



# JOONDALUP

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ECONOMIC PROFILE

INFRASTRUCTURE | INDUSTRY | INVESTMENT

# JOONDALUP

CBD of the north



Centre of Perth's northern metropolitan region



Major health, retail, hospitality, education, and transport services



WA's first Innovation Hub



**\$1.4** billion  
recent and future developments



## KEY SECTORS



KNOWLEDGE ECONOMY



HEALTH AND MEDICAL



EDUCATION AND TRAINING



CYBER SECURITY



INDUSTRY 4.0



TOURISM



RETAIL

# Key Facts



**161,000**

Local Population (2020)



**40**

Median age (2020)



**38%**

Born overseas (2016)

**1.58** million

Visitors (2019)



Over

**60,000**

Households (2020)



**\$1,949**

Median Weekly Household Income



**12,594**

Registered Businesses (2020)



**\$6.82** billion

Gross Regional Product (2020)

## Top 3 Industry Employers



**9,788**

Health Care – Largest Industry (2020)



**8,266**

Retail



**8,166**

Education and Training



**52,370**

Jobs



**23,673**

Number of people who live and work in the City of Joondalup



Over **10,000**

Small and micro businesses

## Gross Regional Product

Joondalup's economy has undergone substantial growth since 2001, with Gross Regional Product reaching \$6.8 billion in 2020 – representing a GRP per capita of \$42,613.

**\$6.82** billion

Gross Regional Product (2020)

**\$5.48** billion

Gross Regional Product (2010)

## People and Lifestyle



**500,000**

Person catchment by 2041 (forecast)



High quality services and facilities and enviable coastal amenities



Critical mass of skilled and economically engaged workers



Robust and affluent local consumer base

## Retail



**\$4** billion

Total Retail Spend 2020/21



High share of non-resident expenditure in dining and entertaining, department stores and clothing and professional sectors

## Industry 4.0 Technologies and Digital Innovation

**\$50** million

Cyber Security Cooperative  
Research Centre



**Knowledge and digital economies**  
with a specific focus on  
industry 4.0 technologies

(cyber security, artificial intelligence,  
automation, robotics, data analytics,  
defence, digital infrastructure, advanced  
manufacturing)

## Healthcare

**72,000**

Inpatients  
treated at Joondalup Health  
Campus (annually)

Joondalup Health  
Campus will become the  
largest hospital in Western  
Australia providing



**722** licensed beds  
and bay

## Destination of Choice



**48** countries

Represented through  
international visitation

**1.43** million

Day Visitors\*

**44,000**

International Visitors\*

\*2019 pre-covid

## Education and Training



**60,000**

Students



**6,000**

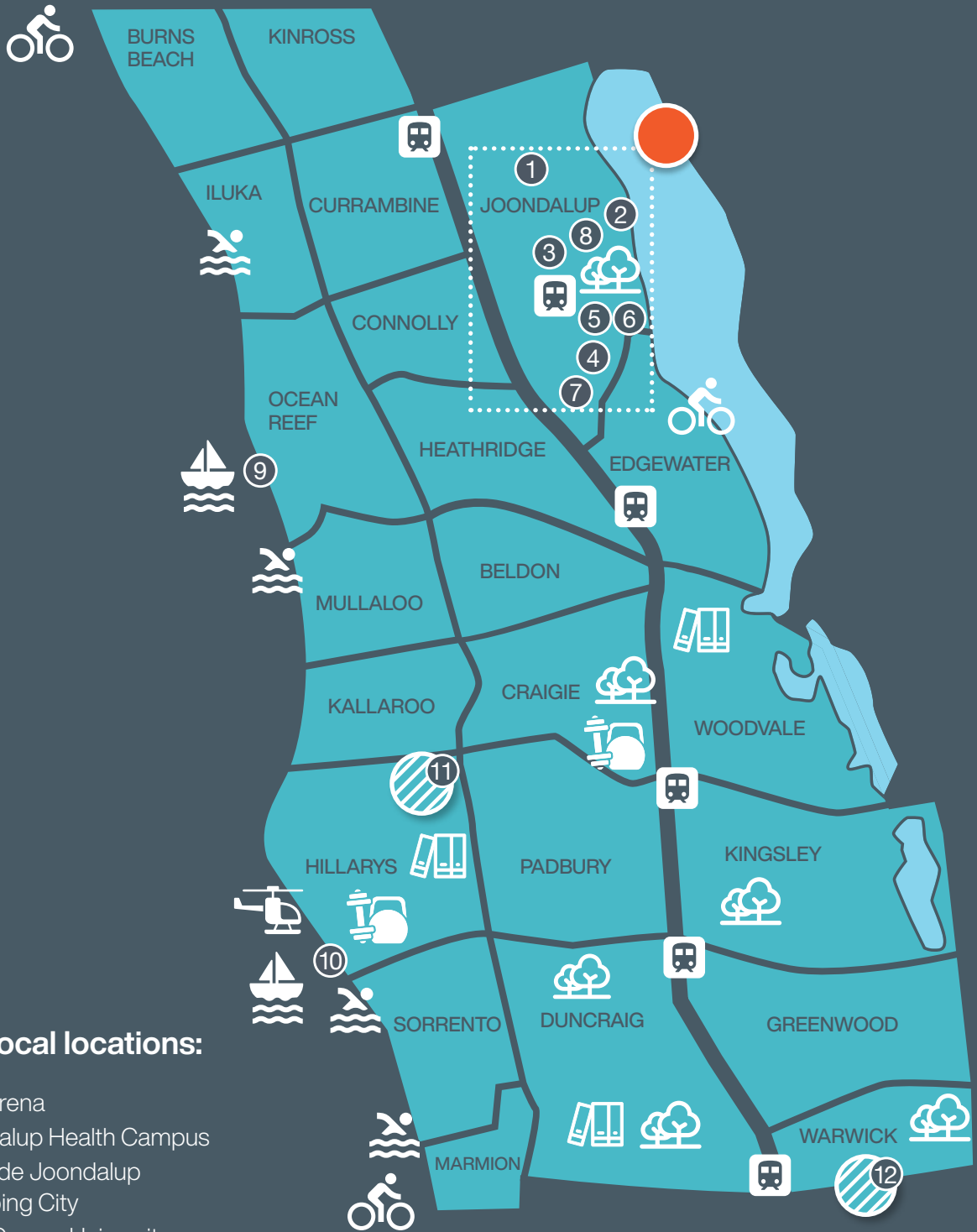
Overseas Students from  
over 100 countries

**16**

Government and  
private high schools

**47**

Government and  
private primary schools



### List of local locations:

- 1 HBF Arena
- 2 Joondalup Health Campus
- 3 Lakeside Joondalup Shopping City
- 4 Edith Cowan University
- 5 North Metropolitan TAFE
- 6 WA Police Academy
- 7 College of Electrical Training WA
- 8 Australian Medical Association WA Training
- 9 Ocean Reef Marina Development
- 10 Hillarys Boat Harbour
- 11 Westfield Whitford City
- 12 Warwick Shopping Centre



Train Station



Strategic Metropolitan Centre



Secondary Activity Centre



## City of Joondalup Profile



Third largest local government  
in WA (by population)



Home to one of the largest  
shopping centres in the state



Perth's CBD of the North



30 minutes to Perth  
International Airport



17km of pristine coastline



Strategic transport networks  
running north, south, east  
and west



Over 300 parks and  
reserves, including  
Yellagonga Regional Park



Connected by road, rail, ferry  
and helicopter



Home to one of the most  
visited destinations in WA –  
Hillarys Boat Harbour



Known as the cyber capital  
with the largest cyber talent  
pipeline and research centre  
in Australia

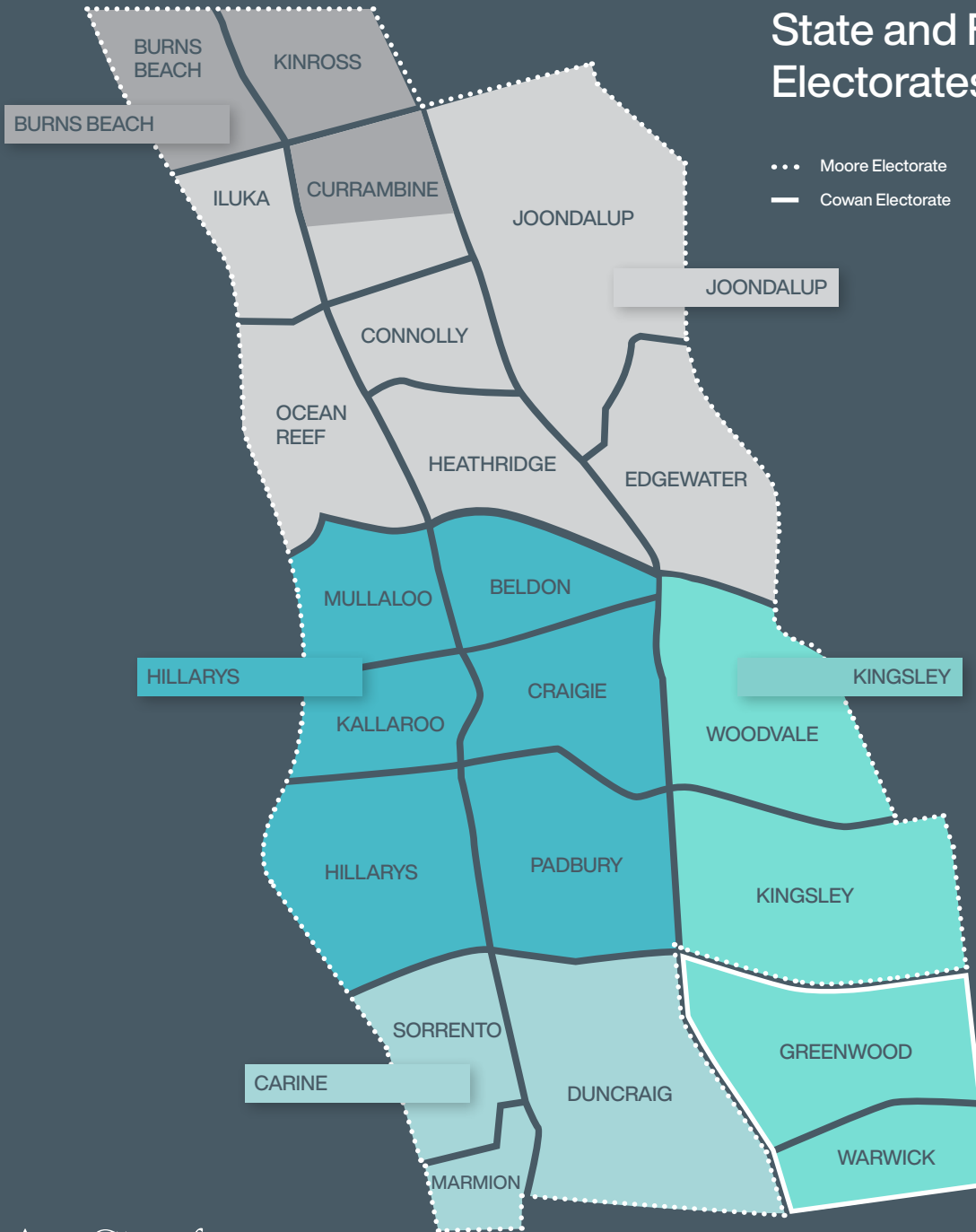


Northern gateway to  
Rottnest Island



Significant medical presence in  
the northern region

# State and Federal Electorates



City of  
Joondalup

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