
- The Cyber Security Cooperative Research Centre (CRC) was established through a state government partnership worth \$50 million.
- The CRC received almost \$1 million in federal government funding for its establishment.
- The CRC is now assured of \$140 million in funding from 25 industry, government, and university and research participants.
- These participants include the \$50 million from the federal government over seven years and \$5.6 million from the WA state government over seven years.

Digitally focused businesses that make the move to Joondalup will find a thriving tech sector that's well supported financially.

They'll also find themselves amid thriving companies like SEQTA and Sapien Cyber – just two of the many tech focused businesses who have successfully made Joondalup home.

Technology builds Joondalup's future

Cyber security is one of the most important issues facing the world, set to replace the mining sector as the next jobs boom in Australia.

There is a global requirement for talent and skills to drive growth in this in-demand sector, and we could see a skills shortage akin to that experienced by Australia's mining sector.

Through shrewd planning and investment, Joondalup has emerged as a leading City for ground breaking research, fostering talent and creating systems to boost cyber security capabilities.

Now the City is reaping the benefits of having advanced capabilities at its heart.

Students from across Australia and the world are learning tech skills then going to work locally in cutting edge facilities and businesses.

With the largest number of cyber graduates in Australia from ECU and North Metropolitan TAFE combined, the City is seeking to attract start-ups and businesses in the global cyber supply chain.

Digital businesses are making the move to Joondalup to take advantage of cheaper rents, supportive local government and an attractive lifestyle.

Joondalup has always been a great place to live and work – and now it's becoming a great place to build the world's technology future.

Coupled with Joondalup's well-established position as a leading centre for education and medical technology, the City is a natural centre for learning that will create the future.



Professor Craig Valli at the ECU Security Operations Centre (SOC)



Associate Professor Paul Haskell-Dowland with the Honourable Kim Beazley, Governor of WA on a recent tour of the SOC

Global city offers strategic opportunity

Joondalup is in the same time zone as many markets in Asia, which are Australia's largest trading partners.

This simple slice of time is a reflection of the many ways Joondalup is a Global City, looking outward from its position astride the Indian Ocean.

This "think local and act global" attitude drives innovation, fosters greater education and business opportunities, and makes Joondalup an attractive place to live and work for people seeking a vibrant community.

As a City that is the CBD of the North and has matured in population growth, we have a strong role in supporting businesses to be born global or support in getting global ready.

China links drive local jobs

For fifteen years Joondalup has cultivated a Sister City relationship with Jinan, the capital of Shandong province in China's east.

With an economy focused on education and technology, Jinan reflects Joondalup's focus on these valuable sectors, and together the cities are helping each other thrive.

- The economic benefit for the City is in excess of \$70 million in output, \$26 million in value added and the employment of 247 full time employees.
- Students from the Joondalup Learning Precinct partners – ECU, North Metropolitan TAFE and the WA Police Academy – have had opportunities to visit the two cities and complete work experience for their studies.
- Cultural and commercial activities have been established, encouraging and attracting a variety of business investors and visitors from around the world.
- In 2019, St Mark's Anglican Community School joined the Australia - ASEAN BRIDGE School Partnerships Program to establish an international school partnership with No. (5), BEHS, Kyeemyindaing in Myanmar to improve student learning outcomes.

St Mark's is one of 35 schools around Australia embarking on a nationally acclaimed program aimed at fostering greater ties between Australia and Myanmar through education.

- Representatives from Joondalup's health and wellness community have been invited to participate in the development of a wellness precinct in HuZhou.

The Sister City relationship with Jinan is a firm demonstration of Joondalup's efforts to generate international economic activity and bring greater vibrancy.

Local businesses interested in expanding their products or services to international markets, and international businesses seeking to expand into WA know that Joondalup is open for trade.

International students raise Joondalup's profile

As well as being a great place for international business and trade, Joondalup is active in encouraging international students to pursue their education at its world-class facilities.

ECU's Joondalup campus and the North Metropolitan TAFE facility host a wide array of overseas students who enjoy the lifestyle and amenities the City offers.

- The City is culturally diverse with more than 37.8 per cent of residents born overseas.
- Joondalup attracts approximately 6,000 students – 15 per cent of Perth's international student market share.
- In June 2019, Joondalup attracted over 6,222 overseas enrolments.
- Countries of origin for students into Joondalup are India, Pakistan, China, Bhutan, Kenya, Sri Lanka, Nepal, Brazil, Vietnam and the Philippines.
- ECU has achieved a 5-star rating for teaching quality and is ranked in the Times Higher Education World University Rankings.

International students contribute millions of dollars of revenue to the local economy in education fees, rent, retail spending and more.

Students also add vibrancy, fresh ideas and new perspectives to the City, making it a Destination City rich in diversity.

StudyPerth has been instrumental in enabling and enhancing Joondalup's access to global talent. CEO Phil Payne says Joondalup has been a popular choice with international students for many years.

"Encouraging international students to pursue their education in Joondalup gives them opportunity for a great experience and world-class facilities all set within a beautiful natural environment and local amenities that they can enjoy to the fullest," he says.

"It's this combination of living and learning that entices many students to stay on, gaining employment or residency so they can launch their careers and contribute their global skills to the local economy. Every student who studies in Joondalup becomes an ambassador for the city."

The City is working with StudyPerth to create additional opportunities that encourage students to choose Joondalup and stay on, with a focus on employment – the key driver for student engagement.

These include working with Practera, an education start-up focused on linking international students to their desired careers, and the Global Trade Accelerator, an Australia-wide program placing international students with businesses.

The goal is to attract more international students to Joondalup and foster opportunities for employment so they stay.

This adds significantly to Joondalup's diverse and growing economy, solidifying the international links it has as a truly Global City.

Global City with global opportunities

With cultural links to international cities like Jinan and a strong education sector for overseas students, Joondalup is a Destination City with a global outlook.

Business opportunities flow from this status, creating more local jobs and opportunities to attract international investment and collaboration.

The benefits are clear in the rising City Centre where new buildings are being established to harness growing international business investment.

Backed by a Singaporean investor, the recently opened Quest Hotel's \$14 million facility puts luxury at the heart of Joondalup, encouraging overseas visits that could lead to more international investment deals.

Building on this initiative, the City's Global Ready Program is helping local businesses to identify and then pursue international opportunities.

Michael Carter, Head of Trade and Investment at the Chamber of Commerce and Industry WA said the City is making the right moves for fostering international business.

"It's terrific to be working with the City of Joondalup's Global Ready Program to assist SME's to explore pathways to develop their business focus of international trading, exporting or importing, and investment readiness."

Boas Place: A magnet for overseas investment

A new investment opportunity for the City is the Boas Place development – a collection of offices and public facilities that will unite Joondalup's centre, encouraging economic self-sufficiency while promoting vibrancy.

- The project is being guided by a Council endorsed International Economic Development Activities Plan, which has generated \$70.57 million economic impact over the last 18 months.
- The Plan identifies opportunities to generate economic outcomes for the City and its businesses.
- It looks to foster international business relations with countries such as China, Indonesia, Malaysia, Singapore and South Korea, finding investors for Boas Place and a range of other business opportunities.
- These include health and medical, education and training, retail, tourism, and information and communications technology.

The City is working hard to promote Boas Place and other opportunities internationally, all while attracting more investment through its global outlook.

Joondalup a global hub for cyber innovation

With plans for Boas Place accelerating, the City is also developing more opportunities for local businesses, creating a thriving ecosystem of world-class businesses interlinked through Joondalup.

The City is also partnering with academia, government and private organisations to support the growth of SMEs in the northern region of Perth with a focus on cyber security, Joondalup's emerging technology specialty.

- The City will partner with the WA AustCyber Innovation Hub at ECU Joondalup, SMEs advisory practice Agility Shift and education innovator Practera.
- A digital and physical launching and landing pad will be developed for SMEs to engage international markets, and attract international innovative SMEs into the region to grow an international cyber security industry sector.
- The goal is to create cyber focused businesses and investment opportunities that are export aware, ready and active.

The Hub will also work to attract SMEs to Joondalup to set up businesses locally, contributing investment dollars and bringing specialist skills.



Lakeside Joondalup Shopping City



Cyber.Check.Me

GLOBAL CITY

An education without borders

The big challenge for any City is keeping the next generation and providing opportunities for locals to stay local.

Joondalup's efforts to drive investment, jobs and opportunities aimed at making the City economically vibrant and self-sufficient are paying off with success across the spectrum.

To ensure lasting appeal to coming generations, Joondalup is investing in creating new horizons for youth, showing them the world while providing a sure foundation they can build upon.

Education and innovation post-COVID-19 to boost Joondalup

The Joondalup Innovation Challenge (JIC) is a three-day program hosted by the City and training company Frank Team involving more than 150 local and international students.

Working in teams and tackling real-world problems faced by Joondalup businesses and residents, the students will learn and develop vital workplace skills like innovation, communication and business agility as they seek to find technology solutions.

The JIC enables both local and international students to build networks with each other cross-institutionally; this is very important when combating the problem of social isolation especially in the COVID-19 era.

Alan Johns, Head of Programs at North Metropolitan TAFE, says in the post-COVID-19 world programs like the JIC will be vital for equipping the next generation with the skills they need to thrive and contribute to the local community and its economy.

"We feel that it is a great opportunity for our IT and Media students at Joondalup campus of North Metropolitan TAFE to have been accepted into such an exciting event as the Joondalup Innovation Challenge," he says.

"Employability and Entrepreneurial skills for future-proofing a graduate in the workforce is what this event helps with and we envisage students will get a lot out of this that potentially helps them kick-start their careers."

Inspiring Joondalup's next generation of innovators

Joondalup is home to scores of high quality public and private schools that all enjoy the modern amenities and transport links the City has established, as well as the vibrant cultural life it has to offer.

But as a globally focused City, Joondalup also ensures local students receive an education that prepares them for the world, and allows them to experience that world.

The Sister City relationship with Jinan in China has yielded many unique cultural and business opportunities, but also the chance for local students to travel to China and experience its vast culture. Many schools across Joondalup are following this lead.

St Mark's Anglican Community School hosts international students on exchange, study tours and as immersion students through Anglican Schools Commission International (ASCI). The school has hosted students from a range of countries, including China, Myanmar and Reunion Island.

Many other schools across Joondalup are pursuing similar arrangements, such as Greenwood College with its links to both China and Indonesia.

Global opportunities stem from Joondalup

With scores of international students choosing to undertake their education in Joondalup, the City is a vibrant place of learning.

Local students have the opportunity to develop international connections through Sister City School arrangements, and then seek opportunities at globally focused education hubs like Joondalup's ECU campus.

The end result is a City that fosters local businesses while creating opportunities for locals to shine and visitors to contribute.



Students at Edith Cowan University, Joondalup

Sponsored content

Cybersecurity and small business as critical infrastructure



Western
Australia

Innovation Hub

CYBERSECURITY is now paramount in the minds of anyone who turns on a phone, computer or tablet and expects it to work. If a hack occurs, a person potentially loses photos, bank and social media logins, and chat history. A company potentially loses company data, customer details, quote calculations, email trails, intellectual property, reports and financials. The loss of trade, competitive advantage and company disruption can be catastrophic.

The primary focus of the WA AustCyber Innovation Hub is to raise awareness of the capability of local and national cyber companies and to assist job creation in the sector. Australian researchers and companies are widely regarded globally for their expertise and technological superiority. A focus on export markets should be a high priority.

ECONOMIC IMPACT OF CYBER

The Hub modelled the short and medium term economic impact of investing \$1 million (AUD) into 5000 small businesses in Western Australia over a six-month period. The aim was to prove that small businesses with a basic understanding and implementation of some or all the Essential 8 cyber mitigation strategies have a better chance of withstanding attacks. In this way, if a small business is ignorant of, or chooses not to deploy basic cybersecurity, it can be argued there is a societal cost where failure to act can cause spill over costs to others.

As an increasing number of Australian small businesses are working remotely during COVID-19, they are faced with a higher volume and variety of malicious cyber-attack. These hacking attempts threaten to disrupt their business in the best case and put them out of business in the worst. The model demonstrated that, for every \$1 spent to assist small business with cyber-resilience measures, a minimum of \$4.70 is returned to, and retained by, the Australian economy. The result is that those small businesses remain open to trade and are not shut down.

BACKING AUSTRALIAN CAPABILITY

Business continuity is now viewed in terms of survival rather than predicted opportunity. This will change. The time to act and support the significant innovation occurring in the WA and Australian cybersecurity ecosystem is now. The time to procure sovereign cyber capability, support start-up and lab-created cyber innovation with proof-of-value contracts is now.

EXPORT TARGETS

The ability to create local cyber jobs largely depends on the ability to export to friendly nearshore markets. The emerging markets of Indonesia and Malaysia are targets of the Hub and its partner network which includes the Australia-Indonesia Business Council (AIBC), Pitcher Partners, the Australia-Malaysia Business Chamber (AMBC), Austrade, AusIndustry, and the Australian Trade and Logistics Corporation. The collaborations will deepen the already strong relationships between all partners to promote Australian cyber export services.

STUDENT CYBER ARMY

In a practical sense, The WA AustCyber Innovation Hub and Edith Cowan University have worked together to increase the basic resilience of micro and small businesses to cyber-attack over the past few years. The Cyber Check Me program has created a small 'cyber-army' of University and TAFE Computer Science Cybersecurity students who work with small business to build their basic cybersecurity awareness.

"We are a well-established building, construction, maintenance and consulting company servicing the Pilbara region for over 20 years. We are increasingly relying on transacting through a variety of digital platforms. We also understand the risk of being put out of business if we are victim to cybercrime.

We attended the Cyber Check Me program training in Karratha last year and we are certainly more vigilant

these days when it comes to our online and cyber practices."

Sandi and Travers Clarke

Trasan Company Founders and Owners

In the pre-COVID world, visits to the Cyber Check Me pop-up stands at business events numbered in the hundreds, with registrations for local government sponsored free consultations at well over 100. Practical demonstrations were delivered in Karratha, Geraldton, Bunbury and Busselton.

The motivations of a cyber-attack do not need to be known. The fact is that a cyber-attack can damage or destroy a business instantly. Every small business just needs to remember it is better to build a fence at the top of a hill than a hospital at the bottom. Cybersecurity can no longer be an afterthought.

"As a digital company founded on the principles of creating unique intellectual property that will change the way building approvals are reviewed and approved, we are grateful for programs such as Cyber Check Me. It is vital that small businesses remain vigilant when they send sensitive internal or customer documents to one another. Cyber criminals can profit from your naivety or your laziness, and it is too easy to become complacent."

Tom Young, Founder and CEO uDrew.

WA Innovator of the Year 2018

Dr. Ian Martinus Director WA AustCyber Innovation Hub

Just in the first year cyber savings could buy:



Busselton Saw Mill

producing furniture for national and international buyers (Walk-in Walk-out) with significant inventory and machinery



Software for Horizon Power

to control 'Access and Identity Management' for all staff and contractors for 5 years across WA



62 Rooms 5-Star Freehold Motel

in Halls Creek & Freehold Apartment Complex in Carnarvon



Business Risks and Costs of Cyber Attacks to Small Business in Western Australia

7000 \$ COST FOR EACH CYBER ATTACK

4.7 MILLION \$ SAVINGS FROM CYBER PROTECTION

150 MILLION \$ COST TO WA ECONOMY ANNUALLY FROM CYBER ATTACKS

12 % OF SMALL BUSINESS EXPERIENCE A CYBER EVENT



www.wacyberhub.org



Joondalup City Centre



HBF Arena



City of Joondalup, Civic Centre

GLOBAL CITY

A new definition of success for Joondalup

Joondalup is a vibrant city in Perth's north that's truly modern and global. But it's also in need of a new title – regional centre.

As a rising city with a growing population and business opportunities, Joondalup's leaders are seeking recognition and reclassification of Joondalup as 'regional' to attract more development funding.

As a magnet for international students, classifying Joondalup as 'regional' would allow the City to access more state and federal funding to create more accessible pathways for international students to study and live in Joondalup.

This will fuel the local economy, encourage more overseas visitors and investment and expand opportunities for local students and workers.

As Joondalup rises, so too does its needs, and the City's leaders are working hard to secure regional classification to keep up momentum.

Joondalup: A city always rising

The world of tomorrow is being created today in Joondalup.

With world-class expertise in cyber security and digital innovation being developed in the centre of this City between the bush and the sea, Joondalup is emerging as a globally connected hub of opportunity.

No longer in Perth's shadow, Joondalup is a City on the rise.

Joondalup is a Destination City creating world-class lifestyles and attractions.

Joondalup is a Digital City developing new technologies.

Joondalup is a Global City welcoming the world.

Its ambitions are fuelled by a flood of international and local investment, transforming the skyline of the CBD while driving through developments like Boas Place and the Ocean Reef Marina.

Its population is growing fast and more and more of its people are working locally, creating economic self-sufficiency.

Joondalup is a great place to live, work and invest.

Become part of the story.



joondalup.wa.gov.au



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