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MEDIA RELEASE

PERTH CBD THE PLACE TO BE AS OFFICE OCCUPANCY HITS 80 PER CENT

The CBD has surged into summer, with office occupancy levels reaching 80 per cent compared to pre-COVID levels - the highest recording in the country.

The Property Council's survey for November 2022 found workers have returned to the CBD in droves, with the data showing peak day office attendance at 88 per cent.

Property Council WA Executive Director Sandra Brewer said Perth's nation-leading occupancy rate in our CBD is a resounding victory.

"If the past two years have taught us anything, it's that flexible work is here to stay. But an 80 per cent occupancy rate in our CBD highlights not only there are far more workers in the CBD than at home, but the Perth CBD is a place that workers want to be," Ms Brewer said.

"Walking around the CBD, you get a real sense of positivity and drive, the city is bustling with plenty of exciting new activations, fabulous retail and food and beverage options, so of course, more people are coming back into the City.

"This victory can be chalked up to the leadership shown by the property sector, the Premier's encouragement for public sector workers to continue to work from their offices, and the Lord Mayor's passionate support for the Perth City.

"The shared belief in the value of the CBD and joint leadership has led Perth to lead the country in recovery from the pandemic."

For two years, the Property Council, alongside the state government and the City of Perth, advocated for workers to return to the CBD through collaborative programs like the CBD VIP campaign. This initiative, amongst other policies, has allowed workers to maintain their connection to the heart of commerce – the CBD.

"Throughout the pandemic, we've seen strong public sector leadership – from the Premier down," Ms Brewer said.

"What we're seeing in Western Australia is that public servants across all departments and agencies are in their workplaces, collaborating and working hard to make the WA community better. Other capital city public sector leaders should take note."

Beyond the positive economic outcomes for businesses that rely on office workers, WA stands to win the race for talent and productivity-engaged workforces which will position us well to drive economic growth.

"The fact that WA's economic outlook is so strong is due to the sense of collaboration and commitment to a thriving economy across both private and public sector workforces.

"Western Australians understand the significance of their economic contribution, which accounts for around half of Australia's exports of goods. The feeling on the ground is optimistic, driven and enterprising.

"The only thing that will hold back WA's prosperity is the lack of workers. Our affordable cost of living and high median incomes are enticing benefits and long with a strong economy and lower housing costs, a great reason for workers to move to WA," Ms Brewer concluded.

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Comments attributed to the Right Honourable Lord Mayor Basil Zempilas, City of Perth:

"These numbers represent a huge victory for Perth - a victory for positivity, a victory for teamwork and a victory for celebrating our City and all of the reasons to be in it, not at home."

"I'm very proud of the role the City of Perth has played in creating an environment and a mindset which workers want to be a part of."

"Our brand, City of Light, tells everyone who we are and what we stand for."

“We’re bold, brave, we’re connected. We want to be a part of something special together, we want to stand out.”

“Our team has worked very hard on safety, cleanliness and events and attractions – and now we are seeing the rewards. People want to be a part of the buzz of our City.”

“The office occupancy numbers prove it and so do our visitor numbers. Last week more people came into our city after 6pm than any other week this year.”

“As we head for Christmas, momentum is on our side. I couldn’t be prouder.”