

# Economic Snapshot

<b>Location</b>	Bass Coast is located 90 minutes from Melbourne.			
<b>Local Government</b>	Bass Coast Shire Council			
	PO Box 118, WONTHAGGI VIC 3995			
	Bass Coast Shire remains one of the fastest growing LGAs in Victoria.			
	Population (ABS release March 2014)	31,623		
	Shire Area - 865 Sq Kms	Shire Coastline - 177kms		
<b>Ethnicity</b>	Australian citizens	88.5%	Overseas born	11%
<b>Climate</b>	Average Yearly Rainfall	861 mm		
	Average Daily Temperature range	Summer	14° to 22°	
		Winter	10° to 14°	
<b>Households</b>	Estimated population 2021 (id consulting)	35,558		
	Estimated population in 2026 (id consulting)	38,646		
	Estimated population in 2031 (id consulting)	42,254		
	Private dwellings in 2016 (id consulting)	26,130		
	Average household size – persons (Census 2011)	2.21		
	Single person households (Census 2011)	28.7%		
	Annual average population growth rate 2013 - 2014 (ABS)	2.1%		
	Median Age	46 years		
	20 – 69 years old	61.7%		
	70 years old+	23.7%		
	Labour force (Small Area Labour Markets - June Quarter 2015)	15,323		
	Volunteers	7814		
	<b>Industry Structure</b>  REMPPLAN data	Primary (agriculture & mining)	9.10%	
Secondary (manufacturing)		17.7%		
Tertiary (construction, retail, transport, government, finance & health)		40.5%		
Services (accommodation, restaurants, personal services)		32.7%		

<b>Occupation Structure</b>	Managers & professionals		29.1%
	Clerical, administrative and sales		10.1%
	Sales workers		10.4%
	Community and Personal Service Workers		10.3%
	Technicians, trades, machine operators and drivers		23.7%
	Labourers		14.2%
	Unemployment rate (REMPAN SALM September 2015)		6.2%
	Family Income of less than \$600/wk (Census 2011)		49.98%
	Family Income of more than \$600 and less than \$1000/wk (Census 2011)		18.19%
<b>Highest employment sectors</b>			Construction, Health & Community, Retail, Tourism and agriculture
<b>Major Employers</b>	Bass Coast Health (700+ staff)		
	Bass Coast Shire Council (400+ staff)		Phillip Island Nature Parks (200+ staff)
	RACV Inverloch Resort (80 staff)		Silverwater Resort (80 staff)
	Tabro Meats (240+ staff)	PI Grand Prix Circuit (90+ staff – inc. contractors)	
	Coldon Homes (90 staff)	Education Department	Supermarket/Department stores
<b>Estimated annual industry value</b>	Tourism (Tourism Research Australia TRA 2013)		\$385m
	Development applications (residential & commercial) REMPLAN 2013-14		\$129.3m
	Operating revenue Phillip Island Nature Parks (Annual Report 2014-15)		\$22.35m
	Agriculture, Forestry & Fishing (REMPAN ABS June 2014)		\$123.6m
	Visitors through Visitor Information Centre network in 2013-14		240,607
	International visitors to Bass Coast spend (TRA 2013)		\$9.7m
	Domestic visitors to Bass Coast spend (TRA 2013)		\$375.3m
	International and domestic visitors to Bass Coast (TRA 2014)		2.25m
<b>Annual building activity</b>	New dwellings 2014-15		\$122.5m
	Non-residential 2014-15		\$16.2m
	Planning Applications 2014-15		433
	Building Permits (Victorian Building Authority 2015)		1125