



TOWN OF
VICTORIA PARK

INVEST VIC PARK

INVEST IN
THE PROGRESS







ANTHONY VULETA – CEO

CEO Foreword

The Town of Victoria Park is an inner-city community located just 10 minutes from Perth's CBD, across the Causeway on the south side of the Swan River. The Town is centred around the vibrant and bustling Albany Highway, famed for its culinary smorgasbord, buzzing café strip and unique retail stores, and includes the Burswood Peninsula which is home to Crown Perth, Optus Stadium and Perth Racing.

"The Town promotes a dynamic place for everyone and our mission is to foster a creative, attractive, friendly, environmentally sustainable and inclusive place to visit, eat, shop, work, play, learn and live" CEO Anthony Vuleta said.

"We are committed to activating our spaces and supporting local businesses as we continue to build a destination brand for all things to see and do in Vic Park."

In recent years there has been a transformation from being traditionally seen as a diverse working class suburb of Perth, into an increasingly sought after destination for residential, commercial and leisure pursuits with a thriving café culture and increasing investment in mixed-use developments.

"We have a progressive view on growth and a strong resolve to ensure Vic Park continues to grow as a premier place for entertainment and entrepreneurship," Anthony Vuleta said.

"There are a multitude of offerings that attracts residents and visitors including our proximity to the CBD, the Swan River foreshore and access to the entertainment precinct of Burswood, as well as significant public transport and education facilities with the Causeway bus interchange, Armadale train line and Curtin University.

"Ultimately we aim to be leaders in all that we do and strive to support Vic Park... the place, its people and our partnerships".

OUR VISION

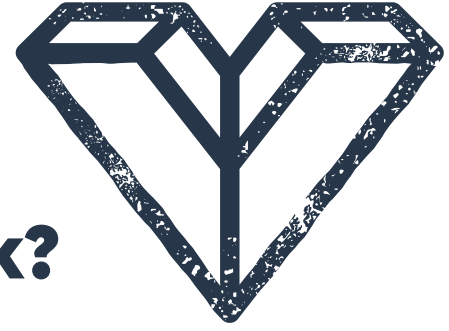
The Town of Victoria Park strives to create a dynamic place for everyone. We're open to creating investment opportunities and a place where business can prosper. We want you to be part of this growth, invest in your future and invest in the Town of Victoria Park.





BALMORAL

Why invest in the Town of Victoria Park?



A STRONG ECONOMY

In the past five years, the average growth of the Town's gross regional product has more than doubled that of the state's growth. The local labour market continues to be stronger than both Greater Perth and Western Australia, with consistently lower unemployment rates. The total value of building approvals in the last five years has exceeded \$1.7 billion.

PROXIMITY TO KEY LINKS / FACILITIES

Not only is the Town in close proximity to several areas of regional economic significance, including the Perth CBD (just 2km away) and the Perth Airport, it also hosts significant regional transport infrastructure and commercial activities. These range from the Armadale/ Thornlie train line and the Victoria Park Bus Transfer Station, to Curtin University, Bentley Technology Park and Optus Stadium.

HIGHLY SKILLED AND EDUCATED WORKFORCE

The Town's resident workforce (almost 17,500 people) is highly educated, with over 70% having some kind of qualification (certificate, diploma or bachelor degree). Both Curtin University and two South Metropolitan TAFE campuses are located within the Town, resulting in a highly skilled and educated workforce.

YOUNG AND DIVERSE POPULATION

The Town has a young and diverse population, with over 50% of the Town's residents under the age of 35. Residents in the Town come from diverse backgrounds, with over 40% born overseas, and 27% speaking a language other than English at home.

DEVELOPMENT OPPORTUNITIES

With 46% of the Town's land still developable, there is significant opportunity for development, in particular around the train line, Burswood Peninsula, Burswood Station East, Bentley to Curtin University and Technology Park, Albany Highway near the Causeway and St James, Kent St and Carlisle.

The Town of Victoria Park is required to deliver an additional 19,400 dwellings by 2050, potentially doubling the Town's population in the next 30–35 years.

LIVEABILITY

The Town of Victoria Park is one of Perth's most popular places, renowned for its vibrant and culturally diverse lifestyle and a unique main strip with high quality food and coffee. Home to Perth's premier sports and entertainment precinct by the Swan River and with convenient inner city transport networks, there is more than 36,000 residents and almost 4,500 businesses. The Town is one of the few places that has NBN fibre to the premises, allowing faster and more reliable internet for residents and businesses.

KEY TOWN STATISTICS

Gross Regional Product (2018)

\$6.03 BILLION

2.5% of Western Australia's GSP



Projected population



2018

36,601
1.4% of WA's population



2036

54,713
Growth of almost 50%

Employed residents

(2018) **20,327**

1.5% of WA's employed residents



Employment self-sufficiency

(2017/18) **1.77**

There are more jobs than resident workers

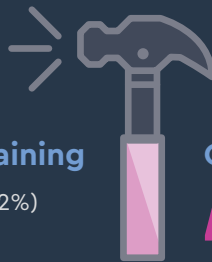
Largest industries

(by employment, 2017/18)



Education & Training

8,370 (23.2%)



Construction

4,341 (12.1%)

Arts & Recreation Services

3,546 (9.8%)



Value of total building approvals in the last five years

(2014-15 to 2018-19)

\$1.7 BILLION



Home to almost

4,500

businesses (2018)



Total captured footfall along Albany Hwy (2018)

2,155,654



Steadily increasing since 2016



Total tourism and hospitality sales in Town of Victoria Park (2017/18)

\$1.8 BILLION

10% of Western Australia's tourism and hospitality sales











Local jobs (2018)

36,012

2.6% of Western Australia's local jobs



Precincts

-  BURSWOOD PENINSULA
-  LATHLAIN
-  BURSWOOD SOUTH
-  VICTORIA PARK
-  CARLISLE
-  WELSHPOOL
-  CURTIN UNIVERSITY
& BENTLEY
-  EAST VIC PARK
-  ST JAMES

SWAN RIVER





BELMONT PARK

OPTUS STADIUM

PERTH STADIUM STATION

MATAGARUP BRIDGE

CROWN PERTH

BURSWOOD STATION

PERTH CBD 2KM

MINERAL RESOURCES PARK

PERTH AIRPORT 5KM

VICTORIA PARK CENTRAL

VICTORIA PARK STATION

WELSHPOOL INDUSTRIAL AREA

THE PARK CENTRE

CARLISE STATION

TAFE - CARLISLE

OAT ST STATION

TAFE - BENTLEY

WELSHPOOL STATION

TECHNOLOGY PARK

CURTIN UNIVERSITY

High Value Sectors

TOURISM, SPORTS, LEISURE AND ATTRACTIONS

Tourism has been identified as one of the five 'super growth' industries for Perth with the capacity to drive new jobs and economic expansion. The Town is highly competitive in the tourism space, with a number of regionally significant offerings, including Crown Perth, Optus Stadium, the Camfield, the Albany Highway precincts, Matagarup Bridge and future residential and commercial development at Belmont Park. In its first year of operation, Optus Stadium hosted a total attendance of more than two million people, with events ranging from AFL and cricket through to concerts by some of the world's biggest performers. Matagarup Bridge not only provides pedestrian access between Burswood and East Perth, but is also providing further unique tourism experiences such as bridge climbs and ziplining.

The Burswood Peninsula, including surrounding Burswood Park, will only continue to grow in popularity, providing opportunities for events of both international and local appeal.

KNOWLEDGE INDUSTRIES AND BIOPHARMACEUTICALS

Identified as the driver of productivity and economic growth, knowledge-based industries are recognised as being the most dynamic in terms of output and employment growth as well as being considered the backbone of the 'new economy'.

Curtin University, South Metropolitan TAFE (Bentley and Carlisle campuses), as well as the Australian Resources and Research Centre are located in the Town. The 2013 Curtin Masterplan and 2018 Bentley-Curtin Specialised Activity Centre Structure Plan outline how Curtin University and Bentley Technology Park will develop into an "innovation city", by co-locating residential development, student accommodation, research institutions and businesses.

Driven by an ageing population, the health industry and high value medical capabilities are an important part of the new and emerging economy. Importantly a number of firms within the human biopharmaceuticals and medical product manufacturing sector are located within the Town, and Curtin University is the only Western Australian university that has a pharmacy program.

RETAIL AND HOSPITALITY

The boutique retail and hospitality businesses within the vibrant Albany Highway precincts, Crown Perth, Optus Stadium and the neighbouring Camfield is a core part of the Town's economic future. The retail and hospitality sectors are crucial in supporting the Town's unrivalled year-round calendar of events and festivals and play an integral role in supporting the tourism, sports and recreation sectors.

The Albany Highway precincts are highly accessible with well-developed public transport, car parking, cycling and pedestrian options. Other emerging strips in the vibrant inner city neighbourhoods of Carlisle and Lathlain are offering opportunities for unique retailers, cafes and restaurants.

Burswood Peninsula

OVERVIEW

POPULATION (ERP, 2018): 1,296

MEDIAN AGE (2016): 38

MEDIAN HOUSEHOLD INCOME (2016): \$2,261 per week

TOP RESIDENT OCCUPATION (2016): Professionals

MEDIAN HOUSE PRICE (2019): \$820,000

CURRENT FLOORSPACE (2015): Approximately 194,700 m²



The Burswood Peninsula has the potential to become the single largest planning, investment and delivery partnership for Perth over the next decade. It has genuine potential to counterbalance the pull of the Perth Central Business District as an entertainment and visitor hub and place to live. Comprising 285 hectares of land just three kilometres from the CBD, this precinct is a real game changer. Already home to Crown Perth, Optus Stadium, the Camfield, Burswood Park, Belmont Park Racecourse and the State Tennis Centre it will absorb much of the Town's population growth. It is expected that up to 100,000 people will frequent the precinct during major stadium event days, with up to 30,000 on non-event days.

Billions of dollars have been invested in the recently completed 60,000 seat Optus Stadium, the expansion and redevelopment of Crown Perth and the Belmont Park Racecourse redevelopment by Golden Group. These venues are supported by new rail and bus transit systems which have helped shape the Burswood Peninsula into a world class entertainment precinct and strengthen Perth's role as the Western Gateway to Australia.

The expansion of the Burswood entertainment precinct has already seen the creation of thousands of jobs, with more expected as planned higher density, transit-oriented residential developments come to fruition. The construction itself is a boost to the skilled trades sector with entertainment and residential development at Belmont Park and Burswood Station East driving longer-term demand for jobs in the tourism and service industries.

KEY FEATURES

- Optus Stadium
- Belmont Park Racecourse
- Crown Perth
- State Tennis Centre
- Burswood Park
- Burswood Station
- Perth Stadium Station
- Swan River foreshore

OPPORTUNITIES

- Large scale events
- Commercial and residential development, particularly in Belmont Park and Burswood Station East



Victoria Park

OVERVIEW

POPULATION (ERP, 2018): 9,261

MEDIAN AGE (2016): 33

MEDIAN HOUSEHOLD INCOME (2016): \$1,564 per week

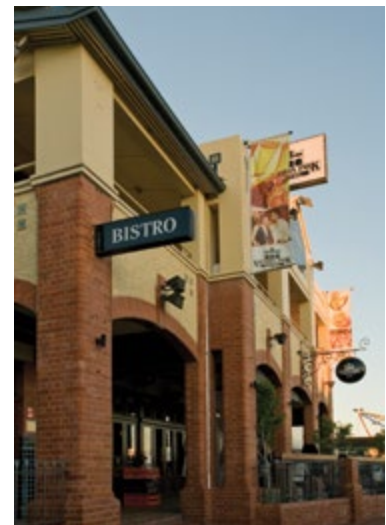
TOP RESIDENT OCCUPATION (2016): Professionals

MEDIAN HOUSE PRICE (2019): \$635,000

CURRENT FLOORSPACE (2015): Approximately 164,200 m²

Located just minutes from the Perth CBD, with river frontages and great connectivity through Canning Highway and Shepperton Road, Victoria Park consists primarily of residential housing, as well as a diverse mix of cafes, restaurants, bars, retail, supermarkets, car yards, gymnasiums and historic hotels on Albany Highway. Victoria Park has great transport routes, with Albany Highway, Berwick Street and Shepperton Road being high frequency bus routes, as well as being serviced by Victoria Park Station.

Victoria Park is a visitor and tourist location, with direct access to Optus Stadium, the Burswood Entertainment Precinct and the Perth CBD. Attracting a vibrant night time and day time economy, the Albany Highway precincts (in both Victoria Park and East Victoria Park) will see higher density mixed-use and residential development in coming years which will support the diversity of the local economy and street life.



KEY FEATURES

- Albany Highway retail and hospitality strip
- Victoria Park Central shopping centre
- Victoria Park train station
- A number of parks, including McCallum Park on the Swan River foreshore
- High frequency bus routes
- Regional cycling infrastructure

OPPORTUNITIES

- Commercial opportunities, particularly in retail and hospitality and professional services on Albany Highway
- Residential development on Albany Highway



East Victoria Park

OVERVIEW*

POPULATION (ERP, 2018): 10,603

MEDIAN AGE (2016): 33

MEDIAN HOUSEHOLD INCOME (2016): \$1,780 per week

TOP RESIDENT OCCUPATION (2016): Professionals

MEDIAN HOUSE PRICE (2019): \$646,000

CURRENT FLOORSPACE (2015): Approximately 164,500 m²

*figures may include some residents from Kensington

East Victoria Park is a vibrant inner city suburb consisting primarily of residential housing with significant character and heritage charm, as well as a unique commercial and entertainment strip. One of the longest main streets in the southern hemisphere, Albany Highway services not only local residents, but visitors who travel for the diverse range of food and retail offerings.

East Victoria Park is well serviced by public transport. The Armadale/Thornlie train line runs along the east of East Victoria Park, including both Carlisle and Oats Street stations. This train line, as well as the high frequency bus services, connects East Victoria Park to major centres, including the Perth CBD, Burswood and Curtin University.

A \$1.1 million upgrade to John Macmillan Park in the heart of East Victoria Park has been completed. This project represents a major revitalization to the precinct, including upgrades to the carpark, playground area and landscaping and major improvements to Sussex Street. The next step is a John Macmillan Precinct Masterplan.

Edward Millen House has been identified as a priority advocacy project, with the Town currently assessing the commercial viability of redevelopment to realise the potential of the building and surrounding grounds.

KEY FEATURES

- Albany Highway retail and hospitality strip
- The Park Centre shopping centre
- A number of parks, including the recently upgraded John Macmillan Park
- Edward Millen House and Park
- Leisure and Aqua recreation centres
- Carlisle and Oats Street train stations
- High frequency bus routes

OPPORTUNITIES

- Commercial opportunities, particularly in retail and hospitality and professional services
- Residential development
- Planning and redevelopment of Carlisle and Oats Street Station by METRONET



St James

OVERVIEW

POPULATION (ERP, 2018): 2,148

MEDIAN AGE (2016): 31

MEDIAN HOUSEHOLD INCOME (2016): \$1,552 per week

TOP RESIDENT OCCUPATION (2016): Professionals

MEDIAN HOUSE PRICE (2019): \$515,000

CURRENT FLOORSPACE (2015): Approximately 5,700 m²

Just 7km from the CBD, St James is the commercial and residential gateway to the Town from the south. Predominately a low density residential area, it is one of the few places where you can still purchase property on a large block, whilst being so close to key activity centres. Not only is it a short drive from Kwinana Freeway and within minutes of the train line, it is accessible by a number of primary routes including Albany Highway and Leach Highway. There is an abundance of opportunities in the town centre, with much of it being underdeveloped commercial space.

KEY FEATURES

- The gateway to the Town of Victoria Park from the south
- Large blocks available with established character homes

OPPORTUNITIES

- Commercial opportunities, particularly in retail and hospitality and professional services, in the St James Town Centre on Albany Highway
- Residential development on existing large blocks and single dwelling homes



Burswood South

OVERVIEW

POPULATION (ERP, 2018): 1,207

MEDIAN AGE (2016): 33

MEDIAN HOUSEHOLD INCOME (2016): \$1,573 per week

TOP RESIDENT OCCUPATION (2016): Professionals

CURRENT FLOORSPACE (2015): approximately 88,000 m²

Burswood South is one of the best located areas in the Town for both residential and commercial development. Located at one of the main entrance points to the Perth CBD, it is well serviced by public transport, is close to the river and abuts beautiful G.O. Edwards Park.

Burswood South is predominately commercial with thousands of square metres of floor space. Within easy walking distance to many facilities and amenities, including workplaces, local retail, the Albany Highway shopping strip, Burswood and Victoria Park train stations, the Causeway Bus Port, Swan River foreshore, G.O. Edwards and Burswood Parks, and the Burswood Peninsula, Burswood South is a prime location for high density residential and commercial development, or adaptive re-use of the interesting character warehouses and showrooms.



KEY FEATURES

- Proximity to the CBD
- G.O. Edwards Park
- Great connectivity, via Great Eastern Highway and Shepperton Road
- High frequency bus routes
- Walking distance to Burswood Peninsula and Victoria Park and Burswood train stations
- Character warehouses and showrooms

OPPORTUNITIES

- High density residential development on Burswood Road, Teddington Road and Craig Street
- Commercial development, particularly retail and professional services
- Lot sizes ranging from 500m² to 900 m²



Lathlain

OVERVIEW

POPULATION (ERP, 2018): 3,502

MEDIAN AGE (2016): 35

MEDIAN HOUSEHOLD INCOME (2016): \$1,800 per week

TOP RESIDENT OCCUPATION (2016): Professionals

MEDIAN HOUSE PRICE (2019): \$720,000

CURRENT FLOORSPACE (2015): Approximately 12,000 m²

Lathlain is predominately residential, but is also home to a number of small local centres, containing cafes, restaurants, retail and beauty salons. It is in a prime location, bounded by the Great Eastern Highway in the north, the Graham Farmer Freeway and Orrong Road in the east, Roberts Road and Miller Street in the south, and the railway line in the west.

The Lathlain Precinct has long been identified by the Town as an area for enhancement and revival. The Lathlain Precinct Redevelopment Project is a major focus of the Town. The project will be delivered by the Town in partnership with the West Coast Eagles, the State Government, the Federal Government and the Perth Football Club. This partnership aims to set new standards in the delivery of active community recreation space and includes substantial long-term benefits to the people of the Town of Victoria Park and the broader community.

Lathlain, and all it has to offer, is in walking distance to Victoria Park Station, and future upgrades to regional bicycle network, ensuring excellent connectivity to the Burswood Peninsula and Perth CBD. Neighbouring Lathlain Place and Rayment Park have transformed in recent years to a highly desirable local centre.

KEY FEATURES

- Mineral Resources Park - the West Coast Eagles training, administration and community facility and home of the Perth Demons
- Lathlain Place local centre
- Gallipoli Street local centre
- Rayment Park
- Victoria Park Station

OPPORTUNITIES

- Commercial opportunities, particularly in retail and hospitality, in Lathlain Place and Gallipoli Street



Carlisle

OVERVIEW

POPULATION (ERP, 2018): 6,652

MEDIAN AGE (2016): 34

MEDIAN HOUSEHOLD INCOME (2016): \$1,405 per week

TOP RESIDENT OCCUPATION (2016): Professionals

MEDIAN HOUSE PRICE (2019): \$468,750

CURRENT FLOORSPACE (2015): Approximately 107,200 m²

Carlisle has fantastic road and rail connectivity, with two stations (Carlisle and Oats Street) located within the suburb, as well as being bordered by Orrong Road on the east side.

Archer Street is the heart of the Carlisle community, running north from the Carlisle train station. It is a traditional main street with a variety of businesses in small scale traditional shopfronts. Archer Street is an attractive local centre that services the Carlisle community and houses unique, independent, boutique businesses.

Oats Street train station and surrounds have been marked for significant improvements in the State's METRONET project. With the area already providing access to tertiary education (Carlisle South Metropolitan TAFE Campus is Western Australia's major centre for automotive training), employment, a leisure centre, child care and retail services, it has vast opportunity for economic and urban development. With these opportunities now being recognised by government, businesses and the community, the area is likely to increasingly attract attention as a safe, vibrant and attractive station precinct.

KEY FEATURES

- Harold Hawthorn Seniors Centre
- Carlisle train station & Oats Street train station
- South Metropolitan TAFE Carlisle Campus
- Archer Street main street

OPPORTUNITIES

- Commercial opportunities, particularly retail, hospitality and small offices on Archer Street and in the future Station Precincts
- Residential development
- Planning and redevelopment of both Stations and planning for Station Precincts by METRONET



Welshpool

OVERVIEW

CURRENT FLOORSPACE (2015): approximately 127,300 m²

Welshpool straddles the municipal boundaries of City of Belmont, City of Canning and the Town of Victoria Park and is acknowledged as one of Perth's core industrial precincts. Overall the Welshpool Industrial Zone takes up nearly 8.2km², with nearly 700 businesses providing 13,000 jobs. Most firms are in the manufacturing sector, with a growing share in transport and warehousing. The Perth economy is highly dependent on sea and road transportation and the Welshpool area makes a significant contribution through the network of warehouse and logistics businesses and transport depots. Future strategies and engagement will include collaboration with local government partners and the Westport Port and Environs Strategy that will provide guidance to the Government on the future of the inner and outer harbours.

KEY FEATURES

- Located close to key transport links, including Orrong Road, Leach Highway and Oats Street Station
- One of Perth's most centrally located industrial areas

OPPORTUNITIES

- Commercial and industrial opportunities



Bentley

OVERVIEW

POPULATION (ERP, 2018): 1,870

MEDIAN HOUSEHOLD INCOME (2016): \$508 per week

TOP RESIDENT OCCUPATION (2016): Community and Personal Service Workers

MEDIAN HOUSE PRICE (2019): \$430,000

CURRENT FLOORSPACE (2015): approximately 426,100 m²



The Curtin University and Bentley Technology Park precinct is at the forefront of Western Australia's knowledge economy with plans to develop a major innovation precinct. The growth of these precincts, alongside South Metropolitan TAFE, will create the foundations for job growth and support the growing ecosystem of innovators and entrepreneurs choosing to locate within the Town.

Curtin University has the highest number of enrolments of any Western Australian university, attracting international students who add to the lifestyle, diversity and local economy of the Town. The Curtin Master Plan aims to transform the campus into an urban city centre that will become a hub of culture, urban living, innovation and research. The evolving urban centre will build upon the largest concentration of innovative industry and research in the State to become a knowledge hub defined by the synergies of research, business and entrepreneurial enterprise.

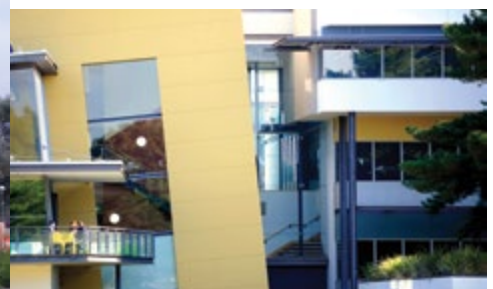
There are significant opportunities for the Town as this new urban centre will require much greater interaction between Curtin University and business. A new urban centre will co-locate functions and potentially streamline relationships with secondary schools, the workplace and industry experts involved in the education process. Greater opportunity also exists for business and universities to work with the Council on planning, environmental, public transport, waste and energy solutions.

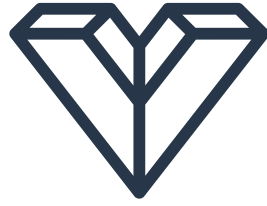
KEY FEATURES

- Curtin University
- Innovation Centre of WA
- International Centre for Radio Astronomy Research
- Technology Park
- South Metropolitan TAFE, Bentley Campus
- SwanCare
- Juniper Rowethorpe
- Canning College
- CSIRO
- ChemCentre
- Curtin Stadium and Perth Hockey Stadium

OPPORTUNITIES

- Commercial opportunities, particularly in technology and knowledge based companies





WE'RE OPEN VIC PARK

**For more investment
information please contact**

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