



BIGGER AND BETTER BEYOND THE BOOM

Perth's economic future as a region of 3.5 million people





ABOUT THE COMMITTEE FOR PERTH

The Committee for Perth is the leading think-tank focused on the liveability and competitiveness of the Perth and Peel regions.

Our vision is for Perth to be a region with world-class amenity that is culturally diverse, sustainable and economically prosperous.

We undertake research into the social, demographic and economic character of the Perth and Peel regions. Through our landmark reports 'for Perth, by Perth' on culture and the arts, Perth as a region of 3.5 million people and gender equality, the Committee has become widely acknowledged for its independent and unbiased fact base and sound recommendations for a bright future.

In our next major project - *Bigger and Better Beyond the Boom*, the Committee will undertake a two-year long research effort to diversify Perth's economic base which builds on its traditional industries along with its emerging sectors.



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ABOUT THE PROJECT

In 2017, the Committee for Perth will commence a new major research project focused on the current and future economy of the Perth and Peel region. The project, entitled '*Bigger and Better Beyond the Boom: Perth's economic future as a region of 3.5 million people*' will examine the size, industry composition and spatial structure of the Perth and Peel and wider Western Australian economy at a fine grain level. It will challenge conventional wisdoms and identify strategies for a more economically diverse and robust future for the region.

The primary aim of *Bigger and Better Beyond the Boom* will be to identify industry sectors that are growing; industries in decline; and emerging economic threats and opportunities for the future. It will examine and illustrate the importance of local, regional, national and international connections to and between industries in Perth and Peel and the role of new technology, innovation and entrepreneurship.

This work will be undertaken through the lens of an economic geographer – which will provide a fresh and approachable perspective on the economy of the Perth and Peel region. The outcome of *Bigger and Better Beyond the Boom* will be a major report which will identify targeted strategies associated with the specific strengths and weaknesses of key locations and industries within the region.

The project will encompass four core elements:



PROJECT TIMEFRAME

Bigger and Better Beyond the Boom will be launched late in 2016. The first research is scheduled for release in the first quarter of 2017, with continuing insights released through to the major report launch in the final quarter of 2018.

RESEARCH PROCESS

A key input of *Bigger and Better Beyond the Boom* will be a FACTBase report 'Sizing the Economy', which will be followed by a series of Bulletins over an 18 month to two year period examining the strengths, weaknesses, connectivity and innovation associated with important existing, emerging and declining industries in Perth, Peel and Western Australia.

Industries likely to be examined in detail include: minerals and energy; renewables; higher education; science and technology; tourism; life sciences and agriculture.

One or more FACTBase Bulletins will also be prepared by an international expert to identify and explore the success of strategies and actions for diversification in cities and regions around the world.

FINAL REPORT

The final research report will be released in the fourth quarter of 2018 and will consolidate the findings of each of the discrete FACTBase research bulletins and identify recommendations and strategies for the future.

RESEARCHERS

The project will be undertaken by FACTBase researchers and research associates.



PROJECT FUNDING

The Committee for Perth is seeking a number of organisations as funding partners to undertake the project.

Opportunities available are:

Opportunity	Value	Availability
Core Funder	PWC	
Major Funders	\$50,000	Westpac 4 still available
Supporting Funders	\$15,000	City of Wanneroo DBNGP 5 still available

Benefits per category are as follows:

ITEM	MAJOR FUNDING PARTNER	SUPPORTING FUNDING PARTNER
Steering Committee nominee	ONE	ONE
Project marketing material – company logo on printed and electronic material	YES	YES
Website – company logo and link to webpage, headshot of steering committee member(s)	YES	YES
Table of 10 at project launch event	YES	YES
Table of 10 project related events	YES (1)	-
Table of 10 at report launch event	YES	YES
Copies of report	300	100
Internal briefing post launch	YES	YES
Special feature in newsletter to announce the project	YES	YES

A contract outlining the full conditions of the sponsorship agreement will be agreed and signed by both parties.

STEERING COMMITTEE

The project Steering Committee will be a gender balanced group of representatives formed from the funding partner organisations, Committee for Perth personnel and research team/associates. The Core Funding Partner nominees will be appointed as Chair and Deputy Chair.

GET ON BOARD



To discuss funding partnerships, please contact:
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