

STRATEGIC PILLAR: PROSPEROUS

STRATEGIC GOAL P1: A smart and innovative city on a strong growth path

OBJECTIVES:

P1.1 Perth knows and plays to its strengths

What this looks like:

- Businesses recognise when they have collective strengths, and collaborate to achieve scale and scope in local, national and global markets
- New businesses grow and sectors develop, as diversification emerges from existing strengths and new opportunities
- The city's place is secured as a knowledge centre and the home for startups, leveraging technology and digital infrastructure

P1.2 Perth amplifies and leverages its image and presence on the national and world stage

What this looks like:

- *Perth has a compelling brand and is known across Australia and in key international markets*
- *Our strong international connections support the attraction of trade, investment, talent, residents and visitors*