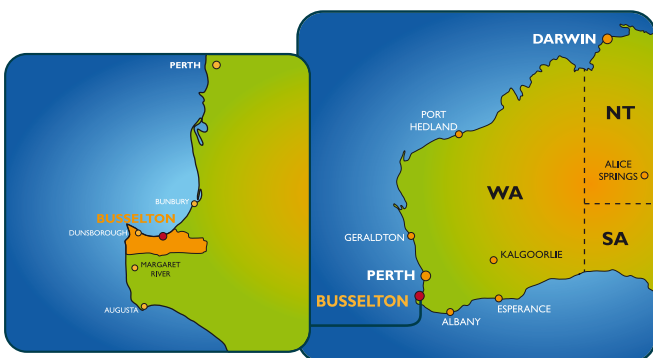


# Economic and Demographic Profile 2016





Summary.....	1	Participation Rate.....	16
Population and Income.....	2	Dependency Ratio.....	16
Population.....	2	<b>Housing and Investment.....</b>	<b>17</b>
Age Distribution.....	3	Dwelling Approvals.....	17
Personal Income.....	4	Non-Residential Construction.....	17
<b>Business Activity.....</b>	<b>5</b>	Household Projections.....	18
Gross Regional Product.....	5	Median Weekly Rents.....	19
Productivity.....	6	Rental Yields.....	19
Local Business Turnover.....	7	<b>Property Market and Land.....</b>	<b>20</b>
Workforce Size.....	8	House and Unit Prices.....	20
<b>Workforce.....</b>	<b>9</b>	Median Dwelling Price Index.....	21
Employment by Industry.....	9	Land Values.....	21
Local Employment.....	10	<b>Tourism.....</b>	<b>22</b>
Workforce Origin/Destination.....	10	Visitor Numbers.....	22
Economic Diversity.....	11	Tourism Accommodation.....	22
Location Quotients.....	11	<b>Demographic Profile.....</b>	<b>23</b>
<b>Major Developments.....</b>	<b>12</b>	<b>Regional Cities Comparison.....</b>	<b>25</b>
<b>Employment.....</b>	<b>15</b>	<b>Localities of the City of Busselton.....</b>	<b>26</b>
Labour Market.....	15	<b>Further Reading and Useful Links.....</b>	<b>27</b>
Employment Capacity.....	16		

## For more information

Economic and Business Development Team  
City of Busselton

Locked Bag 1 Busselton WA 6280

Telephone: (08) 9781 0444

Facsimile: (08) 9752 4958

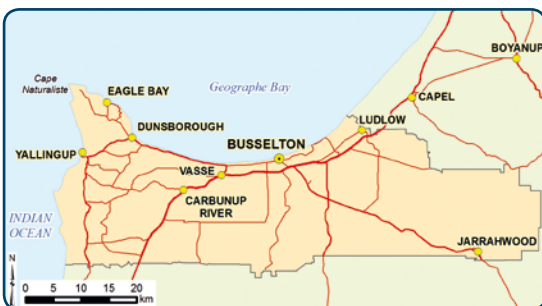
E-mail: [city@busselton.wa.gov.au](mailto:city@busselton.wa.gov.au)

Website: [www.busselton.wa.gov.au](http://www.busselton.wa.gov.au)

Note: City of Busselton = Busselton Local Government Area (LGA)

Photos courtesy of the City of Busselton, Tourism Western Australia, Margaret River Busselton Tourism Association, (Elements Margaret River) and Kyle Downie Photography

## Geography used in this publication:



City of Busselton



Capes Region



South West

\*Note: The South West is defined as the South West Development Commission Geographic Area; all ABS data cited for the South West is for the boundaries shown above.

The data produced in the City of Busselton Economic & Demographic Profile is believed to be the most recent and accurate data available at the time of publication. No responsibility is accepted for any inadvertent errors. This publication was last updated in June 2016.

COPYRIGHT: The concepts and information contained in this document are the property of the City of Busselton. Use or copying of this document in whole or in part without written permission of the City of Busselton constitutes an infringement of copyright.

Prepared by:



lawrence consulting

PO Box 2567, Toowoomba Q 4350

P +61 7 4613 0206 M 0437 180 566

E [reuben@lawrenceconsulting.com.au](mailto:reuben@lawrenceconsulting.com.au) W [www.lawrenceconsulting.com.au](http://www.lawrenceconsulting.com.au)



# Summary



## Key Economic Indicators for the City of Busselton

	Period	Level	Level – 12 mths ago	Change	Annual % change
<b>Population and Income</b>					
Estimated resident population	2015	36,335	35,337	+998	2.8%
Projected population	2026	43,950	n.a.	+7,615	1.7%
Average age (yrs)	2014	39.2	39.0	+0.2	0.2%
Dependency ratio (%)	2014	61.7	61.2	+0.5	0.5%
Total income (\$ million)	2012/13	1,131.4	1,004.9	+126.5	13.5%
Per capita income (\$)	2012/13	33,047	30,456	+2,591	8.9%
Average wage and salary income (\$)	2012/13	56,364	50,996	+5,369	11.1%
<b>Employment</b>					
Employed persons (no.)	Mar Qtr 2016	18,390	17,826	+564	3.2%
Unemployment rate (%) <sup>(a)</sup>	Mar Qtr 2016	4.3	3.4	+0.9	0.9%
Labour force (persons)	Mar Qtr 2016	19,224	18,462	+762	4.1%
Participation rate (%) <sup>(a)</sup>	2014	62.0	62.6	-0.6	-0.6%
<b>Business Activity</b>					
Gross Regional Product (\$ million)	2014/15	2,114.3	2,086.3	+28.0	1.7%
Real GRP per capita (\$)	2014/15	59,645	60,848	-1,203	-2.0%
Productivity (\$value added/hr worked)	2014/15	77.53	81.60	-4.07	-5.0%
Number of businesses	June 2015	3,635	3,588	+47	1.3%
Total industry turnover (\$ million)	2014/15	1,573.4	1,521.4	+52.0	3.4%
Average industry turnover (\$'000)	2014/15	432.9	424.1	+8.8	2.1%
<b>Housing and Investment</b>					
No. of dwelling approvals	Yr to Mar 2016	645	719	-74	-10.3%
Value of dwelling approvals (\$'000)	Yr to Mar 2016	210,371	249,376	-39,005	-15.6%
Value of non-dwelling approvals (\$'000)	Yr to Mar 2016	58,895	21,815	+37,080	170.0%
Projected households	2026	22,400	n.a.	+9,100	3.5%
Median weekly rent – houses (\$)	Dec Qtr 2015	400	400	0	0.0%
Median weekly rent – units (\$)	Dec Qtr 2015	360	375	-15	-4.0%
Rental yield – separate houses (%) <sup>(a)</sup>	2015	4.6	4.4	+0.2	0.2%
Rental yield – flats/units (%) <sup>(a)</sup>	2015	4.5	4.5	-0.1	-0.1%
<b>Property Market and Land</b>					
Median sales price – separate houses (\$)	2015	455,000	465,000	-10,000	-2.2%
Median sales price – flats/units (\$)	2015	417,000	400,000	+17,000	4.3%
Median house price index (%) <sup>(a)</sup>	2015	83.5	83.8	-0.3	-0.3%
Median sales price – vacant land (\$)	2015	195,000	187,000	+8,000	4.3%

Note: (a) Changes are percentage point changes.





## Population

The estimated resident population of the City of Busselton at June 2015 was 36,335 persons, an increase of 998 persons, or 2.8% from the level recorded in 2014. The annual growth in population in the City of Busselton was higher than the averages for the South West region (1.7%) and Western Australia (1.3%).

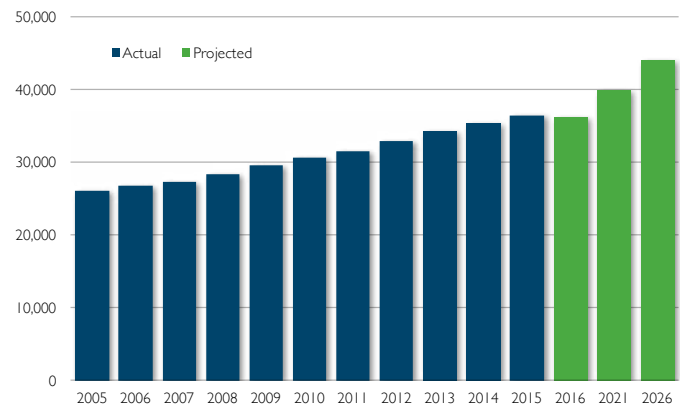
Over the past five years, the City of Busselton has experienced an increase in population of 5,671 persons, representing average annual growth of 3.5%. This growth rate was again well above the averages for the Capes sub-region (3.3%), South West (2.4%) and Western Australia (2.5%) over the same period.

Over the period to 2026, the population of the City of Busselton is expected to increase by 7,615 persons – or an average annual rate of 1.7% – to a level of approximately 43,950 persons. The forecast annual growth in population for the City of Busselton is higher than the averages for the South West region (1.5%) and slightly lower than Western Australia (2.1%).

In 2015, the City of Busselton comprised 20.7% of the population of the South West region, an increase of 1.0 percentage point from the share of 19.6% in 2010. By 2026, the City of Busselton is forecast to comprise 21.3% of the total population of the South West region.

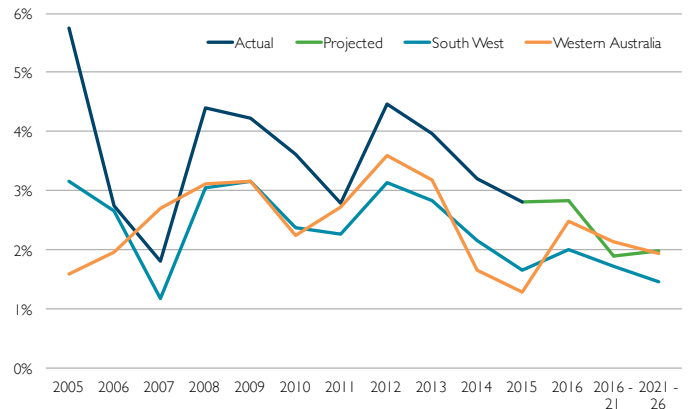
The draft City of Busselton Local Planning Strategy (2016) forecasts a resident population of 50,750 by 2026, which varies from the more conservative projections published by the Department of Planning in its publication 'WA Tomorrow 2015'. The City's assessment is based on recent Australian Bureau of Statistics estimates of resident population exceeding past projections and future major projects that are likely to further propel economic and population growth.

**Population**  
City of Busselton



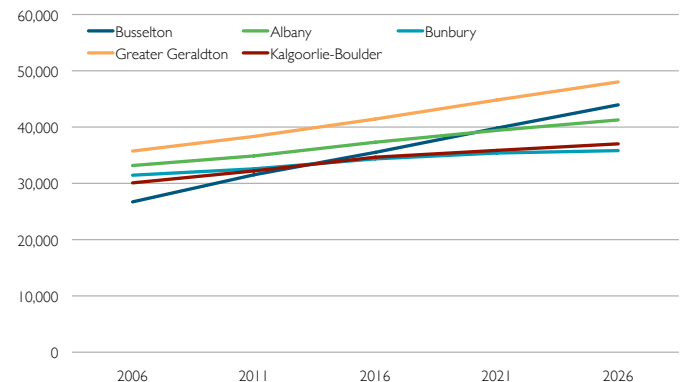
Source: ABS 3218.0, Planning Western Australia

**Population Growth**  
City of Busselton



Source: ABS 3218.0, Planning Western Australia

**Population Projections**  
Major Regional Cities



Source: ABS 3218.0, Planning Western Australia

Population						
Area	Level 2015	Annual % change	Average annual % change 2010-15	Level 2026	Average annual % change 2015-26	
City of Busselton	36,335	2.8	3.5	43,950	1.7	
Capes Region	50,142	2.6	3.3	60,450	1.7	
South West	175,949	1.7	2.4	206,640	1.5	
Western Australia	2,590,259	1.3	2.5	3,254,090	2.1	

Source: ABS 3218.0, Planning Western Australia



## Age Distribution

The average age of the population of the City of Busselton increased from 38.5 years in 2009 to 39.2 years in 2014. By comparison, the average age for Western Australia was 36.9 years in 2014, having risen by 0.3 years since 2009.

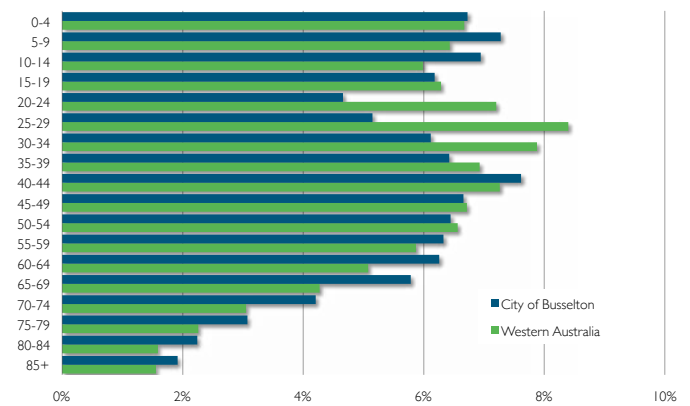
In 2014, the largest share of the population of the City of Busselton was the 40-44 years age group (7.6%), followed by the 5-9 years (7.3%) and 10-14 years age groups (6.9%). The City of Busselton had a higher proportion of persons in all age groups between 0-14 years, 40-44 years and 55 years and older age brackets than Western Australia.

Between 2009 and 2014, there was an increase in the total population share of the City of Busselton in the 5-9 years, 25-29 years, 40-44 years, 55-59 years, 60-64 years, 65-69 years, 70-74 years and 85 years and older age brackets.

According to population forecasts, the average age of the City of Busselton is expected to increase by 2.7 years to 41.9 years in 2026. By comparison, the average age for Western Australia will also increase by 1.6 years to 38.5 years in 2026.

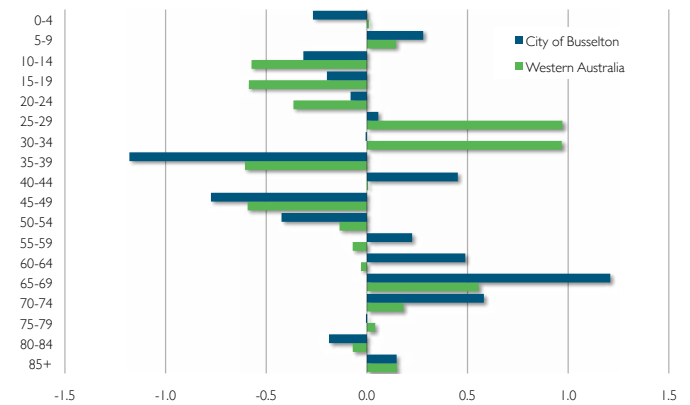
The dependency ratio in the City of Busselton is expected to increase by 5.4 percentage points to 67.1% in 2026, a lower increase than the average for Western Australia, which will rise by 7.9 percentage points to 54.5% in 2026.

Age Distribution  
2014



Source: ABS 3235.0

Age Distribution  
Change in % share, 2009-14



Source: ABS 3235.0

Age group	City of Busselton					Western Australia				
	% of total 2009	% of total 2014	% chg 2009-14	% of total 2026	% chg 2014-26	% of total 2009	% of total 2014	% chg 2009-14	% of total 2026	% chg 2014-26
0-4	7.0	6.7	-0.3	6.2	-0.5	6.7	6.7	0.0	6.6	-0.1
5-9	7.0	7.3	0.3	5.6	-1.7	6.3	6.4	0.1	6.8	0.3
10-14	7.3	6.9	-0.3	5.4	-1.5	6.6	6.0	-0.6	6.3	0.3
15-19	6.4	6.2	-0.2	6.6	0.5	6.9	6.3	-0.6	6.1	-0.2
20-24	4.7	4.7	-0.1	6.7	2.0	7.6	7.2	-0.4	6.1	-1.1
25-29	5.1	5.1	0.1	6.3	1.2	7.4	8.4	1.0	6.6	-1.8
30-34	6.1	6.1	0.0	5.5	-0.7	6.9	7.9	1.0	7.1	-0.8
35-39	7.6	6.4	-1.2	4.8	-1.7	7.5	6.9	-0.6	7.9	1.0
40-44	7.2	7.6	0.5	5.5	-2.1	7.3	7.3	0.0	7.8	0.5
45-49	7.4	6.7	-0.8	5.9	-0.7	7.3	6.7	-0.6	6.5	-0.2
50-54	6.9	6.4	-0.4	6.4	-0.1	6.7	6.6	-0.1	6.1	-0.5
55-59	6.1	6.3	0.2	6.2	-0.1	5.9	5.9	-0.1	5.7	-0.1
60-64	5.8	6.3	0.5	5.9	-0.4	5.1	5.1	0.0	5.2	0.1
65-69	4.6	5.8	1.2	5.7	-0.1	3.7	4.3	0.6	4.7	0.4
70-74	3.6	4.2	0.6	5.5	1.3	2.9	3.1	0.2	4.0	0.9
75-79	3.1	3.1	0.0	5.0	1.9	2.2	2.3	0.0	3.2	1.0
80-84	2.4	2.2	-0.2	3.6	1.3	1.7	1.6	-0.1	2.1	0.5
85 and over	1.8	1.9	0.1	3.2	1.3	1.4	1.6	0.1	1.9	0.4
<b>Average age</b>	<b>38.5</b>	<b>39.2</b>	<b>0.7</b>	<b>41.9</b>	<b>2.7</b>	<b>36.6</b>	<b>36.9</b>	<b>0.3</b>	<b>38.5</b>	<b>1.6</b>
<b>Dependency ratio</b>	<b>58.0</b>	<b>61.7</b>	<b>3.7</b>	<b>67.1</b>	<b>5.4</b>	<b>45.7</b>	<b>46.7</b>	<b>0.9</b>	<b>54.5</b>	<b>7.9</b>

Source: ABS 3235.0



# Population & Income



## Personal Income

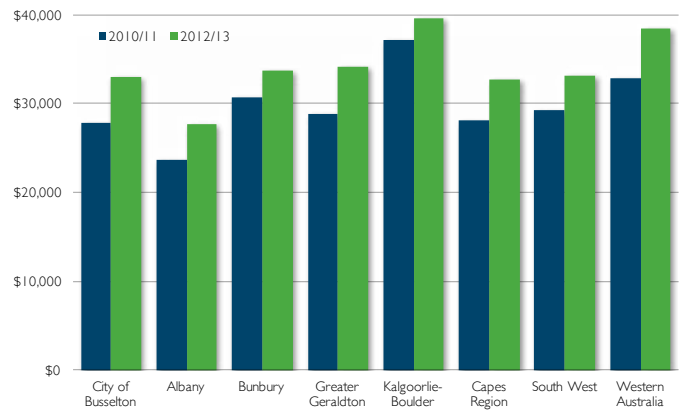
Per capita income (i.e. the total income of residents divided by the population) for the City of Busselton was estimated at \$33,047 in 2012/13, which represented a significant annual increase of \$2,591, or 8.9% from the level recorded in 2011/12 (\$30,456).

The City of Busselton recorded a slightly lower per capita income in 2012/13 than the averages for the South West (\$33,161) and Western Australia (\$38,449).

Total income in the City of Busselton was estimated at \$1.1 billion in 2012/13, representing an annual increase of 13.5% from the level recorded in 2011/12 (\$1.0 billion) and a significant average annual increase of 9.9% from the level recorded in 2007/08 (\$704.7 million).

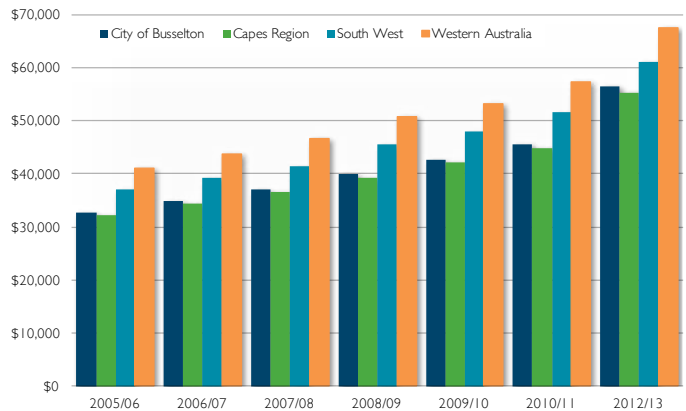
The average personal wages and salaries income for the City of Busselton was estimated at \$56,364 in 2012/13, representing an increase of 11.1% from the level recorded in 2011/12 (\$50,996) and an average annual increase of 8.8% from the level recorded in 2007/08 (\$37,032). The City of Busselton again recorded a lower average wages and salaries income in 2012/13 than the South West (\$60,966) and Western Australia (\$67,560).

### Per Capita Income



Source: ABS 6524.0

### Average Wages & Salaries Income



Source: ABS 6524.0

## Personal Income

	Level 2012/13	Annual % change	Average annual % change last 5 years
<b>Total income (\$ million)</b>			
City of Busselton	1,131.4	13.5	9.9
Capes Region	1,547.1	12.2	9.6
South West	5,618.0	9.7	8.5
Western Australia	96,713.6	11.8	9.3
<b>Per capita income (\$)</b>			
City of Busselton	33,047	8.9	5.9
Capes Region	32,650	7.8	5.9
South West	33,161	6.5	5.6
Western Australia	38,449	8.2	6.1
<b>Average wage &amp; salary income (\$)</b>			
City of Busselton	56,364	11.1	8.8
Capes Region	55,158	11.0	8.6
South West	60,966	8.8	8.0
Western Australia	67,560	8.5	7.7

Source: ABS 6524.0



## Gross Regional Product

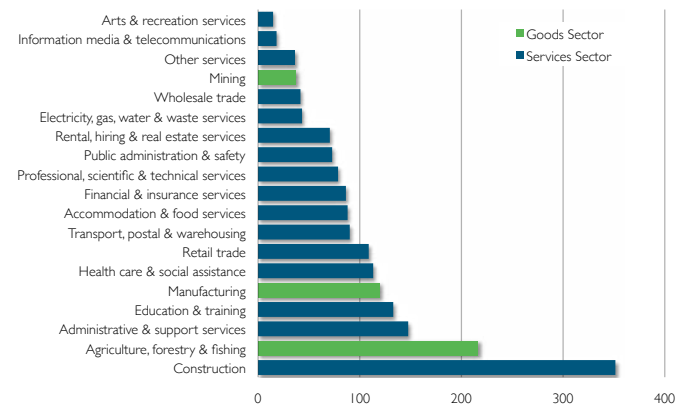
The estimated Gross Regional Product (GRP) for the City of Busselton was \$2.1 billion in 2014/15. The City of Busselton experienced real annual economic growth of 1.7% in 2014/15, which was lower than the averages for both the South West (3.2%) and Western Australia (3.5%). Over the past five years, the City of Busselton recorded average annual economic growth of 4.0%. The City of Busselton contributed 15.2% and 0.9%, respectively, to the gross regional / state products of the South West (\$13.9 billion) and Western Australia (\$248.6 billion) in 2014/15.

With regard to industry, the largest contribution was made by the Construction industry, with approximately 16.6% of the total GRP for the City of Busselton, followed by Agriculture, Forestry & Fishing (10.2%), Administrative & Support Services (7.0%), Education & Training (6.3%) and Manufacturing (5.7%).

The City of Busselton received a relatively higher industry contribution to total GRP from the Agriculture, Forestry & Fishing; Manufacturing; Construction; Retail Trade; Accommodation & Food Services; Financial & Insurance Services; Rental, Hiring & Real Estate Services; Administrative & Support Services; Public Administration & Safety; Education & Training; Health Care & Social Assistance; Arts & Recreation Services; and Other Services sectors than Western Australia in 2014/15.

### Gross Regional Product

City of Busselton, 2014/15 (\$ million)



Source: Lawrence Consulting

### Gross Regional Product

Industry	City of Busselton				South West		Western Australia	
	Level (\$m) 2014/15	% of total	Annual % change	Avg ann % chg last 5 yrs	Level (\$m) 2014/15	% of total	Level (\$m) 2014/15	% of total
Agriculture, forestry & fishing	216.0	10.2	-12.5	10.9	1,369.0	9.8	4,508	1.8
Mining	37.2	1.8	16.6	6.2	1,647.2	11.8	63,552	25.6
Manufacturing	119.5	5.7	-8.5	9.6	1,097.7	7.9	12,511	5.0
Electricity, gas, water & waste services	43.3	2.0	40.2	5.8	523.9	3.8	5,648	2.3
Construction	351.4	16.6	4.5	-0.2	2,206.8	15.8	32,850	13.2
Wholesale trade	41.7	2.0	-8.3	-3.8	254.5	1.8	6,783	2.7
Retail trade	108.8	5.1	-4.9	-2.4	485.7	3.5	8,240	3.3
Accommodation & food services	88.0	4.2	7.8	7.3	302.0	2.2	3,964	1.6
Transport, postal & warehousing	90.2	4.3	-31.1	1.0	568.0	4.1	12,031	4.8
Information media & telecommunications	18.2	0.9	-45.5	-9.5	134.4	1.0	3,217	1.3
Financial & insurance services	86.4	4.1	71.1	10.6	385.4	2.8	9,572	3.9
Rental, hiring & real estate services	70.6	3.3	-38.6	10.6	281.3	2.0	4,781	1.9
Professional, scientific & technical services	78.7	3.7	63.2	-0.7	348.1	2.5	11,889	4.8
Administrative & support services	147.6	7.0	45.6	10.1	528.3	3.8	7,286	2.9
Public administration & safety	72.8	3.4	122.9	11.2	541.8	3.9	7,436	3.0
Education & training	132.9	6.3	103.4	8.6	760.4	5.5	7,951	3.2
Health care & social assistance	113.2	5.4	-34.6	4.5	618.6	4.4	12,698	5.1
Arts & recreation services	14.8	0.7	31.0	7.4	62.3	0.4	1,145	0.5
Other services	35.6	1.7	-31.0	1.3	188.3	1.4	3,397	1.4
<b>Total Industry Value Added</b>	<b>1,866.8</b>	<b>88.3</b>	<b>1.7</b>	<b>4.5</b>	<b>12,303.6</b>	<b>88.3</b>	<b>219,459</b>	<b>88.3</b>
Ownership of dwellings	162.6	7.7	0.7	1.5	1,071.4	7.7	19,111	7.7
Taxes less subsidies on production and imports	86.5	4.1	-3.1	0.6	570.3	4.1	10,172	4.1
Statistical discrepancy	-1.6	-0.1	-	-	-10.3	-0.1	-184	-0.1
<b>Gross Regional Product</b>	<b>2,114.3</b>	<b>100.0</b>	<b>1.7</b>	<b>4.0</b>	<b>13,935.0</b>	<b>100.0</b>	<b>248,557</b>	<b>100.0</b>

Note: All values are in current prices, whilst annual changes represent growth in chain volume measures.  
Source: Lawrence Consulting



## Productivity

Productivity is a key component of economic growth and is a measure of the efficiency of production within a region. Dividing the real gross regional product of a region by total hours worked will measure the labour productivity within that region, i.e. the average amount of output produced by an hour worked by a person within that region.

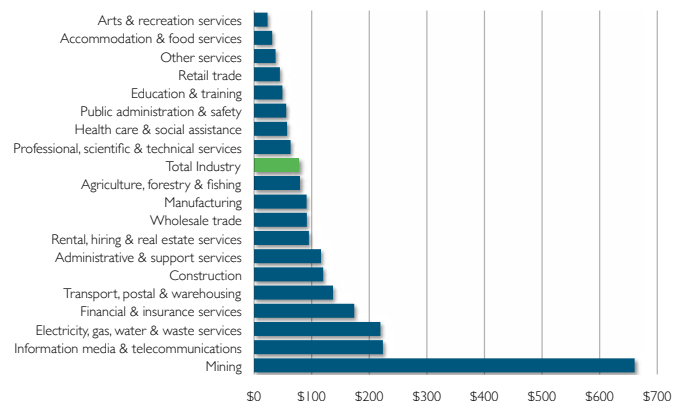
The City of Busselton recorded total industry productivity (or industry value added per hour worked) of approximately \$77.53 in 2014/15, which represented a decrease of 5.0% from the average productivity for 2013/14 (\$81.60). The City of Busselton recorded a lower total industry productivity average than Western Australia (\$103.87) in 2014/15.

The Mining sector recorded the highest industry productivity level (\$660.69/hr) in the City of Busselton in 2014/15, followed by Information Media & Telecommunications (\$223.66), Electricity, Gas, Water & Waste Services (\$219.34), Financial & Insurance Services (\$173.89) and Transport, Postal & Warehousing (\$137.02).

In 2014/15, the City of Busselton recorded higher industry productivity than Western Australia across all sectors with the exception of Agriculture, Forestry & Fishing; Education & Training; and Arts & Recreation Services.

### Industry Productivity

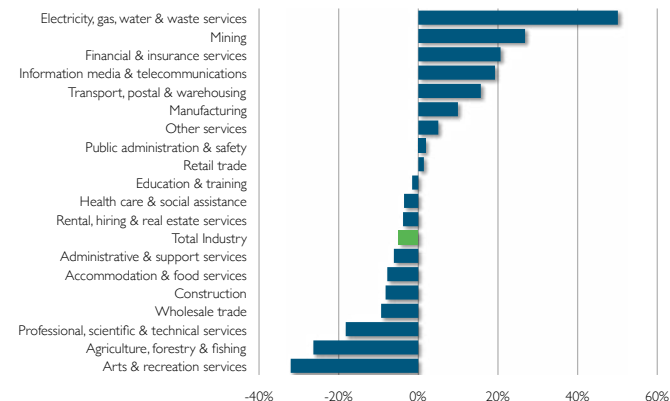
City of Busselton, 2014/15 (\$value added/hr worked)



Source: Lawrence Consulting

### Productivity, Annual Industry Growth

City of Busselton, 2014/15



Source: Lawrence Consulting

## Productivity

Industry	City of Busselton		South West		Western Australia	
	Level (\$GRP/hr worked) 2014/15	Annual % change	Level (\$GRP/hr worked) 2014/15	Annual % change	Level (\$GRP/hr worked) 2014/15	Annual % change
Agriculture, forestry & fishing	78.61	-26.4	87.33	-25.0	83.97	-24.9
Mining	660.69	26.8	458.04	26.1	453.60	26.1
Manufacturing	91.13	9.9	79.67	9.0	78.96	8.8
Electricity, gas, water & waste services	219.34	50.1	212.02	50.3	206.35	49.9
Construction	119.98	-8.2	108.25	-8.9	107.58	-8.7
Wholesale trade	91.60	-9.3	89.22	-9.6	84.44	-9.8
Retail trade	44.80	1.4	44.86	1.5	44.00	1.1
Accommodation & food services	31.39	-7.8	32.65	-8.0	30.47	-8.3
Transport, postal & warehousing	137.02	15.7	107.81	13.5	102.18	12.9
Information media & telecommunications	223.66	19.2	155.20	15.1	154.10	15.0
Financial & insurance services	173.89	20.6	186.30	22.1	172.76	22.1
Rental, hiring & real estate services	95.16	-3.8	93.55	-4.5	89.28	-4.6
Professional, scientific & technical services	63.37	-18.2	57.40	-19.2	52.88	-19.1
Administrative & support services	116.20	-6.1	106.71	-7.5	102.55	-7.2
Public administration & safety	55.75	1.8	54.69	1.8	52.06	1.7
Education & training	49.13	-1.5	48.25	-1.7	49.24	-1.3
Health care & social assistance	57.27	-3.6	56.06	-3.5	53.23	-3.5
Arts & recreation services	23.36	-32.1	25.18	-31.5	23.45	-31.7
Other services	37.27	5.0	33.80	4.1	33.07	4.0
<b>Total Industry</b>	<b>77.53</b>	<b>-5.0</b>	<b>89.15</b>	<b>-2.3</b>	<b>103.87</b>	<b>1.1</b>

Note: All values are in chain volume measures.

Source: Lawrence Consulting





## Local Businesses Turnover

The most recent ABS Australian Business Register indicated there were an estimated 3,635 local businesses in the City of Busselton in June 2015 (defined as actively trading whose registered place of business is within the City), which represented an annual increase of 1.3% from the level recorded in June 2014 (3,588).

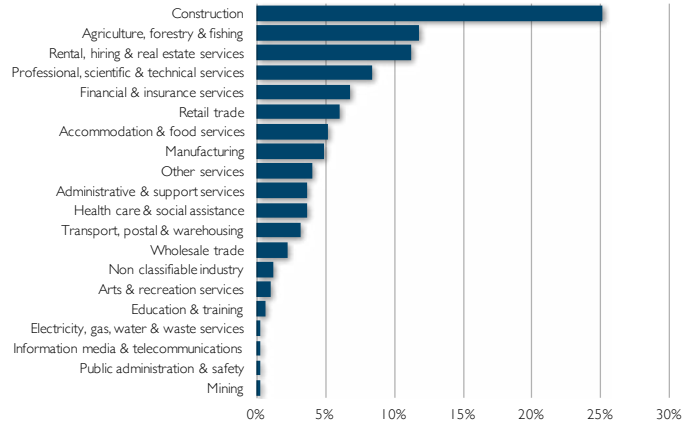
Construction is the largest industry in terms of business numbers in the City of Busselton, accounting for 25.1% of the total number of businesses, followed by the Agriculture, Forestry & Fishing (11.8%), Rental, Hiring & Real Estate Services (11.2%) and Professional, Scientific & Technical Services (8.3%) sectors.

The estimated total turnover of all local industry in the City of Busselton was \$1.6 billion in 2014/15 – representing an annual increase of 3.4% – whilst the average turnover of all businesses in the City of Busselton was approximately \$432,900 (up 2.1%).

The largest proportion of businesses in the City of Busselton recorded annual turnover in the \$0-\$99,999 range (39.2%), followed by the \$100,000-\$199,999 (20.1%) and \$200,000-\$499,999 (18.7%) turnover ranges. Approximately 5.8% of businesses in the City of Busselton recorded annual turnover in excess of \$2 million in 2014/15.

## Businesses by Industry

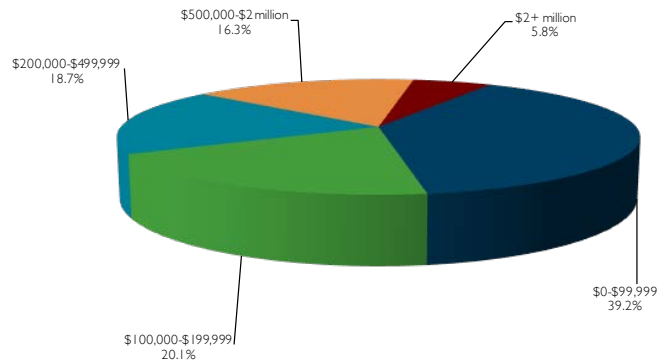
City of Busselton, June 2015



Source: ABS 8165.0

## Businesses by Turnover

City of Busselton, 2014/15



Source: ABS 8165.0

## Businesses by Industry

Industry	Count June 2015	% of total	Total industry turnover (\$ million)	% of total	Avg business turnover (\$'000)
Agriculture, forestry & fishing	429	11.8	165.5	10.5	385.5
Mining	9	0.2	1.6	0.1	175.0
Manufacturing	177	4.9	116.2	7.4	655.7
Electricity, gas, water & waste services	10	0.3	9.0	0.6	897.5
Construction	914	25.1	379.6	24.1	415.3
Wholesale trade	82	2.3	51.0	3.2	620.9
Retail trade	218	6.0	182.2	11.6	834.9
Accommodation & food services	189	5.2	133.5	8.5	705.9
Transport, postal & warehousing	115	3.2	51.3	3.3	445.5
Information media & telecommunications	9	0.2	0.6	0.0	62.6
Financial & insurance services	245	6.7	57.7	3.7	235.2
Rental, hiring & real estate services	406	11.2	102.1	6.5	251.4
Professional, scientific & technical services	303	8.3	101.2	6.4	333.8
Administrative & support services	134	3.7	54.3	3.4	404.4
Public administration & safety	9	0.2	4.7	0.3	516.7
Education & training	23	0.6	3.2	0.2	138.3
Health care & social assistance	133	3.7	71.1	4.5	534.0
Arts & recreation services	36	1.0	11.9	0.8	328.8
Other services	147	4.0	64.3	4.1	437.2
Non classifiable industry	44	1.2	12.6	0.8	286.6
<b>Total, 2014/15</b>	<b>3,635</b>	<b>100.0</b>	<b>1,573.4</b>	<b>100.0</b>	<b>432.9</b>
Total, 2013/14	3,588		1,521.4		424.1
Annual % change	1.3		3.4		2.1

Source: ABS 8165.0



## Workforce Size

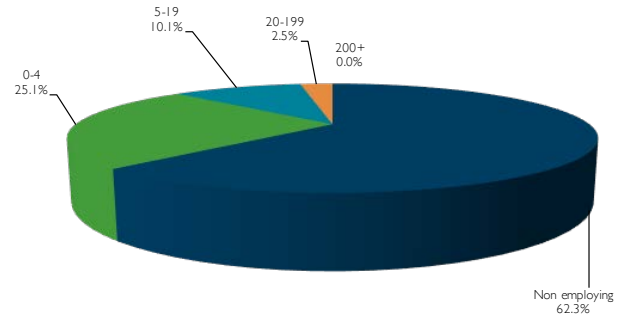
Of the 3,635 local businesses operating in the City of Busselton in June 2015, the largest proportion were non-employing (i.e. business owners only, no additional staff), with 61.2%, followed by businesses with workforces of 1-4 (26.1%) and 5-19 (10.0%).

There were 3,536 small businesses (i.e. workforce smaller than 20, including non-employing) in the City of Busselton in June 2015, or 97.3% of the total. Medium-sized businesses (i.e. 20-199 employees) accounted for the remaining 2.7% of total businesses, with no large businesses (greater than 200 employees).

The highest proportion of small businesses (100.0%) are in the following industry sectors; Mining; Electricity, Gas, Water & Waste Services; Information Media & Telecommunications; Financial & Insurance Services; Public Administration & Safety; and Arts & Recreation Services; followed by Rental, Hiring & Real Estate Services (99.3%), Construction (99.2%) and Professional, Scientific & Technical Services (99.0%). The highest proportion of medium-sized businesses were in the Accommodation & Food Services (14.8%), followed by Education & Training sector (11.1%) and Manufacturing (7.9%).

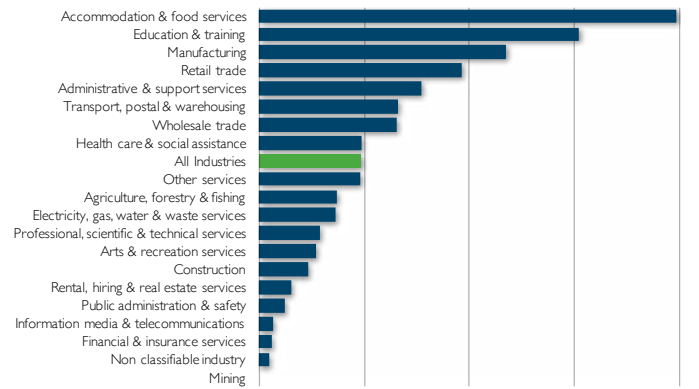
The average workforce size across all businesses in the City of Busselton was 4.8 persons in 2014/15. The Accommodation & Food Services sector had the highest average workforce size of 19.8 persons in 2014/15, followed by Education & Training (15.2), Manufacturing (11.7) and Retail Trade (9.6).

**Businesses by Workforce Size**  
City of Busselton, 2014/15



Source: ABS 8165.0

**Average Workforce Size by Industry**  
City of Busselton, 2014/15



Source: ABS 8165.0

Businesses by Workforce Size (% of total)							
Industry	Workforce Size					Total	Avg workforce
	Non-employing	Small (1-4)	Medium (5-19)	Large (20-199)	Very Large (200+)		
Agriculture, forestry & fishing	69.7	21.2	7.0	2.1	0.0	430	3.7
Mining	100.0	0.0	0.0	0.0	0.0	7	0.0
Manufacturing	44.6	27.7	19.8	7.9	0.0	177	11.7
Electricity, gas, water & waste services	50.0	25.0	25.0	0.0	0.0	12	3.6
Construction	65.4	26.8	7.0	0.8	0.0	915	2.4
Wholesale trade	50.0	31.0	15.5	3.6	0.0	84	6.5
Retail trade	35.5	36.9	22.1	5.5	0.0	217	9.6
Accommodation & food services	31.2	30.2	23.8	14.8	0.0	189	19.8
Transport, postal & warehousing	55.6	31.3	8.7	4.3	0.0	115	6.6
Information media & telecommunications	72.6	27.4	0.0	0.0	0.0	11	0.7
Financial & insurance services	82.6	15.3	2.1	0.0	0.0	242	0.6
Rental, hiring & real estate services	85.7	9.6	3.9	0.7	0.0	406	1.5
Professional, scientific & technical services	57.4	33.3	8.3	1.0	0.0	303	2.9
Administrative & support services	47.8	30.6	17.1	4.5	0.0	134	7.7
Public administration & safety	50.0	50.0	0.0	0.0	0.0	6	1.3
Education & training	51.8	14.8	22.3	11.1	0.0	27	15.2
Health care & social assistance	49.3	35.8	12.7	2.2	0.0	134	4.9
Arts & recreation services	55.6	27.8	16.6	0.0	0.0	36	2.7
Other services	40.4	45.9	11.6	2.1	0.0	146	4.8
Non classifiable industry	80.5	19.5	0.0	0.0	0.0	41	0.5
<b>Total</b>	<b>2,223</b>	<b>949</b>	<b>363</b>	<b>99</b>	<b>0</b>	<b>3,635</b>	<b>4.8</b>
% of total	61.2	26.1	10.0	2.7	0.0	100.0	

Source: ABS 8165.0



## Employment by Industry

The total working population of the City of Busselton (i.e. the number of persons whose place of work is within the City of Busselton), as at the 2011 Census, was approximately 10,859 persons. This represented an increase of 1,270 persons, or an average annual growth rate of 2.5%, from the level recorded at the 2006 Census.

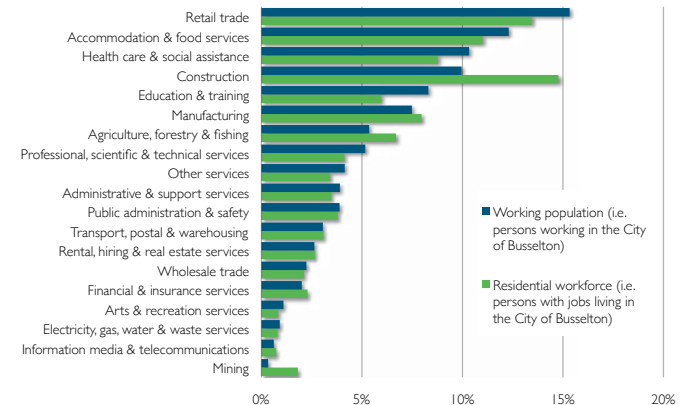
In 2011, the largest industry employer based on the working population in the City of Busselton was the Retail Trade with 1,665 persons, or 15.3% of the total workforce. The Accommodation & Food Services (12.3%), Health Care & Social Assistance (10.3%), Construction (10.0%) and Education & Training (8.3%) sectors were also significant employers.

Between 2006 and 2011, the Education & Training sector recorded the largest increase in industry employment share (up 1.7 percentage points), followed by Administrative & Support Services (up 0.8 percentage points) and Professional, Scientific & Technical Services (up 0.6 percentage points).

In 2011, the City of Busselton had a higher proportion of employment share in the Agriculture, Forestry & Fishing; Retail Trade; Accommodation & Food Services; Rental, Hiring & Real Estate Services; Administrative & Support Services; Education & Training; and Other Services sectors than Western Australia.

### Employment by Industry

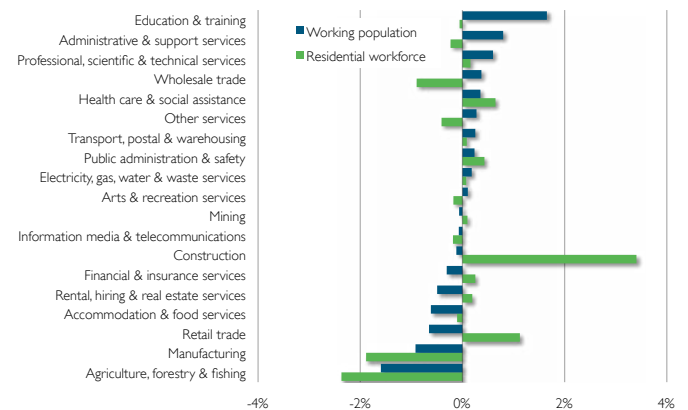
City of Busselton, 2011 Census



Source: ABS 2011 Census

### Change in Industry Employment Share

City of Busselton, 2006-11



Source: ABS 2011 Census

## Employment by Industry

Industry	Working Population		Residential Employed Persons		Employment Self-Sufficiency		
	Total 2011	% of total	Total 2011	% of total	Total jobs as % of resident workforce	Residents employed in Busselton	% of total jobs
Agriculture, forestry & fishing	582	5.4	779	6.7	74.7	524	90.0
Mining	36	0.3	211	1.8	17.1	28	77.8
Manufacturing	813	7.5	927	8.0	87.7	664	81.7
Electricity, gas, water & waste services	99	0.9	92	0.8	107.6	81	81.8
Construction	1,081	10.0	1,719	14.8	62.9	967	89.5
Wholesale trade	243	2.2	246	2.1	98.8	217	89.3
Retail trade	1,665	15.3	1,565	13.5	106.4	1,548	93.0
Accommodation & food services	1,336	12.3	1,280	11.0	104.4	1,240	92.8
Transport, postal & warehousing	332	3.1	359	3.1	92.5	306	92.2
Information media & telecommunications	67	0.6	85	0.7	78.8	67	100.0
Financial & insurance services	218	2.0	267	2.3	81.6	201	92.2
Rental, hiring & real estate services	286	2.6	309	2.7	92.6	272	95.1
Professional, scientific & technical services	561	5.2	480	4.1	116.9	511	91.1
Administrative & support services	424	3.9	404	3.5	105.0	385	90.8
Public administration & safety	422	3.9	442	3.8	95.5	368	87.2
Education & training	902	8.3	694	6.0	130.0	826	91.6
Health care & social assistance	1,122	10.3	1,022	8.8	109.8	980	87.3
Arts & recreation services	119	1.1	97	0.8	122.7	110	92.4
Other services	450	4.1	397	3.4	113.4	420	93.3
Not stated	101	0.9	259	2.2	39.0	98	97.0
<b>Total</b>	<b>10,859</b>	<b>100.0</b>	<b>11,634</b>	<b>100.0</b>	<b>93.3</b>	<b>9,813</b>	<b>90.4</b>

Source: ABS 2011 Census





## Local Employment

The total residential workforce of the City of Busselton (i.e. the number of employed persons living within the City), as at the 2011 Census, was 11,634 persons. Compared to the working population of 10,859 persons, this represented a deficit of 775 jobs and indicates that the City of Busselton has an estimated employment self-sufficiency ratio of 93.3%. (i.e. there are slightly fewer jobs available locally than residents available to fill them).

The Education & Training sector had the highest industry employment self-sufficiency ratio (130.0%), followed by Arts & Recreation Services (122.7%), Professional, Scientific & Technical Services (116.9%) and Other Services (113.4%).

The number of residents of the City of Busselton actually employed within the City in 2011 was 9,813 persons, or 90.4% of the total working population.

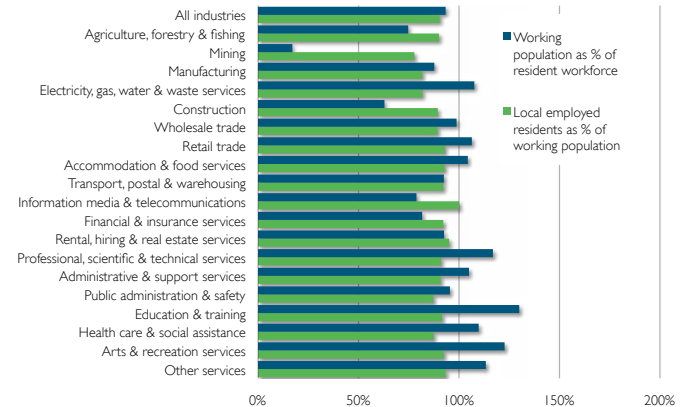
## Workforce Origin/Destination

In 2011, the most common place of origin for persons who work within the City of Busselton – other than the City of Busselton itself – was the Augusta-Margaret River LGA, with 396 persons or 3.6% of the working population. This was followed by the Capel (2.3%), Bunbury (0.9%), Harvey (0.4%) and Nannup (0.3%) LGAs.

With regard to the residential workforce, the most common destination (excluding the City of Busselton) was the Bunbury LGA with 605 persons, or 5.2%, followed by the Augusta-Margaret River (2.7%), Capel (1.4%), East Pilbara (1.0%) and Ashburton (0.8%) LGAs.

## Employment Self-Sufficiency

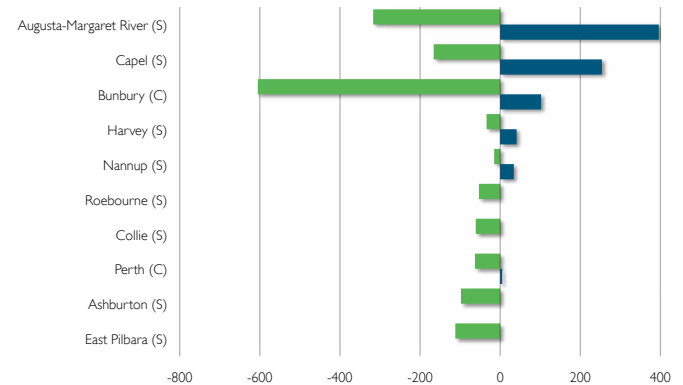
City of Busselton, 2011 Census



Source: ABS 2011 Census

## Workforce Origin & Destination, Most Common LGAs (excl. Busselton)

City of Busselton, 2011 Census



Source: ABS 2011 Census

## Workforce Destination / Origin

Residential Employed Persons				Working Population			
Destination	No. of employed persons	% of total	Origin	No. of employed persons	% of total		
Busselton (S)	9,813	84.3	Busselton (S)	9,814	90.4		
Bunbury (C)	605	5.2	Augusta-Margaret River (S)	396	3.6		
Augusta-Margaret River (S)	317	2.7	Capel (S)	254	2.3		
Capel (S)	166	1.4	Bunbury (C)	102	0.9		
East Pilbara (S)	112	1.0	Harvey (S)	41	0.4		
Ashburton (S)	98	0.8	Nannup (S)	34	0.3		
Perth (C)	63	0.5	Donnybrook-Balingup (S)	17	0.2		
Collie (S)	61	0.5	Dardanup (S)	16	0.1		
Roebourne (S)	53	0.5	Joondalup (C)	15	0.1		
Boddington (S)	36	0.3	Manjimup (S)	11	0.1		
Port Hedland (T)	36	0.3	Rockingham (C)	11	0.1		
Other Western Australia	216	1.9	Other Western Australia	124	1.1		
Other	58	0.5	Other	23	0.2		
<b>Total</b>	<b>11,634</b>	<b>100.0</b>	<b>Total</b>	<b>10,858</b>	<b>100.0</b>		

Source: ABS 2011 Census



## Economic Diversity

The Index of Economic Diversity measures economic or industrial diversity within a region by determining the degree to which the region's industry mix differs from that of the national economy. When the index value is close to one, the industrial profile of a region mirrors that of the national economy and is considered more diverse.

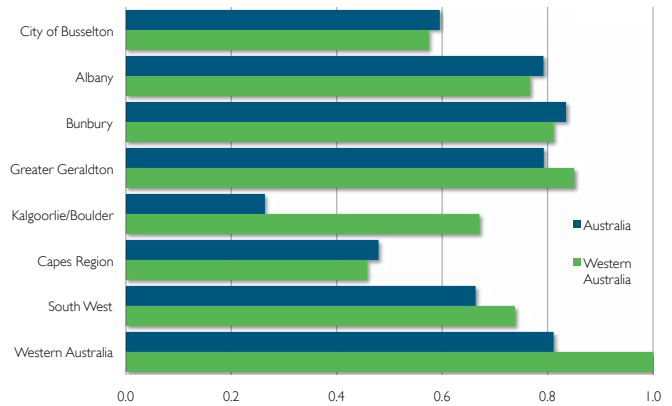
The index value for the City of Busselton when compared to the national economy is 0.596, which is higher than the average for the Capes Region (0.479), but below the index values for the South West (0.713) and Western Australia (0.881). When the index is calculated using the Western Australia economy as the comparative benchmark, the City of Busselton has an index value of 0.574, whilst the averages for the Capes Region and South West are 0.458 and 0.687, respectively.

## Location Quotients

The City of Busselton has a greater industry concentration (i.e. location quotient greater than 1) than the national economy – and therefore is assumed to have net exports from the region – in the Agriculture, Forestry & Fishing (2.15), Accommodation & Food Services (1.89), Rental, Hiring & Real Estate Services (1.64), Retail Trade (1.44), Construction (1.21), Administrative & Support Services (1.20), Other Services (1.09) and Education & Training (1.02) sectors.

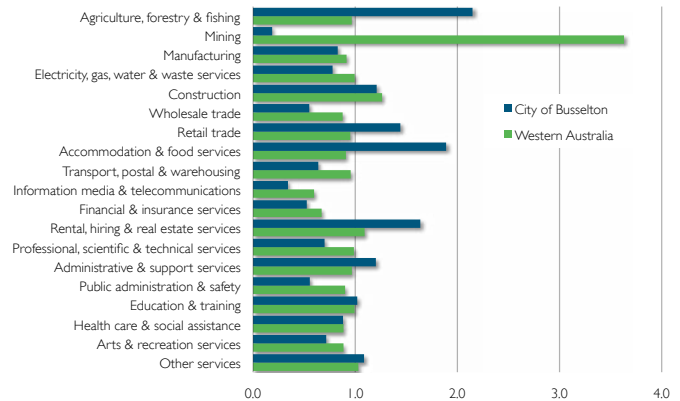
The City of Busselton has a higher location quotient in the Agriculture, Forestry & Fishing; Retail Trade; Accommodation & Food Services; Rental, Hiring & Real Estate Services; Administrative & Support Services; and Other Services sectors than both the South West and Western Australia.

### Index of Economic Diversity



Source: Lawrence Consulting, ABS Census 2011

### Location Quotients



Source: ABS 2011 Census

### Economic Diversity

Industry Location Quotients	City of Busselton	Capes Region	South West	Western Australia
Agriculture, forestry & fishing	2.15	2.81	2.43	0.97
Mining	0.19	0.17	1.40	3.63
Manufacturing	0.83	1.03	1.36	0.91
Electricity, gas, water & waste services	0.78	0.79	1.67	0.99
Construction	1.21	1.15	1.36	1.26
Wholesale trade	0.55	0.59	0.60	0.88
Retail trade	1.44	1.37	1.15	0.95
Accommodation & food services	1.89	1.93	1.16	0.91
Transport, postal & warehousing	0.64	0.59	0.72	0.96
Information media & telecommunications	0.34	0.45	0.46	0.60
Financial & insurance services	0.53	0.45	0.42	0.67
Rental, hiring & real estate services	1.64	1.56	1.17	1.09
Professional, scientific & technical services	0.70	0.64	0.55	0.99
Administrative & support services	1.20	1.15	0.77	0.97
Public administration & safety	0.56	0.54	0.74	0.90
Education & training	1.02	1.00	1.04	0.99
Health care & social assistance	0.88	0.80	0.86	0.89
Arts & recreation services	0.72	0.69	0.54	0.89
Other services	1.09	1.02	1.03	1.03
Diversity Index (Australia)	0.596	0.479	0.713	0.811
Diversity Index (Western Australia)	0.574	0.458	0.687	1.000

Source: Lawrence Consulting, ABS Census 2011

# Major Developments



## Events Capital WA

The City of Busselton is home to a growing number of world class events and is fast emerging as the Events Capital of Western Australia. Busselton, Dunsborough, Yallingup and the wider Margaret River Region are perfect locations to host premier events such as Cinefest Oz, Iron man WA and Gourmet Escape. Throughout the year the city plays host to music, surfing, athletics, arts, sailing, food/wine and cultural events.



## Civic and Administration Building

A new Civic and Administration building will be operational in early 2017. The new \$23m centre will provide a three-storey east wing on Causeway Drive, with the former council chambers to be integrated into the new build forming a two-storey building on Southern Drive. The building will contain a function room with kitchen facilities and dance floor for community hire.



## New Hospital

A new \$120.4 million Busselton Health Campus opened in 2015. The new facilities allow more South West residents to receive top quality medical care closer to home at one location, and provide valuable support to smaller regional facilities, particularly in Margaret River and Augusta. Situated on the south west coastline with views over Geographe Bay on environmentally protected land surrounded by Peppermint trees, the new Busselton Health Campus has been designed to help improve patient care for regional residents and visitors.



## Education Facilities

The South West Institute of Technology (TAFE) has been recently upgraded. These improvements complement the quality existing secondary education options, both private and public such as the Cape Naturaliste College at the new Vasse subdivision and the Georgiana Molloy Anglican School in Provence Estate.

Cornerstone Christian College has recently opened a new primary school in Dunsborough, which will support a proposed new public primary school, being planned for the rapidly growing Dunsborough community.





# Major Developments



## Transport Access

Busselton is a two and a half hour drive from the capital city, Perth. There is a regular train service from Perth to Bunbury, with connecting coach lines to Busselton. Public transport coach services also offer flexible timetables to accommodate the fly in fly out workforce, residents, tourists and students.

The Busselton-Margaret River Airport is the aviation gateway to the south west of Western Australia and is being upgraded with a \$59.7m development program, to accommodate future direct flights from interstate. Trans Busselton provides regular daily services between Dunsborough and Busselton and stops regularly around both towns.



## Property Development

Quality housing estates are being expanded within Busselton, Vasse and at Dunsborough, which will provide accommodation for the projected increasing resident population. Commercial opportunities exist in the Central Business Districts of Busselton and Dunsborough and on the Busselton Foreshore for hotel, food and beverage outlets and there are several plans for expansion of other retail and bulky goods outlets including new discount department stores within and close to the CBD. Industrial land located near the Busselton Regional Airport and within the Vasse industrial area is available for commercial and manufacturing developments.



## Recreation and Leisure Facilities

Major redevelopment of the Busselton foreshore sporting precinct has been completed, including a new skate park and sports ovals. The district level active sporting precinct includes an A grade competition turf wicket, new synthetic cricket wicket and training nets. Purpose built running tracks for the bushfire brigade competitions and training is complete. A new combined club facility within the sporting precinct will be built in 2016. A recent expansion of the Geographe Leisure Centre in Busselton has been completed to cater for the City's growing recreational and sporting needs. The expansion includes allied health suites, cycle room, cafe, gym, creche and outdoor play area.



A new youth and community activities building adjacent to the new skatepark is earmarked for construction in 2016.





# Major Developments



## Redevelopment of the Busselton, Dunsborough and Yallingup Foreshores

The Busselton Jetty and surrounding foreshore area is one of the most visited tourism sites in the region. Further enhancement of the Busselton foreshore will strengthen the area's attractiveness and overall value to the region and will provide for economic growth opportunities through provision of cafes, restaurants and other small business sites. A new visitor information centre and interpretative facility/railway house will be constructed in 2016. Continued enhancement of the Dunsborough and Yallingup foreshores is set to revitalise existing public open space for the enjoyment of locals and tourists alike, integrating leisure activities, public conveniences and children's play equipment.



## Busselton-Margaret River Regional Airport

The city's airport is regarded as the most strategically located of all airports in the South West of the State and as such, \$59.7m has been committed to upgrading the facilities, including lengthening, widening and strengthening of the runway to facilitate B737 and A320 jet aircraft, a new terminal building and new car parks. Construction is anticipated to be completed in 2018. Opportunities for export of agricultural produce and high value goods manufactured in the region continue to be explored.



## Marine Tourism and Cruise Ship Attraction

Busselton welcomes ten cruise ships in 2016 with the *Queen Mary 2* scheduled to make an inaugural visit in 2017 and again in 2018. The City has recently completed two berthing facilities at the Busselton Jetty, which will allow cruise ship tenders to berth directly onto the regions most iconic built attraction. Whale watching and jet adventure tours are added attractions available to explore the incredible beauty of the Cape Naturaliste coastline.



## Telecommunications

Busselton will be one of the first regional cities in Western Australia to be connected to the National Broadband Network which is being rolled out by the Australian Government. This will increase the region's ability to become a provider of education, training and health services and attract new enterprises to the region, for those contemplating an "e-change" - a flexible approach to work, where setting up innovative businesses from home becomes more viable.





## Labour Market

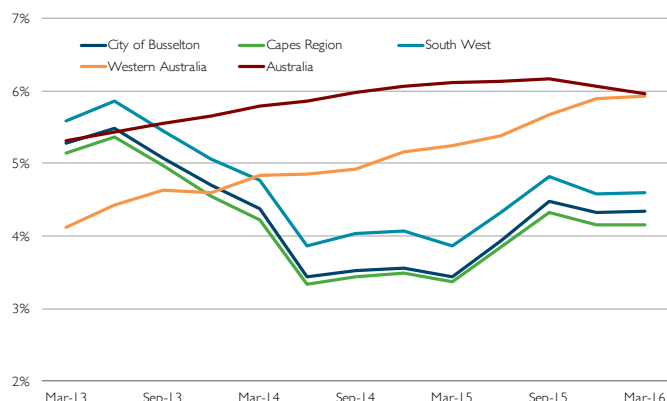
The number of employed persons in the City of Busselton was estimated at 18,390 in the March Quarter 2016, which represented a significant annual increase of 564 persons, or 3.2% from the level recorded in the March Quarter 2015.

The annual growth in employment in the City of Busselton contributed to an increase of 4.1% in the size of labour force, the level of which was 19,224 persons in the March Quarter 2016.

The unemployment rate in the City of Busselton increased annually by 0.9 percentage points to 4.3% in the March Quarter 2016. The City of Busselton's unemployment rate in the March Quarter 2016 was lower than the averages for the South West (4.6%), Western Australia (5.9%) and Australia (6.0%).

The number of unemployed persons in the City of Busselton increased significantly by 31.1% over the year to the March Quarter 2016, which was greater than the rise in unemployed persons in the Capes Region (up 28.7%), South West (up 23.9%) and Western Australia (up 14.5%).

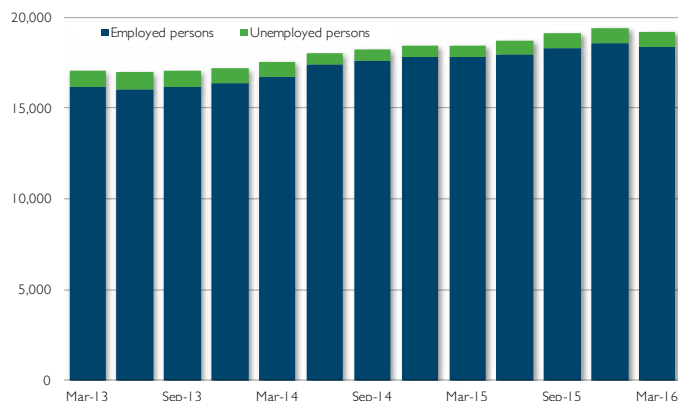
### Unemployment Rate



Source: DEEWR

### Labour Force

City of Busselton



Source: DEEWR, Lawrence Consulting

### Labour Market

	Level Mar Qtr 2016	Level 12 months ago	Annual Change	Annual % change	Quarterly % change
<b>Employed persons:</b>					
City of Busselton	18,390	17,826	564	3.2	-1.0
Capes Region	26,160	25,330	830	3.3	-1.0
South West	93,346	90,316	3,030	3.4	-1.0
Western Australia	1,351,812	1,343,877	7,935	0.6	0.0
<b>Unemployment rate (%)<sup>(a)</sup>:</b>					
City of Busselton	4.3	3.4	0.9	0.9	0.0
Capes Region	4.2	3.4	0.8	0.8	0.0
South West	4.6	3.9	0.7	0.7	0.0
Western Australia	5.9	5.2	0.7	0.7	0.0
<b>Unemployed:</b>					
City of Busselton	834	636	198	31.1	-0.7
Capes Region	1,135	882	253	28.7	-1.0
South West	4,496	3,630	866	23.9	-0.7
Western Australia	85,209	74,404	10,805	14.5	0.6
<b>Labour force:</b>					
City of Busselton	19,224	18,462	762	4.1	-1.0
Capes Region	27,295	26,212	1,083	4.1	-1.0
South West	97,842	93,946	3,896	4.1	-1.0
Western Australia	1,437,021	1,418,281	18,740	1.3	0.0

Note: (a) Unemployment rate changes are percentage point changes.

Source: DEEWR, Lawrence Consulting





## Employment Capacity

### Participation Rate

The participation rate is measured by the proportion of the resident population aged 15 and over in the labour force (i.e. either employed or unemployed). The labor force participation rate is a key component in long-term economic growth, almost as important as productivity.

The participation rate in the City of Busselton was estimated at 62.0% in 2014, which was 0.6 percentage points lower than the level recorded in 2013 (62.6%) and 6.6 percentage points below the average participation rate in 2009 (68.6%).

The workforce participation rate in the City of Busselton in 2014 was lower than the average rate for the South West (64.9%) and Western Australia (66.9%).

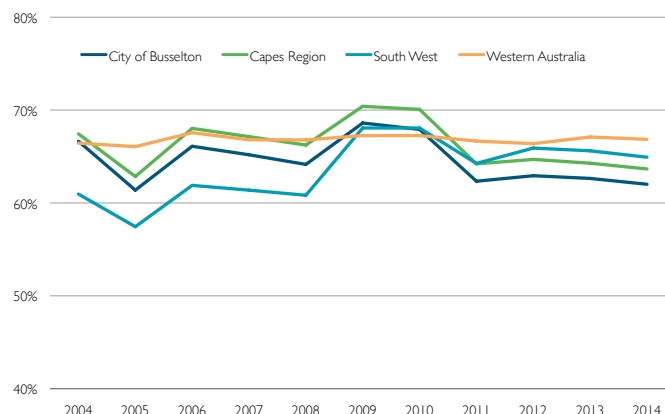
### Dependency Ratio

The dependency ratio is the ratio of the economically-dependent proportion of the population to the productive part. The economically-dependent proportion is recognised to be children who are too young to work and individuals that are too old, that is, generally, individuals under the age of 15 and over the age of 65. The productive part makes up the gap in between (ages 15-64), or the labour force.

The dependency ratio in the City of Busselton was 61.7% in 2014, which represented a small annual increase of 0.5 percentage points from the level recorded in 2013 (61.2%), and a rise of 3.7 percentage points from the average in 2009 (58.0%).

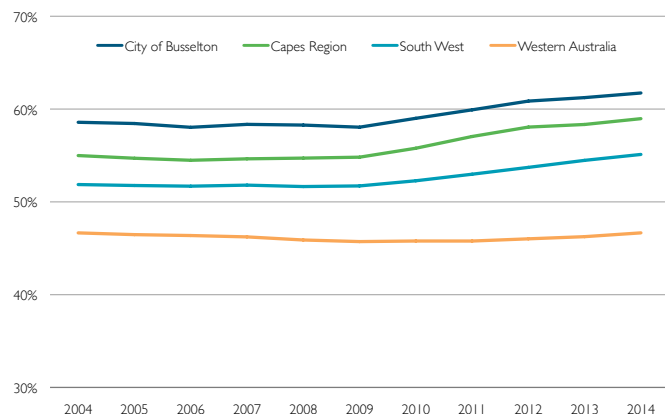
The City of Busselton has a higher dependency ratio than the averages for the Capes Region (59.0%), South West (55.1%) and Western Australia (46.7%).

### Participation Rate



Source: ABS 3218.0, DEEWR & Lawrence Consulting

### Dependency Ratio



Source: ABS 3235.0

Employment Capacity					
Participation Rate	Level (%)	Level (%)	Annual % change <sup>(a)</sup>	Level (%)	Avg ann % chg <sup>(a)</sup> 2009-14
	2014	2013		2009	
City of Busselton	62.0	62.6	-0.6	68.6	-6.6
Capes Region	63.7	64.3	-0.6	70.4	-6.7
South West	64.9	65.6	-0.7	68.1	-3.1
Western Australia	66.9	67.1	-0.2	67.3	-0.4
Dependency Ratio	Level (%)	Level (%)	Annual % change <sup>(a)</sup>	Level (%)	Avg ann % chg <sup>(a)</sup> 2009-14
	2014	2013		2009	
City of Busselton	61.7	61.2	0.5	58.0	3.7
Capes Region	59.0	58.3	0.6	54.8	4.2
South West	55.1	54.5	0.6	51.7	3.4
Western Australia	46.7	46.2	0.4	45.7	0.9

Note: (a) Changes are percentage point changes.  
Source: ABS 3218.0, DEEWR & Lawrence Consulting



## Dwelling Approvals

The number of new dwelling approvals in the City of Busselton was 645 over the year to the March Quarter 2016, which represented an annual decrease of 10.3%. The number of new house approvals fell annually by 15.2%, although the number of other dwelling approvals (i.e. units / townhouses) increased substantially by 194.1%.

The total value of residential building approvals in the City of Busselton was \$210.4 million over the year to the March Quarter 2016, which represented an annual decrease of 15.6% from the level recorded in the year to the March Quarter 2015 (\$249.4 million). The annual decline in total value of dwelling approvals was due to a decrease in the value of new house approvals (down 21.2%) and despite significant growth in the value of other dwelling approvals (up 169.6%) and alterations & additions (up 21.3%).

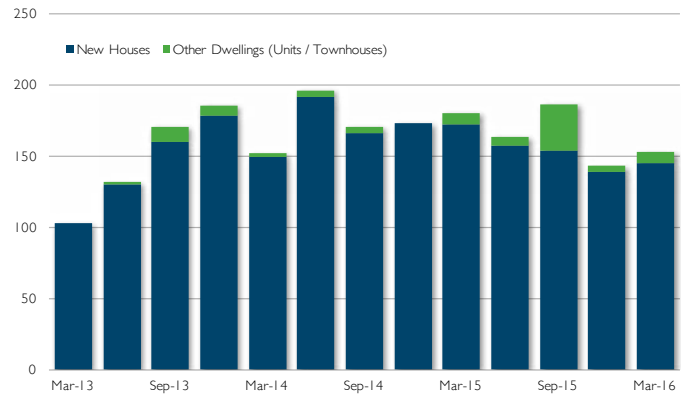
## Non-Residential Construction

The value of non-residential building approvals in the City of Busselton was \$58.9 million over the year to the March Quarter 2016, representing a substantial annual increase of 170.0% from the value of approvals for the year to the March Quarter 2015 (\$21.8 million).

The value of private sector approvals increased annually by 62.9% to \$34.0 million in the year to the March Quarter 2016, whilst the value of public sector approvals grew considerably by 2,470.9% to \$24.9 million.

### Dwelling Approvals

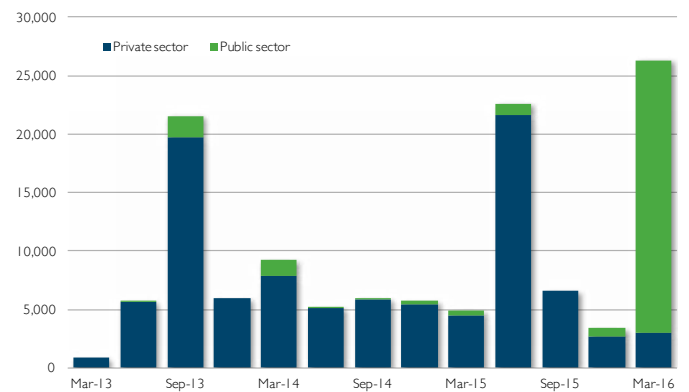
City of Busselton



Source: ABS 8731.1

### Value of Non-Residential Building Approvals

City of Busselton (\$'000)



Source: ABS 8731.1

## Building Approvals

	City of Busselton				South West	
	Level Mar Qtr 2016	Annual % change	Level Yr to Mar-16	Annual % change	Level Yr to Mar-16	Annual % change
<b>Number</b>						
Dwellings:	153	-15.0	645	-10.3	1,732	-11.2
New houses	145	-15.7	595	-15.2	1,632	-14.2
Other dwellings (units/townhouses)	8	0.0	50	194.1	100	104.1
<b>Value (\$'000)</b>						
Dwellings:	46,659	-29.3	210,371	-15.6	542,620	-10.3
New houses	41,770	-29.2	180,736	-21.2	472,350	-14.1
Other dwellings	1,354	-1.1	10,171	169.6	19,865	94.4
Alterations & additions	3,535	-36.2	19,463	21.3	50,168	12.1
Non-dwelling:	26,277	438.6	58,895	170.0	199,325	87.6
<b>Total building</b>	<b>72,936</b>	<b>2.9</b>	<b>269,266</b>	<b>-0.7</b>	<b>741,944</b>	<b>4.3</b>

Source: ABS 8731.1



## Households Projections

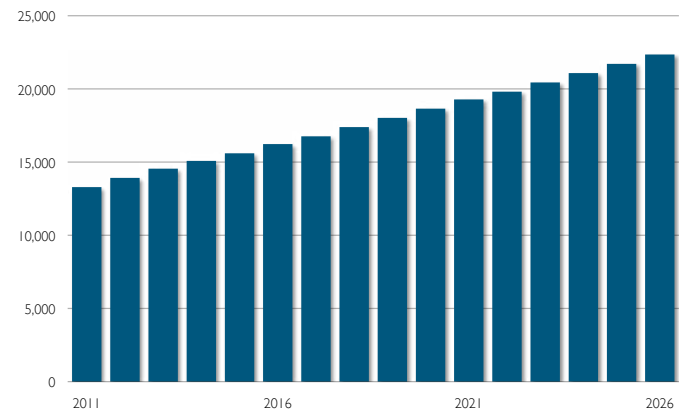
Projections to the year 2026 indicate that the number of households in the City of Busselton will increase from 13,300 households in 2011 to 22,400 in 2026. This represents a total increase of 9,100 households, or an average annual increase of 3.5% over the period, which is higher than the average forecast growth for the Capes Region (3.2%), South West (2.4%) and Western Australia (1.9%) over the same period.

Within the City of Busselton, the largest growth is expected in family households (up 6,200), followed by lone person households (up 2,400). The highest annual rate of growth to 2026 is forecast for unoccupied private dwellings (4.7% per annum), followed by lone person households (4.2% per annum) and family households (3.3% per annum).

Between 2011 and 2026, the City of Busselton is expected to contribute 32.9% of the total growth in households for the South West (27,640 households).

### Household Projections

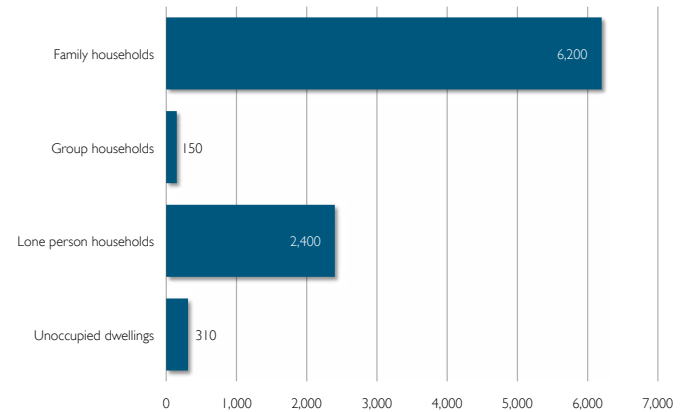
City of Busselton, 2011-26



Source: Planning Western Australia

### Forecast Household Growth by Type

City of Busselton, 2011-26



Source: Planning Western Australia

### Household Projections

Area	Level 2011	Level 2016	Level 2021	Level 2026	Actual change 2011-26	Avg ann % change 2011-26
<b>City of Busselton:</b>						
Family household	9,900	12,000	14,100	16,100	6,200	3.3
Group household	280	340	390	430	150	2.9
Lone person household	2,800	3,500	4,300	5,200	2,400	4.2
Unoccupied private dwelling	310	390	490	620	310	4.7
<b>Total households</b>	<b>13,300</b>	<b>16,200</b>	<b>19,200</b>	<b>22,400</b>	<b>9,100</b>	<b>3.5</b>
<b>Other Areas:</b>						
Albany	15,200	16,600	18,000	19,400	4,200	1.6
Bunbury	14,200	15,100	15,900	16,600	2,400	1.0
Greater Geraldton	16,200	18,000	19,600	21,400	5,200	1.9
Kalgoorlie/Boulder	11,800	12,200	12,300	12,300	500	0.3
<b>Regional and State Projections:</b>						
Capes Region	18,500	22,100	25,700	29,500	11,000	3.2
South West	65,300	74,420	83,330	92,940	27,640	2.4
Western Australia	937,885	1,047,035	1,145,085	1,247,000	309,115	1.9

Source: Planning Western Australia





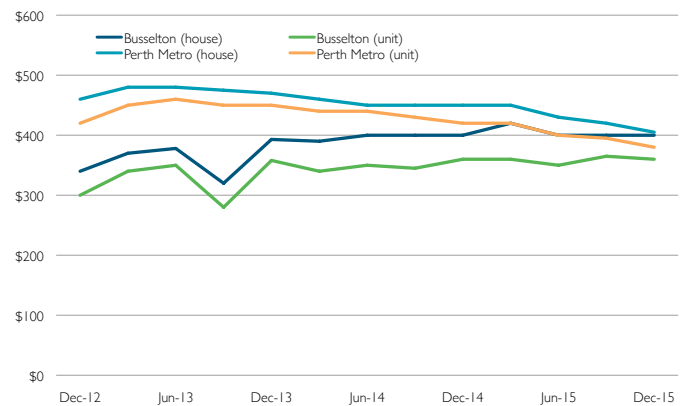
## Median Weekly Rents

Median weekly rents for all dwelling types (i.e. houses and units) in the Busselton urban area were higher in the December Quarter 2015 when compared to twelve months previously, with the exception of four bedroom houses (down 2.3%) and three bedroom units (down 2.2%). Rental prices for all dwelling types in Busselton were well below the respective averages for the Perth Metropolitan area in the December Quarter 2015.

Rental prices for all houses in Busselton remained relatively unchanged over the year to the December Quarter 2015, whilst rents for all units decreased annually by 4.0%. By comparison, rental prices for all houses and units across the Perth Metropolitan area fell annually by 10.0% and 9.5%, respectively.

## Median Weekly Rents

Houses and Units



Source: REIWA

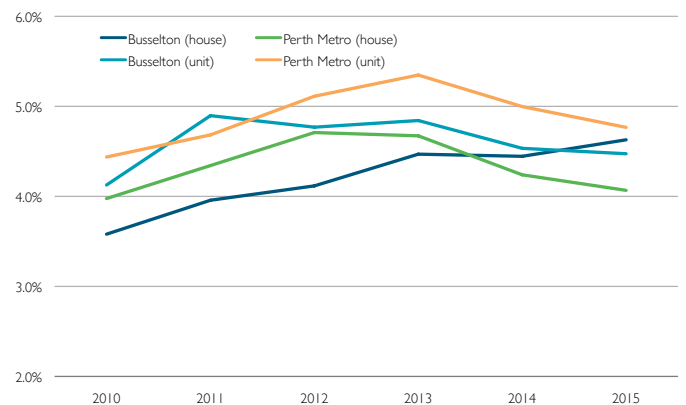
## Rental Yields

The average housing rental yield in Busselton was 4.6% in 2015, whilst the gross rental yield for units was slightly lower (4.5%). The average yield for houses in Busselton increased by 0.2 percentage points over the year to the 2015, whilst unit yields decreased marginally by 0.1 percentage points.

Gross rental yields for separate houses in Busselton in 2015 were higher than the average for the Perth Metropolitan area (4.1%), although yields for units were below the level of 4.8%.

## Rental Yields

Houses and Units



Source: REIWA, Lawrence Consulting

## Rental Market

	Busselton		Albany		Bunbury		Geraldton		Kalgoorlie		Perth Metro	
	Level Dec Qtr 2015	Ann % chg	Level Dec Qtr 2015	Ann % chg	Level Dec Qtr 2015	Ann % chg	Level Dec Qtr 2015	Ann % chg	Level Dec Qtr 2015	Ann % chg	Level Dec Qtr 2015	Ann % chg
<b>Median Weekly Rents (\$)</b>												
Separate Houses:												
One-two bedrooms	280	1.0	280	7.7	270	-6.9	260	-1.9	260	-8.8	340	-10.5
Three bedrooms	375	1.4	340	0.0	333	-4.9	300	-3.2	350	0.0	385	-8.3
Four bedrooms	430	-2.3	400	0.0	393	-1.8	360	-6.5	470	-6.0	450	-8.2
All houses	400	0.0	350	0.0	360	-5.3	328	-0.6	360	0.0	405	-10.0
Flats / Units:												
Two bedrooms	370	29.8	230	-11.5	293	1.0	210	-8.7	300	0.0	375	-6.3
Three bedrooms	360	-2.2	358		350	0.0	280	-6.7	350	2.9	410	-8.9
All units	360	-4.0	305	17.3	340	1.5	230	-4.2	300	0.0	380	-9.5
	Level 2015	Ann % chg	Level 2015	Ann % chg	Level 2015	Ann % chg	Level 2015	Ann % chg	Level 2015	Ann % chg	Level 2015	Ann % chg
<b>Rental Yields (%) (a)</b>												
Separate Houses	4.6	0.2	4.7	0.0	5.0	-0.1	4.7	-0.2	5.7	0.0	4.1	-0.2
Flats / Units	4.5	-0.1	5.3	0.0	5.1	-0.4	5.0	0.1	4.9	-1.6	4.8	-0.2

Note: (a) Changes are percentage point changes.

Source: REIWA, Lawrence Consulting



## House and Unit Prices

The median house price for the Busselton Urban Area was \$455,000 in 2015, which was lower than the average for the Perth Metropolitan area (\$545,000).

Median house prices decreased by 2.2% in the Busselton Urban Area over the year to 2015, which was higher than the decline in prices recorded in the Perth Metropolitan area (down 1.8%) over the same period.

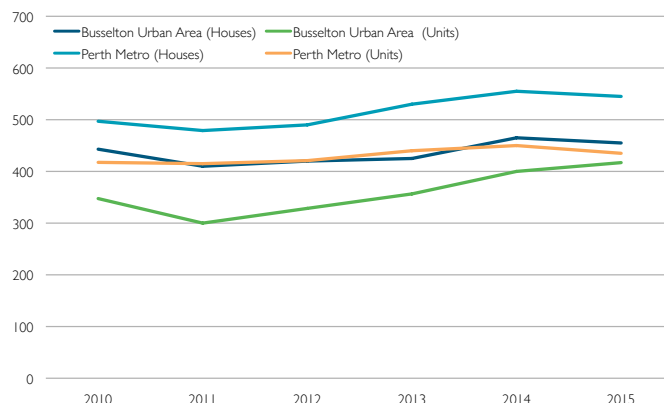
Within the City of Busselton, the suburb of Dunsborough recorded the highest median house prices in 2015 (\$625,500), followed by Busselton (\$493,000) and Broadwater (\$451,000).

The median price for flats and units in the Busselton Urban Area was \$417,000 in 2015, which again was below the average for the Perth Metropolitan area (\$435,000).

Median flat and unit prices grew by 4.3% in the Busselton Urban Area over the year to 2015, in contrast to the average annual decline for the Perth Metropolitan area (down 3.3%).

### Median Sales Prices

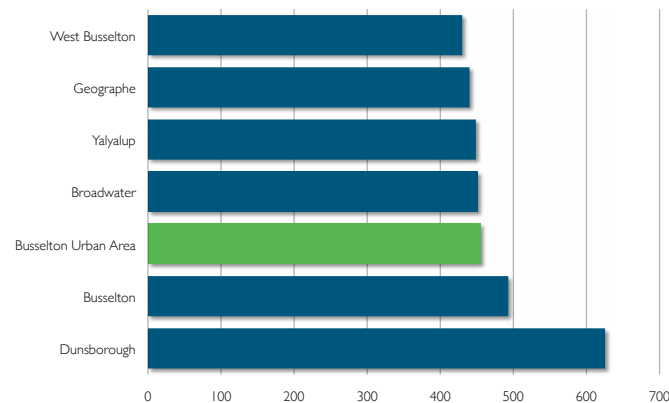
Houses and Units (\$'000)



Source: REIWA

### Median House Price by Area

2015 (\$'000)



Source: REIWA

## Property Market

	Separate houses			Flats / units		
	Level 2015	Level 2014	Annual % change	Level 2015	Level 2014	Annual % change
Busselton	493,000	472,000	4.4	390,000	415,000	-6.0
Broadwater	451,000	485,000	-7.0	492,500	412,500	19.4
Dunsborough	625,500	625,000	0.1	535,000	458,525	16.7
Geographe	440,000	462,500	-4.9	495,000	435,500	13.7
West Busselton	430,000	442,500	-2.8	370,000	400,000	-7.5
Yalyalup	448,750	443,000	1.3			
<b>Busselton Urban Area</b>	<b>455,000</b>	<b>465,000</b>	<b>-2.2</b>	<b>417,000</b>	<b>400,000</b>	<b>4.3</b>
Albany	385,000	383,000	0.5	282,500	261,000	8.2
Bunbury	380,000	385,000	-1.3	329,000	319,500	3.0
Greater Geraldton	370,000	380,000	-2.6	242,500	282,500	-14.2
Kalgoorlie-Boulder	337,500	340,000	-0.7	317,000	245,000	29.4
Perth Metro	545,000	555,000	-1.8	435,000	450,000	-3.3

Source: REIWA

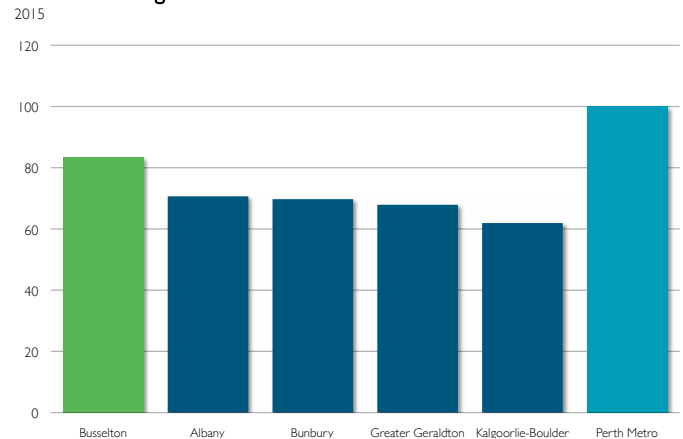


## Median Dwelling Price Index

The median dwelling price index for the City of Busselton in 2015 was 83.5 when compared to the Perth Metropolitan area (index of 100), which represented a slight decrease of 0.3 percentage points over the level recorded in 2014 (83.8).

The City of Busselton recorded a higher median house price index value than other major regional centres, including Albany (70.6), Bunbury (69.7), Greater Geraldton (67.9) and Kalgoorlie-Boulder (61.9).

Median Dwelling Price Index



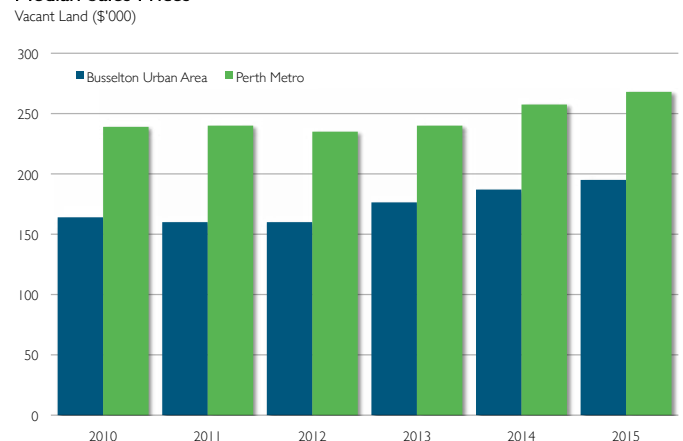
Source: REIWA

## Land Values

The median sales price for vacant land in the Busselton Urban Area was \$195,000 in 2015, which represented an annual increase of 4.3% from the average in 2014 (\$187,000). By comparison, the average value for the Perth Metro area increased annually by 4.1% to \$268,000 in 2015.

Within the Busselton Urban Area, the suburb of Busselton recorded the highest median land price in 2015 (\$439,000), followed by Geographe (\$390,000) and Dunsborough (\$254,000).

Median Sales Prices



Source: REIWA

## Property Market

	Median House Price Index			Vacant Land		
	Level 2015	Level 2014	Annual % change	Level 2015	Level 2014	Annual % change
Busselton	90.5	85.0	5.4	439,000	265,000	65.7
Broadwater	82.8	87.4	-4.6	238,000	230,000	3.5
Dunsborough	114.8	112.6	2.2	254,000	225,000	12.9
Geographe	80.7	83.3	-2.6	390,000	225,000	73.3
West Busselton	78.9	79.7	-0.8	220,000	199,000	10.6
Yalyalup	82.3	79.8	2.5	152,000	157,500	-3.5
<b>Busselton Urban Area</b>	<b>83.5</b>	<b>83.8</b>	<b>-0.3</b>	<b>195,000</b>	<b>187,000</b>	<b>4.3</b>
Albany	70.6	69.0	1.6	150,000	160,000	-6.3
Bunbury	69.7	69.4	0.4	189,000	180,000	5.0
Greater Geraldton	67.9	68.5	-0.6	129,000	147,000	-12.2
Kalgoorlie-Boulder	61.9	61.3	0.7	128,160	186,000	-31.1
Perth Metro	100.0	100.0	0.0	268,000	257,500	4.1

Source: REIWA





## Visitor Numbers

For the four-year period ending 2013, the average number of annual visitors to the City of Busselton was approximately 1,138,900 persons. Of total visitors to the region, the largest proportion was domestic day visitors, with 556,500 (or 48.9% of total), followed by domestic overnight with 552,500 (or 48.5%) and international overnight, with 29,900 (or 2.6%). The total number of visitor nights spent in the region was approximately 1,996,300, with an average length of stay of 3.4 nights.

A detailed visitor profile for the City of Busselton is available at [http://tra.gov.au/Tourism\\_in\\_Local\\_Government\\_Areas/pdfs/Tourism\\_LGA\\_Busselton%20\(C\).pdf](http://tra.gov.au/Tourism_in_Local_Government_Areas/pdfs/Tourism_LGA_Busselton%20(C).pdf)

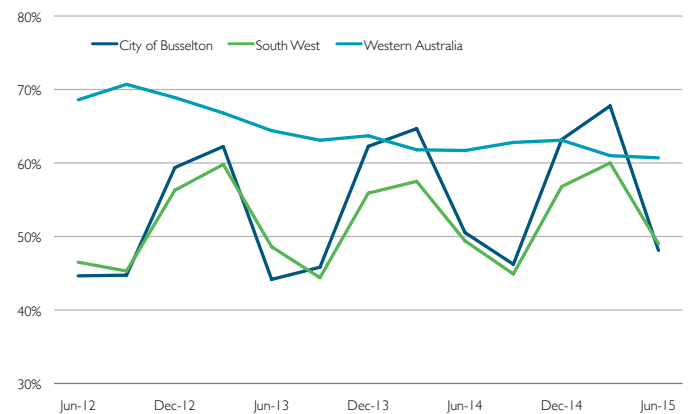
## Tourism Accommodation

Occupancy rates for tourism accommodation in the City of Busselton typically range between 45-70%, depending on seasonal variation. The average room occupancy rate for all establishments with 15 or more rooms in the City of Busselton over the year to the June Quarter 2015 was 56.3%, which represented an annual increase of 0.5 percentage points from the level recorded in the year to the June Quarter 2014 (55.8%). The City of Busselton recorded a higher average occupancy rate than the South West (52.7%) over the year to the June Quarter 2015, but lower than Western Australia (61.9%).

Demand for tourism accommodation was lower over the year to the June Quarter 2015, with annual decreases in the number of room nights (down 17.7%) and guest nights (down 10.5%). Tourism capacity also fell annually due a decrease in the number of establishments (down 1), guest rooms (down 13.0%) and bed spaces (down 5.9%) available.

There is a significant supply of tourist accommodation available through holiday rental homes and bed and breakfast facilities, data for which is not available for inclusion in this analysis.

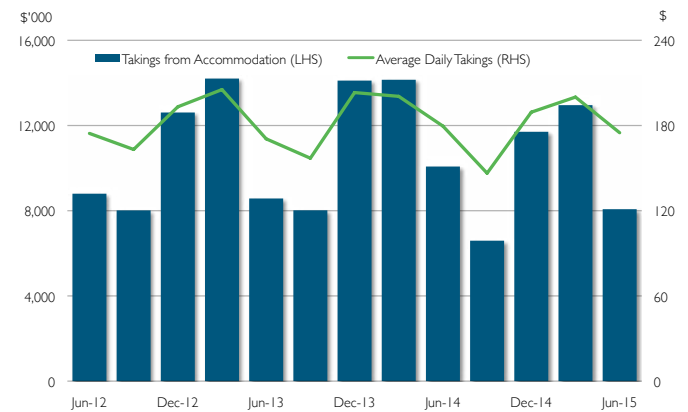
## Occupancy Rate



Source: ABS 8165.0

## Accommodation Takings

City of Busselton



Source: ABS 8165.0

## Tourism Accommodation

Hotels, Motels & Serviced Apartments (15+ rooms)	Level Jun Qtr 2015	City of Busselton		Level Jun Qtr 2015	South West	
		Quarterly % change	Annual % change		Quarterly % change	Annual % change
<b>Supply</b>						
Establishments	23	0.0	-4.2	87	0.0	1.2
Guest Rooms	1,062	0.0	-13.0	3,517	-0.1	-2.4
Bed Spaces	4,018	0.0	-5.9	10,569	-0.5	-3.6
<b>Demand</b>						
Room occupancy (%)	48.1	-19.7	-2.4	49.0	-11.0	-0.4
Room nights	46,148	-28.8	-17.7	156,597	-17.6	-3.3
Guest nights	115,909	-32.8	-10.5	306,509	-22.0	1.0
Takings from accommodation (\$'000)	8,071.7	-37.7	-19.9	23,036.8	-26.2	-3.7
Takings per room night occupied (\$)	174.91	-12.6	-2.6	147.11	-10.4	-0.4

Source: ABS 8165.0

# Demographic Profile



The following table contains key demographic statistics for the City of Busselton as at the 2011 Census, along with comparison data for Western Australia and Australia.

Key Demographic Indicators, 2011 Census						
	City of Busselton		Western Australia		Australia	
	No.	% of total	No.	% of total	No.	% of total
<b>PERSON CHARACTERISTICS</b>						
Total persons	30,330	-	2,239,170	-	21,507,717	-
Males	14,767	48.7	1,126,178	50.3	10,634,013	49.4
Females	15,563	51.3	1,112,992	49.7	10,873,704	50.6
Age group (years):						
0-14	6,547	21.6	440,071	19.7	4,144,025	19.3
15-24	3,227	10.6	307,218	13.7	2,866,471	13.3
25-39	5,441	17.9	485,622	21.7	4,487,149	20.9
40-54	6,426	21.2	476,959	21.3	4,494,425	20.9
55-64	3,785	12.5	254,425	11.4	2,503,360	11.6
64+	4,906	16.2	274,876	12.3	3,012,289	14.0
Median age	39	-	36	-	37	-
Country of birth – Australia						
Country of birth – Australia	23,495	77.5	1,407,806	62.9	15,017,847	69.8
Indigenous persons	494	1.6	69,664	3.1	548,368	2.5
Language spoken at home – English only	27,790	91.6	1,775,950	79.3	16,509,291	76.8
Weekly income <sup>(a)</sup> :						
Median individual income (\$)	555	-	662	-	577	-
Median family income (\$)	1,334	-	1,722	-	1,481	-
Median household income (\$)	1,078	-	1,415	-	1,234	-
Occupation (persons aged 15 years and over):						
Managers	1,909	13.9	133,801	12.2	1,293,969	12.9
Professionals	1,971	14.3	218,354	19.9	2,145,440	21.3
Technicians and trades workers	2,572	18.7	183,299	16.7	1,425,146	14.2
Community and personal service workers	1,302	9.4	103,384	9.4	971,899	9.7
Clerical and administrative workers	1,628	11.8	158,179	14.4	1,483,559	14.7
Sales workers	1,500	10.9	94,596	8.6	942,140	9.4
Machinery operators and drivers	895	6.5	83,856	7.6	659,550	6.6
Labourers	1,840	13.3	106,227	9.7	947,606	9.4
Total occupied persons	13,783	100.0	1,097,881	100.0	10,058,325	100.0
<b>Family Characteristics</b>						
Total households	11,087	-	805,764	-	8,182,565	-
Family households:						
Family households:	8,266	74.6	585,310	72.6	5,550,615	67.8
Couple families with children	3,462	31.2	262,885	32.6	2,511,991	30.7
Couple families without children	3,586	32.3	226,879	28.2	2,072,943	25.3
One parent families	1,156	10.4	85,067	10.6	867,969	10.6
Other families	62	0.6	10,479	1.3	97,712	1.2
Group households	313	2.8	31,690	3.9	321,009	3.9
Lone person households	2,508	22.6	188,764	23.4	1,888,698	23.1
<b>Dwelling Characteristics</b>						
Total private dwellings	15,252	-	903,487	-	8,694,793	-
Occupied private dwellings:						
Occupied private dwellings:	10,999	-	794,159	-	8,182,565	-
Fully owned	3,508	31.9	234,627	29.5	2,539,434	31.0
Being purchased	3,567	32.4	300,334	37.8	2,723,624	33.3
Rented	3,559	32.4	231,824	29.2	2,349,339	28.7
Other tenure type	137	1.2	8,880	1.1	74,843	0.9
Dwelling structure:						
Dwelling structure:	9,637	87.6	638,768	80.4	5,864,574	71.7
Separate house	825	7.5	84,333	10.6	765,980	9.4
Semi-detached, townhouse etc	319	2.9	62,990	7.9	1,056,237	12.9
Flat, unit or apartment	208	1.9	7,380	0.9	66,666	0.8
Other dwelling	270	-	300	-	285	-
Median rent (\$/weekly)	270	-	300	-	285	-
Median housing loan repayments (\$/monthly)	1,881	-	1,950	-	1,800	-

Source: ABS 2011 Census

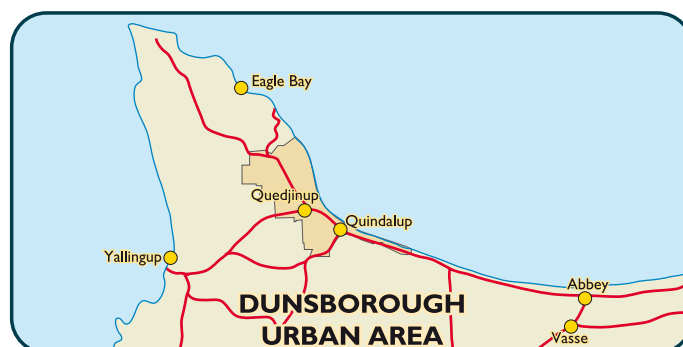
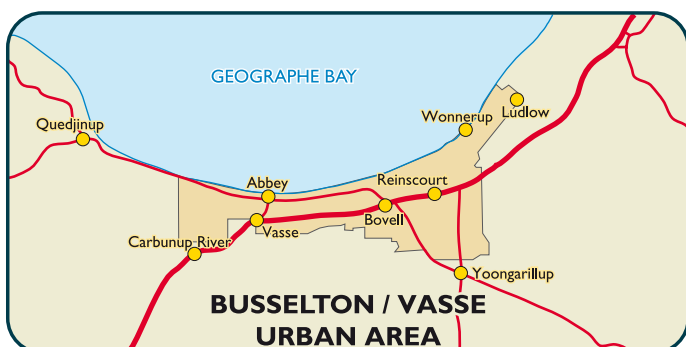
# Demographic Profile



Within the City of Busselton, the two major commercial centres are the Busselton/Vasse and Dunsborough urban areas. Key demographic statistics for these areas as at the 2011 Census, along with the rural balance, are provided in the following table.

Key Demographic Indicators, 2011 Census						
	Busselton/Vasse Urban Area		Dunsborough Urban Area		Rural Remainder	
	No.	% of total	No.	% of total	No.	% of total
<b>Person Characteristics</b>						
Total persons	21,407	-	4,531	-	4,392	-
Males	10,244	47.9	2,243	49.5	2,280	51.9
Females	11,163	52.1	2,288	50.5	2,112	48.1
Age group (years):						
0-14	4,534	21.2	1,060	23.4	953	21.7
15-24	2,411	11.3	423	9.3	393	8.9
25-39	3,622	16.9	1,087	24.0	732	16.7
40-54	4,376	20.4	936	20.7	1,114	25.4
55-64	2,612	12.2	489	10.8	684	15.6
64+	3,850	18.0	535	11.8	521	11.9
Median age	40	-	36	-	-	-
Country of birth – Australia						
	16,640	77.7	3,426	75.6	3,429	78.1
Indigenous persons						
	424	2.0	41	0.9	29	0.7
Language spoken at home – English only						
	19,609	91.6	4,136	91.3	4,045	92.1
Weekly income(a):						
Median individual income (\$)	522	-	670	-	-	-
Median family income (\$)	1,247	-	1,551	-	-	-
Median household income (\$)	980	-	1,359	-	-	-
Occupation (persons aged 15 years and over):						
Managers	1,046	11.3	308	13.7	555	24.5
Professionals	1,219	13.2	377	16.7	375	16.6
Technicians and trades workers	1,736	18.7	467	20.7	369	16.3
Community and personal service workers	934	10.1	227	10.1	141	6.2
Clerical and administrative workers	1,137	12.3	262	11.6	229	10.1
Sales workers	1,076	11.6	258	11.4	166	7.3
Machinery operators and drivers	687	7.4	96	4.3	112	5.0
Labourers	1,314	14.2	240	10.6	286	12.6
Total occupied persons	9,267	100.0	2,254	100.0	2,262	100.0
<b>Dwelling Characteristics</b>						
Total private dwellings	9,782	-	2,947	-	2,523	-
Occupied private dwellings:						
Family households:	7,886	-	1,602	-	1,511	-
Couple families with children	5,833	73.9	1,474	92.1	959	60.0
Couple families without children	2,334	29.6	558	34.9	570	35.7
One parent families	2,538	32.2	503	31.4	545	34.1
Other families	914	11.6	145	9.1	97	6.1
Other families	47	0.6	5	0.3	10	0.6
Group households	190	2.4	81	5.1	42	2.6
Lone person households	1,932	24.5	314	19.6	262	16.4
Median rent (\$/weekly)	265	-	325	-	-	-
Median housing loan repayments (\$/monthly)	1,800	-	2,000	-	-	-

Source: ABS 2011 Census





# Regional Cities Comparison



The following table compares a number of key economic indicators between the City of Busselton and other regional cities or local government areas (LGAs) across Western Australia – Albany, Bunbury, Greater Geraldton and Kalgoorlie-Boulder.

Comparative Indicators					
	Busselton	Albany	Bunbury	Greater Geraldton	Kalgoorlie-Boulder
<b>POPULATION</b>					
Estimated resident population, 2015	36,335	37,233	34,467	41,223	33,062
Annual population increase, 2014-15	2.8	1.1	1.2	0.5	-0.4
Average annual population increase, 2010-15 (%)	3.5	1.5	1.3	1.7	0.8
Projected population, 2026	43,950	41,270	35,820	48,020	37,020
Average annual population increase, 2015-26 (%)	1.7	0.9	0.4	1.4	1.0
Projected households, 2026	22,400	19,400	16,600	21,400	12,300
Average annual increase, 2011-26 (%)	3.5	1.6	1.0	1.9	0.3
Average age, 2014 (yrs)	39.2	40.2	39.2	36.3	32.4
<b>EMPLOYMENT</b>					
Employed persons (estimated), Mar Qtr 2016	18,390	15,601	18,315	20,111	19,608
Annual growth, yr to Mar Qtr 2016 (%)	3.2	-4.2	3.1	-3.2	-2.5
Unemployment rate, Mar Qtr 2016 (%)	4.3	5.2	6.4	7.6	4.7
Labour force, Mar Qtr 2016 (%)	19,224	16,456	19,577	21,772	20,580
Annual growth, yr to Mar Qtr 2016 (%)	4.1	-2.6	4.1	-2.0	-1.9
Participation rate, 2014 (%)	62.0	55.2	63.7	66.4	79.5
Dependency ratio, 2014 (%)	61.7	61.0	49.6	52.7	39.5
<b>BUSINESS INVESTMENT</b>					
Gross regional product, 2014/15 (\$ million)	2,114.3	2,166.7	3,890.1	3,497.6	4,945.9
Real annual growth, 2013/14-2014/15 (%)	1.7	0.7	1.8	6.5	5.6
Average annual growth, 2008/09-2014/15 (%)	4.0	2.5	3.1	5.1	7.4
Real GRP per capita, 2014/15 (\$)	59,645	59,039	115,668	89,511	177,802
Labour productivity, 2014/15 (\$GRP/hr worked)	77.69	73.35	78.13	82.06	127.07
Index of Economic Diversity (Australia = 1)	0.596	0.792	0.835	0.793	0.264
No. of businesses, June 2015	3,635	3,356	2,983	3,189	2,107
Total industry turnover, 2014/15 (\$ million)	1,573.4	1,437.4	1,659.3	1,725.8	1,137.1
Average industry turnover, 2014/15 (\$'000)	432.9	428.3	556.2	541.2	539.6
Small businesses as % of total, 2014/15 (%)	97.3	97.3	95.1	96.8	95.5
Average workforce size, 2014/15 (persons)	4.8	4.8	7.8	5.8	7.5
<b>BUILDING &amp; CONSTRUCTION</b>					
No. of dwelling approvals, yr to Mar Qtr 2016	645	274	145	228	60
Annual growth, yr to Mar Qtr 2016 (%)	-10.3	-24.3	-15.2	-36.1	27.7
Value of dwelling approvals, yr to Mar Qtr 2016 (\$'000)	210,371	92,590	48,096	74,612	24,968
Annual growth, yr to Mar Qtr 2016 (%)	-15.6	-12.1	-4.8	-35.9	24.0
Value of non-dwelling approvals, yr to Mar Qtr 2016 (\$'000)	58,895	38,294	44,058	55,638	65,527
Annual growth, yr to Mar Qtr 2016 (%)	170.0	-8.2	94.2	12.5	46.2
<b>PROPERTY &amp; LAND</b>					
Median sales price – houses, 2015 (\$)	455,000	385,000	380,000	370,000	337,500
Annual growth, yr to 2015 (%)	-2.2	0.5	-1.3	-2.6	-0.7
Median sales price – units, 2015 (\$)	417,000	282,500	329,000	242,500	317,000
Annual growth, yr to 2015 (%)	4.3	8.2	3.0	-14.2	29.4
Median weekly rent – houses, Dec Qtr 2015 (\$)	400	350	360	328	360
Median weekly rent – units, Dec Qtr 2015 (\$)	360	305	340	230	300
Gross rental yield – houses, 2015 (%)	4.6	4.7	5.0	4.7	5.7
Gross rental yield – units, 2015 (%)	4.5	5.3	5.1	5.0	4.9
Median sales price – vacant land, 2015 (\$)	195,000	150,000	189,000	129,000	128,160
Annual growth, yr to 2015 (%)	4.3	-6.3	5.0	-12.2	-31.1
<b>PERSONAL INCOME</b>					
Per capita income, 2012/13 (\$)	33,047	27,728	33,757	34,103	39,603
Annual growth, 2011/12-2012/13 (%)	8.9	8.2	4.7	8.7	3.3
Average annual growth, 2007/08-2012/13 (%)	5.9	5.3	6.2	8.1	3.2
Average wage & salary income, 2012/13 (\$)	56,364	51,251	60,629	61,330	73,926
Annual growth, 2011/12-2012/13 (%)	11.1	9.1	5.4	9.2	7.2
Average annual growth, 2007/08-2012/13 (%)	8.8	7.2	6.8	8.1	6.0





## Further Reading and Useful Links



- Australian Bureau of Statistics (2014); Detailed community profiles for the City of Busselton are available online at: <http://www.abs.gov.au/websitedbs/censushome.nsf/4a256353001af3ed4b2562bb00121564/communityprofiles>
- Land Insights (2013) City of Busselton Discussion Paper "Future Busselton 2050: Strategic Growth Scenarios" is available online at: <http://www.landinsights.com.au/downloads/future-busselton-2050.pdf>
- Planning Western Australia (2015); Population Forecasts for the Busselton Local Government Area are available online at: [www.planning.wa.gov.au](http://www.planning.wa.gov.au)
- Planning Western Australia (2014) South West Regional Planning and Infrastructure Framework is available online at: [www.planning.wa.gov.au](http://www.planning.wa.gov.au)
- Regional Australia Institute (2015): Cities Beyond Perth 'Best bets for growth in a new economic environment (Profiles of the largest regional centres in Western Australia). Prepared for the Department of Regional Development is available online at: [http://www.regionalaustralia.org.au/wp-content/uploads/2015/01/Cities-Beyond-Perth\\_PROFILES-REPORT.pdf](http://www.regionalaustralia.org.au/wp-content/uploads/2015/01/Cities-Beyond-Perth_PROFILES-REPORT.pdf)
- South West Development Commission Regional Development Australia - South West (2015), Regional Investment Blueprint is available online at: [www.swdc.wa.gov.au](http://www.swdc.wa.gov.au)
- South West Development Commission (2014) South West: 'A Region in Profile' is available online at: [www.swdc.wa.gov.au](http://www.swdc.wa.gov.au)
- Tourism Western Australia (2014); Regional Fact Sheets are available online at: <http://www.tourism.wa.gov.au/Research-Reports/Facts-Profiles/Pages/Region-Fact.aspx>







Explore Your Margaret River Region  
at [www.margaretriver.com.au](http://www.margaretriver.com.au)

## Events Capital WA



### Contact Us

City of Busselton  
2 Southern Drive  
Busselton WA 6280  
Tel: (08) 9781 0444

[www.busselton.wa.gov.au](http://www.busselton.wa.gov.au)

