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## **ECONOMIC & COMMUNITY CONTRIBUTION**

Local jobs, businesses and precinct activation | Escape This

## Our Economic Contribution

Escape This is a WA-founded business that aims to ensure its growth creates value beyond its own venues. Our economic contribution is concentrated in four areas: local employment, WA suppliers and contractors, precinct activation, and partnerships that encourage visitors to spend more time in surrounding businesses.

### OUR FOCUS

Create local jobs, keep operational spend in WA, bring visitors into Perth precincts at quieter times and collaborate with neighbouring businesses to strengthen the overall visitor economy.

### Creating Local Employment

Escape This creates WA employment across customer service, operations, marketing, performance, technical production, set building and maintenance. Our Perth operations also provide pathways for students and recent graduates entering creative, performance and technical industries, helping retain locally trained talent within WA's visitor and immersive entertainment economy.

### Supporting WA Businesses

Our experiences are built, maintained and operated with the support of WA contractors and specialist businesses. We work locally across trades, fabrication, electrical, maintenance, printing, signage, cleaning and other operational services, keeping business activity within WA while building long-term relationships with suppliers who understand our specialised environments.

### Keeping Skills & Spend Local

Using WA-based contractors also improves responsiveness when maintenance or upgrades are required. For a live visitor attraction, faster access to trusted local specialists helps reduce downtime, protect the guest experience and strengthen a more resilient local supply chain.

## Strengthening Perth Precincts

Escape This uses its central Perth locations to generate leisure visitation at times when surrounding precincts can experience lower activity, helping create flow-on opportunities for nearby hospitality, retail and entertainment businesses.

### Perth CBD

Perth CBD is heavily shaped by weekday business activity. Escape This provides a year-round leisure reason for locals and visitors to enter the city on weekends and outside traditional working hours, supporting a more active and diversified CBD visitor economy.

### Northbridge

Northbridge is strongly associated with evening and weekend nightlife. Escape This helps broaden visitation into weekdays and earlier dayparts, creating another reason to visit the precinct beyond its traditional night-time entertainment peak.

### Local Hospitality Partnerships

We extend the visitor journey through partnerships with nearby hospitality businesses. Northbridge guests receive secret access to an Escape This-themed cocktail menu at Frisk Small Bar, while Perth CBD guests receive a food and beverage offer at The Aviary. These partnerships are designed to keep visitor spend within the surrounding precinct and create a fuller day or night out.

### Collaboration

This partnership approach was partly inspired by Destination Perth Member Mingles and their emphasis on connecting tourism businesses to build stronger visitor experiences together. Rather than operating in isolation, Escape This looks for opportunities to link its guests with neighbouring businesses and create shared value across the precinct.

## OUR COMMITMENT

For Escape This, economic contribution means ensuring our growth strengthens the WA visitor economy around us - through local jobs, local skills, WA businesses, active city precincts and stronger connections between tourism and hospitality operators.