



Expanding Horizons 2033

An Economic Development Strategy for a Global City

Acknowledgement of Traditional Custodians

The City of Joondalup acknowledges the traditional custodians of this land, the Whadjuk people of the Noongar nation. We recognise the culture of the Noongar people and the unique contribution they make to the Joondalup region and Australia. We pay our respects to their elders past, present and emerging, as well as all Aboriginal and Torres Strait Islander peoples.

Joondalup-ak ngala kaditj Noongar moort nidja Wadjak boodjar-ak kalyakool moondang-ak kaaradj-midi. Ngala Noongar Moort wer baalabang moorditj kaadidjiny koota-djinanginy. Ngala Noongar wer Torres Strait Moort-al dandjoo koorliny kwaba-djinanginy. Koorla, yeyi wer kalyakool, ngalak Noongar wer Torres Strait Birdiya wer moort koota-djinanginy.



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Foreword

The City of Joondalup is proud to present Expanding Horizons 2033 – An Economic Development Strategy for a Global City: Bold, Creative and Prosperous.

This document is a roadmap for the City of Joondalup over the next decade as we address the challenges of fostering business growth, attracting new businesses, new investment and employment opportunities.

The new strategy is aligned with the *Joondalup Strategic Community Plan 2022-2032* and outlines the following three key priorities:

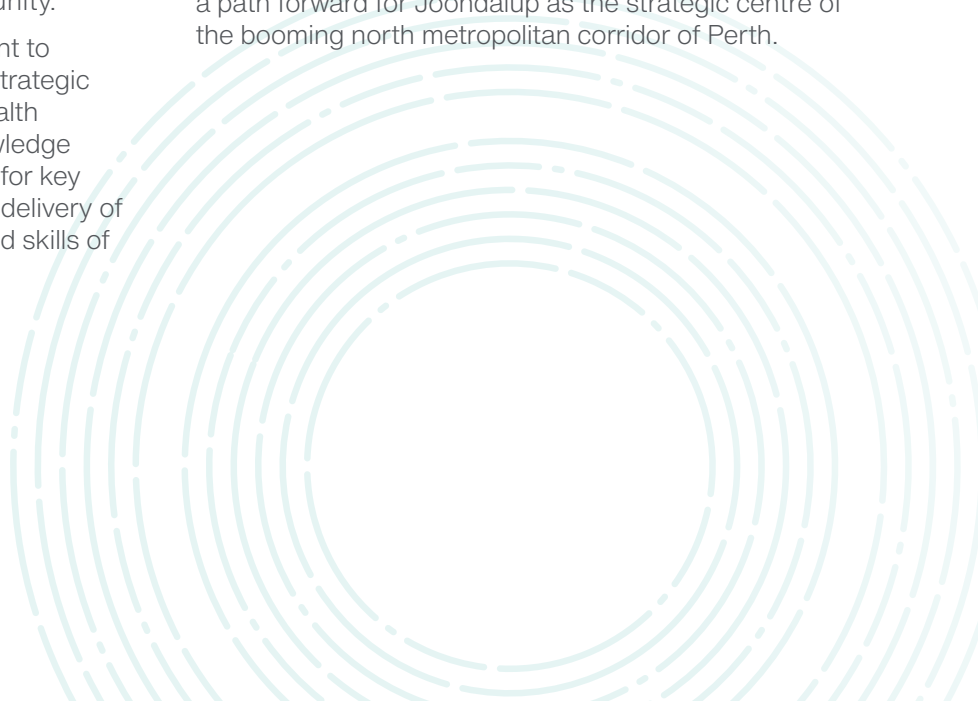
- Creating a high-performing City Centre and precincts.
- Establishing a global-facing innovation ecosystem.
- Empowering businesses and the community.


At the heart of this Strategy is the commitment to the local economy through future growth of strategic industries including digital and innovation, health and medical, destination and visitor and knowledge industries. The City will continue to advocate for key priorities and seek investment to support the delivery of strategic objectives that build the capacity and skills of our businesses and our community.

Recognising the power of partnerships and collaboration is critical to achieving economic growth that is in harmony with State and Federal Government priorities and meets the changing needs of industry and the future workforce. The City will continue to develop and nurture opportunities for collaboration at a local, regional, national and international level, as well as seek meaningful partnerships that deliver strong outcomes.

The City would like to express gratitude to the business owners, government partners, industry representatives and community members who have contributed to the development of Expanding Horizons 2033.

This Strategy is a reflection on the strengths and opportunities for the Joondalup economy and provides a path forward for Joondalup as the strategic centre of the booming north metropolitan corridor of Perth.





Imagine what we
can achieve in
another 25 years.

Our opportunity

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

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

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

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

A bold strategy to guide decision making

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

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

Joondalup today: A city ready to transform

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

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

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

Our economy today:

Employment



13,000

Businesses



57,000

Jobs

Top three employing industries being:



11,000

Health care and social assistance



9,500

Education and training



8,600

Retail trade



\$7.3 billion

Gross Regional Product
An increase of 5.1 per cent compared to last year



Generates
\$10 billion

In total output/sales



Exports

\$2 billion

Worth of goods and services from our local industries



Benefits

\$5.5 billion

Value generated by local industries

Workforce is made up predominantly of:



26%

Professionals



18%

Community and personal service workers



14%

Sales workers



Attracts

25,000

workers who live outside the area, of which, 13,000 are from the City of Wanneroo



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

Are mostly employed in



13%

Healthcare and social assistance



11%

Construction



11%

Education and training



58%

Employed full-time

41%

Employed part-time



33%

Hold a bachelor degree or higher

Are mostly employed as



25%

Professionals



15%

Technicians and trade workers



14%

Clerical and administration workers



65%

Mainly travel to work by car



\$500-\$1,999

Mostly earn between \$500 - \$1,999 per week



Our vision: Expanding Horizons

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

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

Our businesses

Prosperous and local	Innovative and confident	Appealing and welcoming
Feel supported to grow their business in the City.	Are attracted to the City’s unique characteristics and potential and feel confident in investing in growth.	Welcome residents, and local and international visitors into the City.

Our priorities

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



High performing City Centre and precincts	Global facing innovation ecosystem	Empowered local businesses and community
The City Centre will be a cosmopolitan employment, entertainment and residential hub, with a vibrant day and night economy that attracts strong visitation and encourages people to stay longer. Across the City’s 22 suburbs, Joondalup’s economic activity centres will be bustling, leveraging the City’s sense of space, natural amenity, coastline and community.	Joondalup will be home to a globally significant innovation ecosystem that drives unique knowhow, products and services in our strategic industries. Joondalup will be a place of choice for start-ups and innovators, drawn to the City’s world class innovation infrastructure, community, services and programs.	Joondalup’s small and medium sized enterprises will feel heard and supported, and will have access to skills, programs and networks that help them develop and grow. Residents will benefit from increased investment in the City, with increasing access to services, places and amenities that make Joondalup a great place to live and visit.

Our role

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

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

Whole of organisation approach

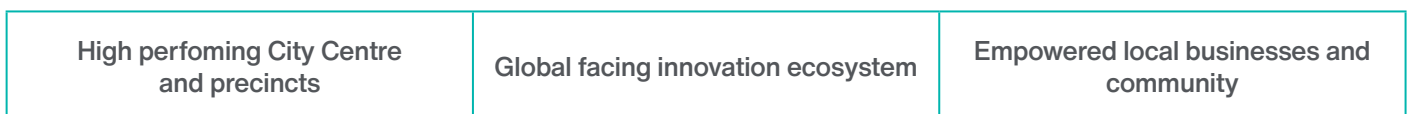
The City will work collaboratively and leverage existing strategies and plans across our organisation to deliver on our economic development priorities.

Strategic Community Plan (Joondalup 2032)	
Joondalup Activity Centre Plan	Advocacy Framework
Expanding Horizons 2033	
City of Joondalup Place Activation Strategy	
Other City of Joondalup strategies and relevant issue-specific plans	

Strategic context

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

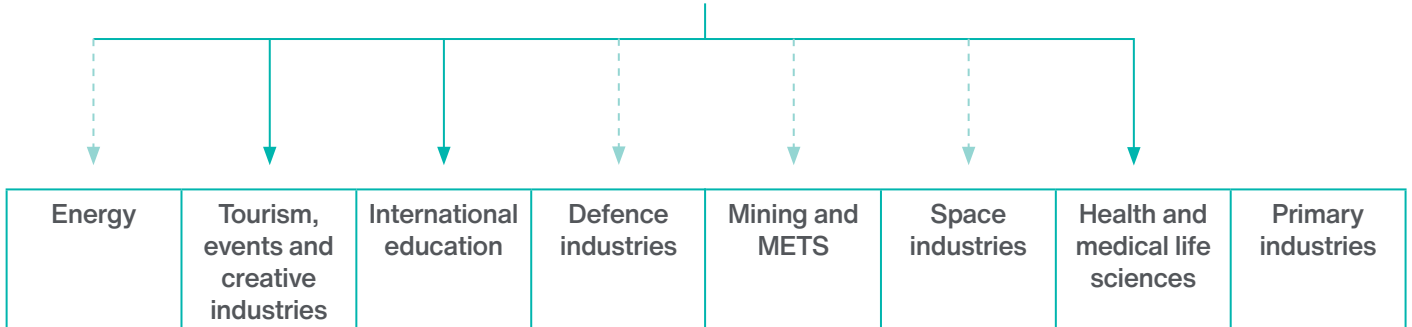
Our economic development priorities



Supporting our local strategic industries



Contributing to Diversify WA: State Government priority sectors



Building national economic resilience

Generating stronger global markets and profile

Our strategic industries

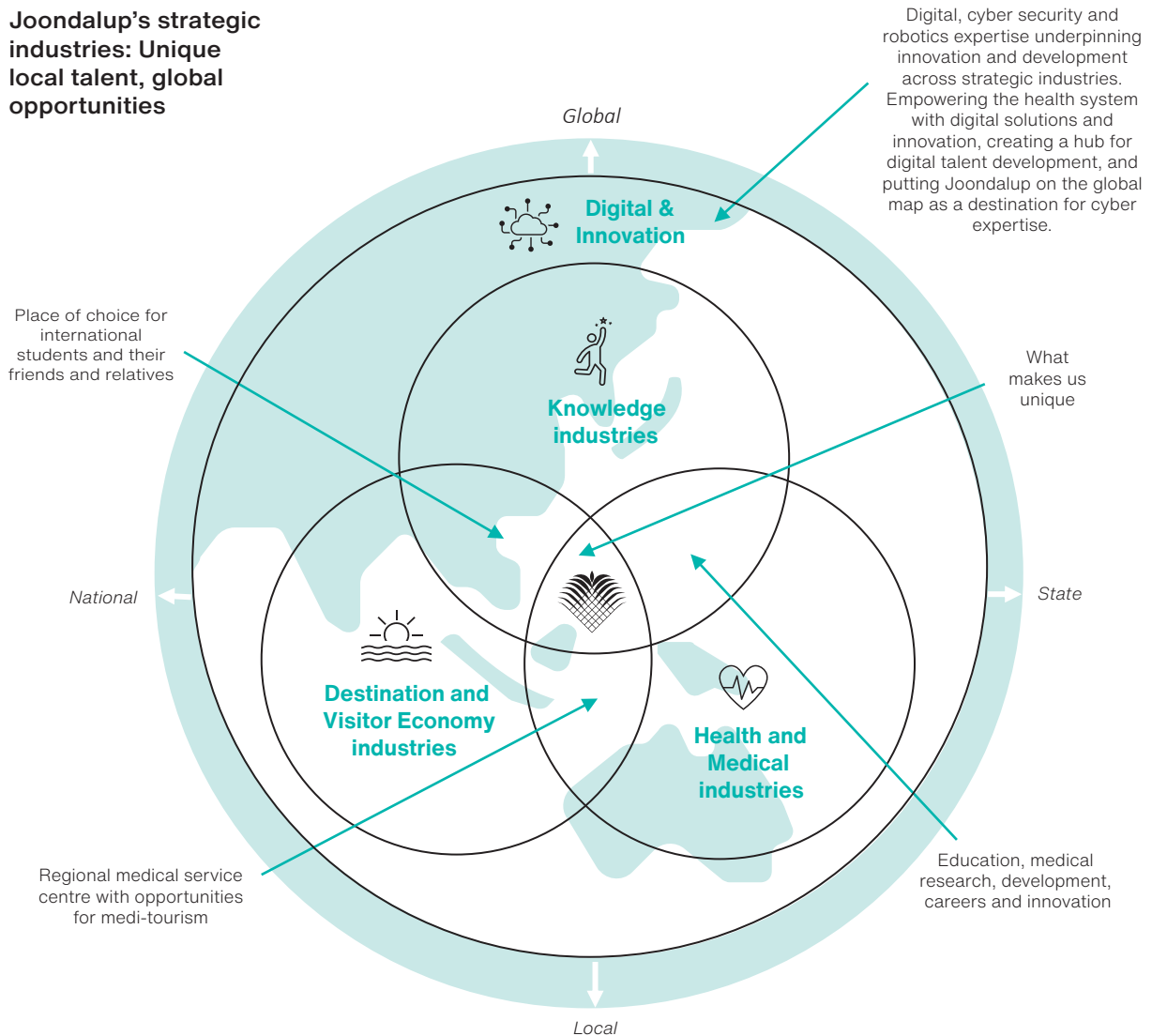
The City of Joondalup partners and collaborates with local, regional and global industry and institutions to cultivate and grow strategic industry clusters: knowledge industries (education and training), destination industries (visitor economy), health and medical industries, and digital and innovation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

These industry clusters have been identified by their employment and growth potential, as well as their strategic role in the broader national and global economy.

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

Diversify WA: State Government priority sectors

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





Knowledge industries

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

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

Institutions in the Joondalup Learning Precinct are equipped with state-of-the-art facilities and resources, including modern classrooms, laboratories, simulation centres and study spaces. ECU's School of Nursing and Midwifery offers WA's largest undergraduate

nursing program, providing nursing graduates pathways into hospitals, health services, and private clinics. North Metropolitan TAFE and AMA College are leading providers of vocational education and training including diploma level qualifications in nursing, health administration and aged care.

Joondalup boasts a significant cyber security capabilities through education programming, research and innovation. With more than 20 per cent of Australia's cyber security students, Edith Cowan University is recognised by the Federal Government as an Academic Centre of Cyber Security Excellence.

*Includes education and training industries.





Digital and innovation industries

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

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

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

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

Cyber Security is poised for significant growth nationally and globally and Joondalup is well positioned to support and lead.

*Professional, scientific and technical services and information media and telecommunications.



Health and medical industries

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

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

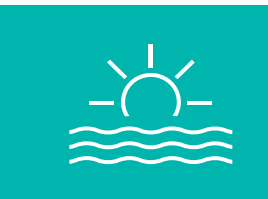
The vision for the future of Joondalup's health and medical industries will build upon the ongoing \$256 million expansion to the JHC. This gives JHC a competitive advantage as a modern facility to attract medical research and innovation partners. Tertiary status for the JHC could attract additional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

*Includes health care and social services industries.





Artist impression: Ocean Reef Marina



Destination and visitor economy industries

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

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

Joondalup boasts 17 kilometres of pristine coastline to the west and the exceptional Yellagonga Regional Park to the east. Joondalup's sweeping coastline features iconic tourism attractions, including the popular Hillarys Boat Harbour which is home to the Aquarium of Western Australia (AQWA) and the region's link to Rottnest Island. A comprehensive retail

offering is provided to locals and visitors alike across the Joondalup region through flagship retail centres including Lakeside Joondalup Shopping City, Westfield Whitford City, Warwick Grove and Currambine Central. The development of Ocean Reef Marina and further activation of the City Centre will be significant visitor attractors for Joondalup.

The City proudly supports a significant migrant population, who not only contribute to a diverse and vibrant community, but who's visiting friends and relatives are a critical component of the visitor economy.

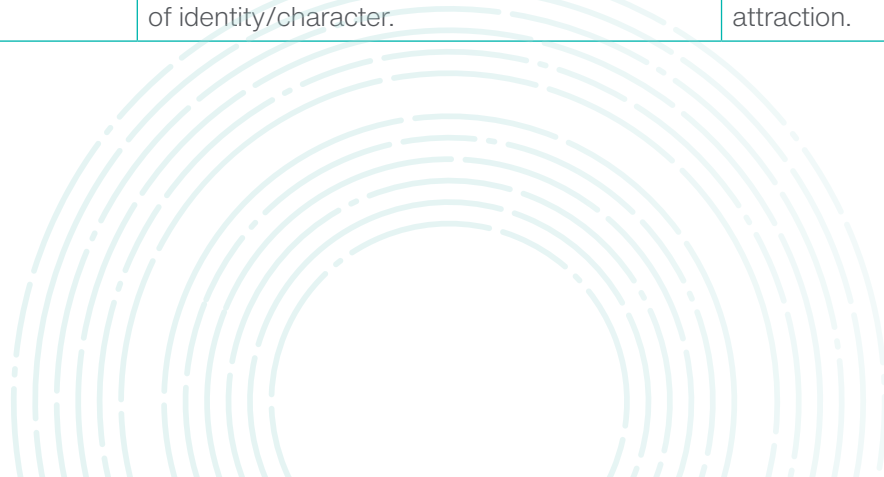
*Includes retail trade, accommodation and food services and arts and recreation services.

Research and engagement outcomes

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

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

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







Delivering Expanding Horizons 2033

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

Implementation will be guided by using existing strategies, plans and activities to leverage the resources and capabilities we already have. Where required, new plans or initiatives will be developed to respond to emerging opportunities. This is not a full list, but is intended to provide the key activities to support the priorities outlined.

These priorities are driven by our strategic industries.

These priorities intersect with one another, and several listed activities contribute to multiple priorities. For instance, the medical and health cluster not only aids in the development of the City Centre but also fosters innovation and supports the business community.

The priorities are crafted to fulfill the vision outlined in this document and align with the Strategic Community Plan. Each priority is directly linked to the strategic outcomes of the Strategic Community Plan while providing support across all objectives.



High performing City Centre and precincts	Global facing innovation ecosystem	Empowered local businesses and community
<p>The City Centre will be a cosmopolitan employment, entertainment and residential hub, with a vibrant day and night economy that attracts strong visitation and encourages people to stay longer. Across the City’s 22 suburbs, Joondalup’s economic activity centres will be bustling, leveraging the City’s sense of space, natural amenity, coastline and community.</p>	<p>Joondalup will be home to a globally significant innovation ecosystem that drives unique knowhow, products and services in our strategic industries. Joondalup will be a place of choice for start-ups and innovators, drawn to the City’s world class innovation infrastructure, community, services and programs.</p>	<p>Joondalup’s small and medium sized enterprises will feel heard and supported, and will have access to skills, programs and networks that help them develop and grow. Residents will benefit from increased investment in the City, with increasing access to services, places and amenities that make Joondalup a great place to live and visit.</p>



High performing City Centre and precincts

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

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

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

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



Davidson Terrace

Alignment with our Strategic Community Plan

1. Prosperous and local

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

2. Innovative and confident

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

3. Appealing and welcoming

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

Our vision for a high performing City Centre and precincts

- Major firms and small to medium enterprises are attracted to Joondalup's location and proximity to global markets
- The residential offer in the City Centre is enhanced, underpinned by a diverse and vibrant retail and hospitality sector, and a thriving night time economy
- Joondalup's precincts are connected and supported by world class amenities
- Strategically managed assets and streamlined city planning processes are unlocking significant investment
- Joondalup is attracting young people who want to be a part of an exciting, global facing economy.

Activities to leverage

City of Joondalup Place Activation Strategy	Through this strategy, the City will outline key focus areas and strategic objectives to empower, catalyse and provide the right canvas for business and community to engage in place activation. Implementation across the City will help lift the whole Joondalup economy.
Joondalup City Centre Place Activation Plan	Through a range of development projects, the City will partner and collaborate with local business and community groups, and build their capacity to activate the City Centre.
CBD Project Cluster	The Joondalup City Centre Project Cluster has a vision for the City Centre to be an iconic and recognisable business address known for its exciting innovation, technology, education and health industries. The City Centre offers abundant and varied employment opportunities for a locally-based workforce. Residents, workers and visitors enjoy high- amenity community spaces that have a vibrant, lively atmosphere.
Activity Centre Plan	The Activity Centre Plan is a strategic planning document developed by the City of Joondalup which provides guidance on the development of the City Centre over the next ten years. This document should be reviewed regularly in line with the planning framework and the changes in economic development activity.
Regional collaboration	The City will collaborate and partner with the Cities of Stirling and Wanneroo on economic initiatives to strengthen the regional economy, with a focus on advocacy and promoting the region as a destination for visitors.
Advocacy Framework	This Framework guides advocacy activities for the approved advocacy priorities and strategic position statements. The City will advocate to State and Federal Government to progress key strategic projects and initiatives.

Global facing innovation ecosystem

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

Today, most of the greater Perth metropolitan area's innovation infrastructure (shared spaces, curated networks and communities) are in the Perth CBD, however this is slowly changing.

Joondalup's strategic industries, infrastructure and institutions are needed to produce the unique knowhow, products and services that diversify the Western Australian economy,

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

The City of Joondalup has also been focused on maintaining an innovation agenda through the Joint Economic Development Initiative.

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





Alignment with our Strategic Community Plan

1. Prosperous and local

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

2. Innovative and confident

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

3. Appealing and welcoming

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

Our vision for a global facing innovation ecosystem:

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

Activities to leverage

Joondalup Digital City Strategy	Through the Digital City Strategy, the City will support local community and businesses to maximise the benefits new and emerging digital technologies and communication.
Health and Medical Gap Analysis Report	The City of Joondalup Medical cluster group commissioned a report in 2023 to consider the competitive and comparative advantage for the health and medical sector in Joondalup. The City will partner and collaborate with industry and Government to progress the recommendations of this report for the growth of this strategic industry.
Joondalup Innovation Precinct	The City will partner and collaborate with industry to realise the Joondalup Innovation Precinct, which will connect education, businesses, entrepreneurs, start-ups, young people, industry and government to solve tomorrow's complex problems today using future technologies. Advocating for building and growing the Joondalup Innovation Precinct is a key platform for the growth of the innovation ecosystem.
International Economic Development Activities Plan	The City will champion for Joondalup to leverage global opportunities, attract foreign investment, promote exports, establish partnerships and encourage economic exchanges to enhance the local economy. As a key informing Plan of Expanding Horizons, this plan should be reviewed regularly.
CyberWest Innovation Hub	Joondalup is home to WA's first State-funded innovation hub: CyberWest and the Cyber Security Cooperative Research Centre (CSCRC). Significant investment from the State Government's New Industries Fund was committed to bring together public, private and research sectors headquartered at the ECU Joondalup Campus. The City will partner and collaborate with industry to position Joondalup as a leader in Cyber Security, and attract talent, entrepreneurs and major firms to continue to foster the innovation ecosystem.

Empowered business and community

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

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

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

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

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



Alignment with our Strategic Community Plan

1. Prosperous and local

Local businesses will have the skills, resources, knowledge and networks to increase their prosperity

2. Innovative and confident

Community and business will be inspired and supported by a culture of innovation

3. Appealing and welcoming

Our businesses and community will attract visitors through high quality services and experiences.

Our vision for empowered businesses and community

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

Activities to leverage

Industry networks	The City will continue to facilitate several industry cluster groups and networks to support its strategic industries such as the Joint Economic Development Initiative, Visitor Economy Network, Education Network, Medical Precinct Taskforce, Digital and Cyber Network and Joondalup Learning Precinct. Developing and supporting the City's clusters is a key aspect to the growth of the Joondalup economy.
Business networks	Directly and in partnerships with industry associations such as the Joondalup Business Association, the City will deliver and support business networking and engagement opportunities.
Destination Joondalup Plan	The Destination Joondalup Plan will be implemented through collaboration and innovation to elevate awareness and inspire new perceptions of what Joondalup has to offer and enhance visitor experience through unique and unforgettable experiences. As a key plan this should be regularly reviewed.
Business Engagement Program	The Business Engagement Program provides a first point of contact for business inquiries and investing in Joondalup. Through this program, the City will champion, promote, attract and facilitate productive local, national and foreign direct investment in Joondalup. The program will work with State and Federal Government departments, to provide businesses with the information they need to establish or expand.
Joondalup's Small Business Friendly Approvals Program	The City will continue to deliver the WA Government's Small Business Friendly Program which directs organisation-wide activities to enhance the experience of local businesses when engaging with the City.
Innovate Joondalup	Innovate Joondalup is a series of business support programs that support participants, including young people, to further develop themselves and their business through the entire business life-cycle from seed, start-up, scale-up and export. Programs like the Joondalup Innovation Challenge contribute to this. The City will develop and deliver programs to support its businesses

Our partners

State and Commonwealth Government

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

Local business

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

Networks and associations

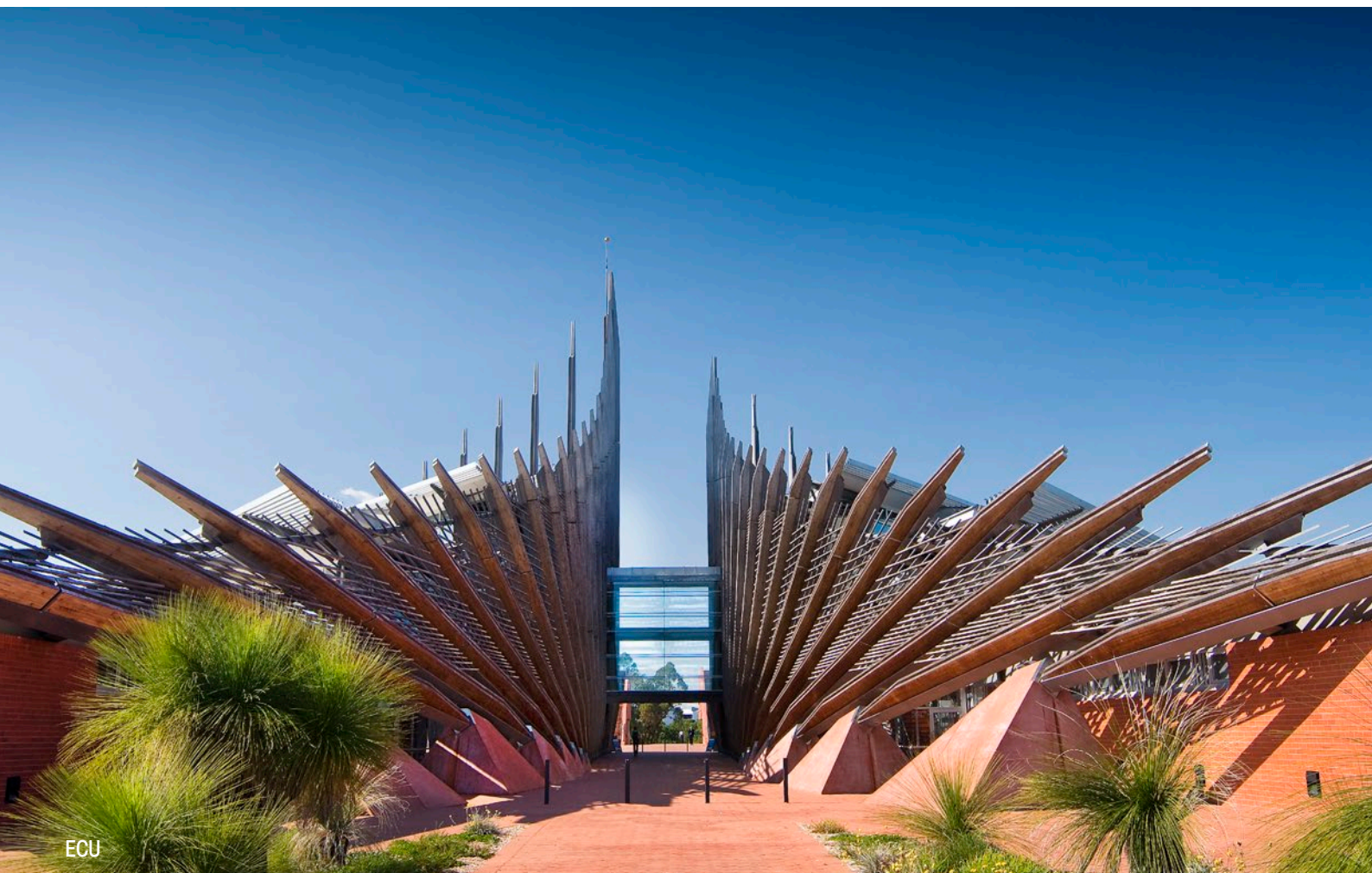
Engage with the City and share information with networks, helping us to reach as many businesses and people as possible with support, data, updates and resources.

Industry and institutions

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

Regional partners: City of Wanneroo and City of Stirling

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



Measuring progress

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

<p>Theme 1</p> <p>Our businesses are growing</p>	<p>Grow business count by employee size in each five-year census period to 2033. Sustained net increase in the number of new businesses registering the City of Joondalup as their place of business.</p>
<p>Theme 2</p> <p>More residents are employed locally</p>	<p>Exceed the 2013 Census based employment self containment measure of 30 per cent in subsequent census periods to 2033.</p>
<p>Theme 3</p> <p>More businesses are locating to our City Centre</p>	<p>Sustained yearly increase in the number of new businesses registering the City Centre as their place of business.</p>
<p>Theme 4</p> <p>We have more high value jobs in Joondalup</p>	<p>Sustained yearly growth in jobs in strategic industries. Sustained yearly growth in professional services.</p>
<p>Theme 5</p> <p>Our innovation ecosystem is growing</p>	<p>Sustained yearly increase in new business entrants in Joondalup's strategic industries.</p>
<p>Theme 6</p> <p>Our local Gross Regional Product continues to grow</p>	<p>Exceed yearly regional growth trend in Gross Regional Product in five-year periods to 2033.</p>
<p>Theme 7</p> <p>There are more local jobs</p>	<p>Local jobs created each five-year Census period to achieve employment self sufficiency of 60 per cent by 2033.</p>



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*This document is available in
alternative formats upon request.*



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