

Media Release

29 May 2025

Kleenheat's inaugural "All-in on WA" report shows WA is more-than-ok!

The younger generations are leading the love for Western Australia with new research showing 97 per cent of Gen Z-ers and Millennials would convince someone to make the move west thanks to the great weather, natural beauty and relaxed lifestyle WA can offer.

The inaugural Kleenheat *All-in on WA* report has revealed the top reasons WA residents are staying put, with 50 per cent of us having never considered moving out of state.

Fifty-three per cent of residents who haven't considered leaving saying the weather and climate was their reason for staying. While 81 per cent of WA residents agree WA offers strong career opportunities, with it also being the top reason for someone moving to the state.

Baby Boomer and Gen X residents prefer to soak in the sun with 74 per cent of the older generations considering WA beaches among the best in the world. While 90 per cent of Millennials and Gen Z agree WA offers easy access to some of the best hiking and camping spots in the country.

Ninety-one per cent of west Aussies agree that natural landmarks including Rottneet Island, the Ningaloo Reef and the Bungle Bungles make WA one of the most scenic states in Australia.

Kleenheat's Head of Natural Gas and Electricity Rick Newnham said as an exclusively WA and home-grown business it's important to understand what West Australians find special about their state.

"Kleenheat is born and bred in WA, and we've been proudly serving West Australians for over 65 years - we know how loyal our locals can be. There's nothing more West Australian than world class beaches and wine, thongs for every occasion and switching to home-grown Kleenheat," Mr Newnham said.

"Not only do 95 per cent of Millennials say this is a great place to raise a family, but 78 per cent of Gen Z agree WA offers a more stable jobs market than the rest of the country.

"Kleenheat's *All-in on WA* report not only shows how much this state has to offer people of every generation but has highlighted an underlying sense of pride in things that are unique to our state."

Eighty-six per cent of Gen Z residents agree WA has a rich and diverse cultural scene, while 78 per cent agree the food and drink scene in Perth is underrated compared to other capital cities.

Residents also highlighted the unique WA experiences that make this state special, including 18 per cent of millennials who frequently eat fish and chips on the beach for a top tier dining experience, or



Building 161, Car Park 12,
Murdoch University, Murdoch WA 6150



PO Box 4184,
Myaree Business Centre WA 6960



P 13 21 80
kleenheat.com.au



the 30 per cent of Baby Boomers and Gen Z residents who frequently wear thongs in situations they probably shouldn't.

What we all agree on is the wine. From Baby Boomers to Gen Z, more than 85 per cent of every generation of West Australian agrees WA's wine region produces some of the best wines in the world.

All figures, unless otherwise stated, are from YouGov. Total sample size was 1,507 adults. Fieldwork was undertaken between 30th April – 8th May 2025. The survey was carried out online. The figures have been weighted and are representative of all WA adults (aged 18+).

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Media Contacts

Emily Griffiths

0412 771 729 or eagriffiths@wescef.com.au

About Kleenheat

Kleenheat is the only WA born and bred natural gas provider and has grown to serve nearly 30 per cent of gas households since entering the market in 2013. The business has been providing energy to Western Australian residential and business customers for over 65 years. As a proud part of Wesfarmers Chemical, Energy & Fertilisers, Kleenheat is focused on delivering for the Western Australian community. Kleenheat provides customer value and benefits through long-running partnerships with RAC and Flybuys and is a staunch supporter of events that bring the WA community together, sponsoring Fremantle Football Club, Telethon Community Cinemas and Perth Good Food and Wine Show in 2025. Kleenheat believes in a sustainable future for WA and is committed to a target of net zero scope 1 and 2 emissions by 2050.

Kleenheat is the presenting partner of Perth Good Food and Wine show, coming to Perth from 18 to 20 July at Perth Convention and Exhibition Centre. Kleenheat customers will be able to access a special 2 for 1 ticket offer to the event which will be communicated on Kleenheat's marketing channels.



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