City of Stirling
City of Choice

# Investment Prospectus

## Launch Beyond Limits.



# Acknowledgement of Country

**Ngalak kaadatj Nyoongar nedingar wer birdiya, baalap barn boodja-k wer kaaratj boodja-k koora koora wer yeyi.**

**Ngalak kaadatj baalabang malayin wer nakolak baalap yang ngalany-al City of Stirling dandjoo Nyoongar moort-alkolbang koorliny.**

**City of Stirling kaadatj Nyoongar moort Nyoongar boodja-k Wadjak boodja-k, Mooro boodja-k.**

The City of Stirling acknowledges the Wadjak People of the Nyoongar Nation as the traditional custodians of Mooro Country. We pay our respects to Aboriginal and Torres Strait Islander Elders past and present for they hold the memories, the traditions, the culture and the hopes of Aboriginal Australia.

The City is committed to forging stronger relationships and a deeper respect for Aboriginal and Torres Strait Islander Australians. By acknowledging and respecting the diversity and history of our Aboriginal and Torres Strait Islander community, we will continue to realise our vision for reconciliation.





# Mayor's Welcome



**The City of Stirling is built on strong communities, diverse neighbourhoods, and a shared commitment to a sustainable future.**

As Western Australia's largest local government by population, our City brings together a network of activity centres that support one of the state's strongest local economies; with more than 26,000 businesses and a $19.6 billion economy, the City of Stirling offers the scale and resilience that give confidence to investors and the wider community.

What sets the City apart is our readiness to work with others; we have invested in the foundations that matter, including infrastructure, planning certainty and activity centres that support jobs, services and everyday life. We take a practical, collaborative approach to growth; working alongside businesses and investors to ensure development respects local character and delivers long term benefits for our community.

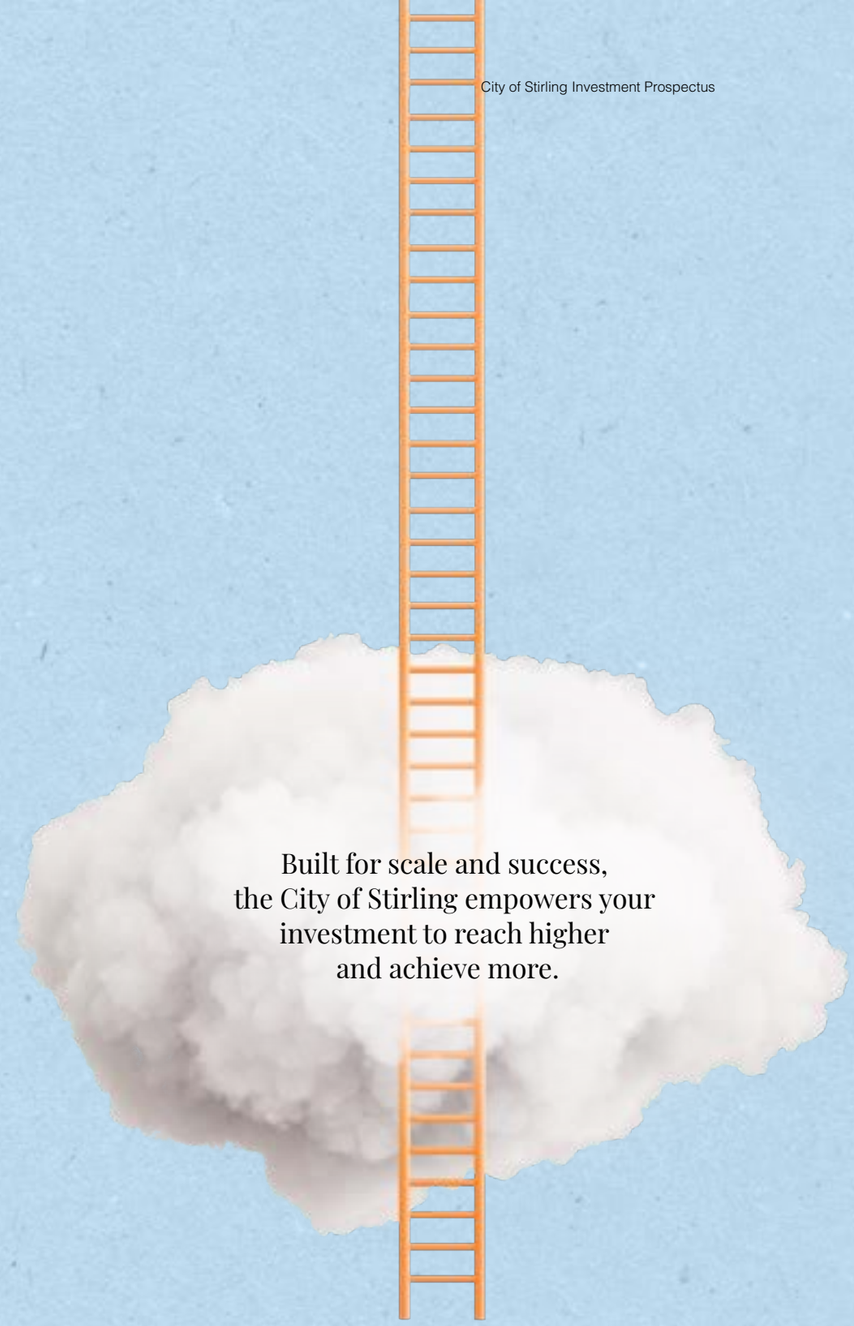
This prospectus invites you to explore the opportunities across our City; from coastal precincts and established centres to innovation hubs and multicultural communities, all supported by place-led planning and strong civic leadership.

We are confident in the direction we are heading and committed to shaping a prosperous and inclusive future together.

I look forward to welcoming you to the City of Stirling and working with you to shape what comes next.



**Mayor Mark Irwin**
City of Stirling






# Contents

**Location** 6

**Strategic Foundations** 8

**City Snapshot** 10

**Proximity that Powers Possibility** 14

**Commercial Affordability** 16

**Unmatched Workforce Access** 18

**Economic Depth** 20

**Proven Business Success** 22

**How we Support Businesses** 24

**Precinct Powerhouses** 28

– Stirling City Centre 30

– Osborne Park and Balcatta 32

– Scarborough Beach and Coastal Nodes 34

– Karrinyup 36

– Mirrabooka 38

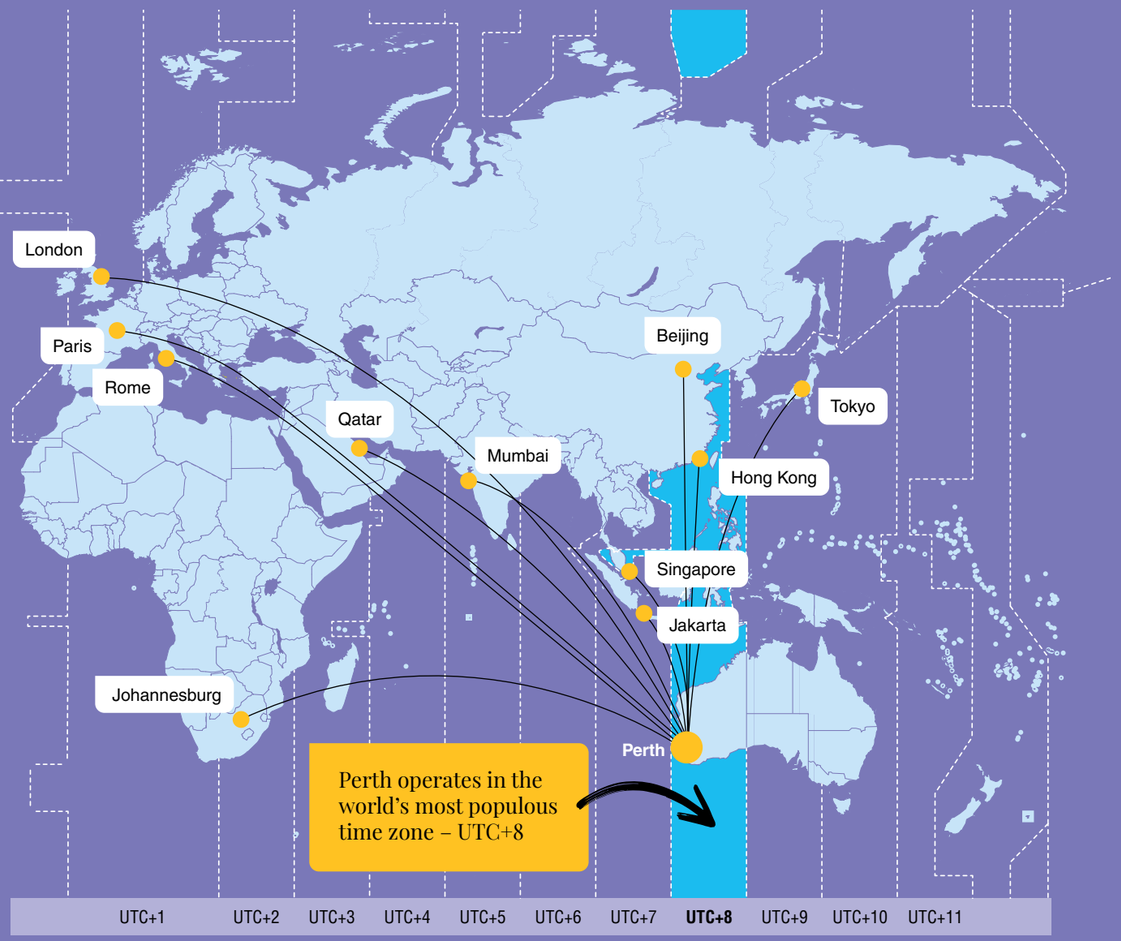
– ECU Mount Lawley 40

– Beaufort Street Corridor 42

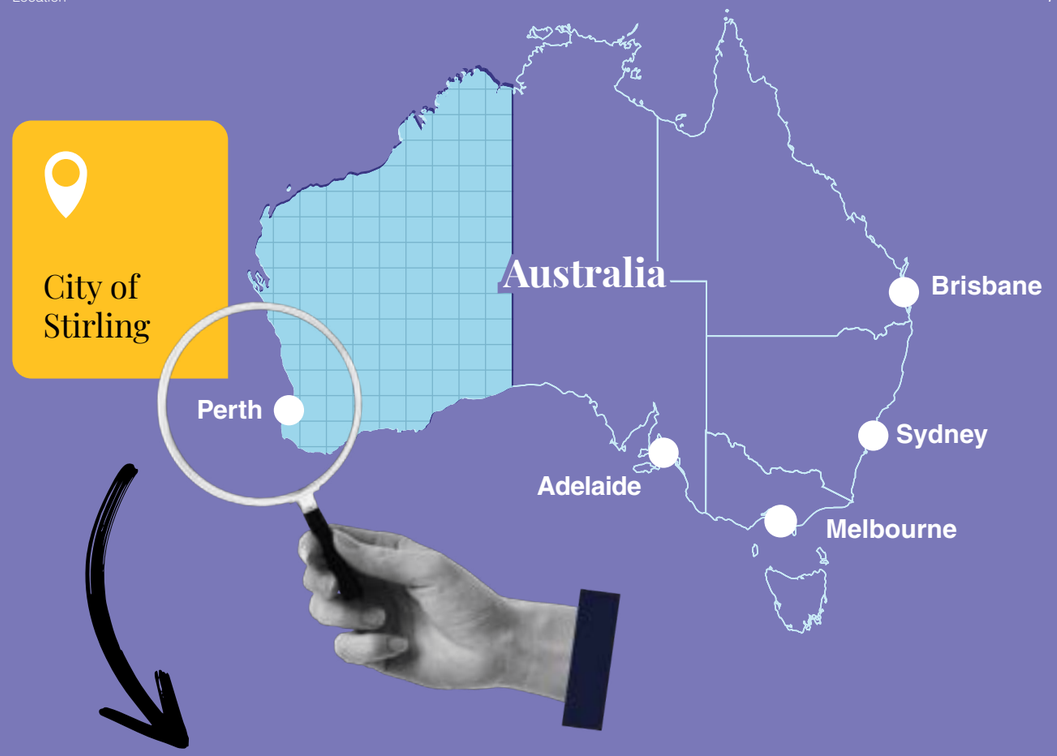
# Location

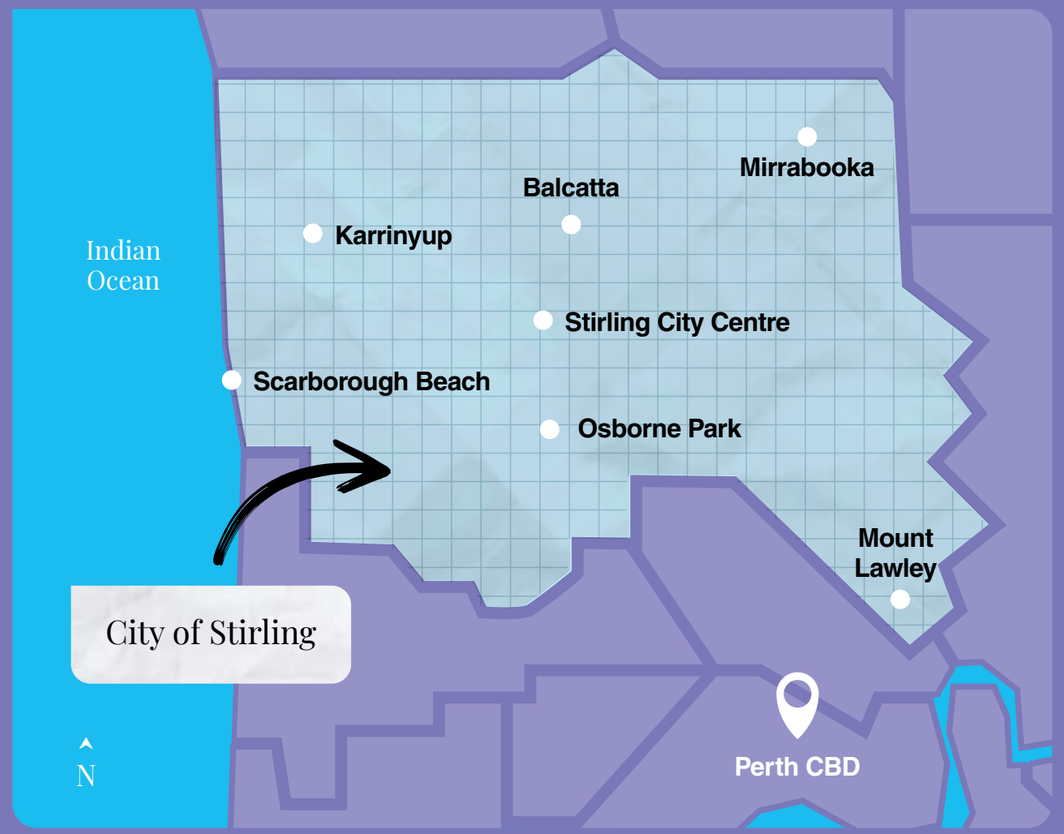
**Just eight kilometres from Perth's CBD, the City of Stirling spans 100 square kilometres and connects 30 vibrant suburbs. From Scarborough's iconic coastline to Inglewood's urban edge, it's a dynamic, multicultural community and a thriving economic hub where ambition meets opportunity.**

## Perth is the gateway to Australia for Southeast Asia and Europe, connected by major global flight paths.





# Strategic Foundations

## A trusted launchpad for long-term value.

**In a market where investors seek certainty, the City of Stirling offers more than potential. It offers proof. With over $3.6 billion in approved development in the past five years, alongside substantial private, commercial and government investment, we're one of Western Australia's most experienced and strategically positioned urban centres.**

As WA's largest local government by population, with 250,000 residents and a labour force growing faster than the population itself, investors can expect **more** participation, **more** productivity, and **more** potential.

This is a place where sole traders grow, headquarters expand and new ventures thrive, backed by established infrastructure, affordable commercial space and a proven track record of growth.



1

### Proximity that powers possibility

**Close to Perth's CBD, airport, port and coast, the City of Stirling connects trade routes, talent and lifestyle.**

2

### Affordability that fuels ambition

**Office and retail spaces offer 24-38% savings compared to the Perth CBD – unlocking smarter investment for long-term growth.**

3

### 1 million + strong workforce within 30km

**Connect to a labour market strengthened by an incredible lifestyle that attracts and retains top talent.**

4

### Economic depth that drives growth

**A $19.6 billion economy led by construction, health care, mining, professional services and more.**

5

### Trust built on experience

**26,000+ registered businesses and $3.6 billion in approvals over five years.**

6

### Support that turns ambition into action

**The City backs business with grants, fast approvals, insights, events and destination marketing.**

# City Snapshot

## Population and Housing

By 2046, the City is set to grow by 45,000 residents, requiring an additional 20,725 dwellings.

| | 2024 | 2046 |
|---|---|---|
| **Population** | 249,872 | ↑ **294,385** |
| **Dwellings** | 106,313 | ↑ **127,038** |

Source: ABS (2025); REMPLAN (2025)

## Gross Regional Product




Source: REMPLAN (2025)

**The City of Stirling's $19.6 billion economy powers 7% of Greater Perth's output, making it one of WA's most influential urban centres – built for scale, primed for performance.**

Source: REMPLAN (2025)



## Workforce Access

**Workforce within 30km**

**1,065,800**

Estimated total workforce catchment.

Source: DEWR Labour Market Insights (2025)

+

**Local Labour Force**

**147,600**

The total of all employed and unemployed people actively seeking work.

Source: DEWR, Small Area Labour Markets (March quarter 2025)

## Building Approvals

From coastal enclaves and leafy suburbs to high-density urban centres, the City of Stirling offers one of WA's most diverse housing landscapes. With strong population growth and rising demand, residential investment here is thriving.

**Last five years:**

Residential approvals

**$2.4 billion**

Non-residential approvals

**$962 million**

Total

**$3.6 billion**

Source: ABS (2025)

# Tourism

**Visitors**
941,000

**Visitor Expenditure**
$800m
Approx. 8% of the $10b Destination Perth spend

**Visitor Nights**
2.9 million

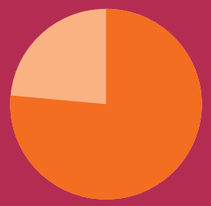
**Economic Contribution of Tourism**

3,500 jobs
3.9% of total jobs

$380m to GRP
2.4% of total

Source: TRA (2024); REMPLAN (2025)

# Hotel Market



**Occupancy Rate (%)**
76.5%

**Average Daily Rate ($)**
$214

**Revenue per Available Room**
$164

Source: Costar (2025)

**The City of Stirling is the third fastest growing LGA in WA.**

Source: ABS Population Data (2025)



# Top Five LGAs for Total Number of Businesses

| | |
|---|---|
| 1. Stirling → | 26,035 |
| 2. Wanneroo → | 16,526 |
| 3. Swan → | 14,057 |
| 4. Perth → | 13,552 |
| 5. Joondalup → | 13,195 |

Source: REMPLAN (2026)

# Top Five Industries

**By Economic Contribution to GRP**

| | |
|---|---|
| 1. Construction | $2.4b |
| 2. Health Care and Social Assistance | $1.9b |
| 3. Mining | $1.4b |
| 4. Professional, Scientific and Technical Services | $1.3b |
| 5. Education and Training | $1.2b |

**By Employment Numbers**

| | |
|---|---|
| 1. Health Care and Social Assistance | 13,500 |
| 2. Construction | 12,000 |
| 3. Retail Trade | 11,300 |
| 4. Education and Training | 9,300 |
| 5. Professional, Scientific and Technical Services | 6,700 |

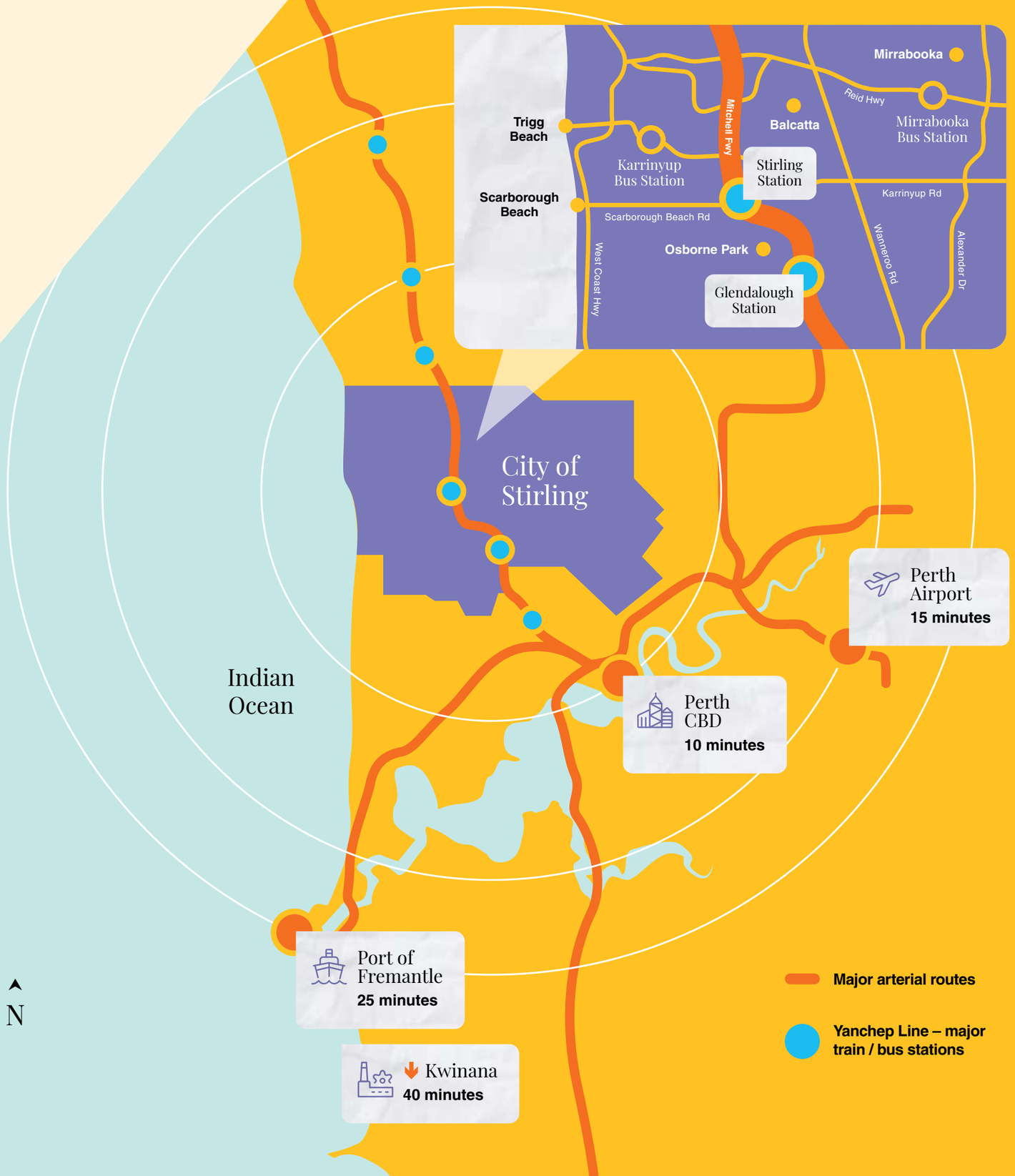
Source: ABS (2024)

# Proximity that Powers Possibility

## Uniquely positioned. Seamlessly connected.

**Positioned within Perth's inner metropolitan corridor, the City of Stirling's central location offers unmatched access to trade routes, talent, key infrastructure, and global markets, making it a powerful base for business, logistics, and growth.**





# Commercial Affordability

## The smart base for corporate headquarters and large businesses.

**Get access to a rare combination of affordability, connectivity and a strong business community. Commercial office space in the City of Stirling delivers savings starting at 24% compared to the Perth CBD average and up to 38% for premium office space.**

Retail premises also offer significant advantages, with savings reaching as high as 83% compared to Perth CBD shopping centres. Supported by direct links to key logistical infrastructure, it offers long-term value in a central, high-performing location.

**24%**

cost saving on commercial office space.

Compared to Perth CBD average.





Save up to

**83%**

on retail lease costs.

Compared to Perth CBD.



### Commercial Office Lease Rate Comparison

| | Lease Rate ($/sqm) | Difference | Savings (%) |
|---|---|---|---|
| **City of Stirling** | **$268** | **NA** | |
| Perth CBD (Average) | $354 | + $86 | **24%** |
| Perth Prime Office Space | $380 | + $112 | **29%** |
| Perth Premium Office Space | $435 | + $167 | **38%** |

Source: Realcommercial.com.au; Cushman & Wakefield (2025)

### Retail Lease Rate Comparison

| | Lease Rate ($/sqm) | Difference | Savings (%) |
|---|---|---|---|
| **City of Stirling** | **$359** | | |
| Perth Neighbourhood Shopping Centre | $511 | + $152 | **30%** |
| Perth Sub-Regional Shopping Centre | $536 | + $177 | **33%** |
| Perth Regional Shopping Centre | $1,026 | + $667 | **65%** |
| Perth CBD | $2,123 | + $1,764 | **83%** |

Source: Realcommercial.com.au; CBRE (2025)

# Unmatched Workforce Access

## Talent within reach

**Connect to WA's largest workforce catchment. With over 1 million workers within 30km and a labour force growing faster than the population, the City of Stirling offers access to talent, productivity, and potential – all within a thriving community of 250,000 residents.**

The City's workforce is not only large, it's diverse and future-ready. High-growth sectors like health care, professional services and information media are expanding rapidly, supported by strong concentrations in construction and retail. This means businesses can tap into specialised skills and a deep talent pool, giving you direct access to the expertise your business needs to thrive.





# 1 million + workers within 30km

### Retail Trade

Strong retail presence **40% above WA average,** with 12.9% employment share and 3.5% growth forecast.

### Professional, Scientific and Technical Services

Accounts for **7.7% of employment share** with a 11% growth outlook.

### Health Care and Social Assistance

**Largest employer (15.4%)** and fastest growing sector at 14%.

### Information Media and Telecommunications

A major hub for media and tech, **with twice WA's average job concentration and a strong 7% growth outlook.**

### Construction

Jobs are **50% more concentrated** in the City of Stirling compared to WA average, with 13.6% employment share and 7% growth forecast.

Source: REMPLAN (2025), Jobs and Skills Australia Employment Projections (2025), DEWR (2025), ABS (2025).

Stirling's labour force is growing faster than its population – 3.0% versus 2.3% – showing strong workforce expansion.

Source: Department of Employment and Workplace Relations [DEWR, 2025] and ABS population data.



# Economic Depth



## Resilient. Diverse. Ready to deliver.

**A $19.6 billion economy powers 7% of Greater Perth's output and 4% of WA's total. Proof of capacity, strength, and sustained performance. With leading sectors in construction, health care, professional services, mining, education, and media, the City of Stirling offers a stable foundation and a springboard for growth.**



The City of Stirling's proximity to infrastructure and talent makes it the strategic base for mining HQs.

The City of Stirling hosts WA's largest media cluster, including Seven West Media.





Economic resilience – the City's diverse sector mix reduces reliance on any single industry, supporting long-term stability.

# Proven Business Success



## Confidence built on results

**From sole traders to national headquarters, the City of Stirling is WA's most densely populated business hub. Built on trust and experience, the City offers streamlined processes, business grants, and a reputation for enabling success, providing businesses with a supportive environment to grow with confidence.**

A total of $3.6 billion in approved developments over five years, including $881 million in the last year alone, reflects the City of Stirling's proven ability to attract and enable growth.

The City's reputation for business stability is backed by streamlined approvals, local grants, and a proactive approach to supporting Small to Medium Enterprises (SMEs) and large-scale ventures alike.

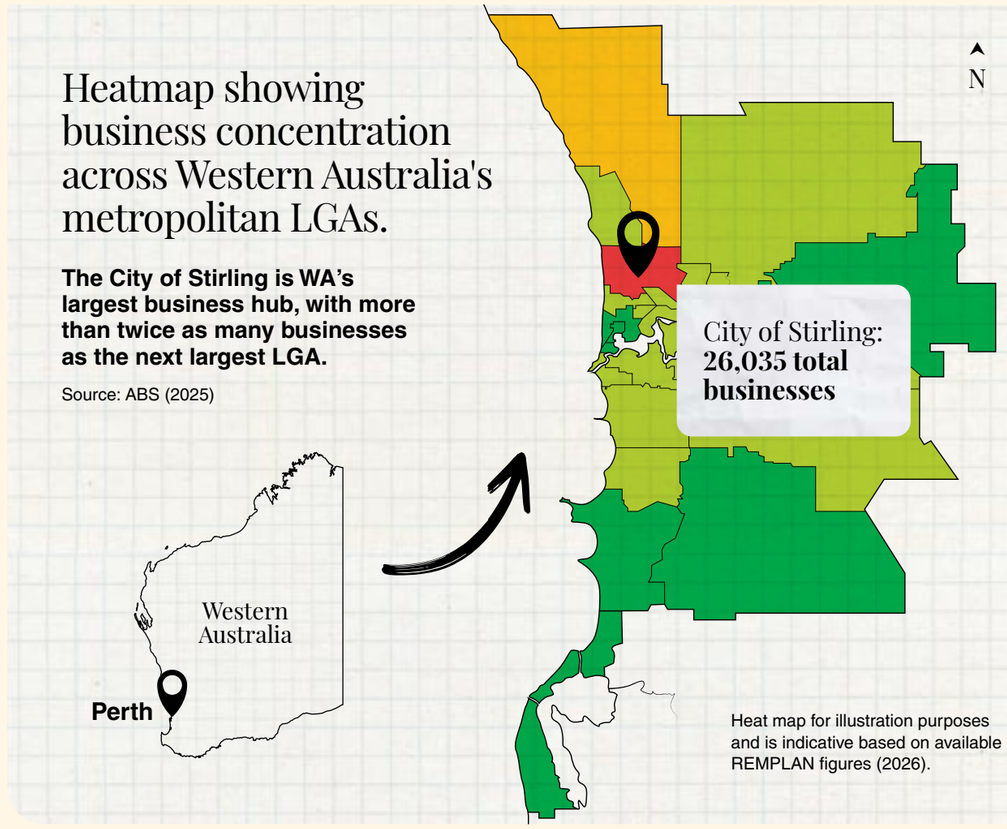




## Heatmap showing business concentration across Western Australia's metropolitan LGAs.

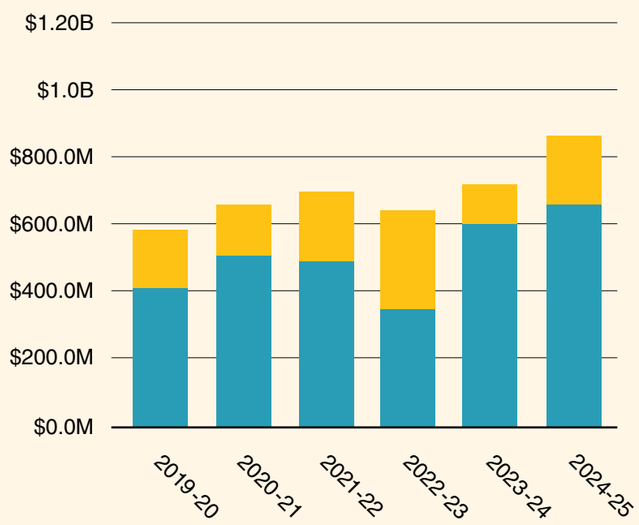
**The City of Stirling is WA's largest business hub, with more than twice as many businesses as the next largest LGA.**

Source: ABS (2025)




## Building Approvals

**Year-on-year growth in building approvals shows unwavering trust in the City of Stirling as a business and investment destination.**

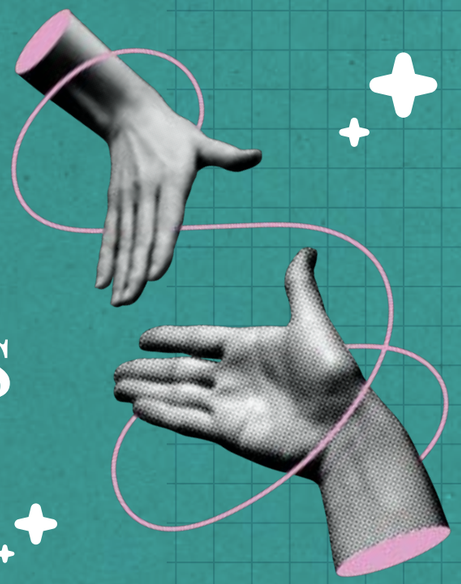



**Legend:**

- Non-Residential
- Residential

Source: ABS (2025)

# How we Support Businesses



## Built-in support. Backed by action.

**The City of Stirling offers one of WA's most comprehensive support ecosystems, empowering businesses to launch, grow, and thrive. From planning and property to grants and training, we work side-by-side with local operators, developers, and investors to turn ambition into action.**

We're here to make it easier for businesses to start, grow, and succeed in the City of Stirling. Our programs and services are designed to save you time, reduce costs, and open doors to new opportunities.

## Business Insights and Communications

- Complimentary on-demand access to comprehensive local economic and community data and trends through an online dashboard.
- Monthly business newsletter sharing opportunities, events and programs.





## Grants

- Innovative and Productive Communities grant stream backs business-led projects that boost productivity, attract investment, and energise local centres.
- Free access to Stirling Grant Finder, an online tool connecting businesses to local, state, and federal funding opportunities.
- Quick Response and Small Grants help businesses access fast funding for short-term projects, events, and community activations.
- Pre-lodgement advice and information sessions guide applicants through eligibility, funding limits, and best-practice proposals.

$972K in community grants launched in 2024/25, driving projects that deliver on Sustainable Stirling priorities.



# Dedicated Support

- Stirling Supplier Development Program encourages local businesses to supply goods and services to the City.
- Support for business associations, incubators, and co-working spaces.
- Direct access to economic development, planning, environmental health and property teams.
- Access to free and subsidised support, including one-on-one and group mentoring.
- Subsidised memberships for the Stirling Business Association to help businesses access services and networking opportunities.

The City of Stirling participates in the Small Business Friendly Approvals Program (SBDC), demonstrating commitment to streamlining approvals and making it easier for businesses to launch and grow.







# Streamlined Processes and Fast Approvals

- Address and Application Assistant to help businesses find property-specific planning information, exemptions, and required application forms for development projects.
- Pre-lodgement advice service.
- Stirling Fast-Track Development Applications service prioritises eligible projects for quicker approvals.




# Destination Marketing

- Support for local businesses through seasonal tourism marketing campaigns.
- Acquisition of major events and activations in partnership with Tourism WA.
- Partnerships with key tourism organisations to drive awareness and exposure.
- Collaborative tri-cities approach to marketing the Sunset Coast region to visitors.



# Events and Networking

- Free and low-cost training workshops across topics like financial management, sales and marketing, business strategy and risk management.
- Regular networking events.
- Access to City-led procurement and tender readiness training.
- Sponsorship of job fairs, business expos and business awards.

# Precinct Powerhouses

## Purpose-built and investment-ready.

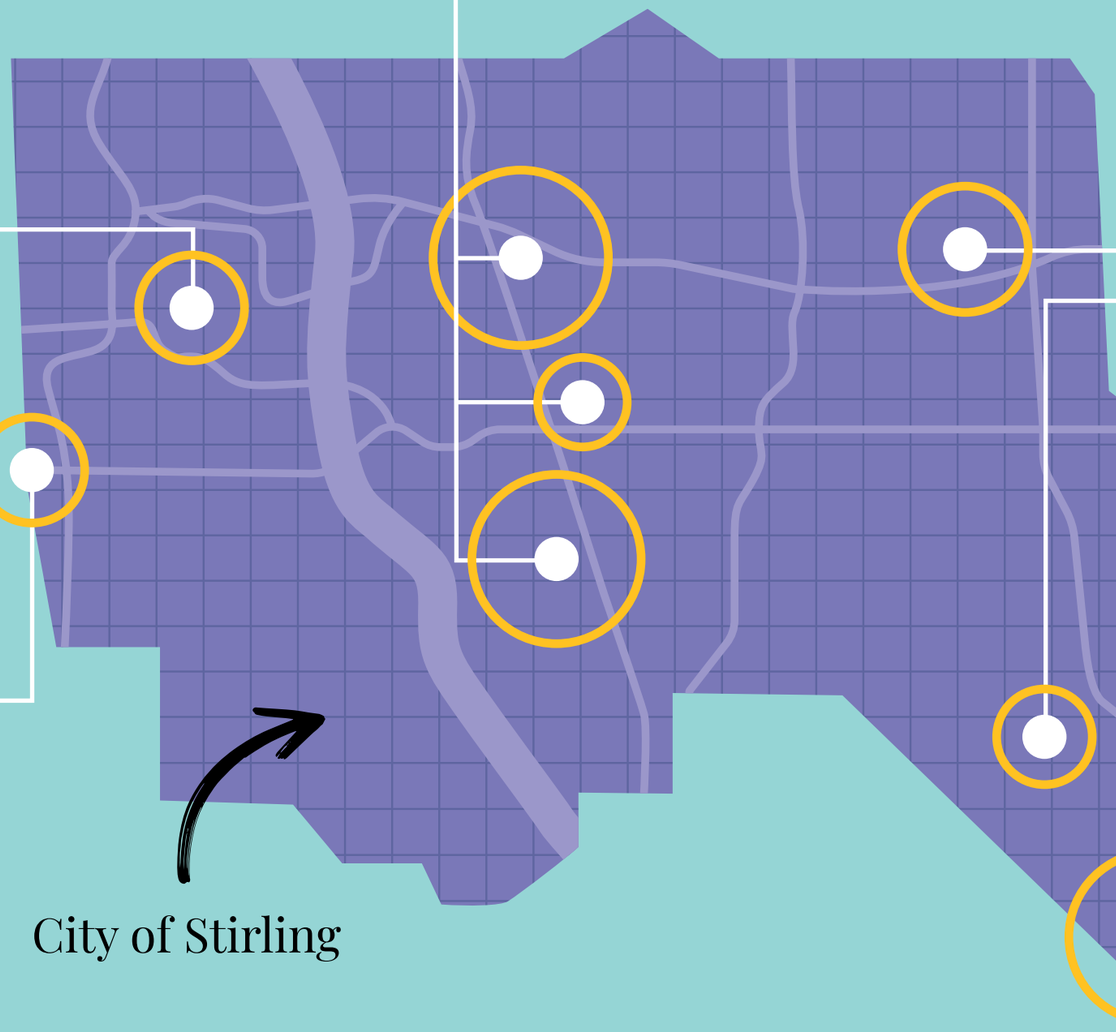
**The City of Stirling is a city of high-performing precincts, each primed for investment. From coastal charms and thriving business districts, to multicultural hubs and heritage strips, these places offer more than location. They offer momentum.**



**Karrinyup**



**Scarborough Beach**






**Balcatta, Stirling City Centre, and Osborne Park**



**Mirrabooka**




**ECU Mount Lawley**



**Beaufort Street**

# Stirling City Centre

## A future-focused precinct.

Stirling City Centre sits at the natural crossroads of movement, commerce and civic life; a central precinct with the scale and planning frameworks that support high-density growth.

Anchored by Westfield Innaloo, Stirling Station and Osborne Park Hospital, Stirling City Centre is a location ready to intensify. With major development sites already identified, the precinct is set to become a vibrant mixed-use centre with built-in amenity, walkable design, and seamless access to the Mitchell Freeway and Yanchep Train Line.

### Stephenson Avenue Extension

The Stephenson Avenue Extension is a landmark infrastructure project in the Stirling City Centre. The extension delivers improved access and strengthens connections to major employment and retail hubs including Osborne Park and Westfield Innaloo.

With completion expected in 2026, the project introduces a new freeway interchange, upgraded bus interchange facilities and enhanced shared paths. This will support stronger public transport links across the precinct.

"The City of Stirling is committed to innovation and infrastructure. Immersive Technologies has a business plan with about $214M in spending over the next few years, which gives us confidence that this is the right time for us as an innovation-driven company. We rely on being able to adapt and integrate with other local businesses as they grow."

**Dan Ward** | Regional Sales Manager, Immersive Technologies



## Where infrastructure meets investment momentum.

### Stirling Train / Bus Station

On the Yanchep Line.

### IKEA

WA's only IKEA, IKEA Perth averages 40,000 customers each week, totalling over 2 million total visitors yearly.

### Westfield Innaloo

Operated by Scentre Group, with 8.6 million annual customer visitors and 150 retailers.

### Osborne Park Hospital

Key health infrastructure with major expansion underway as part of a $1.8 billion investment in Women and Babies Hospital Project.

### Mitchell Freeway

A major north-south arterial route that links the Perth CBD with the City's rapidly growing northern suburbs.

# Osborne Park and Balcatta

## Industrial strength. Corporate scale.

### Osborne Park

One of WA's most significant business hubs and home to major players like Seven West Media, Georgiou Group, BGC, Primero Group, Emeco and Mineral Resources. Located just south of Stirling City Centre, it offers direct access to Mitchell Freeway and Glendalough Station, making it a future-focused base for scale, visibility and reach.

### Three zones. Endless potential:

- **Herdsman Business Park –** Office and commercial spaces with panoramic views across Herdsman Lake – a Bush Forever wetland and thriving wildlife sanctuary.
- **Retail Precinct –** A high-energy corridor on Scarborough Beach Road with flexible zoning, development-ready sites and 130,000+ vehicles passing daily.
- **Industrial Area –** A light industrial and service commercial hub just 8km from Perth CBD with seamless access to the freight network.

### Balcatta

One of WA's most versatile industrial precincts, positioned at the intersection of Mitchell Freeway and Reid Highway for unbeatable connectivity.

North of Stirling City Centre, it's a strategic base for fabrication, construction and advanced manufacturing. Now evolving into a mixed business hub with direct freight access, creating new opportunities for industrial, manufacturing and service commercial ventures.



## Where industrial ambition meets corporate scale.

**8km from Perth CBD**

Travelling from Osborne Park Industrial Area.

**130,000+ vehicles daily**

Through Osborne Park Retail Precinct.

**Direct access to Mitchell Freeway and Reid Highway**



**WA's highest business density**

75% higher media sector value per capita than the WA average.

# Scarborough Beach and Coastal Nodes

## Coastal energy. Urban edge.

Scarborough Beach is one of Australia's most iconic coastal destinations. A nationally ranked foreshore with strong visitation, it's a precinct where lifestyle, culture and investment rise above the rest. Opportunities for tourism, hospitality and mixed-use ventures thrive on visibility and demand in this high-profile, future-focused location.

North of Scarborough, the coastal suburbs of Trigg, Watermans Bay and North Beach offer a different kind of opportunity. Quieter, scenic, and ready for activation. These coastal nodes are ideal for boutique hotels, wellness retreats, dining precincts and residential development that tap into the City of Stirling's growing visitor economy and coastal lifestyle.

The Surf CAT is a free, high-frequency bus service running every 10 minutes between Stirling Station and Scarborough Beach.






Where culture, coast and creativity converge.

### Scarborough Beach ranked 8th in Australia

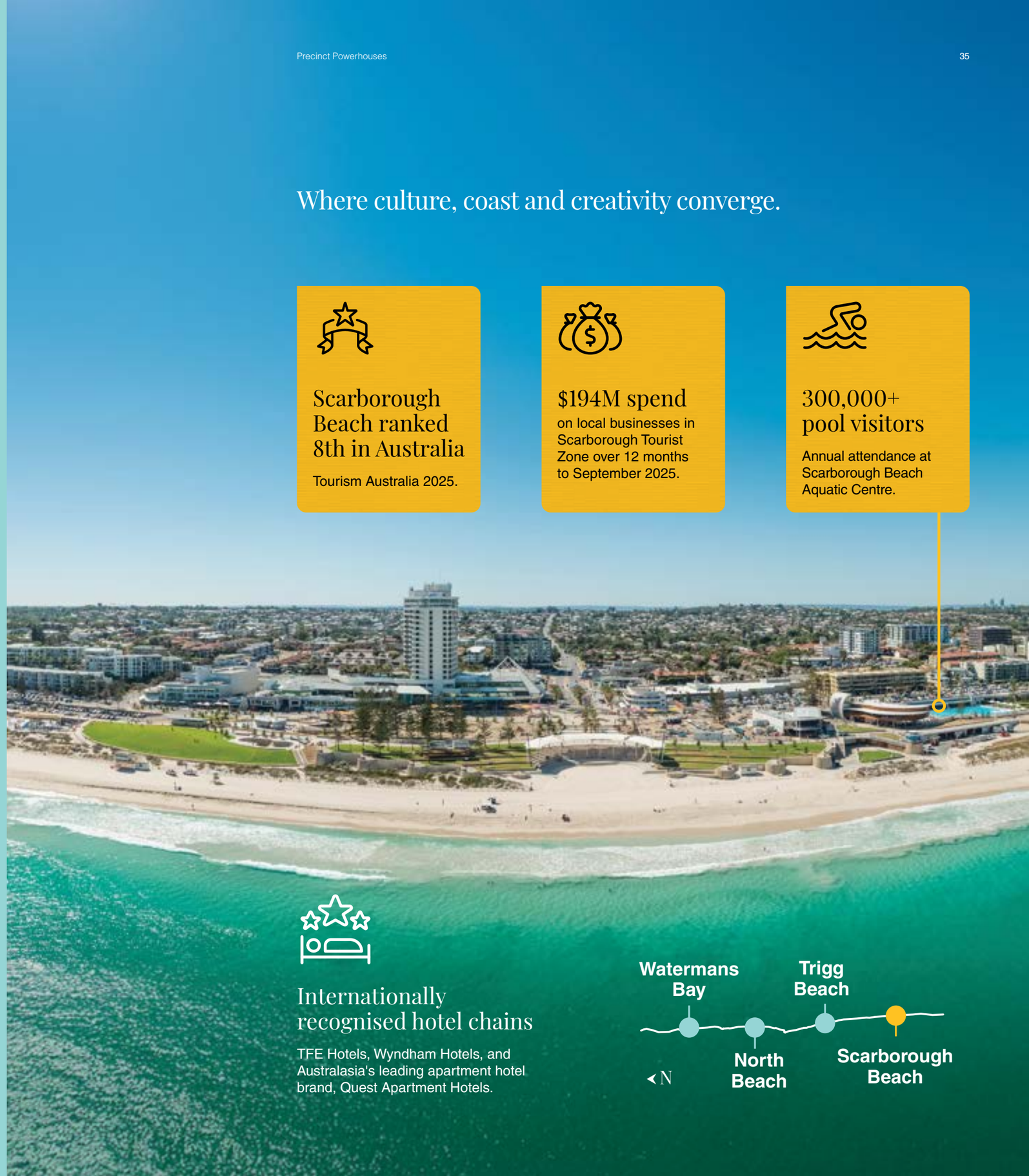
Tourism Australia 2025.

### $194M spend

on local businesses in Scarborough Tourist Zone over 12 months to September 2025.

### 300,000+ pool visitors

Annual attendance at Scarborough Beach Aquatic Centre.



### Internationally recognised hotel chains

TFE Hotels, Wyndham Hotels, and Australasia's leading apartment hotel brand, Quest Apartment Hotels.

# Karrinyup

## Retail prestige.
## Residential potential.

One of the City's most desirable precincts, Karrinyup offers exceptional opportunities for high-quality apartment living alongside vibrant retail and dining experiences.

Karrinyup Shopping Centre, managed by GPT Group, is the City of Stirling's premier retail destination, anchoring this sought-after precinct with world-class shopping and lifestyle amenities.

With strong local amenity and proximity to Perth's premier beaches, the Karrinyup precinct combines convenience with coastal lifestyle – a rare advantage for investors seeking height and sophistication.




"Retail is one of the City's largest employment-supported sectors. Here at Karrinyup, we have around 1,200 people who come to work at the centre every day."

**Meike Daeffner** | Retail Manager, Karrinyup Shopping Centre



## Where retail performance meets residential potential.

### 13.4M visitors

Total annual foot traffic through Karrinyup Shopping Centre.

### $1B+ in annual sales

WA's top-performing retail centre.

### A suburb in demand

By 2035, Karrinyup's population is forecast to grow by 13%.

# Mirrabooka

## Community. Growth. Potential.

Mirrabooka is a multicultural hub with the energy and scale to shape the future. With Perth Glory's new A-League base, a $1.4 million upgrade to the Town Square, and Milldale Way set to become the next high street, this is a precinct ready to grow above and beyond.

Centred by The Square Mirrabooka with 100+ stores and a vibrant mix of global flavours, Mirrabooka combines retail strength with untapped potential for medium-high density housing, hospitality and mixed-use development. Mirrabooka offers immediate, development-ready sites, including freehold land owned by the City of Stirling and State Government, strategically located for supporting mixed-use, commercial and community outcomes.

Mirrabooka Bus Station links straight to Perth CBD with services every five minutes at peak, delivering commuters in around 12 minutes, making this one of WA's most connected urban hubs.






## Where cultural energy meets commercial opportunity.

### Perth Glory FC Headquarters

Now based in Mirrabooka.

### $1.4M Town Square upgrade

Delivered in 2025.

### The Square Mirrabooka

100+ stores, multicultural retail mix.



# ECU Mount Lawley

## Reimagining a precinct. Unlocking new potential.

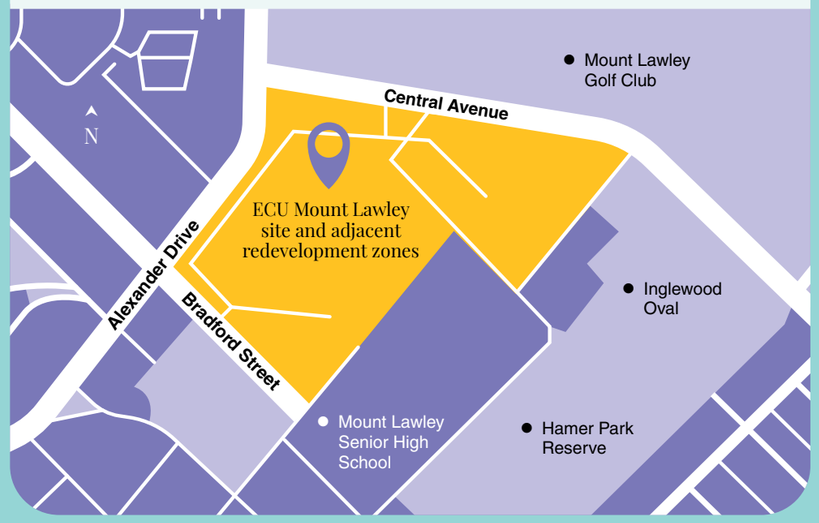
A bold vision is reshaping the ECU Mount Lawley campus into a vibrant urban village. With construction expected in 2027, Development WA is steering the transformation of the ECU Mount Lawley precinct, coordinating planning, infrastructure and land release to convert the former campus into a high-value mixed-use urban village that unlocks long-term economic, social and community benefits.

This 18.6ha site situated just 4km from Perth's CBD, will blend education, culture and contemporary living with green spaces and better connections.

### What's coming:

- Quality medium and high-density housing
- Reimagined campus buildings
- Leafy, inclusive streetscapes
- Improved walkability and connectivity to transport links.

For developers and operators, it's an opportunity to activate one of Perth's most desirable inner-metro locations, unlocking long-term value where heritage meets innovation.






## Concentrated business activity will reshape the inner city and unlock new investment potential.

**High-demand location**
for housing and lifestyle ventures.

Approximately
**900 - 1,100 new dwellings**

**A new urban primary school**

Approximately
**15% of the site as public open space**

**Small scale retail/café opportunities**

Courtesy of DevelopmentWA. Artist impression only.

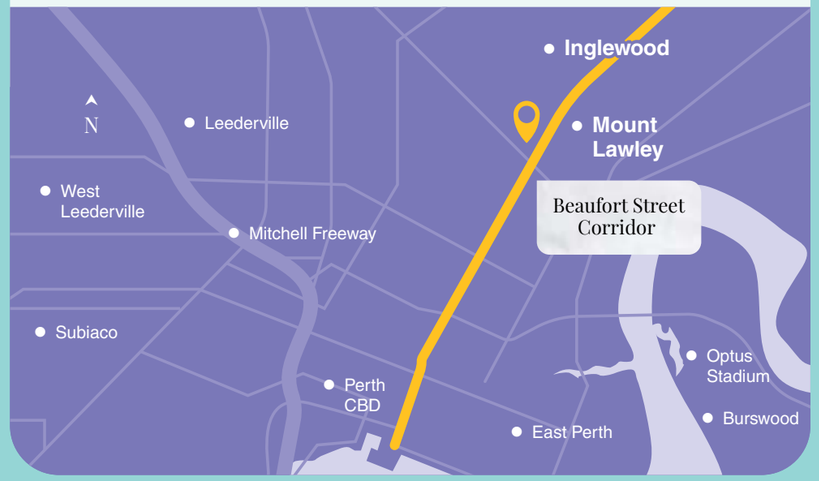
# Beaufort Street Corridor

## Heritage character. Modern opportunity.

Beaufort Street is the City of Stirling's urban heartbeat – a destination where heritage meets contemporary energy. This corridor blends timeless character with a thriving mix of retail, hospitality and entertainment, creating a precinct ready to rise.

Its proximity to Northbridge, East Perth and the Perth CBD makes Beaufort Street a natural choice for boutique apartments and mixed-use projects that elevate lifestyle without losing identity. Here, heritage meets high-density opportunity.








## Where history sets the stage for growth.

### Iconic Astor Theatre

Hosted 166 shows and 127,577 patrons in 2024.

### High-demand location

For mixed-use development and boutique apartments.

### Strong retail base and hospitality

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