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Perth basks in the international spotlight

A vibrant and stylish 21st century Perth has been promoted to rest of the world thanks to a video produced by Monocle called 'Perth: opportunity and regeneration'. The more than nine minute video examines how Perth has been in constant motion over the past decade and how it has been able to reinvent itself as more than just a mining city, into a more liveable, vibrant and attractive capital city.

Committee for Perth CEO, Marion Fulker was interviewed as part of the program, focusing in particular on the recent opening of Elizabeth Quay.

"I've met with the Monocle team a few times in London over the past decade. They have always been interested in what is happening here. When they decided to send a member of their team to Australia and wanted to feature Perth as part of that, I took it as a sign that we are coming of age and they were keen to feature our transformation to the rest of the world," said Mrs Fulker.

"With me, they were particularly interested in how Perth's city once had a reputation for being all but empty after 6pm when its workforce went back to the suburbs.

"But with so many urban renewal projects underway or completed like Elizabeth Quay and the number of small bars and cool places to eat, there are now a number of reasons for people to stay and enjoy themselves in the CBD after hours. Plus we have an increased number of people choosing to live in and around the city.

"In years to come as the development of Elizabeth Quay continues it will become an image that defines Perth. Just like people see the Harbour Bridge or Opera House and think of Sydney, Elizabeth Quay will be an important and readily identifiable icon for Perth."

As part of the program, Monocle also interviewed Nic Brunson, architect and director for Spacemarket, Miles Hull the co-founder of the Alex Hotel in Northbridge and Rebecca Eggleston, FORM's General Manager.

Monocle is a global affairs and lifestyle magazine, 24-hour radio station, website, and media brand. It's been described as a meeting between Foreign Policy and Vanity Fair and aims to provide a global perspective on international affairs, business, culture, design, and fashion.

"As well as exploring the benefits of Elizabeth Quay the report also looked at Perth's architecture and the restoration of old buildings, street art and hospitality and how they were all helping to reshape not just the CBD but also people's perceptions of Perth," Mrs Fulker added.

"I'm sure that for people living overseas who have never been to Perth or people who haven't been in several years the report will really be an eye-opener into what a cosmopolitan city we've transformed into. This really is the kind of global publicity you can't buy."

The news report can be viewed at <https://monocle.com/film/affairs/perth-opportunity-and-regeneration/>

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