



City of  
Joondalup

THE HEART OF  
PERTH'S NORTH



 Our Time Zone (UTC+8)

 1 Hour Difference

 2 Hour Difference



**\$36 billion**  
GROSS REGIONAL PRODUCT

Mumbai



### Tri-Cities Combined Impact



**52,500**

BUSINESSES

The City of Joondalup, together with the neighbouring Cities of Stirling and Wanneroo, is home to almost one-third of metropolitan Perth's population.

The Tri-Cities alliance works collaboratively to support development and growth in the region in areas such as tourism and destination, waste management, transport and infrastructure, and health and medical services.



**208,000**

JOBS



**650,000**

POPULATION



The City of Joondalup is the strategic economic centre of the booming northern metropolitan corridor of Perth with over 500,000 people living within a 20-minute drive of the Joondalup City Centre.

Home to more than 165,000 residents, Joondalup is the strategic, accessible centre for health and medical services, education, digital innovation and cyber security, retail and leisure with 13,000 businesses delivering more than \$7 billion in economic activity.

Joondalup is recognised on the international stage for its liveability and healthy lifestyle opportunities and for being home to an engaged and connected community.





## INVEST JOONDALUP

# Joondalup Health and Medical Hub

The City seeks support for:

- Development of the Joondalup City Centre as a WA Health and Medical Hub.
- Investment to bring targeted specialty inpatient and outpatient clinical funding and increased high acuity specialist services to the Joondalup Health Campus.

Joondalup is poised to emerge as the strategic, accessible centre for health and medical services that meets the northern corridor's specialist and higher acuity medical needs, as well as general and emergency care, and allied health services.

Joondalup is already home to the Joondalup Health Campus (JHC), the largest health care facility in the northern corridor, which includes a public hospital operated in a public private partnership with the WA Government until 2043 and a private hospital.

The development of a Joondalup Health and Medical Hub will improve the well-being of the growing community, bringing together preventative health care, primary health care, allied health care and hospital level care, integrating those with education institutions in a location that is accessible to more than 500,000 people who live within a 20-minute drive of the Joondalup City Centre.



World-class education  
and training  
facilities



Leading research  
and clinical  
trials



Established  
collaboration  
and  
partnerships

## INVEST JOONDALUP

# Digital Innovation

The City seeks support for:


- An Australian first Smart Mobility Living Lab in Joondalup in partnership with the National Transport Research Organisation.
- Development of the Joondalup City Centre as an Innovation Precinct and investment in a Joondalup Innovation Incubator.

Joondalup significantly contributes to sovereign cyber security efforts and supports autonomous and robotics research and design with an established network of cyber innovators, infrastructure and an embedded culture valuing innovation and digital resilience.

As a leading centre of digital innovation with key strengths in cyber security, research, education and training, Joondalup produces 20% of Cyber Security graduates nationally.

The City of Joondalup is a prime location for testing and developing emerging technologies. Prospects for success are strengthened by close proximity to the Australian Automation and Robotics Precinct and its commitment to support acceleration of new and emerging businesses and create new jobs and industries.

The City recognises the importance of diversifying the economy and the opportunities for innovation across the digital sphere.



Largest number  
of cyber  
graduates



Recognised  
Innovation  
Hub



Home to WA's  
Cyber Security  
Hub



## INVEST JOONDALUP

# City Centre Development

The City seeks support for:

- New purpose-built development to house Government Department offices in Joondalup.
- Development of student accommodation and high-quality mixed use affordable housing.

The Joondalup City Centre is an iconic and recognisable business district known for its cutting-edge innovation, technology, education, and health industry clusters. With established transport, retail, health and education hubs and civic facilities, the City has a vision to transform its City Centre.

Among the many opportunities for development within the Joondalup City Centre are privately held undeveloped sites, planned and ready for development sites, and City-owned land projects actively seeking partners for development.

The City is seeking to unite the City's existing civic, cultural, retail, transport, recreation, and education elements, anchoring these assets with new development that includes a vibrant mix of commercial, retail, residential and public spaces.

Local job creation will have a significant impact on the wider Perth metropolitan transport system by improving the employment self-sufficiency of the region whilst strengthening the WA economy and enhancing liveability in Perth's northern corridor.



Creating local jobs



Major transport connections



Vibrant business hub



# INVEST JOONDALUP

## Tourism and Events

The City seeks support for:

- Implementation of the Hillarys Boat Harbour Masterplan.
- The release of land for more development including new hotel accommodation and hospitality.

The City of Joondalup offers an abundance of tourism opportunities including family favourite Hillarys Boat Harbour, the under-construction Ocean Reef Marina with WA's first ocean pool, and the "Kings Park of the North" in Yellagonga Regional Park incorporating Neil Hawkins Park, Lake Joondalup and Yalbunullup Mountain Bike Trails.

The under-construction Ocean Reef Marina and surrounding town centre and community assets will create a world-class recreational, boating, residential and tourism precinct. The development will attract local, interstate and international visitors and elevate Perth's northern coastal corridor as a premium destination.

Hillarys Boat Harbour is the northern gateway to Rottnest Island, home to AQWA - the Aquarium of Western Australia, family friendly events and premium shopping and dining experiences.

The Hillarys Boat Harbour Masterplan aims to deliver opportunities to increase the activities and attractions available to ensure the continued success of Hillarys as a unique destination.

Homegrown iconic events is a key tourism focus for WA and the eponymous Joondalup Festival is the City's premier event featuring world class performances in beautiful natural settings and vibrant spaces. The Joondalup Festival continues to grow, and in 2023 won 'Best Cultural, Arts or Music Event' at the Australian Event Awards, surpassing industry giants Vivid Sydney and Adelaide Fringe among others.

The City seeks continued investment in unique City of Joondalup attraction and events to encourage tourism and maximise economic benefits.

☆☆☆☆  
**Elevated dining and retail experiences**

**Boating and water activities**

**First coastal pool for WA**





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