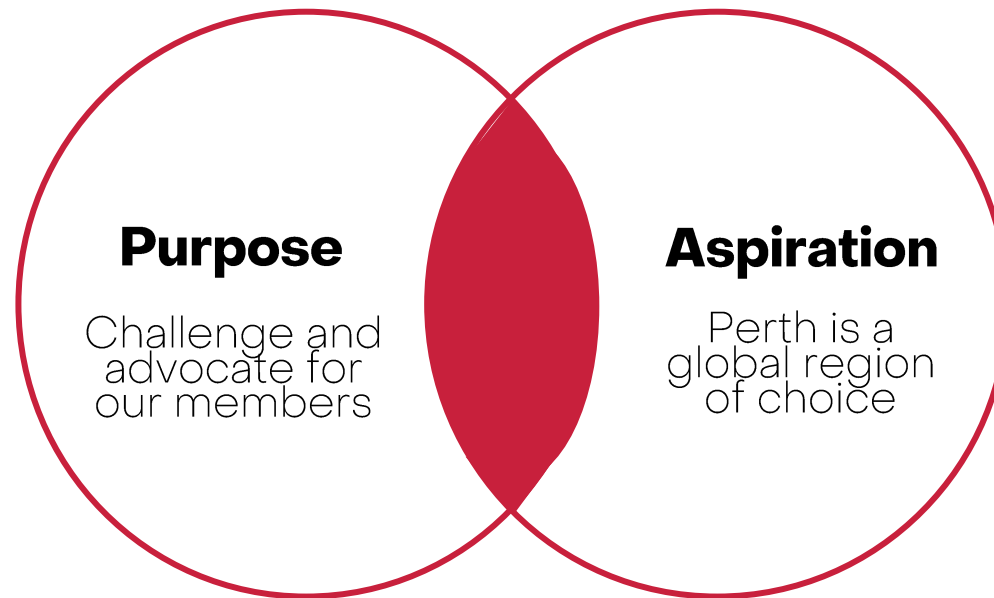


Strategic Plan 2025-2030



We are collaborative

We are kind

We are ambitious

We strive for excellence

Our Intent

Our purpose

We are a member-based organisation that challenges and advocates for change on behalf of our members to make Perth consistently one of the most liveable cities in the world.



Our vision

Perth is a global region of choice to live, work, invest, study and visit.

Our Key Measures

Member Engagement Index

Perth Liveability Index



Our Unique Value Proposition

Unashamedly Perth

Passionate about the Perth Region and its future.

Future Focused

Making Perth truly great for future generations long after we are gone.

Independent & multi-sector

Holistic and independent, combining jobs, infrastructure, culture and arts.

Community Driven

Rouse members and partners to make change happen.

Inspiration to impact

We are Change-Advocates, advocating to make Perth a global region of choice.

Our Strategic Pillars

1 Plan for Perth

Establish an inspiring plan for Perth 2050 which guides our future work and aligns stakeholders.

2 Member engagement

Understand, engage and mobilise our member base in the pursuit of Perth's future vision.

3 Advocate for progress

Engage decision makers, partners, and stakeholders to affect policies and promote positive progress towards the vision for Perth.

4 Lasting impact

Measure and publish the impact of our work to celebrate our progress and collective success in achieving our vision for Perth.

Our Initiatives

- V1. Create a Plan for Perth
- V2. Perth 2050 Summit
- V3. Future Generations Program
- V4. Marketing & Promotion Campaign
- V5. Working Groups

- M1. Member Engagement Strategy
- M2. 2025 Member Events Program
- M3. Database Growth

- A1. Advocacy Framework
- A2. Influence Policies

- L1. Liveability Impact Measurement & Reporting

Our Values

We are collaborative

We are kind

We are ambitious

We strive for excellence

7.0 Our Strategic Pillars

Pillar One: Plan for Perth

Overview

Establish an inspiring Plan for Perth 2050 which guides our future work and aligns stakeholders.

Goal

Develop and establish an aligned and motivating plan for the future of Perth, to guide sustainable growth, prosperity, and enhanced livability in collaboration with stakeholders from government, business, and the community.

Measures of success

KPI	Baseline (FY24)	FY 25	FY 26	FY 27
Number of stakeholders engaged				
- Govt/opposition	30	40	45	45
- Members	520	520	520	520
- Community	300	300	300	300
Working group meetings	2	1	2	2
Annual member survey: Feedback and consensus on the vision (% Satisfied)	80	80	80	80

Strategic Initiatives

Initiative	Activities	Owner(s)	FY 25		FY 26				FY 27					
			3	4	1	2	3	4	1	2	3	4		
V1: Perth 2050 – Establish an aligned and motivating Plan for Perth 2050 which guides our future work	Create a plan for Perth by identifying actions needed to bring vision to life by 2050 by:	All												
	Holding the Perth 2050 Summit event to set the scene, survey members around what's important to them in the top 10 priorities, resulting in the release of Vision for Perth 1.0.	CEO, EME												
	Establishing Youth and Future Generation program with education members (schools, TAFEs and Universities) so that the generation being impacted in 2050 have a voice now. Establish reverse mentoring with Gold/Silver members.	CEO, EME												
	Marketing and promotion campaign championing Perth	CEO, CS, MS												
	Establishing CfP working groups for 2050 priorities with community	All												

7.0 Our Strategic Pillars

Pillar Two: Member engagement

Overview

Understand, engage, and mobilise our member base in the pursuit of Perth's future vision.

Goal

Our members are activated to own the Perth 2050 Vision, so that progress can be achieved through member work. A collaborative approach established to ensure we are working in alignment with our members, and progress towards Perth 2050 can be tracked and reported on a regular basis.

Measures of success

KPI	Baseline (FY24)	FY 25	FY 26	FY 27
Member engagement index	6%	<10%	<10%	<10%
• Member Churn	\$1.48m	\$1.49m	\$1.5m	\$1.51m
• Member growth by \$	128	133	138	140
• Member growth by #	-	80%	80%	80%
• Member survey satisfaction				
Event attendance	1227	1300	1400	1500
Working group participation	14	20	50	50
Member referrals	2	4	5	4
Annual % database growth		5%	7%	10%

Strategic Initiatives

Initiative	Activities	Owner(s)	FY 25		FY 26				FY 27			
			3	4	1	2	3	4	1	2	3	4
M1: Develop a Member Engagement Strategy	<p>Outline the member journey and engagement activities</p> <p>Undertake annual members survey to understand their needs and gain an understanding of what matters to members</p> <p>Review all current documentation and incorporate new processes e.g. video onboarding, member journey for each membership type</p> <p>Co create - Member working groups connected to 3 Ds and Perth 2050</p>	CEO, EME, MS										
M2: Develop annual Events Program	<p>Specify the number of events per calendar year and ensure they are relevant to members and incorporate the priorities identified in the Perth 2050 report, ensuring speakers, topics and communication aligns to Vision.</p> <p>Annual Member events to update on achievements and vision.</p> <p>Incorporate Young/Emerging/Future Leaders as a subgroup of invitees.</p>	CEO, EME										
M3: Grow our Database	<p>Membership activation with their staff, databases, communications channels and, where relevant, research to support Vision for Perth outcome.</p> <p>Celebrate and inspire Perth through direct communications with member base and broader community.</p>	All										

7.0 Our Strategic Pillars

Pillar Three: Advocate for Progress

Overview

Engage decision makers, partners, and stakeholders to affect policies and promote positive progress towards the vision for Perth.

Goal

As an important organisation, we influence public policy, shape government agendas, and promote public and private sector collaboration to ensure progress towards achieving the vision for Perth 2050.

Measures of success

KPI	Baseline (FY24)	FY 25	FY 26	FY 27
Earned media reach	2.45m	2.7m	2.8m	3m
Working group policy submissions and delivery of white papers	1	1	2	3
Paid Media Reach	-	580k	295k	300k
CEO meetings with Govt leaders	30	40	45	45
Public Profiling and Op Eds	24	30	35	35

Strategic Initiatives

Initiative	Activities	Owner(s)	FY 25		FY 26				FY 27					
			3	4	1	2	3	4	1	2	3	4		
A1: Advocacy Framework	<p>Establish an advocacy framework incorporating Communications, Media and Stakeholder strategies to achieve a Vision for Perth and align outcomes with Perth 2050 priorities.</p> <p>Establish Important Perth Facts document to be incorporated into New Membership Pack to support a more ambitious narrative program and comms messaging updated every quarter.</p> <p>External engagement & public profiling of Committee for Perth</p>	CEO, CS												
A2: Influence policies	<p>Contribute to policy development on Perth 2050 priorities and deliver at least one white paper annually. CEO to meet annually with key Ministers and Dept DGs.</p> <p>Engage members to lead working groups on policy submissions</p>	CEO, CS												

7.0 Our Strategic Pillars

Pillar Four: Lasting Impact

Overview

Measure and publish the impact of our work to celebrate our progress and collective success in achieving our vision for Perth.

Goal

Establish transparent reporting frameworks to demonstrate the impact the Committee’s work is having on Members’ strategic interests and promoting contributions made through member work towards Perth 2050.

Measures of success

KPI	Baseline (FY24)	FY 25	FY 26	FY 27
Liveability index developed to show improvements for Perth where the Committee’s work has a direct contribution				
Annual Member survey (CfP impact)				
Biannual 2050 Member & community survey (future readiness)				

Strategic Initiatives

Initiative	Activities	Owner(s)	FY 25		FY 26				FY 27			
			3	4	1	2	3	4	1	2	3	4
L1: Impact Measurement & Reporting	Develop a biannual Committee for Perth Liveability index starting 2025 based on the top 10 priorities from Perth 2050 in order to benchmark and capture the people of Perth’s hopes and fears as they look to 2050	CEO, ESO										
	CfP Perth 2050 Survey – biannual starting in 2026 to both members and community.											
	Continue IPSOS three yearly Perth Perceptions survey as a key source of important insights and understanding of Perth’s residents about living, working and recreating in Perth.											
	Annual reporting on other Global Rankings for Perth including Oxford Liveable Cities, and Economist Intelligence Unit Global Liveability Index as and when announced.											