

# CREATING THE CITY OF INNOVATION

**A VISION FOR A GREATER CURTIN**



**Colin Beckett, Chancellor**

Curtin University brings together the very best minds in research and teaching and aims to create an important economic and innovation hub that celebrates our creative knowledge. Curtin is committed to pursuing this goal with and for the citizens of Perth and Western Australia so that we may become a globally competitive knowledge economy.

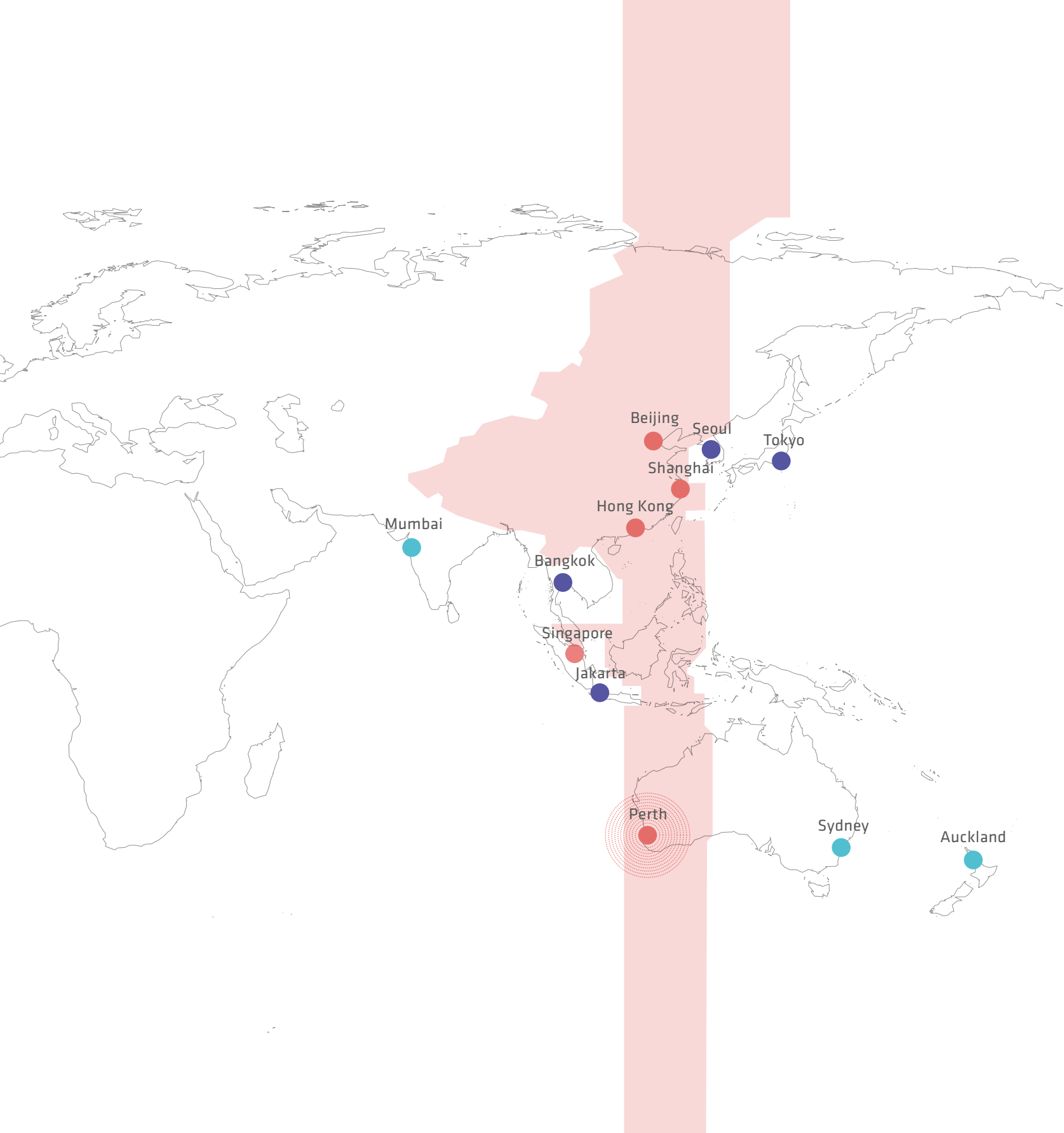
Greater Curtin is part of this visionary plan for our future. It is a bold and exciting plan that sets out the transformational changes required to bring together the world's best minds to solve real-world problems. It will be a place where large and small businesses and entrepreneurs can exchange knowledge – a place where creative relationships are forged between colleagues. Greater Curtin is set to develop into one of the most dynamic districts conceived for the benefit of Perth and Western Australia. We invite you to join with us in making this a truly globally competitive knowledge centre – a Greater Curtin.





# **CREATING THE CITY OF INNOVATION**

**A VISION FOR A GREATER CURTIN**



# A CITY THAT'S TIME HAS COME

Perth is Western Australia's cosmopolitan capital. It is a modern, prosperous, stable city situated in the world's most populous time zone, making it an attractive location for business, study and leisure.

- 
- OUR TIME ZONE (WST/GMT+8)
  - ~ 1 HOUR DIFFERENCE
  - > 2 HOUR DIFFERENCE

# CREATING THE CITY OF INNOVATION

Where there is spontaneous interaction and the sharing of knowledge, there is innovation. Welcome to Greater Curtin, a home for inspired thought.

The city is located in Perth, the capital of Western Australia. Perth is part of the most populous time zone in the world, making it an attractive location for business and study.

Greater Curtin is an urban environment where diverse groups from the world over will come to work, study and interact with

new ideas. Here, we welcome the incidental networks created by enterprise and business connecting with those who form the urban fabric of the city. Our proximity to Asia means that we will interact with countless individuals, researchers and companies that can add a wealth of knowledge investment and commercial viability to the city.

Greater Curtin's vision is to make a difference to citizens, visitors and the wider community – while ensuring a greater tomorrow for all.

**BRINGING INNOVATION TO LIFE:  
A VISION FOR GREATER CURTIN**



# WHAT IF THERE WAS A CITY THAT'S ONLY PURPOSE WAS TO INNOVATE?

What would this city look like?

Even before there are bricks and mortar, we will build a city with inspired thought, creativity and knowledge.

We want to make tomorrow better than today, by creating a home for ideas and visions.

We want to provide a place for innovation; we want to encourage creativity; it is our belief that when these come together, our learning and growing culminate in excellence.

Our investment is in knowledge. We will partner with industries, businesses, governments and researchers to make a place where new thoughts can be conceived.

Knowledge and innovation extend beyond buildings.

Our vision is to create a city that knows no time, age, place or limits.

We yearn to see a collection of cultures and disciplines interacting and growing together.

By providing world class facilities for those who seek to grow with us, we can create a culture of lifelong learning. So we will open our doors to those from all walks of life.

We believe that knowledge and innovation do not abide by boundaries.

With this in mind, we will create a place that allows staff, students, stakeholders, researchers, businesses, entrepreneurs and the community to meet, share and learn together.

Whether it's in a lab, a cafeteria or underneath a tree, we seek to encourage thinking and new ideas.

Our architecture and planning will revolve around this concept, with open plans and spaces for community. We will have a city that thrives on togetherness.

Through incidental learning we can change our world.

We want to see a thriving city of people whose goal is one and the same...

TO MAKE TOMORROW BETTER







## **GREATER OPPORTUNITY**

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When people come together, knowledge and experiences are shared. We call this Incidental Learning and it is an integral part of Greater Curtin.



VISIBLE RESEARCH

INNOVATIVE BUILDINGS

COMFORTABLE PLACES FOR EVERYONE

LIGHT RAIL CONNECTIONS

PUBLIC SPACES TO ENCOURAGE CONNECTIVITY



WHERE ART AND CULTURE MEET

**GREATER OPPORTUNITY**

By 2031 Greater Curtin will

**4.5 BILLION**



contribute \$4.5 billion to the local and state economies

**762,000**



have grown to 762,000m<sup>2</sup> of floor space

**20,000**



stimulate economic activity and generate over 20,000 jobs

There is a fantastic and rich heritage to the land that Greater Curtin is built on. The stories of our past, along with a commitment to a future of innovation, is a wonderful opportunity for us to create greater tomorrows. Our land provides us with the ability to encourage interaction between all kinds of thinkers and knowledge-sharers through the creation of dynamic mixed-use places. For the people who choose to study, work and live in our city, they will have access to it both day and night.

Greater Curtin will become a city of dynamic diversity. Our city has a vision to create stronger social and business networks on both a physical and virtual level; with businesses given the opportunity to locate within the city, they will benefit from access to the best minds in research and knowledge industries. The benefits are twofold; students will in turn receive the opportunity to study in real-life environments that provide them with countless resources for the future.





## **GREATER COMMUNITY**

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The city will be home to a diverse collection of people and cultures. From students to residents, international visitors to local businesses, Greater Curtin will thrive by growing its network of innovators.



SPACES FOR  
ENTREPRENEURS

PUBLIC SPACES TO  
ENCOURAGE CONNECTIVITY

DREAMING TRAILS  
INTERPRETED THROUGH  
A LIVING STREAM

INTEGRATED BIODIVERSITY



PLACES TO WORK AND LIVE

DIVERSE ACTIVITY

### GREATER COMMUNITY

By 2031 Greater Curtin will



be home to 8,000 resident students



attract 73,000 daily visitors



house a total of 20,000 residents

Greater Curtin's vibrant urban environment will be a place for residents, students and businesses to live, work and play together; a place that a growing, diverse community will call home. With this integrated society, access to retail and other amenities is essential, and once established, will contribute to the city's economy. By providing a range of services and amenities onsite, Greater Curtin is also able to encourage employment for its residents, more productive students who can stay on campus longer and the presence

of supportive networks to aid the transition from their study to working lives. Greater Curtin will function as an open community – where there is opportunity for its residents, employees and students, so there is access to amenities for the wider community. Greater Curtin's available accommodation will also provide study, living and work opportunities for those who are connected to it. Less travel time needed to access the city will mean higher productivity, greater economy, retail success and personal safety for all.

## GREATER CURTIN MASTER PLAN



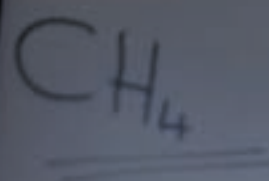
We envisage Greater Curtin to be the place to rub shoulders with some of the most dynamic and exciting business and community groups in Australasia. It will be a place where large and small businesses and entrepreneurs can exchange knowledge, a place where creative relationships are forged between colleagues, and a place where companies, the community and Curtin students can share a unique opportunity for innovation and creativity, with long-term benefits for the people of Western Australia.





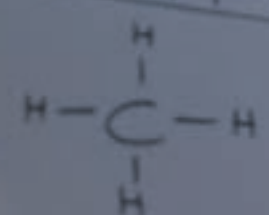


- 1 Gateway residential development
- 2 Urban residential
- 3 The Greens
- 4 Perth Hockey Stadium – elite hockey hub
- 5 Light rail alignment
- 6 Hayman Road light rail stop
- 7 Northern light rail stop, bus interchange and retail hub
- 8 Health research and practice
- 9 Indoor sport and recreation centre
- 10 Urban plaza and Curtin dome
- 11 Living stream providing stormwater treatment and urban amenity
- 12 Main street urban boulevard
- 13 Corso
- 14 Jack Finney Lake
- 15 Central Park
- 16 Mixed residential
- 17 Facilities management hub
- 18 Academic core
- 19 Dolphin dreaming trail
- 20 Southern light rail stop, urban plaza, retail hub
- 21 Existing trees
- 22 New arts hub – education and community
- 23 Improved connectivity to Canning College
- 24 Research laboratories
- 25 Light rail stabling facility

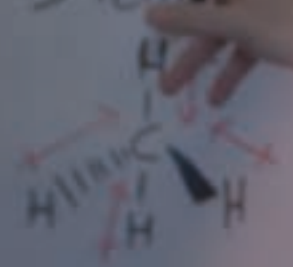


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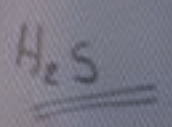
⇒ 4 pairs



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⇒ tetrahedral

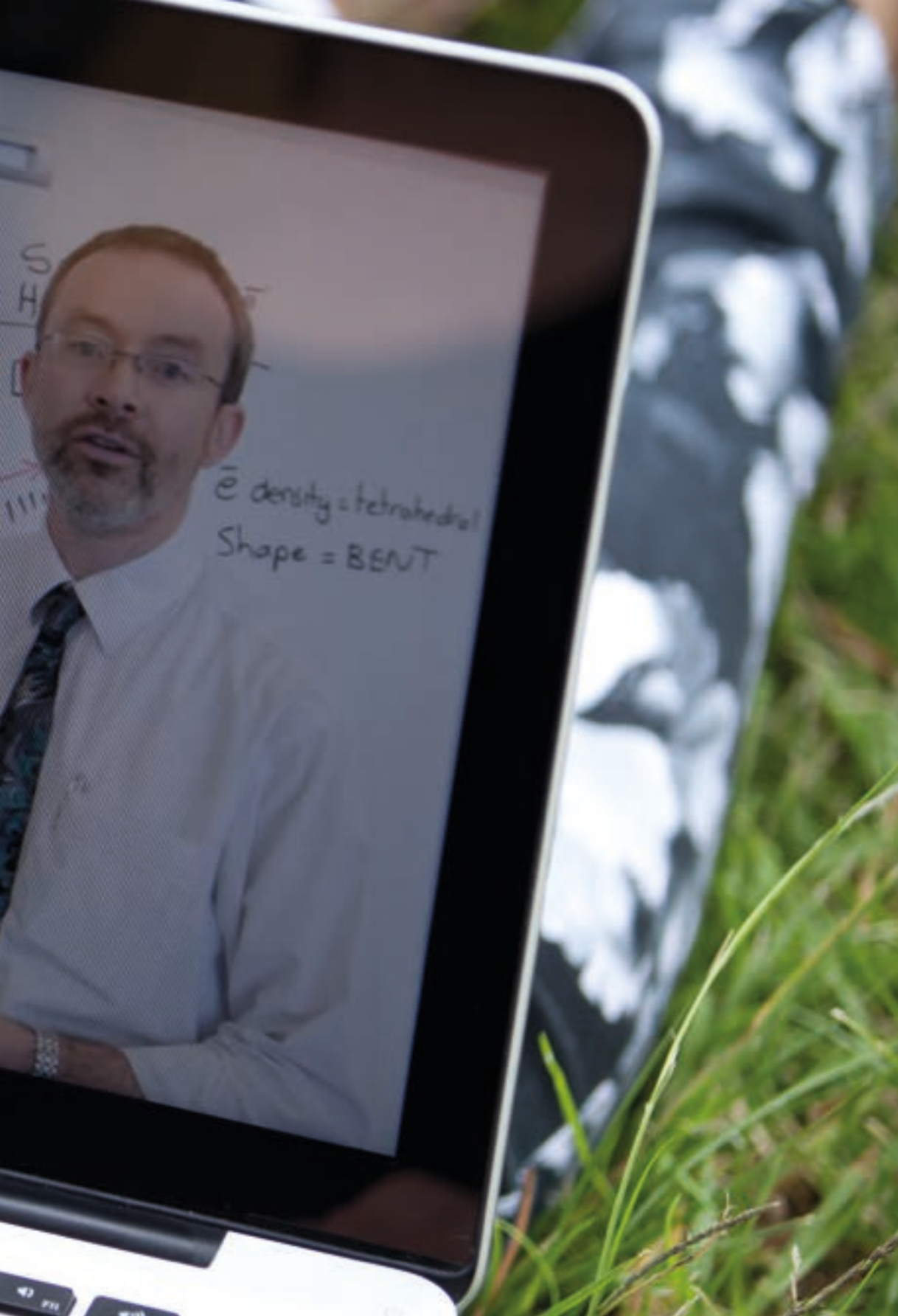


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Net Dipole moment

MacBook Pro



## **GREATER LEARNING**

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Innovation, collaboration and empowerment from knowledge – these are the foundations of Greater Curtin. Its design, construction and environment will provide a focus for education and a lifelong framework for the exchange of knowledge.



CELEBRATION OF PINE TREES

BOUNDLESS AND ADAPTABLE  
SPACES FOR CONNECTIVITY

CREATING A SMARTER  
COMMUNITY

ECOLOGICAL PARKLANDS

RECREATION FACILITIES  
AND SPORTING GROUNDS



BUILDING SUSTAINABILITY

A CULTURAL HUB

## GREATER LEARNING

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By 2031 Greater Curtin will cater for

**44,000**



over 44,000  
full-time equivalent  
students

**6,700**



over 6,700 full-  
time equivalent  
university staff

**2,300**



over 2,300  
staff dedicated  
to research

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New ideas are always formed from a foundation of what has come to pass before. The Master Plan for Greater Curtin has been designed to allow for a city that is responsive and respectful to the land and cultures it is built on. Our vision is for Greater Curtin to continually grow, nurture and support learning long into the future. Students attending the university will be of all ages – with flexible learning and living arrangements that are tailored to their circumstances.

With stronger connections to current students and alumni, Greater Curtin can maintain networks and generate more opportunities for business development and the commercialisation of ideas and innovations within the city's framework. No one is an island. As such, the city is planned to generate interactions with students, lecturers and the businesses invested in today's learners who are thinking for the future.





## **GREATER CONNECTIONS**

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A great city starts with access for everyone. Our Master Plan ensures that movement within Greater Curtin is comfortable and available, while connections to the wider community and Perth are convenient.



MANY HOUSING CHOICES AVAILABLE

TRANSFORMING CURTIN'S HERITAGE

ESTABLISHMENT OF A RANGE OF SPACES AND MICROCLIMATES FOR ALL SEASONS

RAIN GARDENS

DADA CULTURAL SPACE





CLEAR AND LOGICAL STREETS  
DESIGNED TO IMPROVE WAYFINDING

INTEGRATED TRANSPORT

### GREATER CONNECTIONS

Living at Greater Curtin means



driving 79% fewer kilometres than the Perth average



emitting 54% less CO<sub>2</sub> compared to the Perth average



consuming 76% less water than the Perth average

For a city to function at its optimum, efficient and attractive movement is essential. Greater Curtin will be home to a sophisticated and integrated network which will include light rail and abundant streets for walking and cycling – areas for safe travel and interaction. It's a way to make the city an attractive destination and an easy and integral part of the bigger picture in Perth's educational, commercial and social networks.

The availability of accessible public transport will mean that face-to-face interactions can happen easily. Greater Curtin's links with other universities will allow for greater sharing of knowledge, while closer connectivity to the Perth CBD will attract commercial investment and enterprise. It will see Greater Curtin become a great investment and convenient destination.



## DIRECTIONS 2031 AND BEYOND

The State Government's comprehensive metropolitan planning strategy 'Directions 2031 and Beyond' lays out a plan for the future growth of Perth. The Bentley-Curtin Specialised Activity Centre forms part of this plan.



## KNOWLEDGE ARC

The main concentration of knowledge economy jobs follows an arc that begins at Curtin University and ends at the University of Western Australia (UWA) with Bentley Tech Park, Perth CBD, West Perth and Subiaco in between.



## SPECIALISED ACTIVITY CENTRES

MAX LRT ROUTE (PROPOSED)



# GREATER NEIGHBOURS

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Perth will reach 3.5 million residents by 2050. It's a number that means incredible opportunities for those who call the city home. This opportunity extends to Greater Curtin which will be located on the Light Rail network that extends south from the City of Perth, connecting its hubs of learning and commerce conveniently and efficiently.

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Curtin's Bentley Campus is 114 hectares and when compared with major population centres provides huge scope for urbanisation.



LOWER MANHATTAN

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PERTH CBD

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SYDNEY CBD

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A close-up, slightly out-of-focus photograph of a young child's face, showing their eye and part of their nose and mouth. The child has light-colored hair and is looking towards the camera with a slight smile. The background is dark and blurred.

# **GREATER DAYS AHEAD**

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Curtin University is dedicated to the vision of creating better tomorrows. While there are millions of details to sort out over the years ahead, we are committed to their delivery. The face of Curtin University as we know it will change sooner rather than later. It will be an exciting time; a time to invest in opportunities and see innovation like we've never experienced it before. It is with this optimism that we invite all citizens on a journey that will create a greater tomorrow – a Greater Curtin.

# FOR MORE INFORMATION

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