

CENTRE OF THE

NATION

JANUARY 2026

REPORT

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INTRODUCTION

PropTech Hub WA is the peak body and platform dedicated to connecting innovators, industry and investors within Western Australia's innovation ecosystem. Since its launch on 8 February 2020, the organisation has pioneered efforts to transform Perth into the recognised PropTech Capital of Australia – defined by sustained national performance and consistent delivery of innovation programs serving members month after month.

Initially founded to serve property and construction technology innovators, PropTech Hub WA has matured into a multi-sector innovation platform. It now supports primary innovative sectors including property and construction, agriculture, food and beverage manufacturing, resources (mining and energy), defence infrastructure, tourism and space exploration. The organisation's core purpose is to facilitate meaningful connections between innovators and industry bodies, and to create pathways to investment and commercialisation.

PropTech Hub WA operates from Quay Perth, Level 9, which provides workspace, meeting facilities and event venues to serve members locally and visiting innovators from interstate and abroad. The organisation's mission centres on helping innovators attract \$1 billion in start-up and scale-up investment within Western Australia's innovation ecosystem.

Chairs Message

Western Australia is entering a defining period for innovation, investment and economic diversification. What we choose to build now – and how we support those building it – will shape the next generation of industries, jobs and opportunities across our state.

What began as a small, focused initiative has grown into a platform that supports innovation at scale – grounded in PropTech as our foundation, while extending opportunity across multiple sectors critical to Western Australia's future.

In 2025, we saw continued momentum across our ecosystem. Innovators progressed ideas into pilots and partnerships. Industry leaned into collaboration. Investors engaged earlier and more meaningfully. Together, we demonstrated that when the right people are connected with intent and structure, innovation moves faster and outcomes follow.

On behalf of the team at PropTech Hub WA, I thank our members, partners, sponsors and supporters for their continued trust and commitment. The progress outlined in this report is shared success – and the opportunity ahead is even greater.

We look forward to building what comes next, together.

Cullum Ashton
General Manager & Chair
PropTech Hub WA



OUR STORY SO FAR

OUR HOW

PropTech Hub WA began with just eight members in the property and construction technology domain. The founding vision was to build a community where innovators could connect with industry partners and investors — fostering growth, discovery and commercial outcomes. Over time, the initiative quickly gained traction, expanding its member base and activities to support a wider range of sectors.

From its humble beginnings, PropTech Hub WA has developed over 250 initiatives that have assisted innovators in deepening their industry engagement and connecting with capital sources, demonstrating a commitment to structured, practical support that goes beyond networking. As the organisation has grown, so has its influence. It remains the principal body representing property and construction technology innovation in Western Australia, while intentionally broadening its scope to lead innovation in other key sectors of strategic importance to the state's economy.

OUR PURPOSE

The expansion into multi-sector innovation reflects PropTech Hub WA's belief that cross-sector collaboration accelerates impact. By encouraging participation from diverse fields — including food and beverage, resources, defence and space — the Hub is shaping a broader, more resilient innovation ecosystem rooted in Western Australia.

This narrative is not only about membership growth, but also about building a culture of innovation and collaboration that strengthens economic opportunity across Western Australia.

99%

OF MEMBERS
**ARE SATISFIED
OR ARE HIGHLY SATISFIED
WITH THEIR
MEMBERSHIP VALUE**

OUR 2025 HIGHS

2025 marked several milestones for PropTech Hub WA as the organisation deepened its ecosystem impact and delivered high-visibility programs that further positioned Western Australia as a fertile innovation market. A highlight was the Cygnet West PropTech Hub WA Awards 2025, which celebrated leading innovators and emerging technologies setting new benchmarks for excellence across multiple sectors.

1

Perth Design, Technology & Innovation Tradeshow

Key events throughout the year reinforced community engagement and visibility. These included the Perth Design, Technology & Innovation Tradeshow 2025, where innovators presented cutting-edge solutions, cultivated partnerships and showcased product launches aimed at real-world applicability. The show featured a diverse range of exhibitors and provided curated spaces for demonstration, networking and collaboration.

3

Mandurah Tech Fest

PropTech Hub WA's annual calendar also delivered structured programs such as Mandurah Tech Fest, engaging underrepresented innovators and extending participation to regional and broader national, international audiences. These initiatives have directly contributed to an inclusive and vibrant innovation culture that supports aspiring founders and established entrepreneurs alike.

2

Cygnet West PropTech Awards

The Cygnet West PropTech Awards 2025 was a landmark celebration of innovation in Western Australia, bringing together leading organisations, emerging technologies and individuals shaping the future of the built environment and the broader innovation ecosystem. Proudly supported by Cygnet West, the awards recognised excellence across multiple categories and showcased the depth and quality of innovation being developed and scaled from Western Australia. The program was complemented by the first finalist event, sponsored by Safety Bay Settlements, providing finalists with an opportunity to connect, collaborate and celebrate their achievements ahead of the awards night. Both the finalist event and the awards ceremony were live streamed, extending reach beyond the room and enabling wider industry, investor and community participation, reinforcing transparency, accessibility and national engagement in Western Australia's growing innovation story.

4

PropTech Radio Show Perth

PropTech Radio Show Perth continued to serve as a thought-leading media platform, amplifying sector insights and conversations among innovators, industry leaders and investors – reinforcing the momentum of Western Australia's innovation narrative.

OUR 2025 PROJECTS

In 2025, PropTech Hub WA implemented a suite of projects designed to foster innovation, connection and investor engagement:

- Women in PropTech Perth: Focused on gender inclusivity and leadership in innovation, expanding participation and visibility for women innovators.
- National and International Delegations: Propelling local innovators onto national and global stages, facilitating introductions to industry partners, investors and ecosystem players.

These projects not only provided platforms for innovation showcase and investment dialogue, but also helped solidify PropTech Hub WA's role as an enabler of growth across sectors.

Innovation Programs & Themed Initiatives

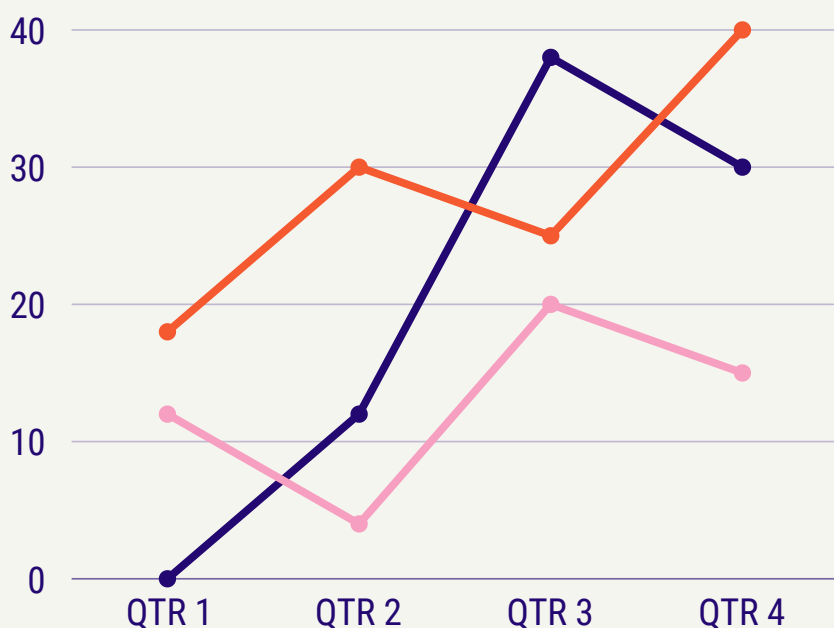
Throughout 2025, PropTech Hub WA delivered a series of curated programs focused on inclusion, capability building and sector advancement. Initiatives such as Women in PropTech Perth strengthened female participation and leadership within the ecosystem, while targeted innovation forums and workshops addressed emerging themes including digital transformation, sustainability, construction productivity and commercialisation readiness.

PROJECTS	DETAILS	OUTCOME
WIPP - Women In PropTech Perth	Kylie Dillon shared first hand how she raised Series B investment.	<ul style="list-style-type: none">• Action plan from WIPP participants to improve pitch decks.• 2025 increased female led founders by 19%.
Queensland Delegation	Two innovators attended 3 events and participated in 7 meetings.	<ul style="list-style-type: none">• 50+ new connections ranging from innovators, industry and investors.• Viable route into the Queensland market for WA innovators.
ORC Technologies	Acreage requirement for innovation trial with key government stakeholders.	<ul style="list-style-type: none">• PropTech Hub WA assisted with land lease and introductions to key government departments.

PropTech Hub WA experienced tangible growth in several dimensions in 2025. This growth is evidence of a maturing ecosystem that is increasingly viewed as essential infrastructure for innovators, investors and industry partners alike. Growing partnerships with major sponsors and collaborators reinforced the Hub's ability to deliver value-add services and opportunities for commercialisation.

INTRODUCTIONS THAT MATTERS

PropTech Hub WA Innovator, Industry & Investor Introductions



52

Industry members conducted a trial of an innovative product.

113

Innovators had an introduction that generated income.

79

Investors had an opportunity to look at a pitch,/potential investment.



36

Events in 2025 for
innovators, industry &
investors

\$34,914,000

Investment Raised For Start-Ups & Scale-Ups In 2025



WEST IS BEST

Within the broader Australian proptech landscape, PropTech Australia serves as the national member organisation focused on advocacy, sector development and member support at a national level. The association provides resources such as market research, industry data, networking, events and thought leadership aimed at proptech entrepreneurs and professionals across the country.

Compared to national associations, PropTech Hub WA distinguishes itself through its regional ecosystem focus and multi-sector expansion.

While peak bodies like PropTech Australia offer broad advocacy and national programs, PropTech Hub WA operates with a strong on-the-ground presence in Western Australia, delivering tailored initiatives, events and community-centric engagement that directly support innovation growth within WA.

Additionally, PropTech Hub WA has positioned Perth as a national centre for PropTech innovation, aligning local strengths with specific sector-based projects and cross-sector ecosystem development. This approach blends local infrastructure with national visibility, creating a unique hybrid model of regional leadership and national relevance.

What differentiates PropTech Hub WA in the national context is its regional leadership, ecosystem-building focus and month-on-month delivery of structured innovation initiatives tailored to the unique economic realities and strategic opportunities of Western Australia. While many national and state ecosystems centre on urban-centric investment clusters, PropTech Hub WA has carved a role as the peak body that actively connects innovators, industry partners and investors across multiple sectors – not just PropTech. The Hub's sustained commitment to driving real commercial engagement, investor connections and industry adoption within WA has positioned Perth as a recognised centre for innovation in property technology and beyond.

Furthermore, PropTech Hub WA's hands-on approach – including awards programs, industry events, regional outreach and cross-sector collaboration – delivers accessible engagement opportunities that complement broader national efforts. This locally anchored ecosystem approach supports innovators from concept to commercialisation in a way that resonates with WA's industry structure, geography and strategic economic priorities. As Australia's innovation landscape grows more distributed, PropTech Hub WA's model offers an example of how strong regional leadership can drive national relevance and competitive advantage within a fragmented but expanding national innovation network.

ACKNOWLEDGEMENTS

PropTech Hub WA acknowledges and sincerely thanks the individuals, organisations and partners whose commitment, collaboration and belief in innovation have underpinned the growth and impact of our ecosystem throughout 2025.

First and foremost, we recognise our members and innovators. Your ambition, resilience and willingness to engage meaningfully with industry and investors are the foundation of everything we do. The progress outlined in this report is a direct reflection of your ideas, effort and momentum.

We extend our gratitude to our industry partners and sponsors who continue to invest time, expertise and resources into innovation. Your openness to collaboration, trials and adoption enables emerging technologies to move beyond concept and into real-world application.

We acknowledge the support and engagement of investors, whose confidence in Western Australian innovation helps transform potential into scale. Your participation strengthens the pathway from early-stage ideas to sustainable, high-growth ventures.

We thank our event partners, contributors and collaborators who helped deliver major initiatives throughout the year, including industry showcases, awards programs, forums, regional activations and content platforms. These projects would not be possible without your professionalism, energy and shared commitment to quality outcomes.

We also acknowledge government agencies, local authorities and institutional stakeholders for their ongoing engagement in strengthening Western Australia's innovation ecosystem. Alignment between policy, industry and innovation is essential to long-term economic diversification and resilience.

PropTech Hub WA respectfully acknowledges the Whadjuk Noongar people as the Traditional Custodians of the land on which we operate.

Finally, we thank the wider innovation community – advocates, mentors, advisors and supporters – who continue to champion collaboration, inclusion and progress. The success of PropTech Hub WA is shared success, built collectively. Together, we are shaping a stronger, more connected and more ambitious future for Western Australia.

WE THANK YOU

FOR YOUR CONTINUED SUPPORT