

Economic Snapshot



Overview

The City of Joondalup is located in the heart of Perth's northern growth corridor and has a thriving local economy.

The City has an Economic Development Team with specialist industry and local government knowledge, dedicated to driving long term economic benefits for business. A key focus for the team is the delivery of the City's Economic Development Strategy, which has a vision of a high performing economy underpinned by a culture of entrepreneurship, innovation and investment. The team provides services and information which can be tailored to individual investor and business requirements.

For information on the benefits of locating your business in the City of Joondalup please view or request a copy of the City's *Joondalup Has The Edge* investment prospectus.

To keep up to date with business and investor information from the City please visit the Business section of the City's website and subscribe to the Joondalup Business Online e-newsletter.

For further assistance please contact the City's Economic Development team by email or call 9400 4253 or 9400 4407.

City of Joondalup Statistics

Free Tools

To assist businesses, investors and researchers the City provides free access to a suite of free online statistical analysis tools.

To access these free tools please visit the Community Statistics section of the City of Joondalup website at joondalup.wa.gov.au



Economic Profile

The City of Joondalup's Economic Profile tool presents economic information which is derived from official sources of information such as the Australian Bureau of Statistics, as well as Australia's leading economic modellers, NIEIR.

Data for the City includes Gross Regional Product, local jobs, local businesses, employment, unemployment, population, building approvals, industry structure, journey to work and much more.



Population Forecasts

The City of Joondalup Population Forecasts tool presents what is driving population change in the community and how the population, age structure and household types will change each year between 2016 and 2036.



Community Profile

The City of Joondalup Community Profile tool provides demographic analysis for the City and its suburbs based on results from the 2016, 2011, 2006, 2001, 1996 and 1991 Censuses of Population and Housing. The profile is updated with population estimates when the Australian Bureau of Statistics (ABS) releases new figures such as the annual Estimated Resident Population (ERP).

Information covers themes such as population, age structure, ethnicity, ancestry, religion, income, qualifications, occupations, employment, unemployment, disability, disadvantage, volunteering, childcare, family structure, household structure, housing tenure, mortgage and rental payments, and the size and type of the dwellings people live in.



Social Atlas (Interactive Maps)

The City of Joondalup Social Atlas tool presents Census data as a series of thematic maps.

Information covers themes such as population density, age structure, ethnicity, ancestry, religion, income, qualifications, occupations, employment, unemployment, disability, disadvantage, volunteering, childcare, family structure, household structure, housing tenure, mortgage and rental payments, housing stress, and the size and type of the dwellings people live in.

Key Economic Statistics

Key economic statistics pertaining to the City are shown below.



Population Estimate

162,742



Gross Regional Product (GRP)

\$6,272million

Business Count by Size

Non Employing: 8,634

Employs 1>4 people: 3,321

Employs 5>19 people: 1,007

Employs 20>199 people: 233

Employs 200+ people: 6

Total Businesses: 13,201



Employment Total (Local Jobs) Estimate

54,195

Employment (Job) Estimate
Top three Industry Sectors

Health Care and Social Assistance



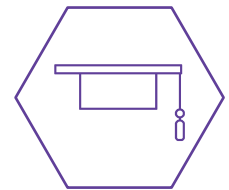
10,374

Retail Trade



9,820

Education and Training



8,274



Unemployment

Unemployed people: 3,929

Unemployment rate: 4.09%



Building Approvals

Residential: \$203.6million

Commercial: \$62.4million

Total: \$266.1million

10 Yr Rolling Average to

30 June 2018: \$357.5million



Visitor Numbers Estimate

International visitor nights:
777,717

Domestic visitor nights:
343,861

Domestic day trips:
1,057,833

It is important to be aware of the data source and any limitations relating to it – for detailed information please refer to the Data Notes in this publication.

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It is important to be aware of data sources and any limitations relating to them.

To find more detail on the key statistics shown within the City of Joondalup Economic Snapshot please access the following tools from the Community Statistics section of the City of Joondalup website.

- Population forecast data can be found in the City's Population Forecast tool
- All other key statistics can be found in the City's Economic Profile tool

Population Estimate

Data as at: 2018

Source: Estimated Resident Population from the Australian Bureau of Statistics

Gross Regional Product (GRP) Estimate

Data as at: 30 June 2017

Source: National Institute of Economic and Industry Research (NIEIR)

Business Count by Size

Data as at: 30 June 2017

Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2011 to 2017 Cat. No. 8165.0

Employment Total (Local Jobs) Estimate

Data as at: 30 June 2017

Source: National Institute of Economic and Industry Research (NIEIR)

Employment (Jobs) Estimate – Top 3 Industry Sectors

Data as at: 30 June 2017

Source: National Institute of Economic and Industry Research (NIEIR)

Unemployment

Data as at: 30 June 2018

Source: Australian Bureau of Statistics, Labour force survey, catalogue number 6202.0, and Department of Employment, Small Area Labour Markets

Building Approvals

Data as at: 30 June 2018 (FY 2017/18)

Source: Australian Bureau of Statistics, Building Approvals, Australia, catalogue number 8731.0

Visitor Numbers Estimate

Data as at: 30 June 2017

Source: Tourism Research Australia, Unpublished data from the National Visitor Survey and International Visitor Survey 2016/17.



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