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Perth's best kept secret is...Perth

New study shows Perth locals are failing to recommend their own region

Perth's inferiority complex is holding it back from potential growth and development, a new report has shown.

Perth residents are their own worst enemy when it comes to talking up the city's positive attributes, despite the fact it's viewed by outsiders to be just as appealing as Melbourne and Sydney and more appealing than Brisbane, Auckland and Singapore.

The findings come as part of Committee for Perth's Hashtag Perth project – a two-year initiative that aims to develop a plan for how best to leverage Perth's positive attributes and address its weaknesses.

The independent research focused on Perth's reputation among locals and people who live and work in Brisbane, Sydney, Melbourne, Auckland and Singapore.

"The research sampled the general population from across these cities, asking them how they perceive Perth and their own city as a place to live, work, study, visit and invest," said Committee for Perth CEO Marion Fulker.

"It showed locals are not strong advocates for Perth – we enjoy living, working and studying here but we are slow to recommend it to others.

"This is despite the fact Perth's reputation amongst those who have visited is very high. Singaporeans, for example, prefer Perth as a place to live, study, work, visit and invest over any other city."

Other key findings included:

- Perth's most well-loved attribute – by both locals and visitors - is its natural environment and beauty.
- External business influencers rate Perth highly as a place to invest.
- People who have experienced Perth are far more likely to perceive it favourably and to recommend it.

"Because experience is key to reputational uplift, one of the key ways to strengthen Perth's reputation is to ensure it is easily accessible through direct flights, diverse accommodation options and high-quality public transport," said Kevin Brown, CEO of Perth Airport and member of the Hashtag Perth Steering Committee.

"This report also shows the importance of a much closer association between tourism strategies and those strategies focussed on increasing investment, migration and students into the region.

“Experience is critical to a positive perception – by increasing student numbers we give ourselves the best opportunity to increase visitation and investment.”

This is the second piece of research from the Hashtag Perth project, with a final report and recommendations due to be released in late 2020.

END

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SUPPORTING INFORMATION

This independent research report forms part of Committee for Perth’s Hashtag Perth project – a two-year initiative that aims to develop a plan for how best to leverage Perth’s positive attributes and address its weaknesses.

Hashtag Perth is supported by Perth Airport (core funder), City of Perth, Programmed, ATCO Australia, City of Armadale, Hawaiian, The University of Western Australia and Westpac.

Hashtag Perth aims to:

- Characterise greater Perth’s current reputation as a place to live, work, visit, invest and study from the perspective of local, national and international literature, media and stakeholders.
- Identify how Perth’s reputation has evolved over time and understand the dynamics of this change.
- Examine positive and negative perceptions of Perth and ascertain key gaps between perception and reality.
- Pinpoint target markets for investors, businesses, visitors, students and talent.
- Build a profile of the characteristics of Perth that can be promoted to different markets as distinctive to, and distinctly better than, its competitors.
- Articulate strategies and actions to capitalise on positive perceptions and address weaknesses identified as limiting Perth’s competitiveness.