

Destination

JOONDALUP
2021-2026



Image: Whitfords Nodes Health and Wellbeing Hub





WELCOME FROM THE MAYOR AND CEO



In just over two decades, the City of Joondalup has grown to become the capital of Perth’s growing northern corridor; a commercial, civic and cultural hub that welcomes students, workers, shoppers, tourists and commercial customers 365 days a year.

Home to an engaged and connected community of almost 161,000 residents – as well as stunning natural assets – Joondalup is a city recognised internationally for its liveability and many healthy lifestyle opportunities.

In line with its aspiration as a Global, Bold, Creative and Prosperous city, *Destination Joondalup* sets out a path in which we can all work collaboratively to take advantage of the region’s uniqueness and drive the local economy.

Destination Joondalup has been developed in broad consultation with the community, business owners and tourist visitors. It is a job maker plan, reflecting a confident city that is energised to find opportunities in the current economic disruption and focused on the future.

I look forward to working with you to realise the vision that we all share for Joondalup.

Hon Albert Jacob, JP
Mayor

The City of Joondalup is the engine room of the northern corridor of Perth where the region’s population growth strengthens local businesses and creates employment opportunities.

Destination Joondalup sets the foundations for the next phase of the city’s growth. It advocates and champions the establishment of world-class experiences and products at our retail spaces, our education sites and our health precincts, along with our unique leisure and food offerings.

It also recognises the associated services and infrastructure that will cement the Joondalup region’s position as one of Western Australia’s key destinations.

Destination Joondalup has been prepared to market Joondalup collaboratively and to attract investment in all business sectors.

It seeks to drive the local economy by bringing the private sector together so we can demonstrate the strengths of our beautiful city – which as we know is unlike any other place in Australia.

The City, its council and staff are dedicated to working on behalf of our community to ensure Joondalup continues its growth as a destination city where people love to live, work, recreate and visit.

Garry Hunt, PSM
Chief Executive Officer



WHO WE ARE

Joondalup gets its name from the Noongar word “Doonalup” meaning “the lake that glistens”. The City of Joondalup is in the north west region of metropolitan Perth. A planned commercial and residential centre, the local economy is driven by the services and knowledge sectors and is a growing centre for world class education and training, health care and retail.

INCREDIBLE NATURAL ASSETS

Joondalup boasts 17 kilometres of pristine coastline to the west and the exceptional Yellagonga Regional Park to the east. The region has more than 372 diverse parklands which incorporate spacious open grassed areas and more than 500 hectares of natural bushland. These areas support a range of unique flora and fauna, providing locals and visitors with diverse recreational opportunities.

DRAWCARDS

Joondalup’s sweeping coastline features iconic tourism attractions, including the popular Hillarys Boat Harbour which is home to the Aquarium of Western Australia (AQWA) and the region’s link to Rottnest Island. The growing city centre supports a sprawling health medical sector, justice and legal sector, significant retail offering and educational facilities serving in excess of 60,000 students at the Western Australia Police Academy, North Metropolitan TAFE, Edith Cowan University and National Electrical and Communications Association training centre.

STRONG RETAIL AND WORLD CLASS INDUSTRY

A comprehensive retail offering is provided to locals and visitors alike across the Joondalup region through flagship retail centres including Lakeside Joondalup Shopping City, Westfield Whitford City, Warwick Grove and Currambine Central.

VIBRANT COMMUNITY

Approximately 161,000 people call Joondalup home, and make up a diverse and engaged local community. The Joondalup region proudly supports a significant migrant population, who not only contribute to a diverse and vibrant community, but who’s visiting friends and relatives are a critical component of the visitor economy. Joondalup’s residents want to see natural assets celebrated and protected, public spaces bustling and vibrant with more opportunities for culture and arts.

Image: Hillarys Foreshore Reserve



WHERE REAL CONNECTIONS HAPPEN

Destination Joondalup has been facilitated by the City of Joondalup in close consultation with local industry, to empower the local visitor economy to elevate its profile as a destination of choice and enhance visitor experiences to attract more leisure, education and commercial visitors.

Joondalup's pristine beaches and family-friendly attractions are drawcards for day trippers looking for fun in the sun, while the diverse community invites friends and relatives from near and far to spend time exploring its beaches, trails, lakes, parks and dining and entertainment precincts.

World class education and health precincts attract experts, innovators, students and entrepreneurs, while the city also provides comprehensive retail and professional services for many individuals and families in Perth's northern corridor.

¹⁻³ id.community, [City of Joondalup Economic Profile](#).

Statistics relating to the tourism and hospitality includes Retail Trade, Accommodation and Food Services, Arts and Recreation Services, Rental, Hiring and Real Estate Services, Rail Transport, Road Transport, Water Transport, Other Transport, Administrative and Support Services and Education and Training. At this stage it does not include health services, which the City recognises as part of the visitor economy. See [id.community Topic Notes for more information](#).

Image: Pinnaroo Point Beach

During the 2018/2019 financial year:⁽¹⁾

- More than 1 million day trips were made to the Joondalup region.
- Domestic visitors spent 370,000 nights in the Joondalup region.
- International visitors spent 951, 500 nights in the Joondalup region.

Visitors are vital for the growth and resilience of the local economy. In 2018/19, tourism and hospitality alone in Joondalup:⁽²⁾

- Produced \$792.2 million total value in goods and services.
- Generated \$470.2 million in business productivity.
- Supported over 6,000 direct and indirect local jobs.

NOW IS THE TIME

Global disruptions to travel resulting from the COVID-19 pandemic have exposed how much national and local economies rely on visitors. Joondalup is no exception. In fact, compared to Western Australia as a whole, the city is more reliant on visitor related industries as a proportion of the local economy⁽³⁾.



DESTINATION
JOONDALUP



OUR VISION:

Joondalup is more than a city – it's a destination where people can find experiences that truly connect them to family, friends, nature, culture, career and innovation.

OUR GOALS:

- Attract more visitors to the Joondalup region.
- Increase our share of Perth and Western Australia's key markets.
- Grow our visitor economy.

BY 2026:

- 1,500,000 annual tourism visitors to the Joondalup region (an increase of 200,000).
- Joondalup's market share of tourism visitors to Perth and to WA increased by 1% and .5% respectively.
- 1,000 new direct and indirect jobs.
- Increase total value of goods and services in the local visitor economy by \$121 million.
- Increase business productivity of local visitor economy by \$72 million.



While Joondalup's day trip market is strong and growing, there is room to increase its profile as an overnight destination. In 2019, Joondalup captured less than 5% of greater Perth's domestic and international overnight visitors, and less than 3% of Western Australia's domestic and international overnight visitors¹.

Now is the perfect time to develop a Destination City Plan and set a positive vision for the future, one that also responds to the challenges and uncertainty faced by the local visitor economy today.

The City is focused on how it can support the survival of visitor related businesses in the short term as well as building a strong foundation for long term resilience and growth. This will involve empowering our industry with better visitor data and services, elevating Joondalup's brand and enhancing experiences for visitors.

Joondalup's local community, visitors, industry and stakeholders have embraced this project from the outset, generously donating their time, insights and experiences, helping the City to facilitate what they would like to see prioritised in *Destination Joondalup*.

¹ id.community, [City of Joondalup Economic Profile](#).

A STRONG PLAN

The initiatives identified in this plan are defined through the following three strategic priority areas. Delivering these actions requires strong support and collaboration with the private sector, including industry, strategic organisations and the community. This approach will guide and enable investment and action to meet the vision and goals of *Destination Joondalup*.

1 EMPOWER OUR INDUSTRY

EMPOWER Joondalup's visitor economy to realise opportunities through collaboration and innovation



1. Drive growth of the visitor economy through visitor servicing and amenities.
2. Encourage collective focus and action via effective collaboration.
3. Promote Joondalup as a great place for businesses to invest.
4. Encourage innovation and experimentation through initiatives that minimise risk in investment.

2 ELEVATE OUR BRAND

ELEVATE awareness and inspire new perceptions of what Joondalup has to offer



1. Redefine Joondalup as a destination with plenty to offer.
2. Establish Joondalup as a destination of choice.
3. Encourage visitors to choose Joondalup as their next destination.
4. Foster strong relationships with the City's key stakeholders and strategic partners to drive visitation.

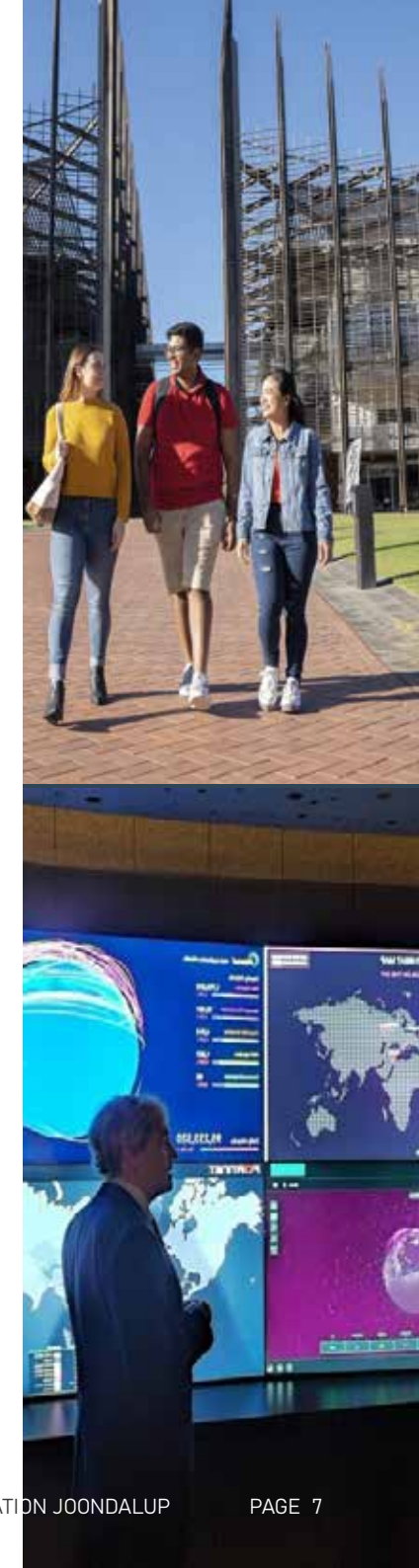
3 ENHANCE VISITOR EXPERIENCES

ENHANCE the visitor experience through unique and unforgettable experiences



1. Identify and create bustling vibrant precincts that give people a 'buzz' to be around.
2. Develop iconic, engaging and exciting attractions, products and experiences.
3. Incentivise and celebrate excellence in the visitor economy.
4. Improve connectivity and ease of movement between visitor precincts.

Image: Edith Cowan University and WA AustCyber Node



Joondalup's share of the domestic day trip market 2018/2019⁽³⁾

- 8.1% of Greater Perth's day trip visitors.
- 5.1% of Western Australia's day trip visitors.

Joondalup's share of the domestic overnight market 2018/2019⁽⁴⁾

- 2.4% of Greater Perth's domestic overnight visitors.
- 0.9% of Western Australia's domestic overnight visitors.

Joondalup's share of the international market 2018/2019⁽⁵⁾

- 4 % of Greater Perth's international visitors.
- 2.4% of Western Australia's international visitors.

¹⁻⁵ id.community , [City of Joondalup Economic Profile.](#)

TARGET MARKETS

Local and intrastate Available with significant opportunities to grow	Interstate Disrupted supply chains, but important to continue engagement through technology	International Disrupted supply chains, but important to continue to grow
The profile of Joondalup must be elevated as an accessible, affordable, competitive and exciting destination. This will be aided by visitor interest in supporting WA businesses during challenging times.	Innovative solutions across industry sectors (Tourism, Health, Education and Retail) are emerging to manage the prolonged impact of the pandemic and closed borders. The opportunity to leverage technology in all facets of operations. This includes enhanced online presence and communication, digital commodification and expanded digital financial transactions. A key focus is to engage, retain and grow the interstate tourism, conference, business and events sectors.	As COVID-19 has taken hold globally, the City has acknowledged that economic functionality in international markets has changed significantly. The City continues to engage with business associations, state bodies and international partners through digital and virtual missions. A key focus is to engage, retain and grow the international visiting friends and relatives (VFR) market.

VISITOR SEGMENTS

	Leisure	Education	Commercial
Visitor type	<ul style="list-style-type: none"> • Friends and relatives of Joondalup locals (international and domestic) • 'Local' families • Day trippers • Retail seekers 	<ul style="list-style-type: none"> • International students • Domestic students 	<ul style="list-style-type: none"> • Research and innovation leaders • Professionals and experts • Conference, training or meeting attendees • Business to business visitors • Service seekers
This visitor segment is seeking:	<ul style="list-style-type: none"> • Affordable experiences • Family friendly experiences • Nature and the outdoors • Diverse and comprehensive retail offering • High quality services and amenities • Great dining experiences 	<ul style="list-style-type: none"> • Courses and opportunities that enhance employability • Affordable lifestyle and accessibility • Casual and part time work opportunities • Authentic leisure experiences to share with family and friends • High quality services and amenities 	<ul style="list-style-type: none"> • Stress free experiences • High quality services and amenities • Great dining experiences • Authentic local experiences • Outdoor and recreation options • Unique products and attractions to explore



A FRESH DESTINATION IDENTITY

Discussions with community members, industry stakeholders and visitors has revealed what they love about Joondalup, why they chose to visit, to stay or to recommend it. This has resulted in a refreshed identity for Joondalup supported by three experience pillars.

Joondalup – Where real connections happen

Joondalup is more than a city – it’s a destination where you can find experiences that truly connect you to family, friends, nature, culture, career and innovation.



Close to Perth CBD, Joondalup is centrally located and home to a spectacular coastline, bushland and urban parks as well as world-leading cyber, education, health and commercial facilities.

Connect with this satellite city, a place where you can recharge your brain, reconnect with nature, re-energise the body and repeat these experiences.



Experience Joondalup

Open spaces, nature and free time

Explore and relax in Joondalup, where you’ll be spoilt for choice when it comes to pristine beaches, lakes and parks.

Community, culture and wellbeing

Discover a hive of activity, buzzing with year-round events, immersive cultural experiences and a diverse range of entertainment options that promote a sense of community and fulfilment.

Future thinking and innovation

Connect with a progressive, energetic city that’s at the cutting edge of the global digital revolution. Joondalup is the place to launch and establish your career; a hub where talent can prosper and grow.



PROJECTS TO DRIVE OUR VISION

Achieving this vision and goals requires firm actions. The following projects will be game-changers for Joondalup’s visitor economy:

1 EMPOWER OUR INDUSTRY

Joondalup visitor economy network

Establishing a partnership with the private sector will be crucial for the successful implementation of *Destination Joondalup*.

Destination infrastructure investment attraction

Work with industry networks to build a collective understanding of the need for investment into major destination infrastructure projects.

Visitor servicing and customer engagement

Driving growth of the visitor economy through accredited visitor servicing, strong visitor data and contemporary amenities.

Business Incentives program

Programs that incentivise businesses to access support at the right time and help address the impacts of COVID-19. The programs also empower businesses to achieve industry accreditation and boost the Joondalup region’s destination value proposition.

2 ELEVATE OUR BRAND

Destination marketing plan

A well-rounded destination marketing plan will be created to help drive destination awareness and, ultimately, visitation to the region.

Destination marketing platform

Communicate the Joondalup region’s destination brand identity both to the general public and industry through an appealing, user-friendly visitor servicing platform and accompanying social media channels.

Leveraging partnerships to promote Joondalup

Working closely with key networks and organisations to position Joondalup as a destination for leisure, education and commercial visitors and maintain widespread awareness of Joondalup’s key experiential strengths in target markets. This will also involve strengthening existing collaborations as well as targeting new partnerships within and beyond the Perth region..

3 ENHANCE VISITOR EXPERIENCES

Destination value program

The destination value program is a framework which will empower Joondalup’s local businesses to explore and improve their value proposition, as well as the city’s attractiveness as a visitor destination.

Industry-led Iconic events

Actively seek out, support and promote industry-led events which can bring new and exciting events to the Joondalup region.

Joondalup place activation strategy

The preparation of a strategy to guide place activation and defining a vision for the city’s key places will better align delivery of hard and soft infrastructure with the needs of place users, businesses and community. This will result in increasing foot traffic to support retail, hospitality and tourism businesses in the Joondalup city centre and smaller suburban centres.

WHO'S INVOLVED

Destination Joondalup was facilitated by the City of Joondalup, but will be implemented through the collaborative efforts of local industry, the City, strategic organisations and our community. Each stakeholder has an important role to play in attracting visitors and growing our visitor economy.



ACKNOWLEDGEMENTS

Destination Joondalup was developed in close consultation with the City of Joondalup's valued community, industry, key stakeholders and visitors and included:

- More than 700 survey responses.
- One on one consultation with 22 key visitor economy industry and stakeholders.
- 50 workshop attendees.

The response and support for *Destination Joondalup* has been extremely positive, and as a result the Plan has benefitted from a broad range of voices, perspectives and experiences. We sincerely appreciate the following individuals and groups (in no particular order) who have been actively engaged throughout the process:

- AQWA
- Churches of Christ Sport & Recreation Association
- City of Stirling
- City of Wanneroo
- Coffee Club
- College of Electrical Training
- Currambine Central
- Department of Transport (Hillarys Boat Harbour)
- Destination Perth
- DevelopmentWA
- Duncraig Veterinary Hospital
- Edith Cowan University

- Fence Makeover
- Hillarys Boardwalk
- Ian Goodenough - Federal Member for Moore
- Industrial Automation Group
- Joondalup Business Association
- Joondalup Education Network
- Joondalup Resort
- Magenta Capital
- Mailboxes Etc
- North Metropolitan TAFE
- Pinnacle QM
- Quality Resort Sorrento Beach
- Quest Apartments
- Ramsay Health Care
- Rottnest Island Fast Ferries
- Saffron Savor
- Scentre Group (Whitford City)
- St Marks Anglican Community School
- Study Perth
- The Diamond Club
- Tourism WA
- WA Police Academy
- Vicinity Centres (Warwick Grove)
- Wyllie Group (Sorrento Quay Board Walk)
- Work Wear Supplies
- Your Business Accountant
- Zaccaria Events

ACKNOWLEDGEMENT OF TRADITIONAL CUSTODIANS

The City of Joondalup acknowledges the traditional custodians of the land, the Whadjuk people of the Noongar nation, and recognises the culture of the Noongar people and the unique contribution they make to the Joondalup region and Australia.



For information about *Destination Joondalup*

please contact the City of Joondalup on business@joondalup.wa.gov.au on 08 9400 4000.