

Economic Snapshot

Location:	Wonthaggi is the business & service centre of Bass Coast Shire. Wonthaggi is located a comfortable 90 minutes from Melbourne.		
Local Government	Bass Coast Shire Council PO Box 118, WONTHAGGI VIC 3995 Bass Coast Shire remains one of the fastest growing LGAs in Victoria.		
	Population (Census 2011)		29,616
	Shire Area		865 Sq Km
Ethnicity	Australian citizens	88.5%	Overseas born 11%
Climate	Average Yearly Rainfall		861 mm
	Average Daily Temperature range	Summer	14° to 22°
		Winter	10° to 14°
Households	Estimated population 2016 (id consulting)		35,468
	Estimated residents in 2021 (id consulting)		40,094
	Estimated residents in 2031 (id consulting)		48,017
	Private dwellings		24,180
	Average household size – persons (Census 2011)		2.21
	Single person households (Census 2011)		30.6%
	Annual average population growth rate 2010 - 2011 (ABS)		3.7%
	Median Age		46 years (37 for Victoria)
	18 – 69 years old		63.47% (64.17% for Victoria)
	69 years old+		16.13% (12.34% for Victoria)
	Labour force (Census 2011)		11,884
Industry Structure	Primary (agriculture & mining)		9.10%
REMPPLAN data	Secondary (manufacturing)		17.7%
	Tertiary (construction, retail, transport, government, finance & health)		40.5%
	Services (accommodation, restaurants, personal services)		32.7%

Occupation Structure	Managers & professionals	30%
	Clerical, administrative and sales	21%
	Basic skills (basic clerical & labourers)	22.83%
	Community and Personal Service Workers	11%
	Technicians, trades, machine operators and drivers	24%
	Labourers	14%
	Unemployment rate (DEEWR Small Area Labour Markets - June Quarter 2012)	4.7% (5.2% for Victoria)
	Family Income of less than \$600/wk	29.9% (Census 2011)
	Family Income of less than \$1000/wk	50% (Census 2011)
Sectors of highest employment : Construction, Health & Community, Retail and Tourism		
Major Employers	Bass Coast Regional Health (Wonthaggi Hospital)	Supermarkets and Department stores
	RAVC Inverloch Resort	Coldon Homes/Capeview Education Department
	Bass Coast Shire Council	Bass Coast Community Health Phillip Island Nature Parks
	Phillip Island Grand Prix Circuit	Phillip Island Nature Park Tabro Meats
Estimated annual industry value	Tourism (Bass Coast Tourism Research 2009)	\$1.05b
	Income from Grand Prix (Social and Economic Value of Events 2011)	\$65.2m
	Income from Superbikes (Social and Economic Value of Events 2011)	\$13m
	Operating revenue from Phillip Island Nature Parks (Annual Report)	\$16m
	Agriculture, Forestry & Fishing (REMPPLAN 2011 Census)	\$137.3m
	Visitors through Visitor Information Centres in 2011-12	258,154
	International visitors to Victoria who visit Bass Coast	28.2%
	Domestic visitors to Phillip Island (Bass Coast Tourism Research 2009)	2.6m
	International visitors to Phillip Island (Bass Coast Tourism Research 2009)	2m
Annual building activity	New dwellings 2011-12	\$89.86m
	Non residential 2011-12	\$1.5m
	Building Permits in 2011-12	1085
	Development applications 2011-12	\$52.9