



Joondalup

Economic Profile

Bold | Creative | Prosperous

Joondalup

The heart of Perth's north

Local economy highlights



Strategic economic centre of Perth's northern corridor



Major health and medical hub servicing a booming population



Home to the Joondalup Learning Precinct offering world-class education and training



173,469

Local population (2023)

Key strengths



Digital innovation and cyber security



Retail and hospitality



Tourism and local attractions



Research and collaboration



Major road and rail transport networks

Key facts



\$2,229

Median weekly household income (2021)

28%

High income earners (2021)

27%

Tertiary graduates (2021)



Over

58,868

Households (2024)



12,841

Registered businesses (2024)



\$8.23
billion

Gross Regional Product (2024)



41

Median age (2023)



37%

Born overseas (2021)

Top 3 industry employers



14,622

Healthcare – largest industry (2024)



9,257

Education and training (2024)



8,214

Retail trade (2024)



58,549

Jobs (2024)



23,657

Number of people who live and work in the City of Joondalup (2021)



Over

12,599

Small and micro businesses

Western
Australia

Joondalup

Perth CBD
25 minutes

Perth International Airport
30 minutes

Fremantle Port
45 minutes

Joondalup

Perth

People and lifestyle



500,000
people

living within a 20-minute drive of the Joondalup City Centre



High quality services and facilities and enviable coastal amenities



Critical mass of skilled and economically engaged workers



Robust and affluent local consumer base

Retail and hospitality



\$1.36
billion

in economic activity including retail, accommodation and hospitality



Major retail precincts offering shopping, dining and family entertainment



Elevated dining and boutique waterfront experiences

Digital economy



\$825
million

in economic activity including professional, scientific and technical services and information media and telecommunications.

Knowledge economy



\$1.14
billion

in economic activity across education and training including nursing, teaching, cyber security and defence.

Healthcare



\$1.88
billion in economic activity

Joondalup Health Campus

72,600

inpatients treated annually

775

licensed beds and bays

Largest healthcare facility north of Perth

Education and training



Joondalup Learning Precinct

- Edith Cowan University
- North Metropolitan TAFE
- WA Police Academy

Approx.

60,000
students

Over

5,000
overseas students

from over 100 countries

16 high schools*

47 primary schools*

*Government and private

Destination of choice



Key attractions include two ocean marina precincts, 17km of pristine coastline, accessible swimming beaches, abundant parks and wetlands and Perth's only coastal pool.

688,000

day visitors (2023-24)

33,187

international visitors (2023-24)

48 countries
represented through international visitation

Over

\$1 billion
in tourism sales

City of Joondalup

Region



Joondalup City Centre

- Joondalup Activity Centre
- Health and Wellness Hub
- Learning and Innovation Hub

- Coastal shared path
- Main roads
- Train line



For more information, please contact the
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*This document is available in alternative
formats upon request.*