

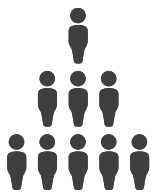


# Peel Fast Facts

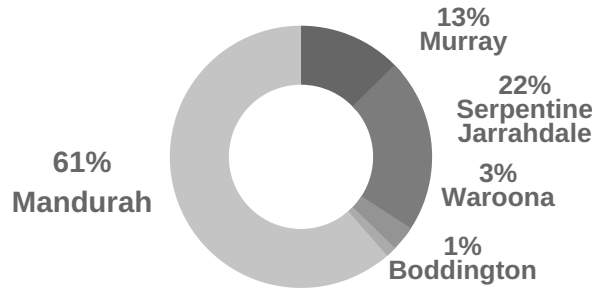
The Peel region is one of diverse physical features & unique ecosystems that provide the basis for the lifestyle Peel is known for. The population is growing rapidly presenting opportunities for innovation to meet challenges of employment, skills, industry growth, economic development and an ageing population.

*Images supplied by MAPTO*

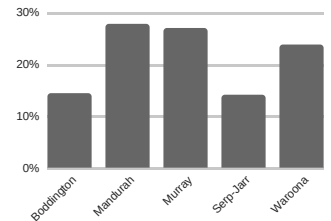
## Our people



2017 population = 136,854  
 Growth rate of 5.4% 2011-2016  
 WA growth rate 2% 2011-2016



Peel's population is dispersed over 5 LGAs

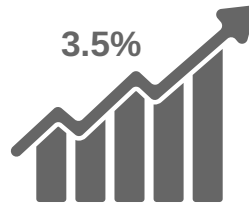


Our population is ageing with 24.8% of the overall Peel population over 60

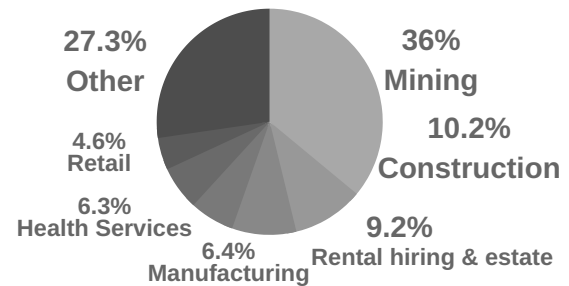
## Our economy



Peel 2017 GRP = \$7.92 billion  
 3.2% of WA Gross State Product



Peel average annual GRP growth rate 2012-2017



Largest contributors to Peel GRP are mining & construction 2016

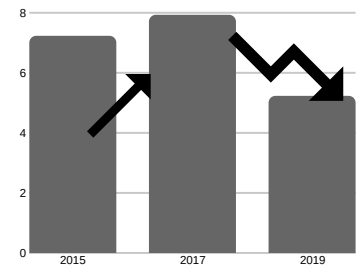
## Our workforce



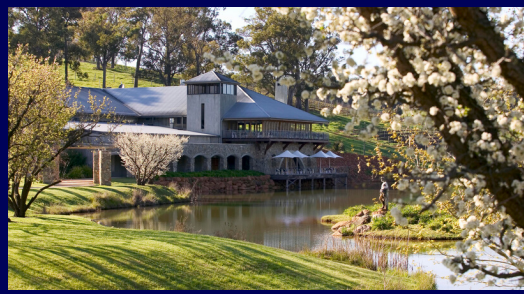
Residents with job 52,802



50.9% of employed Peel residents work in Peel  
 25,900 residents work outside the region



Unemployment rose from 7.2% in 2015 to 7.9% in 2017 & reduced to 5.2% in 2019



## Our communities



Leveraged natural assets promoting Peel & its tourism capacity.  
\$400m est. annual tourism spend

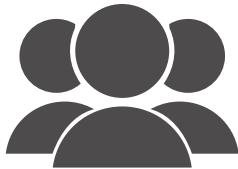


\$86 million is required to fund capital works to meet aged care accommodation demand

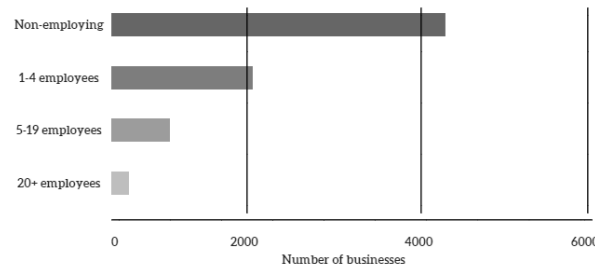


Working toward an improved education base.  
Peel year 12 achievement = 40%  
WA year 12 achievement = 54%

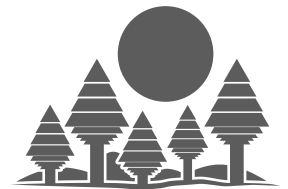
## Our industries



Peel's largest employing industry is retail & health care & social assistance, followed by construction

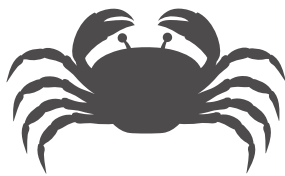


Total no. of businesses - 8215  
High number of non-employed businesses - localised economy

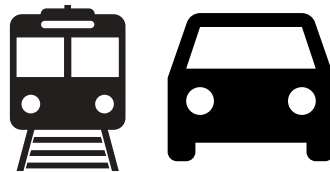


Agriculture, forestry and fishing account for 3.4% of Peel GRP

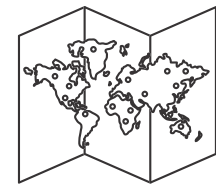
## Our environment



The Peel-Harvey estuary is a major draw card for fishing, tourism, livability & investment



Day trip visitors to Peel per year  
2.8m (2017/18)



Tourism is a major growth market for the Peel - our goal is to attract 3 million day trips in 3 years

*The Peel region faces numerous challenges, including rapid population growth and the inherent need to balance economic and social development with environmental conservation. The key stakeholders of the region are actively collaborating to develop programs to address these challenges.*

*Images supplied by MAPTO*

