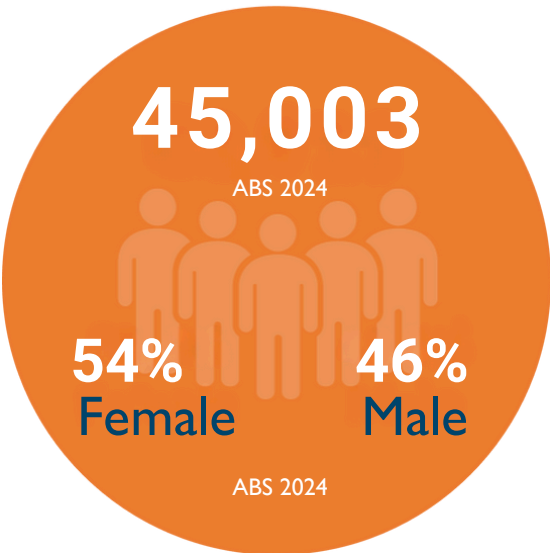




Economic and Social Profile

The City of Busselton sits on Wadandi Boodja, part of Noongar country. Covering a total area of 1,455km2, the City features five modern townships - Busselton, Vasse, Dunsborough, Yallingup and Eagle Bay - along with a range of retail, commercial and industrial precincts. Set in a coastal and rural environment of pristine natural beauty and enjoying a warm Mediterranean climate, we are a relaxed, safe, and friendly community, with services and facilities supporting healthy and connected lifestyles. Outdoor activities abound at our national and marine parks and wetlands, and we boast award-winning public parks, open spaces and white sandy beaches, along with the heritage-listed Busselton Jetty and its underwater observatory.

Total estimated population



Businesses	Electors	Population growth
4,517	33,585	1.74%
Total number (ABS 2024)	Number as at 2025 Local Government Election	Between 2021 and 2024

Families and households (ABS 2021)

1.9	2.5	2.9
Average number of children per family (for families with children)	Average number of people per household	Average family size (no of persons)

The city is well connected by major transport networks, including the South West’s principal airport, the Busselton Margaret River Airport, which now boasts direct flight services to Sydney and Melbourne. We are situated close to the Port of Bunbury, one of Australia’s largest regional ports, and its associated road and rail links.





Our thriving community is currently home to over 45,000 people and offers a much sought after lifestyle for those who have chosen to live and work here. Contemporary youth, senior and family facilities include two leisure centres, new skate parks, numerous playgrounds, walking and biking trails, and libraries.

There is an extensive range of sporting clubs, dedicated youth spaces and programs that activate all segments of our connected community. A collection of private, independent and public primary and secondary schools, TAFE facilities and Edith Cowan University’s Learning Hub in the centre of Busselton all support lifelong learning opportunities, a skilled workforce and a culture of innovation. Modern public and private hospitals, as well as allied health, paediatric, and aged care services provide excellent support for our community’s physical and mental wellbeing.

Estimated population age distribution

Age in years	Number of people
0-9	4,850
10-19	5,933
20-29	3,240
30-39	5,008
40-49	5,824
50-59	5,728
60-69	5,876
70-79	5,035
80 plus	2,475

(ABS 2023)

The city is also enjoys a vibrant arts and creative industries scene, with an abundance of museums and galleries. Our much anticipated, state of the art “Saltwater” Performing Arts & Convention Centre is currently under construction and will provide multiple arts, entertainment and convention opportunities from 2026 onwards.





Tourism

Recently awarded as Western Australia’s Top Tourism Town for 2024, the city is nestled on the picturesque Geographe Bay, just 230kms south of the State capital of Perth, and is the premier locale and central heart of the South West region of Western Australia.

With an extensive food, wine and a craft beer scene and a jam-packed calendar of festivals, concerts, shows and events, many featuring a stellar line-up of stars, celebrities, artists, sportspeople and creatives, the city is well known as the Events Capital of Western Australia, a title we have been proud to own for many years.

As a premier leisure tourism destination, we welcome 1,004,000 visitors per annum, with those visitors staying 3.46 million nights in our local government area and spending \$824m each year. With its outstanding natural beauty and high density of high-quality accommodation, wineries, breweries and tourism experiences, the City of Busselton holds many attributes that have helped to establish the region’s global reputation as a world-class tourism destination over recent decades.

Visitor Statistics (2024)

Overnight Visitor Metrics (2024)

The data below refers to visitors who have spent at least one night in the City of Busselton Local Government Area.



	 Average Trip Length	 Average Trip Spend	 Average Daily Spend
Domestic	3.3 Days	\$821	\$249
International	7.5 Days	\$811	\$108
 Total Domestic + International	3.5 Days	\$821	\$238

Events



Please note these figures are an estimate as the City continues to collect data



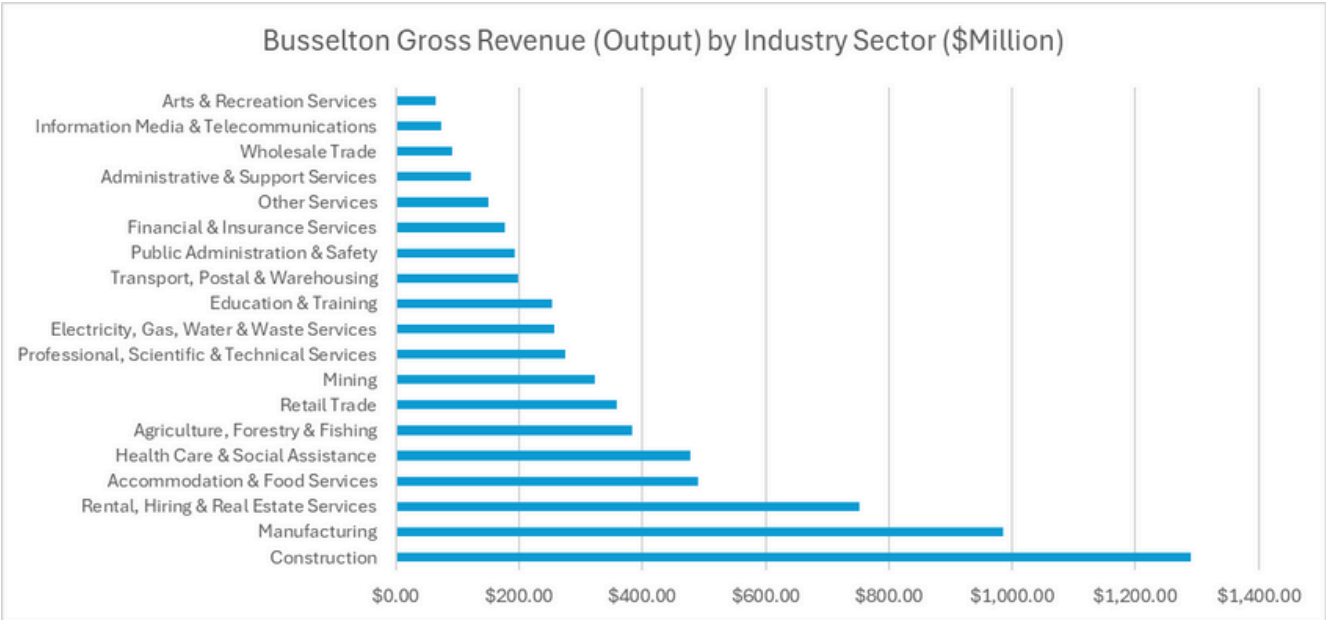
Business and Industry

The city is home to a growing hub of high-value technology-based and creative industries, and the past decade has seen significant public and private investment in developing innovative community and economic infrastructure. We have focused on revitalising our town centres and foreshore areas, creating new hospitality and retail centres, additional aged and health care facilities and significant upgrades to the regional airport to meet international standards in anticipation of future growth opportunities.

With a current GRP of \$3.43 billion (17.5% of the entire South West economy), the city and our community are now poised to capitalise on this transformative work. There are currently 16,983 jobs in the City of Busselton, which account for 21.1% of jobs in the South West Region, with key industries including health care, accommodation and food services, retail trade, construction, education and training and manufacturing.

Future Focus

Our next chapter will focus on continuing to deliver a high-quality urban realm, attractive public spaces and excellent community amenities whilst expanding economic opportunities to accelerate the tourism and events sector and activate new activity in aviation, transport, renewable energy, technology, and specialist manufacturing industries.



Gross revenue generated by businesses/ organisations in each industry sector (Reference: REMPLAN modelling undertaken by RDA SW) (2024)