

# PERTH CAPITAL CITY PLAN

Towards 2036 and Beyond



**CITY OF  
PERTH**  
*City of Light*

Informing the Draft Plan

**Key engagement insights from  
stakeholders, community and staff**

# Engagement Process

The City of Perth delivered one of the most comprehensive communication and engagement processes it has ever undertaken to inform the development of the Draft Perth Capital City Plan: Towards 2036 and Beyond.

This report provides the key insights from that engagement.

While many of the themes raised by our community extend beyond the City's direct responsibilities, they highlight areas where we can advocate, influence and work in partnership with State and Federal governments, as well as industry and community organisations, to shape positive outcomes for our community and capital city.

## COMMUNICATIONS AND PROMOTIONS

### Community

To create awareness and maximise participation across the community, stakeholders, and City of Perth staff, a comprehensive and coordinated communications strategy was implemented from August to October 2025. Promotion occurred across external and internal channels, ensuring broad awareness and access to engagement opportunities.

### External Communications (Community & Stakeholders)

- **Engage Perth Website** – Central information hub for surveys, workshops, and popups.
- **Posters** – Displayed at businesses and other locations across the city.
- **Bus Shelter Signs** – Installed on 26 shelters across the CBD.
- **Digital Signs** – Displayed at Northbridge Piazza, Forrest Chase, and Yagan Square.
- **Social Media** – 14 posts published across Facebook, Instagram, and LinkedIn.
- **Lift Signs** – Promotion within Council House lifts.
- **Key Stakeholder Forum** – Presentation delivered at the Annual Budget, Corporate Business Plan and Breakfast Briefing.
- **Community Showcase** – Information stall at the annual City of Perth Community Showcase.
- **Invitations to Advisory Groups & Committees** – Targeting LGBTQIA+, Access and Inclusion, Elders, and Culture and Arts groups.
- **Government Engagement Invitations** – Letters and emails to the Premier, State Government agencies, and neighbouring local governments.
- **Sector Engagement Invitations** – Emails to 2,121 stakeholders across business, education, tourism, arts, environment, and social services.
- **Education Institutions** – All local schools, universities, and TAFEs (including Bob Hawke College) invited to take part in student workshops and popups.

### City of Perth Staff

- **Emails** – Multiple internal communications encouraging participation.
- **CEO Roadshow** – Presentations to all City Alliances, with a dedicated session for each.

- **Posters** – Displayed across all floors of Council House, the Depot, and the Surveillance Centre.
- **Intranet Site** – Dedicated page with information, survey links, and workshop registration.

## ENGAGEMENT ACTIVITIES

A diverse range of engagement methods ensured that community members, stakeholders, and staff could contribute through both formal and informal channels, in person and online.



### PopUps / DropIn Sessions

- **Community & Stakeholder PopUps** – 14 interactive three-hour sessions across all neighbourhoods, and at two schools and UWA.
- **Staff PopUps** – 17 internal three-hour sessions held across City workplaces.



### Surveys

- **Community Survey** – For people residing, working, studying or visiting the City of Perth.
- **Sector Survey** – For organisations across business and community sectors.
- **Neighbouring Local Government Survey** – For local governments bordering the City of Perth.
- **Staff Survey** – Open to all City of Perth staff.



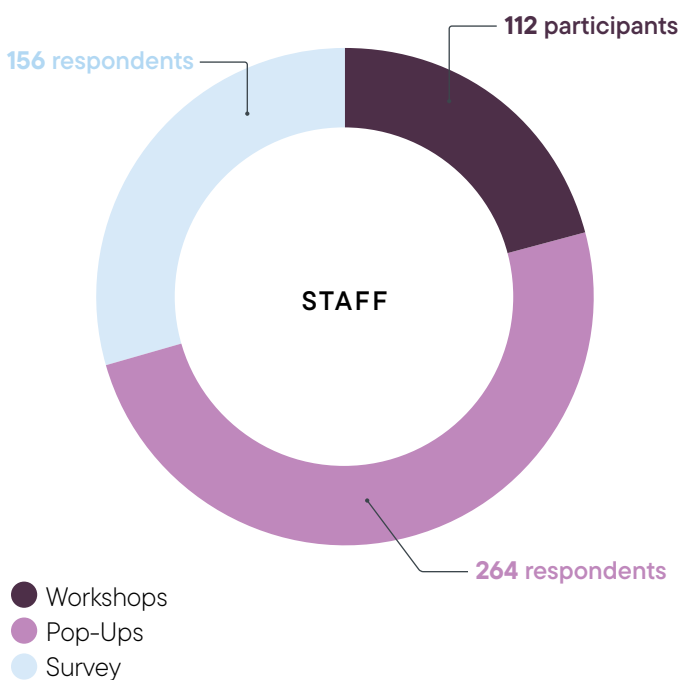
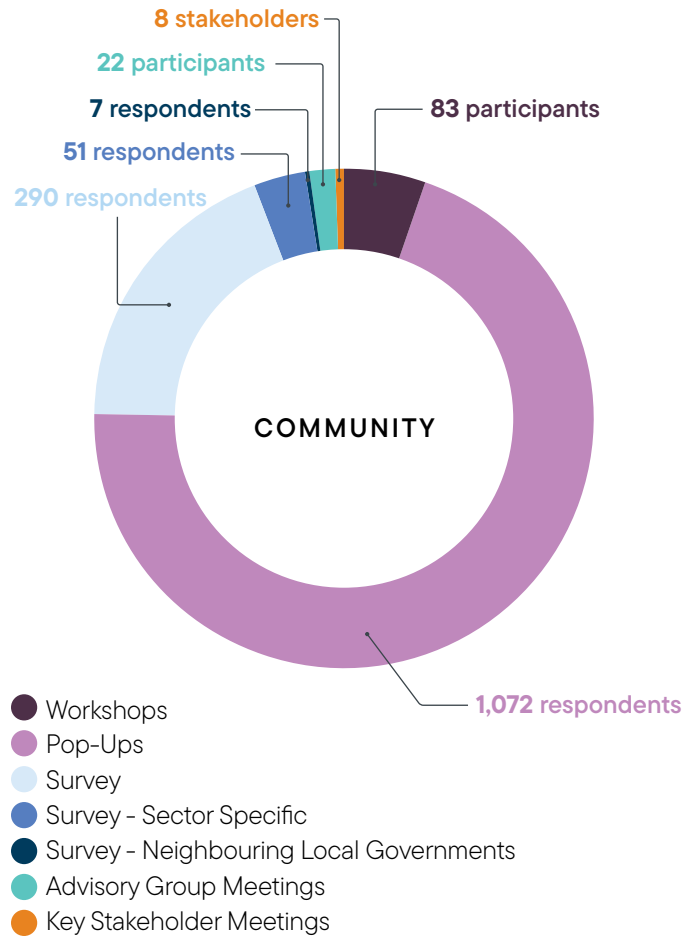
### Workshops & Meetings

- **Neighbourhood Workshops** – Six interactive workshops across City of Perth neighbourhoods.
- **Youth Workshops** – Delivered at St Georges College and Mercedes College.
- **Staff Workshops** – Five workshops with officers from across the organisation.
- **Stakeholder Meetings** – Six meetings with stakeholders and CEO.



## ENGAGEMENT SUMMARY

The following provides an overview of the engagement methods used and the number of people who opted to be involved in the engagement process.



# Key Insights

Participants were invited to respond to open, future focused questions—such as what they value most about Perth today, the key challenges that need attention, and the opportunities to elevate Perth as a worldclass capital city. They also explored emerging trends, with staff contributing further insights through a detailed review of the current Strategic Community Plan.

This section summarises the overarching themes identified across all engagement methods, presented in order of frequency. The Overarching Insight was developed through professional deliberation, synthesising the implications of the key findings and what they collectively signal for the future of Perth.

## Overarching Insight

### Key Challenge:

Stakeholders and community members identified that over recent decades, Perth City has faced growing competition from large suburban shopping and entertainment precincts. These suburban hubs now replicate some of what once made “going to town” unique—offering a mix of retail, hospitality and commercial services that were previously only available in the CBD. With amenities like public toilets, climate-controlled environments and “free” parking, combined with retail and dining options, these centres attract high visitation and convenience focussed customers.

### Key Opportunity:

There was clear feedback that Perth’s future success depends on defining and amplifying its unique appeal. Unlike suburban malls, the city offers experiences that cannot be replicated elsewhere—its vibrant nightlife, rich arts and cultural programming, heritage character, and riverfront setting. Stakeholders and community members noted that these distinct qualities should be leveraged and enhanced through strategies such as extended trading hours, curated cultural precincts, and activation that encourages workers, residents and visitors to stay longer and spend more. By focusing on what makes Perth different—not just convenient—the city can reclaim its role as Western Australia’s cultural and social heart.



## TOP TWENTY OVERALL INSIGHTS

The following twenty insights are drawn from all engagement activities—including workshops, surveys, popups and meeting—and reflect the views of stakeholders, community members, and staff. Together, they capture perspectives across every focus area and all participant cohorts.

NOTE: The cohorts specific sections that follow are based predominantly on survey responses. Comparable data could not be sourced from workshops, meetings or popups. As a result, there may be differences between the overall insights (which synthesise all engagement methods) and the cohort insights, which rely primarily on survey data.

- 01 Protect and elevate Perth’s natural assets**  
The Swan River/Derbarl Yerrigan, foreshore, parks and green open spaces are the most frequently cited things people love about Perth and want protected, enhanced and better connected with the CBD.
- 02 Safety, security and social support are foundational needs**  
Safety is the strongest liveability issue raised by community and stakeholders. People want visible rangers/police, safer night-time environments, cleaner streets and coordination, matched with compassionate homelessness and mental-health responses.
- 03 Transport, mobility and access are crucial**  
Public transport dominates future aspirations: more reliable and frequent buses and trains (including nights/weekends), better cross-city links, protected walking and cycling, ferries, integrated hubs and mid-tier transit (light rail/ trams).
- 04 Grow inner-city living to underpin vibrancy, safety and economic development**  
Increasing the CBD and inner-city residential population—through higher density and adaptive reuse—is seen as key to street life, retail viability and passive surveillance.
- 05 Vibrancy, cultural life and year-round activation are essential**  
Events, markets (permanent and pop up), festivals, live music, public art and a stronger night-time economy are repeatedly identified as critical to footfall, belonging, confidence and visitation.
- 06 Activating and connecting the riverfront to the CBD will be transformational**  
Connecting the CBD to the river through paths, programming, dining and water-based mobility, with activated foreshore is a frequently cited opportunity.

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**07 A greener, cooler and climate-ready city is a defining expectation**

Tree canopy, shade, cooler streets, green corridors, biophilic design and climate resilience are consistently raised as core attributes of a world-class capital.

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**08 Economic vitality depends on supporting local business**

High rents, vacancies and operating costs are major challenges. Strong calls exist to extend trading hours, fill empty shopfronts, streamline approvals and actively support local business.

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**09 Housing affordability and diversity are critical**

Affordable, diverse housing options are needed to attract and retain residents, workers and students, including conversion of vacant commercial buildings.

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**10 Cleanliness, maintenance and public amenity are essential**

Clean streets, graffiti removal, lighting, seating, shade, water and well-maintained footpaths consistently rank as top priorities influencing pride and comfort.

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**11 Enhance the public realm to prioritise pedestrians**

Better lighting, crossings, shade, seating, wayfinding and high-quality streetscapes are consistently requested to make walking safer and more attractive.

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**12 Address homelessness, mental health and vulnerability through support and coordinated systems**

Strong support exists for housing-first approaches, crisis accommodation, outreach and partnerships.

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**13 Brand Perth with confidence by building on the 'City of Light'**

There is the opportunity to further embrace the City of Light Brand, integrated with distinctive brands for each precinct —using light, night-time activation, illuminated streets/buildings, river reflections, art and events to unify precinct identity and boost tourism.

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**14 Good Council governance, collaboration and transparency are essential**

High quality and consultative Council leadership, reduced red tape, transparent decision-making and stronger cross-council and cross-government collaboration are all important.

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**15 Integrated land-use and transport planning should guide growth**

There is recurring support for aligning density and mixed-use development with strong transport access, particularly around stations and corridors.

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**16 Adaptive reuse and flexible activation of space can unlock dormant assets**

Empty buildings and public assets should be repurposed for housing, culture, studios, pop-ups and temporary uses.

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**17 Universal accessibility and inclusive design must be embedded**

Barrier-free footpaths, crossings, ACROD bays, tactile paving, signage and inclusive design are expected as standard city practice.

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**18 Climate action and sustainability (Renewables, cooling strategies, circular waste systems) should be embedded in capital programs**

Renewables, cooling strategies, circular waste systems and sustainability standards are consistently mentioned but less frequently than greening and shade.

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**19 Public toilets and visitor comfort are key**

Clean, safe and well-distributed public toilets (including parenting and change facilities) are repeatedly highlighted as essential city infrastructure.

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**20 Bold, signature ideas can lift Perth's distinctiveness**

Support exists—though more selectively—for catalytic ideas such as a Perth Central Market, extended night trading hours, light rail, Langley Park activation / urban forest, designated festival areas, iconic river attractions that connect to the CBD and First Nations cultural places.

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## RESIDENTS WHO LIVE IN THE CITY OF PERTH

The following insights are drawn from the community, sector and staff surveys, where cohorts were identifiable.



### **Vibrancy, activation, culture & nightlife**

Residents want a city that feels lively, creative and activated (events, atmosphere, arts).



### **Public transport, mobility & connectivity**

Residents desire reliable Public Transport, a walking-first city, plus cycling and micromobility options.



### **Green, shaded, nature-filled city**

Want more trees/shade, parks embedded in daily life, and stronger foreshore/river connection.



### **Safety, cleanliness & comfort**

Keen to feel safe at all hours alongside clean, attractive streets and calmer public environments.



### **Housing, density & urban living**

Residents want to grow the resident base via affordable/diverse housing and adaptive reuse of vacant buildings.



### **Retail, economy & overall city experience**

Desire thriving retail/hospitality, stronger economic activity and a better “city experience”.



### **Community identity, inclusion & social atmosphere**

Want a sense of belonging, welcoming vibes, local identity and community feel matter to residents.



### **Urban design, amenity & public realm quality**

Aspire to see well-designed public spaces, attractive streetscapes and accessible/ shaded routes.



### **Foreshore, river & natural experience**

Want an accessible, connected riverfront and enjoyable foreshore integrated into city life.



### **Night-time economy & extended activity**

Residents seek safe nightlife, open-later offerings, and genuine evening activation.

## PEOPLE WHO OWN OR OPERATE A BUSINESS IN THE CITY OF PERTH

The following insights are drawn from the community and sector surveys, where business owner / operator cohorts were identifiable.

1

### **Parking cost and access friction impacts business growth**

High parking fees, limited supply, congestion and transport integration issues are repeatedly described as directly reducing customers, staff/tenant attraction, and attendance at events/seminars

2

### **Transport congestion and “last mile” access problems compound the parking issue**

Businesses want smoother access, better wayfinding between destinations, and less transport friction

3

### **Safety, street disorder and homelessness are a core barrier to trade** – public intoxication, and perceived unsafety (especially after-hours and in retail areas) suppress visitation

4

### **Commercial rents and operating costs are undermining viability**

Calls for affordability in leases and overall cost pressures are prominent

5

### **Trading hours and regulatory constraints limit a real night-time economy**

Businesses support improved trading hours and link restrictions and planning delays to reduced flexibility, slower activation, and missed revenue

6

### **“Activate the city” is the dominant partnership opportunity**

Business owners most strongly want co-delivered events, arts, family programming, public art, and place-making that drives footfall and supports hospitality/retail.

7

### **Events and cultural activation are the centerpieces of collaboration**

The partnership ambition (business and government) is heavily weighted to events/activation

8

### **Tourism-led activation and coordinated marketing is a major lever** — businesses want tourism trails, precinct narratives, and coordinated promotion that positions Perth as vibrant and welcoming.

9

### **Businesses value the CBD’s “proximity advantage”**

Closeness to clients, partners, services, institutions and meeting access is a repeated positive of operating in the CBD.

10

### **A strong, safe, clean, well-maintained CBD is central to the 2036 business vision**

Business owners describe success as a vibrant, safe, green and economically strong capital with high-quality public spaces and strong identity.



## PEOPLE WHO WORK OR STUDY IN THE CITY OF PERTH

The following insights are drawn from the community, sector and staff surveys, where those who work or study in the City of Perth were identifiable.

- 1 Transport & traffic is the biggest day-to-day issue and opportunity**  
Workers/students consistently prioritise better public transport, smoother access, and safer end-to-end trips.
- 2 Public transport reliability and frequency is the core requirement and most valued aspect**  
Bus/train/CAT, especially for commuting and staying later in the city.
- 3 Last-mile connectivity is a standout gap**  
Better links between stations, campuses, workplaces and precincts are repeatedly flagged.
- 4 Safety, security and antisocial behaviour is a dominant barrier**  
Particularly around transport hubs, laneways and after dark.
- 5 Workers/students want visible guardianship and faster response**  
More police/rangers, plus practical measures like lighting/CCTV in key areas.
- 6 City amenity and the public realm is a high-frequency theme**  
The “everyday comfort” basics (cleanliness, upkeep, and well-designed spaces) shape whether people linger.
- 7 Cleanliness and maintenance are repeatedly framed as essential**  
Street cleanliness, presentation of plazas/parks/shared spaces are important.
- 8 Public toilets and hydration and shelter are priority “study/work enablers”**  
Toilets, water fountains and sheltered areas come through strongly being key improvements of the city experience.
- 9 More places to sit, rest, study and gather**  
Indoors/outdoors places are needed to support people between classes, shifts and appointments.
- 10 Walkability upgrades are a consistent request**  
Safer pedestrian crossings and walking-friendly streets to move between precincts.

## VISITORS TO THE CITY OF PERTH (BUT DON'T LIVE, WORK OR STUDY IN THE CITY)

The following insights are drawn from the community survey, where those who are visitors to the city were identifiable.

- 1 Events, activation and vibrancy are the biggest “reason to visit”**  
Visitors are pulled in by festivals, markets, arts and cultural programs, and street-level activity that creates atmosphere.
- 2 Night-time entertainment is a major drawcard**  
Live music, hospitality precincts and evening events are central to visitor appeal (especially weekends/evenings).
- 3 Seasonal and family-friendly programming drives visitation**  
Christmas lights, school holiday programs and waterfront events are highlighted as strong reasons to come into the city.
- 4 Pop-ups and spontaneous “street interest” matter**  
Visitors value temporary uses and street-level activity that makes the city feel dynamic and different from suburban centres.
- 5 Perth’s natural environment is a core visitor strength**  
Swan River proximity, views, walking routes and waterfront leisure are consistently valued.
- 6 High-quality public spaces and tree canopy improve comfort and dwell time**  
Green spaces, parks and shaded places are seen as essential to a pleasant visit.
- 7 A clean, well-maintained city shapes first impressions**  
Visitors expect clean streets, laneways and well-maintained public facilities.
- 8 Safety and perceptions of safety are a barrier to visiting more often**  
Verbal harassment, disruptive behaviour and antisocial activity (especially at night) reduce return visitation.
- 9 Visitors want stronger visible guardianship**  
More police/ranger presence in public spaces and transport hubs are repeatedly requested.
- 10 Lighting and surveillance are critical in visitor hotspots**  
Improved lighting and surveillance in nightlife precincts, car parks and walkways is seen as a practical fix.

# Neighbourhood Insights

The following neighbourhood insights are drawn from the community, sector and staff surveys, and community workshops where location cohorts were identifiable.

## CENTRAL PERTH

### 1 Grow the residential population and density in the CBD

The strongest and most consistent message is that Central Perth needs significantly more people living in it to restore vibrancy, safety, retail viability and everyday life.

### 2 Convert vacant offices and under-used buildings into housing

Office-to-apartment conversion and mixed-use reuse of existing buildings is repeatedly identified as a practical, fast way to increase residents and activity.

### 3 Lift pedestrian activity and street-level economic life

Respondents emphasise foot traffic as the lifeblood of Central Perth—busy streets, active frontages and people moving throughout the day and night.

### 4 Tackle empty shopfronts and dead retail edges

Vacant retail, particularly in key streets and malls, is seen as a major symbol and cause of decline that must be addressed.

### 5 Revitalise key retail spines and centres (e.g. Hay Street / Forrest Chase)

Central Perth respondents specifically call for flagship retail revitalisation projects to reset confidence and draw people back.

### 6 Improve affordability and operating conditions for businesses

High rents, rates and operating costs are a recurring barrier to attracting tenants and sustaining diverse retail and hospitality.

### 7 Strengthen night-time activity as part of everyday CBD life

After-hours activity is viewed as essential to safety, vibrancy and economic resilience, not just as entertainment.

### 8 Use events, festivals and activation to drive visitation

Respondents consistently see events and cultural programming as a way to bring people back into the CBD and support businesses.

### 9 Attract tourists and families into Central Perth

Tourism and family-friendly visitation are seen as important complementary markets to workers and residents.

### 10 Protect and leverage heritage, culture and city identity

Central Perth respondents value heritage buildings, cultural character and a distinctive identity as key differentiators from suburban centres.



### 1 Access and connectivity to the CBD and key destinations

Ease of access to stakeholders, institutions, precincts and the city core is the most frequently raised theme, reflecting Crawley/Nedlands' role as a gateway between campuses, health precincts and the CBD.

### 2 Stronger university campus–city connections

Respondents consistently emphasise better physical, functional and programmatic links between universities, research hubs and the city to support daily movement, collaboration and vibrancy.

### 3 Tourism and visitor partnerships are a major opportunity

People from Crawley/Nedlands see strong potential in collaborating with tourism operators to attract families, visitors and international students, and to better integrate Crawley/Nedlands into the broader Perth visitor experience.

### 4 Safety, homelessness and social wellbeing need attention

Concerns around safety, homelessness and perceptions of disorder appear repeatedly, with calls for practical improvements to create a safer, more welcoming environment.

### 5 Biomedical and health industry partnerships are a distinctive strength

Unlike other neighbourhoods, Crawley/Nedlands strongly highlights biomedical sciences, health research and lab medicine as future-facing economic drivers that should be actively leveraged.

### 6 Better access to places and precincts supports collaboration

Respondents stress that access is not just about transport, but also about permission, openness and ease of using spaces to collaborate, meet and engage.

### 7 Crawley/Nedlands should be better integrated into Perth's economic narrative

The area is seen as under-recognised in the city's identity despite its concentration of education, research and health assets.

### 8 International students are a key cohort to support

Respondents highlight the importance of creating a safe, welcoming and engaging city experience for international students, including services, amenities and cultural activation.

### 9 Activation beyond the CBD core is needed

There is an implicit call to spread cultural, economic and social activity beyond Central Perth, so Crawley/Nedlands feels connected rather than peripheral.

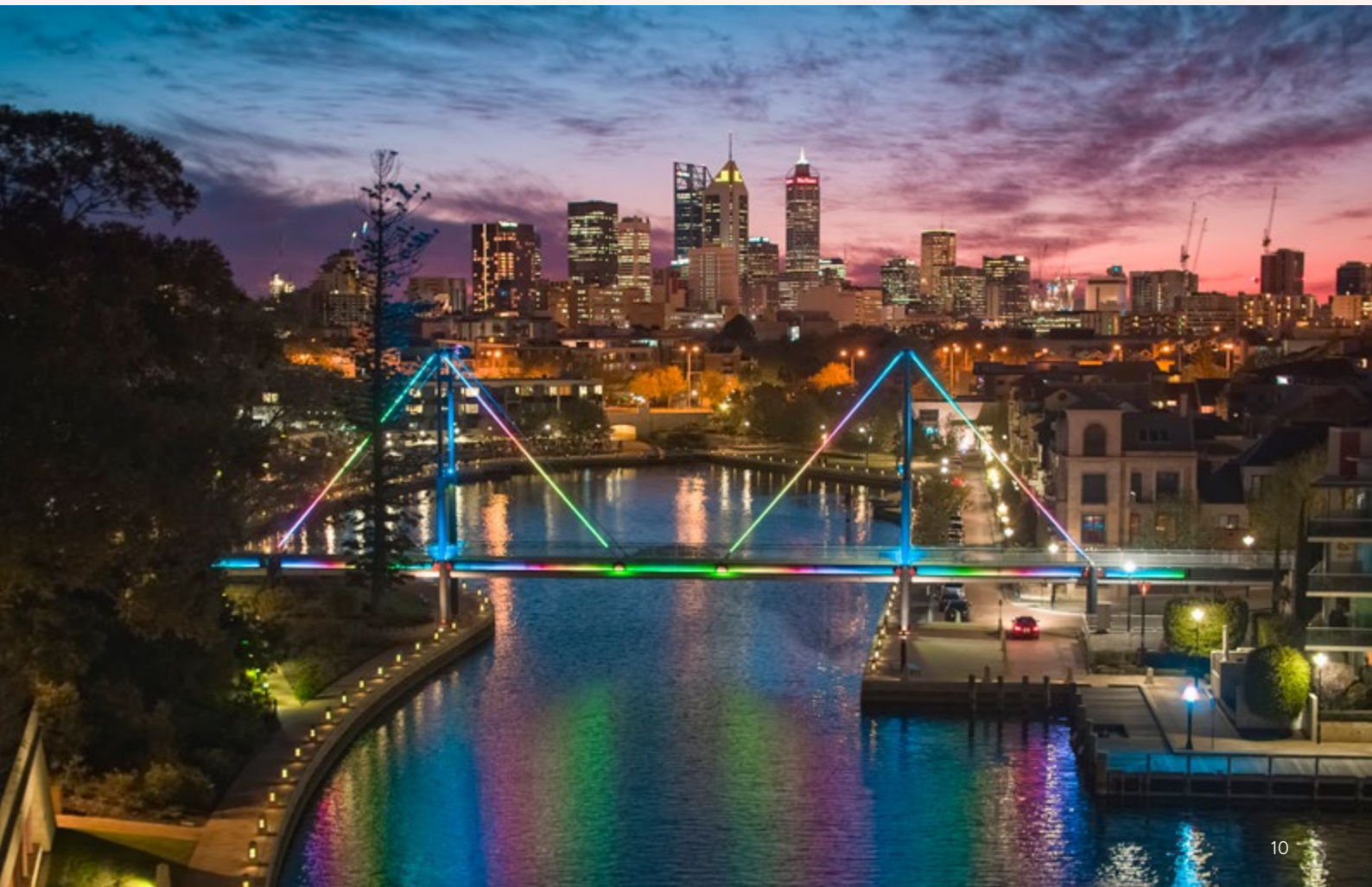
### 10 Partnership-based models are preferred over siloed delivery

This cohort consistently frames solutions in terms of collaboration—between City of Perth, universities, health institutions, tourism and community organisations.



- 1 Address safety and antisocial behaviour**  
Residents, workers and students consistently raise safety—particularly around Wellington Square, Claisebrook Cove, transport nodes and after dark—as the most pressing issue affecting daily life and confidence in the precinct.
- 2 Coordinated, place-based responses to homelessness and social issues**  
Homelessness, substance use and vulnerability are key issues, with calls for compassionate, integrated solutions rather than enforcement alone.
- 3 Improve cleanliness, maintenance and presentation of public spaces**  
Litter, graffiti, uneven paths and some neglected spaces are frequently mentioned as detracting from liveability and pride in the area.
- 4 Better lighting and passive surveillance are needed**  
There is a call for improved lighting in streets, parks, laneways and near stations – to enhance safety and address avoidance of areas
- 5 Activate East Perth / Claisebrook’s waterfront as it is a major asset**  
The river, cove and foreshore are highly valued but seen as under-activated, particularly outside daytime hours.

- 6 Activate public spaces to increase foot traffic and safety**  
Respondents emphasise that more people, activity and programming are key to making the area feel safer and more welcoming.
- 7 Improve connectivity to the CBD and surrounding precincts**  
Enhanced pedestrian, cycling and public transport connections to Central Perth and surrounding neighbourhoods are seen as important
- 8 More local services and everyday amenities**  
Residents highlight a lack of nearby shops, cafés, services and daily needs within walking distance.
- 9 Strengthen the sense of neighbourhood and community identity**  
East Perth / Claisebrook respondents want a stronger local identity and community feel, not just a pass-through or fringe area.
- 10 Help to make parks, open space and the riverfront feel safer and more inviting**  
Green spaces are valued, but respondents want them to feel well-used, well-lit and actively managed.



**1 Address Safety and antisocial behaviour**  
Safety, particularly at night, is the most consistently raised issue, with antisocial behaviour, public intoxication and intimidation affecting confidence for residents, workers and students.

**2 Northbridge's night-time economy is both its strength and its challenge**  
People value Northbridge as Perth's cultural and nightlife heart, but stress that it must be safe, well managed and balance various community interests to remain sustainable.

**3 Visible guardianship and active management are essential**  
Strong calls exist for more police/rangers, better crowd management and consistent on-the-ground presence, especially after dark.

**4 Cleanliness and maintenance significantly shape perceptions**  
Litter, graffiti, ageing infrastructure and cleanliness are frequently cited as impacting pride and liveability.

**5 Activation should be continuous, not episodic**  
Respondents want Northbridge to feel active throughout the week—not just busy late at night—through daytime and early-evening uses.

**6 Arts, culture and creativity are core to Northbridge's identity**  
The precinct's cultural role—arts, live music, performance and diversity—is highly valued and seen as something to protect and strengthen.

**7 Support for small businesses and venues is critical**  
Hospitality, creative, cultural and family owned businesses are seen as the backbone of Northbridge and need practical support to survive rising costs and safety challenges.

**8 A balance between residential life and nightlife in an entertainment precinct is critical**  
Residents and students want clearer effective management noise, behaviour and amenity so Northbridge can function as a place to live as well as visit.

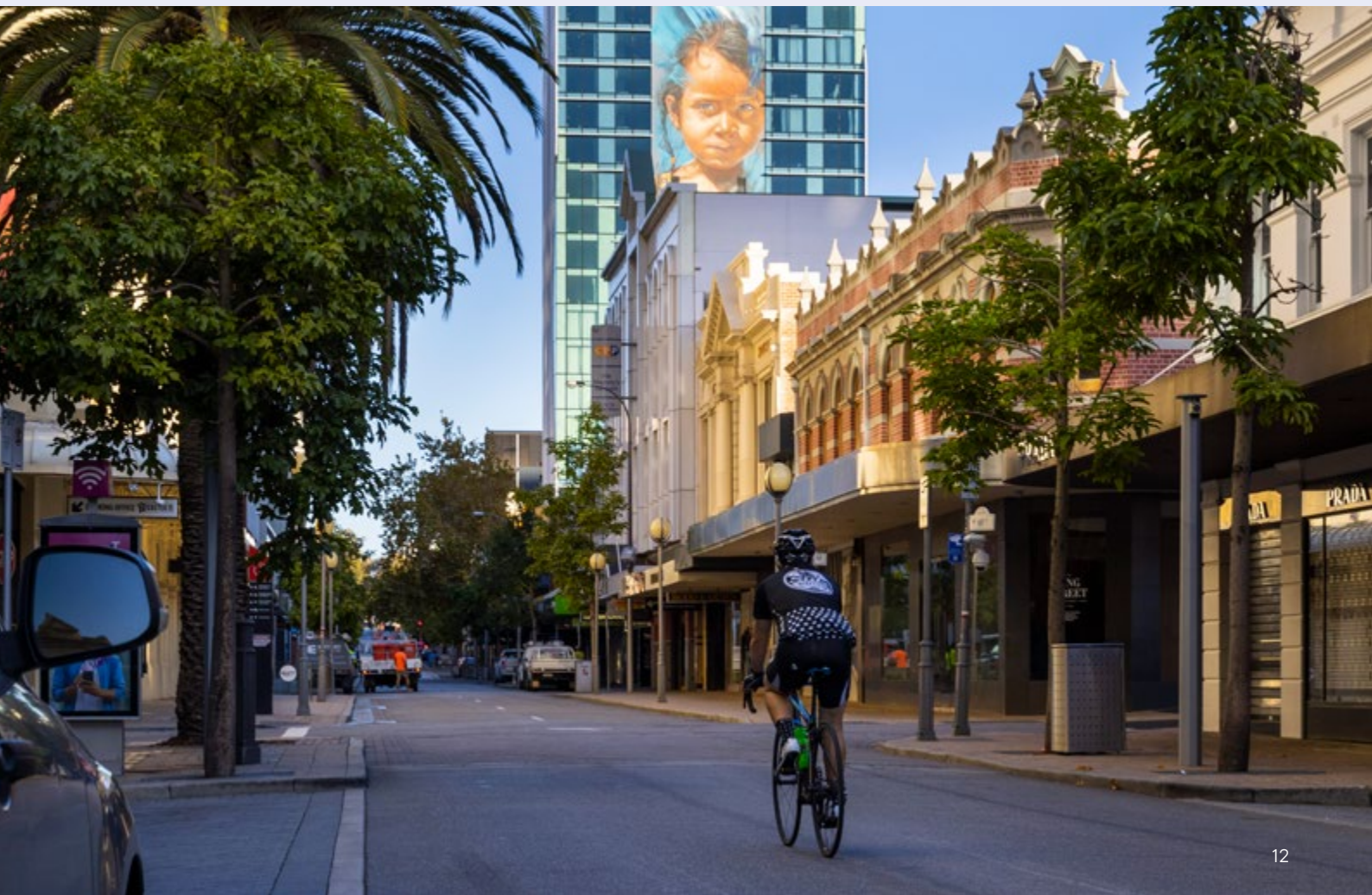
**9 Public space design should support safety and comfort**  
Lighting, sightlines, passive surveillance and well-designed streets and laneways are repeatedly linked to feeling safer.

**10 Perceptions of Northbridge need addressing**  
Even when issues are localised and not significant, negative reputation affects how people feel about studying, working, living or visiting there.



- 1 Council governance, transparency and accountability are a key priority**  
West Perth respondents most strongly emphasise the need for better governance, clearer decision-making, transparency and accountability, expressing frustration with perceived barriers and lack of trust.
- 2 Better use of vacant and under-utilised properties**  
Empty offices, unused buildings and dormant sites are repeatedly identified as a major problem and opportunity, with strong calls for activation and adaptive reuse.
- 3 Vacant buildings negatively affect safety and perception**  
Empty buildings and low activity are linked to perceptions of decline and reduced comfort.
- 4 Economic activation and revitalisation of West Perth is needed**  
West Perth is seen as under-performing economically, with a desire for stronger business activity, investment and street-level life.
- 5 Partnership-based redevelopment is preferred**  
There is consistent emphasis on collaboration between the City, private sector and institutions to unlock sites, deliver projects and share risk.

- 6 City processes and bureaucracy need to improve**  
Some respondents describe the need for the City of Perth to be faster and easier to work with, calling for streamlined approvals and more enabling systems.
- 7 Business confidence depends on certainty and clear rules**  
West Perth respondents want predictable processes, clearer planning pathways and confidence that investment decisions will not be undermined by shifting requirements.
- 8 Activation should be practical and economically grounded**  
Compared to other precincts, West Perth respondents focus less on festivals and more on sustainable, everyday economic uses of space.
- 9 West Perth needs a clearer role within the capital city**  
Respondents implicitly question West Perth's position and identity, calling for a more deliberate planning approach to its function and future.
- 10 Better integration with the CBD and surrounding precincts**  
Connectivity—physical, economic and strategic—between West Perth and Central Perth is seen as important to revitalisation.



# Gender Insights

The following gender related insights are drawn from the community, sector and staff surveys.

## MALE / MAN COHORT

- 1 Safety and security is the biggest issue**  
Men most raise safety, antisocial behaviour, visible policing/rangers and feeling unsafe at night as the biggest issue to address if they are to enjoy the city.
- 2 Transport, traffic and access dominate day-to-day experience**  
Public transport reliability, congestion, parking access and ease of movement into and around the city are repeatedly cited as major challenges and priorities.
- 3 Cleanliness and maintenance strongly influence perceptions of the City**  
Addressing litter, graffiti and the maintenance of streets and amenities are consistently mentioned as key to building pride and confidence in Perth as a capital city.
- 4 Economic vitality and business activity matter**  
Men consistently emphasise economic performance—highlighting vacant shops, struggling businesses, the need to boost foot traffic, and the importance of a stronger CBD economy.
- 5 Parking cost and availability are key pain points**  
High parking fees and limited availability are repeatedly linked to reduced visitation, shorter stays and frustration with the city.
- 6 Vibrancy and activation are essential to Perth's future**  
Events, nightlife, sport, entertainment and activity are commonly identified as ways to make the city feel alive and worth visiting.
- 7 Public transport must support night-time activity**  
There is strong emphasis on late-night and weekend services to support work, events, sport and hospitality.
- 8 Greener, well-designed streets improve comfort**  
Tree canopy, shade and attractive streetscapes are frequently mentioned as enhancements that would make the city even more usable and enjoyable.
- 9 Perth's natural assets are highly valued**  
The river, foreshore, parks and outdoor lifestyle are commonly cited as things men love about Perth and want protected and better activated.
- 10 City identity and confidence need strengthening**  
Men express that Perth lacks a strong global identity and want the city to feel more confident, ambitious and competitive.

## FEMALE / WOMAN COHORT

- 1 Safety and personal security are the dominant issue**  
Women most frequently raise feeling unsafe—particularly at night, around transport hubs, carparks and poorly lit streets—as the primary barrier to using and enjoying the city.
- 2 Safe movement and transport access matter**  
Reliable public transport, well-lit stops, clear sightlines, safe walking routes and end-to-end journey safety are repeatedly prioritised.
- 3 Cleanliness, care and maintenance signal whether the city feels safe**  
Addressing litter, graffiti, ageing infrastructure and unclean public spaces is needed as these issues are strongly associated with fear, discomfort and avoidance behaviours.
- 4 A welcoming, inclusive city experience is essential**  
Women consistently emphasise the importance of a city that feels friendly, family friendly, respectful, inclusive and people centred.
- 5 Public realm quality strongly shapes daily experience**  
Lighting, footpaths, seating, shade, crossings, wayfinding and passive surveillance are frequently mentioned as practical improvements that would increase confidence and comfort.
- 6 Events, culture and daytime activation enhance perception**  
Women often link activation—markets, arts, festivals, family activities and daytime vibrancy—with feeling safer and more willing to spend time in the city.
- 7 Green, shaded and comfortable environments are highly valued**  
Tree canopy, shade, cooler streets, parks and nature-rich spaces are consistently raised as contributors to wellbeing and enjoyment.
- 8 Perth's river, foreshore and parks are deeply valued**  
Natural assets are commonly cited as what women love most about Perth and want protected, enhanced and made safer to access.

**9 Public toilets and amenities are critical to engaging with the city**

Clean, safe and accessible toilets (including parenting facilities), water fountains and places to rest are repeatedly highlighted as basic but essential infrastructure.

**10 Accessibility and inclusive design are essential**

Women emphasise barrier-free paths, pram-friendly streets, accessible crossings and inclusive design for people of all abilities and life stages.



**NONBINARY COHORT: TOP 10 INSIGHTS  
(NOTE: LOW COHORT NUMBERS)**

**1 Make Perth safer day and night**

Reduce antisocial behaviour and harassment; increase visible policing/ranger presence to improve confidence in public spaces and on/around public transport.

**2 Improve public transport reliability, frequency and safety**

Better service coverage, night/weekend services and safer station/interchange environments; integrate walking/cycling for a doortodoor accessible system.

**3 Grow the innercity residential population with affordable housing**

Increase density, convert empty buildings and prioritise affordability so more people can live centrally and support a lively, inclusive city.

**4 Expand trees, shade and green corridors**

Mitigate heat, provide comfortable routes and embed nature into daily movement through greener streets and connected parks.

**5 Boost arts, culture, events and activation**

Regular, inclusive programming (including day/night and weekend) to create welcoming vibrancy and encourage people to stay and participate.

**6 Protect and celebrate nature & the river**

Love for Swan River and nature experiences translates into a desire to keep these assets accessible, clean and central to city identity.

**7 Enhance parks and green public spaces**

Invest in attractive, shaded, well-maintained parks and open spaces that are easy to access and spend time in.

**8 Create more inclusive community / social spaces**

Address isolation by providing safe, welcoming hubs for meeting, connection and intergenerational use.

**9 Revive empty shops and reduce retail decline**

Fill vacant tenancies and reactivate dormant spaces to lift street life and local business viability.

**10 Use activation/events to support local retail / hospitality**

Align activations with business needs (time, place, audience) so footfall converts to trade.

# Age Insights

The following age related insights are drawn from the community, sector and staff surveys.

## YOUNGER - UNDER 35 COHORT

- 1 Safety first—day and night, everywhere**  
Reduce antisocial behaviour and harassment; increase visible policing/rangers; make walking, cycling and public transport corridors feel safe after dark.
- 2 Public transport that's reliable, frequent and laterunning**  
Better bus/train frequency (including nights/weekends), improved east-west links, safer interchanges, and doortodoor journeys integrated with walking/cycling.
- 3 Affordable housing and more innercity living**  
Deliver diverse, affordable apartments (including familysized), convert empty offices to homes, and grow CBD resident numbers to support vibrancy and safety.
- 4 Greener, cooler streets and connected shade networks**  
Expand tree canopy, pocket parks and green corridors; prioritise shaded pedestrian routes to mitigate heat and make everyday movement comfortable.
- 5 Youth friendly vibrancy: arts, music, events and nighttime life**  
Program inclusive, regular day/night activation—live music, festivals, popups and cultural experiences that feel welcoming, diverse and safe.
- 6 Protect, connect and activate the Swan River**  
Ensure the river is accessible, clean, connected to the CBD and central to daily experiences—walkways, foreshore activation and river transport are repeatedly valued by young people.
- 7 Better walking and cycling infrastructure**  
Protected bike lanes, connected paths, safe crossings, shaded walkways and clear wayfinding so short trips are easy without a car.
- 8 Address retail vacancies**  
Activate empty shops/upper floors, diversify retail beyond bars, and curate streetlevel experiences so precincts feel alive outside office hours.
- 9 Use activation / events to lift local business**  
Align activation with trading hours and locations; support markets and popups that convert footfall to spend for hospitality and small retail.
- 10 Clean, well-maintained public realm and amenities**  
Improve cleanliness, lighting, public toilets, seating, water and shade; maintain paths and plazas to raise comfort and confidence to linger.

## OLDER - 35+ COHORT

- 1 Green, shady, nature rich city is the #1 priority and mostloved asset**  
Expand tree canopy and shade; improve parks, gardens and nature corridors; protect and activate river/foreshore areas for everyday comfort and leisure.
- 2 Focus on safety day and night—including visible presence and better lighting**  
Reduce antisocial behaviour; increase policing/ranger presence; improve lighting and passive surveillance to make walking and public transport feel safe after dark.
- 3 Reliable, accessible public transport (buses/trains) across all times**  
Increase frequency and coverage—including weekends/evenings; improve interchange safety; deliver better east-west connections and links between precincts.
- 4 Housing affordability and supply—grow innercity living**  
Provide affordable, diverse apartments (including familyfriendly) and convert vacant offices; higher density near transport nodes to bring more residents and street life.
- 5 Walkability and safe cycling/micromobility**  
Deliver shaded pedestrian routes, safer crossings, protected bike lanes and connected paths so short trips are easy without a car.
- 6 Tackle heat and climate with cooling strategies**  
Tree planting, shade structures and climate-adapted public realm to reduce heatisland effects and make outdoor movement comfortable.
- 7 Revive vacant shops**  
Fill empty tenancies; diversify retail beyond hospitality; activate upper floors and laneways to strengthen a 7day economy.
- 8 Clean, well-maintained streets and amenities**  
Continue to focus on cleanliness of public areas, toilets and pathways; maintain streetscape and public realm quality to build confidence to linger.
- 9 Vibrant, inclusive cultural life (events, arts, dining)**  
More regular programming that is welcoming to families and older adults—live music, festivals, riverfront dining and evening activation balanced with safety.
- 10 River & foreshore activation and connection to the CBD - as everyday experience**  
Walkable waterfront trails, seating, shade, dining and recreational offerings, with strong connection between CBD and river.

# Sector Insights

The following insights for business and government are drawn from the sector and neighbouring local government surveys.

## SMALL BUSINESS COHORT

- 1 A clean, safe, well-maintained city is foundational for trade**  
Small businesses repeatedly value clean, well-lit streets, reduced crime/vandalism, and a safe day-night environment because these conditions directly influence customer confidence and staff wellbeing.
- 2 Transport & parking that make it easy for customers and staff to visit**  
Reliable public transport, improved traffic flow, and accessible, affordable parking are core enablers of footfall and sales.
- 3 Vibrant, active streets and a 7-day economy**  
Small businesses want lively streets, more cultural/creative activation and a consistent 7-day city to lift visitation and spending.
- 4 Events & activation to boost visitation and spending**  
Frequent, well-placed events, markets and popups that are co-designed with traders drive footfall and convert to spend.
- 5 Less red tape & faster approvals**  
System-wide reform (across levels of government) of permits, change of use and activation processes is seen as essential to survival and growth.
- 6 Targeted grants, incentives and cost relief**  
Streamlined access to grants and cost relief programs helps offset high operating costs and enables activation or upgrades.
- 7 Activate vacant shopfronts and underutilised upper floors**  
Flexible leasing and temporary uses turn “dead” frontage into customer-drawing experiences and help new operators test concepts.
- 8 Better communication with businesses about events/changes**  
Clear, timely information lets traders’ staff appropriately, align opening hours and leverage programming.
- 9 Market Perth strongly as a capital city destination**  
Citywide branding and specific precinct promotion (with cross-promotion) are wanted to lift visitation and retail performance.
- 10 Inner-city residential growth to sustain street life and retail**  
More residents = daily foot traffic, safer streets, and stronger local trade; small businesses back office-to-residential conversions.



## MEDIUM BUSINESS COHORT

- 1 A vibrant, active 7-day city is essential**  
Busy streets, high visitation, diverse/innovative economy, and thriving arts/culture/events are seen as the core drivers of commercial success and talent attraction.
- 2 Clean, safe, well-maintained public realm underpins trade**  
Medium businesses prioritise clean streets, welllit spaces, reduced antisocial behaviour and strong amenities to ensure staff and customer confidence.
- 3 Transport & parking that enable access at all times**  
Medium businesses want reliable public transport, improved traffic flow, and accessible connections into the CBD so clients and staff can reach them easily.
- 4 Events & activation to boost visitation and spending**  
Regular programming (markets, festivals, popups) that brings people into the city and is aligned with trading needs is a top lever for footfall.
- 5 Activate underutilised spaces**  
Flexible use of vacant or upperfloor premises for commercial/cultural activity helps fill gaps, seed new ventures and sustain street life.
- 6 Direct communication & engagement with businesses**  
Medium businesses ask for clear, early coordination around events and changes so they can plan staffing, hours and offers.
- 7 Streamlined approvals & less red tape**  
Faster permits/activations and simpler changeofuse processes reduce operational friction and enable timely responses to demand.
- 8 Targeted grants, incentives & cost relief**  
Support programs are needed to offset rising operating costs and to fund activation, fitouts, and streetlevel improvements.
- 9 Parking, transport & access costs are a persistent barrier**  
Medium businesses report that parking pricing/availability and access friction dampen visitation and make the CBD less competitive.
- 10 Affordable commercial space**  
Pressure from rents and commercial costs constrains sustainability and growth; affordability comes up repeatedly.

## LARGE BUSINESS COHORT

- 1 A vibrant, active, globally competitive CBD**  
Large firms want a busy inner city with high visitation, a diverse and innovative economy, and thriving arts/culture/events that attract and retain talent.
- 2 Clean, safe, well-maintained city presentation**  
Clean streets, welllit public spaces, reduced antisocial behaviour and safe, reliable nighttime transport for late shifts are essential to staff comfort, corporate brand and customer confidence.
- 3 Transport & centralised connectivity**  
Reliable public transport, improved traffic flow and accessible connections into the CBD so staff, clients and suppliers can reach workplaces easily.
- 4 Workforce and freight access**  
Ensure efficient access for staff, deliveries and logistics to support large employment bases and smooth operations.
- 5 Parking for staff and fleet vehicles**  
Adequate, convenient parking for workforce and operational vehicles remains a practical need for large businesses. Measures that keep employees safe and mobile after hours are a priority.
- 6 Support for major events to drive activation and visitation**  
Largescale events are viewed as economic catalysts that bring people into the city.
- 7 Coordinated cross-precinct programming and promotions**  
Align events and marketing across precincts to maximise footfall and engagement.
- 8 Citywide advertising and promotion campaigns**  
Stronger destination marketing to attract visitors and customers and lift overall trading conditions, with targeted promotion for areas where large firms operate
- 9 Economic growth, business support & investment climate**  
Clear support for policies/programs that enable investment and strengthen the city's business environment.
- 10 Talent attraction within a strong live-work-play environment**  
A lively, well programmed city helps recruit/retain large workforces.

## STATE GOVERNMENT AGENCY COHORT

- 1 Whole-of-government, whole-of-city collaboration**  
Stronger cross agency coordination, partnership approaches (not transactional), and systems alignment to deliver outcomes at capital city scale.
- 2 Safety, security and an inclusive city experience**  
Visible safety measures and an environment that is welcoming for all.
- 3 Transport, connectivity and movement networks need sustained investment**  
Improved metropolitan performance and integrated landuse/transport planning to support everyday access.
- 4 City activation and major events as economic catalysts**  
Support for events, arts and placemaking to bring people into the city and lift visitation.
- 5 Tourism promotion and destination marketing**  
Elevate Perth's brand and profile nationally/internationally as WA's gateway for events, business tourism and culture.
- 6 Governance, accountability and transparency**  
Improve planning and investment governance to enable strategic delivery.
- 7 Integrated economic development strategies**  
Align city initiatives with state level priorities to diversify and grow the economy.
- 8 Climate-ready, resilient public realm and expanded green infrastructure**  
Embed shade, climate resilience and nature into streets and open spaces.
- 9 Walkable, universally accessible precincts**  
Better linkages, universal design and wayfinding to make the city comfortable and intuitive.
- 10 Strategic investment in visitor infrastructure and experience design**  
Precinct programming, trails and wayfinding that strengthen identity and improve the visitor journey.

## NEIGHBOURING LOCAL GOVERNMENTS (VINCENT & VICTORIA PARK)

- 1 Integrated transport & cross-boundary mobility**  
Stronger links across municipal borders, better interchange performance, and joined up planning for movement networks.
- 2 Governance & intercouncil collaboration mechanisms**  
Formal collaboration (e.g., working groups; Perth Inner City Group) to coordinate investment and delivery.
- 3 Station precinct upgrades & rail hub planning**  
Integrated precinct and station planning to improve access, reduce car reliance, and support higherdensity living.
- 4 Active transport networks (walking, cycling, e-rideables)**  
Safer, connected paths and personal mobility options to stitch precincts together and cut car use.
- 5 Traffic management & parking coordination**  
Tackle congestion and align parking policy/practice across boundaries so businesses and visitors can move easily.
- 6 Reduce dependence on private cars**  
Prioritise personal mobility, public transport integration and street design that favours walking and cycling.
- 7 Housing supply, affordability & increased density**  
Align transport and landuse to support population growth and mixeduse, higherdensity neighbourhoods.
- 8 Integrated precinct & infrastructure development**  
Coordinated delivery of stations, bridges, and enabling infrastructure across councils.
- 9 Climate action and extreme heat resilience**  
Invest in shade, cooling strategies and resilient landscapes as temperatures rise.
- 10 Environmental & waste management improvements**  
Crossboundary approaches to waste and environmental management as part of climate action.  
Coordinated precinct development, promotion and events to strengthen local economies.

# Staff and Volunteer Insights

The following summarise the key insights from feedback provided by staff who participated in workshops; pop ups and the staff survey.

## 1 **Perth's natural setting is its greatest asset and must be protected**

Staff most frequently identify the river, foreshore, parks, green spaces and natural landscape as what they love about Perth as a city and believe must be preserved and enhanced for the future.

## 2 **City activation, events and cultural life are critical to Perth's success**

Staff consistently prioritise more year-round events, festivals, arts, live music and cultural programming to make Perth feel livelier and attractive.

## 3 **Safety (and perceptions of safety) are a key issue**

Staff raised issues about safety, particularly at night, linking antisocial behaviour and poor perceptions with reduced visitation and vibrancy.

## 4 **Vibrancy, image and perception of Perth need enhancement**

Staff believe Perth's reputation and "feel" must lift—through activity, diversity, aesthetics and confidence—to function as a world-class capital.

## 5 **Connectivity within the city and to the river is a recurring aspiration**

Staff consistently emphasise better physical and experiential connections between the CBD, precincts and the river as a defining improvement opportunity.

## 6 **Under-utilised spaces are a great opportunity**

Vacant and under-used buildings and public assets—are frequently cited by staff as opportunities for cultural, community and creative reuse.

## 7 **More people living in the city is essential for vibrancy**

Staff see insufficient residential density as a constraint on cultural life, safety and economic sustainability, and support initiatives that grow the inner-city population.

## 8 **Branding Perth and cultural differentiation need strengthening**

Staff believe Perth needs a clear, confident cultural brand that differentiates it from suburban centres and positions it as a distinctive destination.

## 9 **The 'City of Light' concept aligns with staff aspirations**

Light, night-time activation, illuminated streets and buildings, and evening programming resonate with staff visions of a safer, more vibrant and recognisable Perth.

## 10 **Urban greening and climate responsiveness matter to staff**

Tree canopy, landscaped streets and green public spaces are repeatedly raised as contributors to comfort, attractiveness and liveability.

## 11 **Large, flexible public spaces are needed for events and festivals**

Staff support investment in adaptable public spaces capable of hosting major festivals, cultural events and community gatherings.

## 12 **Accessibility and affordability influence participation**

Staff highlight accessibility, parking affordability and transport costs as practical factors that affect whether people choose to visit and engage with the city.

## 13 **Riverfront activation is a priority investment opportunity**

Staff repeatedly identify the riverfront as under-realised, calling for activation, programming and better integration with the city centre.

## 14 **Economic barriers limit arts, culture and small-scale activation**

High rents, commercial viability pressures and regulatory barriers such as building codes, insurance, and property valuations are seen as some challenges preventing galleries, creatives and small operators from thriving in the city.

## 15 **Strong internal collaboration spurs outcomes**

Staff emphasise that a shared purpose, cross-team collaboration and alignment is essential to effectively deliver the future city vision.

## 16 **Leadership, culture and motivation inside the organisation matter**

Maintaining positive leadership, organisational culture and staff motivation are repeatedly cited as positive and essential enablers of successful plan delivery.

## 17 **Resources and tools must match ambition**

Staff seek adequate resourcing, workforce capacity and operational tools, for the Plan's aspirations to be delivered.

## 18 **Clear communication and alignment is important**

Maintaining internal awareness, consistent messaging and updates about priorities and progress are seen as necessary for staff to support and implement the Plan.

## 19 **Staff development and retention support long-term delivery**

Professional development, retention and meaningful engagement are identified as important to sustaining organisational capability over time.

## 20 **Measuring outcomes and accountability should be embedded**

Staff want clear ways to track success, measure outcomes and demonstrate progress against the Plan's objectives.

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



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PERTH**  
*City of Light*