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REGIONAL DEVELOPMENT AUSTRALIA - SOUTH WEST

# Economy Profile

City of Busselton

February 2026

REMP LAN

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# 1. How to use this report

This Economy Profile provides an evidence-based overview of the economic conditions shaping the region, identifying key trends across local industries and the workforce.

Regional Development Australia South West (RDA South West) offers Community and Economy Profiles through a data-sharing partnership providing local governments with high-quality data to support planning, decision-making and economic development outcomes.

These economy insights can be used to inform:

- Strategic and corporate planning
- Investment attraction and business cases
- Land-use, industrial and infrastructure planning
- Workforce planning and development
- Economic development and industry engagement
- Benchmarking and monitoring economic performance

This report contains the following elements:

**5.3 Businesses by turnover**

(ABS Counts of Australian Businesses including Entries and Exits)

Business turnover classifications are based on data reported to the Australian Taxation Office through Business Activity Statements (BAS), with imputation applied for missing reporting periods. For profiled businesses, turnover is aggregated at the enterprise level and apportioned across activity units, meaning turnover-based business counts indicate business scale rather than precise local revenue.

In 2025, businesses turning over \$200,000 to less than \$2 million were the largest cohort in Dardanup (5) with 374 businesses (38.0%). Businesses turning over \$200k to less than \$2million also recorded the largest increase from the previous year, with 27 additional businesses.

Turnover	2024		2025		Change	
	Businesses	%	Businesses	%	Businesses	%
Zero to less than \$50k	226	24.0%	209	21.7%	-17	-7.5%
\$50k to less than \$200k	320	34.0%	325	32.7%	-5	-1.6%
\$200k to less than \$2m	347	36.8%	374	38.9%	27	7.8%
\$2m to less than \$5m	27	2.9%	38	4.0%	11	40.7%
\$5m to less than \$10m	10	1.1%	10	1.0%	0	0.0%
\$10m or more	12	1.3%	26	2.7%	14	116.7%
<b>Total</b>	<b>942</b>	<b>100.0%</b>	<b>962</b>	<b>100.0%</b>	<b>20</b>	<b>2.1%</b>

Source data

Data definitions and relevance

Key takeaways

Visual analysis

Supporting figures

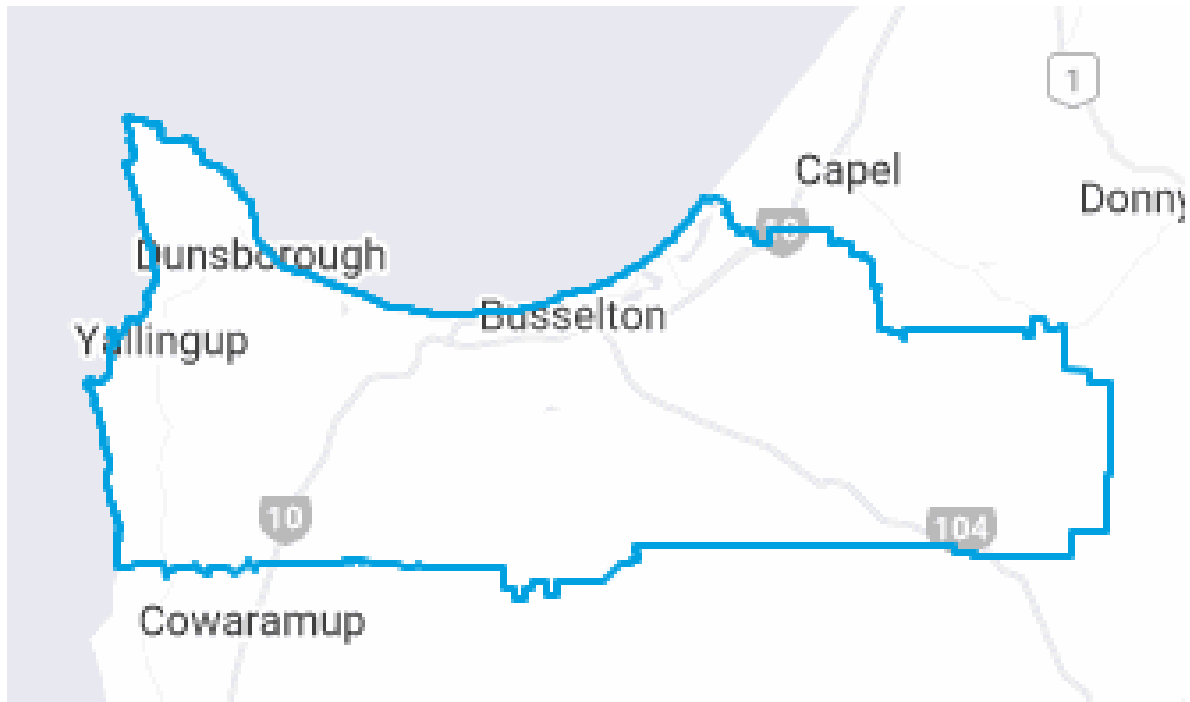
Economic data and modelling are sourced from REMPLAN Economic Modelling and Planning System which is derived from the Australian Bureau of Statistics (ABS) and other Government datasets.

To complement this report, RDA South West provides on-demand access to an online regional data platform:

[www.rdasouthwest.com.au/data-statistics](http://www.rdasouthwest.com.au/data-statistics)

## 2. Summary

This Economy Profile provides economic intelligence on the City of Busselton local government area (Busselton LGA), presenting key information on output, employment, wages and salaries, sales, expenditure, exports, imports, key propulsive industries, value-added industries, gross regional product, tourism and business activity.



Economic profile summary	Busselton	South West
ABS 2024 Estimated Residential Population	45,003	201,659
ABS 2021 Census place of usual residence population	40,640	184,517
Land area (ha)	145,405.090	2,397,018.34
Census population density (persons / ha)	0.279	0.077
Gross Regional Product (\$M)	\$3,430.477	\$19,655.575
Per hectare Gross Regional Product (\$K)	\$23.593	\$8.200
Per capita Gross Regional Product (\$K)	\$84.411	\$106.525
Per worker Gross Regional Product (\$K)	\$201.995	\$244.451

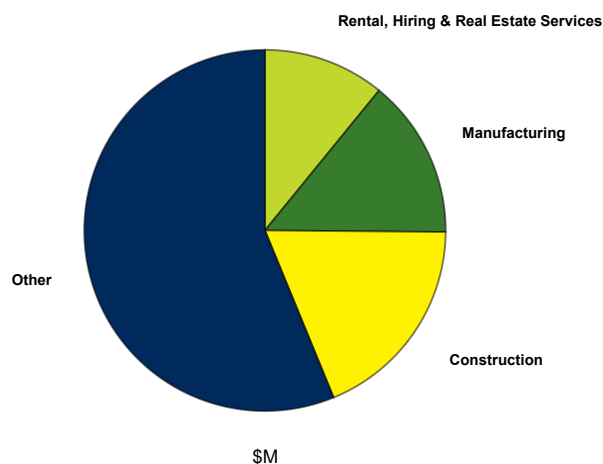
Source: REMPLAN Economy *Busselton LGA* (2024 Release 2)

## 2.1 Output summary

Total Output in the area is estimated at \$6,915.949 million.

The major contributors to output are:

Industry sector	\$M	%
Construction	\$1,290.135	18.7%
Manufacturing	\$985.926	14.3%
Rental, Hiring & Real Estate Services*	\$752.766	10.9%
Other	\$3,887.122	56.2%

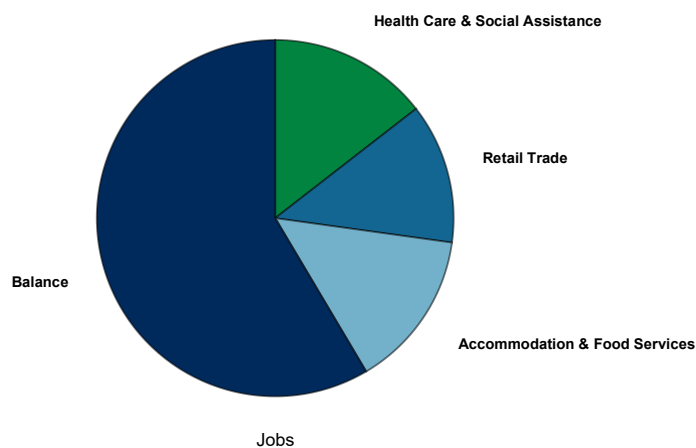


## 2.2 Employment summary

Total Employment in the area is estimated at 16,983 jobs.

The major contributors to employment are:

Industry sector	Jobs	%
Health Care & Social Assistance	2,460	14.5%
Accommodation & Food Services	2,427	14.3%
Retail Trade	2,158	12.7%
Other	9,938	58.5%

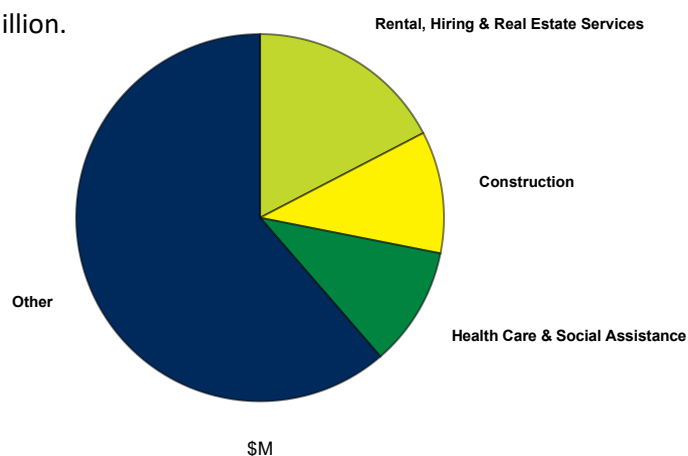


## 2.3 Value-added summary

Total Value-added in the area is estimated at \$3,155.880 million.

The major contributors to value-added are:

Industry sector	\$M	%
Rental, Hiring & Real Estate Services*	\$548.323	17.4%
Construction	\$338.866	10.7%
Health Care & Social Assistance	\$332.314	10.5%
Other	\$1,936.378	61.4%

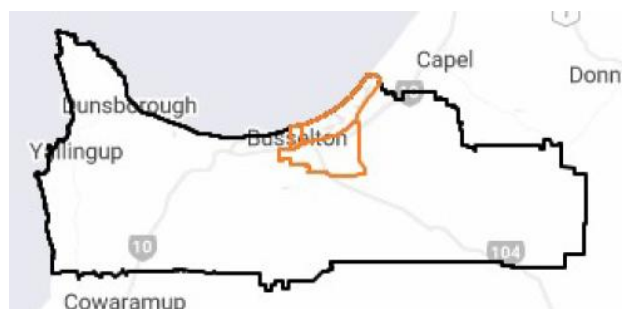


Source: REMPLAN Economy *Busselton LGA* (2024 Release 2)

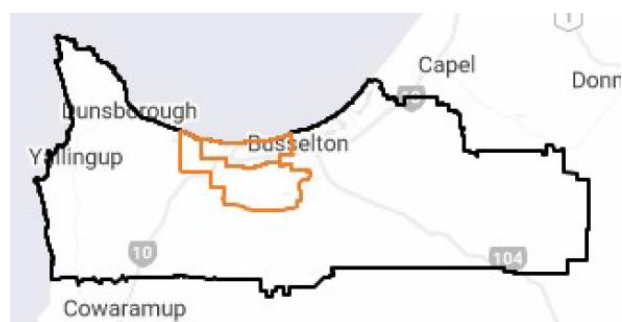
\*The significant majority of output/value-added attributed to Rental, Hiring and Real Estate Services reflects the **imputed** value of housing services ('ownership of dwellings'), rather than activity generated by the real estate industry itself.

## 2.4 Sub-region summary

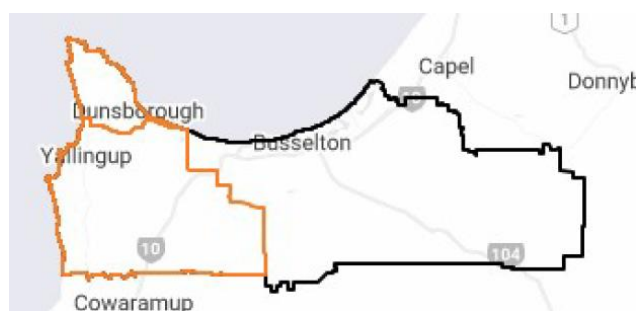
East Busselton sub-region		% of Busselton
Output	\$2,426.814 million	35.1%
Employment	6,066 jobs	35.7%
Value-added	\$1,134.530 million	35.9%
Businesses	1,080*	22.4%



West Busselton sub-region		% of Busselton
Output	\$1,882.424 million	27.2%
Employment	5,537 jobs	32.6%
Value-added	\$939.287 million	29.8%
Businesses	1,518*	32.1%



Dunsborough-Yallingup sub-region		% of Busselton
Output	\$2,420.254 million	35.0%
Employment	5,077 jobs	29.9%
Value-added	\$1,001.730 million	31.7%
Businesses	1,953*	41.5%



Busselton Surrounds sub-region		% of Busselton
Output	\$186.457 million	2.7%
Employment	303 jobs	1.8%
Value-added	\$80.333 million	2.6%
Businesses	178*	3.9%



Source: REMPLAN Economy *Busselton LGA* (2024 Release 2), ABS Counts of Australian Businesses, including Entries and Exits (Jun2025)

\*Sub-regional business counts are indicative estimates. City of Busselton totals are sourced from the REMPLAN Economy Trends (2024-25). Sub-regional distributions are informed by Australian Business Register (ABR) business location data mapped to Destination Zones and aggregated to locally meaningful sub-regions.

## 2.5 Sub-regional analysis

Busselton sub-regions are based on grouped Destination Zones to reflect functional economic areas.

This report includes sub-regional economic analysis based on Destination Zones, which are the smallest standard geographic areas used within REMPLAN Economy software. Destination Zones are not Australian Statistical Geography Standard (ASGS) boundaries; however, they are designed to closely reflect how communities, tourism precincts and settlement patterns function in practice and are widely used by government for local-scale economic analysis.

To support sub-LGA insights for the City of Busselton, multiple Destination Zones have been grouped to form four locally meaningful sub-regions: *Busselton West*, *Busselton East*, *Dunsborough-Yallingup* and *Busselton Surrounds*. Aggregating Destination Zones in this way enables analysis of economic activity, tourism patterns and industry characteristics that are not visible at the whole-of-LGA level.

REMPPLAN provides modelled economic estimates mapped to Destination Zones. Where sub-regional totals are presented, figures may have been calibrated to align with City of Busselton totals reported in the REMPLAN Economy profile to ensure internal consistency across the report. Business counts at the sub-regional level are indicative estimates. City-wide totals are sourced from the REMPLAN Economy Trend public profile (2024-25), while sub-regional distributions are informed by Australian Business Register (ABR) business location data mapped to Destination Zones and aggregated to the defined sub-regions.

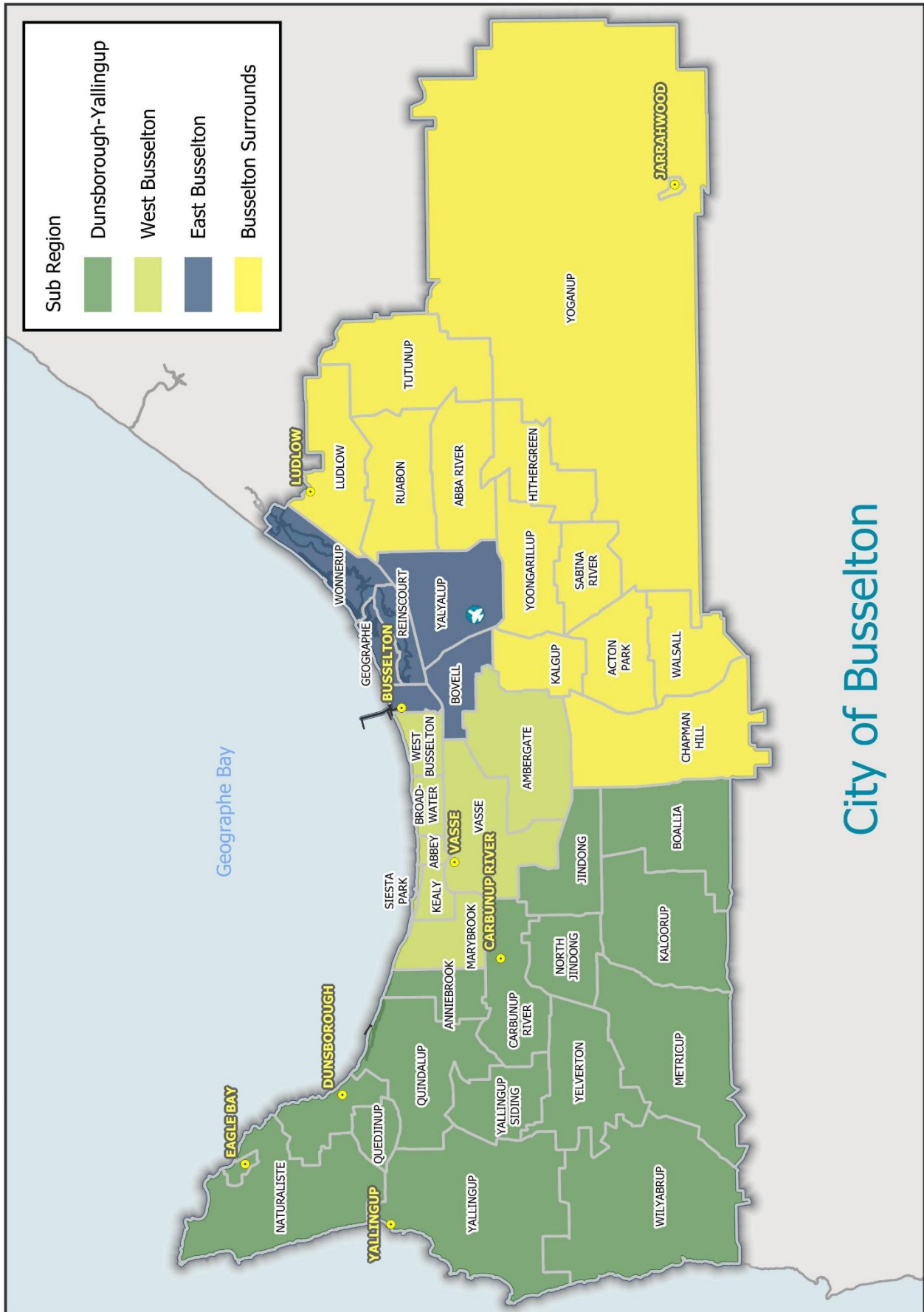
It is important to note that Destination Zone boundaries may be updated over time to reflect changes in settlement patterns, visitor behaviour and revised ABS statistical boundaries. As a result, care should be taken when comparing sub-regional data across different time periods.

The sub-regions are mapped approximately to the following localities:

East Busselton	West Busselton	Dunsborough-Yallingup	Busselton Surrounds
Bovell	Abbey	Anniebrook	Abba River
Busselton	Ambergate	Boallia	Acton Park
Geographe	Broadwater	Carbanup River	Chapman Hill
Reinscourt	Kealy	Dunsborough	Hithergreen
Wonnerup	Marybrook	Eagle Bay	Jarrahwood
Yalyalup	Siesta Park	Jindong	Kalgup
	Vasse	Kaloorup	Ludlow
	West Busselton	Metricup	Ruabon
		Naturaliste	Sabina River
		North Jindalong	Tutunup
		Quedjinup	Walsall
		Quindalup	Yoganup
		Wilyabrup	Yoongarillup
		Yallingup	
		Yallingup Siding	
		Yelverton	

### 2.5.1 Busselton localities and sub-regions

Source: City of Busselton (2026)



City of Busselton

# 3. Economy

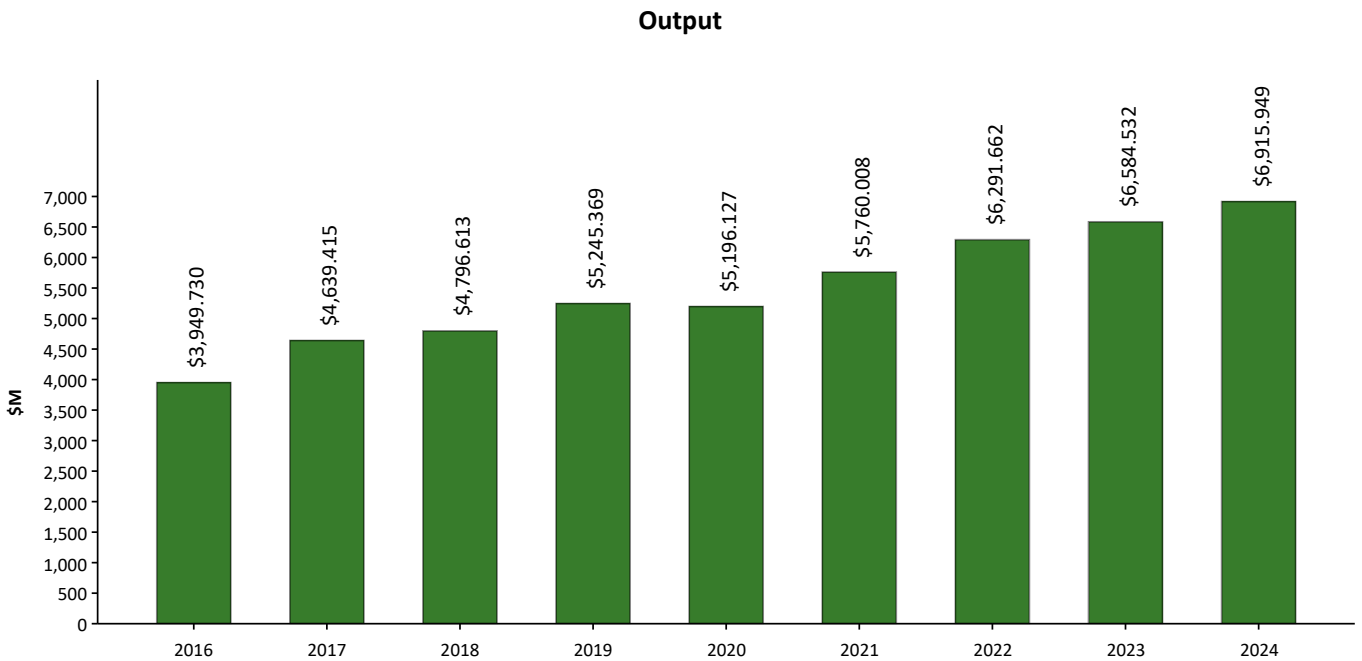
## 3.1 Output

Source: REMPLAN Economy Busselton LGA (2016-2024 Release 2)

Economic Output measures the gross revenue generated by businesses and organisations across each industry sector within a defined region. Gross revenue may also be referred to as total sales or total income.

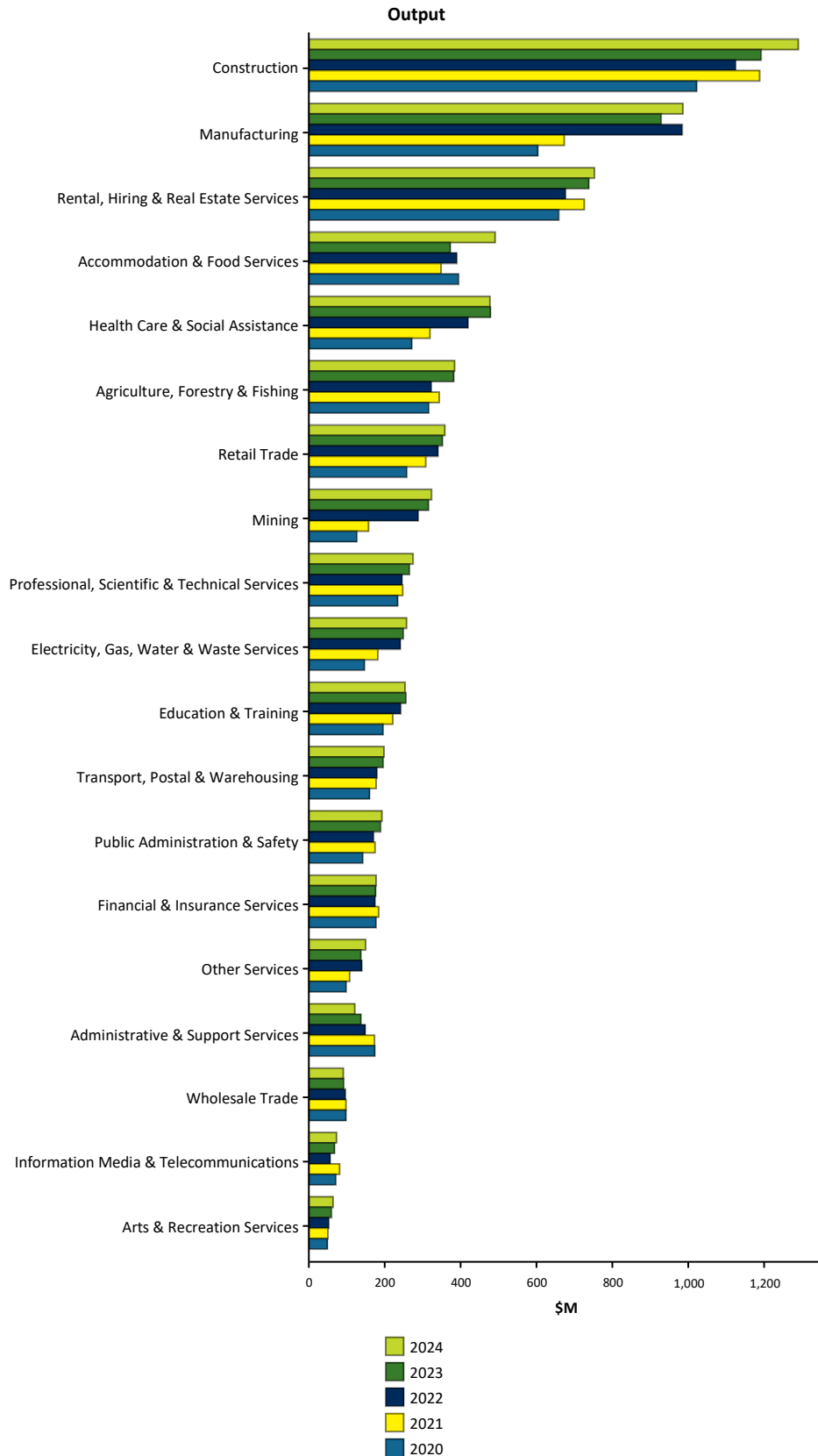
Output reflects the total value of goods and services produced by the local economy and provides important context for Gross Regional Product by indicating the overall scale of economic activity underpinning regional production.

The 2024 total output estimate for Busselton LGA is \$6,915.949 million. Output has grown since the previous year by \$331.4 million or 5.03%.



### 3.1.1 Output by industry

The Construction industry accounts for Busselton LGA’s highest output at \$1,290.135 million or 18.7%, followed by Manufacturing at \$985.926 million or 14.3%. The industry with the highest growth from the previous year is Accommodation and Food Services, with an increase of \$118.263 million or 31.7%.

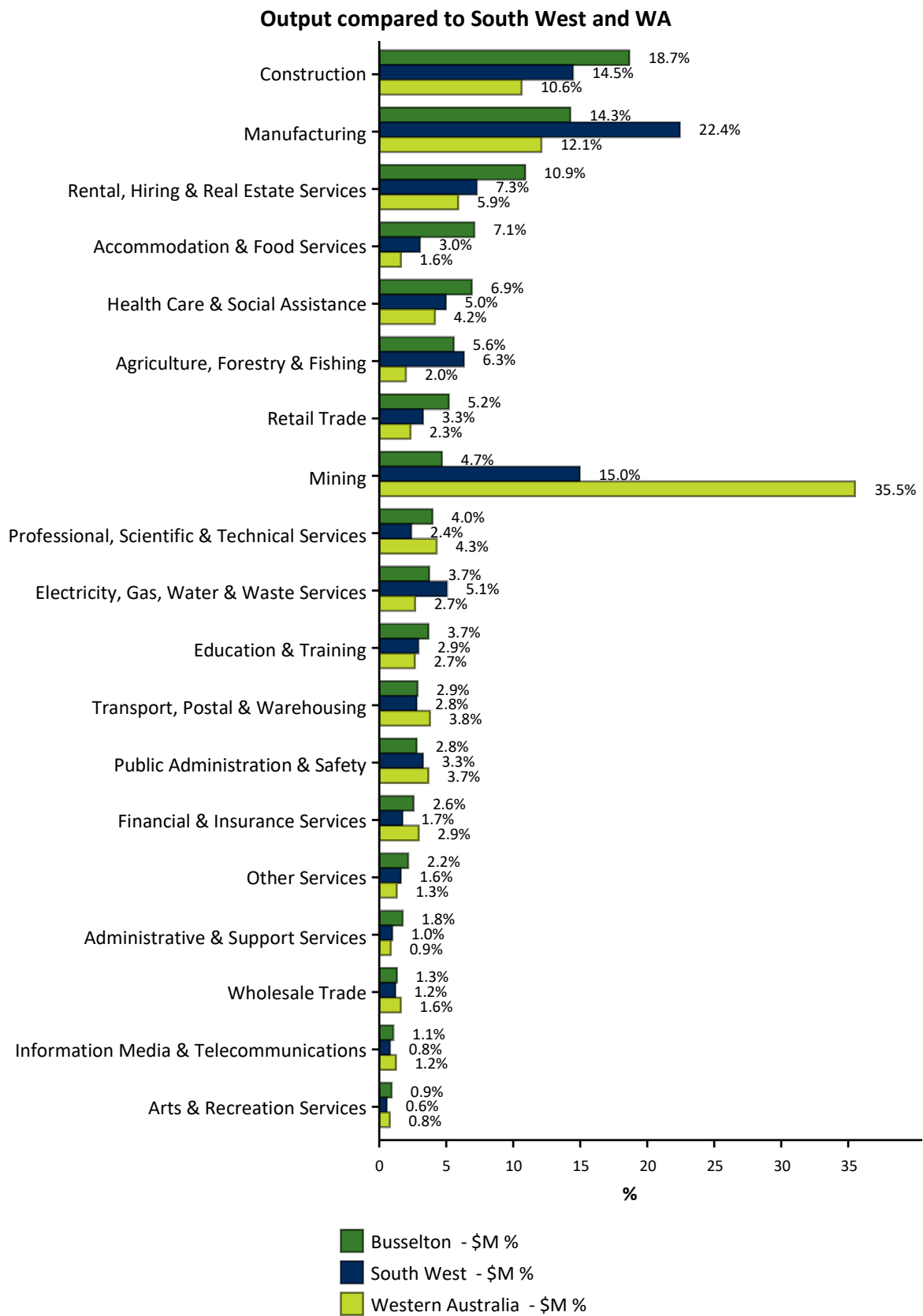


NB: Please also refer to the report section: **Tourism Output**. Tourism is not included here as it is an amalgam of activities captured across various industry sectors.

Industry sector output	2023		2024		Change	
	\$M	%	\$M	%	\$M	%
Construction	\$1,192.305	18.1%	\$1,290.135	18.7%	\$97.830	8.2%
Manufacturing	\$928.798	14.1%	\$985.926	14.3%	\$57.128	6.2%
Rental, Hiring & Real Estate Services*	\$737.740	11.2%	\$752.766	10.9%	\$15.026	2.0%
Accommodation & Food Services	\$372.782	5.7%	\$491.045	7.1%	\$118.263	31.7%
Health Care & Social Assistance	\$478.531	7.3%	\$477.475	6.9%	-\$1.056	-0.2%
Agriculture, Forestry & Fishing	\$381.764	5.8%	\$384.197	5.6%	\$2.433	0.6%
Retail Trade	\$352.026	5.3%	\$358.384	5.2%	\$6.358	1.8%
Mining	\$315.394	4.8%	\$323.456	4.7%	\$8.062	2.6%
Professional, Scientific & Technical Services	\$265.196	4.0%	\$274.799	4.0%	\$9.603	3.6%
Electricity, Gas, Water & Waste Services	\$249.055	3.8%	\$257.514	3.7%	\$8.459	3.4%
Education & Training	\$255.999	3.9%	\$253.579	3.7%	-\$2.420	-0.9%
Transport, Postal & Warehousing	\$196.014	3.0%	\$198.079	2.9%	\$2.065	1.1%
Public Administration & Safety	\$189.270	2.9%	\$192.666	2.8%	\$3.396	1.8%
Financial & Insurance Services	\$175.830	2.7%	\$177.332	2.6%	\$1.502	0.9%
Other Services	\$137.189	2.1%	\$149.685	2.2%	\$12.496	9.1%
Administrative & Support Services	\$137.277	2.1%	\$121.143	1.8%	-\$16.134	-11.8%
Wholesale Trade	\$91.962	1.4%	\$90.844	1.3%	-\$1.118	-1.2%
Information Media & Telecommunications	\$67.514	1.0%	\$72.977	1.1%	\$5.463	8.1%
Arts & Recreation Services	\$59.885	0.9%	\$63.948	0.9%	\$4.063	6.8%
<b>Total</b>	<b>\$6,584.532</b>	<b>100%</b>	<b>\$6,915.949</b>	<b>100%</b>	<b>\$331.417</b>	<b>5.0%</b>

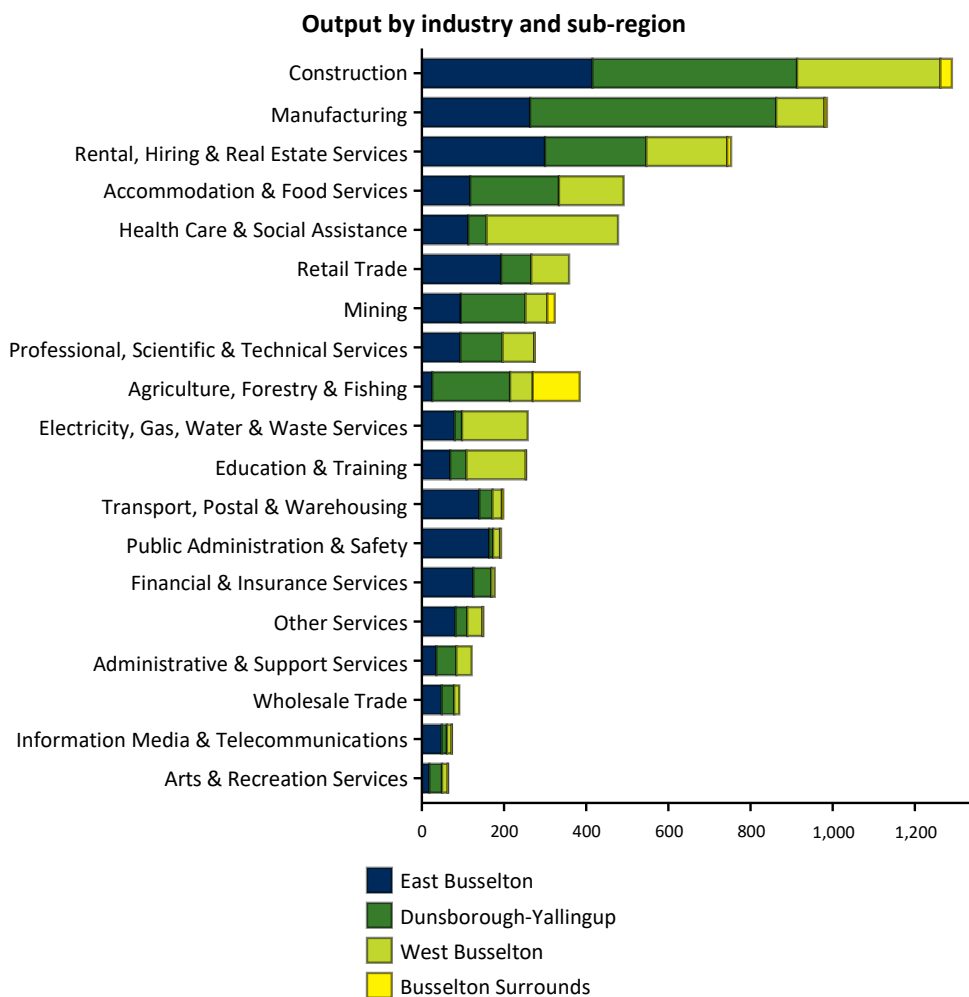
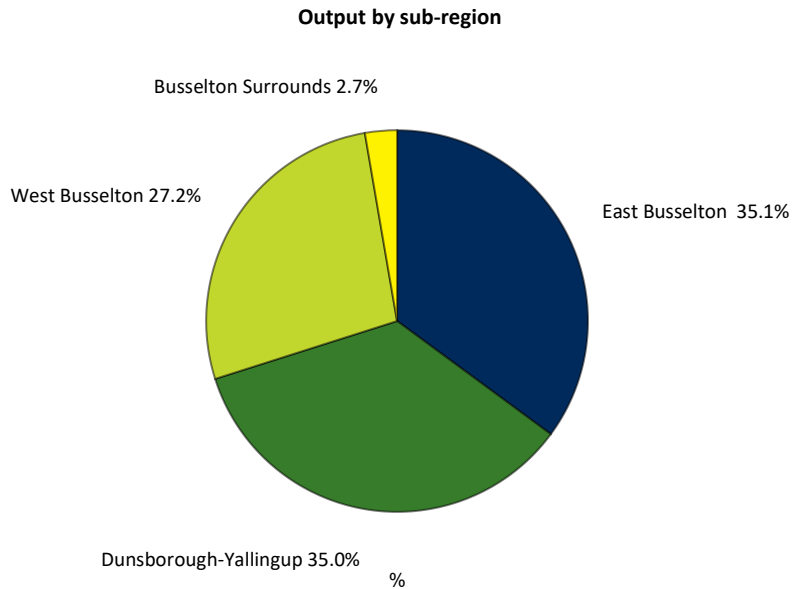
\*The significant majority of output/value-add attributed to Rental, Hiring and Real Estate Services reflects the **imputed** value of housing services ('ownership of dwellings'), rather than activity generated by the real estate industry itself.

The total output estimate for Busselton LGA of \$6,915.949 million represents 15.8% of the South West's total output, and 0.8% of Western Australia's total output.



### 3.1.2 Output by sub-region

East Busselton's output is \$2,426.814 million (35.1%), Dunsborough-Yallingup's output is \$2,420.254 million (35.0%), West Busselton's output is \$1,882.424 million (27.2%), Busselton Surrounds output is \$186.457 million or 2.7%.



The highest output industries across the three larger sub-regions are:

- East Busselton: Construction has the highest output with \$415.22 million or 17.1%
- Dunsborough-Yallingup: Manufacturing has the highest output with \$599.04 million or 24.8%
- West Busselton: Construction has the highest output with \$349.04 million or 18.5%

2024 output by sub-region	East Busselton		Dunsborough-Yallingup		West Busselton	
	\$M	%	\$M	%	\$M	%
Construction	\$415.22	17.1%	\$498.06	20.6%	\$349.04	18.5%
Manufacturing	\$263.45	10.9%	\$599.04	24.8%	\$117.33	6.2%
Rental, Hiring & Real Estate Services	\$299.74	12.4%	\$246.73	10.2%	\$196.73	10.5%
Accommodation & Food Services	\$117.61	4.8%	\$216.04	8.9%	\$157.40	8.4%
Health Care & Social Assistance	\$112.87	4.7%	\$44.85	1.9%	\$319.76	17.0%
Retail Trade	\$192.95	8.0%	\$73.37	3.0%	\$92.07	4.9%
Mining	\$94.61	3.9%	\$157.72	6.5%	\$53.16	2.8%
Professional, Scientific & Technical Services	\$93.90	3.9%	\$102.67	4.2%	\$76.95	4.1%
Agriculture, Forestry & Fishing	\$25.40	1.0%	\$189.34	7.8%	\$55.08	2.9%
Electricity, Gas, Water & Waste Services	\$80.02	3.3%	\$17.73	0.7%	\$159.76	8.5%
Education & Training	\$69.00	2.8%	\$39.62	1.6%	\$144.48	7.7%
Transport, Postal & Warehousing	\$140.10	5.8%	\$31.89	1.3%	\$22.91	1.2%
Public Administration & Safety	\$163.81	6.7%	\$9.43	0.0%	\$17.19	0.9%
Financial & Insurance Services	\$125.37	5.2%	\$43.73	1.8%	\$8.23	0.4%
Other Services	\$82.22	3.4%	\$28.25	1.2%	\$36.88	2.0%
Administrative & Support Services	\$35.29	1.5%	\$48.66	2.0%	\$37.19	2.0%
Wholesale Trade	\$48.48	2.0%	\$30.11	1.2%	\$12.25	0.7%
Information Media & Telecommunications	\$48.49	2.0%	\$12.34	0.5%	\$12.05	0.6%
Arts & Recreation Services	\$18.28	0.8%	\$30.67	1.3%	\$13.97	0.7%
<b>Total</b>	<b>\$2,426.81</b>	<b>100%</b>	<b>\$2,420.25</b>	<b>100%</b>	<b>\$1,882.42</b>	<b>100%</b>

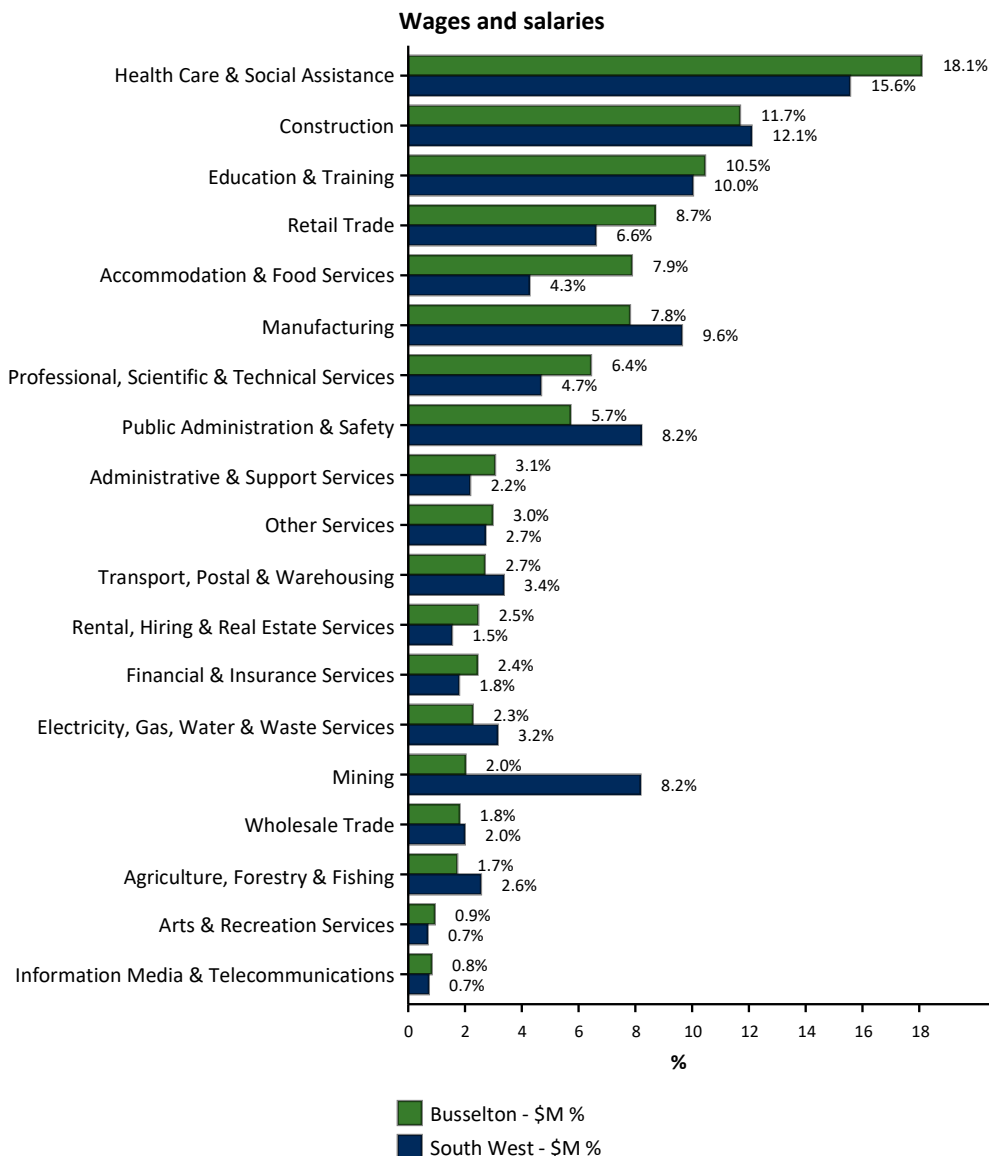
## 3.2 Wages and salaries

Source: REMPLAN Economy Busselton LGA (2024 Release 2)

Wages and salaries in this report refer to the value of employee entitlements earned from employers in return for work performed. This includes payments received in cash or in kind (such as food, accommodation or use of a motor vehicle), as well as employer-paid social contributions including superannuation and workers' compensation premiums.

Wages and salaries do not directly equate to the number of jobs. Some industries may employ a relatively large workforce but generate lower total wages, while others may have fewer jobs with higher average earnings.

In 2024 the total wages and salaries estimate for employees who work in Busselton LGA is \$1,553.170 million, representing 19.07% of wages and salaries for the South West. Health Care and Social Assistance accounts for the highest percentage of wages and salaries with \$280.877 million or 18.1%, followed by Construction with \$181.511 million or 11.7%.



Wages and salaries	2021		2024		Change	
	\$M	%	\$M	%	\$M	%
Health Care & Social Assistance	\$198.088	14.9%	\$280.877	18.1%	\$82.789	41.8%
Construction	\$173.602	13.0%	\$181.511	11.7%	\$7.909	4.6%
Education & Training	\$143.622	10.8%	\$162.393	10.5%	\$18.771	13.1%
Retail Trade	\$117.528	8.8%	\$135.148	8.7%	\$17.620	15.0%
Accommodation & Food Services	\$90.587	6.8%	\$122.365	7.9%	\$31.778	35.1%
Manufacturing	\$82.869	6.2%	\$121.321	7.8%	\$38.452	46.4%
Professional, Scientific & Technical Services	\$88.636	6.6%	\$99.999	6.4%	\$11.363	12.8%
Public Administration & Safety	\$85.243	6.4%	\$88.760	5.7%	\$3.517	4.1%
Administrative & Support Services	\$75.241	5.6%	\$47.510	3.1%	-\$27.731	-36.9%
Other Services	\$35.146	2.6%	\$46.170	3.0%	\$11.024	31.4%
Transport, Postal & Warehousing	\$40.989	3.1%	\$41.926	2.7%	\$0.937	2.3%
Rental, Hiring & Real Estate Services	\$37.647	2.8%	\$38.293	2.5%	\$0.646	1.7%
Financial & Insurance Services	\$37.121	2.8%	\$37.897	2.4%	\$0.776	2.1%
Electricity, Gas, Water & Waste Services	\$24.221	1.8%	\$35.358	2.3%	\$11.137	46.0%
Mining	\$15.731	1.2%	\$31.355	2.0%	\$15.624	99.3%
Wholesale Trade	\$31.724	2.4%	\$28.096	1.8%	-\$3.628	-11.4%
Agriculture, Forestry & Fishing	\$31.514	2.4%	\$26.809	1.7%	-\$4.705	-14.9%
Arts & Recreation Services	\$11.218	0.8%	\$14.532	0.9%	\$3.314	29.5%
Information Media & Telecommunications	\$12.954	1.0%	\$12.850	0.8%	-\$0.104	-0.8%
<b>Total</b>	<b>\$1,333.680</b>	<b>100%</b>	<b>\$1,553.170</b>	<b>100%</b>	<b>\$219.490</b>	<b>16.5%</b>

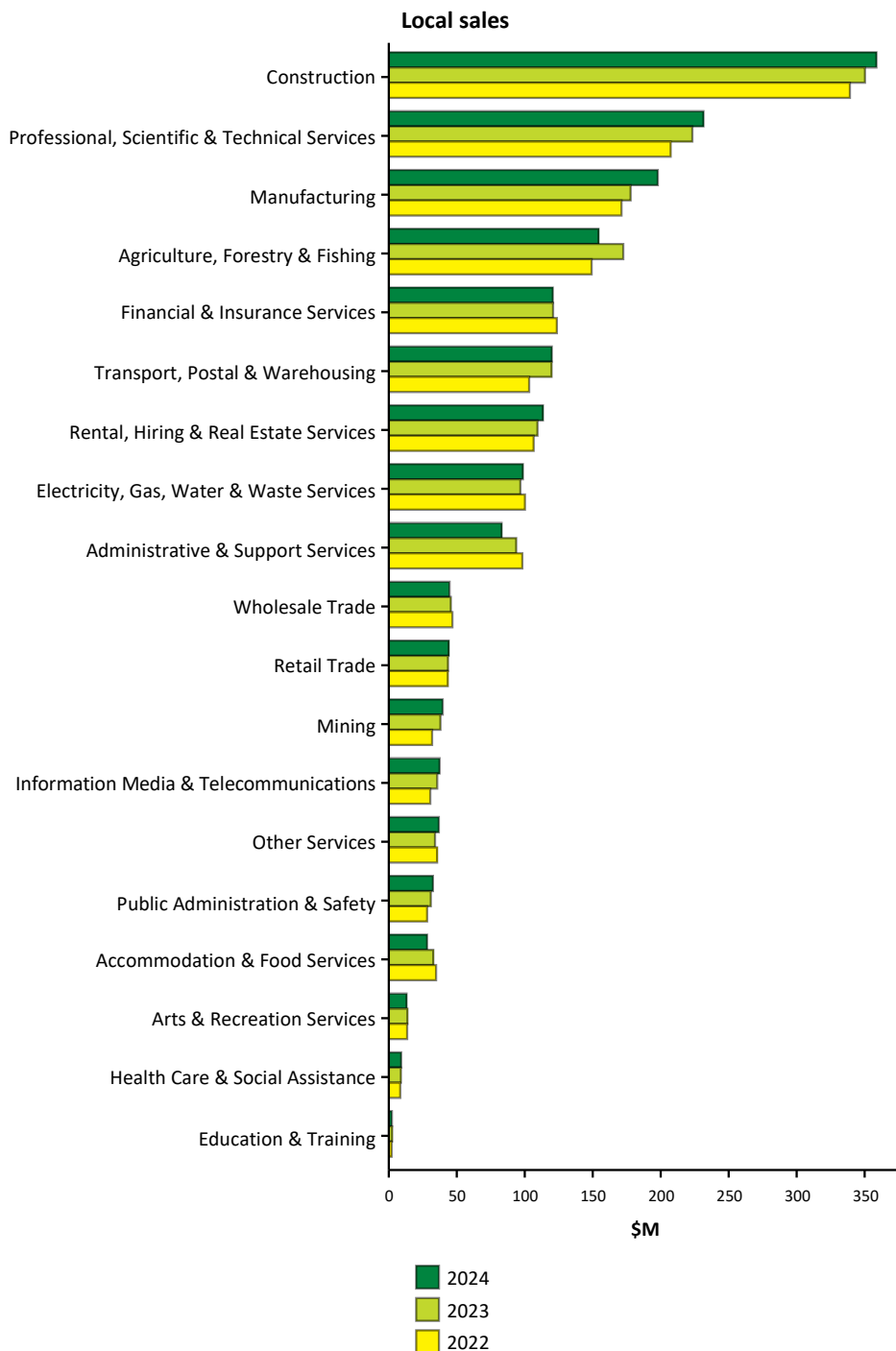
### 3.3 Local sales

Source: REMPLAN Economy Busselton LGA (2022-2024 Release 2)

Local sales measure the value of goods and services produced within the region that are sold to local industry sectors as intermediate inputs for further production and value-adding.

Comparing the level of local sales to exports for each industry provides insight into the extent to which an industry relies on local demand versus demand from outside the region.

The 2024 total local sales estimate for Busselton LGA is \$1,765.015 million, an increase of \$15.389 or 0.9% from the previous year. Construction has Busselton’s highest local sales estimated at \$358.663 million, representing 20.3% of total local sales.



Local sales	2023		2024		Change	
	\$M	%	\$M	%	\$M	%
Construction	\$350.251	20.0%	\$358.663	20.3%	\$8.412	2.4%
Professional, Scientific & Technical Services	\$223.293	12.8%	\$231.428	13.1%	\$8.135	3.6%
Manufacturing	\$177.857	10.2%	\$197.866	11.2%	\$20.009	11.3%
Agriculture, Forestry & Fishing	\$172.484	9.9%	\$154.207	8.7%	-\$18.277	-10.6%
Financial & Insurance Services	\$120.853	6.9%	\$120.621	6.8%	-\$0.232	-0.2%
Transport, Postal & Warehousing	\$119.692	6.8%	\$119.851	6.8%	\$0.159	0.1%
Rental, Hiring & Real Estate Services	\$109.374	6.3%	\$113.326	6.4%	\$3.952	3.6%
Electricity, Gas, Water & Waste Services	\$96.793	5.5%	\$98.589	5.6%	\$1.796	1.9%
Administrative & Support Services	\$93.704	5.4%	\$82.934	4.7%	-\$10.770	-11.5%
Wholesale Trade	\$45.598	2.6%	\$44.690	2.5%	-\$0.908	-2.0%
Retail Trade	\$43.535	2.5%	\$44.014	2.5%	\$0.479	1.1%
Mining	\$37.971	2.2%	\$39.663	2.2%	\$1.692	4.5%
Information Media & Telecommunications	\$35.613	2.0%	\$37.348	2.1%	\$1.735	4.9%
Other Services	\$34.015	1.9%	\$36.802	2.1%	\$2.787	8.2%
Public Administration & Safety	\$30.880	1.8%	\$32.492	1.8%	\$1.612	5.2%
Accommodation & Food Services	\$32.709	1.9%	\$28.158	1.6%	-\$4.551	-13.9%
Arts & Recreation Services	\$13.680	0.8%	\$13.009	0.7%	-\$0.671	-4.9%
Health Care & Social Assistance	\$8.876	0.5%	\$9.085	0.5%	\$0.209	2.4%
Education & Training	\$2.450	0.1%	\$2.271	0.1%	-\$0.179	-7.3%
<b>Total</b>	<b>\$1,749.626</b>	<b>100%</b>	<b>\$1,765.015</b>	<b>100%</b>	<b>\$15.389</b>	<b>0.9%</b>

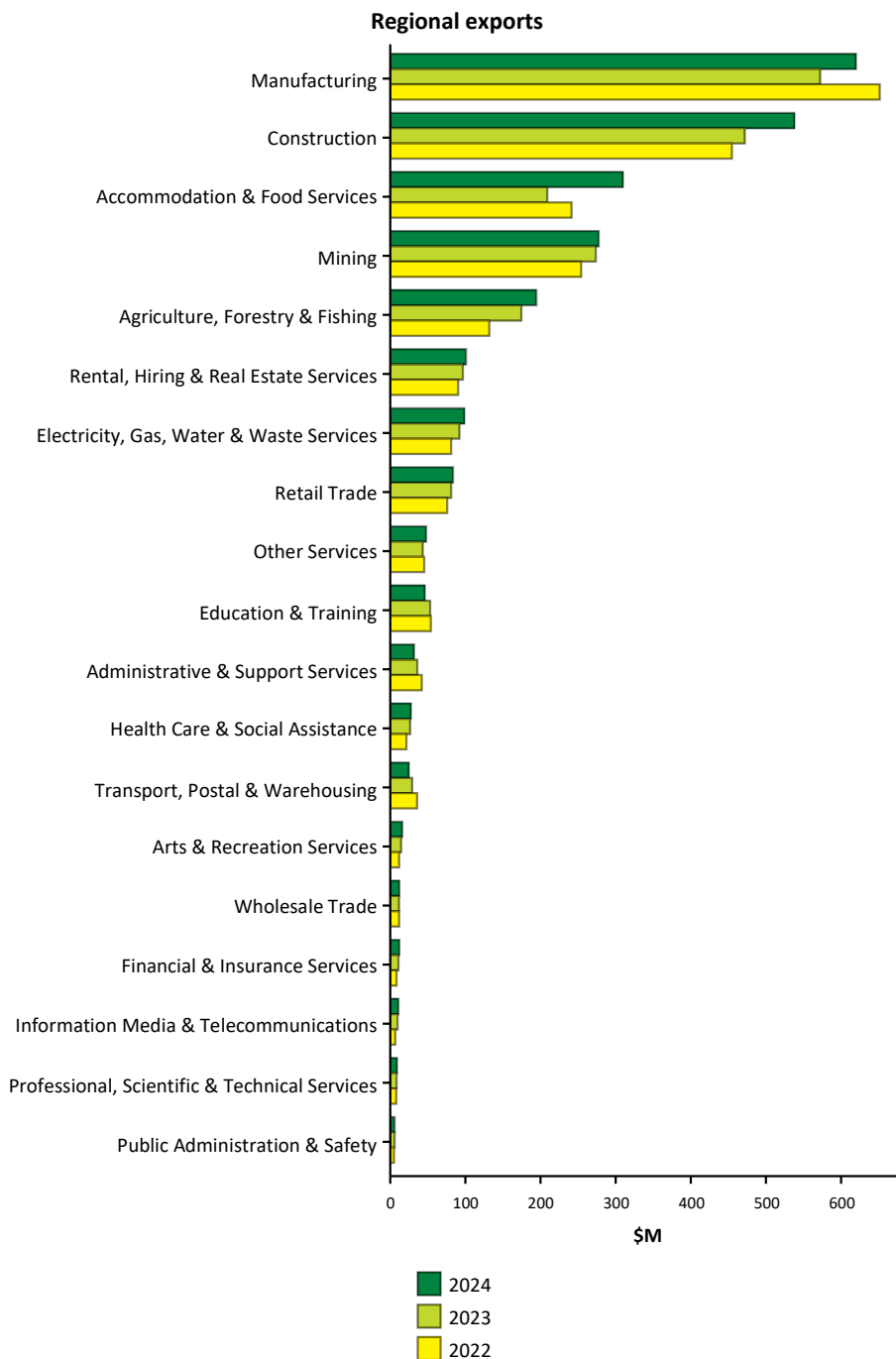
### 3.4 Regional exports

Source: REMPLAN Economy Busselton LGA (2022-2024 Release 2)

Regional exports measure the value of goods and services produced by businesses and organisations within the region that are sold to customers outside the region’s boundaries.

Exports can also be understood as an inflow of income to the regional economy. For example, accommodation providers earn export revenue when they sell services to visitors who reside outside the region.

The 2024 total regional export estimate for Busselton LGA is \$2,464.758 million, an increase of \$244.549 million or 11.0% from the previous year. Manufacturing is Busselton’s largest exporter, generating regional exports estimated at \$619.681 million representing 25.1% of total exports.



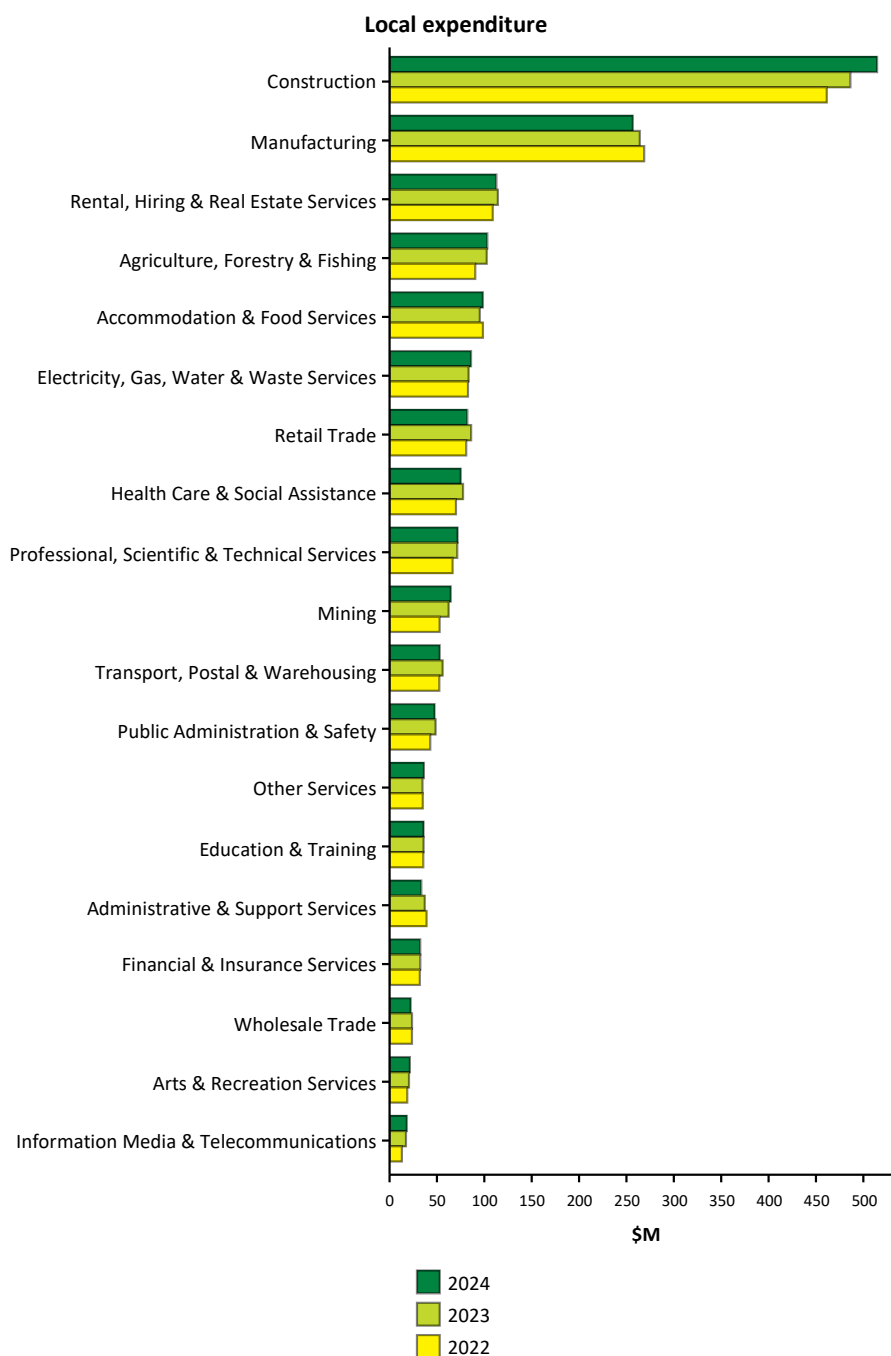
Regional exports	2023		2024		Change	
	\$M	%	\$M	%	\$M	%
Manufacturing	\$572.096	25.8%	\$619.681	25.1%	\$47.585	8.3%
Construction	\$471.745	21.2%	\$537.716	21.8%	\$65.971	14.0%
Accommodation & Food Services	\$209.034	9.4%	\$309.443	12.6%	\$100.409	48.0%
Mining	\$273.648	12.3%	\$277.479	11.3%	\$3.831	1.4%
Agriculture, Forestry & Fishing	\$174.483	7.9%	\$194.527	7.9%	\$20.044	11.5%
Rental, Hiring & Real Estate Services	\$96.683	4.4%	\$100.954	4.1%	\$4.271	4.4%
Electricity, Gas, Water & Waste Services	\$92.038	4.1%	\$98.359	4.0%	\$6.321	6.9%
Retail Trade	\$81.157	3.7%	\$83.588	3.4%	\$2.431	3.0%
Other Services	\$43.260	1.9%	\$47.817	1.9%	\$4.557	10.5%
Education & Training	\$53.159	2.4%	\$45.886	1.9%	-\$7.273	-13.7%
Administrative & Support Services	\$36.007	1.6%	\$31.570	1.3%	-\$4.437	-12.3%
Health Care & Social Assistance	\$26.517	1.2%	\$27.424	1.1%	\$0.907	3.4%
Transport, Postal & Warehousing	\$29.211	1.3%	\$24.550	1.0%	-\$4.661	-15.9%
Arts & Recreation Services	\$14.474	0.7%	\$15.951	0.6%	\$1.477	10.2%
Wholesale Trade	\$11.629	0.5%	\$12.141	0.5%	\$0.512	4.4%
Financial & Insurance Services	\$10.964	0.5%	\$12.135	0.5%	\$1.171	10.7%
Information Media & Telecommunications	\$9.827	0.4%	\$10.880	0.4%	\$1.053	10.7%
Professional, Scientific & Technical Services	\$8.485	0.4%	\$8.813	0.4%	\$0.328	3.9%
Public Administration & Safety	\$5.793	0.3%	\$5.842	0.2%	\$0.049	0.8%
<b>Total</b>	<b>\$2,220.209</b>	<b>100%</b>	<b>\$2,464.758</b>	<b>100%</b>	<b>\$244.549</b>	<b>11.0%</b>

### 3.5 Local expenditure

Source: REMPLAN Economy Busselton LGA (2022-2024 Release 2)

Local expenditure measures the value of intermediate goods and services purchased by industry sectors within the region from local suppliers. A relatively high level of local expenditure, when compared to total output, indicates well-developed local supply chains. It also suggests that growth in these sectors is more likely to generate broader economic benefits for the regional economy. While local sales reflect goods and services sold locally as inputs, local expenditure highlights where industries source those inputs, providing insight into supply chain depth.

The 2024 total local expenditure estimate for Busselton LGA is \$1,765.015 million, an increase of \$15.389 million (0.9%) from the previous year. Construction has Busselton’s highest local expenditure estimated at \$514.524 million, representing 29.2% of total local expenditure.



Local expenditure	2023		2024		Change	
	\$M	%	\$M	%	\$M	%
Construction	\$486.347	27.8%	\$514.524	29.2%	\$28.177	5.8%
Manufacturing	\$264.070	15.1%	\$256.671	14.5%	-\$7.399	-2.8%
Rental, Hiring & Real Estate Services	\$114.278	6.5%	\$112.748	6.4%	-\$1.530	-1.3%
Agriculture, Forestry & Fishing	\$102.529	5.9%	\$103.168	5.8%	\$0.639	0.6%
Accommodation & Food Services	\$95.217	5.4%	\$98.438	5.6%	\$3.221	3.4%
Electricity, Gas, Water & Waste Services	\$83.390	4.8%	\$85.986	4.9%	\$2.596	3.1%
Retail Trade	\$86.096	4.9%	\$82.082	4.7%	-\$4.014	-4.7%
Health Care & Social Assistance	\$77.549	4.4%	\$75.094	4.3%	-\$2.455	-3.2%
Professional, Scientific & Technical Services	\$71.452	4.1%	\$71.730	4.1%	\$0.278	0.4%
Mining	\$62.333	3.6%	\$64.533	3.7%	\$2.200	3.5%
Transport, Postal & Warehousing	\$55.988	3.2%	\$52.879	3.0%	-\$3.109	-5.6%
Public Administration & Safety	\$48.565	2.8%	\$47.385	2.7%	-\$1.180	-2.4%
Other Services	\$34.766	2.0%	\$36.263	2.1%	\$1.497	4.3%
Education & Training	\$35.891	2.1%	\$35.805	2.0%	-\$0.086	-0.2%
Administrative & Support Services	\$37.146	2.1%	\$33.510	1.9%	-\$3.636	-9.8%
Financial & Insurance Services	\$32.466	1.9%	\$32.391	1.8%	-\$0.075	-0.2%
Wholesale Trade	\$23.702	1.4%	\$22.209	1.3%	-\$1.493	-6.3%
Arts & Recreation Services	\$20.516	1.2%	\$21.435	1.2%	\$0.919	4.5%
Information Media & Telecommunications	\$17.327	1.0%	\$18.162	1.0%	\$0.835	4.8%
<b>Total</b>	<b>\$1,749.626</b>	<b>100%</b>	<b>\$1,765.015</b>	<b>100%</b>	<b>\$15.389</b>	<b>0.9%</b>

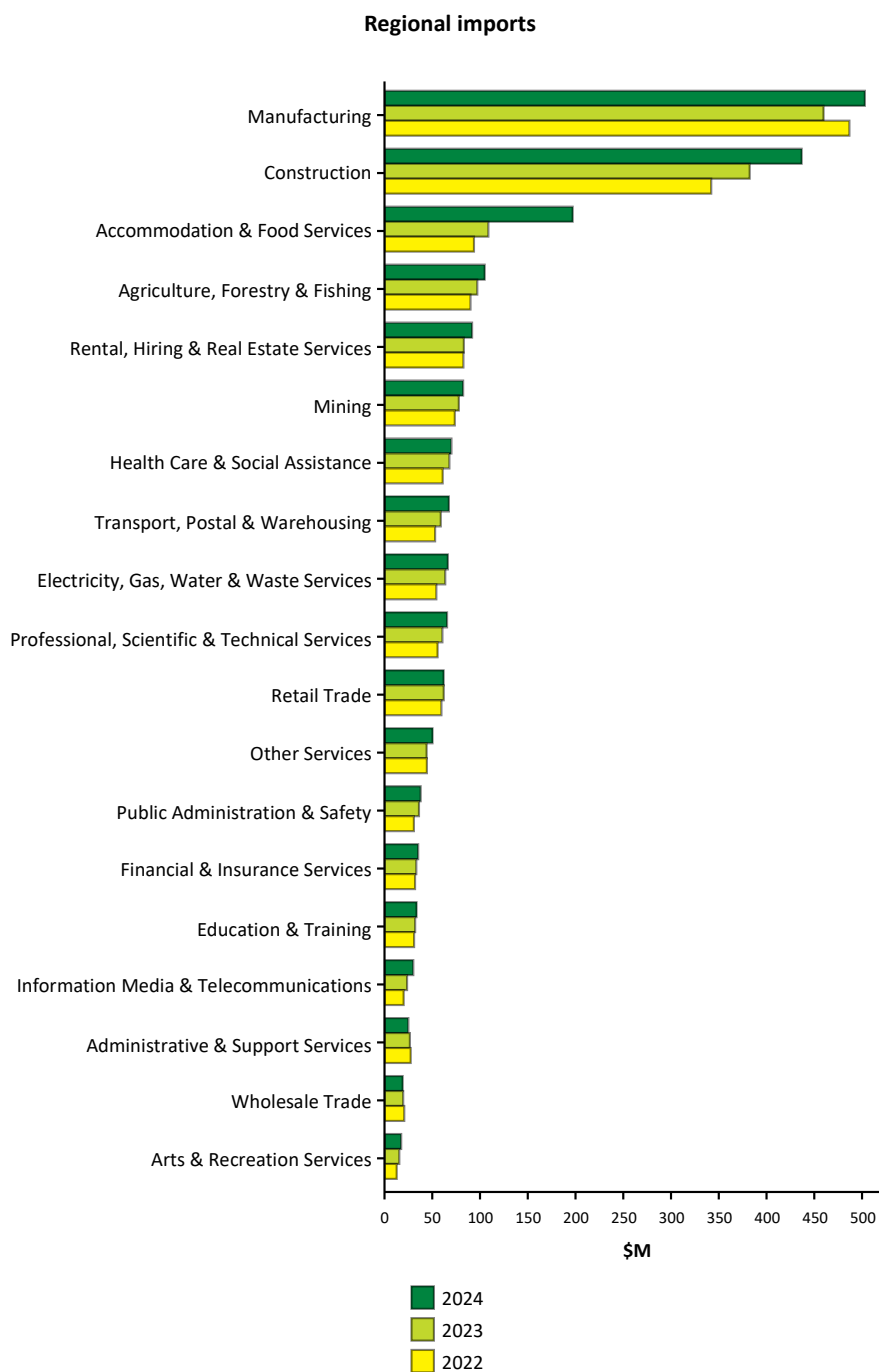
### 3.6 Regional imports

Source: REMPLAN Economy Busselton LGA (2022-2024 Release 2)

Regional imports measure the value of goods and services purchased by businesses and organisations within the region from suppliers located outside the region.

Imports can also be understood as an outflow of income from the regional economy. For example, when a local business sources professional services from a firm in another region, the payment represents an import of services and a flow of income out of the region.

The 2024 total regional import estimate for Busselton LGA is \$1,995.054 million, an increase of \$242.455 million or 13.8% from the previous year. Busselton’s Manufacturing sector spends an estimated \$502.949 million on regional imports, representing 25.2% of total imports.



Industries that show significant and ongoing high import levels are worthy of further investigation since opportunities may exist for local supplies to meet demand.

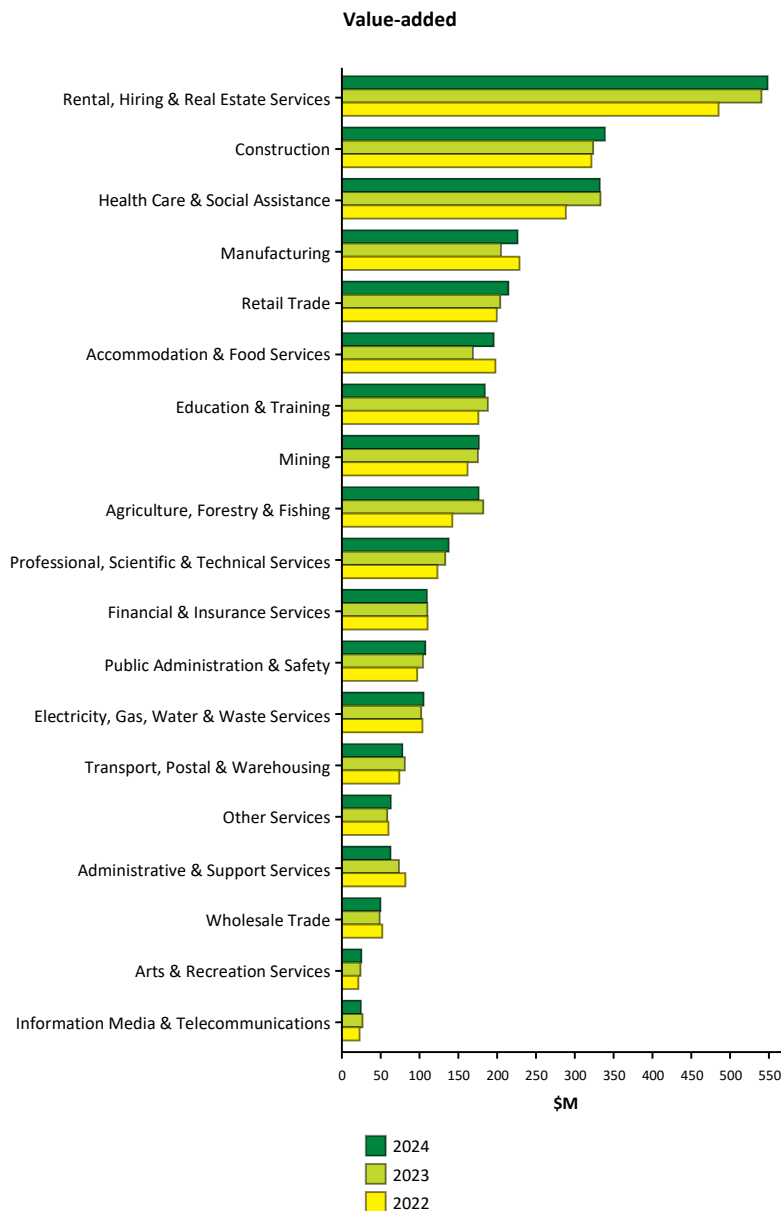
Regional imports	2023		2024		Change	
	\$M	%	\$M	%	\$M	%
<b>Manufacturing</b>	\$459.671	26.2%	\$502.949	25.2%	\$43.278	9.4%
<b>Construction</b>	\$382.354	21.8%	\$436.745	21.9%	\$54.391	14.2%
<b>Accommodation &amp; Food Services</b>	\$108.746	6.2%	\$196.992	9.9%	\$88.246	81.1%
<b>Agriculture, Forestry &amp; Fishing</b>	\$97.147	5.5%	\$104.863	5.3%	\$7.716	7.9%
<b>Rental, Hiring &amp; Real Estate Services</b>	\$83.071	4.7%	\$91.695	4.6%	\$8.624	10.4%
<b>Mining</b>	\$77.800	4.4%	\$82.336	4.1%	\$4.536	5.8%
<b>Health Care &amp; Social Assistance</b>	\$67.947	3.9%	\$70.067	3.5%	\$2.120	3.1%
<b>Transport, Postal &amp; Warehousing</b>	\$58.894	3.4%	\$67.370	3.4%	\$8.476	14.4%
<b>Electricity, Gas, Water &amp; Waste Services</b>	\$63.587	3.6%	\$66.297	3.3%	\$2.710	4.3%
<b>Professional, Scientific &amp; Technical Services</b>	\$60.627	3.5%	\$65.487	3.3%	\$4.860	8.0%
<b>Retail Trade</b>	\$62.000	3.5%	\$61.877	3.1%	-\$0.123	-0.2%
<b>Other Services</b>	\$44.073	2.5%	\$50.240	2.5%	\$6.167	14.0%
<b>Public Administration &amp; Safety</b>	\$36.089	2.1%	\$37.840	1.9%	\$1.751	4.9%
<b>Financial &amp; Insurance Services</b>	\$33.287	1.9%	\$35.250	1.8%	\$1.963	5.9%
<b>Education &amp; Training</b>	\$32.075	1.8%	\$33.497	1.7%	\$1.422	4.4%
<b>Information Media &amp; Telecommunications</b>	\$23.621	1.3%	\$30.137	1.5%	\$6.516	27.6%
<b>Administrative &amp; Support Services</b>	\$26.567	1.5%	\$24.951	1.3%	-\$1.616	-6.1%
<b>Wholesale Trade</b>	\$19.562	1.1%	\$18.998	1.0%	-\$0.564	-2.9%
<b>Arts &amp; Recreation Services</b>	\$15.482	0.9%	\$17.464	0.9%	\$1.982	12.8%
<b>Total</b>	<b>\$1,752.599</b>	<b>100%</b>	<b>\$1,995.054</b>	<b>100%</b>	<b>\$242.455</b>	<b>13.8%</b>

### 3.7 Value-added

Source: REMPLAN Economy Busselton LGA (2022-2024 Release 2)

Value-added represents the additional economic value created by each industry sector within a region. It reflects the net contribution of an industry to the regional economy, after accounting for the cost of inputs sourced from other industries and regions. Value-added can be estimated by subtracting local expenditure and expenditure on regional imports from industry output. Alternatively, it can be derived by summing wages and salaries paid to local employees, gross operating surplus, and taxes on products and production. As a core component of Gross Regional Product, value-added shows how much each industry contributes to regional wealth and helps identify where economic value is generated within the local economy.

The 2024 total value-added estimate for Busselton is \$3,155.880 million, an increase of \$73.573 million or 2.4% from the previous year. The Rental, Hiring & Real Estate Services sector has the largest value-added contribution with an estimated \$548.323 million (17.4%). The majority of this reflects the imputed value of housing services ('ownership of dwellings') measured in National Accounts, rather than activity generated by the real estate industry itself. The Construction sector value-add reflects economy activity, with \$338.866 million or 10.7% of value added to the local economy.

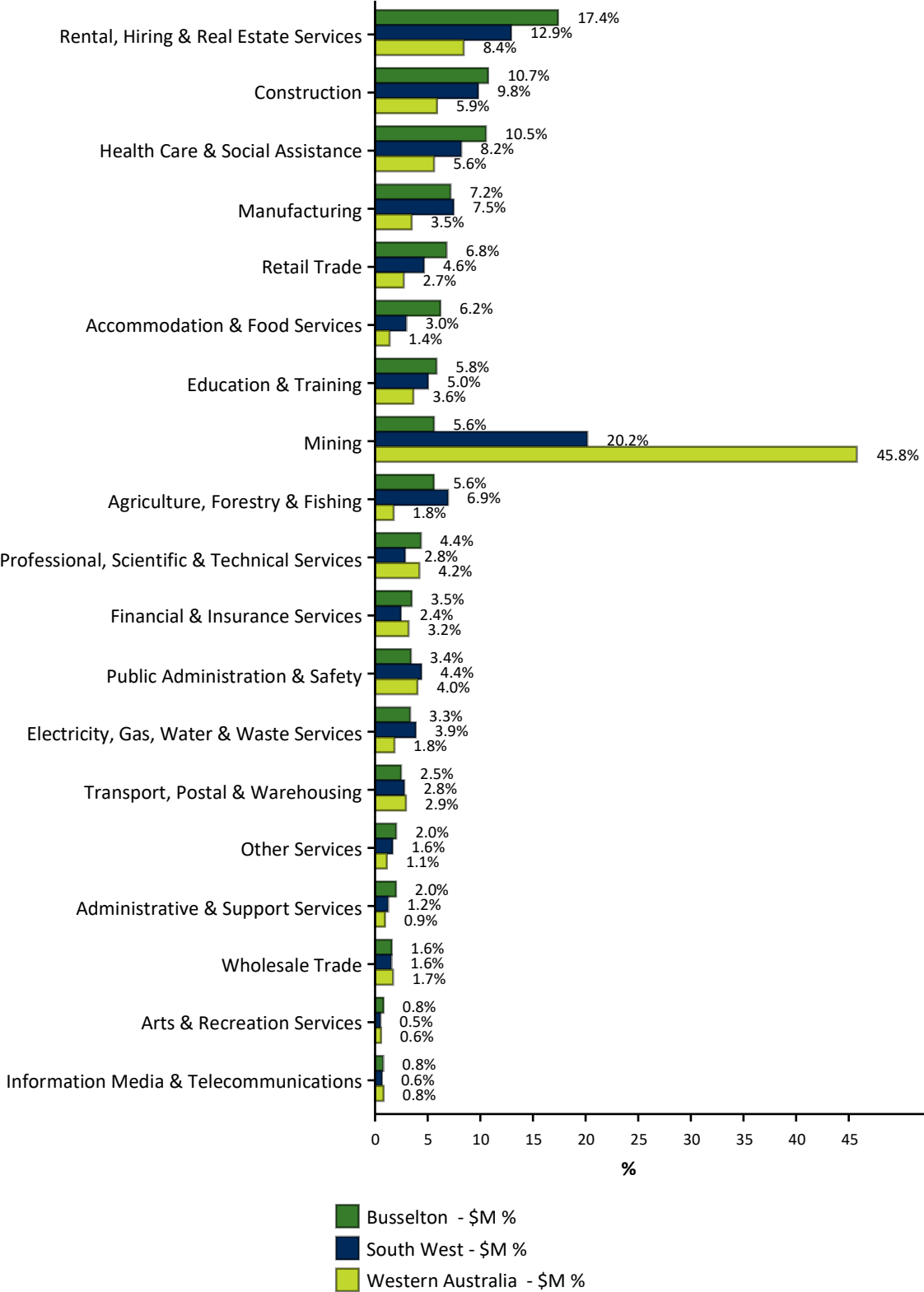


Value-added	2023		2024		Change	
	\$M	%	\$M	%	\$M	%
Rental, Hiring & Real Estate Services*	\$540.392	17.5%	\$548.323	17.4%	\$7.931	1.5%
Construction	\$323.604	10.5%	\$338.866	10.7%	\$15.262	4.7%
Health Care & Social Assistance	\$333.036	10.8%	\$332.314	10.5%	-\$0.722	-0.2%
Manufacturing	\$205.058	6.7%	\$226.306	7.2%	\$21.248	10.4%
Retail Trade	\$203.930	6.6%	\$214.424	6.8%	\$10.494	5.2%
Accommodation & Food Services	\$168.819	5.5%	\$195.615	6.2%	\$26.796	15.9%
Education & Training	\$188.033	6.1%	\$184.277	5.8%	-\$3.756	-2.0%
Mining	\$175.261	5.7%	\$176.587	5.6%	\$1.326	0.8%
Agriculture, Forestry & Fishing	\$182.087	5.9%	\$176.166	5.6%	-\$5.921	-3.3%
Professional, Scientific & Technical Services	\$133.118	4.3%	\$137.581	4.4%	\$4.463	3.4%
Financial & Insurance Services	\$110.077	3.6%	\$109.691	3.5%	-\$0.386	-0.4%
Public Administration & Safety	\$104.615	3.4%	\$107.441	3.4%	\$2.826	2.7%
Electricity, Gas, Water & Waste Services	\$102.079	3.3%	\$105.231	3.3%	\$3.152	3.1%
Transport, Postal & Warehousing	\$81.131	2.6%	\$77.830	2.5%	-\$3.301	-4.1%
Other Services	\$58.350	1.9%	\$63.182	2.0%	\$4.832	8.3%
Administrative & Support Services	\$73.564	2.4%	\$62.683	2.0%	-\$10.881	-14.8%
Wholesale Trade	\$48.698	1.6%	\$49.637	1.6%	\$0.939	1.9%
Arts & Recreation Services	\$23.888	0.8%	\$25.048	0.8%	\$1.160	4.9%
Information Media & Telecommunications	\$26.567	0.9%	\$24.677	0.8%	-\$1.890	-7.1%
<b>Total</b>	<b>\$3,082.307</b>	<b>100%</b>	<b>\$3,155.880</b>	<b>100%</b>	<b>\$73.573</b>	<b>2.4%</b>

\*The significant majority of output/value-add attributed to Rental, Hiring and Real Estate Services reflects the **imputed** value of housing services ('ownership of dwellings') as measured in National Accounts, rather than activity generated by the real estate industry itself.

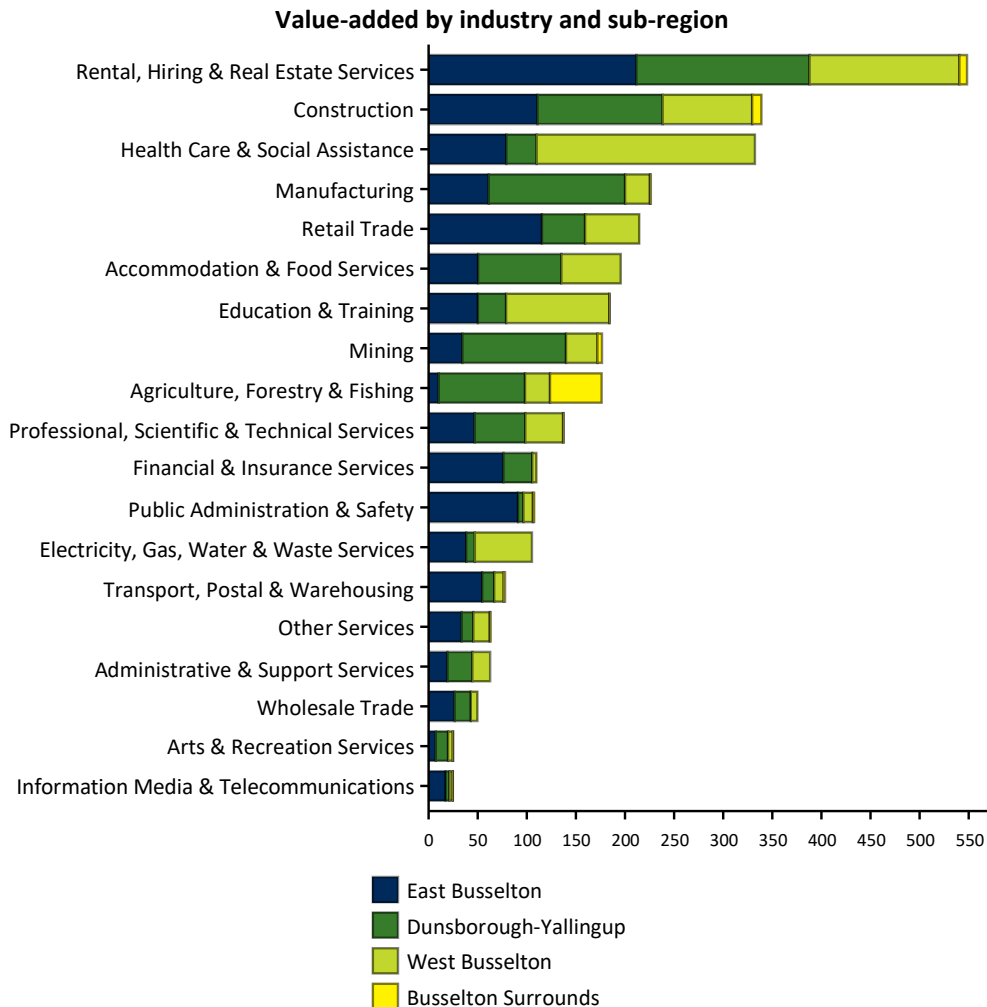
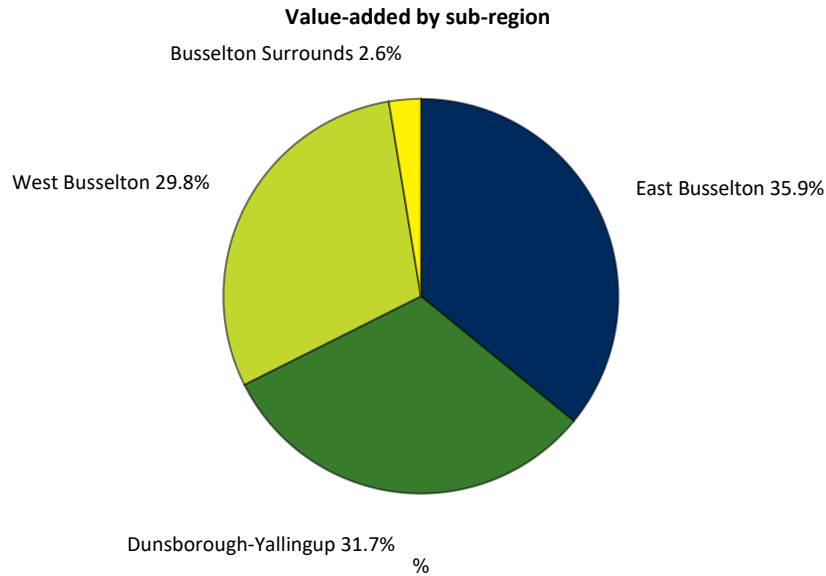
The total value-added estimate for Busselton LGA is \$3,155.880 million representing 17.1% of the South West’s total value-added, and 0.7% of Western Australia’s total value-added.

**Value-added compared to South West and WA**



### 3.7.1 Value-added by sub-region

East Busselton's value-added is \$1,134.530 million (35.9%), Dunsborough-Yallingup's value-added is \$1,001.730 million (31.7%), West Busselton's value-added is \$939.287 million (29.8%), and Busselton Surrounds value-added is \$80.333 million (2.6%).



The highest value-added industries across the three larger sub-regions are:

- East Busselton: Rental, Hiring & Real Estate Services is the highest value-added with \$211.617 million or 18.7%
- Dunsborough-Yallingup: Rental, Hiring & Real Estate is the highest value-added with \$176.257 million or 17.6%
- West Busselton: Health Care & Social Assistance is the highest value-added with \$222.307 million or 23.7%

Value-added by sub-region	East Busselton		Dunsborough-Yallingup		West Busselton	
	\$M	%	\$M	%	\$M	%
<b>Rental, Hiring &amp; Real Estate Services*</b>	\$211.617	18.7%	\$176.257	17.6%	\$152.633	16.2%
<b>Construction</b>	\$110.857	9.8%	\$127.455	12.7%	\$91.156	9.7%
<b>Health Care &amp; Social Assistance</b>	\$79.137	7.0%	\$30.869	3.1%	\$222.307	23.7%
<b>Manufacturing</b>	\$61.213	5.4%	\$138.879	13.9%	\$25.251	2.7%
<b>Retail Trade</b>	\$115.443	10.2%	\$43.896	4.4%	\$55.085	5.9%
<b>Accommodation &amp; Food Services</b>	\$50.408	4.4%	\$84.814	8.5%	\$60.393	6.4%
<b>Education &amp; Training</b>	\$50.181	4.4%	\$28.737	2.9%	\$105.059	11.2%
<b>Mining</b>	\$34.399	3.0%	\$105.521	10.5%	\$32.041	3.4%
<b>Agriculture, Forestry &amp; Fishing</b>	\$10.334	0.9%	\$87.854	8.8%	\$25.435	2.7%
<b>Professional, Scientific &amp; Technical Services</b>	\$46.912	4.1%	\$51.506	5.1%	\$38.524	4.1%
<b>Financial &amp; Insurance Services</b>	\$76.199	6.7%	\$29.331	2.9%	\$4.162	0.4%
<b>Public Administration &amp; Safety</b>	\$91.051	8.0%	\$5.487	0.5%	\$9.679	1.0%
<b>Electricity, Gas, Water &amp; Waste Services</b>	\$38.293	3.4%	\$8.764	0.9%	\$58.174	6.2%
<b>Transport, Postal &amp; Warehousing</b>	\$54.572	4.8%	\$12.206	1.2%	\$9.688	1.0%
<b>Other Services</b>	\$33.653	3.0%	\$11.877	1.2%	\$16.696	1.8%
<b>Administrative &amp; Support Services</b>	\$19.242	1.7%	\$25.297	2.5%	\$18.144	1.9%
<b>Wholesale Trade</b>	\$26.492	2.3%	\$16.453	1.6%	\$6.693	0.7%
<b>Arts &amp; Recreation Services</b>	\$7.277	0.6%	\$12.544	1.3%	\$4.756	0.5%
<b>Information Media &amp; Telecommunications</b>	\$17.250	1.5%	\$3.982	0.4%	\$3.409	0.4%
<b>Total</b>	<b>\$1,134.530</b>	<b>100%</b>	<b>\$1,001.730</b>	<b>100%</b>	<b>\$939.287</b>	<b>100.0%</b>

## 3.8 Key propulsive sectors

Source: REMPLAN Economy Busselton LGA (2024 Release 2)

Industry sectors that play a leading role in driving the regional economy are identified as key propulsive sectors. These sectors are characterised by their contribution across multiple dimensions of economic activity, including regional exports, employment, value-added, and local expenditure on goods and services (often referred to as backward linkages).

### Backward linkages

Backward linkages describe the extent to which industry sectors purchase locally sourced intermediate goods and services per dollar of output. While these sectors may not always be the largest contributors to the regional economy in absolute terms, strong local supply chains mean they have a high capacity to generate broad-based economic benefits. Growth in these sectors typically supports activity across a wide range of local businesses and industries.

### Regional exports

Regional exports represent the value of goods and services produced within the region and sold to customers outside the region's boundaries. Exports can also be viewed as an inflow of income to the regional economy. For example, accommodation providers earn export revenue when they attract visitors from outside the region, bringing external spending into the local economy.


### Employment

Employment is a key social and economic outcome of regional development. Employment data reflects the number of people employed by businesses and organisations within each industry sector in the region, providing insight into the labour intensity of different parts of the local economy.

### Value-added





















Value-added measures the additional economic value created by each industry sector within the region. It is derived by subtracting local expenditure and expenditure on regional imports from industry output. Value-added is a core component of Gross Regional Product and highlights where economic value and wealth are generated within the regional economy.

Taken together, these measures provide a framework for identifying the industries that act as the primary propulsive drivers of economic activity and growth within the region.

The following table shows the top five industry sectors across four measures of economic activity: backward linkages, regional exports, employment, and value-added. Sectors appearing in the top five for each measure are indicated with a .

The major key propulsive sectors in the Busselton LGA region have been identified as:

- Construction (4)
- Health Care & Social Assistance (2)
- Accommodation & Food Services (2)
- Agriculture, Forestry & Fishing (2)
- Retail Trade (2)
- Manufacturing (2)

Key propulsive sectors	Backward linkages	Exports	Employment	Value-added	Total
Agriculture, Forestry & Fishing					2
Mining					1
Manufacturing					2
Electricity, Gas, Water & Waste Services					1
Construction					4
Wholesale Trade					0
Retail Trade					2
Accommodation & Food Services					2
Transport, Postal & Warehousing					0
Information Media & Telecommunications					0
Financial & Insurance Services					0
Rental, Hiring & Real Estate Services					1
Professional, Scientific & Technical Services					0
Administrative & Support Services					1
Public Administration & Safety					0
Education & Training					1
Health Care & Social Assistance					2
Arts & Recreation Services					1
Other Services					0

### 3.9 Gross Regional Product

Source: REMPLAN Economy Busselton LGA (2024 Release 2)

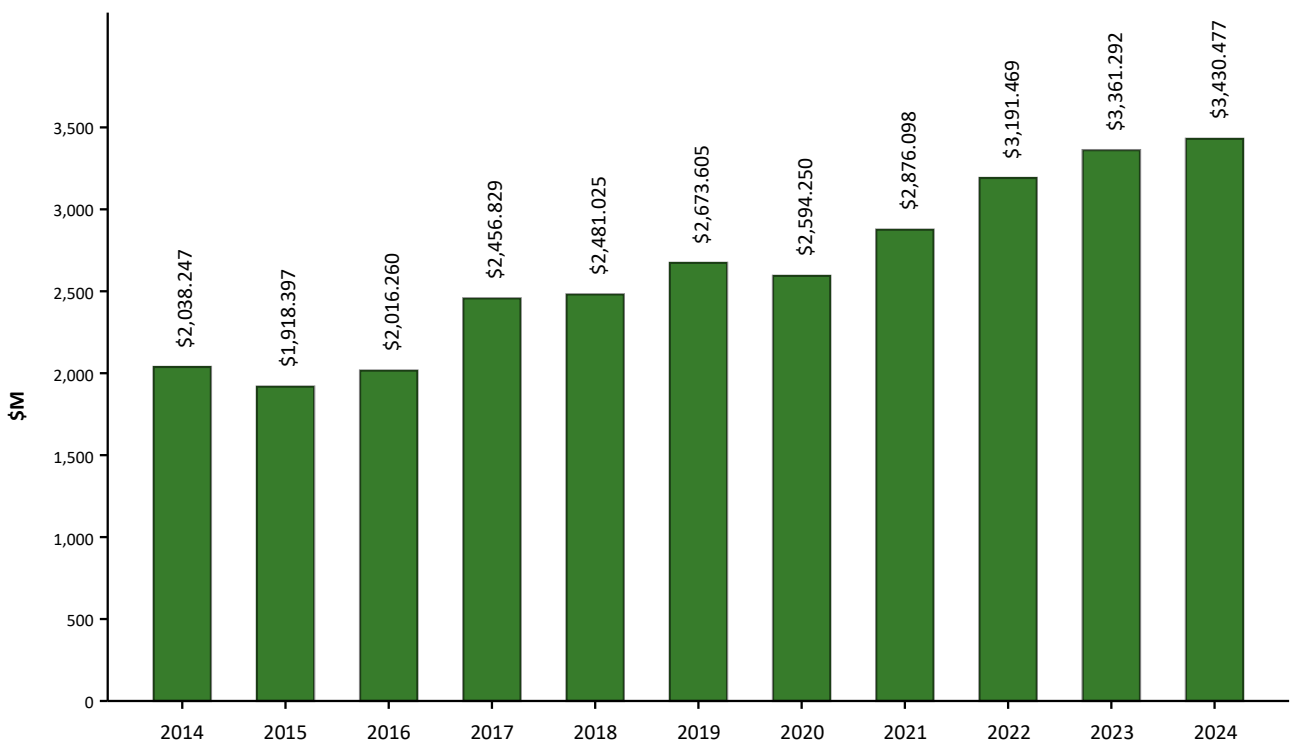
Gross Regional Product (GRP) is a measure of the net economic value generated within a region. It represents the total value of final goods and services produced in the region over a one-year period, including exports and subtracting imports.

GRP is calculated using the expenditure approach, which sums all forms of final expenditure in the regional economy, including household and government consumption, investment measured as additions to assets (less disposals), and exports net of imports.

Intermediate expenditure is excluded from this calculation to avoid double counting economic activity. The methodology used to estimate GRP is consistent with that applied in the calculation of Gross State Product (GSP) at the state level and Gross Domestic Product (GDP) at the national level.

In 2024, the total estimated Gross Regional Product for Busselton LGA was \$3,430.477 million. Between 2014 and 2024, GRP in nominal terms increased at a compound annual growth rate of approximately 5.3% per annum.

Gross Regional Product 2014-2024



The South West's Gross Regional Product for 2024 is estimated at \$19.656 billion, with Busselton LGA contributing \$3,430.477 million or 17.4% to the South West economy.

GRP Expenditure Method	Busselton \$M	South West \$M
Household Consumption	\$2,814.160	\$12,777.174
Government Consumption	\$1,121.652	\$5,192.567
Private Gross Fixed Capital Expenditure	\$975.600	\$4,556.624
Public Gross Fixed Capital Expenditure	\$272.518	\$1,261.591
<b>Gross Regional Expenses</b>	<b>\$5,183.929</b>	<b>\$23,787.956</b>
plus Regional Exports	\$2,475.648	\$18,535.463
minus Domestic Imports	-\$3,732.594	-\$19,555.203
minus Overseas Imports	-\$496.506	-\$3,112.642
<b>Gross Regional Product</b>	<b>\$3,430.477</b>	<b>\$19,655.575</b>
Population	40,640	184,516
Per Capita GRP (\$M)	\$0.084	\$0.107
Per Worker GRP (\$M)	\$0.202	\$0.244

### 3.10 Location Quotient

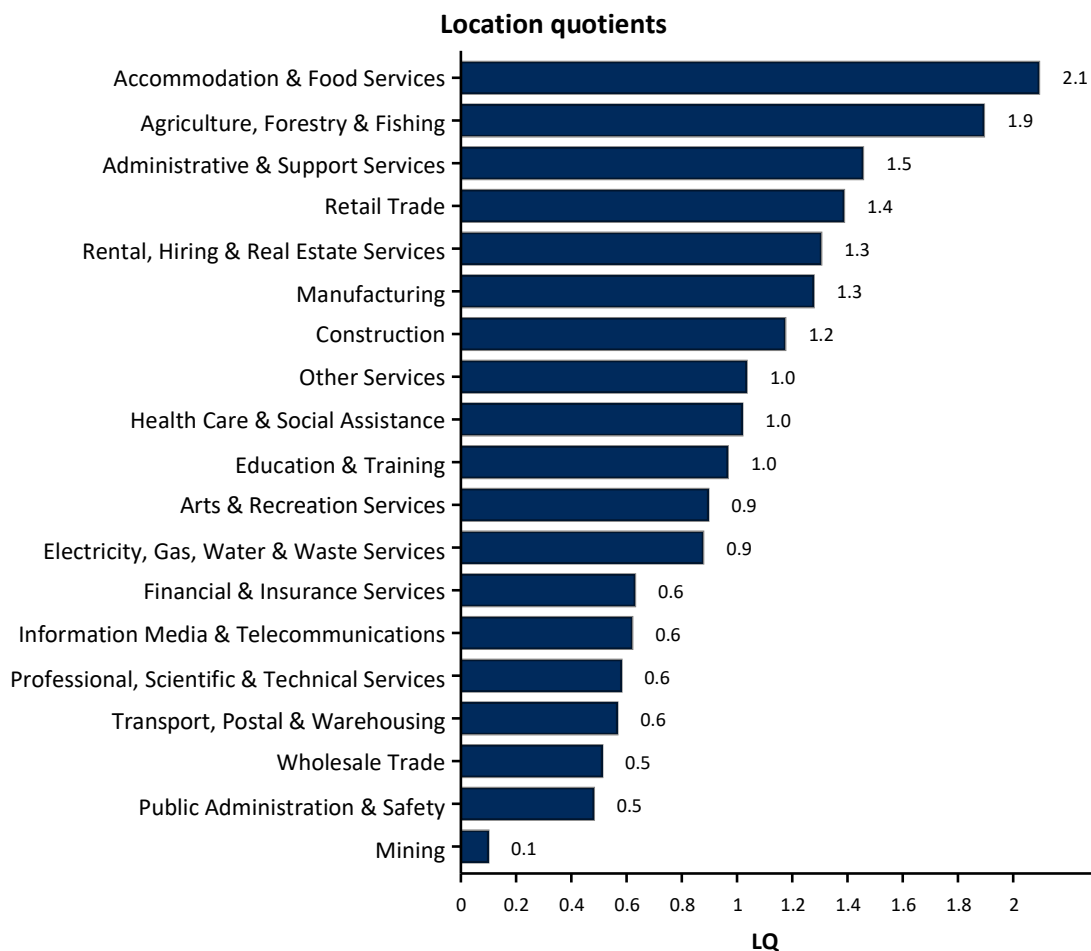
Source: REMPLAN Economy Busselton LGA (2024 Release 2)

Understanding how industry concentrations in a region compare with those across Western Australia helps identify areas of relative specialisation within the local economy. This is assessed using a Location Quotient (LQ), which measures an industry’s share of employment in the region relative to its share in the broader reference economy, in this case Western Australia.

An LQ greater than 1.0 indicates that the region has a higher concentration of employment in that industry than would be expected, suggesting a potential competitive advantage or export-oriented activity. Location Quotients in this report are calculated using employment data rather than output or value-added, as employment provides the most consistent and comparable basis for analysing industry structure.

The industry sector showing the greatest degree of specialisation in the Busselton LGA economy is Accommodation and Food Services (LQ = 2.1), followed by Agriculture, Forestry and Fishing (LQ=1.9).

The Administrative and Support Services, Retail Trade, Rental Hiring and Real Estate Services, Manufacturing and Construction industries also show a degree of specialisation for the Busselton economy.



## Location quotients over 1.0 by sub-industry

Accommodation & Food Services	
Accommodation	5.5
Food & Beverage Services	1.6
Agriculture, Forestry & Fishing	
Agriculture, Forestry & Fishing Support Services	2.1
Other Agriculture (ie: horticulture)	3.5
Poultry & Other Livestock	1.9
Sheep, Grains, Beef & Dairy Cattle	1.4
Administrative & Support Services	
Building Cleaning, Pest Control and Other Support Services	2.0
Retail Trade	
Retail Trade	1.4
Rental, Hiring & Real Estate Services (Property Services)	
Ownership of Dwellings	1.6
Non-Residential Property Operators & Real Estate Serv.	1.5
Manufacturing	
Wine, Spirits & Tobacco	18.8
Beer Manufacturing	10.8
Other Manufactured Products (ie: jewellery, sport/rec products)	3.5
Sawmill Product Manufacturing	3.0
Other Wood Product Manufacturing	1.5
Furniture Manufacturing	1.3
Dairy Product Manufacturing	5.8
Sugar & Confectionery Manufacturing	4.3
Bakery Product Manufacturing	1.7
Other Food Product Manufacturing	1.3
Ceramic Product Manufacturing	1.4
Clothing Manufacturing	1.3
Cleaning Compounds & Toiletry Preparation Manufacturing	1.9
Construction	
Construction Services	1.3
Residential Building Construction	2.1

## Location quotients over 1.0 by sub-industry

<b>Other Services</b>		
	Personal Services	1.2
	Automotive Repair & Maintenance	1.2
<b>Healthcare &amp; Social Assistance</b>		
	Residential Care & Social Assistance Services	1.2
<b>Education &amp; Training</b>		
	Pre-School, Primary, Secondary & Special Education	1.2
<b>Arts &amp; Recreation Services</b>		
	Heritage, Creative & Performing Arts	1.6
<b>Electricity, Gas, Water &amp; Waste Services</b>		
	Electricity Distribution	1.4
	Water Supply, Sewerage & Drainage Services	1.2
<b>Information Media &amp; Telecommunications</b>		
	Library & Other Information Services	2.4

# 4. Employment and workforce

## 4.1 Employment

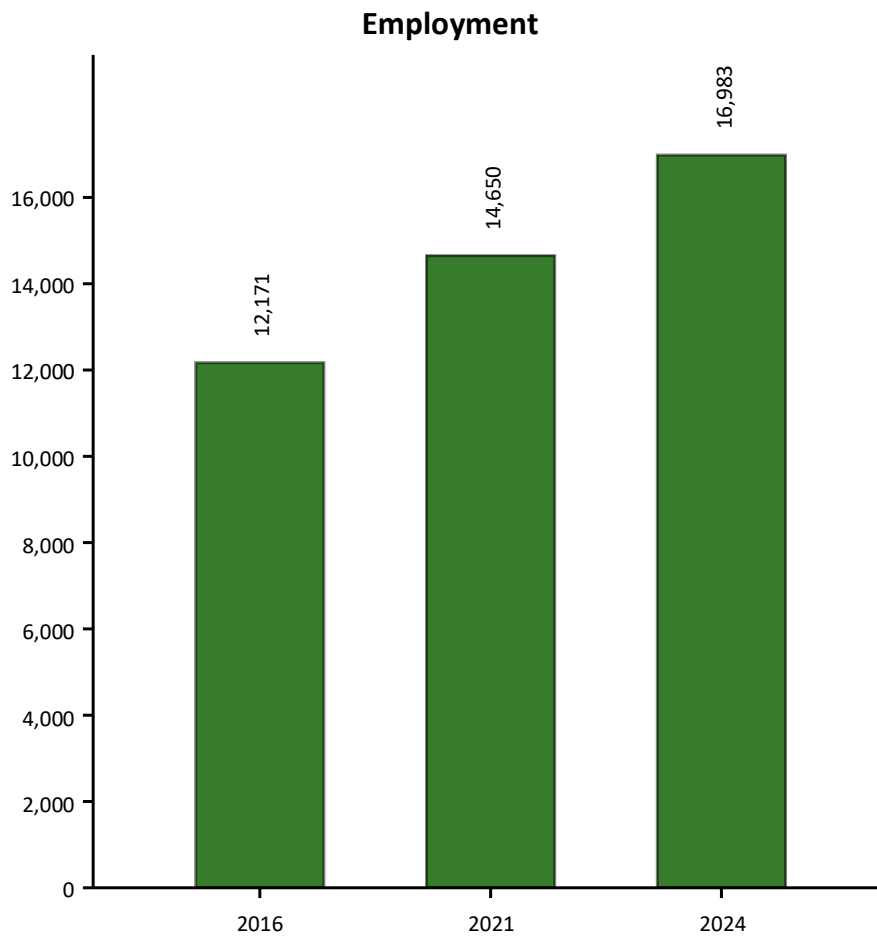
Source: REMPLAN Economy Busselton LGA (2016/2021/2024 Release 2)

Employment data represents the number of people employed by businesses and organisations within each industry sector in the region. Employment figures are reported on a place of work basis, meaning they reflect jobs located within the region, regardless of where workers reside.

Employment is measured as total jobs and is not converted to full-time equivalent (FTE) positions. As a result, industries with a higher prevalence of part-time or seasonal employment may account for a larger share of jobs without necessarily contributing an equivalent share of hours worked or income.

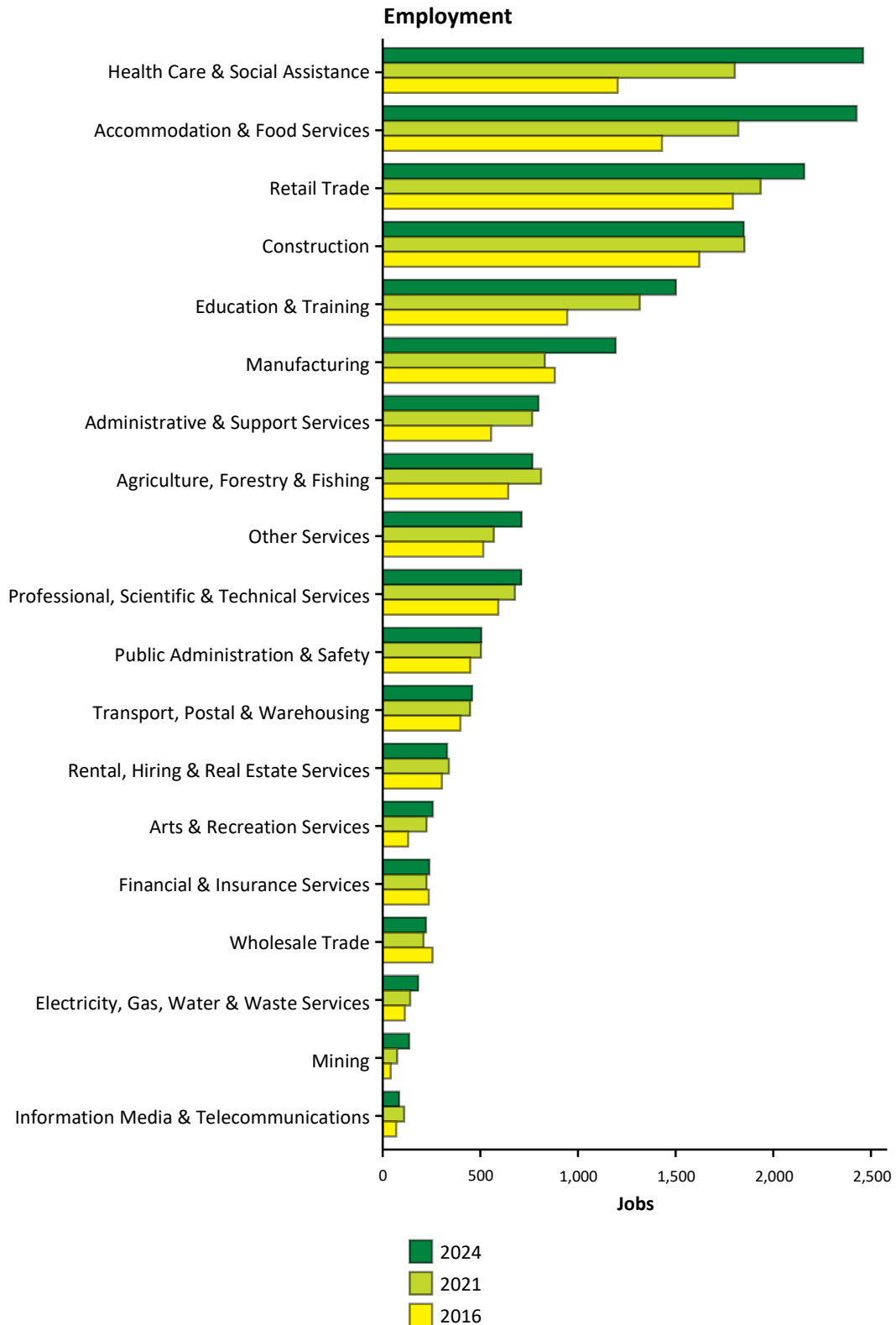
Tracking employment levels over time provides insight into changes in the structure and scale of the regional economy, while comparisons by industry highlight the sectors that play a more prominent role locally relative to broader regional benchmarks.

The 2024 total employment estimate for Busselton LGA is 16,983 jobs, an increase of 2,333 jobs since 2021.



### 4.1.1 Employment by industry

The Health Care and Social Assistance is Busselton LGA’s highest employment sector supporting an estimated 2,460 jobs (14.5%), followed by Accommodation and Food Services with 2,427 jobs (14.3%). The highest growth in employment has been in Health Care and Social Assistance with an additional 657 jobs or a 36.4% increase since 2021.

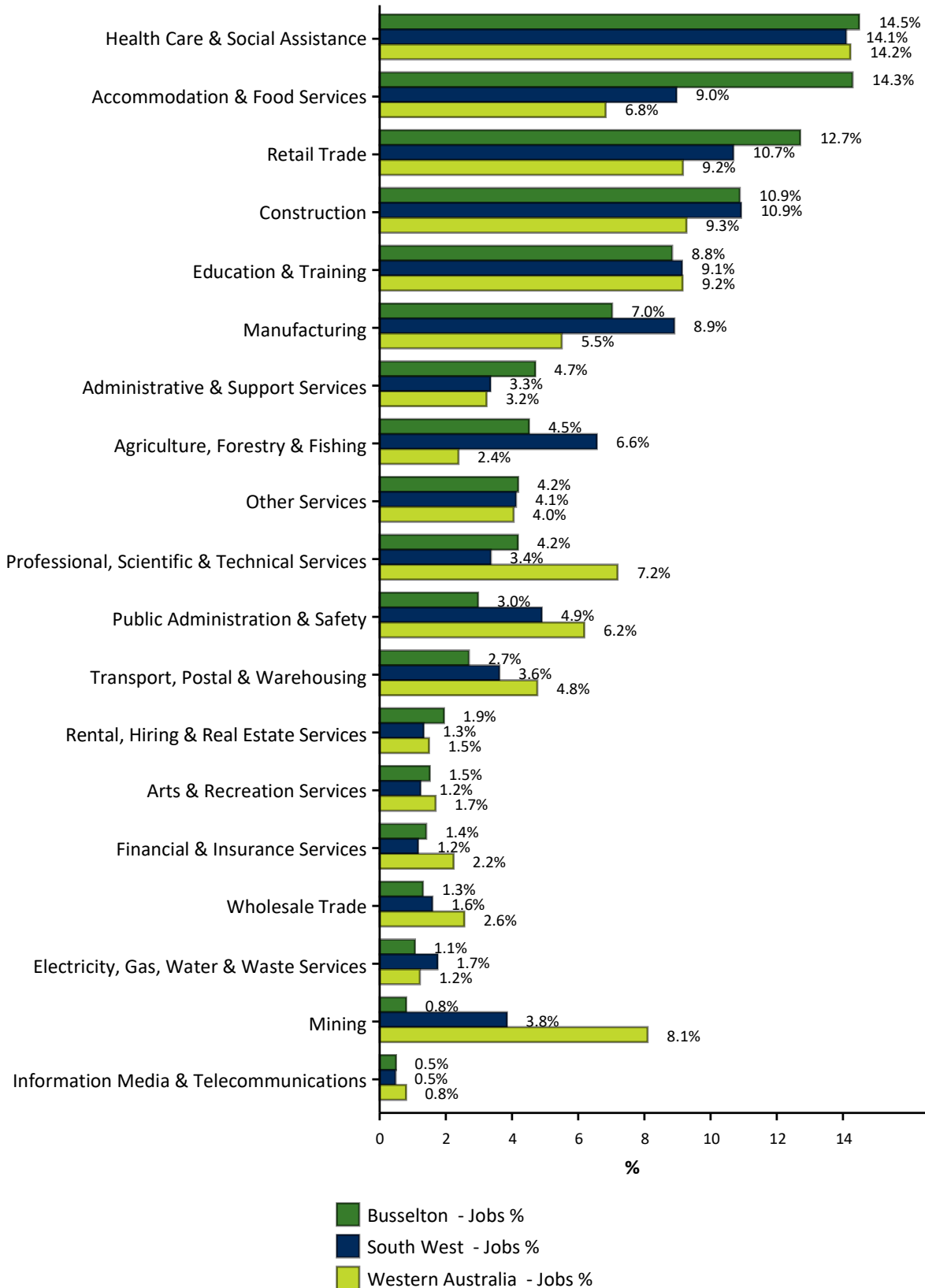


NB: Please also refer to the report section: **Tourism Employment**. Tourism is not included here as it is an amalgam of activities captured across various industry sectors including retail, accommodation, cafes and restaurants, cultural and recreational services. When the estimated employment generated by tourism for each industry sector has been deducted and consolidated into a separate tourism sector, it is Busselton’s largest employing “industry”.

Employment by industry	2021		2024		Change	
	Jobs	%	Jobs	%	Jobs	%
Health Care & Social Assistance	1,803	12.3%	2,460	14.5%	657	36.4%
Accommodation & Food Services	1,821	12.4%	2,427	14.3%	606	33.3%
Retail Trade	1,935	13.2%	2,158	12.7%	223	11.5%
Construction	1,852	12.6%	1,848	10.9%	-4	-0.2%
Education & Training	1,316	9.0%	1,501	8.8%	185	14.1%
Manufacturing	830	5.7%	1,193	7.0%	363	43.7%
Administrative & Support Services	765	5.2%	798	4.7%	33	4.3%
Agriculture, Forestry & Fishing	811	5.5%	766	4.5%	-45	-5.5%
Other Services	569	3.9%	711	4.2%	142	25.0%
Professional, Scientific & Technical Services	677	4.6%	709	4.2%	32	4.7%
Public Administration & Safety	503	3.4%	505	3.0%	2	0.4%
Transport, Postal & Warehousing	447	3.1%	458	2.7%	11	2.5%
Rental, Hiring & Real Estate Services	339	2.3%	330	1.9%	-9	-2.7%
Arts & Recreation Services	224	1.5%	257	1.5%	33	14.7%
Financial & Insurance Services	224	1.5%	239	1.4%	15	6.7%
Wholesale Trade	209	1.4%	222	1.3%	13	6.2%
Electricity, Gas, Water & Waste Services	141	1.0%	181	1.1%	40	28.4%
Mining	74	0.5%	136	0.8%	62	83.8%
Information Media & Telecommunications	110	0.8%	84	0.5%	-26	-23.6%
<b>Total</b>	<b>14,650</b>	<b>100%</b>	<b>16,983</b>	<b>100%</b>	<b>2,333</b>	<b>15.9%</b>

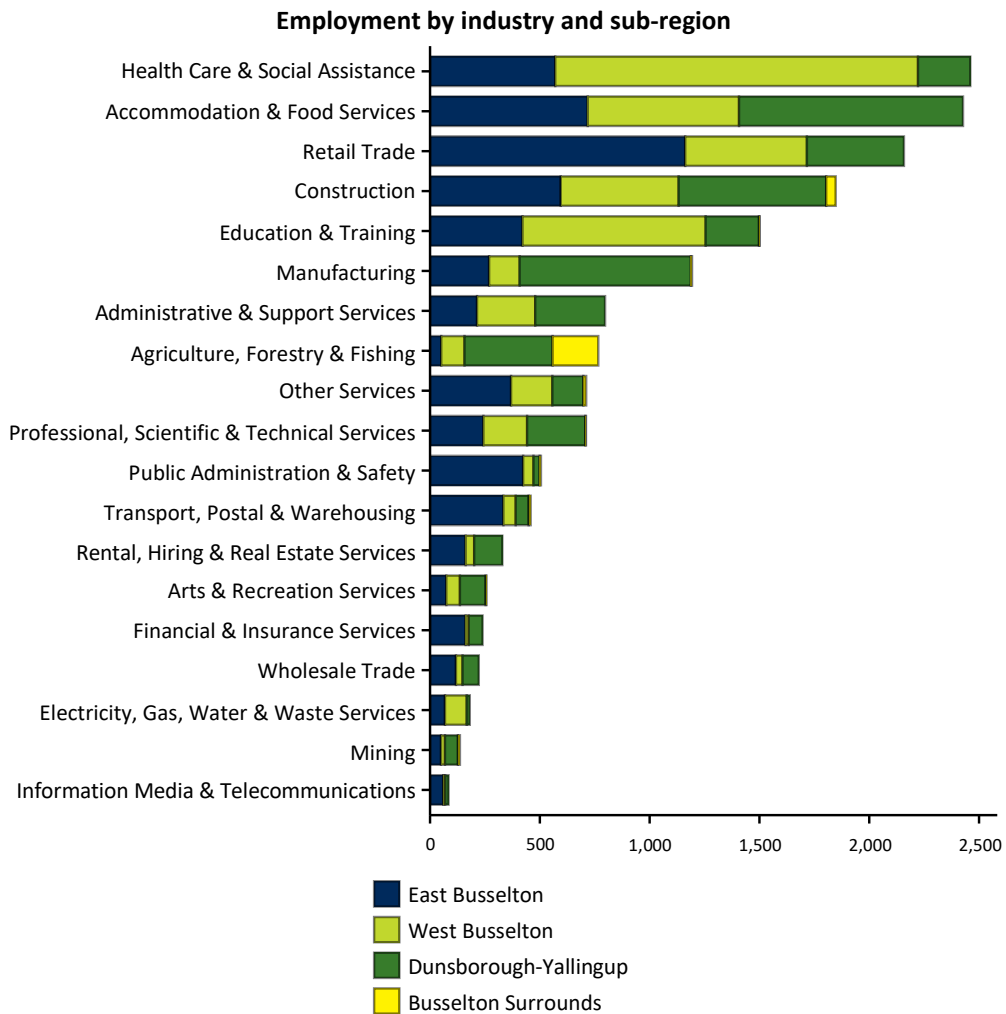
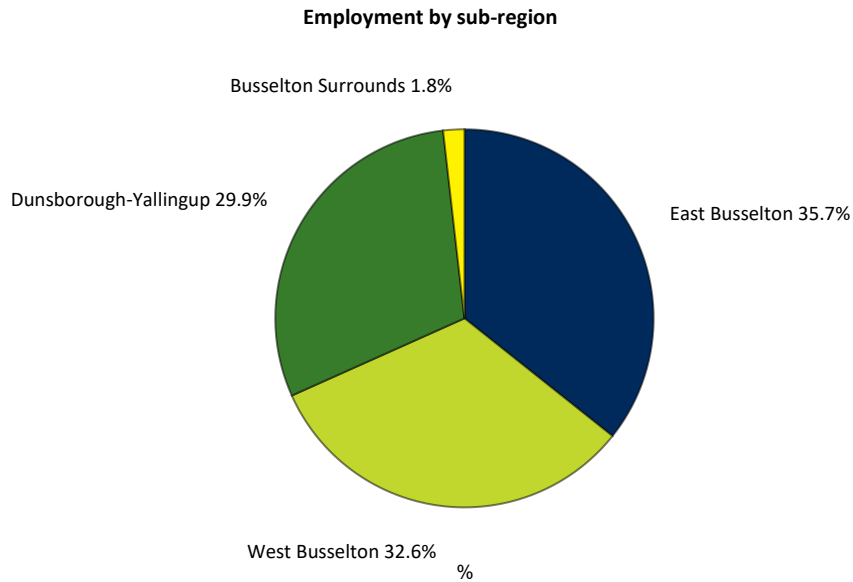
The 2024 total employment estimate for Busselton LGA of 16,983 jobs, represents 21.1% of the South West's total jobs, and 1.3% of Western Australia's total jobs.

### Employment compared to South West & WA



### 4.1.2 Employment by sub-region

East Busselton’s employment is 6,066 jobs (35.7%), West Busselton’s employment is 5,537 jobs (32.6%), Dunsborough-Yallingup’s employment is 5077 (29.9%) and Busselton Surrounds employment is 303 jobs (1.8%).



The highest employment industries across the three larger sub-regions are:

- East Busselton: Retail Trade has the highest employment with 1,162 jobs or 19.2%
- West Busselton: Health Care & Social Assistance has the highest employment with 1,652 or 29.8%
- Dunsborough-Yallingup: Accommodation & Food Services has the highest employment with 1,020 or 20.1%

Employment by sub-region	East Busselton		West Busselton		Dunsborough-Yallingup	
	Jobs	%	Jobs	%	Jobs	%
Health Care & Social Assistance	570	9.4%	1,652	29.8%	238	4.7%
Accommodation & Food Services	718	11.8%	689	12.4%	1,020	20.1%
Retail Trade	1,162	19.2%	554	10.0%	442	8.7%
Construction	595	9.8%	537	9.7%	672	13.2%
Education & Training	421	6.9%	834	15.1%	243	4.8%
Manufacturing	269	4.4%	139	2.5%	780	15.4%
Administrative & Support Services	214	3.5%	265	4.8%	318	6.3%
Agriculture, Forestry & Fishing	51	0.8%	106	1.9%	401	7.9%
Other Services	369	6.1%	188	3.4%	141	2.8%
Professional, Scientific & Technical Services	243	4.0%	199	3.6%	265	5.2%
Public Administration & Safety	424	7.0%	47	0.8%	28	0.6%
Transport, Postal & Warehousing	334	5.5%	56	1.0%	59	1.2%
Rental, Hiring & Real Estate Services	162	2.7%	39	0.7%	128	2.5%
Arts & Recreation Services	74	1.2%	62	1.1%	117	2.3%
Financial & Insurance Services	162	2.7%	14	0.3%	63	1.2%
Wholesale Trade	118	2.0%	30	0.5%	74	1.4%
Electricity, Gas, Water & Waste Services	68	1.1%	99	1.8%	14	0.3%
Mining	50	0.8%	18	0.3%	59	1.2%
Information Media & Telecommunications	60	1.0%	9	0.2%	15	0.3%
<b>Total</b>	<b>6,066</b>	<b>100%</b>	<b>5,537</b>	<b>100%</b>	<b>5,077</b>	<b>100%</b>

## 4.2 Employment full-time equivalent

Source: REMPLAN Economy Busselton LGA (2024 Release 2)

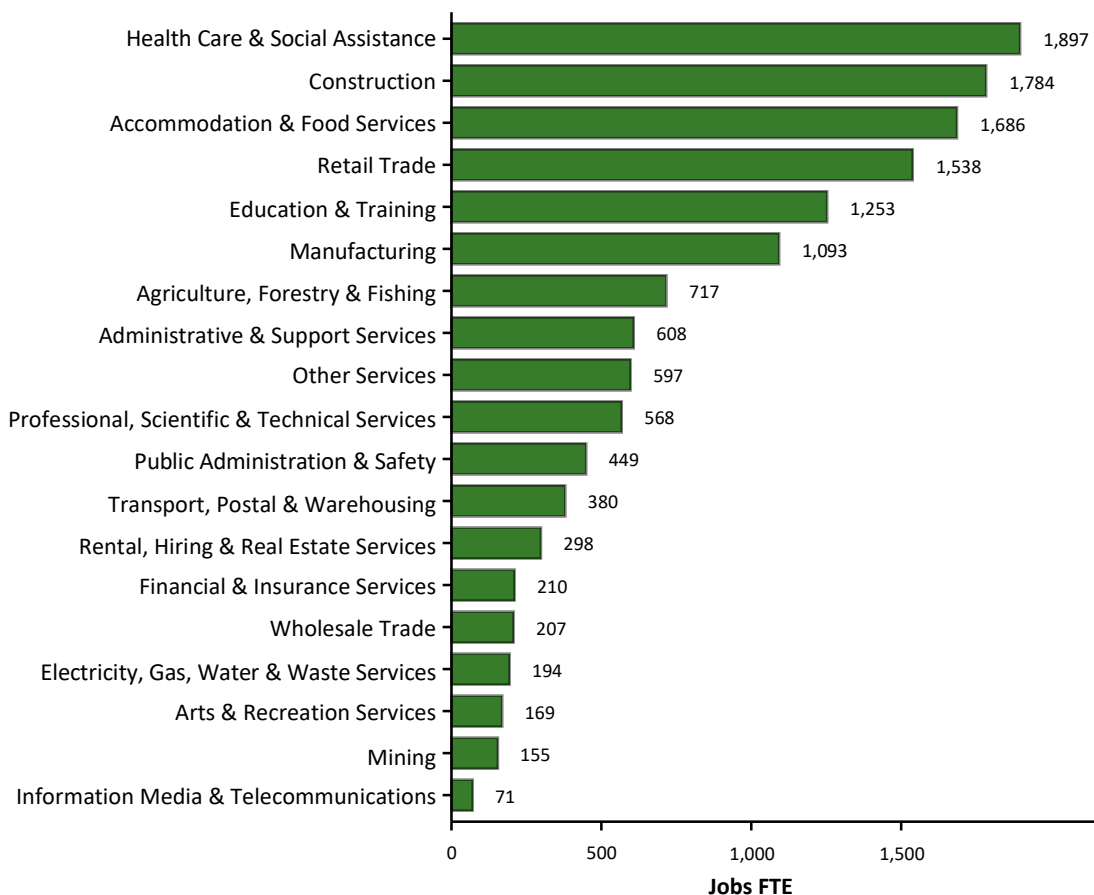
Full-time equivalent (FTE) employment is presented based on a standard 38-hour work week. FTE employment converts part-time and casual jobs into an equivalent number of full-time positions, allowing for more meaningful comparisons of labour input across industries.

Differences between total employment counts and FTE employment highlight variations in job intensity, working hours, and employment patterns across industry sectors.

The 2024 total full-time equivalent (FTE) jobs estimate for Busselton LGA is 13,874.79 jobs. The highest employment by FTE is Health Care and Social Assistance, with 1,897 FTE or 13.7% and is consistent with the highest employment when measured by total jobs.

The second and third highest employment by total jobs is Accommodation and Food Services, and Retail Trade. However, when measured by FTE instead, Construction displaces both of those industries.

Employment full-time equivalent



## 4.3 Unemployment

### (2022-2025 Department of Employment and Workplace Relations Small Area Labour Markets)

The unemployment rate represents the proportion of people in the labour force who are unemployed. The labour force includes people who are employed, as well as those who are unemployed and actively seeking work.

The unemployment rate does not include people who are not participating in the labour force, such as retirees, students not seeking employment, or individuals who have stopped looking for work. As a result, changes in the unemployment rate should be interpreted alongside participation and employment trends to provide a complete picture of local labour market conditions.

The latest unemployment rate for Busselton LGA for the 2025 September quarter was 2.2%, compared to 2.9% in the South West and 4.1% in Western Australia.

This rate is lower than the previous quarter and lower than the same period one year prior.

	Dec22	Mar23	Jun 23	Sep23	Dec23	Mar24	Jun24	Sep24	Dec24	Mar25	Jun25	Sep25
<b>Busselton</b>	2.8%	2.5%	2.8%	3.1%	3.1%	3.2%	2.7%	2.5%	2.4%	2.3%	2.4%	2.2%
<b>South West</b>	3.7%	3.2%	3.6%	4.0%	3.9%	4.0%	3.4%	3.2%	3.0%	2.9%	3.1%	2.9%
<b>Western Australia</b>	3.4%	3.9%	3.6%	3.5%	3.7%	4.0%	3.7%	3.7%	3.4%	3.8%	4.0%	4.1%

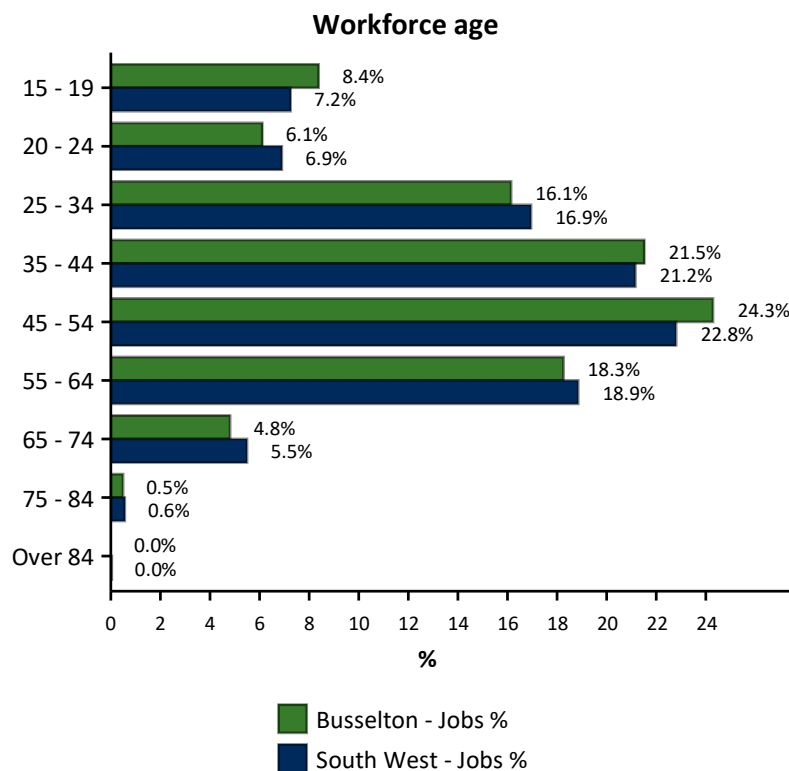
## 4.4 Workforce age

Source: REMPLAN Economy Busselton LGA (2024 Release 2)

This section examines the age profile of people employed in jobs located within the local government area, irrespective of where those workers live. It differs from community age structure, which reflects the age of residents rather than the workforce supporting local economic activity.

Workforce age provides insight into labour supply and workforce sustainability, highlighting the balance between younger workers entering employment, mid-career cohorts that underpin productivity, and older workers approaching retirement. This information supports workforce and skills planning by indicating potential recruitment pressures, succession risks and the capacity of the local labour market to support ongoing economic activity.

The total employment estimate for employed people whose place of work is located within Busselton LGA is 16,983 jobs. The largest cohort of employed people in Busselton LGA is 45-54, with 4,125 people or 24.3% of the workforce. Busselton LGA has a higher percentage of youth in the workforce aged 15-19 at 8.4% compared to 7.2% in the South West.



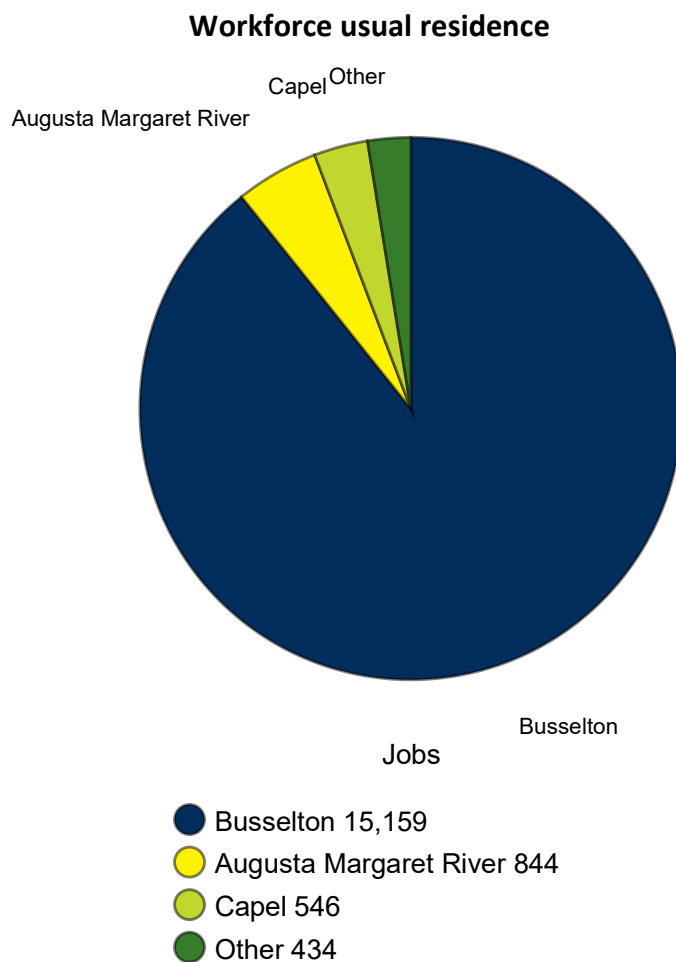
## 4.5 Workforce usual residence

Source: REMPLAN Economy Busselton LGA (2024 Release 2)

Workforce usual residence describes where people employed in the region typically live. This measure reflects the residential location of the workforce supporting local employment.

Presented alongside employment (place of work) data, workforce usual residence information helps identify the degree to which jobs in the region are filled by local residents versus workers who commute from outside the area.

In 2024 there were an estimated 16,983 jobs located in Busselton LGA. Of these it is estimated that 15,159 workers (89.2%) also reside in Busselton, 844 (4.9%) reside in nearby Augusta-Margaret River, 546 (3.2%) in nearby Capel and 434 (2.5%) live in other areas.



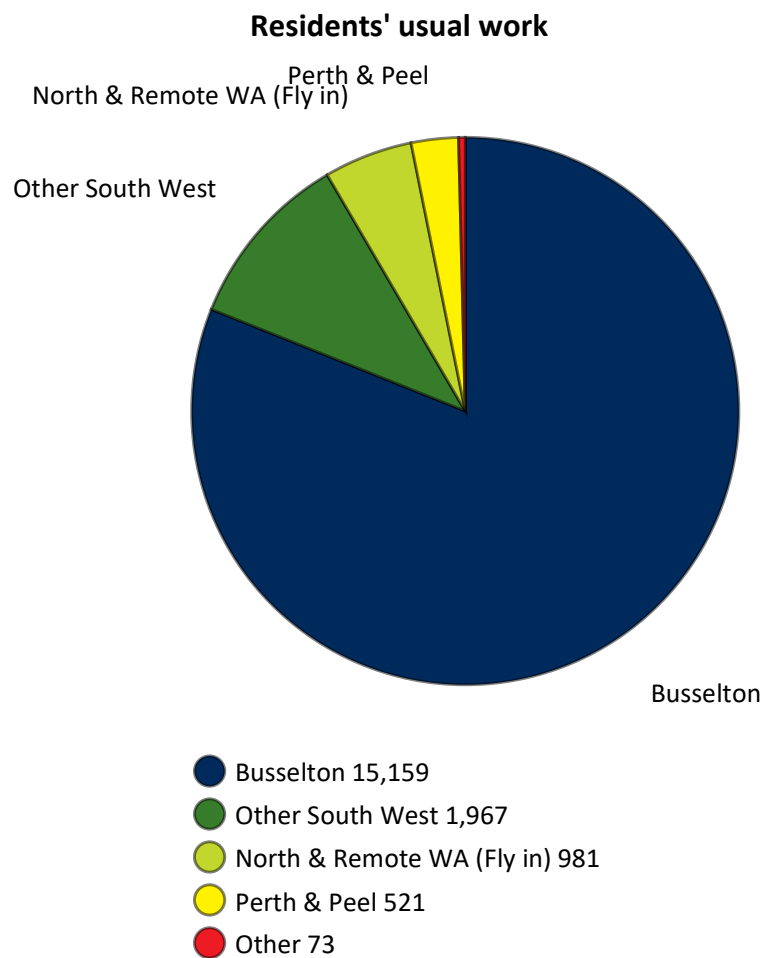
## 4.6 Residents' usual place of work

Source: REMPLAN Economy Busselton LGA (2024 Release 2)

Residents' place of usual work describes the location where employed residents of the area typically work. This measure focuses on the work destinations of local residents and may include jobs located both within and outside the region.

When considered alongside employment (place of work) data, this measure helps illustrate commuting patterns and the extent to which residents work locally or travel elsewhere for employment.

In 2024 there were an estimated 18,701 employed residents of Busselton. Of these it is estimated that 15,159 of these employed residents (81.1%) also work within Busselton, 1,967 (10.5%) work in other South West LGAs (Bunbury being the largest and accounting for 1,084 or 5.8%), 981 (5.2%) work in northern and remote areas of WA that would likely require at least some part of the journey to include air travel, and 521 (2.7%) work in Perth or Peel.



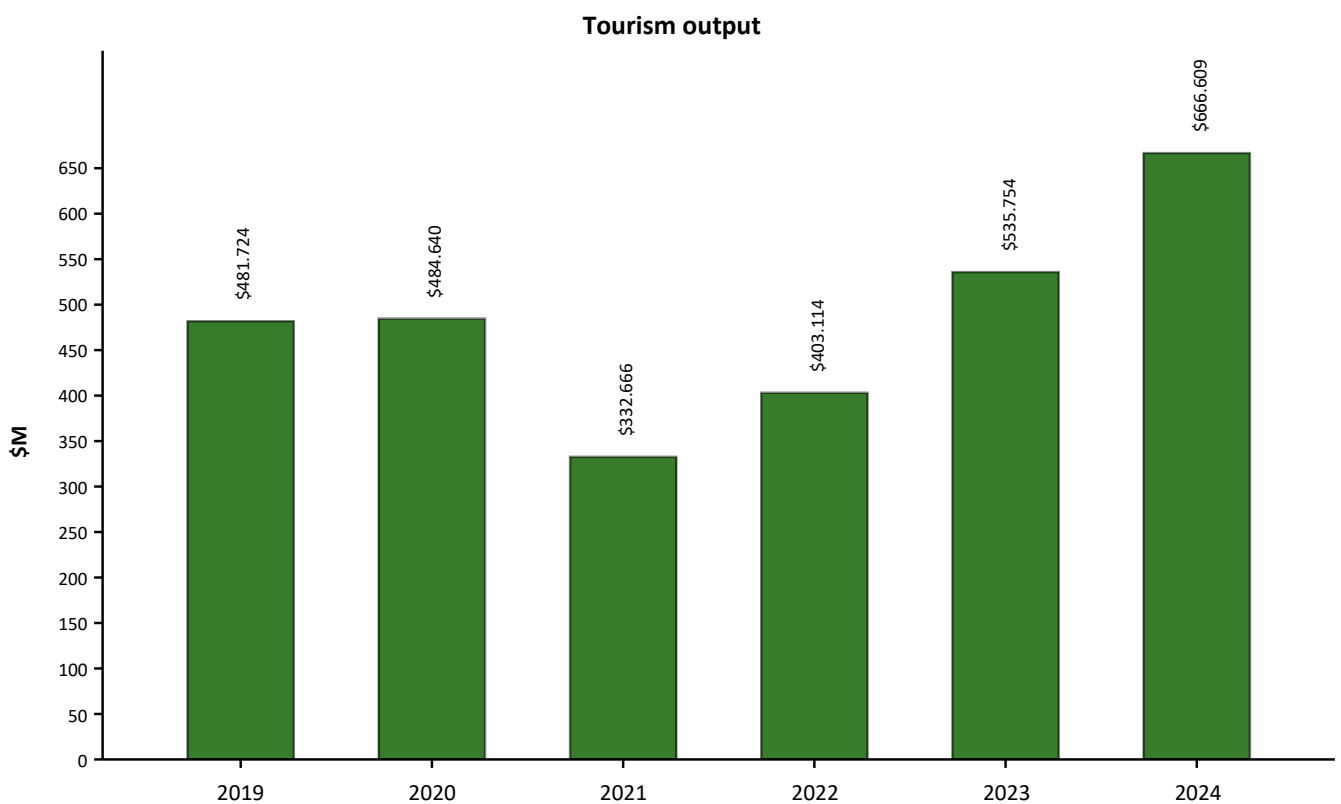
## 5. Tourism

Tourism is not a single industry, but a combination of activities that span multiple sectors of the economy, including accommodation, cafes and restaurants, retail trade, and cultural and recreational services.

The tourism sector reflects the activity of people who travel to and stay in places outside their usual environment for leisure, business, or other purposes for periods of up to one year, where their activities are not primarily remunerated from within the place visited.

Tourism estimates are derived by combining visitor expenditure data from Tourism Research Australia with industry-level economic data from the ABS Tourism Satellite Account. This modelling enables the contribution of tourism to the local economy to be quantified and incorporated as a distinct 'Tourism Sector' within output and employment analysis.

The 2024 total tourism output estimate for Busselton LGA is \$666.609 million, representing 39.16% of the South West's total tourism output. Busselton's estimated tourism output increased by \$130.855 million (24.4%) between 2023 and 2024.



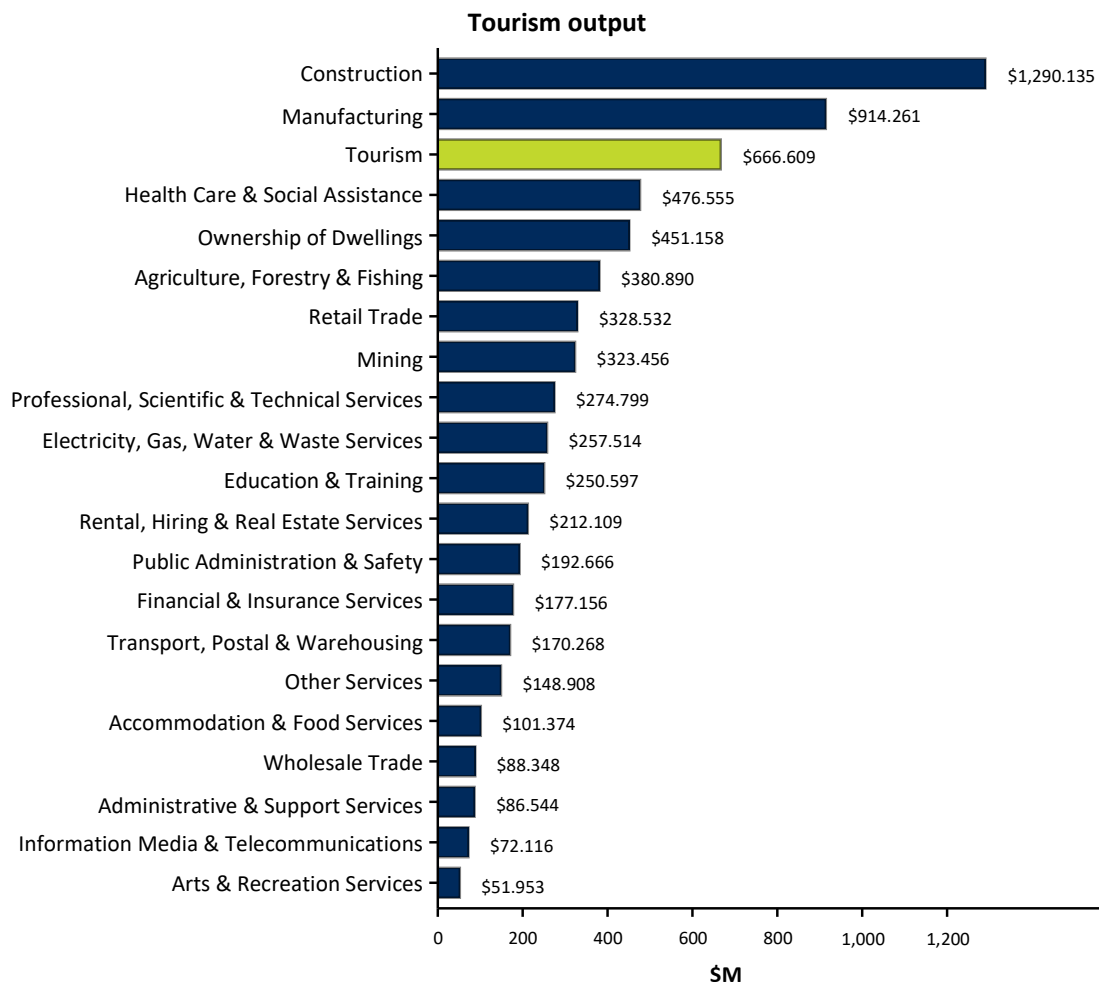
## 5.1 Tourism output

Source: REMPLAN Economy Busselton LGA *Tourism Analysis Module (2021-2024 Release 2)*

Tourism output represents the gross revenue generated by businesses and organisations as a result of visitor expenditure. The tourism-related share of output is estimated for each relevant industry sector and consolidated into a separate 'Tourism sector'.

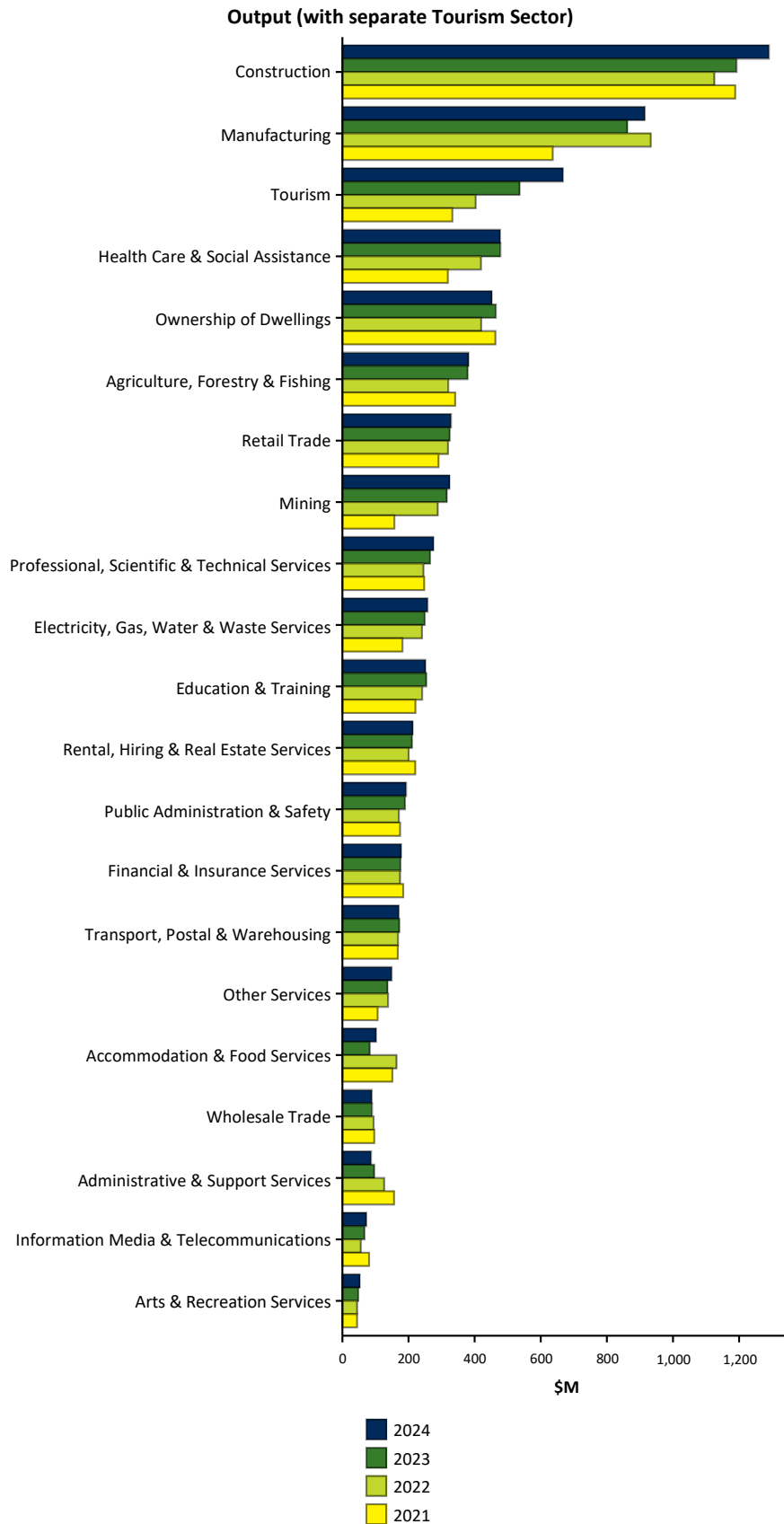
This approach enables the contribution of tourism activity to be analysed independently of the underlying industry structure, while avoiding double counting across sectors.

The 2024 total tourism output for Busselton LGA is estimated at \$666.609 million or 9.6% of total output.



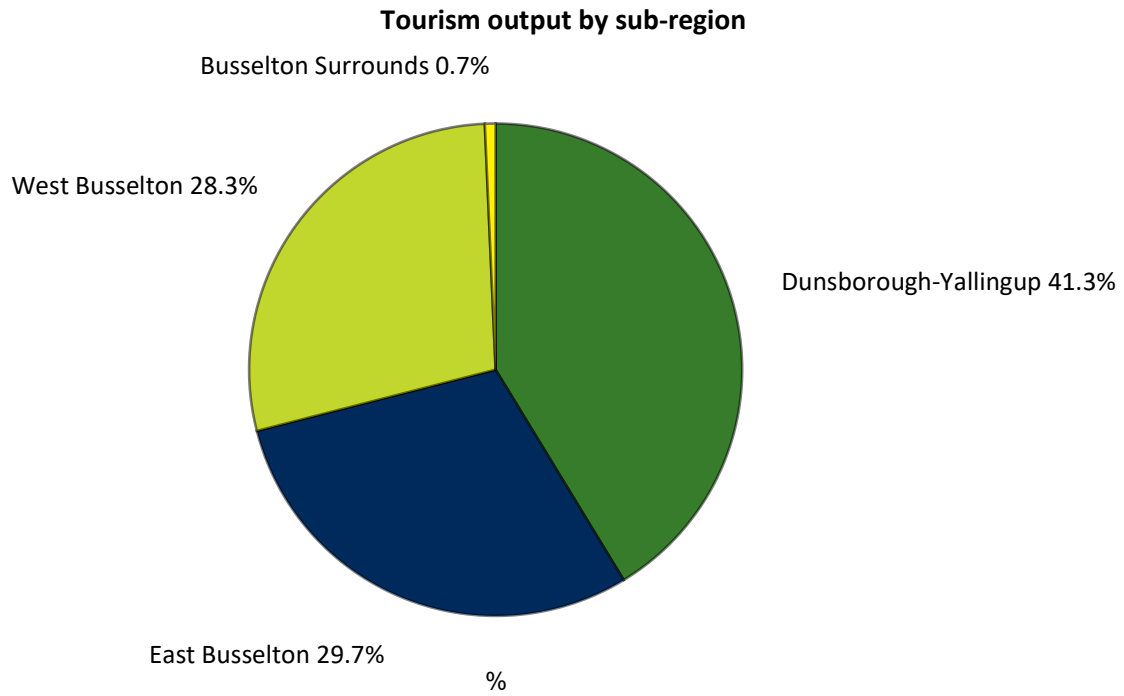
### 5.1.1 Output with Tourism sector

The Tourism 'sector' accounts for Busselton's LGA's third largest 'sector' by output, with a compound annual growth rate of 25.9% between 2021 and 2024.



### 5.1.2 Tourism output by sub-region

The 2024 total tourism output estimate for Busselton LGA is \$666.609 million, with \$275.842 million (41.3%) attributed to Dunsborough-Yallingup sub-region, \$198.060 million (29.7%) attributed to East Busselton sub-region and \$189.112 million (28.3%) attributed to the West Busselton sub-region.



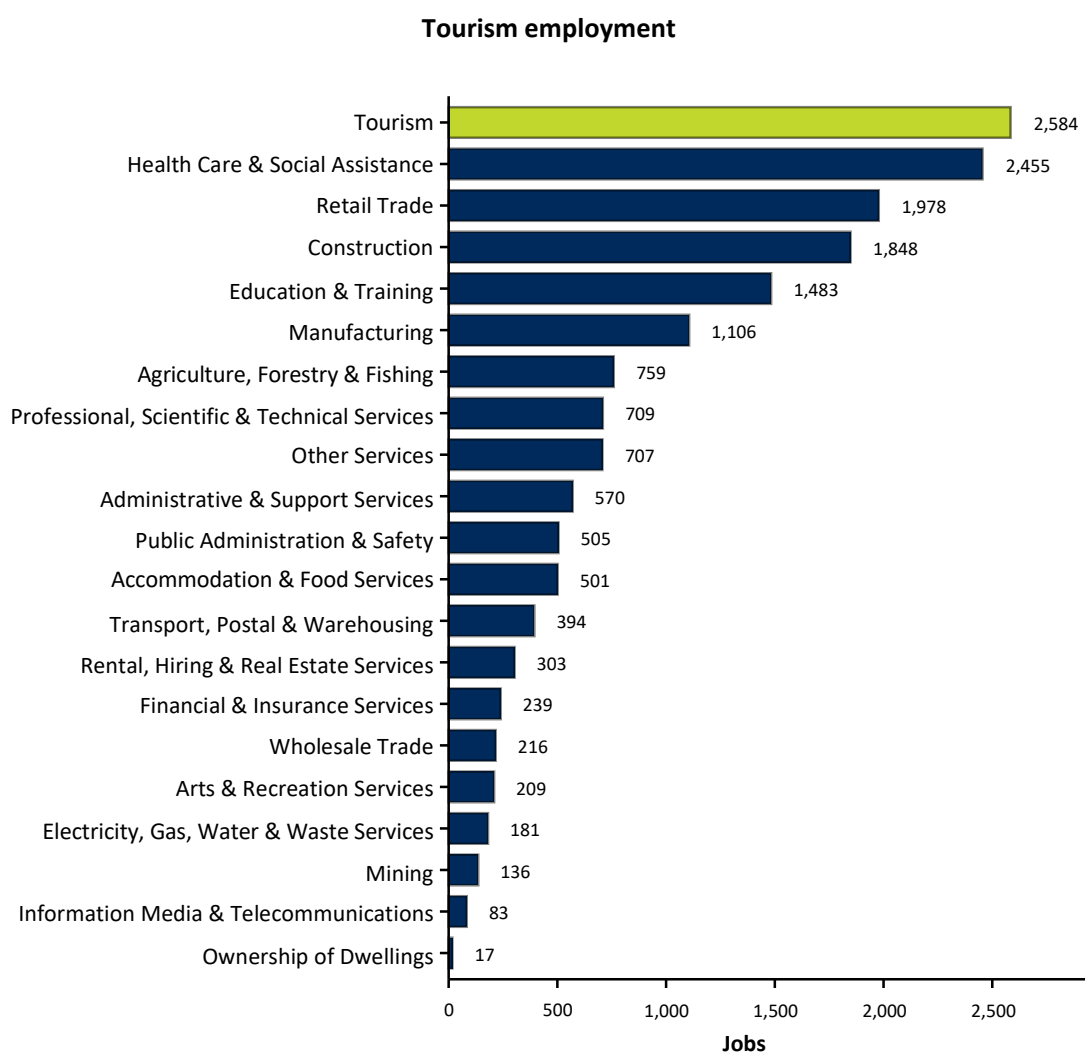
## 5.2 Tourism employment

Source: REMPLAN Economy Busselton LGA *Tourism Analysis Module (2024 Release 2)*

Tourism employment represents the number of jobs located within the defined area that are supported by visitor expenditure. Employment is measured on a place of work basis and reflects jobs located in the region, regardless of where workers reside.

Tourism-related employment is estimated for each relevant industry sector and then deducted from the underlying industries and consolidated into a separate 'Tourism sector'. This approach allows the employment contribution of tourism to be examined independently, while avoiding double counting across industry employment totals.

The 2024 total tourism employment estimate for Busselton LGA is 2,584 jobs, representing 15.2% of Busselton's total employment and making tourism the highest employing 'sector.' Tourism jobs in Busselton represent 37.2% of the South West's total tourism employment. Tourism employment the previous year was 2,538, a year-on-year increase of 46 jobs or 1.8%.



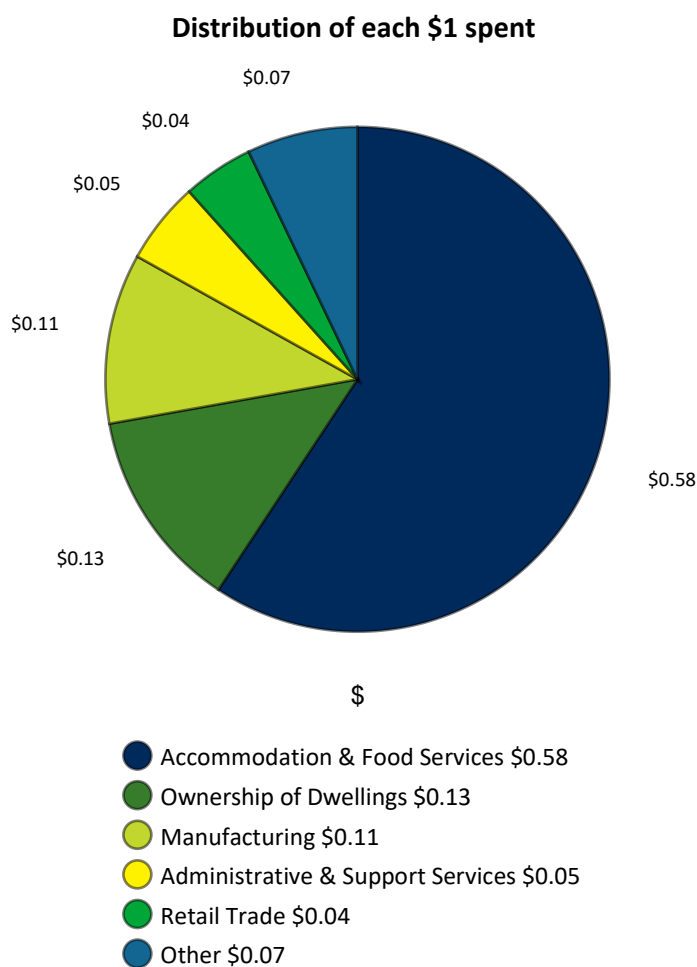
### 5.3 Distribution of tourism dollar

Source: REMPLAN Economy Busselton LGA *Tourism Analysis Module (2024 Release 2)*

The distribution of a tourism dollar reflects the tourism flow on, and how the tourism output generated is allocated across industry sectors within the local economy. It highlights which industries capture the largest share of tourism spending and how tourism activity flows through different parts of the economy.

Understanding the distribution of tourism output generated helps illustrate the structure of the local tourism economy and the extent to which visitor spending supports a diverse range of industries beyond accommodation and hospitality.

In 2024, for each tourism dollar generated in Busselton LGA, it is estimated that typically \$0.58 is attributed to accommodation and food services, \$0.13 to ownership of dwellings and \$0.11 to manufacturing.



## 5.4 Visitor profile

Source: REMPLAN Economy Busselton LGA *Tourism Analysis Module (2024 Release 2)*

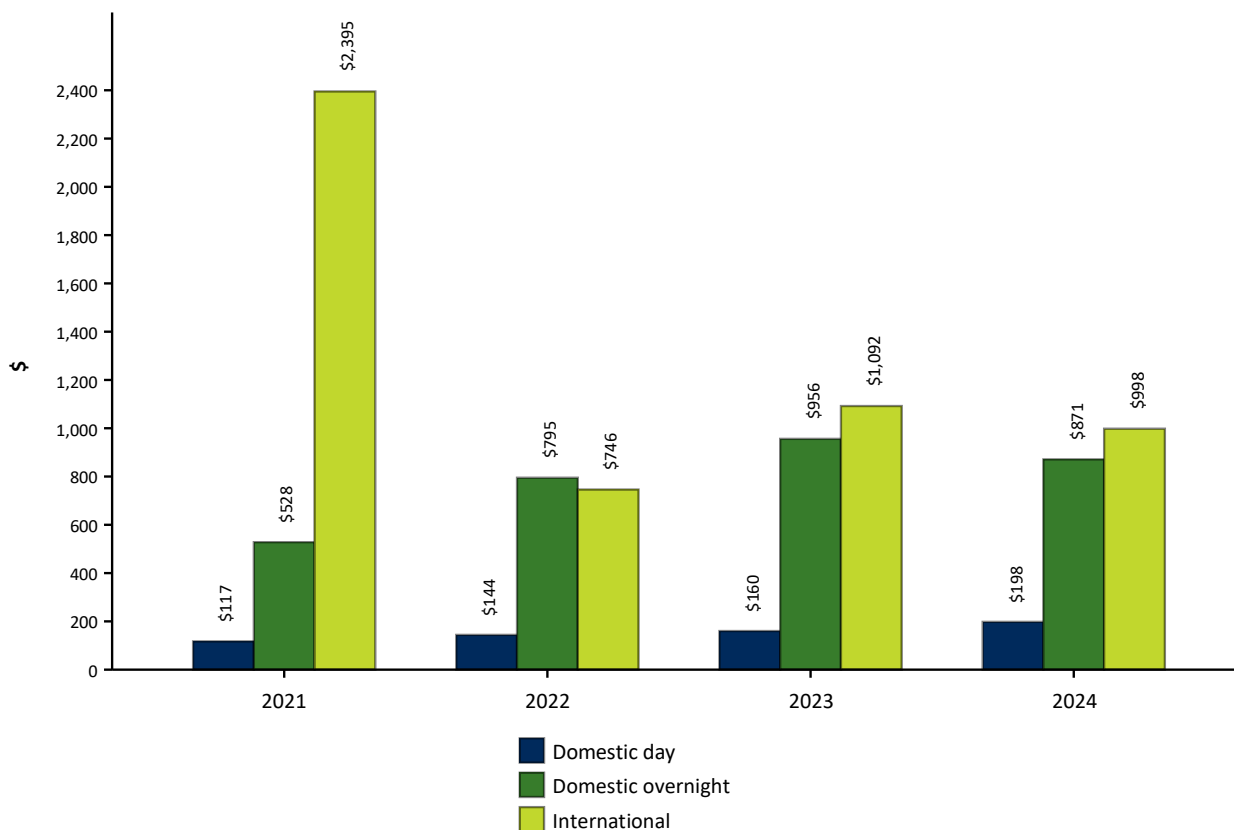
Visitor profile data is sourced from Tourism Research Australia (TRA), which produces tourism statistics at the national, state and regional level. The data is derived from TRA's International Visitor Survey (IVS) and National Visitor Survey (NVS), with the NVS transitioning to the Domestic Tourism Statistics collection from 2025.

Regional Tourism Profiles draw on TRA's regional expenditure modelling to estimate visitor behaviour and spending for international, domestic overnight and domestic day visitors. Reported measures, such as average length of stay and expenditure, represent averages across a wide range of visitor types and travel behaviours.

In 2024, domestic day visitors to Busselton LGA are estimated to spend an average of \$198 per trip, compared to \$212 for the South West. Domestic overnight visitors spend an estimated average of \$259 per night, compared with \$229 for the South West. International visitors spend an average of \$88 per night, the same as the South West.

Visitor profile	Domestic day	Domestic overnight	International
Average stay (nights)	-	3.40	11.40
Average spend per trip (\$)	\$198	\$871	\$998
Average spend per night (\$)	-	\$259	\$88

Average spend per trip

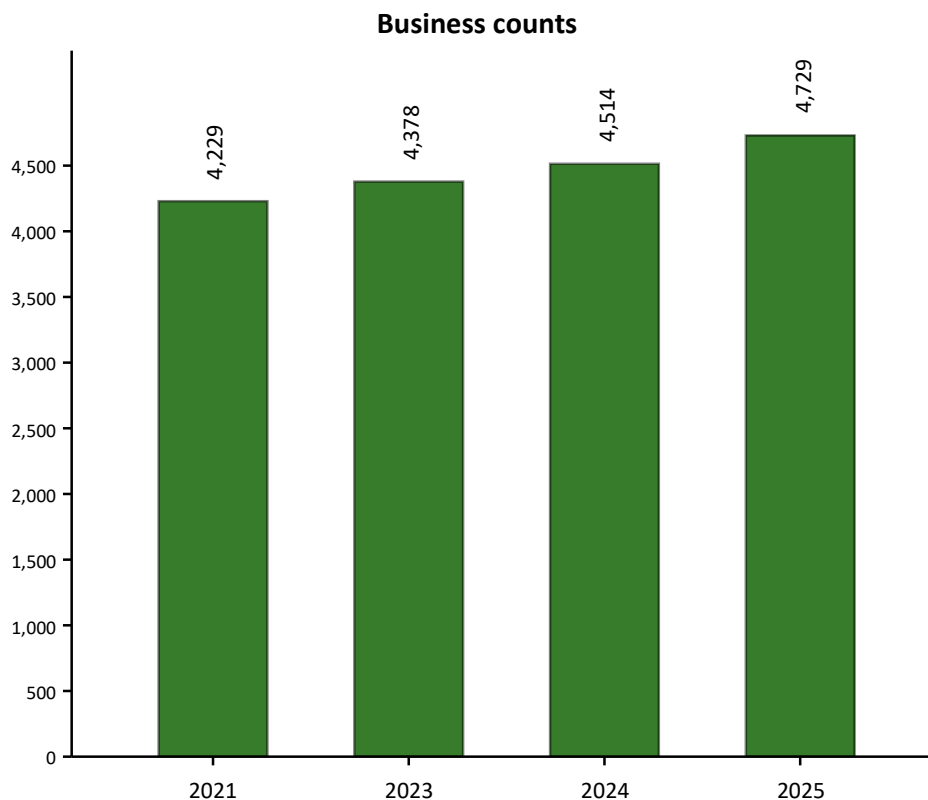


## 6. Business counts

Business counts provide an indication of the number of actively trading businesses operating within the region over time. Changes in business counts reflect a combination of new business entries, business exits, and structural changes within existing businesses.

Trends in business counts should therefore be interpreted as indicators of overall business activity and dynamics, rather than direct measures of business performance or firm growth. Business Counts are released in December, for the July-June period previous.

In the year ending June 2025, the number of actively trading businesses in Busselton LGA was 4,729, representing 26.8% of the South West's total businesses and an increase of 215 businesses from the previous year.

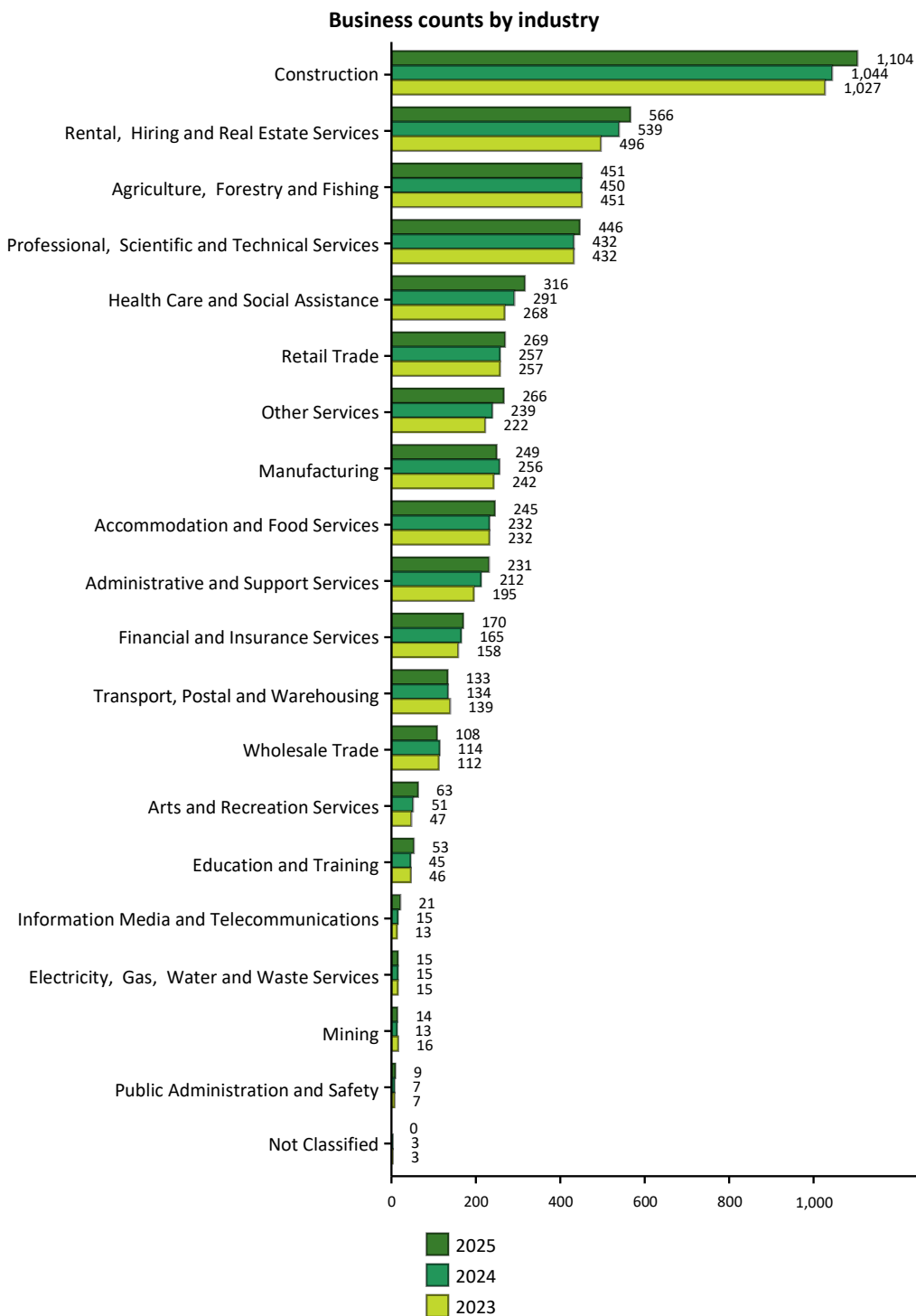


## 6.1 Businesses by industry

Source: REMPLAN Economy Trends *Business Counts* (2023-25)

Business counts by industry show how the composition of the regional business base changes over time across different sectors of the economy.

In the year ending June 2025, Construction businesses were the largest cohort in Busselton LGA with 1,104 businesses (23.4%), followed by Rental, Hiring and Real Estate Services with 566 businesses (11.97%). The Rental, Hiring and Real Estate Services and the Other Services sectors both recorded the largest increase from the previous year, with 27 additional businesses.

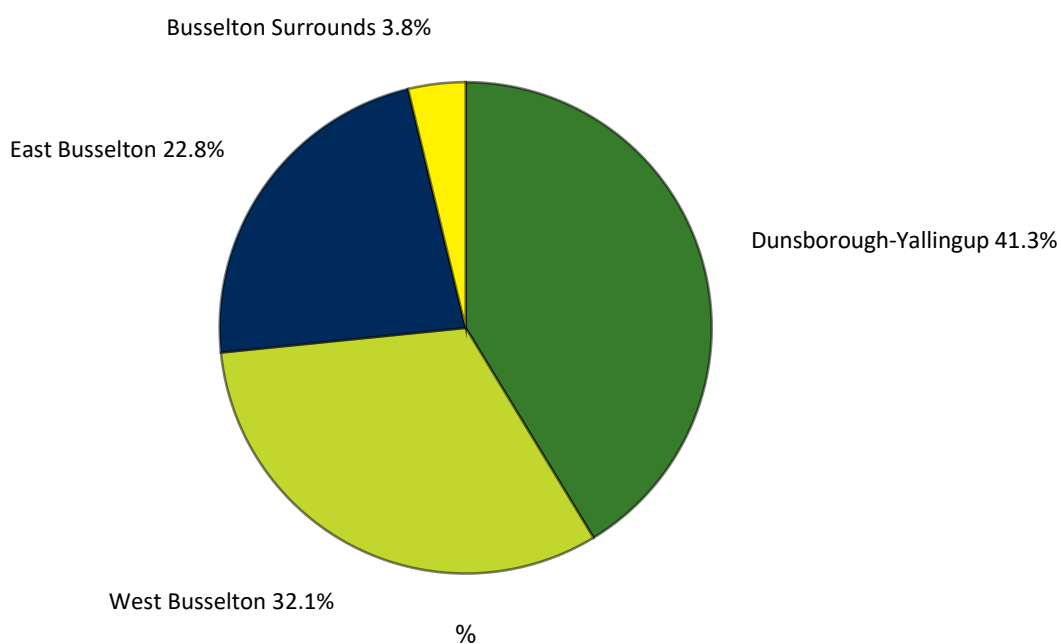


Industry	June 2024		June 2025		Change	
	Businesses	%	Businesses	%	Businesses	%
Construction	1,044	23.1%	1,104	23.4%	60	5.8%
Rental, Hiring and Real Estate Services	539	11.9%	566	12.0%	27	5.0%
Professional, Scientific and Technical Services	432	9.6%	446	9.4%	14	3.2%
Agriculture, Forestry and Fishing	450	10.0%	451	9.5%	1	0.2%
Health Care and Social Assistance	291	6.5%	316	6.7%	25	8.6%
Retail Trade	257	5.7%	269	5.7%	12	4.7%
Other Services	239	5.3%	266	5.6%	27	11.3%
Manufacturing	256	5.7%	249	5.3%	-7	-2.7%
Accommodation and Food Services	232	5.1%	245	5.2%	13	5.6%
Administrative and Support Services	212	4.7%	231	4.9%	19	9.0%
Financial and Insurance Services	165	3.7%	170	3.6%	5	3.0%
Transport, Postal and Warehousing	134	3.0%	133	2.8%	-1	-0.8%
Wholesale Trade	114	2.5%	108	2.3%	-6	-5.3%
Arts and Recreation Services	51	1.1%	63	1.3%	12	23.5%
Education and Training	45	1.0%	53	1.1%	8	17.8%
Information Media and Telecommunications	15	0.3%	21	0.4%	6	40.0%
Public Administration and Safety	7	0.2%	9	0.2%	2	28.6%
Mining	13	0.3%	14	0.3%	1	7.7%
Electricity, Gas, Water and Waste Services	15	0.3%	15	0.3%	0	0.0%
Not Classified	3	0.1%	0	0.0%	-3	-100.0%
<b>Total</b>	<b>4,514</b>	<b>100%</b>	<b>4,729</b>	<b>100%</b>	<b>215</b>	<b>4.8%</b>

## 6.2 Businesses by sub-region

Source: REMPLAN Economy Trends *Business Counts (2023-25)*, sub-regional distributions informed by REMPLAN Business Analysis Module and Australian Business Register (ABR) business location data

In the year ending June 2025, the largest number of businesses are in the Dunsborough-Yallingup sub-region at an estimated 1,953 (41.3%). West Busselton has an estimated 1,518 businesses (32.1%), followed by East Busselton with 1,080 (22.8%), then Busselton Surrounds with 178 (3.8%).\*



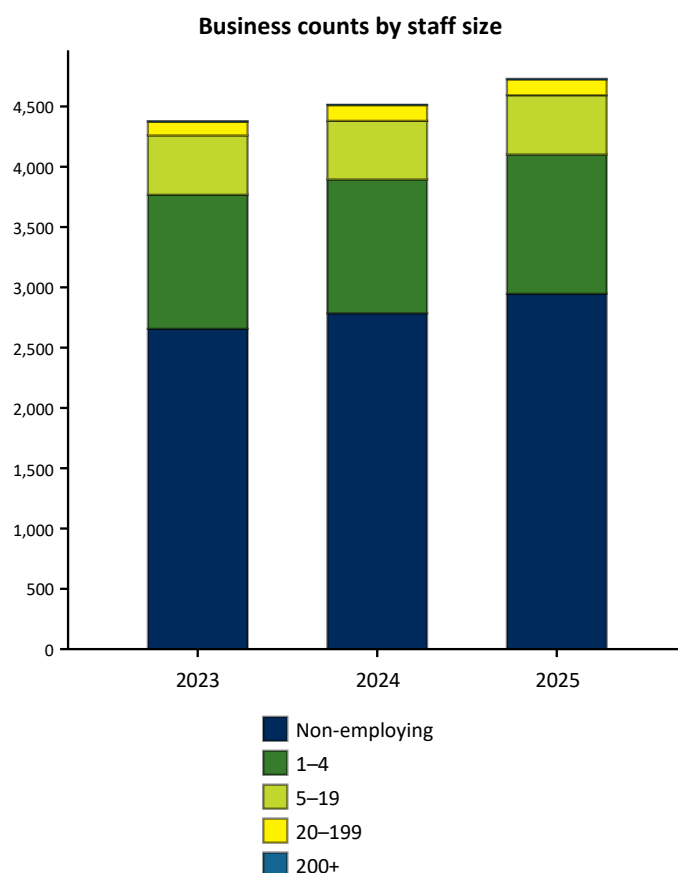
\*Sub-regional business counts are indicative estimates. City of Busselton totals are sourced from the REMPLAN Economy Trends (2024-25). Sub-regional distributions are informed by Australian Business Register (ABR) business location data mapped to Destination Zones to determine proportions and aggregate to locally meaningful sub-regions.

## 6.3 Businesses by staff size

Source: REMPLAN Economy Trends *Business Counts (2023-25)*

Business counts by staff size illustrate changes in the scale of businesses operating within the region. Year-to-year percentage changes reflect not only business entries and exits, but also changes in employment levels within existing businesses. As a result, large changes in specific staff-size categories (for example, businesses employing 200 or more staff) do not necessarily indicate the entry or exit of large firms, but may instead reflect businesses moving between size cohorts due to changes in staffing levels.

In the year ending June 2025, non-employing businesses were the largest cohort in Busselton LGA with 2,946 businesses (62.3%). Non-employing businesses also recorded the largest increase from the previous year, with 162 additional businesses.



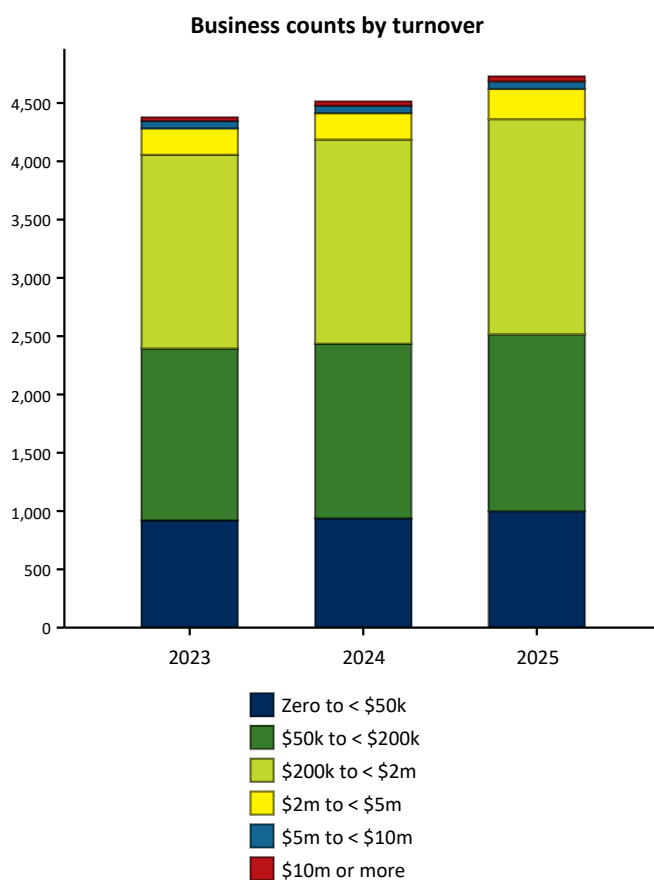
Staff size	June 2024		June 2025		Change	
	Businesses	%	Businesses	%	Businesses	%
<b>Non employing</b>	2,784	61.7%	2,946	62.3%	162	5.8%
<b>1-4</b>	1,111	24.6%	1,156	24.5%	45	4.1%
<b>5-19</b>	486	10.8%	491	10.4%	5	1.0%
<b>20-199</b>	130	2.9%	132	2.8%	2	1.5%
<b>200+</b>	3	0.1%	4	0.1%	1	33.3%
<b>Total</b>	<b>4,514</b>	<b>100%</b>	<b>4,729</b>	<b>100%</b>	<b>215</b>	<b>4.8%</b>

## 6.4 Businesses by turnover

Source: REMPLAN Economy Trends *Business Counts (2023-25)*

Business turnover classifications are based on data reported to the Australian Taxation Office through Business Activity Statements (BAS), with imputation applied for missing reporting periods. For profiled businesses, turnover is aggregated at the enterprise level and apportioned across activity units, meaning turnover-based business counts indicate business scale rather than precise local revenue.

In the year ending June 2025, businesses turning over \$200,000 to less than \$2 million were the largest cohort in Busselton LGA with 1,846 businesses (39.04%). Businesses turning over \$200k to less than \$2 million also recorded the largest increase from the previous year, with 94 additional businesses.



Turnover	June 2024		June 2025		Change	
	Businesses	%	Businesses	%	Businesses	%
Zero to less than \$50k	937	20.8%	998	21.1%	61	6.5%
\$50k to less than \$200k	1,498	33.2%	1,518	32.1%	20	1.3%
\$200k to less than \$2m	1,752	38.8%	1,846	39.0%	94	5.4%
\$2m to less than \$5m	226	5.0%	259	5.5%	33	14.6%
\$5m to less than \$10m	64	1.4%	65	1.4%	1	1.6%
\$10m or more	37	0.8%	43	0.9%	6	16.2%
<b>Total</b>	<b>4,514</b>	<b>100%</b>	<b>4,729</b>	<b>100%</b>	<b>215</b>	<b>4.8%</b>

## 7. Data sources

Each section of this report incorporates the relevant data sources and reference periods to support interpretation and analysis.

Economic data presented in this report is primarily sourced from REMPLAN Economy (Version v2405), an economic modelling and planning system widely used by Australian local, state and federal government agencies. REMPLAN Economy provides modelled estimates of economic activity, employment and business structure for defined geographic regions using an input-output methodology.

REMPAN's modelling framework draws on a range of national and state datasets, including:

- Australian Bureau of Statistics (ABS) Estimated Resident Population
- ABS Census of Population and Housing
- ABS Census Place of Work Employment (scaled)
- ABS Counts of Australian Businesses (including Entries and Exits)
- ABS Gross State Product
- ABS National Input–Output Tables
- ABS Tourism Satellite Account
- Department of Employment and Workplace Relations - Small Area Labour Markets
- Tourism Research Australia visitor survey data and tourism profiles

Business counts presented in this report are derived from Australian Business Register (ABR) data and accessed through REMPLAN's Economic Trends Profile or REMPLAN's Business Analysis Module. Business counts represent the number of registered businesses by industry, employment size and turnover category and are indicative of business presence rather than business activity or employment.

Tourism-related estimates are sourced from REMPLAN's Tourism Analysis module, which incorporates Tourism Research Australia visitor data and expenditure profiles, integrated with REMPLAN's regional economic modelling framework to estimate tourism output and employment.

Where sub-regional analysis is presented, data has been modelled at the Destination Zone level and aggregated to locally meaningful sub-regions. Destination Zones are not Australian Statistical Geography Standard (ASGS) boundaries; however, they are designed to reflect how communities, tourism precincts and settlement patterns function in practice. Sub-regional figures are indicative and have been calibrated to align with City of Busselton totals reported in the REMPLAN public profile to ensure internal consistency across the report.

For further information on economic concepts, definitions and classifications, refer to the Australian Bureau of Statistics System of National Accounts, State Accounts and Input–Output Tables, available at <http://www.abs.gov.au>

## 8. Disclaimer

The material contained in this publication is provided on the understanding that the Commonwealth, Regional Development Australia South West (RDA South West), and REMPLAN are not providing professional advice, and that users exercise their own skill and care with respect to its use and seek independent advice.

The Commonwealth, RDA South West and REMPLAN make no representations or warranties as to the accuracy, completeness or currency of the information contained in this publication and, to the extent permitted by law, disclaim all liability for any loss or damage arising from reliance on the information presented.

All figures, data and commentary in this report are derived from REMPLAN modelling, which draws primarily on data sourced from the Australian Bureau of Statistics (ABS), including Census data from 1991 to 2021. ABS data has been subject to random adjustment to protect confidentiality, and users should note the ABS advice that no reliance should be placed on small cell values.

This information is provided in good faith and every effort has been made to provide accurate data and apply comprehensive knowledge. However, the Commonwealth, RDA South West and REMPLAN do not guarantee the accuracy of data nor the conclusions drawn from this information. A decision to pursue any action in any way related to the figures, data and commentary presented is wholly the responsibility of the party concerned. The Commonwealth, RDA South West and REMPLAN advise any party to conduct detailed feasibility studies and seek professional advice before proceeding with any such action and accept no responsibility for the consequences of pursuing any such action.

## 9. Contact us

For enquiries about this publication, the information it contains, or other data requirements, please contact:

[remplan@rdasouthwest.com.au](mailto:remplan@rdasouthwest.com.au)

Regional Development Australia South West

[www.rdasouthwest.com.au](http://www.rdasouthwest.com.au)

