

## Media Statement

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**16 April 2008**

### **Perth leaders back waterfront proposal**

The Committee for Perth has thrown its support behind the proposed Perth Waterfront project.

A survey of members, which include some of the city's most powerful corporations and enterprises, has revealed strong demand for a development that will "define" our city the way Sydney and Melbourne are defined by the Opera House or Federation Square.

All respondents agreed that Perth needed an iconic waterfront development with a range of uses including a central meeting place for the public, hospitality, commercial and residential spaces.

Concept images developed for the Perth Waterfront project also received 100 per cent positive feedback.

More than three quarters of members surveyed, supported a large civic building within the project and almost all agreed that this project could help in providing additional employment opportunities as well as attracting more workers to Perth.

Committee for Perth chairman, Tony Howarth said that the responses from Committee for Perth members were based on a wealth of knowledge and experience.

"Collectively, Committee for Perth members employ 1 million people globally, ensuring their comments are based on real experience of the employment and tourism markets," he said.

"More than 90% of respondents believe the Perth Waterfront project will become a major city-based tourist destination just like Darling Harbour is in Sydney."

Committee for Perth director Kate Lamont said the project, developed by LandCorp, would confirm Perth as an energetic and innovative world-class city and build on the city's reputation as one of the world's most liveable cities.

"We believe this project has the potential to catapult Perth onto the international stage. Just as the Opera House is to Sydney and Federation Square is to Melbourne, we believe the Waterfront Project will come to define Perth," said Ms Lamont.

According to Ms Lamont the private sector, including small business, must play a pivotal role in the development.

"For the full potential of this project to be realised, it will be crucial for the State Government to continually engage with the private sector.

"It is important that the small business community is involved so the project functions effectively – they will be the ones running the shops, cafes and restaurants that will bring the waterfront to life.

Mr Howarth also believes that collaboration is the key to success.

"The State Government should take the lead in the planning direction and framework and then recognise the capabilities of the private sector in bringing the development alive," Mr Howarth said.

"This is a huge project, but one which needs to happen right now to improve this city for our workers, residents and visitors.

"That's why the Committee for Perth is keen to be involved and strongly advocates this LandCorp initiative."

For further information about the Committee for Perth, or more information regarding the results of this survey, please contact:

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