

PERTH

CITY OF PERTH CAPITAL CITY PLAN

TOWARDS 2036 AND BEYOND

ACKNOWLEDGEMENT OF COUNTRY

The City of Perth kadij kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, Whadjuk Nyoongar yoongar wer bandany Aboriginal yoongar yooarme boodjar-ool. Ngalang woola Boorloo wer Derbal Yerrigan kalyakoorl, wongin kadadjiny wer, wirn-yoodan. Ngalang kadij Birdiya koora wer yeyi moondang-ak kaaradjiny.

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and the spiritual connection to Boorloo (Perth) and the Derbarl Yerrigan (Swan River). We offer our respects to Elders past and present.

THANK YOU TO CONTRIBUTORS

The City of Perth Capital City Plan has been informed by the aspirations and future priorities of our capital city community which includes our residents, ratepayers, businesses and visitors, as well as a wide range of stakeholders across industry and government.

In developing this Plan, we heard from 2,250 people and organisations on what they love or consider unique about our City, and what they think could be improved now and in the future.

We thank our community for their input which will shape our care for our City and capital city centre through to 2036 and beyond.



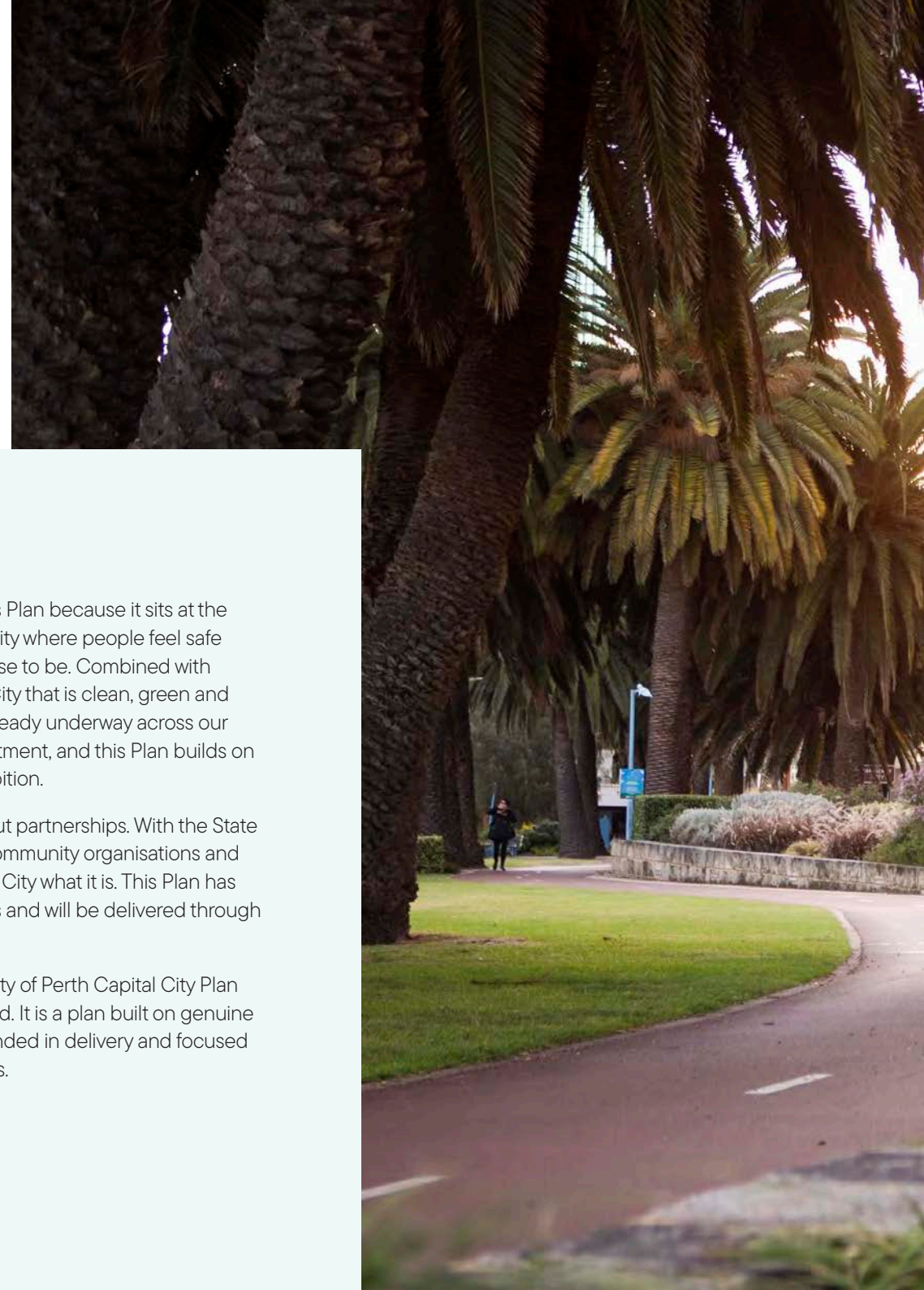


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KAYA WANJU FROM THE
Lord Mayor
BRUCE REYNOLDS



Perth is personal to us all.

When I walk these streets, I do not see a portfolio of assets; I see the place that shaped so many of us, and certainly shaped me. I see a City we are determined to leave stronger than we found it. I see home.

Perth is one of the world's most liveable cities. But liveability is not a given, it is earned through the choices each generation makes about how to invest, how to plan and how to lead. The Capital City Plan is our generation's answer to the question every great city must ask: what do we want to become?

Our answer is clear. We want Perth to be one of the most desirable cities in the world: safe, vibrant, connected and confident about its future. A City that attracts residents, investment and visitors not just because of what it offers today, but because of the vision it holds for tomorrow. A City full of vibrant everyday experiences, unique business opportunities and world-class amenities that make Perth an exceptional place to live, work and visit.

Safety sits at the heart of this Plan because it sits at the heart of everything else. A City where people feel safe is a City where people choose to be. Combined with continued investment in a City that is clean, green and welcoming, the initiatives already underway across our precincts reflect this commitment, and this Plan builds on them with purpose and ambition.

None of this happens without partnerships. With the State Government, businesses, community organisations and the residents who make this City what it is. This Plan has been shaped by their voices and will be delivered through their involvement.

I am proud to present the City of Perth Capital City Plan — Towards 2036 and Beyond. It is a plan built on genuine community aspiration, grounded in delivery and focused on the future Perth deserves.



A Plan to Deliver on Perth's Potential

For a sustainable, thriving future Perth

This is a pivotal time for Perth / Boorloo. Our capital city centre is experiencing a rate of development and growth unseen for decades, creating new opportunities to enhance life within a progressive, nature-rich and globally admired city.

The pace of change also puts pressures on the liveability and sustainability of our City neighbourhoods. Already, almost 35,700 people call the City home, but we're aiming for more than 55,000 residents by 2036, and more than 90,000 by 2050.

This rapid increase in residents needs to be carefully managed through a plan that facilitates sustainable growth, with policy and investment settings that recognise our capital city role as the State's economic, cultural and civic heart.

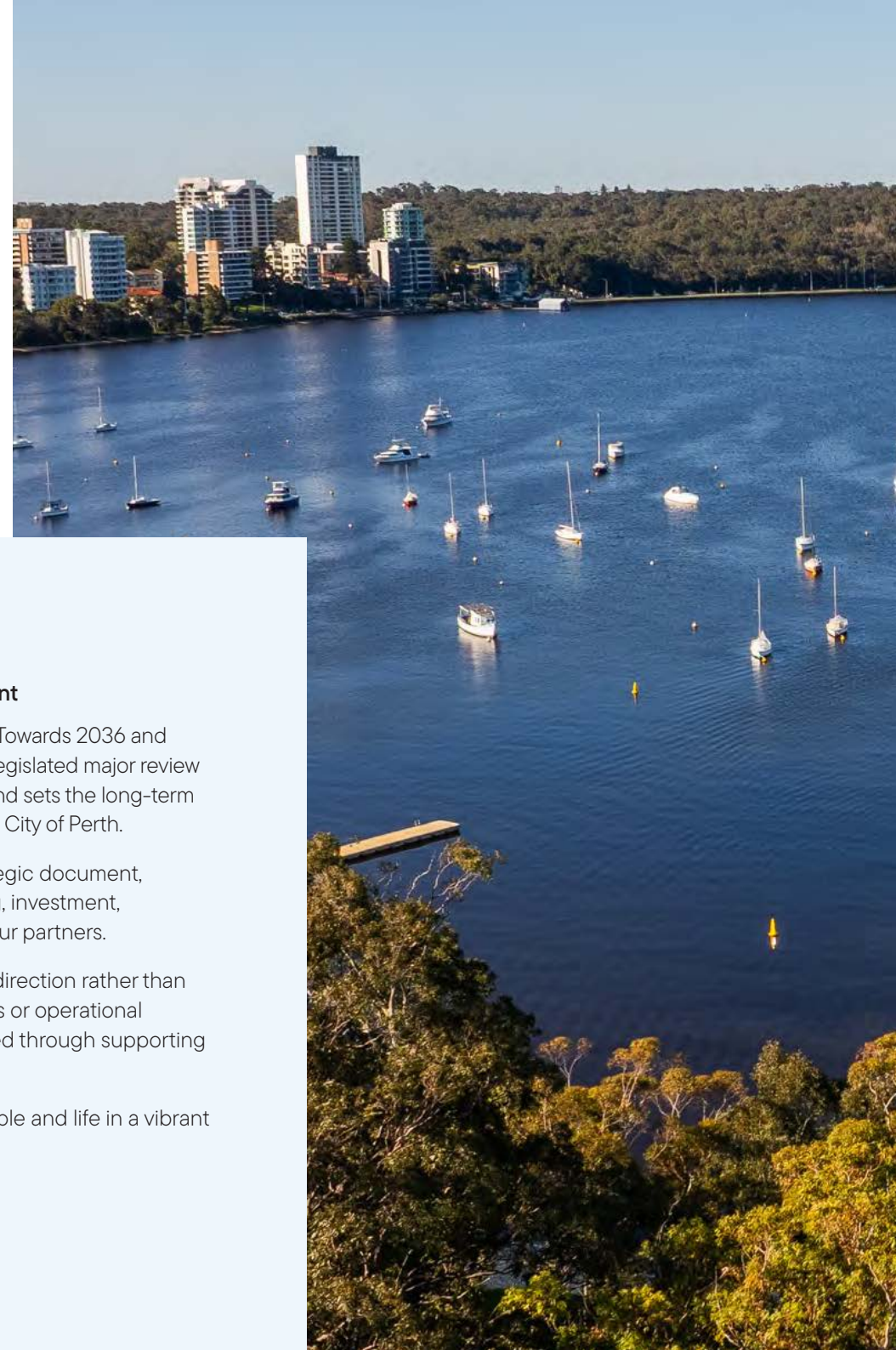
More than a statutory requirement

The City of Perth Capital City Plan: Towards 2036 and Beyond (the Plan) constitutes the legislated major review of our Strategic Community Plan, and sets the long-term vision for our capital city centre, the City of Perth.

The Plan is the City's primary strategic document, guiding planning, decision-making, investment, collaboration and advocacy with our partners.

It is intentionally strategic, setting direction rather than detailing specific projects, budgets or operational actions, all of which will be delivered through supporting operational plans.

At its core, this is a plan about people and life in a vibrant and welcoming City.







Caring for a City and capital

In caring for Western Australia's capital city, Perth / Boorloo, the City of Perth plays a unique role in shaping the social, environmental, economic and cultural life of the State.

Situated on Whadjuk Nyoongar land by the waters of the Derbarl Yerrigan / Swan River, our city's identity is grounded and shaped by our Traditional Owners continuing cultural, spiritual and custodial connection to Country.

The city is where transport networks converge and major events, businesses, education, civic and cultural institutions cluster, creating a level of diversity, vibrancy and complexity that is unique to our City.

It attracts the largest mix of people everyday to a single place in Western Australia—from those who work and study here, to those who visit or call the City home.

It is also home to six distinct neighbourhoods in Central Perth, East Perth, Claisebrook, Northbridge, West Perth, and Crawley-Nedlands, requiring careful management of rapid growth in places that are nearly two centuries old.

Gateway to Global Opportunity

Perth is Australia's western gateway to global opportunity. Sharing a time zone with 60 per cent of the world's population, Perth is a recognised centre for resources, energy, innovation and major corporate headquarters that help drive Western Australia's economic prosperity.

Iconic destinations, cultural institutions and public spaces

Many of the State's most iconic places are located at the heart of our capital, including Kaarta Koomba / Kings Park, the Derbarl Yerrigan / Swan River and Gumap / Elizabeth Quay.

The City hosts many of WA's key cultural institutions including the Perth Town Hall, WA Museum Boola Bardip, His Majesty's Theatre, Perth Concert Hall, the Art Gallery of Western Australia and many more.

It is also an emerging centre of learning, anchored by world-class institutions such as the Edith Cowan University (ECU) city campus, the University of Western Australia (UWA), Curtin University city campus, the State Library of Western Australia, and our award-winning City of Perth Library.

Our State's premier places rely on shared stewardship, partnership and coordinated investment with State and Federal Governments.

City of Light Snapshot

A capital context...



\$4.2B

annual spend in
the City of Perth



\$95B

Gross Regional
Product



21%

of WA's economic
output



81%

hotel occupancy
(highest since 2015)



265,433

visitors daily
including residents



179,000

jobs



13,187

businesses

TOP INDUSTRIES

BY ECONOMIC OUTPUT

- > Mining **53%**
- > Professional, Scientific & Technical Services **10%**
- > Financial and Insurance Services **9%**

BY EMPLOYMENT

- > Professional, Scientific & Technical Services **24%**
- > Mining **14%**
- > Public Administration and Safety Services **12%**



73.4%

retailers unique
to the City



97M

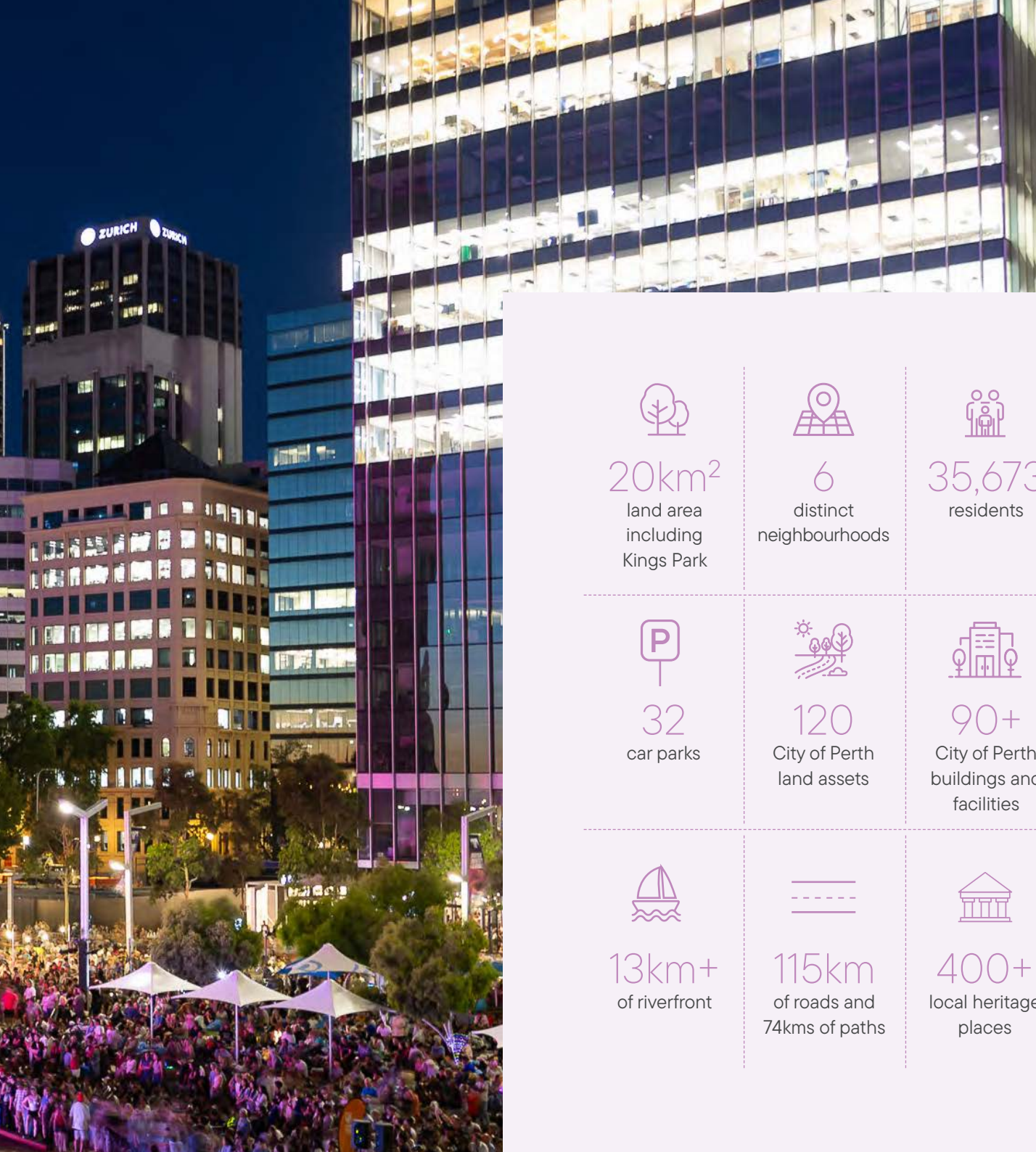
visits in
2025



94%

of local spend
from visitors





...with a local lens

 20km² land area including Kings Park	 6 distinct neighbourhoods	 35,673 residents	 17,630 dwellings	 21,199 rateable properties	 16,906 off-street car bays
 32 car parks	 120 City of Perth land assets	 90+ City of Perth buildings and facilities	 91 City of Perth commercial tenancies	 5.1km² of open space (includes Kings Park)	 20,000+ trees
 13km+ of riverfront	 115km of roads and 74kms of paths	 400+ local heritage places	 646 annual events and activations	 100+ public art works	 200,000+ annual visitors to City of Perth Library

Inputs that shaped the Plan

This 10 year Plan is underpinned by strong governance and draws on research into emerging trends, cross-jurisdictional analysis, expert studies, and insights from all tiers of government, industry and key stakeholders.

Importantly, it is firmly grounded in local knowledge and the lived experience of our City team and capital city community of residents, ratepayers, businesses, visitors (including workers and students).

Considered and comprehensive engagement

More than 2,000 people were consulted through workshops, meetings pop ups and surveys in the development of the Plan. Participants shared what they value most about Perth, their vision for the city in 2036, and the challenges and opportunities shaping its future. For more on our extensive engagement process, see page 32.

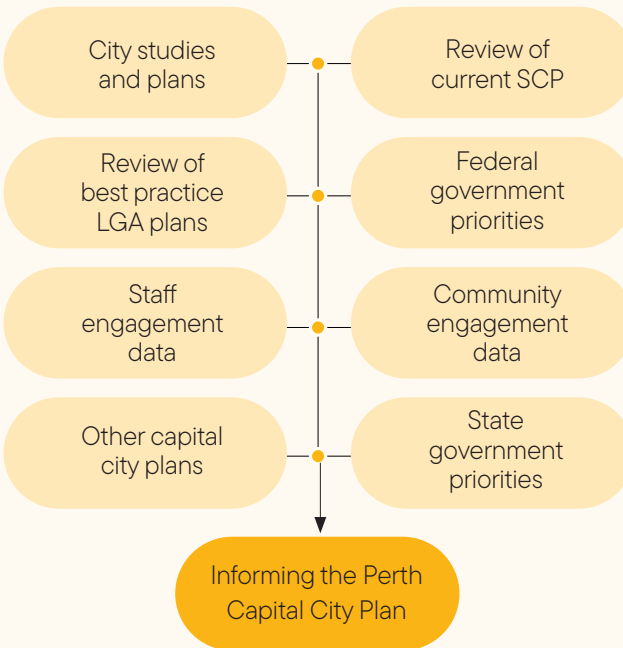
Informed by State priorities and expert studies

The Plan is underpinned by strong governance, including analysis of our previous Strategic Community Plan and planning in other jurisdictions, as well as alignment with State and Federal priorities. It aims to maintain the momentum of recent government investments in precincts at Elizabeth Quay, the Perth Cultural Centre and Yagan Square, and major projects delivered through the \$1.8 billion Perth City Deal—jointly delivered by the Australian Government, Western Australian Government

and the City of Perth—including the ECU city campus, a raft of CBD transport improvements, and upgrades to the WACA Ground and Perth Concert Hall.

It is also informed by the latest urban design and public life study into central Perth delivered in collaboration with renowned global urban strategy firm Gehl. More details on Gehl's new visionary study of our city centre and its findings is available on page 30.

Inputs to the Perth Capital City Plan





Responding to our community's feedback

The following are the most common themes that emerged from engagement with our capital city community.



Environment & Climate

- Protecting and elevating Perth's natural assets is a top priority
- A greener, cooler and climate-ready city is a defining expectation
- Climate action and sustainability (renewables, cooling strategies, circular waste systems) are embedded in capital programs



Movement, Access & Integrated Land Use

- Transport, mobility and access are important
- The public realm prioritises pedestrians
- Integrated land-use and transport planning should guide growth
- Universal accessibility and inclusive design are embedded across the City
- Activating and connecting the riverfront to the CBD will be transformational



Culture, Vibrancy & City Identity

- Vibrancy, cultural life and year-round activation are essential
- Brand Perth with confidence, by building on the 'City of Light'
- Bold, signature ideas can lift Perth's distinctiveness



Safety, Health & Social Support

- Safety, security and social support are foundational needs
- Addressing homelessness, mental health and vulnerability requires support and coordinated systems



Amenity & City Operations

- Cleanliness, maintenance and public amenity are essential
- Public toilets and visitor comfort are essential



Economy, Urban Renewal & Local Business

- Economic vitality depends on supporting local business
- Adaptive reuse and flexible activation of space can unlock dormant assets



Housing & Inner City Living

- Grow inner-city living to underpin vibrancy, safety and economic development
- Housing affordability and diversity are important



Council Governance

- Good Council governance, collaboration and transparency are essential



A New Capital City Vision

The following strategic pillars will guide us as we bring this vision to life across the next decade and beyond:



LIVEABLE

A highly desirable place to live



GREEN

Nature-rich, climate-ready and resource-smart



PROSPEROUS

A dynamic, thriving and globally connected economic hub, with a distinctive and celebrated city identity



LEADING

A leading capital city local government, operating with high integrity, accountability and service excellence





From all of the inputs to the Plan comes a renewed vision for our City and capital.

“Perth is Australia’s most vibrant,
connected and welcoming city,
with a lifestyle second to none.”

Further Background to the Plan

Understanding our role

In managing our capital city local government area, we perform unique local government responsibilities that span social, economic, cultural, environmental and civic life. This requires us to be involved in supporting, collaborating or influencing matters of State beyond our direct service role. In so doing, we perform the roles of:



Regulator

We regulate matters related to planning and public health, including licensing and monitoring food premises, ensuring building safety, and overseeing land use



Partner

We work in partnership with others to support the delivery of services and programs for the community



Advocate and Facilitator

We advocate on behalf of the community to influence funding and service delivery for emerging needs, and we facilitate others in providing services and programs



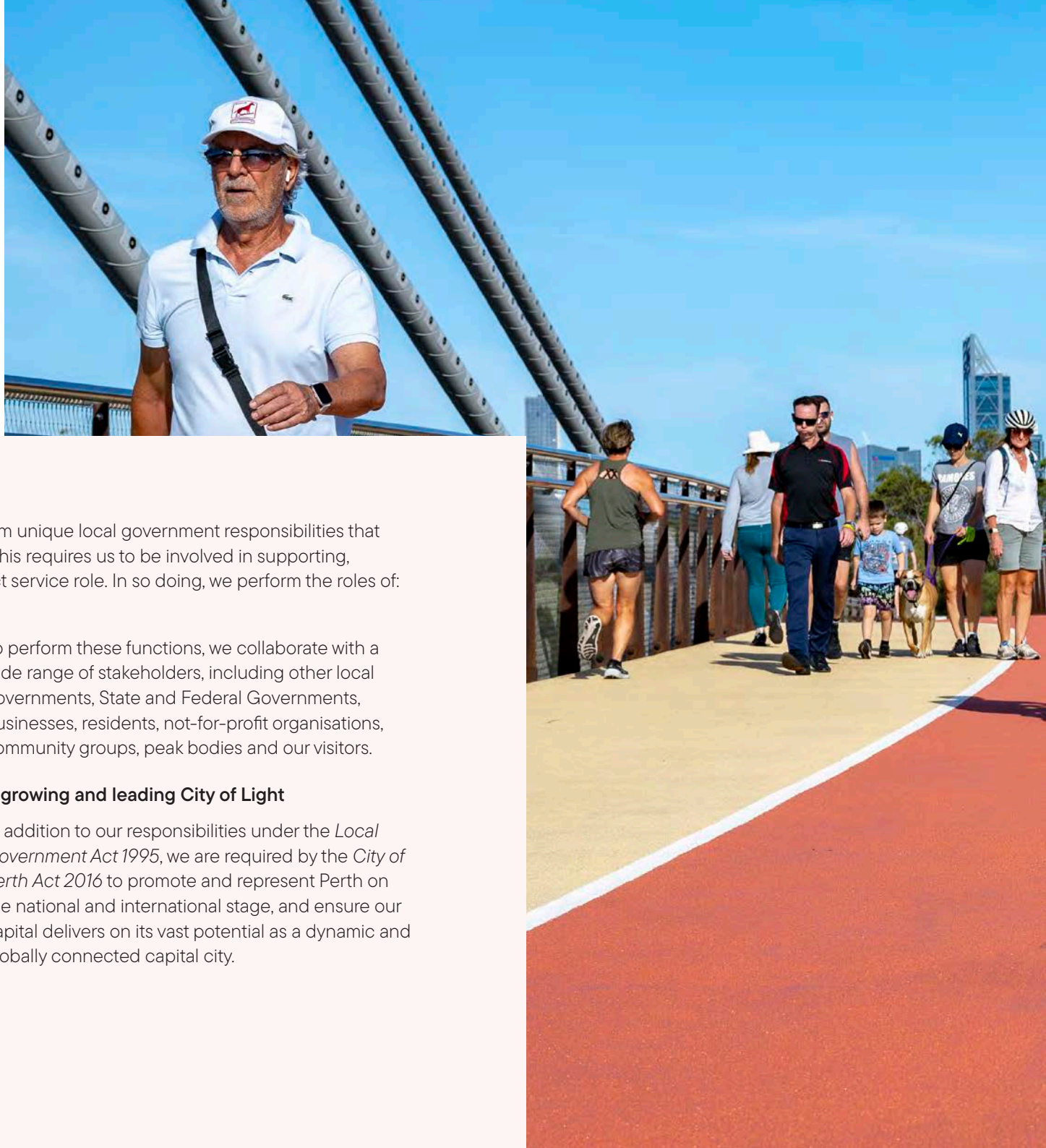
Service Provider

We take the lead in delivering services and programs directly to the community

To perform these functions, we collaborate with a wide range of stakeholders, including other local governments, State and Federal Governments, businesses, residents, not-for-profit organisations, community groups, peak bodies and our visitors.

A growing and leading City of Light

In addition to our responsibilities under the *Local Government Act 1995*, we are required by the *City of Perth Act 2016* to promote and represent Perth on the national and international stage, and ensure our capital delivers on its vast potential as a dynamic and globally connected capital city.





Planning for a growing community

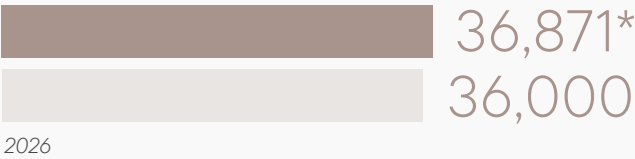
We have developed this Plan with the knowledge that our residential population continues to grow at a fast rate. At the point of preparing this plan, 35,673 people called Perth City home.

With the opening of the ECU city campus in early 2026, set to add up to 10,000 students and workers living and working in the city centre, our City population continues to swell.

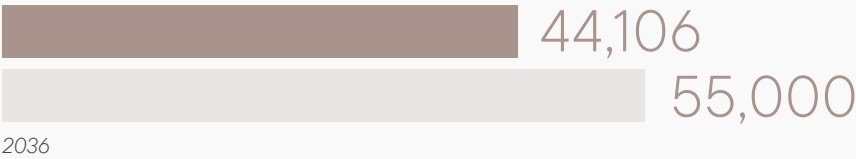
Within the City’s State-approved Local Planning Strategy, we have also set the ambitious goal of housing 55,000 residents in the City by 2036, and more than 90,000 by 2050. That’s an uptick of almost 20,000 residents in less than 10 years.

Forecast growth vs City target – by neighbourhood

	2021	2026	2031	2036	CITY OF PERTH 2036 TARGET
Central Perth	6,161	8,976	10,440	11,374	12,375
Claisebrook	4,203	4,976	5,961	7,002	6,875
Crawley-Nedlands	4,943	5,676	5,720	5,714	6,800–7,300
East Perth	7,771	9,182	10,548	11,373	15,125
Northbridge	3,270	4,032	4,198	4,386	4,125
West Perth	3,196	4,030	4,187	4,258	9,625



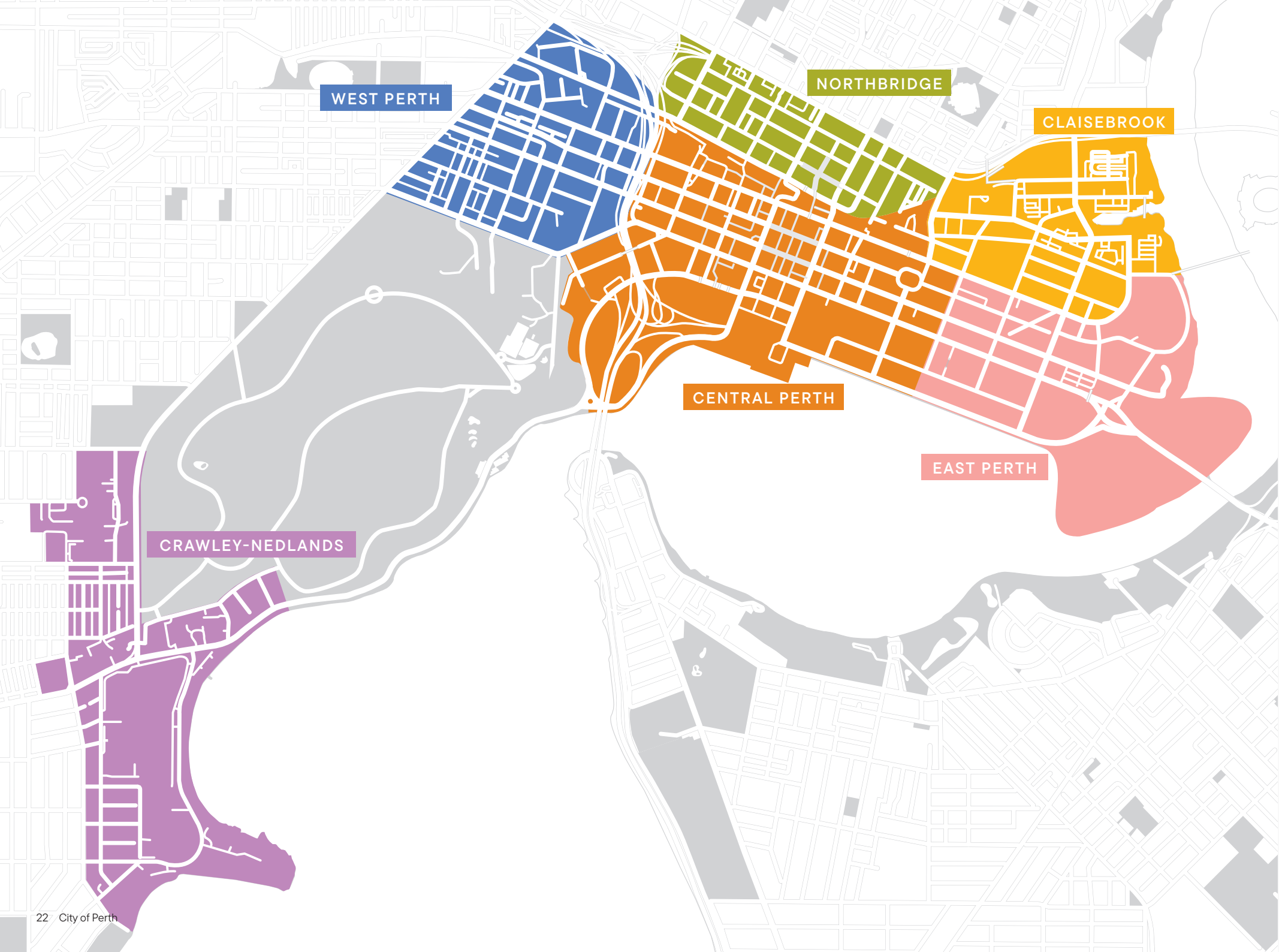
Forecast City aspirational target



*Actual at 30 June 2025: 35,673

Sources: id Community – Population Forecast (2026) and City of Perth Local Planning Strategy (2023)





Tracking trends in our neighbourhoods

We know that more than half our residents are aged 20-39, compared to only 34 per cent for Greater Perth. Conversely, there is a lower percentage of young children living in our City compared to the Perth metropolitan area.

Perth has seen increasing demand for inner-city living and housing close to employment centres and tertiary education institutions. Of the 170,188 people who work in the City of Perth, only 4.8 percent also live in the area.

This presents an opportunity to attract larger households and families to reside in the City if suitable housing stock is available.

CENTRAL PERTH

6,162

residents

34

median age

55%

born overseas

40%

lone person
households

9.9%

households with
children

16%

Professional,
Scientific &
Technical

NORTHBRIDGE

3,270

residents

29

median age

56%

born overseas

36%

lone person
households

9.5%

households with
children

22%

Accommodation
& Food Services

WEST PERTH

3,196

residents

35

median age

54%

born overseas

46%

lone person
households

13.1%

households with
children

19%

Professional,
Scientific &
Technical

CLAISEBROOK

4,203

residents

39

median age

46%

born overseas

35%

lone person
households

14.7%

households with
children

14%

Professional,
Scientific &
Technical

EAST PERTH

7,771

residents

34

median age

61%

born overseas

38%

lone person
households

13.8%

households with
children

15%

Professional,
Scientific &
Technical

CRAWLEY-NEDLANDS

5,003

residents

25

median age

49%

born overseas

33%

lone person
households

16.5%

households with
children

21%

Education
& Training

Population Data as of 2021 Census

33

MEDIAN AGE

Greater Perth 37
Western Australia 38
Australia 38



1.3%

ABORIGINAL & TORRES STRAIT ISLANDER

Greater Perth 2.0%
Western Australia 3.3%
Australia 3.2%



9%

COUPLES WITH CHILDREN

Greater Perth 32%
Western Australia 30%
Australia 30%



5%

OLDER COUPLES WITHOUT CHILDREN

Greater Perth 10%
Western Australia 10%
Australia 10%



38%

LONE PERSON HOUSEHOLDS

Greater Perth 24%
Western Australia 24%
Australia 24%



\$441

MEDIAN WEEKLY MORTGAGE REPAYMENT

Greater Perth \$440
Western Australia \$425
Australia \$432



\$405

MEDIAN WEEKLY RENT

Greater Perth \$350
Western Australia \$340
Australia \$380



59%

HOUSEHOLDS RENTING

Greater Perth 26%
Western Australia 26%
Australia 30%



16%

HOUSEHOLDS WITH A MORTGAGE

Greater Perth 40%
Western Australia 38%
Australia 33%



54%

OVERSEAS BORN

Greater Perth 36%
Western Australia 32%
Australia 28%



47%

UNIVERSITY QUALIFICATION

Greater Perth 26%
Western Australia 24%
Australia 26%



10%

TRADE QUALIFICATION (CERTIFICATE)

Greater Perth 20%
Western Australia 21%
Australia 19%



6.1%

UNEMPLOYMENT RATE

Greater Perth 5.3%
Western Australia 5.1%
Australia 5.1%



67%

PARTICIPATION RATE (LABOUR FORCE)

Greater Perth 65%
Western Australia 64%
Australia 61%



8%

WORKED AT HOME

Greater Perth 8%
Western Australia 8%
Australia 21%



95%

**MEDIUM AND HIGH
DENSITY HOUSING**

Greater Perth 24%
Western Australia 21%
Australia 28%



\$1,867

**MEDIAN WEEKLY
HOUSEHOLD INCOME**

Greater Perth \$1,866
Western Australia \$1,834
Australia \$1,740



38%

**LANGUAGE AT HOME
OTHER THAN ENGLISH**

Greater Perth 21%
Western Australia 18%
Australia 22%



15%

**UNIVERSITY
ATTENDANCE**

Greater Perth 5%
Western Australia 4%
Australia 5%



1040

**SEIFA INDEX OF
DISADVANTAGE 2021**

Greater Perth 1020
Western Australia 1011
Australia 1001



633

**HOMELESS PERSONS
ESTIMATED 2021**



Emerging trends

A ten-year plan that defines Perth's role as our State's capital city must take emerging trends into account. By identifying and responding to these factors, we can plan, invest and deliver services in a way that continues to proactively meet community needs in coming years.

The following points informed the Plan. They are drawn from literature review and feedback received from stakeholders and community during the engagement processes.

TREND	PRESSURE	OPPORTUNITY
 Housing supply shortfall and affordability pressure (inner-city living as the solution)	Housing shortages and rising costs are increasing rental stress and limiting access to jobs and services.	More diverse, well-designed inner-city housing can improve affordability, support local businesses and strengthen CBD vitality.
 More people living in and around the CBD	A CBD dominated by weekday workers lacks after-hours energy.	Growing the inner-city residential population supports vibrancy, safety and retail activity with continuous life and movement through the city centre, supported by community cultural events, nightlife and activated public or recreational spaces.
 CBD office market transition	Office demand and vacancy patterns are shifting.	Older buildings can be repurposed, while high-quality offices attract stronger tenants and investment.
 Government agencies relocating out of the CBD	Government seeking to decentralise the location of its agencies.	Advocate for retention or relocation of government agencies in the city centre.



TREND	PRESSURE	OPPORTUNITY
 Retail and hospitality driven by experience and foot traffic	Changing consumer behaviour is challenging traditional CBD retail and hospitality.	Experience-led precincts with strong visitation can support recovery and growth.
 Night-Time Economy as a core economic driver	Increased night activity places pressure on safety, transport and amenity.	A well-managed night-time economy with updated trading hours boosts jobs, tourism and city identity.
 Heat resilience and shade infrastructure	Extreme heat reduces comfort, walkability and time spent outdoors.	Greening, shade and cooling measures can extend daily and seasonal use of the city.
 Inner-city connectivity and precinct stitching	Physical barriers and disconnected precincts reduce movement and dwell time.	Improved connections can increase visitation, activity and investment confidence.
 City-shaping investment in education and innovation	The CBD cannot rely on offices alone for long-term growth.	Education and innovation anchors, such as ECU city campus, State Library of Western Australia and the City of Perth Library, activate the city across all hours and days.
 Government-backed revitalisation and activation	Without ongoing activation, city centres lose competitiveness.	Targeted funding, grants and programming can accelerate renewal and confidence.
 Safety and perceptions of safety	Safety concerns discourage visitation, particularly after dark.	A welcoming, well-managed city supports visitation, investment and night-time activity.

TREND	PRESSURE	OPPORTUNITY
 Increasing cultural and socio-economic diversity in the city	Growing cultural and socio economic diversity is enriching the city but also increasing tension in how communities navigate identity, belonging, and public space.	Diversity is one of the City’s strongest strategic assets—economically, culturally, and socially—if supported through thoughtful design, inclusive practice, and proactive community engagement.
 Perth CBD as an Indo-Pacific-facing business hub	Perth’s global role is under-realised without clear positioning.	The Indo-Pacific time zone and lifestyle advantage can attract international business, education, events, tourism and investment.
 Technology, digital transformation and smart city evolution	The City risks falling behind if digital systems do not meet modern expectations.	Smart city technologies, AI and data-driven services can improve operations, safety, mobility and visitor experience.
 Transition to smart, low emission and people focused urban mobility	Perth’s car centric transport system, changing work and travel patterns, emissions reduction imperatives, and the rapid uptake of micromobility will increase use of street layouts, safety and accessibility—particularly as CBD activity becomes more dispersed across evenings and weekends.	A coordinated shift toward public transport, active travel, micromobility and electric vehicles—supported by smart transport technologies and people focused street design—can improve accessibility, reduce emissions, support a 24 hour CBD, enhance safety and unlock higher quality public spaces that strengthen Perth’s liveability, productivity and global competitiveness.
 Net zero and climate resilient built environment	The Australian government is committed to achieving a 2035 target of 62–70% below 2005 levels and net zero by 2050 requiring significant cuts to the embodied and operational emissions within the built environment in a short timeframe.	Integrate aspects of the Australian Government’s ‘built environment sector plan’ in capital works on city assets and influence private developments through planning policy, education and advocacy.

Underpinned by expert urban design insight

Perth's city centre has been strongly shaped by three landmark urban design studies undertaken by global firm Gehl, focused exclusively on the central area of Perth.

Gehl's original Public Space Public Life Study (1994) established a people-centred framework for Central Perth. A follow up study in 2009 assessed progress and refined priorities, shaped key precincts we enjoy today, including Cathedral Square, Elizabeth Quay and Perth City Link.

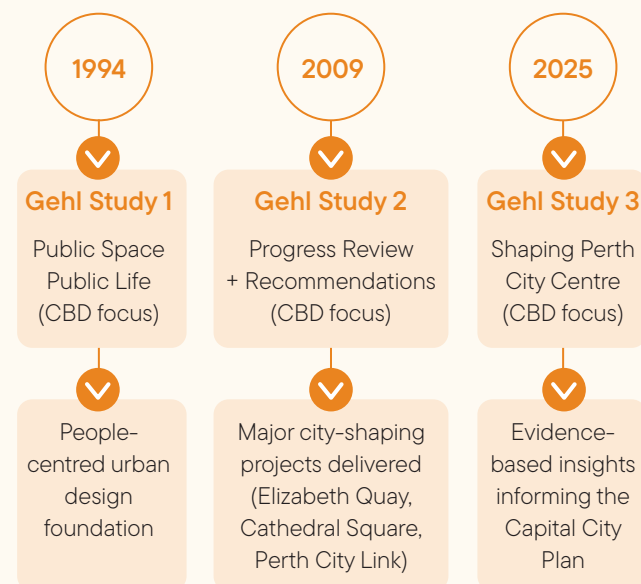
In 2025, the City recommissioned Gehl to deliver Shaping Perth City Centre – Towards 2036 and Beyond, providing a contemporary, evidence based analysis of public life, movement, activation and street-level experience within Central Perth. The study generated critical insights that have directly informed the development of the Plan.

Gehl's findings strongly align with community, stakeholder and staff feedback received in informing this Plan, particularly around activation and vibrancy, a 24/7 city, stronger connections to the Derbarl Yerrigan / Swan River, improved walkability and transport, expanded urban greening, and a high quality public realm that supports comfort, inclusion and civic life.

While the Gehl study is deliberately focused on the city centre, the Plan uses Gehl's work as a key evidence source, alongside wider social, economic, environmental and cultural considerations for the entirety of the City of Perth, to shape a long term, integrated vision for Perth's future.

The full report from Gehl is available on the City's website.

Overview of Gehl Studies of Perth





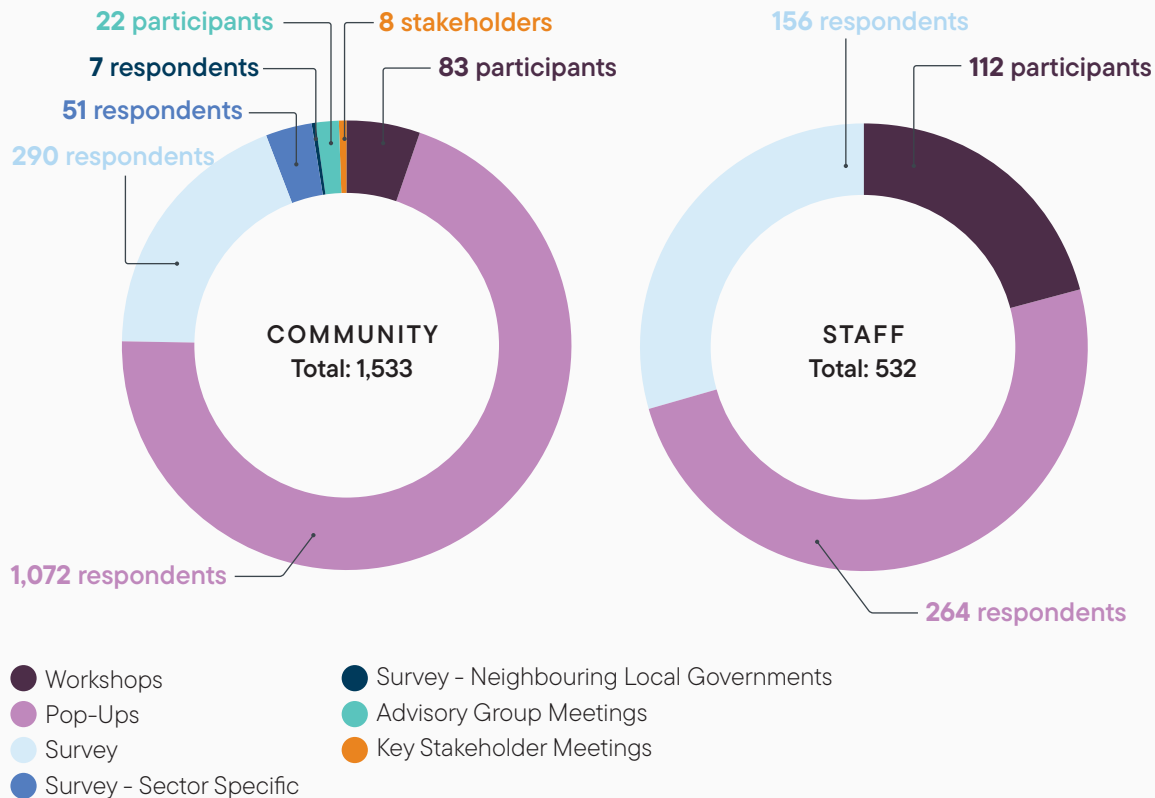
Shaped by considered consultation

Stakeholders and the community have played a vital role in shaping this Plan through one of the most comprehensive engagement processes ever undertaken by the City. The lived experiences of residents, businesses, industry, workers, students, visitors, and both government and non-government organisations were integral to the development of the Plan.

Phase One Engagement – Informing the Plan

A diverse range of people were involved in the development of the Plan. The full summary of the engagement outcomes is available on the City's website.

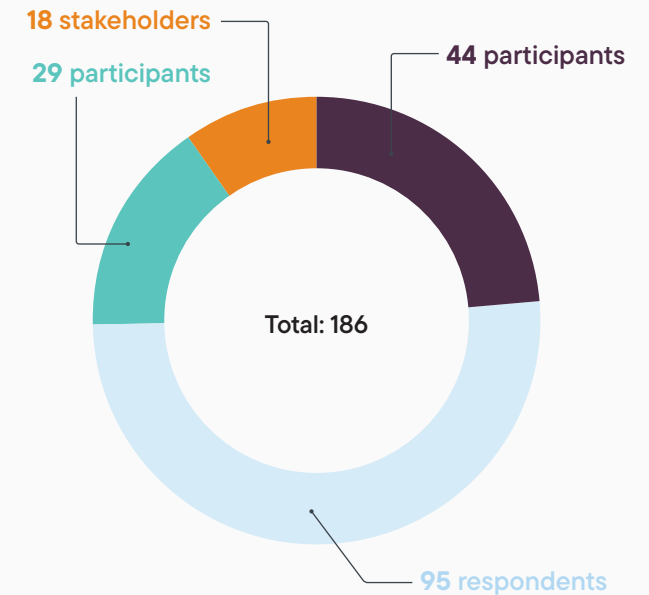
Engagement by the numbers



Phase Two Engagement – Feedback on the Draft Plan

The following outlines the number of people or organisations who provided feedback on the Draft Plan.

Draft Plan engagement outcomes





Implementing the Plan

The Strategic Framework informs how we will align our operations to the four strategic pillars, with clear goals that guide our actions.

The following section outlines operational objectives against each Goal and provides practical examples of what achieving these objectives will deliver for the City across the next decade and beyond.

 LIVEABLE	 GREEN	 PROSPEROUS	 LEADING
L1 A Safe, activated and cared for City offering a high quality of life and wellbeing	G1 Cooler, greener public spaces that connect people with nature and protect biodiversity	P1 Thriving economic environment that drives growth, investment, innovation and diversification	LDG1 A high performing organisation
L2 Distinctive, accessible, inclusive and well-planned neighbourhoods that are easy to get around and visit	G2 Resource efficient and climate resilient systems, working towards net zero	P2 A world-class, vibrant city destination for visitors and students, with a distinctive identity	LDG2 Strong partnerships and collaboration with community and stakeholders





Liveable

A highly desirable place to live

GOALS

L1 A Safe, activated and cared for City offering a high quality of life

OBJECTIVES

L1.1 Safe, well-lit and well-maintained streets and public spaces

L1.2 Vibrant experiences that foster social cohesion, celebrate our natural, built and cultural heritage, and enhance city life

WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY

- City managed spaces, places and recreational facilities support wellbeing, accessibility, inclusion and safety through design and consistent community use.
 - Public spaces, streets and riverfront areas encourage everyday physical activity, supporting healthy lifestyles for people of all ages and abilities.
 - Streets and public spaces are clean and well maintained.
 - City managed infrastructure upgrades incorporate crime prevention principles, including lighting and agile and responsive CCTV solutions.
 - Visible City community safety presence on streets through a 'One City' team approach working with external stakeholders, such as WA Police.
 - City operations effectively complement and coordinate with government agencies, including targeted outreach, support and initiatives for vulnerable cohorts.
-
- City-led, sponsored, and facilitated calendar of events supports year-round vibrancy, champions arts and cultural programming, and activates civic spaces.
 - Effective collaboration with local community organisations to encourage active participation in community life, and support opportunities for social connection and belonging in every neighbourhood.
 - Proud recognition and celebration of local diversity by acknowledging heritage, history, stories, and Whadjuk Nyoongar culture, through public art, storytelling, and cultural programming.
 - Supporting the growth of arts precincts, hubs and corridors for creative artists to work and exhibit.

HOW WE WILL MONITOR PROGRESS

City progress tools

To assess performance and inform operations

- Capital city survey
- Visitor/event evaluations
- Feedback from our external Advisory and Neighbourhood Groups

Environmental scan tools

To identify emerging trends and advocacy opportunities

- WA Police crime statistics at LGA level
- Snap, Send, Solve data
- City of Perth public health data
- Visitation data – number and dwell time

GOALS

L2 Distinctive, accessible, inclusive and well-planned neighbourhoods that are easy to get around and visit

OBJECTIVES

L2.1 Neighbourhoods have distinctive character and cultural features, and quality inclusive facilities that support a growing and diverse population

L2.2 City is well-planned, connected and accessible, with diverse housing options, and good access to transport routes and modes

WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY

- The distinct identity of precincts and neighbourhoods is expressed through artworks, landscapes and interpretative features in public spaces, celebrating local history and stories as part of the everyday.
- Planning and activation reflects the local context, strengthening community connection and sense of place, and promoting distinctive destinations across the City.
- Whadjuk Nyoongar narratives, histories and culture is authentically expressed in the public realm through interpretive elements, artworks and place-based activations.
- Conservation of heritage places is balanced effectively with adaptive reuse to support contemporary uses such as housing, creative industries and hospitality.
- Neighbourhoods maintain access to services and well-maintained facilities and amenities that support daily life for all ages, aiding wellbeing, cultural connection and social cohesion as the City grows.
- Pedestrian networks are used to embed cultural expression, interpretation and storytelling in public realm.
- Diverse and affordable housing and mixed-use precincts that are integrated with jobs, education, services, community infrastructure and transport hubs, making city living practical, connected and attractive.
- People can move easily between precincts and the city centre via well-connected pedestrian, cycling and public or private transport networks, including greater connection with, and use of, Perth riverfront.
- Strengthened north-south transport connectivity in key urban corridors.
- Perth City functions as an effective central interchange for capital city travellers, enabling seamless transfers, and reliable bus or possible light rail networks that minimise impacts on local pedestrian and cycle networks.
- Coordinated transport and land use planning, focusing higher density living and activity around train stations and transport hubs to improve access and reduce reliance on vehicles.
- State-City planning is coordinated for future growth, including schools and community infrastructure.
- State significant projects are informed by the City's character, landscape and design vision.

HOW WE WILL MONITOR PROGRESS

City progress tools

To assess performance and inform operations

- Capital city survey
- Visitor/event experience surveys
- Feedback from our external Advisory and Neighbourhood Groups

Environmental scan tools

To identify emerging trends and advocacy opportunities

- ABS residential demographic and homelessness data
- City of Perth events data
- Universal design and accessibility audits
- City of Perth development and building data



Green

Nature-rich, climate-ready and resource-smart

GOALS	OBJECTIVES	WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY
G1 Cooler, greener public spaces that connect people with nature and protect biodiversity	G1.1 Cooler, greener public spaces that restore and protect ecosystems	• Increased tree canopy across the City, including shadier pedestrian routes, and heat-reducing street trees. • Green corridors are established to link key precincts, support biodiversity, habitat connectivity, and cooling. • Habitats are protected and enhanced through climate-resilient native planting that support native wildlife. • Green-blue public realm elements are healthy, well-maintained and functioning effectively. • Priority sites are restored and conserved, including river habitat, riverbanks and wetlands. • Effective monitoring and response to environmental hazards such as Polyphagous shot-hole borer. • City-managed public spaces incorporate sensory natural materials, water elements and micro-habitats that strengthen everyday connection to the natural environment.
	G1.2 Celebrated natural surrounds, green spaces and riverfront areas that are well utilised, cared for and enhance our lifestyle	• Celebrating our unique natural surrounds, heritage and riverfront location through events and activations. • Encouraging community involvement in City greening, tree planting and biodiversity initiatives. • Green spaces and gardens are cared for and well utilised for recreation, leisure and social connection. • City-managed green spaces are inclusive, accessible and welcoming, with essential public amenities. • City-managed recreational and playground facilities are accessible, inclusive and well-maintained. • Riverfront is a connected city space supporting daily recreation and leisure, including water-based activities. • Public realm enhancements cater for a growing population through enhanced amenity and facilities.
HOW WE WILL MONITOR PROGRESS		
City progress tools To assess performance and inform operations		Environmental scan tools To identify emerging trends
• Capital city survey • Visitor/event evaluations • Planting outcomes • Restoration/conservation outcomes • Microclimate and surface-temperature monitoring • Tree canopy mapping (GIS and CSIRO)		• Visitation data – number and dwell time • Heritage list (Trees) • Climate risk assessment • Water Sensitive Urban Design (WSUD) performance monitoring

GOALS	OBJECTIVES	WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY
G2 Resource efficient and climate resilient systems, working towards net zero	G2.1 Optimal management of energy, water, waste and climate risks	• City wide activities reduce waste to landfill and increase recycling and organics recovery. • Circular economy principles adopted across City operations, procurement and asset management. • Strong water management outcomes through water-efficient practices and smart irrigation systems. • Leading or partnering on community education on sustainability and waste management opportunities. • Integrated drainage reduces flood risks, protects ecosystems and harvests stormwater for non-potable reuse. • Climate risk assessments guide City-wide adaptation of infrastructure, services and emergency readiness. • Heat-mitigations and water-wise landscaping in City-managed streets and public spaces.
	G2.2 Reduced emissions and increased use of renewable energy	• Reduced operational emissions through increased use of renewable energy, including solar and batteries. • Continued electrification of the City fleet. • City-wide uptake of low-emissions transport is supported through EV charging infrastructure and advocacy. • Quality and connected active transport networks. • Encouraging and supporting environmentally sustainable building design. • City's procurement and supply chain practices set an exemplar for sustainability.

HOW WE WILL MONITOR PROGRESS

City progress tools

To assess performance and inform operations

- Capital city survey
- Water management outcomes
- City waste to landfill outcomes – waste diversion rates
- Microclimate and surface-temperature monitoring
- City assets energy efficiency data
- Vehicle fleet data
- Annual Green Report

Environmental scan tools

To identify emerging trends

- Visitation data – number and dwell time
- Heritage list (Trees)
- Climate risk, adaptation and mitigation assessments
- Water Sensitive Urban Design (WSUD) performance monitoring
- City greenhouse gas emissions
- Sustainability Certifications in the City
- Active transport infrastructure development/approvals



Prosperous

A dynamic, thriving and globally connected economic hub, with a distinctive and celebrated city identity

GOALS	OBJECTIVES	WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY
P1 Thriving economic environment that drives growth, investment, innovation and diversification	P1.1 An activated and diversified business-forward City	• Perth is the premier place to do business or seek skilled work. • The City has a dynamic, future-ready and business-friendly economic environment. • Growth in employment, businesses and activity across a broader range of sectors, including startups. • Timely servicing for business licences, permits and approvals, and regulatory processes are easy to follow. • Regulation is streamlined and business support is tailored through City's Business Concierge Program. • Adaptive reuse, mixed use development, and temporary activations revitalise and utilise vacant properties. • City's procurement practices prioritise local suppliers. • Committed advocacy for adjusted trading hours to support a business-forward vibrant night-time economy.
	P1.2 Strong investment, development and innovation profile that optimises proximity to key markets	• City led planning and partnerships drive growth in startups, scale ups and innovation led SMEs, alongside creative, green and tech industries, international education, tourism, culture and hospitality. • Perth attracts international businesses to establish and grow in the city. • Strategic leveraging of Perth's time zone, connectivity and gateway role to Asia and the Indo Pacific region. • Active promotion of new developments, major investments and business success stories in the City. • There is increased value and diversity of public and private sector investment projects in the City. • Local entrepreneurs are supported to explore and advance new business opportunities in the City. • Partnering with business and industry to attract and enable investment and support economic vitality.

HOW WE WILL MONITOR PROGRESS

City progress tools

To assess performance and inform operations

- Capital city survey
- Brand health tracker

Environmental scan tools

To identify emerging trends and advocacy opportunities

- Planning and development outcomes
- Activity approvals
- Business and Industries data (economy.id)
- Perth's Annual Gross Regional Product (REMPLAN)
- Economic data
- Night-Time Economy data – businesses operating
- ABS Business counts – Entries, Exists and Survival (CABEE)
- Sector Employment and Productivity (NIEIR via economy.id)

GOALS	OBJECTIVES	WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY
P2 A world-class, vibrant city destination for visitors and students, with a distinctive identity	P2.1 A reputation for world-class research, innovation and positive student city life experiences	• High quality public realm supported in and around ECU city campus precinct, UWA and other campus areas. • The City is safe and inviting for students, with accessible routes to and from campus and accommodation. • Students have all-hours access to affordable food, retail, entertainment and recreational choice, supported by quality street-level experiences, clear wayfinding and welcoming streetscapes. • High quality purpose-built student accommodation stock continues to cater for growing student population. • The City partners and collaborates with education institutions to facilitate shared use of facilities. • Technology, digital capability, creative industries and research is flourishing.
	P2.2 Enhanced destination appeal through strategic promotion and confident and distinctive City brand	• Strategic partnerships drive tourism in the City and amplify our marketing reach. • The city centre stands out as Perth's leading after-hours business, entertainment and hospitality hub. • Perth is the leading place for Meetings, Incentives, Conferences and Exhibitions (MICE) events that attract local, state, national and international participants. • City-managed buildings and infrastructure are known for signature, sustainable lighting installations that reinforce our reputation and identity as the City of Light. • Year-round events programming integrates light and unique Perth cultural and heritage expression. • Consistent promotion as a vibrant, illuminated destination for unique culture, lifestyle, heritage and nature. • City promotions extend beyond core city users, actively targeting visitors. • Boorloo's unique heritage and Whadjuk Nyoongar culture is integrated into visitor experiences and marketing. • There is consistent and cohesive City-wide identity across signage, wayfinding, marketing and more. • Major city attractions, events and festivals are leveraged to reinforce Perth's unique and iconic experiences.

HOW WE WILL MONITOR PROGRESS

City progress tools

To assess performance and inform operations

- Capital city survey
- Brand health tracker
- Visitor/event experience surveys

Environmental scan tools

To identify emerging trends and advocacy opportunities

- Visitation data – number and dwell time
- Hotel occupancy data
- MICE events data and event evaluation data
- WA Government and Study Perth student satisfaction survey outcomes
- WA Tourism, Destination Perth and Study Perth visitation numbers



Leading

A leading capital city local government, operating with high integrity, accountability and service excellence

GOALS	OBJECTIVES	WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY
LDG1 A high performing organisation	LDG1.1 Responsible and effective governance	• Elected Members demonstrate good governance by setting strategic direction supported by City advice, acting lawfully and ethically, and performing with integrity, respect and accountability. • Council decisions are guided by robust analysis, impartial advice and community engagement, supported by strong, transparent and accountable governance and audit processes. • Decision making processes, rationale and accountability are clearly documented and understood. • Decisions translate efficiently into action, with outcomes monitored and reviewed. • Strong and sustainable long-term financial management performance. • A constructive, values-aligned workplace culture that fosters high performance. • Employee lifecycle practices that build workforce capability and support long-term staff retention.
	LDG1.2 Exemplary service delivery	• Ongoing quality maintenance and improvement of existing assets, facilities, amenities and services. • Core services are delivered reliably, consistently, and at a high-quality in line with agreed service levels. • Capital works, major projects and investments align with long-term priorities and strong business cases, to deliver measurable social, economic and environmental benefits. • Services and processes are regularly reviewed, measured and refined to meet evolving community needs.

HOW WE WILL MONITOR PROGRESS

City progress tools

To assess performance and inform operations

- Capital city survey
- Annual financial audit
- Internal audit program
- Long Term Financial Plan
- City staff pulse surveys
- Workforce metrics
- Project outcomes and reporting

Environmental scan tools

To identify emerging trends and advocacy opportunities

- Complaints handling and service request outcomes
- Key Financial Indicators (Ratios)
- Elected Member psychosocial risk survey
- Local Government Financial Index
- Workforce demographics

GOALS	OBJECTIVES	WHAT THIS LOOKS LIKE FOR A HIGH-PERFORMING CITY
LDG2 Strong partnerships and collaboration with community and stakeholders	LDG2.1 Meaningful, inclusive and quality engagement and communication	• There is clear, two way communication with community through appropriate channels. • Transparent and inclusive leadership, encouraging participation in decisions that impact the City. • Options and implications of projects or proposals are clearly explained when seeking feedback. • Community and stakeholder input clearly informs plans, strategies and project outcomes. • Representation and engagement is balanced and inclusive across neighbourhoods and stakeholders. • Customers can easily access accurate information and receive seamless customer-friendly service through streamlined systems, modern digital tools, and intuitive customer service channels. • Contemporary digital platforms, smart systems and automation supports accessible streamlined servicing. • Information and decisions are made available in accessible, inclusive formats and through a range of channels, within required or agreed timeframes.
	LDG2.2 Positive sponsorship and investment outcomes	• Effective advocacy on behalf of residents, ratepayers and businesses to State and Federal Governments, ensuring their interests are clearly represented in decision making, funding priorities, policy outcomes and investment outcomes that affect and strengthen Perth's future. • Strong, productive and collaborative relationships with the Western Australian Government, aligned to shared strategic priorities, and co design and delivery of transformational projects. • Partnerships with business and industry that attract and enable investment, coordinate planning, infrastructure and regulatory settings that encourage confidence, innovation and long term value creation. • Collaboration with community groups, local stakeholders and residents to co-design and deliver place based initiatives that reflect local priorities, strengthen neighbourhoods and enrich everyday City life.
HOW WE WILL MONITOR PROGRESS		
City progress tools To assess performance and inform operations		Environmental scan tools To identify emerging trends and advocacy opportunities
• Capital city survey • Investment outcomes from partnerships and collaborations • Feedback from our external Advisory and Neighbourhood Groups		• Customer experience outcomes • Complaints handling and service request outcomes

Resourcing, Planning and Reporting

Integrated Planning and Reporting Framework



This Plan aligns with the Integrated Planning and Reporting (IPR) framework. It sets out a clear vision for the future, identifies goals, defines key objectives and key indicators of success. The Plan will:

- Guide Council's medium-term strategies and annual budgets
- Provide a foundation for collaboration with the community and partners to realise the vision
- Establish a framework for tracking and reporting progress

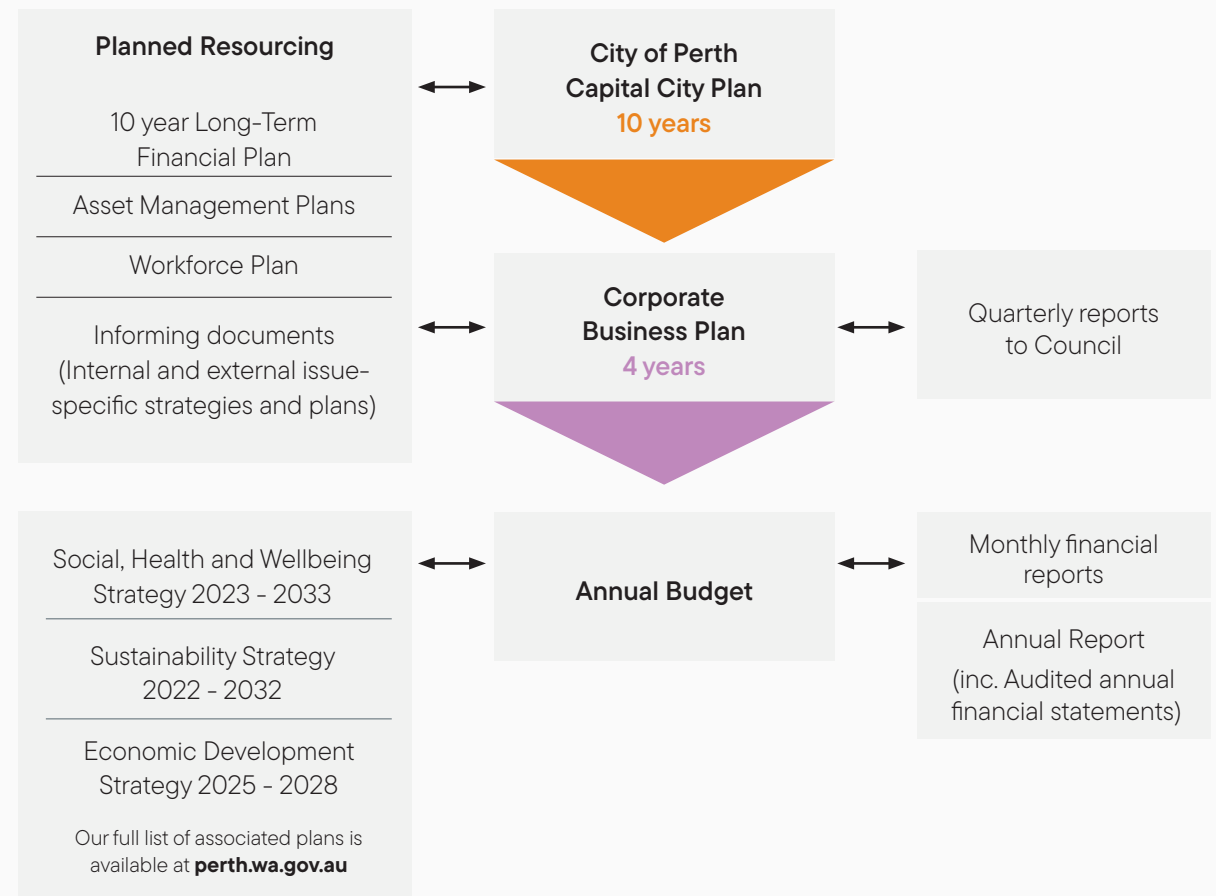
Reviewing and updating the Plan

The City of Perth Capital City Plan (Strategic Community Plan or Council Plan) is a rolling plan, reviewed every two years—alternating between a minor and major review. Each review maintains a forward-looking horizon of at least ten years.

Supporting plans, including the Long-Term Financial Plan, Asset Management Plans, and Workforce Plan, outline how resources will be managed to deliver on this vision.

The next minor review is due in 2027/28, and the next major review is scheduled for 2029/30.

Relationships between our strategic plans and resourcing





Long-Term Financial Plan

This Plan is underpinned by the City's 10 Year Long Term Financial Plan, which sets out a **\$3.14 billion** financial framework for the decade ahead. Delivery of initiatives and projects informed by this Plan will be dependent on funding allocations through the Long Term Financial Plan and the City's annual budgets.

The Long-Term Financial Plan currently includes **\$580 million** in capital works and project contributions, and **\$2.56 billion** dedicated to essential services and programs.

These investments will deliver lasting community infrastructure and social value, ensuring benefits for generations to come.

The City remains committed to efficiency and accountability, making every dollar count for our community, and our rigorous financial management processes ensure we have the capital required to maximise opportunities that present along the way.

Our financial management is guided by principles of:

- Financial sustainability
- Accountability and transparency
- Responsible stewardship
- Alignment with the aspirations of this Plan

The Long-Term Financial Plan is approved annually by Council.





Corporate Business Plan

The City's Corporate Business Plan (CBP) translates this Perth Capital City Plan into action. Refreshed annually, the CBP covers four financial years of priority projects and core services, ensuring financial sustainability and strategic alignment with the Perth Capital City Plan. It provides clear direction for:

- Delivering projects that reflect this Plan and Council priorities
- Maintaining essential services to meet evolving community needs
- Setting deliverables, measures, and timelines for accountability

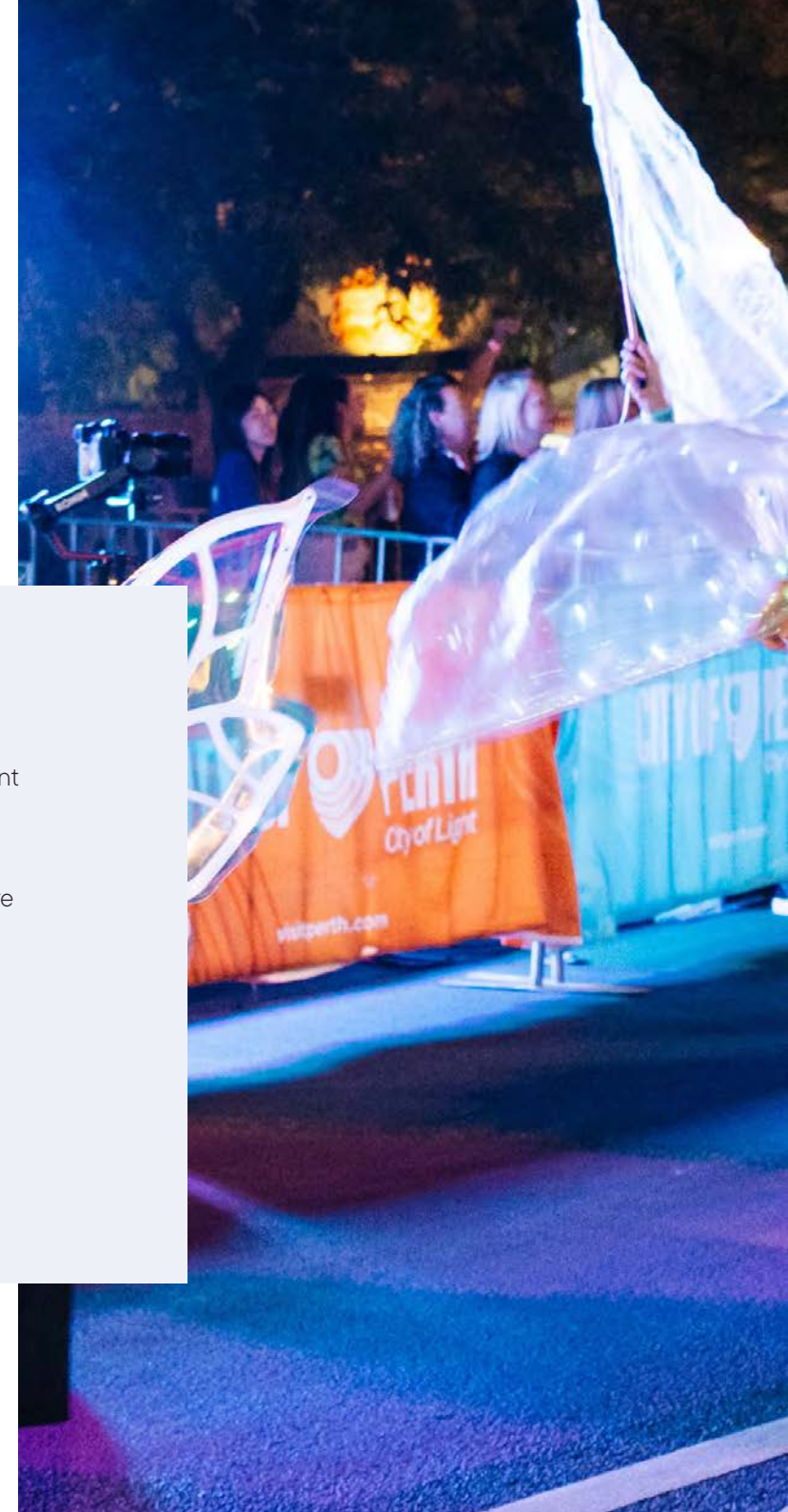
The CBP is approved annually by Council.

Other strategic and operational plans

The Plan will be integrated with operational planning and issue-specific action plans that support the City's operations, delivery of the CBP and general commitment to excellence.

These plans are developed by our City team for approval by the City's Chief Executive Officer and where applicable by Council.

These operational plans and associated projects are monitored and reported on annually to Executive and Council through the Annual Report and other mechanisms.





Informing documents



* = Under review or due for review

^ = In development



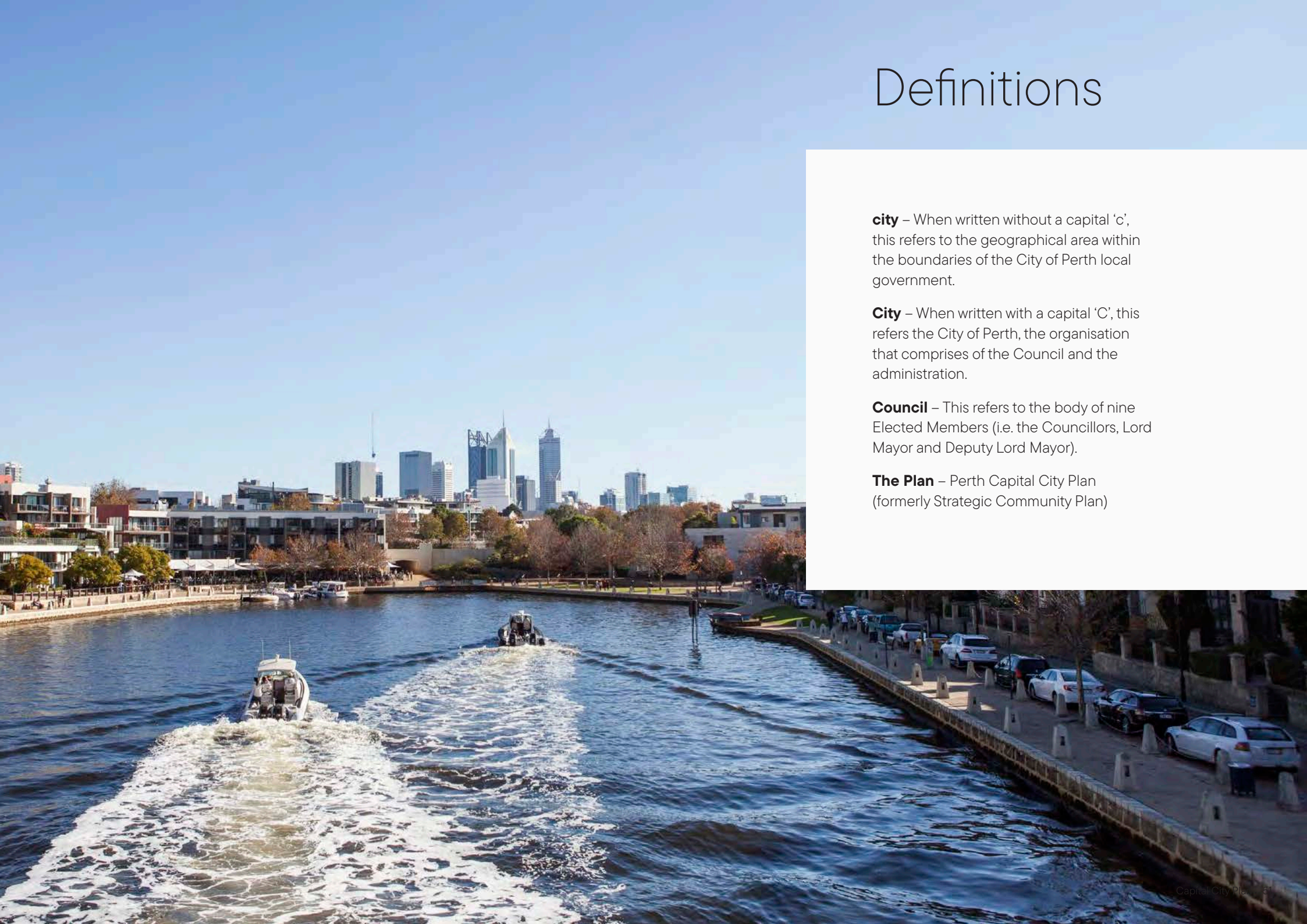
Definitions

city – When written without a capital 'c', this refers to the geographical area within the boundaries of the City of Perth local government.

City – When written with a capital 'C', this refers to the City of Perth, the organisation that comprises of the Council and the administration.

Council – This refers to the body of nine Elected Members (i.e. the Councillors, Lord Mayor and Deputy Lord Mayor).

The Plan – Perth Capital City Plan (formerly Strategic Community Plan)



This publication can be requested in alternative formats: audio, braille, Word or accessible PDF.



GPO Box C120,
Perth WA 6839



27 St Georges Terrace
Perth WA 6000



perth.wa.gov.au

T 08 9461 3333

E info@cityofperth.wa.gov.au

CITY OF  **PERTH**
City of Light