

Expanding Horizons

2033

**DRAFT - Predesign
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Acknowledgement of Country

Text and image for Acknowledgment to be provided by the City of Joondalup if required for this document. This will refer to the City's Reconciliation Action Plan.

Welcome / Foreword

Text and image to be provided by the City of Joondalup if required for this document.

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Our opportunity

The City of Joondalup is 25 years old. As our proud city achieves a quarter century, we reflect on our achievements, and we look to the future and our potential in the next 25 years to be one of Australia's major trading hubs.

Our local economy is home to 13,000 businesses who support over 57,000 jobs, and 470,000 people now live within 20 minutes of our City Centre. Our knowledge economy is growing, underpinned by emerging excellence in cyber security, medical services, tourism, and education. Our small and medium sized enterprises are building Joondalup's identity and character, providing incredible services and quality to resident and visitors alike. Our spacious suburbs, open spaces abundant in nature, and our enviable coastline, provide an exciting canvas upon which to build the next chapter in Joondalup's story.

Local Government has key role to play in unlocking Joondalup's economic development potential. We know our local businesses, workforce and community better than anyone. We will continue to use our assets, resources and networks to drive investment in Joondalup, collaborate and partner with local and global institutions, build the capacity of our local businesses and attract diverse and talented people, including young people, to live, study, visit and work here. We are committed to supporting our businesses, and Australia, achieve Net Zero and building an economy that prioritises sustainability.

We have invested in and nurtured strategic industries that underpin our economy, developed strong local, regional and global networks and collaborated with our partners on a range of cultural, social and economic projects that have led us to where we are today.

A bold strategy to guide decision making

Joondalup's economic future is bright, and our horizons will continue to expand. The Expanding Horizons 2033 puts forward the City's long-term vision, and its role in helping to achieve that future over the next decade. Our strategy aligns with the community's aspirations for our economy, as outlined in the Strategic Community Plan (Joondalup 2032), as well as in depth consultation with local business, regional and State partners, young people and City staff and Elected Members.

As this document highlights, the City will leverage and deliver activities to transform our City Centre, create great places, enable a global facing innovation ecosystem and empowering our businesses and community, Joondalup has the potential to be a significant strategic economy that supports state and federal economic objectives. We will ensure we are making the most of what has already been invested by our community, businesses and the State into our great city.

Imagine what we can achieve in another 25 years.

Joondalup today: A city ready to transform

Today, 470,000 people live within 20 minutes of our City Centre. As our businesses and strategic industries grow, we have a significant catchment of talent to attract to work in our city.

Since Expanding Horizons was first developed as the City of Joondalup’s economic development strategy in 2013:

- 6,000 new local businesses have been created
- 8,600 new local jobs have been supported
- Unemployment has remained below the WA average
- \$4.27B in building applications have been approved (residential and commercial)

Our economy today:

<p>13,000 businesses supporting 57,000 jobs, with the top three employing industries being:</p> <p>Healthcare and Social Assistance (11,900 jobs) Education and Training (9,500 jobs) Retail Trade (8,600 jobs)</p>		<p>Is made up predominantly of:</p> <p>Professionals (26%) Community and Personal Service Workers (18%) Sales Workers (14%)</p>
<p>Produces \$7.3B in Gross Regional Product, an increase of 5.1% compared to last year</p>	<p>Exports \$2B worth of goods and services from our local industries</p>	
<p>Generates \$10B in total output /sales</p>	<p>Benefits from \$5.5B value generated by local industries</p>	<p>Attracts 25,000 workers who live outside the area, of which, 13,000 are from the City of Wanneroo</p>

Today our City is home to 160,000 residents, including 83,000 workers who:

<p>Are mostly employed in healthcare and social assistance (13%), construction (11%) and education and training (11%)</p>	<p>Are mostly employed as Professionals (25%), Technicians and Trade Workers (15%) and Clerical and Administration Workers (14%)</p>	<p>Employed full time (58%) or part-time (41%)</p>
<p>Hold a Bachelor degree or higher (33%)</p>	<p>Mainly travel to work by car (65%)</p>	<p>Mostly earn between \$500 - \$1,999 per week</p>

Our vision: Expanding horizons

Expanding Horizons directly supports the vision for the local economy laid out by the community in the Strategic Community Plan “Joondalup 2032”:

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

Our businesses

Prosperous and local

Feel supported to grow their business in the city.

Innovative and confident

Are attracted to the City’s unique characteristics and potential and feel confident in investing in growth.

Appealing and welcoming

Welcome residents, and local and international visitors into the City.

Our priorities

To deliver on our community’s vision, and unlock the potential of our economy, the City will focus its actions on the following economic development priorities, which reflect the themes that emerged from research and engagement.



High performing City Centre and precincts

The City Centre will be a cosmopolitan employment, entertainment and residential hub, with a vibrant day and night economy that attracts strong visitation and encourages people to stay longer. Across the City’s 22 suburbs, Joondalup’s economic activity centres will be bustling, leveraging the City’s sense of space, natural amenity, coastline and community.



Global facing innovation ecosystem

Joondalup will be home to a globally significant innovation ecosystem that drives unique knowhow, products and services in our strategic industries. Joondalup will be a place of choice for start-ups and innovators, drawn to the City’s world class innovation infrastructure, community, services and programs.



Empowered local businesses and community

Joondalup’s small and medium sized enterprises will feel heard and supported, and will have access to skills, programs and networks that help them develop and grow. Residents will benefit from increased investment in the City, with increasing access to services, places and amenities that make Joondalup a great place to live and visit.

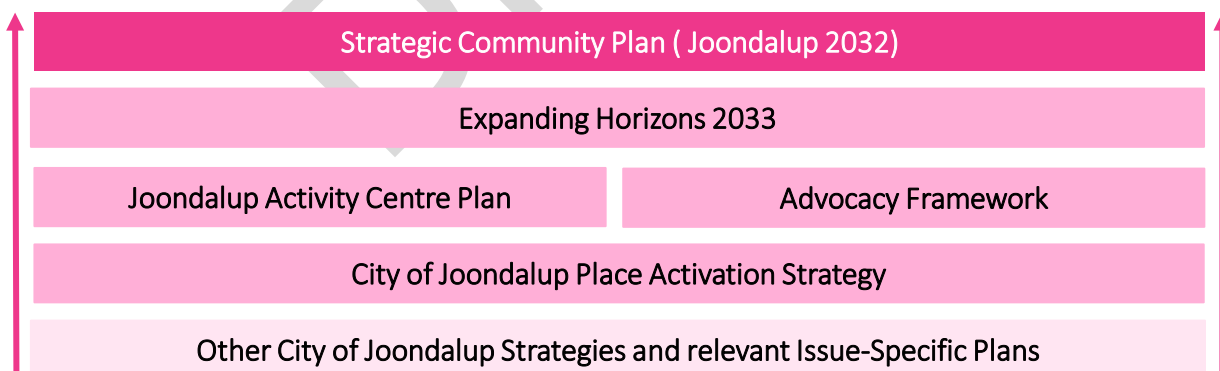
Our role

The City commits to driving and enabling economic development by leveraging our resources in the areas they will make the biggest impact.

<p>Advocate and attract investment</p>	<ul style="list-style-type: none"> • Champion Joondalup to local, state, national and global investors and funders • Advocate for services, infrastructure and projects to take the economy to the next level • Take a strategic approach to our assets and resources to unlock investment • Facilitate creation of great places that attract activity, investment and visitation • Position Joondalup as a leader, aligned with and supporting State Government priorities and investment • Help build Joondalup's identity • Attract talent, entrepreneurs and major firms from all over the world by promoting our incredible lifestyle, amenity and opportunities
<p>Partner and collaborate</p>	<ul style="list-style-type: none"> • Work with our community leaders, businesses, institutions and regional collaborators on projects and initiatives for local economic development • Develop the City's global profile through collaborative strategic relationships to attract investment, increase knowledge sharing and attract international students and visitors • Partner with industry and education providers to create programs and experiences that inspire young people, so they choose Joondalup to work, study, visit and live • Invest in partnerships to support economic and activation outcomes for local businesses
<p>Build capacity and skills</p>	<ul style="list-style-type: none"> • Provide programs, training and resources to local businesses, and help to connect them to other services • Share data, information and insights with local businesses and networks to help their investment decisions • Communicate good news stories, opportunities, and progress on city-building projects with local business through regular publications and signature events

Whole of organisation approach

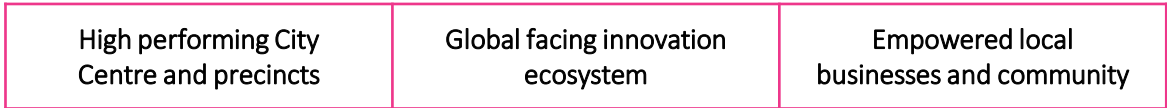
The City will work collaboratively and leverage existing strategies and plans across our organisation to deliver on our economic development priorities.



Strategic context

Joondalup's economy, made up of local businesses and strategic industries, is dynamic and global facing. By investing in our economic development priorities (high performing City Centre and places, global facing innovation ecosystem and empowered businesses and community), we will directly support a more diverse State economy, and through that, increase our national economic resilience.

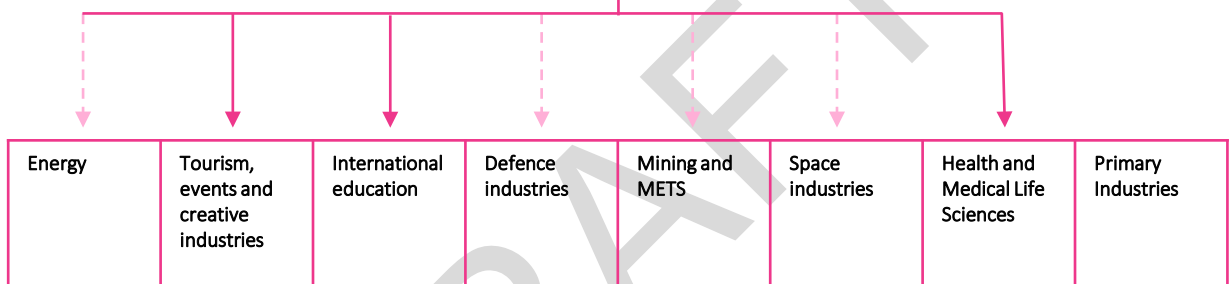
Our economic development priorities



Supporting our local strategic industries



Contributing to Diversify WA: State Government priority sectors



Building national economic resilience

Generating stronger global markets and profile



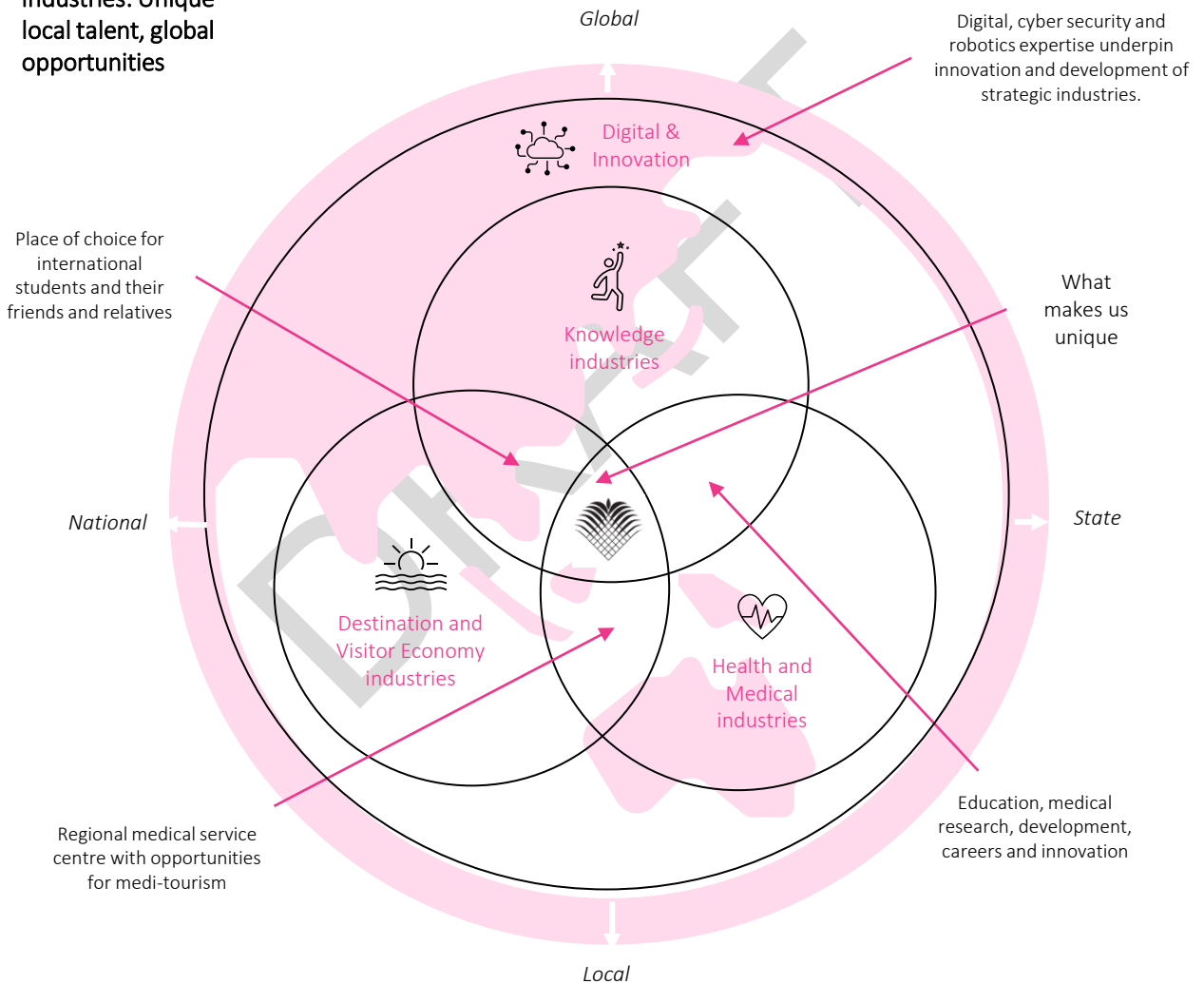
Our strategic industries

The City of Joondalup partners and collaborates with local, regional and global industry and institutions to cultivate and grow strategic industry clusters: knowledge industries (education and training), destination industries (visitor economy), health and medical industries, and digital and innovation industries.

These industry clusters have been identified by their employment and growth potential, as well as their strategic role in the broader national and global economy. The unique ideas and exports that exist at the intersection of our strategic industries (as seen in the diagram below) are valuable and will be cultivated through a culture of innovation, collaboration and entrepreneurship. The City will leverage the investment already made, and to come, to unlock the potential of these industries in Joondalup and will partner with State Government to diversify and strengthen Western Australia's economy and build industries of global significance.

Diversify WA: State Government priority sectors

Joondalup's strategic industries: Unique local talent, global opportunities



Knowledge Industries

Currently supporting 9,500 local jobs, generating \$807M in economic activity*

Joondalup's dynamic knowledge development industries offer a range of educational opportunities, from vocational to undergraduate and postgraduate training, with a strong focus on healthcare education. Institutions such as Edith Cowan University, North Metro TAFE, Australia Medical Association College, and the Western Australian Police Academy serve more than 60,000 students and are developing talent that will be critical to WA's future diversified economy.

Joondalup's educational institutions are equipped with state-of-the-art facilities and resources, including modern classrooms, laboratories, simulation centres and study spaces. ECU's School of Nursing and Midwifery offers WA's largest undergraduate nursing program, providing nursing graduates pathways into hospitals, health services, and private clinics. North Metropolitan TAFE and AMA College are leading providers of vocational education and training including diploma level qualifications in nursing, health administration and aged care.

*Includes Education and Training Industries.

Digital and Innovation Industries

Currently supporting 2,900 local jobs, generating \$407M in economic activity*

As the State's first Innovation Hub (CyberWest Innovation Hub), Joondalup's profile for innovation and incubation is growing. Through partnerships with local, regional and global industry, institutions and stakeholders, Joondalup's digital cyber infrastructure and knowhow and is building the profile of the North Metropolitan Region as a strategic technology hub of national significance.

The State Government's 10-year Innovation Strategy prioritises the development of networks, precincts and shared facilities, presenting a significant opportunity for Joondalup to leverage.

Focused on cyber security, Joondalup's digital firms and institutions are already supporting regional businesses to enhance their cyber safety and can leverage and inform future Government investment in this sector. With advances in AI technology and constantly evolving cyber security challenges, Joondalup's digital industries and capabilities can be a key enabler of the local, regional and state economy.

*Professional, Scientific and Technical Services and Information Media and Telecommunications.

Health and Medical Industries

Currently supporting 11,900 local jobs, generating \$987M in economic activity*

The healthcare sector is one of Joondalup's high value sectors, based on capabilities in a wide range of areas including nursing and midwifery, aged care, cancer care, exercise science, mental health, as well as health and wellness. Joondalup is home to one of the largest hospitals in Western Australia, with health services delivered by a cluster of public, private and not-for profit healthcare providers. Joondalup Health Campus (JHC), in the heart of the city, offers a world class public and private hospital experience, with a range of medical and surgical services including maternity, neonatal and pediatric services and aged care and rehabilitation.

The vision for the future Joondalup's health and medical industries will build upon the ongoing \$256M expansion to the JHC. This gives JHC a competitive advantage as a modern facility to attract medical research and innovation partners. Tertiary status for the JHC could attract additional research institutions Joondalup, with potential to establish Joondalup as an epicenter of medical research and innovation.

- Includes Health Care and Social Services Industries.

Destination and Visitor Economy Industries

Currently supporting 15,450 jobs, generating \$967M in economic activity*

A diverse and sustainable visitor economy contributes to a strong foundation for ongoing economic growth. Joondalup strives to be more than a city – it will be a destination where visitors can find experiences that connect them to family, friends, nature, culture, career and innovation.

Joondalup boasts 17 kilometres of pristine coastline to the west and the exceptional Yellagonga Regional Park to the east. 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. 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. The development of Ocean Reef Marina and further activation of the City Centre will be significant visitor attractors for Joondalup.

The City 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.

- *Includes Retail Trade, Accommodation and Food Services and Arts and Recreation Services.

Research and engagement outcomes

Building on the insights of Strategic Community Plan consultation, we spoke to a range of stakeholders to understand the potential of our local economy, and its role in the regional and State economy.

We learned more about what our stakeholders think are Joondalup's strengths, opportunities, challenges, and what Local Government can do to best support local economic development. This feedback is reflected in the below themes:



Theme	Challenge	Opportunity
City Centre performance	Poor perceptions and activation driven by disconnected places and lack of vibrancy.	A relatively blank slate ready to play a key role in developing Joondalup's strategic industries, identity and visitor economy.
Joondalup's identity	A young City that is still working on defining itself. Local businesses feel that the lack of identity and character are constraining investment and opportunities.	Resources have been invested into a city-wide brand which the City can now empower businesses to use. It will take time and collaboration, but there is momentum and a real desire to see improvement in this space.
Strategic industry develop	Strategic industry clusters (Visitor Economy, Education, Digital, Medical) are developing in silos, and impacts are yet to spill out into the broader economy / city.	Drive strategic industry development in the City Centre to help activate and increase vibrancy. Support clusters to collaborate, build global partnerships and produce unique products and services you can't get anywhere else.
Talent attraction	Everyone is in a competition for talent. A key constraint in Australia is housing availability and affordability.	Ensure residential development is a key part of activating the City Centre. Look to the North Metro region for access to talent, as neighbouring populations grow. Utilise global partnerships to attract international students and talent.
Innovation	Joondalup currently lacks the infrastructure (shared spaces, curated networks and communities) required to unlock innovation potential within the economy, especially within the strategic industries.	Innovation is on the State agenda. Joondalup can locate, understand and support the City's entrepreneurs and start-ups, and the types of infrastructure and programs they want and need to create a thriving ecosystem.
Young people	Young people are grappling with an uncertain future and rapidly evolving technologies.	There is an opportunity to show young people of Joondalup that there is a bright future full of meaningful work within the industries of their future right on their doorstep.
Increasing visitation	Attracting visitors to Joondalup and encouraging them to visit more than one place / business, is a current challenge, underpinned by a lack of identity / character.	The Joondalup Visitor Economy Network (JVEN), our Destination City Strategy and destination brand (UpTown) are in place and if implemented will make a positive contribution to visitor attraction. Investment in the City Centre, strategic industries and global partnerships will also be important.

Delivering Expanding Horizons 2033

To deliver on our community’s vision, and unlock the potential of our economy, the City will focus its actions on the following economic development priorities, which reflect the themes that emerged from research and engagement.

Implementation will be guided by our whole of government approach, using existing strategies, plans and activities to leverage the resources and capabilities we already have. Where required, new plans or initiatives will be developed to respond to emerging opportunities.



High performing City Centre and precincts

The City Centre will be a cosmopolitan employment, entertainment and residential hub, with a vibrant day and night economy that attracts strong visitation and encourages people to stay longer. Across the City’s 22 suburbs, Joondalup’s economic activity centres will be bustling, leveraging the City’s sense of space, natural amenity, coastline and community.



Global facing innovation ecosystem

Joondalup will be home to a globally significant innovation ecosystem that drives unique knowhow, products and services in our strategic industries. Joondalup will be a place of choice for start-ups and innovators, drawn to the City’s world class innovation infrastructure, community, services and programs.



Empowered local businesses and community

Joondalup’s small and medium sized enterprises will feel heard and supported, and will have access to skills, programs and networks that help them develop and grow. Residents will benefit from increased investment in the City, with increasing access to services, places and amenities that make Joondalup a great place to live and visit.



1. High performing City Centre and precincts

Great places are the foundation of thriving economies. The City is home to a diverse range of spaces, from local and neighbourhood centres through to higher order town centres and coastal nodes. The City Centre has an important role to play in building our strategic economy, supported by vibrant, connected and high functioning activity centres across our 22 suburbs.

The City Centre can be used to drive the development of Joondalup's character and identity. As our strategic industries (medical, digital, education and visitor economy) grow and evolve, the benefits should spill out into the City Centre, helping to attract more residents, firms, workers and visitors. Increased activity will encourage more retail and hospitality venues to invest and open, activating our streets and creating a stronger nighttime economy.

Increasing residential density in the City Centre will also be critical for creating a vibrant centre, where community meets business and together new and exciting experiences and activations are created that put Joondalup on the map.

Beyond the City Centre, the City will continue to identify and facilitate opportunities to activate activity centres and nodes through events, infrastructure and commercial operators to ensure visitors and economic activity is well dispersed across the Local Government Area. Hillarys Boat Harbour and Ocean Reef Marina will (and continue to) play a significant role in Joondalup's economy and will be important economic assets.

Alignment with our Strategic Community Plan

1. Prosperous and Local

Using our resources and assets to help transform the City Centre demonstrates our skin in the game, and that we are here to support businesses to grow.

2. Innovative and confident

Creating great, unique places full of activity and character will help businesses feel confident investing.

3. Appealing and welcoming

A vibrant and appealing City Centre is critical if we are to attract more residents, local and international visitors to the City.



Our vision for a high performing City Centre and precincts:

- Strategically managed assets and streamlined City planning processes are unlocking significant investment
- Major firms are attracted to Joondalup’s position and access to global markets
- The residential offer in the City Centre is enhanced, diverse and creating community and vibrancy
- Joondalup’s precincts are connected and supported by world class amenities
- Joondalup is attracting young people who want to be a part of an exciting, global facing economy

Activities to leverage

Regional collaboration

The City collaborates with the Cities of Stirling and Wanneroo on economic initiatives to strengthen the regional economy, with a focus on advocacy and promoting the region as a destination for visitors.

City of Joondalup Place Activation Strategy

This Strategy outlines key focus areas and strategic objectives to empower, catalyse and provide the right canvas for place activation.

Joondalup City Centre Place Activation Plan

This Plan contains 15 projects, developed in consultation with community to activate the City Centre.

Advocacy Framework

This Framework guides advocacy activities for 5 approved Advocacy Priorities and 16 Strategic Position Statements. The City advocates to State and Federal Government to progress key strategic projects and initiatives.

Activity Centre Plan

The Activity Centre Plan is a strategic planning document developed by the City of Joondalup, provides guidance on the development of the city centre over the next ten years.

CBD Project Cluster

The CBD Project Cluster has a vision for the City Centre to be an iconic and recognisable business address known for its exciting innovation, technology, education and health industries. The outlook is dominated by quality, well designed, sustainable buildings that complement the natural surroundings. The City Centre offers abundant and varied employment opportunities for a locally-based workforce. Residents, workers and visitors enjoy high-amenity community spaces that have a vibrant, lively atmosphere. Places are integrated and interconnected and there is overall sense of flow.

2. Global facing innovation ecosystem

Innovation is on the State Government agenda. The City of Joondalup's economy will be underpinned by a strong culture of creativity, ideas and innovation, supported by world class infrastructure, support and programs.

Today, most of the Greater Perth metropolitan area's innovation infrastructure (shared spaces, curated networks and communities) are in the Perth CBD, however this is slowly changing. Joondalup's strategic industries, infrastructure and institutions are needed to produce the unique knowhow, products and services that diversify the Western Australian economy,

As the State's first Innovation Hub (CyberWest Innovation Hub), Joondalup's profile for innovation and incubation is growing, with the City contributing through partnerships with local industry, institutions and stakeholders to develop networks and deliver programs and support such as the Innovation Challenge.

The City of Joondalup has also been focused on maintaining an innovation agenda through the Joint Economic Development Initiative. JEDI members are aligned on the idea that the hub must have a focus, and not be too 'general' if it is going to be a genuine driver of Joondalup's economy.

The Department of Jobs, Tourism, Science and Innovation recently released their 10-year Innovation Strategy for Western Australia. The development of networks, precincts and shared facilities has been highlighted as a priority action area, which presents an opportunity for Joondalup to leverage.

Alignment with Strategic Community Plan

1. Prosperous and Local

Entrepreneurs and innovators will see Joondalup as a first choice to start and grow their business.

2. Innovative and confident

Innovators and entrepreneurs will be connected with strategic and supportive networks, programs and infrastructure that unlock their potential.

3. Appealing and welcoming

Joondalup's profile as a world class innovation hub will attract visitors, collaborators and partners from all over Australia and the world.



Our vision for a global facing innovation ecosystem:

- Investment is targeted towards innovation infrastructure
- Joondalup's innovation ecosystem is built around our strategic industries and unique value proposition
- We actively build, facilitate and nurture communities of innovation
- Our businesses and institutions have established knowledge bridges with global innovation precincts and institutions
- Collaboration with partners to grow the regional ecosystem is driving significant regional development
- Joondalup is home to high profile innovation programs and events
- Young people are inspired and connected with opportunities to engage with innovation

Activities to leverage

Innovate Joondalup Programs

Innovate Joondalup is a series of business support programs that support participants to further develop themselves and their business through the entire business life-cycle from seed, start-up, scale-up and export.

Joondalup Innovation Challenge

The Joondalup Innovation Challenge runs annually with education providers across Perth, Study Perth and Franked.io. This student challenge continues to be a key pillar of the City's support for developing a thriving regional innovation ecosystem.

International Economic Development Activities Plan

This plan guides the City's efforts to leverage global opportunities, attract foreign investment, promote exports, establish partnerships and encourage economic exchanges to enhance the local economy.

Joondalup Innovation Precinct

The Joondalup Innovation Precinct connects education, businesses, entrepreneurs, start-ups, industry and government to solve tomorrow's complex problems today using future technologies.

CyberWest Innovation Hub

Joondalup is home to WA's first State Funded innovation hub: CyberWest and the Cyber Security CRC. Significant investment from the State Government's New Industries Fund was committed to bring together public, private and research sectors headquartered at the ECU Joondalup Campus. From this strong foundation, Joondalup's innovation ecosystem continues to grow.

Joondalup Digital City Strategy

The Digital City Strategy supports local community and businesses to maximise the benefits new and emerging digital technologies and communication

3. Empowered businesses and community

Our economy is powered by our businesses and community. The City will continue to prioritise support for local businesses and ensure that gains made in the economy make Joondalup a better place to live for our community.

Many businesses are still recovering from the impacts of COVID-19 and are looking to the City for leadership and a strong vision for the local economy.

The success of our businesses will be informed by our ability to attract investment, and new firms, visitors and residents. The efficiency and ease of our systems and processes will help businesses invest in their futures. Access to support, advice, networks and training will empower businesses, helping them implement new ideas and skills that take their operations to the next level.

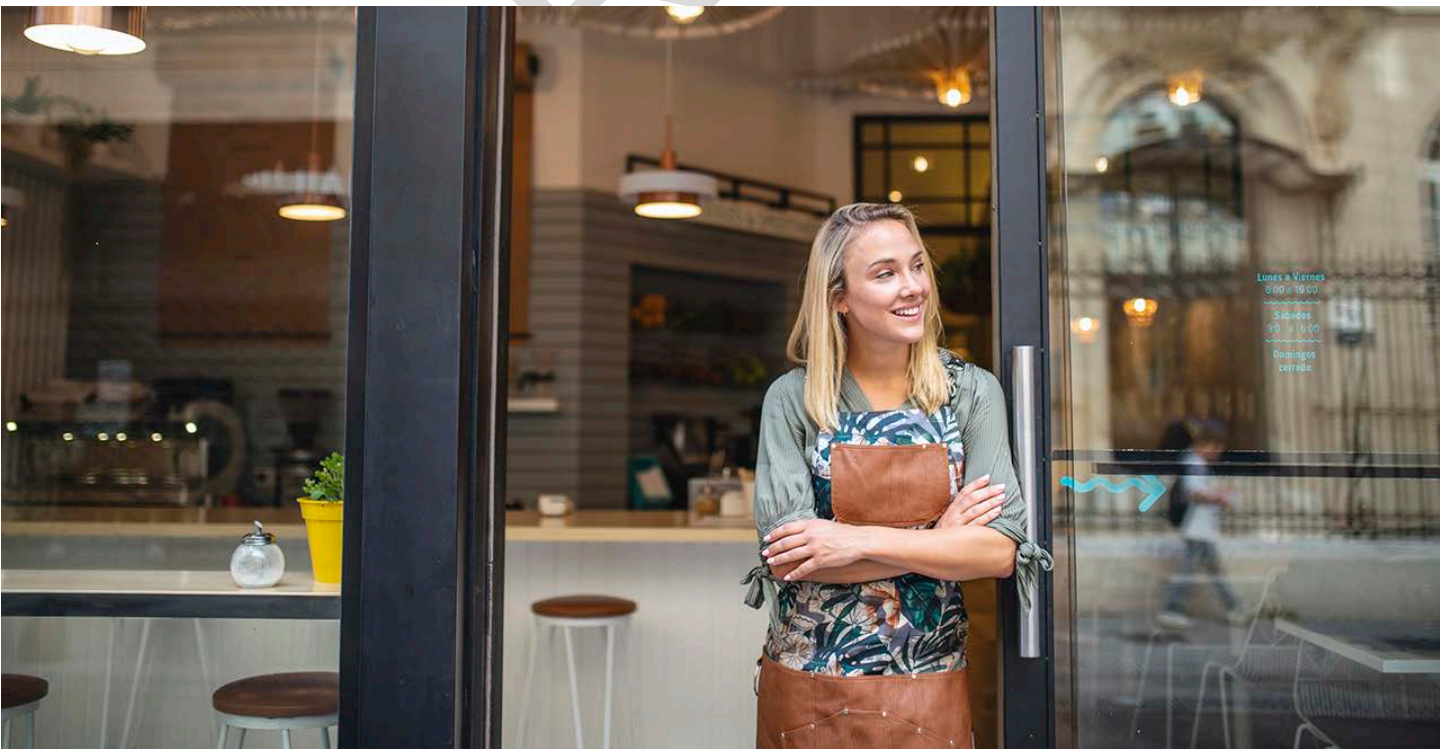
The City will continue to build the capacity of our local businesses, whether they're at home sole operators or SME's activating our precincts and places.

Our local business have told us that they want to see the City attracting investment, events and visitors, enhancing the performance of the City Centre, promoting the City and building a sense of character and identity.

We will continue to advocate for the infrastructure and services required to ensure Joondalup continues to be a great place to live and run a business. We will work alongside industry to make our city a significant visitor destination in WA.

Alignment with Strategic Community Plan

- 1. Prosperous and Local**
Local businesses will have the skills, resources, knowledge and networks to increase their prosperity.
- 2. Innovative and confident**
Community and business will be inspired and supported by a culture of innovation.
- 3. Appealing and welcoming**
Our businesses and community will attract visitors through high quality services and experiences.



Our vision for empowered businesses and community:

- Local businesses connect with each other, global markets and ideas and knowledge
- We're delivering and enhancing business skills development training and programs
- World class events are building Joondalup's cultural profile
- Joondalup is renowned locally, regionally and internationally as a destination for visitors, students and workers
- Businesses confidently engage with data and resources and are leveraging the development of a strong local knowledge economy

Activities to leverage

Business Engagement Program

The Business Engagement Program provides a first point of contact for business inquiries and investing in Joondalup. It is also responsible for promoting, attracting and facilitating productive local, national and foreign direct investment in Joondalup. It works with state and federal government departments, to provide businesses with the information they need to establish or expand.

Small Business Friendly Approvals Program

Joondalup's Small Business Friendly Approvals Program is supported by the WA government and directs organisation-wide activities to enhance the experience of local businesses when engaging with the City.

Industry Networks

The City facilitates several industry cluster groups and networks to support its strategic industries:

- Joint Economic Development Initiative
- Visitor Economy Network
- Education Network
- Medical Precinct Taskforce
- Digital and Cyber Network

Business Networks

Directly and in partnerships with the Joondalup Business Association, the City delivers and supports business networking and engagement opportunities.

Destination Joondalup Plan

The Destination Joondalup Plan sets out a range of activities and initiative to:

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

Our partners

Local Government has a critical role to play in local economic development, but we can't do it alone. Our partners can help us reach Joondalup's potential.



State and Commonwealth Government

Partner with Joondalup on projects that help achieve State and National economic development priorities. Provide support through expertise, networks and advice.



Local business

Help attract visitors to Joondalup by delivering exceptional services, promoting a shared brand and collaborating with each other to encourage more spending in the local economy. Make the most of the support and information that is available.



Networks and associations

Engage with the City and share information with networks, helping us to reach as many businesses and people as possible with support, data, updates and resources.



Industry and institutions

Drive the change you want to see in the local economy. Partner with the City on strategic projects and partnerships that will transform our economy.



Regional partners: City of Wanneroo and City of Stirling

Collaborate on industry development projects that support our regional economy and bring great infrastructure and services to our three communities and the people who live, work, study, visit and invest in them.

Measuring progress

The City will track key indicators that will help us understand how our local economy is developing.

#	Theme	Measure
1	Our businesses are growing	Grow business count by employee size in each five-year census period to 2031 Sustained yearly increase in the number of new businesses registering the City of Joondalup as their place of business.
2	More residents are employed locally	Exceed the 2016 Census based employment self containment measure Of 30% in subsequent census periods to 2031
3	More businesses locating to our City Centre	Sustained yearly increase in the number of new businesses registering the City Centre as their place of business.
4	We have more high value jobs in Joondalup	Sustained yearly growth in jobs in strategic industries Sustained yearly growth in knowledge-based occupations
5	Our innovation ecosystem is growing	Sustained yearly increase in new business entrants in Joondalup's strategic industries
6	Our local Gross Value Add continues to grow	Exceed yearly regional growth trend in Gross Value Add
7	Our business inquiries increase year on year	10% increase per annum in business inquiries



City of
Joondalup

**For more information about this strategy,
contact the City of Joondalup on**

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