



Western Australia Night-Time Economy Strategy

The background of the page is a photograph of a campfire at night. Several pieces of food, possibly fish or meat, are hanging from a rack over the fire to be cooked. The fire is bright and glowing, with flames visible. The overall scene is warm and atmospheric.

Acknowledgement of Country

The Western Australian Government acknowledges Aboriginal people throughout Western Australia as the Traditional Owners and Custodians of the lands, waters, and communities in which we operate.

We pay our respects to all Aboriginal people and their cultures, and to Elders past and present.

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Front and back covers image: Elizabeth Quay, Boorloo / Perth. Photo courtesy of City of Perth.
Left image: courtesy of Tourism WA.

Premier's foreword

Some of the most memorable moments in our communities happen after dark.

They happen when people linger a little longer in town centres, meet friends after work, attend a local performance, or enjoy a vibrant, light-filled experience, with the crowds and energy of streets filled with life. These moments shape how we experience our cities and towns, how connected we feel to our communities, and how proud we are of the places we call home.

Strong cities and towns are central to Western Australia's success. They drive productivity and investment, but just as importantly, they shape our quality of life. A strong economy must be reflected in places that are active, welcoming and well used, where people want to spend time and feel a sense of belonging.

Western Australia's night-time economy has the opportunity to be a powerful driver of jobs, economic diversification and vibrancy. It sits at the intersection of tourism, hospitality, culture, sport, creative industries and community life – all priorities that underpin this Government's broader agenda, including Diversify WA and the WA Visitor Economy Strategy 2033.

Strengthening our night-time offering supports local jobs, encourages visitation, extends stays and spending, and enhances the liveability of our cities and towns. By fostering innovation, streamlining

regulation and enhancing the quality of experiences through a unified strategy, Western Australia can deliver a globally competitive hospitality and night-time economy that attracts investment and strengthens community connection.

When done well, after dark activity brings people together. Culture, events and local experiences help tell the stories of our communities – stories that reflect who we are, where we live, and what makes each place distinctive. These stories shape how Western Australia is experienced by residents and visitors alike, and they strengthen pride, connection and belonging.

This Night-Time Economy Strategy provides a clear, statewide framework to guide that effort. It recognises that meaningful progress requires shared responsibility across State agencies, local governments, industry, cultural organisations and communities. It also recognises that no single model will suit every place. What works in a metropolitan precinct will differ from what works in a regional centre or suburban hub, and this diversity is one of Western Australia's greatest strengths.

This Strategy is a key enabler of our Seven Cities vision – a connected network of vibrant, distinctive centres across our regions. By strengthening after dark activity across these centres, we can support more local jobs, reduce the need to travel long

distances, and create places where people can live, work and socialise closer to home. A thriving night-time economy is fundamental to building complete, resilient and globally competitive cities.

As Premier, I am committed to a whole-of-government approach that supports locally led solutions, improves coordination, modernises regulation where needed and gives communities the confidence to shape vibrant, safe and inclusive places after dark.

Local governments, in partnership with their communities and businesses, will play a vital role in shaping and activating night-time places. Industry and community partners will bring creativity, innovation and energy to the experiences offered after dark.

This Strategy is also about people – patrons, residents and the many Western Australians who work at night to keep our State running. Ensuring that night-time activity supports safety, access, wellbeing and opportunity is fundamental to its success.

By working together and taking a balanced, place based approach, we can unlock the full potential of our cities and towns and realise a Western Australia that is vibrant, connected and active at all hours.

Hon Roger Cook MLA

**Premier; Minister for
Defence Industries;
Tourism, Trade
and Investment**



Boorloo / Perth,
photo by Aerature,
courtesy of Tourism WA.



Ord Valley Muster 2025,
Goonoonoorrang / Kununurra.
Courtesy of Tourism WA.





Introduction

In 2024-25, the night-time economy in Western Australia (WA) employed over 140,000 people and had a sales turnover of \$23 billion.¹

WA's Night-Time Economy includes the wide range of activities and services that operate in the evening and at night, typically between 6pm and 6am. It extends beyond the bars, clubs and restaurants traditionally associated with nightlife, to encompass hospitality, live music and entertainment, cultural and sporting events, festivals, tourism experiences, and the essential services and workers that support our communities after dark.

This Night-Time Economy Strategy provides a statewide, whole-of-government framework to guide how night-time activity is supported, enabled and coordinated in WA.

It recognises that night-time economies are shaped locally, but benefit from clear State level direction, consistent settings and coordinated investment. This Strategy brings together policy, reform and delivery across government to support sustainable night-time activity that works for residents, businesses and visitors.

¹Night-time economy data refers to food, drink, leisure and entertainment businesses (Source: Edwards, A., and License, A. (2026). *Measuring the Australian Night-Time Economy 2026*. Ingenium Research Pty Ltd | Council of Capital City Lord Mayors. Available at: <https://ingeniumresearch.com.au/nte-2026/>).

Work is already under way, and the WA Government is progressing significant foundational reforms and targeted investment that improve the conditions for night-time activity across the State, including:

- **Liquor licensing reform**
Simplifying approvals, reducing regulatory burden and providing greater flexibility for venues and events, to attract investment and foster innovation.
- **Vibrant precincts**
Northbridge has been established as WA's first Special Entertainment Precinct, offering long term planning and noise regulation certainty for live music and entertainment venues.
- **Investment in live music**
Through the Live Music Support Package and the ongoing Contemporary Music Fund, the WA Government is supporting artists, venues, touring, professional development and music events.
- **Events and place activation funding**
Supporting evening and night-time experiences that drive local spending, attract visitors and activate town centres and precincts across metropolitan and regional WA.
- **Investment in sport and recreation infrastructure**
Recognising that sport and recreation contributes to evening activity across local communities, the WA Government is investing in metropolitan, regional and remote sports infrastructure through PlayOn WA: 2030.

- **Safety and transport coordination**
Improving confidence and accessibility for people participating in night-time activity, including workers, residents and visitors.
- **Planning and noise reform**
Providing clearer guidance for managing the interface between night-time activity, development and residential uses.

This Strategy aims to build on what is already being delivered by aligning and strengthening outcomes.

In developing this Strategy, the Department of Creative Industries, Tourism and Sport acknowledges the input of WA Government agencies and industry stakeholders. This input has helped to shape the Strategy's overarching vision, outcomes and strategic direction.

Through the next phase of partnership and consultation, the WA Government will work with all levels of government and with industry and sectors more broadly to develop the Strategy's detailed action plan. The action plan will build on the foundational actions and will be tailored to respond to the local context.

WA's Night-Time Economy Strategy aims to support active, well managed, safe and sustainable night-time environments throughout the State – contributing to economic diversification, improved access to experiences after dark, and better outcomes for communities and visitors.

Strategy on a page

Vision

To cultivate vibrant, safe and inclusive night-time destinations across Western Australia that strengthen local communities, create jobs, attract visitors and showcase the State's culture, creativity and diversity after dark.

Outcomes

Economy

Community

Identity

Pillars



Progress regulatory reform



Activate events and spaces



Engage with diverse communities and audiences



Create safe and vibrant spaces



Support the night-time workforce



Enable insightful measurement and evaluation

Principles

Collaborate

Work across industry, community and government so contributions combine to create greater outcomes.

Inclusive

Be open, inclusive and accessible to all, guided by diverse knowledge and the wisdom of Aboriginal culture.

Innovative

Take a modern and innovative approach to developing night-time experiences, precincts and services.

Sustainable

Create socially and economically sustainable outcomes with a net positive impact on people and the planet.



Electric Fields, East Perth Power Station,
Perth Festival 2025. Photo by Jessica Wyld.

What the Strategy will do

- Set a clear, coordinated statewide framework for WA's night-time economy that builds confidence, shared responsibility and alignment across government, local government, industry and communities.
- Strengthen whole-of-government collaboration and coordination to align regulation, planning and policy in support of sustainable after dark activity.
- Support locally led, place-based outcomes that reflect the diversity, character and aspirations of metropolitan, regional and suburban communities.
- Enable activation, innovation and growth across events, culture, creative industries, sport and recreation, hospitality and retail to create jobs, attract visitors and enliven places after dark.
- Deliver accountability and continuous improvement through achievable actions, measurable outcomes and ongoing monitoring to inform future policy and investment.





Bread in Common, Walyalup / Fremantle.
Photo by Jarrad Seng, courtesy of Tourism WA.



Strategic pillars

The strategic pillars provide the framework to deliver the Night-Time Economy Strategy.

To ensure successful delivery, broader actions will be developed in consultation with delivery partners as part of a detailed action plan.

The following items form the Strategy's foundation, reflecting actions already being delivered by the WA Government, as well as initiatives to be further explored through the development of the whole-of-government action plan.

Pillars	Foundational actions
1. Progress regulatory reform Make it easier to do business in WA by streamlining the regulatory environment to ensure the night-time environment is supported, commercially viable and attractive to investment.	• Progress Tranche 2 liquor reforms, which will reduce regulatory complexity, increase flexibility for licensees and support contemporary business models. • Progress a new licensing and compliance system to increase the speed and efficiency of licensing and compliance activities. • Continue to develop sound management reforms, including a targeted sound attenuation grant program for live music venues, to protect existing and new entertainment venues, and meet the needs of venues and residents. • Continue regulatory reforms to support and protect vibrant entertainment precincts, including supporting precincts in WA's Seven Cities. • Continue to implement the Planning Reform 2019 Action Plan to deliver a simpler, more consistent and efficient planning system that supports night-time businesses and events. • Enhance requirements for WA artist representation on international tours in WA to support sustainability of the live music industry.
2. Activate events and spaces Create events and spaces that engage and encourage local communities to venture out at night, stay longer and spend more.	• Develop and support activation of key community, government and private venues and their surrounds to support late-night events, trading and engagement of locals and visitors. • Support a mix of high-quality, authentic and locally-led night-time experiences in hospitality, live music, cultural and sports programming. • Support local councils across WA to continue or develop night-time activations tailored to the local community, with an initial focus on WA's Seven Cities. • Support hospitality and retail operators to make practical and safe use of alfresco spaces and adjacent public spaces through streamlined approvals and cost-effective trading conditions. • Promote WA's diverse hospitality and night-time venues and unique spaces across metropolitan and regional areas, including aligning with access routes and tourism experiences.

Pillars	Foundational actions
3. Engage with diverse communities and audiences Create a variety of offerings across events and activities that appeal to diverse audiences, encouraging them to participate in the night-time economy.	• Support small businesses to develop innovative, inclusive programming to extend engagement beyond core events. • Support the diversification of night-time events and engagement with culturally and linguistically diverse communities. • Partner with Aboriginal-owned businesses to increase inclusion and provide cultural experiences in precinct delivery. • Explore opportunities to leverage event funding programs to support locally focused and Aboriginal-led cultural evening activations. • Explore ways to support local councils across WA to expand the mix of events they offer in the evening to appeal to more diverse audiences (including consideration of pop-up offerings), with an initial focus on WA's Seven Cities. • Promote evening event experiences via existing mechanisms, such as State and local marketing campaigns, and through event calendars and precinct maps. • Explore mechanisms to raise WA's profile as a distinctive hospitality and night-time destination by promoting location, precinct attributes, venues, live music and cultural experiences.
4. Create safe and vibrant spaces Create well-designed public spaces that support natural surveillance and enable safe and confident movement to make locations more vibrant, attractive and accessible after dark.	• Promote well-designed, active street fronts and planned spaces that are safe, accessible and encourage people to linger, connect and enjoy night-time areas. • Promote engagement of trained staff, community ambassadors and coordinated policing, and explore safety initiatives, tools and systems to reinforce safety and trust after dark. • Explore integrated transport solutions for night-time precincts and activities, including extended public transport hours, connections between modes, safe rideshare zones, secure taxi ranks, well-lit pedestrian routes and connections to existing 'late-night nodes'.

Pillars	Foundational actions
	• Consider the creation of night-time hubs within local government areas, defined in conjunction with local businesses and communities, where parties come together to support a safe, active and economically productive night-time environment. • Explore options to facilitate and support greater vibrancy through the provision of guidelines, policy, regulation or potential grants and programs that can protect existing neighbourhoods and ensure new hubs have the necessary supports to thrive.
5.Support the night-time workforce Ensure the night-time economy has an available, capable and world-class workforce to support it, with the right skill sets for the multiple contributing sectors including hospitality, entertainment and events. Ensure appropriate infrastructure and services are in place to support this workforce.	• Explore workforce requirements and ways to source additional workers, collaborate with industry, educational and vocation providers, and other stakeholders to increase the workforce pipeline. • Develop targeted employment programs and promote night-time employment as a career. • Explore the needs of the night-time workforce in relation to access to safe, reliable, affordable services (e.g. accommodation, transport, parking, childcare, retail, medical) and mental health and wellbeing.
6.Enable insightful measurement and evaluation Develop effective measurement and evaluation strategies to monitor progress against outcomes and inform future policy, investment and business, venue and workforce development.	• Develop Strategy actions and associated reporting outcomes in partnership with government and sector partners. • Determine existing qualitative and quantitative data availability to support measurement and evaluation of the Strategy actions and outcomes. • Explore development of additional metrics to support measurement and evaluation.



Chinese New Year, Northbridge, Boorloo / Perth.
Photo courtesy of the Office of Multicultural Interests.



CHINESE FAIR 文化節
Northbridge Square, Perth
Sponsored by...

Developing the action plan

To support the delivery of the Night-Time Economy Strategy, the WA Government will develop a detailed whole-of-government action plan that brings together agencies whose work influences the night-time economy from 2027 to 2029. This will ensure that government effort is coordinated, existing programs are aligned, and opportunities to support night-time activity are identified and acted on consistently across the State.

Implementation of the Strategy, including the action plan's development, will be progressed in partnership with local governments, industry, cultural organisations, peak bodies and community stakeholders. This consultation will help shape priority actions, highlight local opportunities and challenges, and ensure that the Strategy responds to different local contexts – from inner city precincts and suburban centres to regional towns and destinations.

This collaborative approach recognises that local governments and communities are best placed to shape night-time activity in ways that reflect local character, need and aspiration, while benefiting from State level coordination, reform and investment.

Progress will be monitored and reported to help understand how night-time activity is changing across WA.

Reporting will focus on how people participate in night-time experiences, how places are being used after dark, and how economic and community outcomes are tracking over time. This will support transparency, inform future decisions and help to target effort where it can make the greatest difference.

The Night-Time Economy Strategy is dynamic and influenced by changing social trends, economic conditions, visitor behaviour and community expectations. For this reason, the Strategy is designed to evolve and will be reviewed periodically to ensure it remains relevant, responsive and aligned with broader State priorities, including economic diversification, tourism and liveability.

By taking a flexible, collaborative and evidence informed approach, this Strategy supports shared ownership of WA's night-time economy, enabling communities, businesses and government to work together to create positive and vibrant outcomes after dark.



Rooftop Movies, FRINGE WORLD Festival,
Northbridge, December 2022. Photo by Miles Noel.



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