

Strategic Plan 2021-2025



Our vision

A strong, diverse and sustainable economy that delivers local jobs and advances Western Australia as a global destination.

Our mission

To promote Western Australia and advance the diversification and growth of the State's economy.

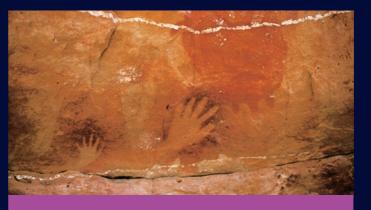
Our strategic directions



A sustainable and diversified economy



Jobs for today and tomorrow



Western Australia's unique assets are recognised on the world stage



A world class innovation ecosystem

Our values

Foster strong relationships

We build and nurture meaningful connections so our collective effort creates positive change.

Make a positive difference

We act with purpose and make things happen to deliver the right outcomes for Western Australia.

Act with integrity

We build trust by infusing every action with honesty, fairness and respect.

Embrace diversity

We seek out and leverage diverse thinking, talents and ideas so we can be better and stronger



Strategic Plan 2021-2025



Our vision

A strong, diverse and sustainable economy that delivers local jobs and advances Western Australia as a global destination.

Our mission

To promote Western Australia and advance the diversification and growth of the State's economy.

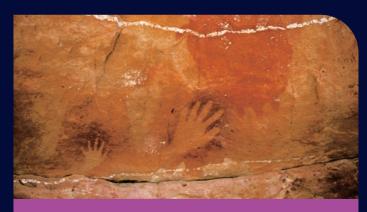
Our strategic directions



A sustainable and diversified economy



Jobs for today and tomorrow



Western Australia's unique assets are recognised on the world stage



A world class innovation ecosystem

Our values

Foster strong relationships

We build and nurture meaningful connections so our collective effort creates positive change.

Make a positive difference

We act with purpose and make things happen to deliver the right outcomes for Western Australia.

Act with integrity

We build trust by infusing every action with honesty, fairness and respect.

Embrace diversity

We seek out and leverage diverse thinking, talents and ideas so we can be better and stronger