
Economic Vitality



Government and private sector interests recognise that the economic vitality of the central city area of Perth lags behind other capital cities both within Australia and internationally. The causes of this dilemma include issues of attractiveness, vibrancy, accessibility, as well as management and governance. Pracsys was approached to research and develop position papers on the factors contributing to economic vitality and best practice in city management and corporate governance.

Pracsys interviewed the Capital City Perth Steering Committee members and conducted web research on international best practice in city activation methodologies. Pracsys also identified a lack of market data gathering and analysis, and coordinated strategy and action planning. Responding to the challenge of the project brief, Pracsys developed place activation strategies for specific locations and a number of governance and place management models to assist the Steering Committee and specific State and Local Government Agencies to put effective plans in place for the long term.

Outcome

The Capital City Perth Steering Committee has a coherent strategy and operational model designed to guide its central city planning strategies to optimise the city's profile as an economic hub, as a centre of activity and a key destination.

Client: City of Perth

Pracsys team involved in this project: Michael Chappell