



City of Perth

Perth

**WESTERN
AUSTRALIA**

Prosperity • Energy • Opportunity





Feel the Energy

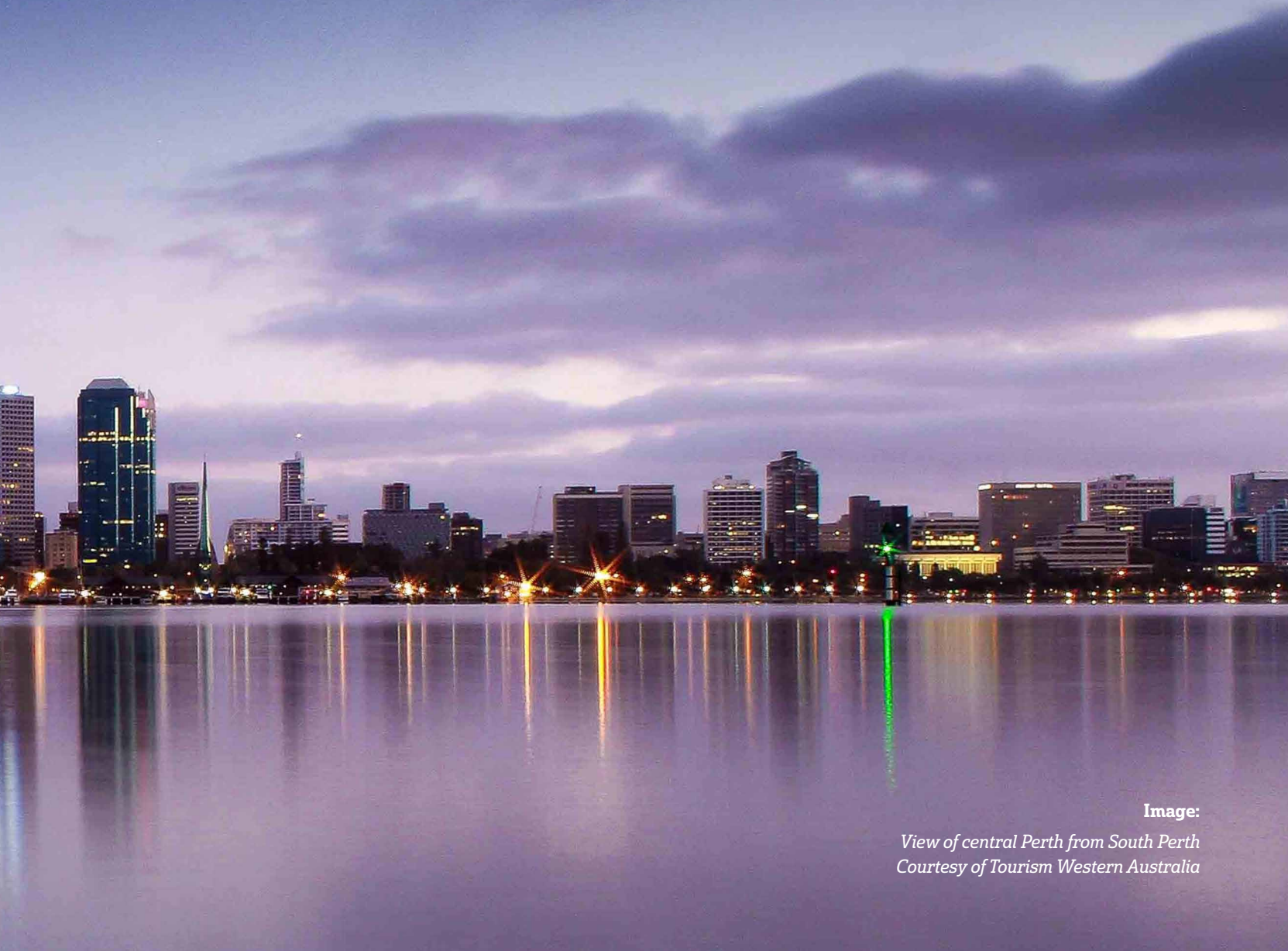


Image:

*View of central Perth from South Perth
Courtesy of Tourism Western Australia*

Perth is Western Australia's Capital City; a business, commercial and cultural centre that is driving a strong growing economy. With its idyllic climate, enviable lifestyle, natural landscapes and multicultural heritage, there has never been a better time to relocate, invest and establish your business in our cosmopolitan city.

Prosperity



ECONOMIC PROSPERITY

Australia is the 13th largest economy in the world and one of only two OECD countries to avoid recession during the global financial crisis (IMF, UN).

ECONOMIC GROWTH

26 consecutive years of strong economic growth (March 2017).

AUSTRALIA RANKS



in the 2016 Index of Economic Freedom out of 178 countries.



in A.T. Kearney's 2017 FDI Confidence Index out of 25 countries.

AUSTRALIA

We are a progressive country with an educated workforce and open economy that engages the world. Our nation's strong, stable and varied economy makes Australia one of the most welcoming and profitable places for international business and foreign direct investment (FDI).





ECONOMIC PROSPERITY

A\$240 BILLION

Western Australia's gross state product (GSP) in 2015-2016 contributed 15% of Australia's gross domestic product (GDP).

WESTERN AUSTRALIA'S GSP IS

33% HIGHER THAN THE NATIONAL AVERAGE

WESTERN AUSTRALIA (WA)

Western Australia's Gross State Product continues to grow in response to rising demand for our energy resources, agricultural products, and professional and technical services. This makes Western Australia an exceptional long term value proposition for global investors.

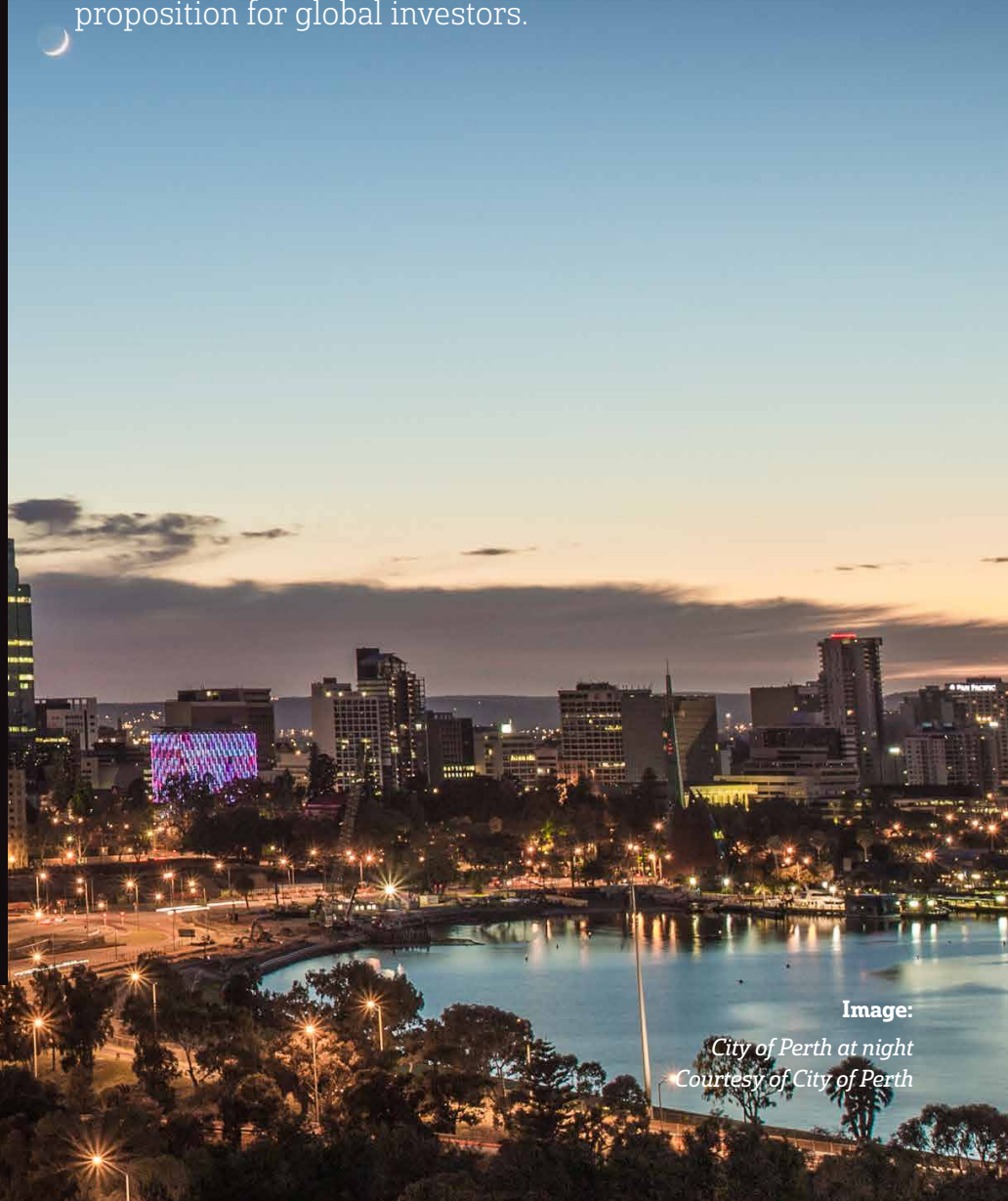



Image:

City of Perth at night
Courtesy of City of Perth



“Perth has four weekly direct flights from Guangzhou, creating increased business opportunities in the tourism and premium food trade sectors. Perth is a key strategic destination for us and with its long established working relationships and shared time zone with China, Perth is an excellent place to do business.”

Yunwei Zhao, General Manager,
China Southern Airlines Perth Branch

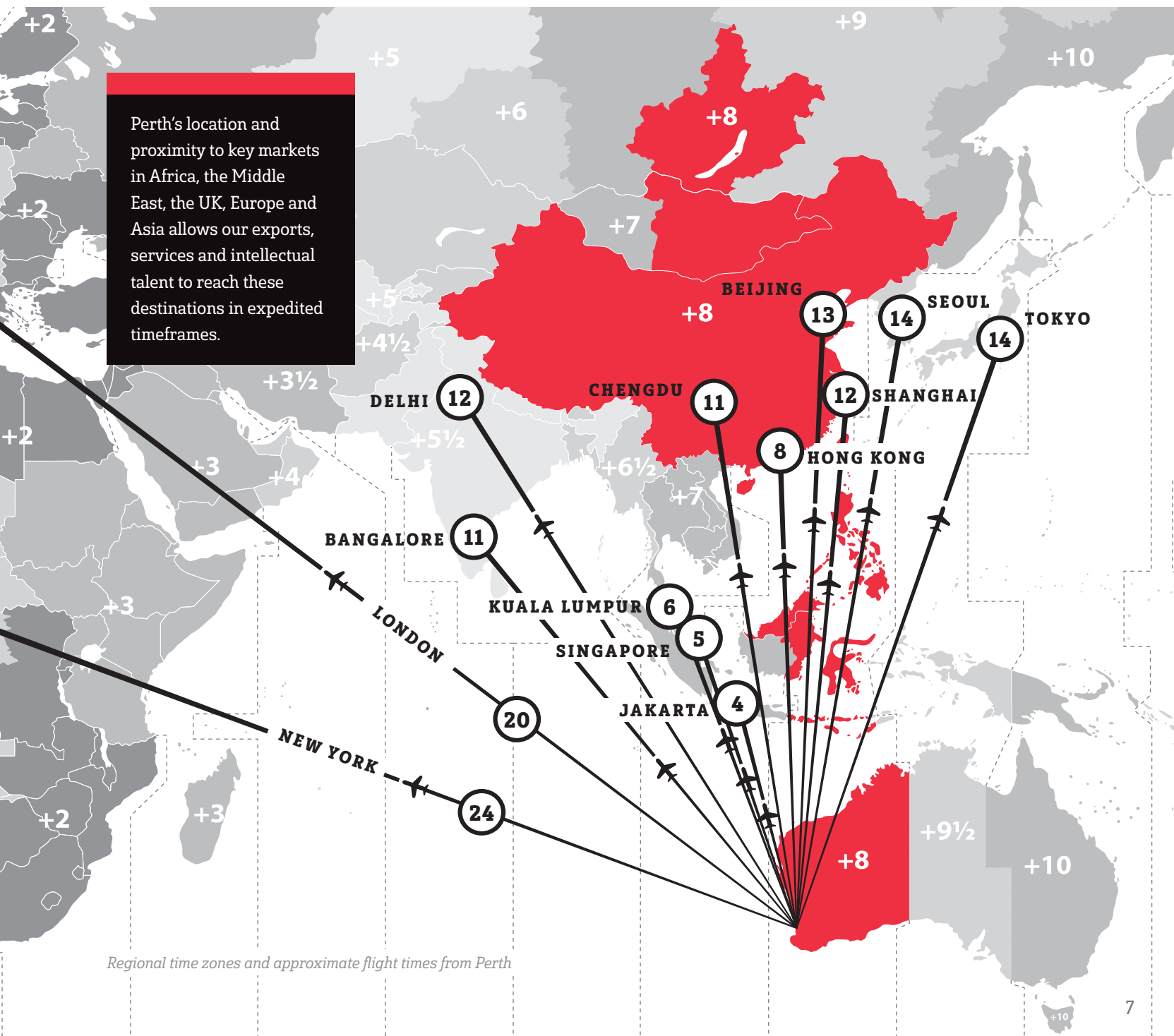
Image:

China Town, Northbridge
Courtesy of City of Perth

In the Zone

Perth is situated in the world's most populous time zone (WST/GMT +8hrs), shared with approximately 60% of the world's population. Base yourself here to connect your business with the Asia-Pacific region and leverage Western Australia's strong economic and trading partnerships.

Perth's location and proximity to key markets in Africa, the Middle East, the UK, Europe and Asia allows our exports, services and intellectual talent to reach these destinations in expedited timeframes.



Regional time zones and approximate flight times from Perth

Perth

Perth's economic success over the past 10 years has seen a significant increase in the number of companies establishing or relocating their national and international headquarters here, a trend expected to continue as the economic importance of the Indo-Pacific region gains further momentum. High levels of capital investment have created a variety of quality options for commercial, residential and office accommodation in the rapidly growing CBD, and for investment in sectors such as agribusiness, infrastructure, retail, tourism, education, property, and resources and energy.

Image:

*Central Perth from Elizabeth Quay
Courtesy of George Nuich*



GLOBAL HEADQUARTERS

35%

of Australian Stock Exchange (ASX) listed companies have a Perth headquarters. This collectively accounts for the largest proportion of Australian mining companies in Africa, Latin America, Central Asia and many other markets.

AUSTRALIAN STOCK EXCHANGE

Listed Companies

704

178

63

681

391

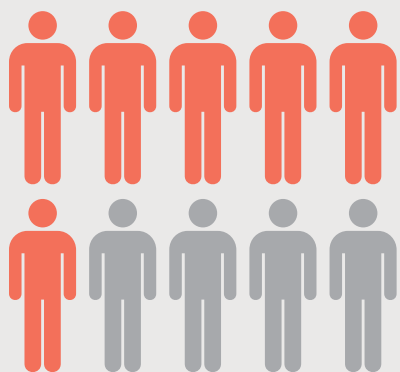
Source: ASX, February 2016



Connectivity

A connected and vibrant city, Perth is Australia's gateway to Asia and its only Capital City on the Indian Ocean Rim.

POPULATION



60%

World's population sharing the same time zone as Perth.

DEMOGRAPHICS

> 50%

of the world's Middle Class Population live in the Asia Pacific Region and this % is increasing annually (OECD).



TOURISM

954,000

international visitors to Western Australia in 2015; the majority originating from the UK, Singapore, Malaysia, New Zealand, USA, and China.



TRAVEL

22

International airlines fly between Perth and global destinations.

5

hour flight time to Singapore.

INTERNATIONAL RELATIONS

30

Sister, Friendship and World Energy City relationships with Perth around the world: Chengdu (China), Houston (USA), Kagoshima (Japan), Kastellorizo (Greece), Nanjing (China), Perth (Scotland), Rhodes (Greece), San Diego (USA), Seochu (Korea), Taipei (Taiwan) and Vasto (Italy).

56

countries with official government representation in Perth, with new consulates opening every year.



Image:

*Buddha's Birthday celebrations
Courtesy of Buddha's Light International
Association of WA Inc.*

"Perth is in the middle of a renaissance; its lifestyle and energy have put it on the map as one of the world's great cities."

Le Figaro Magazine, France, 2016



Image:

Beach cricket at Scarborough Beach
Courtesy of Tourism Western Australia

Liveability

Our prosperous economy, beautiful scenery and excellent essential services, such as world class education and health facilities, make Perth an ideal place to live, work, and establish a base for your business or corporate headquarters.

PERTH RANKS



in the 2016 Economist Intelligence Unit's annual World's Most Liveable Cities survey (out of 140 cities) – with perfect scores in healthcare, education and infrastructure.

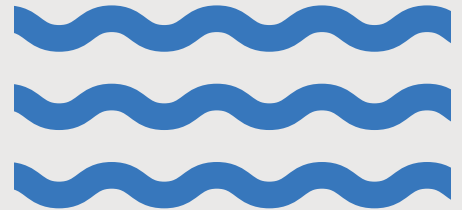


largest fringe festival in the world. Fringe World Festival is held annually alongside the Perth International Arts Festival (PIAF), the oldest annual international multi-arts festival in the Southern Hemisphere.



Perth has the lowest cost of living of any Capital City in Australia. EIU 2017

BEACHES



19

beautifully clean and uncrowded beaches including iconic Cottesloe and surfing hotspot, Scarborough.

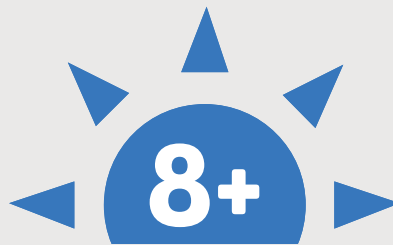
QUALITY OF LIFE

PERTH FEATURES
IN THE TOP

10%

of more than 450 cities worldwide ranked by the Mercer Quality of Life Survey, evaluated on local living conditions.

SUNSHINE



hours of daily sunshine year-round, giving Perth its reputation as Australia's sunniest capital.

SMALL BARS



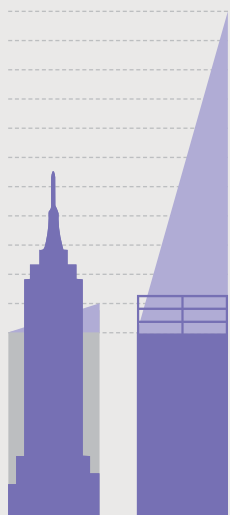
small bars and restaurants have opened in the CBD in the past few years.



People

Perth is one of Australia's most multicultural capitals in one of the nation's most diverse states. We speak your language.

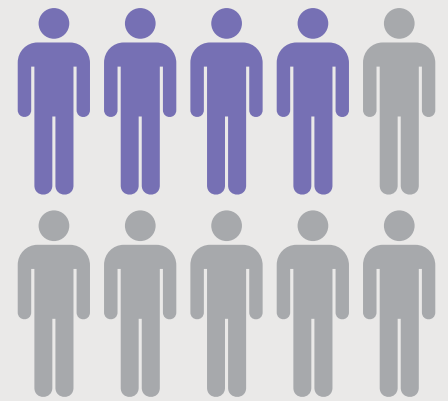
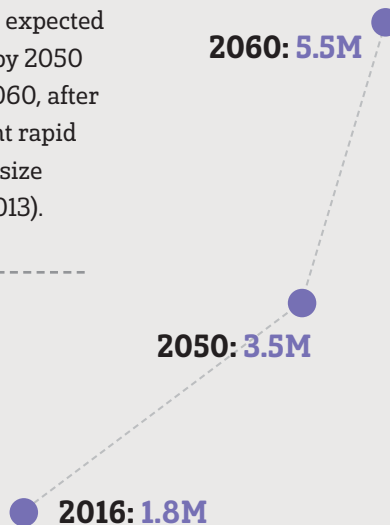
POPULATION



Perth's population is expected to reach 3.5 million by 2050 and 5.5 million by 2060, after a period of consistent rapid growth (doubling in size between 1973 and 2013).

11x

the population growth rate of New York City by 2036.



37% of Western Australia's population are born overseas.

EDUCATION

INTERNATIONAL STUDENTS

59,000

in Perth, with China and India the largest source countries.



REPRESENTING MORE THAN

190
COUNTRIES

AND

270
LANGUAGES

Images:

Courtesy of the City of Perth
and Tourism Western Australia



City of Perth

Cover Image:

*View of Elizabeth Quay and the City of Perth
Courtesy of George Nuich*

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