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.

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

$7.92 billion
GROSS REGIONAL PRODUCT

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 industries

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

Total no. of businesses - 8215
High number of non-employing 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.