

Port Coogee



Prominent land developer Australand required an assessment of the economic and social impact of its Port Coogee development on the old Robb's Jetty site in Perth's southern coastal corridor. The objective was to clearly spell out the economic, employment and amenity benefits of the development to facilitate communication with governments, stakeholders and the community.

Pracsys rapidly assessed the drivers of economic and social change associated with the development, conducted local research and compiled the necessary statistics to model the impacts. Large economic benefits in retail and commercial activity were evident, with positive social impacts from urban regeneration of the area.

Outcomes

Australand is proceeding with the development, confident in promoting the economic and social benefits of the project to all stakeholders and the community. The dynamic impact model used by Pracsys also enables Australand to update the model as new information becomes available – thereby maintaining currency and relevance.

Client: Australand

Pracsys Team involved in this project: Brian Cole, Michael Chappell & Michael Knight