

ABOUT THE REPORT

The Peel Regional Investment Framework sets out the vision, objectives and strategies for the region to 2050. Identified within the Framework is the need for economic analysis at the local level to help inform new initiatives and programs to support a diversified and innovative economy. By deep diving into Mandurah's population and demographic data, employment and labour force data along with Industry and land use data we start to form a picture of trends occurring within our community. This data helps us answer questions like:

'How does the current status of economic opportunity in the Peel region compare with similar regions in Western Australia and Australia?' and 'How does economic opportunity influence socio-economic success?'

This enables the identification of development and growth opportunities within the LGA that will positively shape the future whilst also providing comparative data to show how far we have come. **The SREA report** concludes with recommendations of actions, projects and initiatives to promote and share the benefits of growth throughout Mandurah and across the region.

AT A GLANCE



Economic output

The economic output of Mandurah was \$8.043 billion in 2019/2020, of which 19.7% was contributed by the Construction industry.



Likely to live and work in the City

77% of Mandurah's workers both work and live in the City, with employment in Retail, Health Care and Social Assistance being most prominent.



Growing population

By 2031, the City of Mandurah is forecast to reach approximately 121,3000 persons. An older population profile remains constant with a median age of 43 years (2016).



Increasingly Educated

Mandurah's education levels are increasing as a result of the migration of more educated persons to the City, rather than upskilling or increasing capability of local persons.

THE OPPORTUNITY

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Celebrating cultural heritage and sharing stories

Consolidation of the Mandurah City Centre



Housing security

Early intervention and support for children



Holistic community health and wellbeing

Leadership in Industry transition to Net Zero



Building on Mandurah's competitive advantage and natural assets

More than a day trip destination

Coordinated support for communities



Leveraging the region's environmental assets

Promote an inclusive workforce



Raising local aspiration, engagement and attainment