



Subiaco Investment Prospectus



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Acknowledgement of Country

We acknowledge the Whadjuk Noongar people as the Traditional Custodians of the area. We recognise their cultural connection to the land and waterways of Subiaco, and their continuing contribution to our City.

Word from the Mayor

Subiaco is a city of energy, innovation, and opportunity. Our vibrant town centre, thriving business precincts, well-known character, and connected community make Subiaco a truly unique place to live, work, and invest.

As Mayor, I am proud of our city's strong economic foundations and our commitment to fostering growth across all sectors. From emerging creative industries to established commercial enterprises, Subiaco offers an environment where businesses can thrive and ideas can flourish.

This Investment Prospectus showcases the opportunities that make Subiaco a smart choice for business. It highlights our strategic advantages, economic strengths, and initiatives that support business development, innovation, and sustainability. We are committed to creating an environment that not only attracts investment but also nurtures long-term success.

We invite you to explore Subiaco and discover why our city is more than just a destination - it is a place where your business potential and growth can be realised.

David McMullen
Mayor of the City of Subiaco





Why Subi?

Subiaco is one of Perth's most compelling locations for business and investment. An inner-city centre where economic strength, strategic connectivity and an exceptional place experience come together to create opportunity, energy and long-term growth.

Just two kilometers from Perth CBD, Subiaco offers a rare combination of inner-city accessibility, commercial credibility and lifestyle appeal. It delivers the advantages of a central urban location, connectivity, visibility and economic intensity, while maintaining the character, walkability and ease of a village-style centre. For businesses, this means the ability to operate efficiently, attract and retain talent, and position themselves within one of Perth's most established and desirable destinations.

Subiaco is already a proven economic performer, supporting more than 25,050 local jobs, over 5,000 businesses and generating a Gross Regional Product of \$4.95 billion. Backed by a highly educated and affluent catchment, a strong daytime economy and ongoing investment across key precincts, the city is well positioned for sustained growth and diversification.

For investors, operators and entrepreneurs the opportunity is clear, Subiaco combines the confidence of an established market with the energy and momentum of a centre evolving into its next chapter.



Subi at a Glance

Subiaco is a major economic and employment hub within inner Perth, with the scale and depth to support a wide range of commercial and investment opportunities.

Key indicators highlight the strength of the City of Subiaco's market position:



\$4.95B

Gross regional product



25,050

Local jobs



5,037

Local businesses



\$154,900

Average income

Largest industry: **Health Care and Social Assistance**

Subiaco also benefits from a highly strategic location:

2 km from Perth CBD

1 km from Kings Park

7 km Optus Stadium

7.5 km City Beach

15 km from Perth Airport 

16 km Fremantle

Access to more than 380,000 skilled workers **within 20 minutes**



Perth
CBD

UWA 

Subiaco is situated in the globally connected UTC+8 timezone, aligning business hours with approximately one-quarter of the world's population and major economic centres including Singapore, Shanghai, Hong Kong and Kuala Lumpur.

Subiaco is further strengthened by:



37%

Population growth forecast
over the next decade



56%

Residents holding a
university degree



22,500+

Workers active in the
City daily

99%

Positive resident rating in the 2023
Australian Liveability Census

\$5 billion

Major investment
pipeline

Key Industries



Subiaco's economy is defined by its depth and diversity, with a mix of high-value industries that collectively support long-term resilience and growth.

Health Care and Social Assistance is the largest employment sector in the City, with 6,536 workers accounting for 25.3% of local jobs. Supported by a dense network of hospitals, medical practices, allied health providers and specialist services, this industry serves both local residents and a much broader catchment.

Beyond health, Subiaco's economic strength comes from a range of high-performing sectors.

Professional, Scientific and Technical Services

- 5,318 workers
- \$850 million value added
- \$1.455 billion industry output
- 5.3% share of WA sector employment
- Around 50% of activity within 500m of the city centre, generating \$731 million value added

Health Care and Social Assistance

- 6,536 workers
- \$1.009 billion industry output
- \$690 million value added
- 3.7% share of WA sector employment
- 4.8% share of WA industry value

Education and Training

- 2,109 workers
- \$318.5 million industry value
- \$154 million industry output
- \$109 million value added
- 4.8% share of WA sector employment


Retail, Food and Hospitality

- 3,705 workers
- \$439 million industry value
- \$343 million industry output
- \$189 million value added
- 8.7% share of WA industry value

Information Media and Telecommunications

- 959 workers
- \$638 million industry output
- \$202 million value added
- 6.4% share of WA sector employment

Subiaco is not reliant on a single industry or economic driver. Instead, it is supported by a combination of health and knowledge industries, corporate and technical services, hospitality, retail and creative industries, establishing a more resilient and adaptable economic base.



Growth Sectors

Several emerging sectors are showing strong recent growth and increasing investment. These sectors build on Subiaco's existing strengths and reflect changing market demand, population growth and ongoing urban renewal.

Construction

Construction activity is accelerating, with the sector adding 575 jobs between 2020 and 2022, driven by major projects such as Subi East and Subi Centro. Continued development across residential, commercial and mixed-use projects is expected to sustain this growth.

Financial and Real Estate Services

Strong growth in financial and real estate services is evident, with value-added contributions increasing by 59% (financial) and 80.5% (real estate) respectively, which reflects the sector's contribution to the local economy. There is a growing demand for professional and property-related services.

Education

Education is a key future growth driver. The sector currently employs around 1,000 workers and contributes approximately \$130 million to the economy, with further growth expected following the expansion of Bob Hawke College and continued investment in education infrastructure.



Investment Pipeline

2018

Subiaco Oval Closure & Subi East Unlock

The closure of AFL operations unlocked a major inner-urban redevelopment precinct.



~35ha site

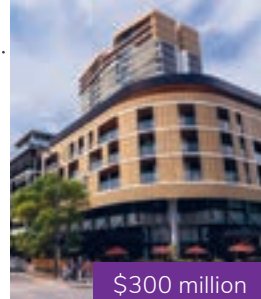
2020 - 2023

Bob Hawke College (Stage 1 & 2)

Major inner-city school supporting population growth and family demand.



\$100 million



\$300 million

2020

ONE Subiaco

Mixed-use development delivering residential, retail and commercial activation.

2024 - 2035

Subi East Redevelopment

A transformational infill precinct delivering housing, retail and commercial floorspace.



\$2 billion

2022 - 2026

City Centre Public Realm Developments

Subi PoP - Seddon Street, Postal Walk & Forrest Walk public realm upgrades. Subi Greenwalks laneway and parks work.



2023 - 2028

St John of God Subiaco Hospital Redevelopment

Major reinvestment on the border of Subi, expanding health infrastructure and reinforcing Subiaco's medical precinct.

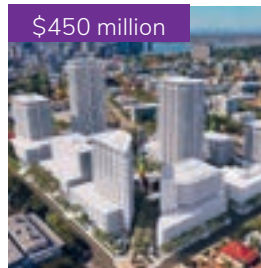


\$311 million

Ongoing

UEM Sunrise Subiaco (Subi East)

Major residential-led redevelopment delivering apartments and mixed-use within Subi East.

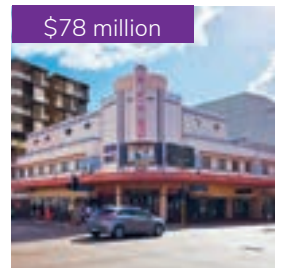


\$450 million

Ongoing

Westbridge Group Regal Theatre Redevelopment

Apartment redevelopment adjoining the Regal Theatre in the heart of Subi.



\$78 million

Competitive Advantage

BEST WALK
ER SHOP

• Mail Courses
• Wholesale
• Eater

URIBANK

ROWLAND

Connected City

The value of Inner-City Perth access, with UTC+8 economy alignment.

The City of Subiaco benefits from direct alignment with the UTC+8 economic corridor, one of the world's most populous and economically active time zones. Sharing business hours with major Asian markets and economies provides strategic advantages for investment, trade, innovation, professional services and international connectivity, enabling real-time engagement with markets representing almost 25% of the global population. This includes major economic centres of strategic value to the Australian economy such as Singapore, Shanghai, Hong Kong and Kuala Lumpur.

In combination with this global connectivity Subiaco blends the accessibility of a central city with the ease of a more walkable and human-scale environment. Businesses in Subiaco benefit from close proximity to the Perth CBD, major hospitals, UWA, Kings Park and the western suburbs, while also operating in a place that is easier to move through, easier to park in, and easier to experience day to day.

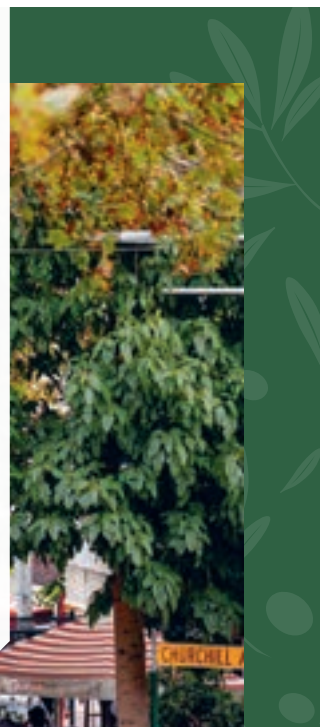
Serviced by four train stations (Subiaco, Daglish, West Leederville and Shenton Park) as well as nine bus routes and strong road connections to the wider metropolitan area, Subiaco benefits from links into the broader transport network, including the Forresterfield–Airport Link. For workers, visitors and customers, that means convenient and flexible access. For Subiaco, that means connection to 100,000 Perth residents every day.

This centrality has practical commercial value. Businesses can remain connected to clients, talent and markets, while avoiding some of the friction associated with CBD-based operations. That can mean easier commuting, a more enjoyable day-to-day environment, and a stronger experience for staff and customers alike.

For many businesses, particularly those competing for talent or seeking a differentiated location, it offers centrality without compromise.

A central location with strategic advantage

UWA.....	11 minutes
CBD.....	11 minutes
Sir Charles Gairdner Hospital	8 minutes
Kings Park	8 minutes
Optus Stadium	14 minutes
City Beach.....	15 minutes
Perth Airport.....	24 minutes
Fremantle.....	19 minutes





Economic Growth

Subiaco has a strong and established economic base which continues to grow.

The local economy generates around \$7.4 billion in annual output which has more than doubled since 2001. This long-term growth reflects the strength and resilience of Subiaco's industry mix, which spans health, professional services, mining and resources, retail, hospitality, education and creative industries. The diversity gives Subiaco a level of resilience that is attractive to investors and businesses seeking stability as well as growth.

Business confidence in Subiaco is evident. The City supports more than 5,037 active businesses, with an average of 13 net business additions per quarter over the past decade. This is not just a place where businesses exist; it is a place where businesses continue to choose to locate, expand and invest. Subiaco already accommodates more than 150,000 square metres of office and business floorspace, providing for additional commercial activity and accessible entry into the market for businesses.

Subiaco's next phase of growth is being driven by a substantial pipeline of development. Recent projects such as One Subiaco, along with major future-shaping investments including Subi East, the Westbridge Regal development, and UEM Sunrise's \$450 million residential project, and One Oval, signal clear investor confidence in Subiaco's future. Collectively, these investments are helping to expand the residential base, refresh key sites, and create new opportunities across retail, commercial, hospitality and service sectors. The City records around \$160 million in development approvals annually, evidencing a strong ongoing renewal.

This is one of Subiaco's strongest selling points: it offers the confidence of a proven location, while still presenting clear upside through population growth, urban renewal and continued private investment. All of this underpinned by the strength and diversity of Subiaco's industry base.

Talent Advantage

Attracting and Retaining the Talent Driving Tomorrow's Economy.

Subiaco is home to an affluent and highly educated community. Median household income sits at \$2,310 per week, around 24% above Greater Perth, while 56% of residents hold a university degree. These are powerful indicators for businesses. They point not only to a highly capable labour pool, but also to a customer market aligned with premium, knowledge-based, service-led and experience driven business models.

Subiaco also benefits from access to more than 380,000 skilled workers within a 20-minute catchment, giving businesses a deep labour pool well beyond the resident population. This is particularly attractive for professional services, health and wellness, education, technical services and other high-value sectors that rely on skilled employees.

The strength of Subiaco's labour market is in its fundamentals. Unemployment sits at around 1.8%, well below the Greater Perth average, as an economically active location, and future growth will strengthen this advantage. Large-scale projects such as Subi East, with around 2,700 new homes and more than 4,000 additional residents, together with Subi Centro's 1,147 dwellings, will continue to expand both the talent pool and the local customer base.

For businesses, this creates a compelling dual advantage, access to the people needed to operate and access to the people most likely to spend.



Urban Vibrancy

A Vibrant Inner-City Destination for People, Business and Culture.

Subiaco's appeal is not only economic. It is also deeply tied to the quality of place.

Subiaco is one of Perth's best-known mixed-use destinations. It's a place where business, lifestyle, hospitality, culture and everyday convenience come together in a highly walkable urban place.

Businesses increasingly compete not just on product or price, but on the quality of the environment they can offer to staff, clients and customers, and Subiaco performs strongly on this front.

Rokeby Road and the surrounding activity centre are home to a dense hospitality and retail offering, supported by entertainment and cultural anchors such as the Regal Theatre and Subiaco Arts Centre. The area attracts both local and visitor spending through its food, retail and social offer, while the City's investment in events and activations, including Subi Blooms and the Subi Night Market, is further encouraging Subiaco as an active and attractive destination.

Destination Events Include:

- **Subi Blooms** – 40,000+ Visitors
- **Perth Comedy Festival** – 20,000+ Visitors
- **Subi Night Market** – 100,000+ Visitors
- **UnWined Subiaco, Subi Spritz** – Premium food and wine event experience
- **Artrage - Fringe Festival** – Subilicious Partnership
- **Perth International Jazz Festival** – Cultural Partnership

This visitor and spending profile is significant. Tourism sales in the City of Subiaco are identified at around \$488.2 million. The night-time economy alone generates approximately \$539 million in annual expenditure. Subiaco's proximity to Kings Park, which attracts more than six million visitors annually, generates visitors passing through Subiaco before or after their visit.

Spending is also showing growth, with a 19% increase in spending from 2021 to 2025 and \$98.3 million spent in December 2025.

This all translates into real commercial value. High amenity, strong visitation, repeat trade and a quality day-to-day experience make Subiaco a place where businesses can thrive.

Industry Spotlight



Professional Services

Subiaco supports a strong and diverse cluster of corporate, technical and knowledge-based industries, making it one of Perth's most established non-CBD business locations.

Professional, Scientific and Technical Services form a core part of this cluster, employing 5,318 workers, generating \$850 million in value added, and contributing \$1.455 billion in industry output. The sector includes a broad mix of legal, consulting, accounting, architecture and advisory services, and represents one of the largest concentrations of businesses within the City.

This is complemented by Subiaco's role in supporting Western Australia's resources sector through Mining Equipment, Technology and Services (METS) and related technical industries. Mining-related activity

contributes approximately \$1.321 billion in value and accounts for 9.1% of local employment, reflecting the presence of corporate offices, technical specialists and service providers connected to the resources economy.

A key strength of this broader cluster is its concentration, with approximately 50% of professional and technical activity located within 500 metres of the city centre, generating around \$731 million in value added. This level of clustering supports visibility, collaboration and access to clients and markets.

Opportunity

An established, diverse business environment supporting corporate, technical and knowledge-based industries, with scale, clustering and strong ongoing demand.





Mining and Resources

Subiaco's mining and resource sector is defined by the way it operates as a concentrated corporate, technical and investment hub within the broader Western Australian resources economy. The city plays a strategic role by housing the businesses that manage, finance and support mining operations across the state.

The clustering of mining companies, contractors and exploration businesses within Subiaco adds \$771.7 million dollars to Subiaco's economy or 18.8%. Proximity to professional services, capital networks and industry peers supports collaboration, specialist expertise and faster decision-making, reinforcing the city's role as a centre for corporate leadership and investment activity.

The market is characterised by a mix of major operators, specialist contractors and emerging exploration companies. Businesses such as Altrad, Newmont Australia, Northern Star, and Gorilla Gold reflect this diversity, combining industrial services, global-scale mining operations and ASX-listed exploration activity within one local market.

Economic indicators reinforce the sector's importance, with mining Subiaco's largest industry by value added, and the largest by output. Subiaco makes a substantial contribution to employment and overall economic performance.

Opportunity

A compelling opportunity for companies seeking a modern corporate base that supports talent attraction, executive positioning and knowledge-driven growth, located adjacent to Perth's established resources ecosystem.





Hospitality, Entertainment & Retail

Subiaco's hospitality, retail and entertainment sector is defined by the way it operates as a consolidated and experience-led market.

The clustering of hospitality, retail and entertainment uses within a compact, walkable core creates strong agglomeration benefits. Businesses benefit from shared foot traffic, increased visibility and customer movement between venues, which supports longer dwell times and repeat visitation.

Cultural anchors including the Regal Theatre and the Subiaco Arts Centre play an important role in generating evening activity and building consistent visitation patterns. These venues generate a steady flow of patrons into the surrounding hospitality and retail offer, particularly outside of standard trading hours.

The market is characterised by a curated mix of operators, with established venues sitting alongside independent and emerging businesses, creating

a diverse offer that fuels regular local use and destination-based visits. This balance of operators allows the industry to respond to changing consumer preferences whilst maintaining a steady customer base so that the sector is less affected by seasonal peaks.

Events and activations are a reinforcing layer rather than the sole driver of activity. Regular programming by the City and private operators create repeat visitation and supports trading across multiple periods, complementing day-to-day demand from residents and workers.

Opportunity

A thriving, experience-led market where clustering, curation and consistent visitation support sustainable trading conditions for hospitality, retail and entertainment operators.





Health, Wellness & Social Assistance

Subiaco is one of Perth's most significant health and wellness markets, with Health Care and Social Assistance accounting for 25.3% of total local employment.

The sector is supported by a concentration of major hospitals, including St John of God Subiaco Hospital, King Edward Memorial Hospital and Subiaco Private Hospital, alongside more than 142 medical practices and day surgeries. While St John of God Subiaco Hospital sits immediately adjacent to the City boundary, it services the same catchment and forms a key part of Subiaco's broader health ecosystem. The demand base across clinical, specialist and allied health services is therefore consistent and significant.

Investment in the surrounding health and research ecosystem is helping this sector to continue growing. The \$311 million reinvestment in St John of God Subiaco Hospital, together with proposed biomedical and research development in Floreat, builds on Subiaco's role of a health and knowledge cluster and supports continued growth in employment and service demand.

Beyond traditional healthcare, Subiaco is also seeing increasing growth in wellness, recovery and preventative health services. This reflects changing consumer behaviour, driven by both:

- younger professionals seeking high-frequency wellness and lifestyle services
- an ageing population requiring ongoing care, rehabilitation and support

Together, these drivers are creating a broad and expanding market that spans clinical care, allied health, wellness and preventative services.

Opportunity

A large, evolving health market, with consistent demand and growing opportunities across all sectors, including clinical and lifestyle-oriented health services.





Innovation & Startups

Innovation and startups are a key growth sector of Subiaco's economy, with an estimated value of \$400M.

Home to an active and diverse base of startups, innovative businesses and venture capital companies. Subiaco has a strong foundation for innovation in the area.

The city's knowledge-intensive business landscape is well above the WA average, combined with Subiaco's urban amenity, proximity to Perth's CBD, and highly skilled workforce, this creates a fertile environment for innovative enterprises to launch, scale, and thrive.

The area has two innovation-focused program providers and is home to three venture capital funds, including Purpose Ventures, suggesting a growing investor presence. This concentration of capital access is a strong asset for local founders.

A strong ecosystem fuels collaboration and opportunity. Startup events, industry forums, and partnerships with organisations such as StartupWA, connect founders, investors, and civic leaders. These networks accelerate innovation, strengthen the local ecosystem, and cement Subiaco's reputation as a city where ideas, investment, and collaboration converge.

Subiaco is poised for long-term innovation-led growth. With WA's 10-year innovation strategy prioritising talent, capital access, and technology commercialisation, Subiaco sits at the heart of a rapidly expanding state-wide tech ecosystem. The city is strategically positioned to attract founders, knowledge workers, and high-growth enterprises, delivering diversified economic outcomes and strong returns for investors.

Opportunity

An ideal base for those seeking a connected, high-amenity environment that supports collaboration, creativity and business growth, within a vibrant urban centre.



Creative Industries

Subiaco has the highest concentration of creative industries in Western Australia, supported by 51 specialised businesses and major media organisations including Channel 10 and Nova. The Information Media and Telecommunications sector contributes a further \$638 million in industry output and \$202 million in value added, with 959 workers.

The Subiaco ecosystem of agencies, broadcasters, content creators, designers, architects, artists, musicians and creative entrepreneurs, plays a significant role in shaping the local economy, contributing to innovation, business growth, talent attraction and the vibrancy of the city's commercial environment.

Within Subiaco, collaboration between creative, commercial and technology-led industries drives new ideas, cross-sector partnerships and entrepreneurial activity. This concentration of creative capability positions the city as a destination for businesses seeking access to talent, innovation and a dynamic urban culture.

Building on continued investment in economic development and place activation, the City is focused on further strengthening Subiaco's position as Western Australia's premier creative industries hub. This includes exploring opportunities to attract new creative enterprises, foster industry connections, elevate local talent and expand engagement with national and international markets.

Through targeted initiatives, industry partnerships and sector-focused events, Subiaco is continuing to build an environment where creative industries can scale, collaborate and contribute to long-term economic growth, reinforcing the City's reputation as a leading destination for creative business and investment.

Opportunity

A connected, collaborative growing environment, offering amenity, adaptable spaces and cross-sector networks that support innovation, talent attraction and creative enterprise growth.





A City that Supports Business

The City of Subiaco takes a proactive and business-friendly approach, supporting investment through streamlined approvals, access to networks and advisory services, and initiatives that generate visitation, activity and local economic performance.

Industry Connections, Networking, and Advocacy

We connect businesses with the right people, opportunities, and platforms to grow. Through industry forums, networking events, and strategic partnerships, the City facilitates collaboration across sectors. We also advocate for Subiaco across all levels of government, ensuring that Subiaco is recognised and acknowledged as a strong, inner city business precinct.

Business Support and Advice

Subiaco provides tailored business support to help enterprises of all sizes succeed. From start-ups to established companies, our team offers guidance on business planning, local regulations, funding opportunities, and growth strategies. By providing practical advice and resources, the City ensures businesses are well-positioned to thrive in a competitive and evolving market.

Online Business Portal and Streamlined Approvals

The City of Subiaco makes doing business easier with a comprehensive online business portal and efficient approval processes. From development applications to permits and regulatory requirements, our streamlined systems reduce delays and simplify compliance. This digital-first approach ensures businesses can focus on growth while enjoying faster, more transparent interactions with the City.

Destination Marketing

The City of Subiaco actively promotes the town centre and surrounding precincts to attract visitors, residents, and businesses. Through the See Subiaco initiative, targeted campaigns and events showcase the city's unique retail, hospitality, and cultural offerings, creating exposure and foot traffic that benefits local businesses. Our marketing efforts are designed to strengthen Subiaco's reputation as a vibrant and desirable location to invest, work, and visit.



Your Next Step

Subiaco is well positioned for its next phase of growth, underpinned by a proven economic base, a diverse industry mix and continued investment across the City.

For businesses and investors, the opportunity is to establish or expand within a location that already demonstrates strong performance, while benefiting from its inner-city accessibility and high-quality place environment. Ongoing development, population growth and evolving market demand will continue to support this trajectory.

Businesses locating in Subiaco benefit from:

- a proven and well-established centre
- a highly accessible inner-city location
- a strong and consistent customer base
- access to a skilled workforce
- a place people actively choose to live, work and visit
- a local government committed to supporting business success

Subiaco continues to evolve as one of Perth's most compelling inner-city destinations for business and investment.

**Now is the time to position in Subiaco.
Contact the City of Subiaco to discuss
your next investment.**



CITY OF
SUBIACO

YOUR Business
SUBIACO

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