

**2050
SUMMIT**

COMMITTEE FOR
PERTH

Perth 2050: A vision for a thriving greater Perth

Towards a bolder,
greener, greater Perth



Committee for Perth reflections

On 22 October 2025, a landmark event took place in Perth: Committee for Perth’s 2050 Summit: Championing a Plan for Perth. 440 community, political and business leaders came together for a full day dedicated to shaping our future. The room was inspired by ideas from Dr Richard Walley OAM, Premier Roger Cook, Minister Amber-Jade Sanderson, economists, demographers, political commentators, youth leaders, health and ageing experts, creatives, educators, workforce planners, urban designers and Summit attendees.

Premier Cook shared his ambition for Perth and WA stating: “I want WA to remain the strongest economy in the country for years to come. I’m talking about high paying jobs, world-class infrastructure, and vibrant communities. A cleaner, greener and more advanced economy that builds on our strengths and capitalises on the opportunities in front of us.”

The aspiration for Perth’s future was clear: a place where connection, creativity and climate responsibility will be our lived experience. Global urban planner Ludo Campbell-Reid reminded us about how fortunate we are to live in a place with

so much potential and said, “Perth stands on the cusp of a golden moment.” He urged Perth-ites to: “Choose optimism, choose courage because cities don’t change by chance, they change by choice”

The 2050 Summit marked a major milestone in Committee for Perth’s mission to shape a long-term, integrated plan and a shared narrative that will guide Perth’s growth, liveability and prosperity for decades to come, anchored in our region’s authentic cultural identity.

What stood out was the collective desire to form deep and lasting collaborations and partnerships. Perth’s creative and innovative future cannot happen in isolation; it will only emerge at the intersections where diverse minds and industries work together toward a shared vision for our region. Young leaders also called for a seat at the decision-making table.

Motivating 2050 Summit attendees in preparation for workshopping ideas for Perth, Ludo Campbell-Reid said, “the world’s greatest cities are not accidents. They are deliberate, visionary and choreographed. Perth deserves nothing less.”

Acknowledgement of country

The authors of this report would like to acknowledge the Whadjuk Noongar people as the traditional custodians of the lands and waterways within which Perth resides. We wish to acknowledge the strength of their continuing culture and offer our respects to Elders past and present.



Leading Indo-Pacific gateway for Australia

Perth sits within a time zone that is home to 60% of the world's population, giving it a unique opportunity to be an internationally connected hub: liveable, accessible, affordable, resourceful and strong. To chart this course, Committee for Perth's 2050 Summit was convened to set a bold vision for the city's future.

Over the course of a day, the Summit explored ideas around sustainable growth, inclusive and liveable neighbourhoods, a strong sense of community, and greater economic diversification for the Perth region.

This document draws on presentations from the day, expert commentary and the visioning workshop session led by Purple. It outlines the steps participants believe are necessary to secure a resilient and prosperous future. While many existing plans and strategies exist, there is no single 'north star' guiding Perth's trajectory and the 2050 Summit aims to change that.

Perth

Positioning Perth's growth

A key message from the day, championed by globally recognised city shaper Ludo Campbell-Reid, was the need to set a vision that defines the Perth of the future: a series of principles that lay the foundation for an aspirational, yet achievable, identity for our city. Perth will evolve:



From one of the world's most isolated capitals ... **to one of the most connected**



From a resources city ... **to a resourceful one**



From a place that exports our wealth and talent ... **to a place to build, live and grow**



From suburban sprawl ... **to sociable, inclusive and liveable neighbourhoods**



From cultural cringe ... **to confident creativity**



From diversity as a challenge ... **to diversity as a strength**





By 2050, Perth could be a place where...

A 24-year-old can build a globally relevant career without leaving Perth, supported by strong industry-university partnerships, innovation pathways, and access to research, creative and entrepreneurial opportunities linked across the Indo-Pacific region

Families of all forms can thrive within strong, connected neighbourhoods, with great schools, childcare, green space, cultural facilities and community life close to home, reducing financial pressure and time spent travelling.

People move fluidly between Perth and the Indo-Pacific region, with study exchange, work placements, creative collaboration, research partnerships and business formation making Perth a natural gateway into regional opportunity.

Older adults can age in place with dignity, autonomy and connection, with diverse housing choices, local services, intergenerational spaces, and mobility options that keep them active and socially connected.

Young people feel they can make a difference here, contributing to climate solutions, innovation, social impact and creative ventures that shape Perth's identity and future.

Whadjuk Noongar culture is visible, celebrated and embedded into the city's identity and decision-making, with First Nations leadership shaping place, design, storytelling and stewardship of land, water and climate resilience.

A graduate or early career worker can afford to rent in a vibrant neighbourhood close to work, learning, culture and friends, supported by diverse housing options, co-living models and well-connected centres that reduce the need for car ownership.

Perth's cultural and creative life is confident, diverse and internationally connected — with a thriving night-time economy, festivals, performance, sporting events, food, design and public art that reflects Noongar foundations, multicultural energy and global curiosity.

Global organisations choose Perth as their base for Indo-Pacific regional operations, drawn by talent, lifestyle, research excellence, cultural intelligence and the city's reputation for collaboration and innovation.

People of all ages feel connected to place and to each other, with neighbourhoods designed for belonging, creativity, everyday nature, and intergenerational exchange.

Perth is recognised as a city that helped define emerging standards for climate-positive living, with shade, cooling, biodiversity, renewable energy and water innovation embedded into daily life and urban design.

Collaboration becomes a defining feature of Perth's identity, with government, industry, education, community and First Nations partners co-designing, testing and scaling solutions together.

Pre-event survey insights

It's 2050 and I'm living...

“ ...in a vibrant, connected, attractive neighbourhood. I walk/ride/scoot to shops, restaurants and activities. Public transport is easily accessible, and our natural environment is healthy.

“ ...in the heart of the CBD. I am surrounded by amenity and vibrancy. I feel safe and connected. The city has a neighbourhood feel, but offers the best of a grown-up and culturally vibrant city.



The people around me are...

“ ...friends and family and there are plenty of community activities for all generations to do.

“ ...chefs (because of all the cafes and restaurants), artists (we love galleries, street art and sculpture), musicians, horticulturalists and urban foresters (because we have loads of street gardens and trees). It's a pretty amazing place to live and the people make it so.



I'm working...

“ ...in a purpose-driven role that gives back to the community, using my skills and experience to make a positive impact on my community and those around me.

“ ...playing with my grandkids next door in a multi-generational home, where 'work' is caring for the people I love.

I'm enjoying...

“ ...Perth's vibrant arts, culture and creative industries, alongside sport, exercise and socialising.

“ ...balancing time between natural beauty and the energy of the city, with beaches, gardens and cultural events such as the ballet or the circus all within reach.

WA's big economic contributor is...

“ ...a diversified mix of green technology, renewable energy and value-added manufacturing alongside our resources sector.

“ ...sustainable industries such as tourism, hospitality, wellness and creative sectors that leverage WA's natural and gifted assets.



People travel here because...

“ We are a gateway to Asia and the Indo-Pacific, combining tourism with education, innovation and business opportunities as well as education.

“ ...it's where wild beauty meets human brilliance and the front of innovation – a city of sunlight, salt air, creativity and bold ideas that invites the world to dream bigger under its endless western sky.

I'm really proud that Perth is...

“ ...transformed into one of the most liveable cities in the world, where natural beauty and biodiversity are protected and celebrated.

“ ...a place where possibility meets paradise – bold, beautiful and quietly unstoppable – as well as underestimated – blending ambition with balance.

The big problem we solved to get here was...

“ ...shifting from reliance on a single industry to a diversified, sustainable economy – powered by innovation, renewable energy and value-added industries.

“ ...cutting through bureaucracy and fear of change – replacing red tape with bold ideas, creative leadership and a shared vision that put progress over process.



Aspirations for Perth

Where we want to be

Live

By 2050, Perth will be celebrated as a city of vibrant, walkable, and green neighbourhoods, offering diverse, affordable, and high-quality housing options. Our communities have a strong local identity and will be inclusive, fostering strong social connections and a high quality of life for all ages and backgrounds.

Work

By 2050, Perth will boast a diversified, resilient economy offering sustainable, high-value careers across innovative sectors. Our workforce will be highly skilled and adaptable, supported by a culture that embraces lifelong learning and flexible work models.

Invest

By 2050, Perth will be recognised as a premier global investment destination, renowned for its economic prosperity, political stability, and unwavering commitment to sustainable growth and innovation. It will be a place where capital finds purpose and generates long-term value.

Study

By 2050, Perth will be a globally recognised education and research hub, attracting top talent from around the world and producing graduates equipped with the skills and knowledge to thrive in the future economy. Our institutions will be at the forefront of innovation and industry collaboration.

Visit

By 2050, Perth will be a premier international tourism destination, celebrated for its unique natural beauty, ancient Indigenous heritage, vibrant cultural experiences, and welcoming atmosphere. It will offer authentic, diverse, and memorable experiences that resonate globally.



The 3 key values to shape the Perth Plan

1

Interconnection

Perth is often described in terms of its isolation, but the consensus is clear: we value interconnection. This means becoming more welcoming, better at connecting people, more understanding of differences, and more skilled at creating places that foster closer ties.

We want a Perth that draws us in and gives us reasons to stay. Our identity must be rooted in connection. We crave stronger social bonds, less loneliness, and more shared public life.

2

A greener future

Our State's natural resources have powered the nation, but now they can drive a different future. With abundant sources of clean energy and ingenuity embedded in our resources industries, we can lead in batteries, decarbonisation and electrification.

We want a Perth that is resilient and renewable. If Perth can decarbonise, we can decarbonise the world. Our natural assets will regenerate our future, guided by the wisdom of First Nations Australians and their principles of custodianship.

3

Local identity

A dynamic Perth is built on distinct neighbourhoods and precincts, where everyone can find their home and tribe, even as the population grows.

We want a Perth with a recognisable identity that proudly represents 'our Perth-ness' on the world stage, based on thoughtful collaboration. People-centred design, local culture, active streets and unique places will define Perth in 2050.



6 Strategic pillars for the greater Perth Plan 2050



1

Perth for all people – Inclusion, community, local living

2

Future generations focus – Thinking about future citizens

3

Human-scale growth & housing reform – Housing choice & density with identity

4

Lighter living and climate adaptation – Greener, cooler, water secure

5

Resourceful and diversified economy – Innovation, skills and industry

6

Confident ambitious global region – Identity, brand, international gateway and engagement

Next steps and timeline

Share document with key stakeholders:

- Committee for Perth board
- Committee for Perth members
- 2050 Summit attendees
- Dr Richard Walley OAM
- Premier’s office
- Leader of the Opposition

Meeting with Premiers department:

Present key findings by 10th December 2025

Governance and delivery:

To ensure the plan for Perth can succeed within the governance ecosystem that exists today, there needs to be a bi-partisan future-focused model that will work in the present context. Progress, not perfection, is the right guiding principle.

2026: Create a Perth Region Taskforce

Following the 2050 Summit, it is clear that our community believes Perth needs a long-term plan to unlock our true potential for Perth residents. There is currently no Minister for Perth. This group will provide advice and drive the development of a Plan for Perth towards 2050. A plan that balances People, Planet and Profile.

Survey the broader community

We recognise that 440 people do not provide all the insights required, but can provide guidance for a broader community survey.

Between 2014 and 2016, Wales organised a “national conversation” entitled ‘The Wales We Want’ to develop the Future Generations Act. This involved almost 7,000 people being consulted via events, surveys and more than 100 local conversations discussing the Wales that people want to leave for their children and grandchildren.

2027: Develop a plan for Perth utilising the 6 strategic pillars

- Overarching statement goal for each strategic pillar
- Like the Auckland Plan, each of the six pillars require 4-6 measurements
- Develop a measurement plan – what gets measured gets done. By tracking the impact, it will provide a reporting structure that can demonstrate funding.
- Develop a communications strategy for the plan and the program of activity.



What if we do nothing?

Perth is predicted to have a population of 3.5 million people by 2039, 11 years earlier than the forecast for 2050.

Today, the Perth region stretches 152 kilometres long, but if we continue with business as usual, with minimal infill and low density, Property Council WA predicts the region could sprawl to 271 kilometres by 2050. Perth has consistently fallen short of its infill targets, achieving only around 34% infill compared to the planned target of 47% for new homes in established suburbs.

What does that mean for everyday life? Commuters traveling 30 km a day could spend more than two years of their lives in a car and over \$116,000 on fuel.

These challenges are only part of the picture. If Perth is to become a region of choice – liveable, sustainable, vibrant and competitive – we need a clear, coordinated and overarching plan for the future.

Conclusion

The 2050 Summit gave us a powerful human mandate. If we protect what makes Perth loved and deliver a plan for a greater Perth with courage, we can build a future that is both deeply local and globally significant.

This is a shared project. It will take collaboration, creativity, conviction and continuity to deliver. The work starts now, and it must be built together. Together with the board, members, the community and the team advocating for a plan for a greater Perth is Committee for Perth's number one strategic objective.



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