

# Centre of the Nation Report 2024





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PropTech Hub WA is honoured to be situated on the ancestral lands of the Whadjuk Noongar people. PropTech Hub WA acknowledges the First Australians as the traditional owners of the lands we represent and pays respects to their Elders both past and present.

# proptech hub





**2024**

Perth was declared the PropTech Capital of Australia on the 5th of June 2024. Based on a national evaluation of each states and territories initiatives, and capability to support PropTech Innovators.

**2021**

Officially opened February 2021 by City of Perth Lord Mayor Basil Zempilas and Property Council WA Executive Director Sandra Brewer. Followed by six innovators presenting to industry & end of event networking.

**2023**

Our innovator members combined, acquired more than \$60 million in scale-up & start-up investment. A significant achievement within the Western Australian investment landscape.

**2022**

A comprehensive annual program was designed and implemented for sustainable consistency. Constructed for the golden rule of connecting innovators to industry & investors.



## Growing List of Initiatives

PropTech Work Days  
PropTech Awards Night  
PropTech Steering Committee  
PropTech Champions  
PropTech TV Perth  
Accelerator Perth

PropTech Radio Show Perth  
International Delegations  
Mandurah Tech Fest  
Entrepreneur In Residence  
PropTech Investment Panel  
PropTech Office Network  
Women In PropTech Perth

Perth Giants  
Mentors Program  
PropTech Regional Roadshow  
Annual Breakwater Investor Lunch  
Six Noonger Seasons  
Peak Body Foundation Partners

## Our Six Primary Innovative Sectors

From day one, our focus has been on property and construction technology. We were asked not what the city can do for you, but what you can do for the city. This calling has spoken loud and shown with our actions. For the betterment of our city, and our state we must expand our knowledge, experience and capability to what we have addressed as the Six Primary Innovative Sectors.

**1** Property & Construction Innovation: Encouraging innovators to specialise and focus on the residential, commercial and industrial property & construction sector.

**2** AgTech, Food & Beverage Innovation: Improving farmers knowledge with AgTech, supplying WA manufactured food & beverage companies. Adapting to innovative manufacturing methods, and ensuring WA food supply.

**3** Defence Innovation: solving some of the critical challenges in protecting our state via the use of innovative land, sea and air infrastructure. Increasing capability and combatting warfare.

**4** Tourism & Trade Innovation: Leveraging new ideas, technologies, and strategies to enhance tourist experiences and operator efficiencies.

**5** Space Exploration & Habitation Innovation: Utilising the greatest minds in WA, forward thinking to solve next generation challenges of transporting between planets, managing resources, land rights and use of land for habitation.

**6** Mining & Energy Innovation: innovative procurement of resources, such as worker accommodation, construction, maintenance and alike. Supporting innovators addressing global challenges such as climate change, resource depletion and environmental degradation.



# PropTech Hub WA Numbers

January 14 2021 - January 14 2024



**127 Innovator Members**  
**491 Industry Members**



**\$87.25 Million Invested In**  
**WA PropTechs**



**\$7 Billion Innovator**  
**Members Combined Market Cap**



**\$563 Billion Industry**  
**Members Combined Market Cap**



**441 Meetings In WA**  
**59 Australia & 27 International**



**308 PropTech**  
**Employees in WA**



**241 emails and posts Advocating for**  
**Perth to become the PropTech Capital of**  
**Australia**



**167 Events Attended,**  
**78 Events Hosted &**  
**13,872 Hub Visitors**



**31 Federal, State & Local Government**  
**Engagements. Achieved \$35,200 in**  
**Government Grants.**

**“PropTech Hub WA is positioned to go through a significant growth phase in the 2024/25 financial year. We project these numbers to significantly grow over the next 18 months ultimately benefiting the Western Australian PropTech community”.**

Cullum Ashton, PropTech Hub WA Chair

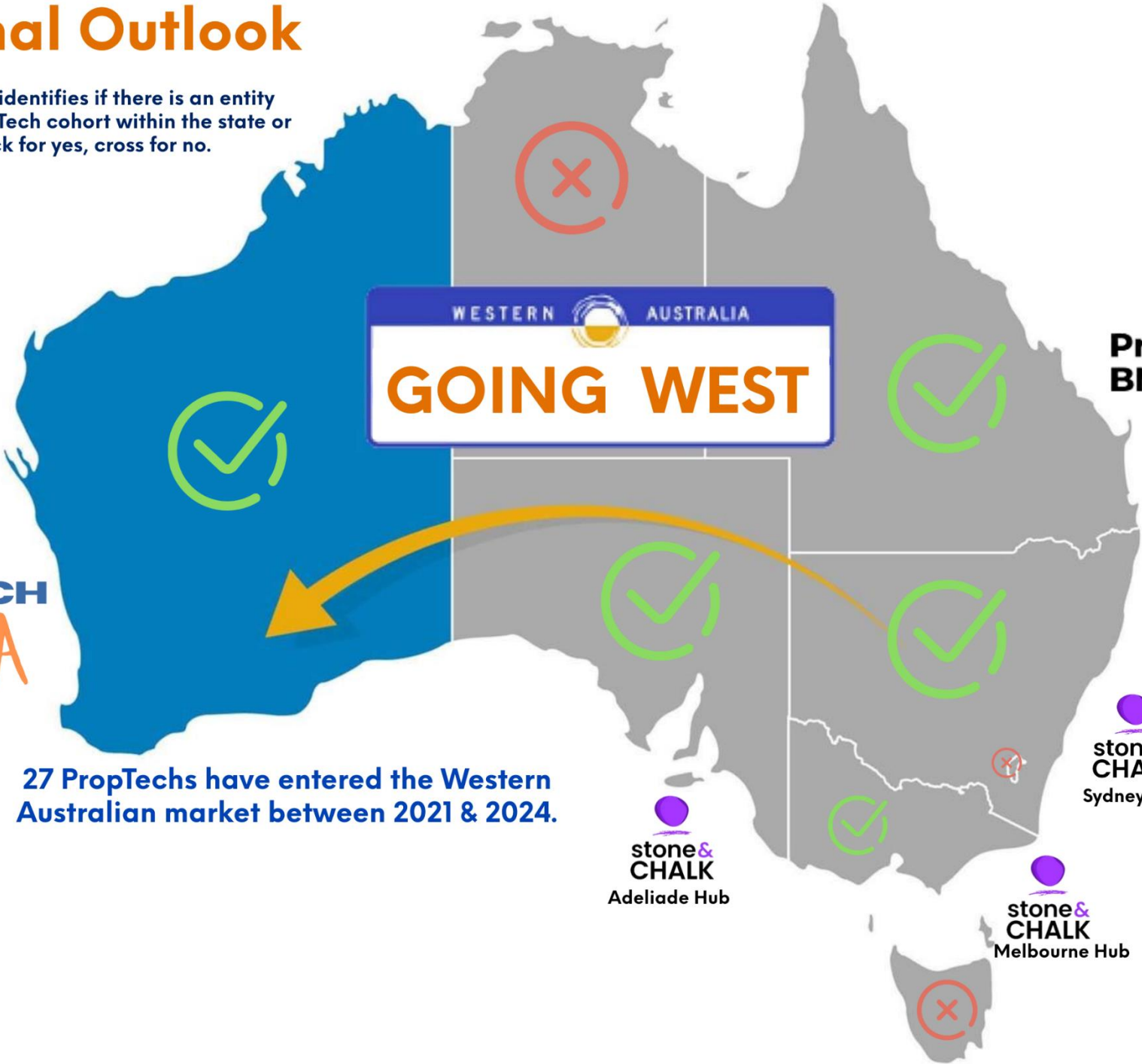
# National Outlook

The national map identifies if there is an entity representing a PropTech cohort within the state or territory. Tick for yes, cross for no.

**PROPTech  
HUB  
WA**

Peak body for property & construction technology in Western Australia.

27 PropTechs have entered the Western Australian market between 2021 & 2024.



**Proptech  
BNE.**

Advocating for real change and for the enablement and deployment of property technology solutions at the intersection of government, industry and technology.

**stone &  
CHALK**  
Adelaide Hub


**stone &  
CHALK**  
Sydney Hub

**stone &  
CHALK**  
Melbourne Hub

Stone & Chalk have three locations which are leading innovation hubs, supporting PropTech start-ups and scale-ups.



# National Landscape

Comparable Initiatives & Statistics	Western Australia	Queensland	New South Wales	Victoria	South Australia	Northern Territory	Tasmania	Australian Capital Territory
	<b>PROPTech HUB WA</b>	<b>PropTech BNE.</b>						
Amount of PropTech Innovators Representing	100+	25 to 50		10 to 25				
Entity Board Representing & Supporting Innovators	✓	✓		✗				
Growth Programs	✓	✓		✓				
Networking Opportunities	✓	✓		✓				
Multi-Mix Event Program	✓	✗		✗				
Radio or Podcast	✓	✗		✗				
Investment Board or Panel	✓	✗		✗				
TV or Video Broadcast	✓	✗		✗				
Mentor Program	✓	✓		✗				
Regional Program	✓	✗		✗				
Women In PropTech Program	✓	✗		✗				
Awards Night	✓	✗		✗				
Publish Reports	✓	✓		✓				



**WA leads the Nation**

There are additional capabilities not identified in the table. For example Western Australia, led by PropTech Hub WA also has implemented an international delegation to Las Vegas in 2023, has regular meetings with international PropTech entities, as well as internal to the state has an entrepreneur in residence program, and conducts more than 14 initiatives not matched by counter parts across the nation.

# National Highlights



PropTech TV Perth recorded its second season at the Australian Conveyancers Conference 2023 guinness world record for the most amount of conveyancers attending an event in the world. PropTech Radio Show released its sixth season.



Perth declared the PropTech Capital of Australia by City of Perth Lord Mayor Basil Zempilas.



\$750,000 investment acquired in two days by two innovators from the Perth Giants. Perth Giants are investors looking for a great investment opportunity.



#1



Proptech Live is hosted by Proptech BNE and is the annual flagship event for PropTechs in Queensland.



Stone & Chalk released a publication on the comparison between the Australian and United States of America PropTech sectors.



# Western Australia's Future Outlook



\$1  
BILLION

1 Building spirit within the cohort. Understanding traditional culture of land, family, law, ceremony and language when trading.

2 An unwavering commitment to retain Perth as the PropTech Capital of Australia while we improve the current program and expand initiatives for the betterment of innovators, the industry and investors.

3 A true focus to connect innovators to industry and investors with a target of acquiring 1 billion in start-up & scale-up investment.

"Innovator numbers will rise, competitive advantage will be acquired by industry, and investment will flow". PropTech Hub WA Chair  
Cullum Ashton



[www.proptechhubwa.com.au](http://www.proptechhubwa.com.au)