

South West snapshot

Quick facts

Area: 23,998km²

Local government: 12 authorities with rapid growth in Bunbury, Busselton and Margaret River.

GRP is 6.7% of the State total and the South West features the most diverse economy in Western Australia.

The most important sector is manufacturing which represents more than twice any other sector.

Population

	1996	2001	2006	10-yr growth
Augusta-Margaret River	8,047	9,851	10,677	32.7%
Boyup Brook	1,604	1,558	1,479	-7.8%
Bridgetown-Greenbushes	3,904	3,985	3,868	-0.9%
Bunbury (City)	26,556	28,682	29,702	11.8%
Busselton	17,490	22,060	25,067	46.4%
Capel	5,692	6,533	9,878	73.5%
Collie	8,636	8,400	8,371	-3.1%
Dardanup	6,344	8,350	10,037	58.2%
Donnybrook-Balingup	4,029	4,305	4,480	11.2%
Harvey	14,766	17,272	18,925	28.2%
Manjimup	10,093	10,030	9,391	-7.0%
Nannup	1,144	1,183	1,197	4.6%
	108,305	122,220	133,072	22.9%

Figure 1: Local government areas by population

Economy

The region's economy is mixed, demonstrating a good spread of regional risk. Primary sector forestry, agriculture and resources are supported by manufacturing, construction and other services.

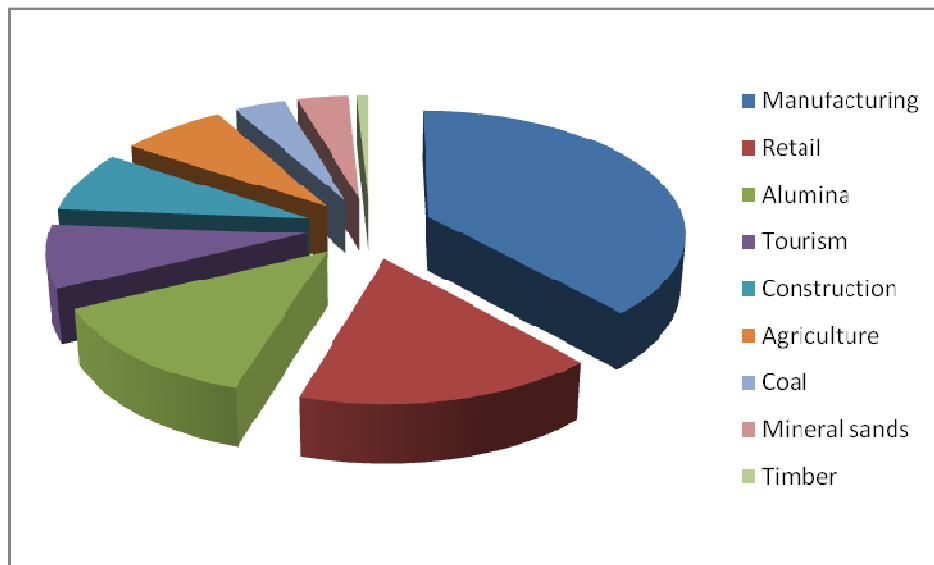


Figure 2: Value by industry sector

Tourism is a burgeoning sector, with natural attractions and the Margaret River wineries making the South West the most popular WA destination outside Perth.

The Region's gross regional product is estimated at around \$9.9bn (2007-08).

Mining makes an invaluable contribution to the regional economy, with the South West being a leading world producer of alumina and mineral sands.

The South West also supports thriving dairy, beef, fruit and vegetable, and wine industries.

Occupation	Bunbury Statistical Region	% of employed persons in region	% of employed persons in Australia
Technicians and trades	5,310	20.3%	14.4%
Professionals	3,718	14.2%	19.8%
Clerical and admin	3,400	13.0%	15.0%
Labourers	3,399	13.0%	10.5%
Sales workers	2,734	10.4%	9.8%
Machine operators and drivers	2,530	9.7%	6.6%
Managers	2,510	9.6%	13.2%
Community and personal service workers	2,159	8.2%	8.8%

Figure 3: ABS Census 2006 occupation in the Bunbury Statistical Sub Division

Economic growth is being driven by industry expansions, tourism appeal and rising global demand for South West food, timber and minerals.

Small Area Labour Market September Quarter statistics show unemployment levels at or below the average 3.6% for WA with the exception of Bunbury (3.9%).

