

# FACTBase Bulletin 63 Snapshot

Perth's Evolving External Reputation as Presented in Published Indices, Literature and Media  
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THE UNIVERSITY OF  
**WESTERN  
AUSTRALIA**



This Bulletin is the first input into the 'Hashtag Perth' project that aims to examine and provide a review of the reported external reputation of Greater Perth. It seeks to identify the factors that influence the reputation of global cities and the established benefits of a positive city reputation.

## Greater Perth's Reputation

Perceived to be falling behind other cities in the following:

### Reputation is important for:



Sustainable economic performance



Growth and development of established and emerging sectors

Brand



Smart Technology

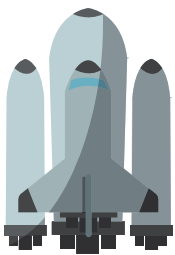


Attractiveness to international students



Innovation

## Preceptions from Major International Events



**1962 - City of Light**  
WA played a role in the historic first US orbital flight, switching on all lights in the city



**1962 - VIIth British Empire and Commonwealth Games**  
Britain described Perth as a 'beautiful capital' and 'paradise'  
New Perry Lakes Stadium a success



**1987 - America's Cup**  
930,000 visitors generated \$450 million of business and investment

## Transformation of Perth

**1999 - 2003**  
Dullsville  
Small  
Sunny  
Youthful

**2004 - 2008**  
Boom-town  
Job opportunities  
Expensive  
NIMBYism

**2009 - 2013**  
Arts and culture  
Expensive  
Liveable  
Wait Awhile

**2014 - 2019**  
Gateway to Australia  
Hipster  
Sprawling  
Family friendly

