

FOR PUBLIC COMMENT
JUNE 2000

Towards a Vision for Perth in 2029



Prepared by the
Committee for a Vision for Perth in 2029



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Towards a Vision for Perth in 2029



Message from the Minister

We aim to develop a fresh vision for Perth to plan for the way Western Australians will live, work and enjoy life in the new millennium. Perth is a beautiful city with a lifestyle amongst the best in the world. The vision will plan to preserve the wonderful attributes of Perth and Western Australia, enhance our quality of life and capitalise on opportunities.

In the context of a new millennium and the approaching bicentenary in 2029 it is an opportune time to focus on how we can apply ourselves to the future. Our intention is to have a series of discussion papers prepared throughout the year 2000 which will expand on the themes in this paper.

The Western Australian Planning Commission is preparing Future Perth, a new strategic plan for Perth, and will be seeking the views of the community in developing that plan. The vision for Perth in 2029 will be used as a reference point. We can all participate in developing a strategy for our city's future with which we feel comfortable and can actively support.

We have established a unique group of well-qualified Western Australians to help me form a vision for 2029. The group has a variety of backgrounds including those of environmental scientist, futurist, developer and architect. The committee is grateful to the Premier, the Hon Richard Court MLA, for sharing his stimulating thoughts on the future of Perth with my group and for his contribution to this process.

This vision for Perth and its metropolitan area will be developed by the Western Australian Government, in partnership with the people of Western Australia.

The vision has three themes: Living, Working and Enjoying, which are developed in the attached paper.

A handwritten signature in black ink, appearing to be 'G. Kierath', written over a large, faint, circular watermark or background element.

HON GRAHAM KIERATH MLA
MINISTER FOR PLANNING

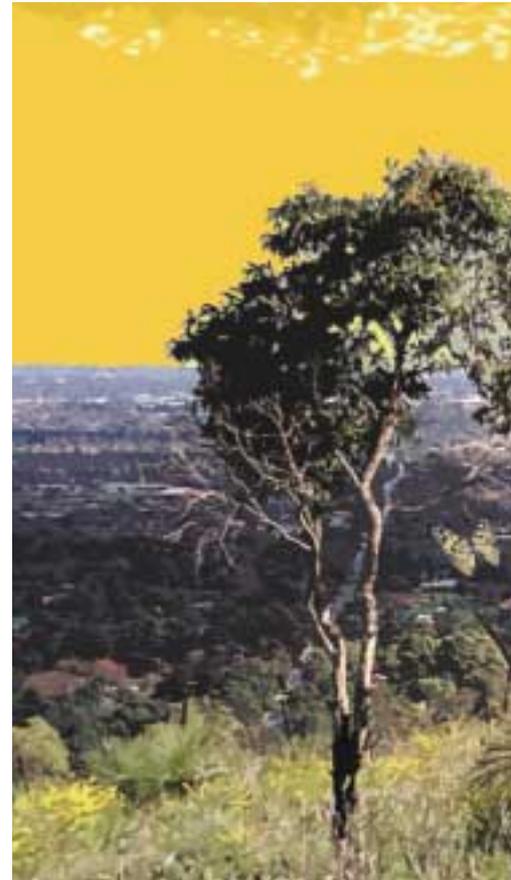
1. Living

Perth is a very beautiful and clean city. It is one of the world's healthiest cities, with easy access to Rottnest Island and the dazzling Indian Ocean with its pristine beaches, the beautiful Swan River and the eucalypts of the Darling Scarp. Perth has an attractive Mediterranean climate, space, clean air, water and unique quality of light. It is our goal to conserve these natural qualities through protection and sensitive planning of the environment.

The charm of Perth is in part due to its good-natured, multi-cultural population, living harmoniously in a democratic society. Perth's lifestyle has been shaped by its physical environment, wealth and high standard of living, underpinned by mining income. Perth's people enjoy a wonderful lifestyle with many choices and opportunities, including high quality education, and excellent medical services and sports facilities. Although Perth's population will grow, it is our goal to maintain its friendly and casual atmosphere, whilst giving it a more cosmopolitan flavour.

Perth does not have a large population by international standards but is a niche capital city of national and international significance. We should not aim to make Perth a city like New York, London or even Sydney. A special quality about Perth is the excellent and varied range of facilities and features available to a relatively small population. Already it is potentially one of the most attractive boutique¹ cities in the world and can offer what others cannot. It can be further developed as one of the world's most sophisticated and appealing boutique cities in terms of lifestyle and economic opportunity. Perth could become an innovative city of educational and technological excellence, with the cleanest environment, most attractive and refreshing lifestyle and the highest standard of living in the world.

To further improve our lifestyle there are challenges to address. Economic and social disadvantage, crime, and disillusionment amongst young people, require our serious attention. These problems must be tackled intelligently and it is aimed to do this through a focus on the following:



1. Housing

The right to housing is a cornerstone of a socially just community. There is a need for a greater variety of and more affordable, well-designed housing in locations that are well serviced and accessible. Our housing is partly characterised by our British heritage but also by other imported styles. Our vision is to encourage an individual building style of our own that has creative interaction with our climate and reflects our lifestyle.

¹ Barbara Lepani, Foresight Strategist and Navigator says: "To understand the concept of a boutique city we can draw an analogy with the retail sector. So, we can have department stores (world cities like New York); corner stores (for example country towns), discount stores (maybe lean and mean cities like a mining town, or an essential urban centre in a rural area), and then we can have boutiques (for example Vancouver (Canada), Seattle and San Francisco (USA), Dublin (Ireland) and Montpellier (France)).

A boutique city can be defined as a relatively small city that has a special "flavour" that causes people to want to live and work there, and which enables those cities to attract more than their share of global investment and energy, particularly from mobile knowledge workers."

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2. Making Perth more liveable

It is our goal to make Perth a truly liveable place where we can feel more comfortable to move about as we wish, enjoying its many pleasures without feeling threatened. In order to achieve this goal, we need to plan our city more effectively and introduce social initiatives that will minimise crime. The concept of *Liveable Neighbourhoods*, which was launched in December 1997, is a useful starting point.

3. Educational opportunities

Nurturing young people is the key to our future and we must focus on improving their outlook. Let's give them more grounds for optimism and opportunities to play a significant role in creating that future. Education is the cornerstone of giving people choices, so the best education should be available to everyone in our society, but particularly our young people. Quality education, at all levels, leads to better employment prospects.

4. Facilities for teenagers

Teenagers need places that are modern and relevant, where they can interact with others of their own age and similar interests, exercise their impatience, feed in ideas, and have access to the new technology, entertainment and cultural facilities. These facilities should form part of the fabric of our urban environment.

2. Working

Perth is a great place in which to work and do business. But we should recognise that we are moving into a new kind of world where the pace of technological and societal change is increasing at a rate faster than ever before. Therefore, the challenge for us is to respond intelligently to these changes.

As a beautiful city with a magnificent lifestyle, Perth is an attractive place in which to work. Other advantages of working in Perth are:

- High employment growth and low unemployment.
- Fast growing economy based on mining and exports.
- Wide choice of jobs available with a good working environment.
- Culture of acceptance of those who have a go and make it.
- Business opportunities from our geographic position including our time zone.
- Lower cost of doing business.
- High standard of living.
- Ease of access to and from work and relatively short travel time compared to other cities.
- Availability of a good, reliable public transport system.

These advantages must be creatively sustained to position ourselves effectively in the global economy. In developing our vision for working in the future, our starting point is to recognise that the following huge changes in the nature of work are taking place:

- The type of work we are doing is shifting toward knowledge-based industries.
- The majority of jobs that will be available in 2029 are yet to be devised.
- Organisations are moving toward a core of permanent workers, surrounded by a contingent of support or contract workers.

- The way we work is changing, with teleworking and flexible work practices.
- Organisational structures are moving from pyramids and hierarchies, toward webs and networks.
- Work from home in the suburbs is growing.
- Work is concentrating around urban centres where people are locating their housing as well as their business, thus, nodes of information-oriented work, mixed with housing and recreation services, are becoming the feature of cities.

It is our long term vision to position Perth in the new global economy as a centre of work excellence with the highest standard of living and best working environment in the world. This vision can be achieved by successfully implementing five major strategies:

1. We must capitalise on Perth's unique location internationally.

Perth is uniquely placed, being a capital city in both the Indian Ocean sphere and in the Asian time zone, which has approximately two thirds of the world's population. Internationally, therefore, Perth is in an enviable position. We should capitalise on our geographical location by forming stronger economic links with cities in this zone. Such links lead to investment, trade, business and migration opportunities, and their fulfilment in new and growing technologies, infrastructure, manufacturing skills and innovation.



Photo courtesy of Woodside Energy



Photo courtesy of
DOLA, Satellite Remote Sensing

2. We should become the world's leading minerals and resources service centre.

Perth is already one of the world's leading cities in mining. The Western Australian resources sector is one of the largest and most diverse in the world. Western Australia provides a large share of the world's iron-ore, alumina, ilmenite, nickel, gold, diamonds and natural gas. Perth provides highly sophisticated expertise and services to the resources sector in the State, and many of these services and skills are now exported internationally.

To become the world's leading mining and resources service centre we should:

- Aim to understand better the special role Perth plays in the industry, to provide an insight into long term planning.

- Create new centres for research and development of mineral exploration, production and downstream processing. Perth is soon to have a centre of excellence for exploration and production geophysics. Centres such as this are critical to Western Australia's role as a world leader in the resources sector and can bring together the world's best intellects (e.g. Nobel prize winners and young talent) to provide for innovation in research and development. They will keep us at the forefront of the world in mineral and resource technology and development.

2. Working

3. We should develop Perth as an international gateway and tourist destination.

Perth is the natural gateway to Australia for people from the great markets: Asia, the Middle East, Europe and Africa. For them, Perth opens up our own unique range of cultures and environment. We should enhance Perth's role not only as an international gateway to Australia, but also as a unique tourist destination.

- Perth can be a unique gateway to regions within Western Australia with enormous tourist opportunities.
- Western Australia has the outback areas of the Goldfields, Kimberley, Gascoyne, Shark Bay and the South-West. These are all truly special regions, which will continue to attract visitors from overseas to view what will increasingly become, over the passage of time, peerless and incomparable parts of the world environment. Through effective marketing, our visitors will be encouraged to extend their stay by venturing into the regions.
- Cultural tourism is going to become ever more important to our city. Each year, Perth hosts one of the world's longest running and highly regarded international multi-arts festivals. Some of the world's greatest artists perform in Perth each summer. Perth has the opportunity to become the interface of western, Aboriginal and eastern cultures.

2 Peter Newman - Professor of City Policy: Urban villages can be defined as "areas with higher density land uses, especially at the centre and most requirements are within walking and cycling distance. They are characterised by mixed land use with offices, shops, businesses and community facilities integrated into residential development so that there is more local activity." Some examples of functioning urban villages in Perth include: Subiaco, Northbridge and Mt Lawley.

4. We should plan Perth as a technological city of global dimensions.

Today's economy has powerful global potential that planning must take into consideration. We should be more proactive and create knowledge links that will result in new job opportunities by:

- Facilitating access to the new technologies for as many people as possible in Perth.
- Redesigning Perth's central area buildings to become a mixture of apartments, retail and "office" meeting space, with technology facilities.
- Building new town centres using the *Liveable Neighbourhoods* to create urban villages².
- Turning our urban villages into local meeting centres, providing technologies and support for home based workers within walking or cycling distance.
- Encouraging alternative "workplaces", such as cafes and restaurants, being used for informal meetings and communication via new technology e.g. mobile phones and laptop computers.
- Actively supporting home based employment and encouraging home designs to accommodate the changes required.



Photo courtesy of Petroleum Geo - Services

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5. We should enhance Perth's role as a leading educational and intellectual centre.

We are already at the forefront of innovation, with leading knowledge and technology centres that are a first of their kind in the world. For example, the Lions Eye Institute achieved breakthroughs in medical technology and the Australian Maritime Cooperative Research Centre has developed a wave stabiliser for fast ferries, which is world class. The creation of knowledge centres of excellence can harness the energies and talents of our people and attract international talent. We should develop centres of excellence in fields such as health and medicine, education, media, remote communications, medical sciences, hydroponics, environmental management, alternative energies and sustainability. We should portray to the world our unique Aboriginal culture and promote a better awareness and understanding of it by developing a world leading centre for Aboriginal history, culture and arts. With such activities come jobs and opportunities in support services.

Perth is ideally positioned to capitalise on opportunities from its location, natural resources, well-educated workforce and availability of facilities. Perth would gain strong international recognition as an attractive and unique location in which to live and invest.



Photo courtesy of Petroleum Geo-S Services



Photo courtesy of Petroleum Geo-S Services



Photo courtesy of Woodside Energy

3. Enjoying

Let's now look at an individual's opportunity for enjoyment of life in Perth. We not only live and work in one of the cleanest and most pristine parts of the world, but can enjoy the special opportunities for leisure that Perth offers. We are able to enjoy simple outdoor and indoor pleasures such as:

- Just lazing or playing on white sandy beaches, or swimming in the ocean.
- Sharing barbecues with friends.
- Pleasant walks along tree lined streets, parks or through bushland.
- Using our unequalled sports facilities.
- Attending world class sporting events.
- Going to international and national quality performances.

Much of this derives from our physical setting between the Indian Ocean and Darling Scarp, centred on the coastal plain, the meandering Swan River and Kings Park, interspersed with precious native flora and fauna.

We are blessed with a beautiful, well-planned city that we shouldn't take for granted. There are not many places in the world in which it would be better to raise children. Therefore, we need to protect and preserve what we have so that future generations can continue to enjoy it as fully as possible. To achieve this we need an overall plan for Perth and its metropolitan area.

There are three key elements in our plan to make Perth more enjoyable:

1. **To have a more people-friendly approach for enjoyment by individuals and local communities, we need to change the way we plan our metropolitan area.**

This area extends from Two Rocks to Mandurah and Wooreloo to Serpentine. Although some areas of Perth are pedestrian-oriented, such as Subiaco and Fremantle, in the past we compromised the environment by creating sprawling suburbs which have accentuated our reliance on cars for almost everything



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we do, and created congestion. Indeed Western Australia now has the highest rate of car ownership in the world (ABS, Motor Vehicle Census, Australia, 31 October, 1998).

It is forecast that by 2029 Perth's population will grow from nearly 1.3 million to 2 million people. An additional 700,000 people will need to be accommodated in our metropolitan area. This can be done well if we are smart in the way we develop our city. We need to be more creative, to create communities that inspire life enjoyment, and innovation. We should set goals, formulate plans and determine the character of future development, together with the community. Such goals could include:

- Having a series of high quality, environmentally-sensitive urban villages overlayed on the metropolitan area, centred on transport nodes linked to Perth's central area where walking and cycling is a natural way of moving about. The villages can comprise mixed uses, community facilities and housing choice.
- Developing a new, pedestrian-friendly approach to transport in the metropolitan area. We need an approach which recognises the motor car, but only as one component of an integrated transport system - including walking, bicycles, buses, ferries and trains. By designing buildings and traffic flow based on the pedestrian's perspective, he or she should feel as an important part of this system.
- Considering new and innovative mass transport options, which are rapidly emerging in the market, such as light rail, meglev vehicles and skytran pods. Such high technology options can enhance and revive the human qualities of our city.



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2. Next, we can make Perth more environmentally-friendly and encourage quality development of the metropolitan area by:

• Integrating the Swan River with the city.

The Swan River is the heart of Perth and one asset we have not used to its full potential. The attractiveness of our city will be enhanced by protection of this asset and its better integration with our city. We need to bring the river and the city closer together so that we can better utilise the river for public transportation, leisure and recreation, including, sailing, fishing, swimming and rowing.

• Protecting and improving the attractiveness of Perth by greening the city.

We should enhance our environment by greening the city with vegetation native to our climate. Greening should extend along the riverbanks, Darling Scarp, approaches to the city, roadway verges, rail reserves, parking areas, city rooftops and open space throughout the metropolitan area. Through greening we can create a future in which Perth's central area and its public spaces are open to pedestrians, curious children, our

3. Enjoying



native fauna, birds and insects; this could include re-introducing the black swan to the banks of the Swan, with nature-breeding islands. This can be complemented by creating buildings with "eco-features"³ in the central area or urban villages. Our development should recognise our hot, dry summers and transform Perth, at these times, into a cool, shady welcoming place.

• **Enhancing our cultural heritage.**

Our vision of creating a new quality living environment in our city does not include the removal of our wonderful heritage buildings and historic built form. Our historic buildings were built with painstaking labour in a past era and have an innate beauty that we can reflect upon. It is our vision to enhance the beauty of our heritage buildings and reflect our past development patterns in future plans for Perth's

metropolitan area. We can enjoy ongoing artistic and functional creativity in former old derelict buildings transformed with new exciting uses. We should place more emphasis on history, culture and the arts in public places in the central area and urban villages.

3. Thirdly, to make our Capital City a more enjoyable city we need to promote our central area as a place for living in and visiting.

We have an exciting concept of sculpting and enlivening our central area into a more people-friendly living, working and recreational environment.

Let's first re-define our capital city. We believe that Perth's central area is no longer just the area between the Freeway, Wellington Street, the Causeway and Riverside Drive. Perth is becoming a larger city which extends beyond these boundaries from Subiaco, Northbridge, Victoria Park to South Perth and should

3 "The Ecolodge Sourcebook for Planners and Developers". By Hawkins, Wood, Bittman. "Eco-features" are based on a sustainable building design philosophy. Ideally the development would be constructed from natural sustainable materials available locally, generate its energy from renewable sources such as solar or wind, and manage its own waste.

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be recognised as “Greater Perth”, a potential “supercity”⁴ or a “global city”⁵.

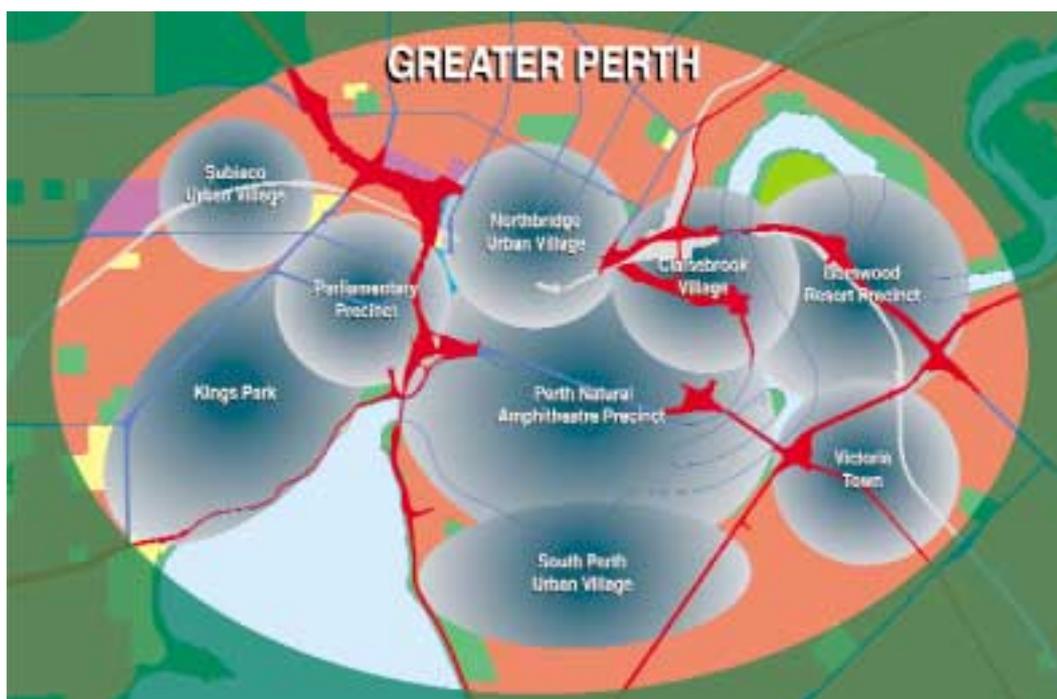
It is our vision that Greater Perth be recognised and promoted as a desirable place in which to live, work and play, through the following strategies:

- Perth’s central area and its attractions should all be shared by a large inner-city population. People are the key ingredients of a lively urban environment and it is people who bring life to the city. More people could be living in the city by the creation of more housing and a greater choice of it.
- Perth’s central area can be transformed into an exciting Greater Perth by:
 - better connecting and enhancing the organic urban villages which already exist from Subiaco, Northbridge to South Perth; and
 - identifying new nodes of activity (such as a Parliamentary precinct including West Perth), Claisebrook Village, Burswood Resort precinct, and Perth’s natural amphitheatre precinct (the Swan River and its surroundings).

- Perth’s central area is already an attraction, with its blend of citizens and their diversity, tall buildings, historic buildings, museums, array of shopping, parks and the Swan River. Let’s entice more people to Perth’s central area with more festivals, special events, street markets, entertainment and cultural facilities and convention centres where we can bring people together to celebrate life. Greater Perth will be sustained by a thriving weekend economy and high quality nightlife, better sport and arts venues, creative facilities for the disabled, and imaginative foreshore re-design for the recreation of the many more families living there.

4 Ritter; Paul. From “1999 Ideas Plan” - Perth as a Super city is based on the expanding size and quality of Perth’s central area. It stretches from Subiaco Station in the west to Lathlain by the station in Victoria Park to the east. To the north it extends to the free tunnel land (the land now freed for use by dropping of the Graham Farmer freeway). To the south to the foreshore, zoo, brewery and university developments. Mr Ritter’s proposal includes the promotion of a number of existing organic villages and creation of new precincts within the supercity.

5 Peter Newman suggests the broader central area of Perth is becoming a “global city” i.e. it is where international investors want to locate and where people involved in the global economy are wanting to live.



4. Conclusion

Let's pause to consider how Perth evolved from the harsh beginnings of its pioneers, who survived the arid and sandy environment with little water or shade, into the Perth of today, a thriving community living in a clean, beautiful and prosperous city. As we approach our bicentenary, the "sandgroper" spirit of those pioneers should inspire us to follow our dream for Perth in 2029. Indeed we have a responsibility to our children and grandchildren to plan the best future for them that we can.

The prospect of seeing Perth bring to fruition the many possibilities, some outlined in this paper, is exciting and challenging. If our vision is pursued, by 2029 Perth will be enriched with a more cosmopolitan flavour. It will have developed into:

- One of the most sophisticated and vibrant boutique cities in the world, where our people have access to the best in housing, education, sporting, art, and employment opportunities.

- A centre of work excellence, with the highest standard of living and best working environment in the global economy.
- A city where people can enjoy living, with or without a car, in one of the cleanest, safest and most pristine parts of the world.

Our goal is to see the delivery of these benefits to all the people of Perth.

We look forward to developing the themes identified in this paper during 2000.

The Committee for a Vision for Perth in 2029 is actively seeking comments, which must be submitted by no later than September 5, 2000.

Committee for a Vision for Perth in 2029

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Supporting papers prepared by the committee members are available from the Ministry for Planning by contacting Mersina Robinson (08) 9264 7741 or email: mersina.robinson@planning.wa.gov.au

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