

City of Swan
**economic
profile**



one city diverse places



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- Altone Ward
- Ballajura Ward
- Ellenbrook Ward
- Guildford Ward
- Midland Ward
- North Ward
- Swan Valley/Gidgegannup Ward

The **Region**

The City of Swan is an outer metropolitan Council, located 16 kms to 50 kms north-east of Perth GPO. It is the **largest Local Government area in metropolitan Perth**, covering over 1040 square kms. It has a range of diverse locations suitable for all business types, ranging from industrial parks and major commercial centres to rural areas.

The City of Swan has grown rapidly in the last 18 years from a residential population of 53,000 in 1991 to an estimated population of 105,364 in 2009, with most of this growth in the new urban areas of Ellenbrook, The Vines, Aveley, Ballajura, Stratton and Jane Brook. Population growth is expected to continue, particularly in the Urban Growth Corridor (Henley Brook [Albion], West Swan and Caversham).

Industrial and commercial areas have also grown with the development of the Malaga industrial area and the expansion of the Midland retail sector. Midland is the main Strategic Regional Centre in the East Metropolitan Region. It is the northern and eastern gateway to regional Western Australia, with Great Eastern Hwy, Great Northern Hwy and the Midland train line all leading into Midland. The catchment area for Midland is far wider than the City of Swan, and includes the Perth Hills, Chittering, Gingin, the Wheatbelt and the Avon Valley. Midland is home to retail, commercial and industrial

enterprises and major offices, as well as a range of government, recreation and community facilities.

The City of Swan has a diverse economic base and strong economic sectors, including construction, retailing, manufacturing, property and business services, wholesale trade and agriculture/livestock. The tourism industry is also thriving. A highlight of the area is the Swan Valley, a renowned grape-growing region containing world-class wineries, restaurants, cafes, fresh food producers, breweries, distilleries, recreational activities, arts, crafts, historic attractions and accommodation. The City also has significant nature-based tourism with National Parks, State Forests and nature reserves.



The City of Swan has 39 suburbs and seven Wards. It extends from Ballajura and Malaga in the west to Gidgegannup in the east, and from Bullsbrook in the north to South Guildford and Hazelmere in the south. The suburbs of the City of Swan are listed below.

SUBURB	Ward	SUBURB	Ward	SUBURB	Ward
AVELEY	Ellenbrook	HAZELMERE	Guildford	MILLENDON	Swan Valley
BALLAJURA	Ballajura	HENLEY BROOK	Swan Valley	NORANDA*	Ballajura
BASKERVILLE	Swan Valley	HERNE HILL	Swan Valley	PERTH AIRPORT*	Guildford
BEECHBORO	Altone	JANE BROOK	Midland	RED HILL	Swan Valley/ Gidgegannup
BELHUS	Swan Valley / Gidgegannup	KIARA	Altone	STH GUILDFORD	Guildford
BELLEVUE*	Midland	KOONGAMIA	Midland	STRATTON	Midland
BRIGADOON	Swan Valley	LEXIA	North	SWAN VIEW*	Midland
BULLSBROOK	North	LOCKRIDGE	Altone	UPPER SWAN	North
CAVERSHAM	Swan Valley	MALAGA	Ballajura	VIVEASH	Midland
CULLACABARDEE	Ballajura	MELALEUCA	North	THE VINES	Ellenbrook
ELLENBROOK	Ellenbrook	MIDDLE SWAN	Midland	WEST SWAN	Swan Valley
GIDGEGANNUP	Swan Valley / Gidgegannup	MIDLAND	Midland	WHITEMAN	North
GUILDFORD	Guildford	MIDVALE*	Midland	WOODBIDGE	Midland

* Only parts of these suburbs are within the City of Swan boundaries



Statistical snapshot

Geography	
Total area	1043 km ²
Approximate proportion of metropolitan area	19.4%
Location	East Metropolitan Area of Perth WA
Climate	Mediterranean

Demographics	
Estimated total population in 2009	105,364
Estimated number of people aged 0–14 years in 2009	23,797
Estimated number of people aged 15–29 years in 2009	22,477
Estimated number of people aged 30–59 years in 2009	44,619
Estimated number of people aged 60+ in 2009	14,469
Average estimated growth in resident population per annum	2.82%
Number of residents born overseas	25,793
Most common language spoken at home other than English	Vietnamese

Dwellings, Building, Households and Income	
Proportion of dwellings owned or being purchased	72.1%
Total occupied dwellings	32,854
Number of buildings approved in 2008	3,332
Average household size	2.76
Median individual weekly income	\$490
Median weekly household income	\$1,082

Employment	
Estimated number employed (Sept Qtr 2008)	50,401
Estimated number unemployed (Sept Qtr 2008)	1,685
Unemployment rate (Sept Qtr 2008)	3.3%
% of workers who live and work in the City of Swan	33.6%
% of works who live outside, but work in the City of Swan	66.4%
% of City of Swan workforce commuting to work by car	72.1%
% of City of Swan workforce commuting to work by public transport	5.9%

Business	
Estimated number of business	8,550
Estimated number of people who work at home	1,485
Largest industry sector by business counts	Construction
Largest industry sector by number of employees	Manufacturing

Source:

Unless stated all statistics are from 2006 ABS Census of Population and Housing

Estimated population figures: id. Population and Household forecasts 2009

Employment figures: Department of Education, Employment & Workplace Relations, Small Area Labour Market Statistics, Sept Qtr 2008

Industry sector by business counts: ABS Australian Business Counts Entries and Exits 2003–2007

Building Approvals: City of Swan 2009

As well as this document the City of Swan has a range of comprehensive interactive online resources that can assist in planning for your business. All these resources can be accessed through the City of Swan website under City Profile at www.cityofswan.com.au. These resources are outlined below.

Community Profile

The Community Profiles website is an interactive online socio-demographic profile. It provides users with data to allow them to understand their community. Community Profiles are available for the Swan Local Government Area and for 13 smaller areas in the City of Swan, and they provide data based on Australian Bureau of Statistics (ABS) Census of Population and Housing between 1991 and 2006. Community Profiles are located under www.cityofswan.com.au – city profile / statistics / population statistics / Community Profile.

Community Atlas

The Community Atlas includes key socio-demographic characteristics for the City of Swan presented as interactive maps. Based on data from the 2006 ABS Census of Population and Housing, each map is prepared using Census Collector Districts, providing the finest level of detail to help identify spatial patterns and trends in the City. It is located under www.cityofswan.com.au – city profile / statistics / population statistics / City of Swan Community Atlas.

Population and Household Forecasts

The City of Swan Population and Household Forecasts are designed to inform community groups, Council, investors, business, students and the general public. They cover 13 smaller areas in the City of Swan, with forecasts projected from 2006 to 2031. They are located under www.cityofswan.com.au – city profile / statistics / population statistics / Population and Household Forecasts.

IntraMaps

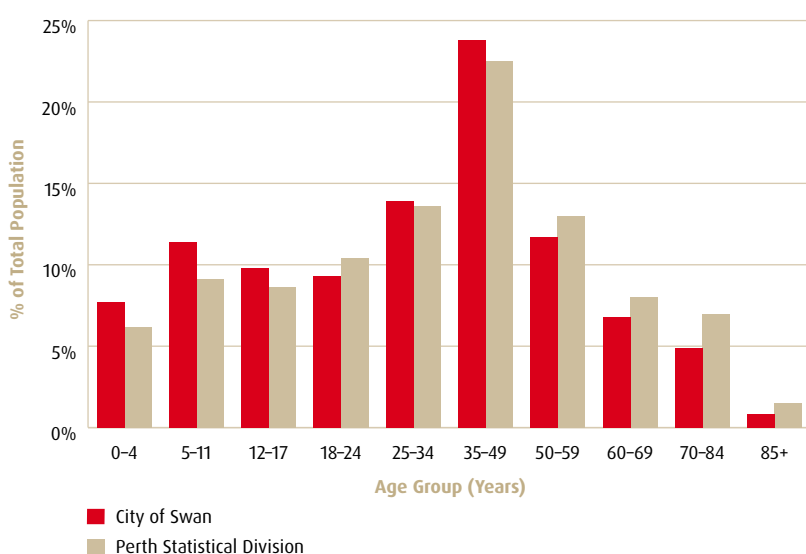
The City of Swan has made available an online mapping facility, IntraMaps, through its Geographical Information System (GIS). It is located under City Profile / City of Swan Maps on the City of Swan website, www.cityofswan.com.au.

The City of Swan is also creating a dedicated business website which will provide a range of business information to help you operate your business in the City of Swan. This website is due for release in 2010.

City of Swan **Demographics**

Compared to the wider area of Perth, the **City of Swan is younger, with a larger proportion of people in the younger age group (0-17)** and a smaller proportion of people in the older age group (60+). Overall, 28.9% of the population are aged 0-17, and 12.5% are aged 60 years and over, compared with 23.9% and 16.5% respectively for the Perth Statistical Division. There is a slightly larger proportion of people in the 25-39 age group in Swan (37.7%) compared to Perth (36.1%).

Graph 2.0: Age Structure of City of Swan and Perth (2006)¹

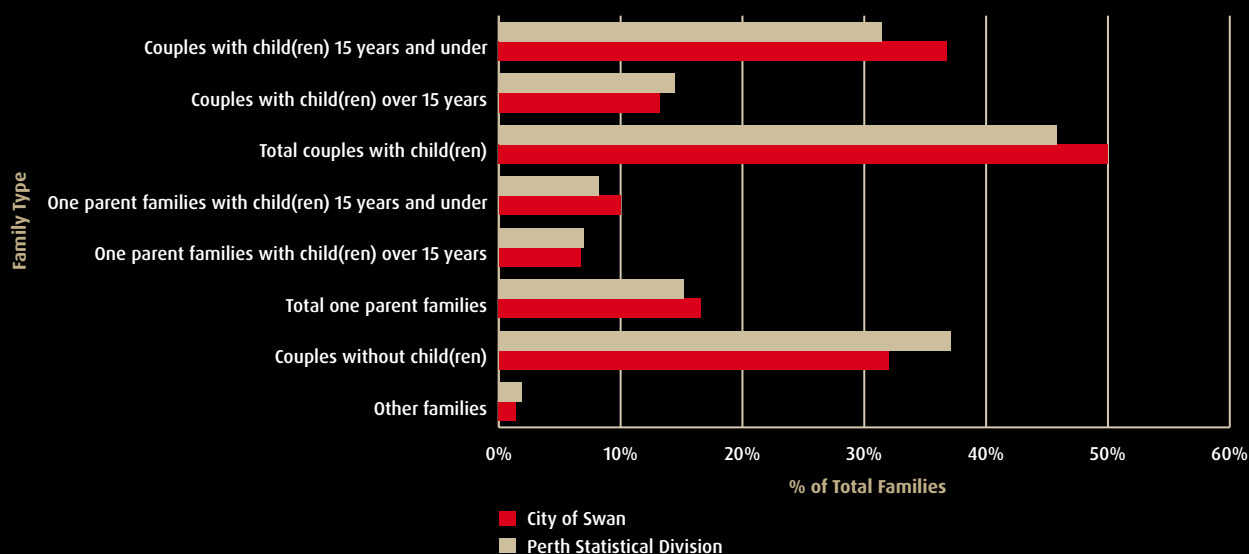


The age structure of the City of Swan is reflected in the dominant family and household types. In 2006 the City of Swan had a larger proportion (50.0%) of younger couple families with child(ren) and a larger proportion (16.6%) of one-parent families compared to Perth (45.8% and 15.2% respectively). Nearly three-quarters (74.1%) of household types were family households for Perth, with 18.4% one-person households (67.8% and 23.8%).

¹ 2006 ABS Census of Population and Housing

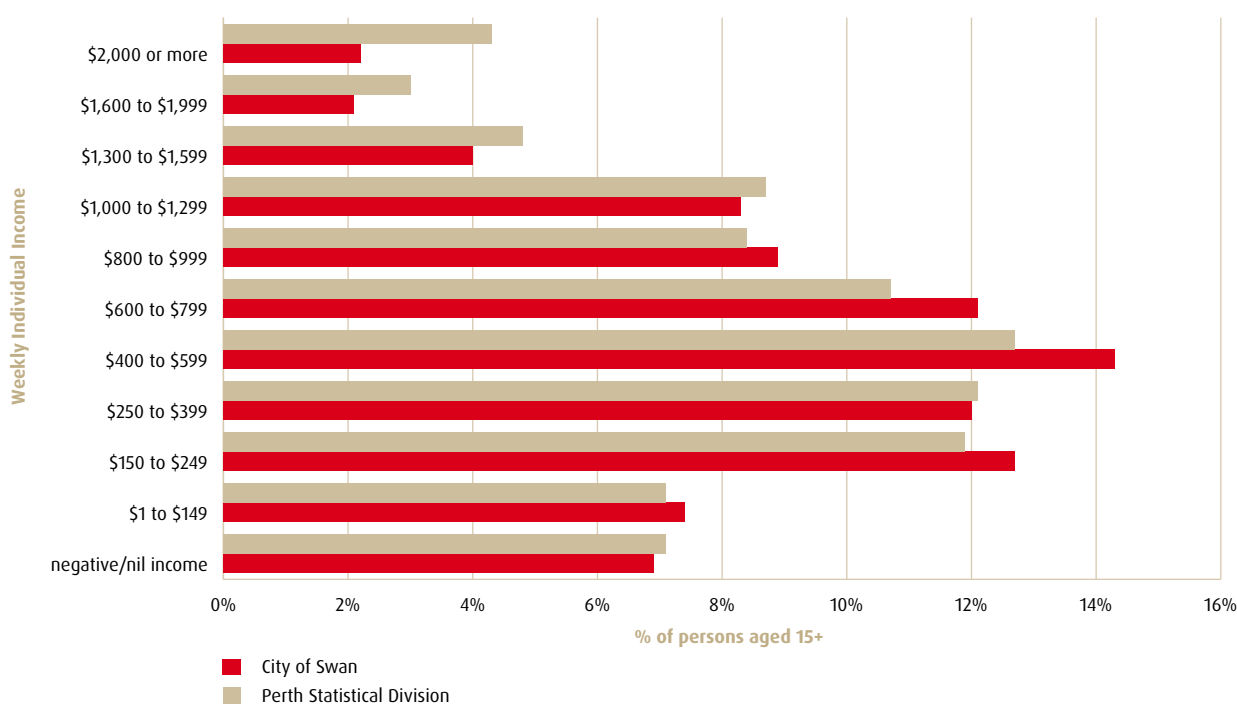


Graph 2.1: Percentage of family types in the City of Swan and in Perth (2006)²



Individual income levels in the City of Swan in 2006 compared to Perth show there was a smaller proportion of persons earning a high income (those earning \$1,000 per week or more), and a similar proportion of low-income persons (those earning less than \$400 per week). Overall, 16.6% of the population earned a high income and 39.0% earned a low income, compared with 20.8% and 38.2% respectively for Perth. This is reflective of the younger family population of the City of Swan, which would generally have lower financial resources compared to older persons.

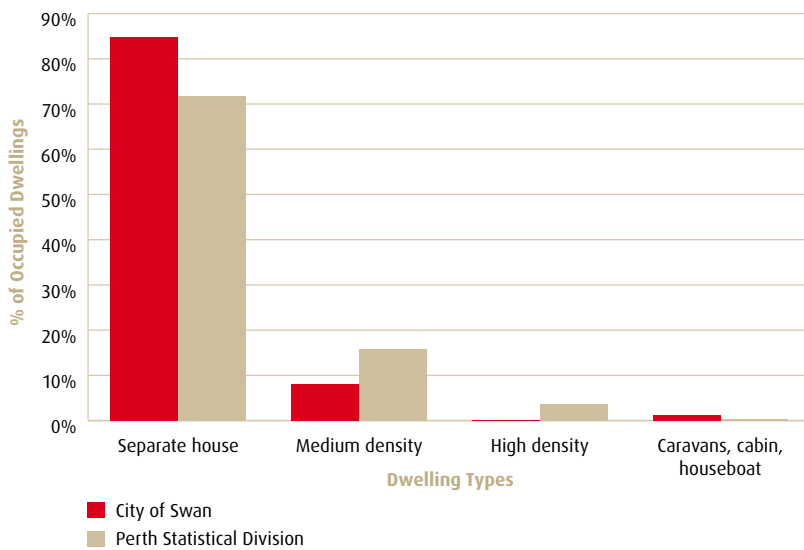
Graph 2.2: Weekly individual income for City of Swan and Perth (2006)²



In 2006 84.7% of City of Swan households occupied a separate house, 8.1% occupied a medium-density dwelling, and 0.1% occupied high-density dwellings, compared with 71.8%, 15.9%, and 3.7% respectively for Perth.

² 2006 ABS Census of Population and Housing

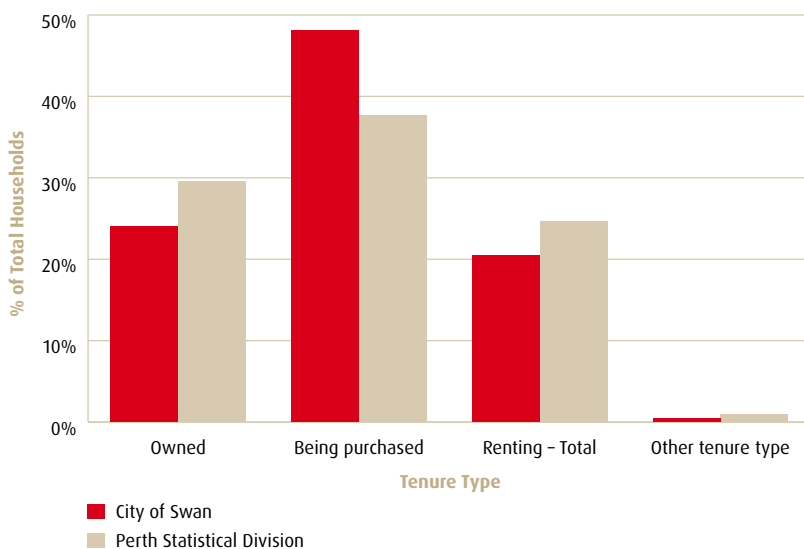
Graph 2.3: Dwelling structure in City of Swan and Perth (2006)³



The housing tenure of the population of the City of Swan in 2006 compared to Perth shows that there was a smaller proportion of households who owned their dwelling, a larger proportion purchasing their dwelling, and a smaller proportion who were renters. Overall, 24.0% of the population owned their dwelling, 48.1% were purchasing and 20.5% were renting, compared with 29.6%, 37.6% and 24.7% respectively for Perth.



Graph 2.4: Housing tenure in City of Swan and Perth (2006)³



More City of Swan socio-demographic data can be found in the City of Swan Community Profile, which is an online resource accessed through the City of Swan website under City Profile at www.cityofswan.com.au.



³ 2006 ABS Census of Population and Housing



Building and **Land**

The City of Swan has a variety of commercial and industrial areas available for a range of business uses.

The City has two areas considered by the State Government as Strategic Industrial Areas within its bounds: Malaga and Hazelmere/South Guildford. In addition, the City has three industrial areas in Bellevue, Bullsbrook and Midland. Of these, Malaga is considered the most significant, and it comprises approximately 660 hectares. The Malaga industrial area has been one of the fastest-growing industrial and commercial industrial areas, with a significant increase in floorspace available for businesses since the mid-1980s. More information on Malaga is available in the In Focus section of this document.

The City also has many commercial zoned precincts, including Midland, which is classified as a Major Strategic Regional Centre in the Perth Metropolitan Area by the State Government. Midland is approximately 440 ha, contains two shopping centres and a variety of mixed-use premises, including commercial, retail and light industrial. For more information on Midland see the In Focus section of this document.

The diversity of living spaces and lifestyle options, ranging from rural, semi-rural, urban and heritage to modern, provides an attractive quality of life for residents of the City of Swan. The largest proportion of the City of Swan is zoned Rural (30.7%), with the suburbs of Gidgegannup, Bullsbrook, and Henley Brook having the highest proportion of rural land. The City of Swan is undergoing further residential development in Ellenbrook, Aveley and the Urban Growth Corridor (West Swan, Caversham and Albion (a new residential development planned for Henley Brook).

Table 3.0: Breakdown of land zoning in the City of Swan⁴

ZONING	AREA (HA)	PROPORTION OF TOTAL AREA
General Rural	31222	30.7%
Commercial and Industrial	814	0.8%
City Centre	63	0.1%
Parks and Reserves	34337	33.7%
Residential	2275	2.2%
MRA	262	0.3%
Lifestyle (Rural living, Rural residential, Special Rural)	7067	6.9%
Swan Valley Rural	4487	4.4%
Landscape	17336	17.0%
Other Zones	2001	2.0%
Infrastructure (Rail, Roads, Waterways)	1969	1.9%
Total	101833	

Property Values And **Building Approvals**

Residential

The City of Swan contains a variety of residential properties, ranging from urban to rural, which are competitively priced in comparison with the inner and western suburbs of Perth. Housing and land values have increased markedly over the last five years, with residential prices having increased in all areas, ranging from 13.4% in West Swan to 23.9% in Bullsbrook.⁵

Residential property sales in the October quarter of 2008 in the City of Swan ranged from a median price of \$312,000 in Koongamia to \$700,000 in The Vines, with some properties in Woodbridge, Swan Valley and Guildford selling for more than \$1 million. In the 2008 October quarter, rental values ranged from \$220/week in Upper Swan to \$700/week in West Swan. See Table 3.1 and Table 3.2 for more details on residential property sales and rental values in the City of Swan.

Table 3.1: Growth rates and 2008 median house prices for October quarter⁵

	GROWTH RATES		MEDIAN HOUSE PRICE
	1 Year	5 Years	2008
Koongamia	2.3%	22.1%	\$312,000
Bellevue	-6.0%	19.3%	\$312,500
Lockridge	-1.7%	19.3%	\$315,000
Midvale	-7.1%	19.0%	\$316,000
Stratton	-1.5%	19.8%	\$330,000
Middle Swan	-5.6%	20.9%	\$330,000
Midland	0.7%	18.1%	\$345,000
Bullsbrook	7.7%	23.9%	\$350,000
Herne Hill	-10.3%	19.4%	\$350,000
Swan View	-2.8%	18.5%	\$350,000
Gidgegannup	-6.2%	14.6%	\$380,000
Kiara	-1.8%	13.8%	\$383,000
Beechboro	-1.3%	18.5%	\$385,000
Caversham	-8.0%	17.4%	\$389,250
Upper Swan	-22.0%	10.7%	\$390,000
Viveash	-17.9%	12.6%	\$392,250
Ballajura	-2.0%	16.7%	\$394,000
Ellenbrook	-4.8%	16.8%	\$400,000
South Guildford	5.6%	19.6%	\$427,500
Henley Brook	-5.7%	16.2%	\$449,000
Jane Brook	2.5%	20.6%	\$455,000
Hazelmere	-2.3%	22.1%	\$470,000
Woodbridge	2.0%	16.3%	\$510,000
Noranda	-5.6%	14.0%	\$510,000
Guildford	15.3%	18.4%	\$565,000
West Swan	-8.1%	13.4%	\$625,000
The Vines	0.0%	15.9%	\$700,000

Table 3.2: Range of rental house prices in the City of Swan for October Quarter 2008⁵

	SUBURB	RENT PER WEEK
Highest	West Swan	\$700
	Gidgegannup	\$440
Median	Ballajura	\$360
	Midvale	\$303
Lowest	Upper Swan	\$220





Industrial and Commercial

The City of Swan caters for a wide range of businesses, with industrial and commercial properties ranging from rural-based commercial properties and medium to large industrial/commercial properties to small retail premises. In 2008 there were 123 industrial and commercial property sales in the City of Swan. Prices ranged from \$86,000 in Bellevue to \$7 million in the Swan Valley. Vacant commercial land is also available, with 20 lots sold in 2008, ranging in price from \$265,000 in Bullsbrook to \$22 million in Bellevue. Rental values vary across the City, with a typical premises in Malaga with a 350m² net lettable floor space renting at \$160/week in 2008.⁶

The number of properties sold in 2008 decreased with the downturn in the real estate market, which has affected the property market across Australia.

Table 3.3: City of Swan Industrial and Commercial Property Sales in 2007 and 2008⁷

	2007			2008		
	No.	PRICE RANGE (\$)		No.	PRICE RANGE (\$)	
		Low	High		Low	High
Midvale	5	236,500	5,500,000			
Midland and surrounds	43	46,750	3,800,000	26	120,000	2,108,000
Malaga	131	130,000	6,600,000	56	234,300	5,060,000
Swan Valley	10	980,000	2,400,000	7	1,400,000	7,000,000
Guildford	11	460,000	2,300,000			
South Guildford - Hazelmere	8	235,000	77,055,000	1	800,000	800,000
Rural	18	53,333	2,500,000	14	265,000	1,140,000
Bellevue	18	150,000	2,950,000	11	315,000	2,900,000
Ballajura-Beechboro	10	204,769	1,700,000	3	86,000	515,000
Ellenbrook	8	291,500	1,375,000	5	302,500	899,514
Total	262	46,750	77,055,000	123	86,000	7,000,000

Table 3.4: City of Swan Commercial – Vacant Land Sales in 2007 and 2008⁷

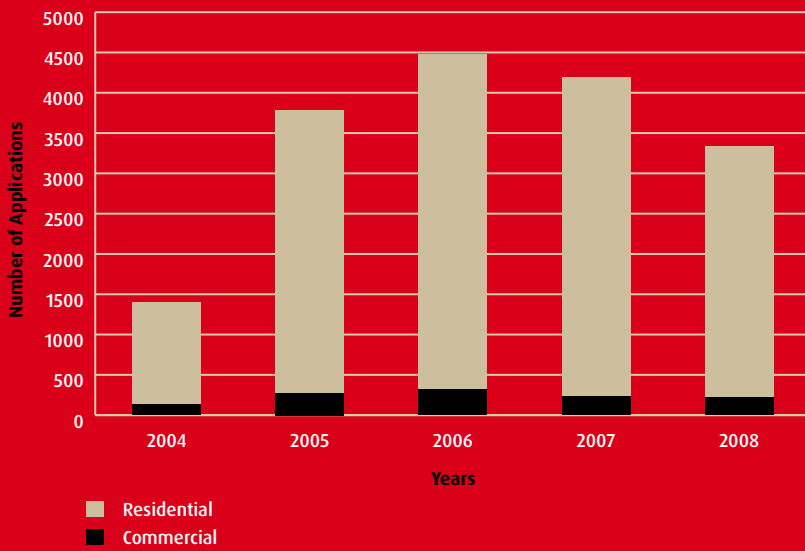
	2007			2008		
	No.	LOW	HIGH	No.	LOW	HIGH
		Price Range (\$)			Price Range (\$)	
Midland and surrounds	2	785,000	10,190,000	1	880,000	880,000
Malaga	20	287,500	2,824,569	7	825,000	6,710,000
Swan Valley	18	400,000	1,850,000	5	775,000	3,000,000
Guildford	1	550,000	550,000			
South Guildford - Hazelmere	4	385,000	23,464,350	2	2,007,500	3,199,999
Rural	3	170,000	205,000	1	265,000	265,000
Bellevue	2	3,960,000	3,960,000	3	710,000	22,000,000
Ellenbrook	1	280,000		2	315,000	330,000
Total	51	170,000	23,464,350	20	265,000	22,000,000

Building activity has been strong over the last five years, peaking in 2006. In 2008, more than \$173 million was invested in commercial buildings in the City of Swan – an increase of more than \$5 million from 2007. The number of residential building approvals is set to rise further with the development of the Urban Growth Corridor (West Swan, Caversham and Albion [a new residential estate in Henley Brook]).

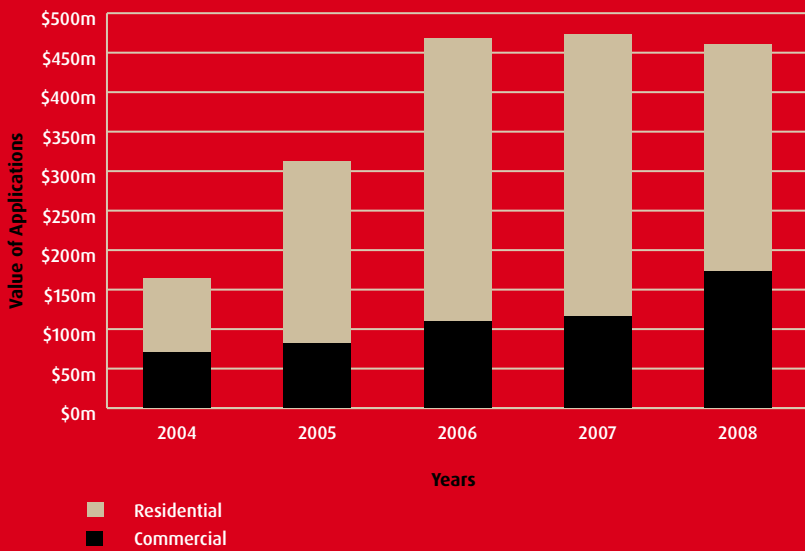
⁶ Landgate 2008 Industrial Value Watch Malaga

⁷ Landgate 2007-2008, Property Sales Report for City of Swan

Graph 3.0: City of Swan residential and commercial building applications 2004-2008⁸



Graph 3.1: Value of residential and commercial building applications 2004-2008⁸



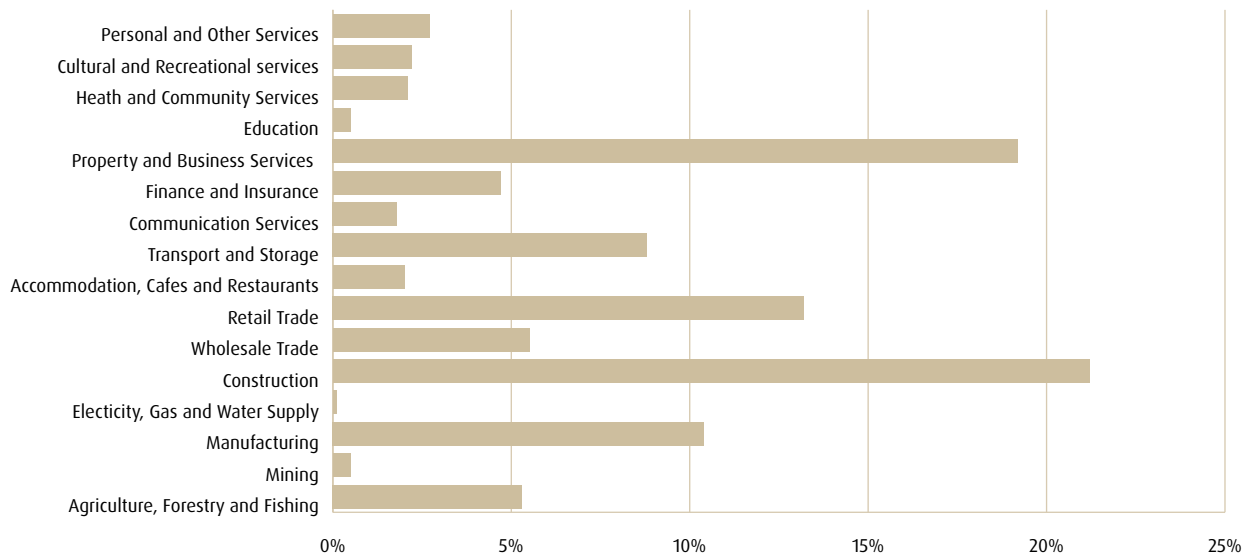
⁸ 2009, City of Swan

Business, Industry and Workforce

Industry

The City of Swan has a diversified and successful economic base. The increasing population has coincided with significant economic growth in the region throughout the last decade, with commercial/industrial developments in Malaga, Midland, Ellenbrook and the Swan Valley. There are approximately 8550 businesses in the City of Swan, with construction, property and business services, retail and manufacturing being the largest sectors by the total number of businesses in 2007.

Graph 4.0: City of Swan Business counts by industry⁹



9 8165.0 ABS Counts of Australian Businesses, including Entries and Exits, Jun 2003 to Jun 2007



Employment Size

More than 95% of businesses in the City of Swan are small businesses, with 59.7% being non-employing and 35.5% employing fewer than 20 people. More than 4.7% of businesses employ 20 people or more, with 0.2% of these businesses employing more than 200 people.



Table 4.0: Employment size ranges by industry within the City of Swan in 2007¹⁰

	NON-EMPLOYING	1-19 EMPLOYEES	20-99 EMPLOYEES	100-199 EMPLOYEES	200+ EMPLOYEES	TOTAL NUMBER OF BUSINESSES
Agriculture, Forestry and Fishing	339	102	9			450
Mining	27	12	3			42
Manufacturing	348	444	90	9		891
Electricity, Gas and Water Supply	6	0	0			6
Construction	1242	534	27	3	6	1812
Wholesale Trade	198	246	30			474
Retail Trade	477	549	96	3		1125
Accommodation, Café and Restaurants	42	90	30		6	168
Transport and Storage	525	207	18			750
Communication Services	117	33	0			150
Finance and Insurance	327	75	3			405
Property and Business Services	1074	513	45	3	6	1641
Education	27	12	0			39
Health and Community Services	93	78	9			180
Cultural and Recreational Services	123	51	12		3	189
Personal and Other Services	138	87	3			228
Total	5103	3033	375	18	21	8550

¹⁰ 8165.0 ABS Counts of Australian Businesses, including Entries and Exits, Jun 2003 to Jun 2007

Annual Turnover

There is a large range in the annual turnover, with 42.7% businesses earning less than \$100,000. This includes a large number of non-employed businesses. More than 54% of businesses have annual turnover between \$100,000 and \$5million. More than 2.5% of businesses earn \$5million or more, while three businesses in the construction industry earn between \$50 million and \$200 million..

Table 4.1: Annual turnover ranges by industry in City of Swan in 2007¹¹

	ZERO TO LESS THAN \$100K	\$100K TO LESS THAN \$500K	\$500K TO LESS THAN \$1M	\$1M TO LESS THAN \$5M	\$5M TO LESS THAN \$10M	\$10M TO LESS THAN \$50M	\$50M TO LESS THAN \$200M	TOTAL NUMBER OF BUSINESSES
Agriculture, Forestry and Fishing	270	120	39	21				450
Mining	12	18	6	3		3		42
Manufacturing	291	264	90	192	27	27		891
Electricity, Gas and Water Supply	6							6
Construction	774	747	114	138	27	9	3	1812
Wholesale Trade	132	141	69	102	18	12		474
Retail Trade	333	453	147	147	27	18		1125
Accommodation, Café and Restaurants	36	72	24	27	6	3		168
Transport and Storage	396	273	33	42	3	3		750
Communication Services	105	36	3	6				150
Finance and Insurance	201	126	36	27	3	12		405
Property and Business Services	789	570	129	114	15	24		1641
Education	27	12						39
Health and Community Services	57	93	15	15				180
Cultural and Recreational	81	78	12	18				189
Personal and Other Services	138	72	15	3				228
Total	3648	3075	732	855	126	111	3	8550

Industry Output

The gross regional product of the City of Swan in 2008 was \$7.6 billion. This accounts for 33% of the Eastern Metropolitan Region's gross regional product of \$23.4 billion and 6% of Perth's gross regional product of \$138.2 billion.¹²

The most significant industry, in terms of value, is manufacturing, which accounted for 23.8% of all industry value, or \$1,813,886. This is a higher proportion of the value of industry output than the same sector in the Eastern Metropolitan Region (20.7%) and in Perth (15.0%).¹²



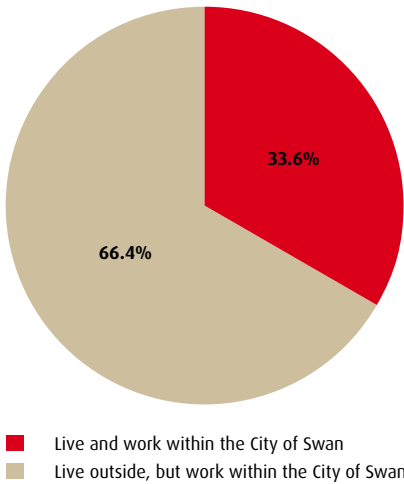
¹¹ 8165.0 ABS Counts of Australian Businesses, including Entries and Exits, Jun 2003 to Jun 2007

¹² 2009, SGS Economics & Planning

Workers in Swan

The estimated number of people employed in the City of Swan was 50,401 in the 2008 September quarter. The estimated number of unemployed people was 1,685 in the 2008 September quarter, with a 3.3% unemployment rate. In 2006, of the workforce population more than 33% of people lived and worked in the City of Swan, and 66.4% lived outside the City of Swan.

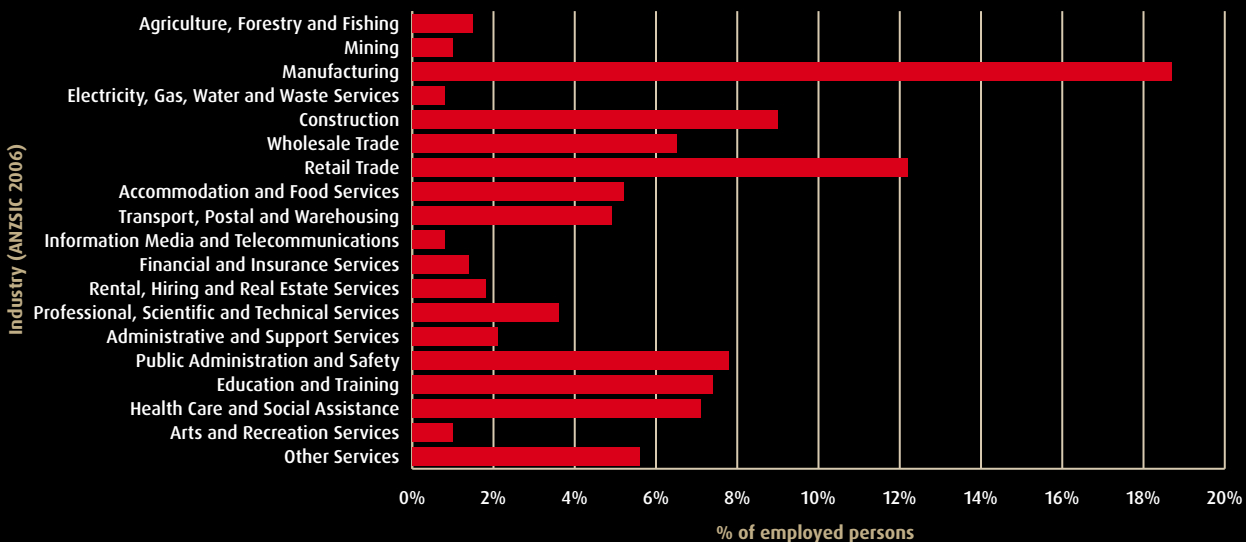
Graph 4.1: City of Swan residential location of workers in 2006¹³



The expansion of the commercial and industrial sectors in the City of Swan is highlighted by the 26% growth in the number of employees in the City of Swan from 2001 - 2006. In 2006, the manufacturing sector employed the most people (18.7% of the workforce), followed by the retail (12.2% of workforce) and construction (9.0% of workforce) sectors. More than 58.5% of workers are male, and 41.5% are female.



Graph 4.2: City of Swan workforce employees by industry sector (2006)¹⁴



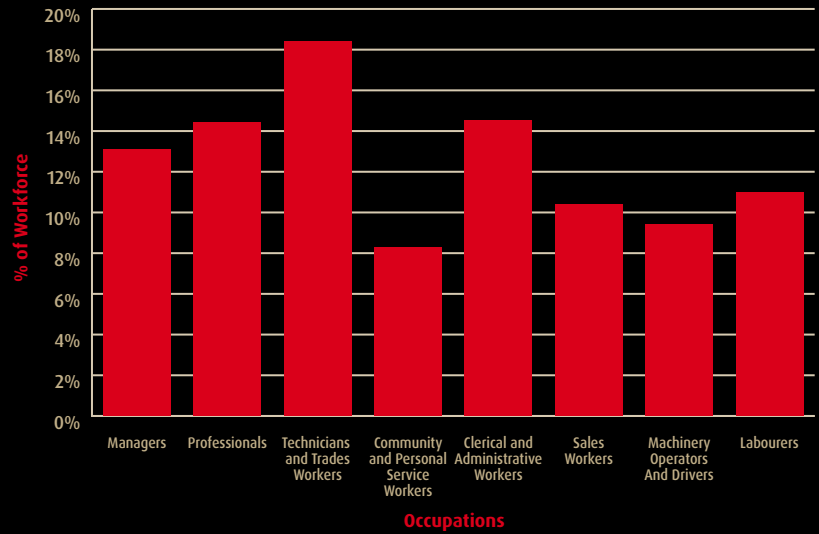
The most common occupation for workers in the City of Swan is Technicians and Trade Workers (18.4%) followed by Clerical and Administrative Workers (14.5%), Professionals (14.4%) and Managers (13.1%). This is reflective of the greatest proportion of the workforce being in manufacturing, construction, retail and public administration and safety industries..

¹³ 2006, ABS, Journey to work, unpublished data

¹⁴ 2006, ABS Census of Population and Housing (Based on 2006 ANZIC code)

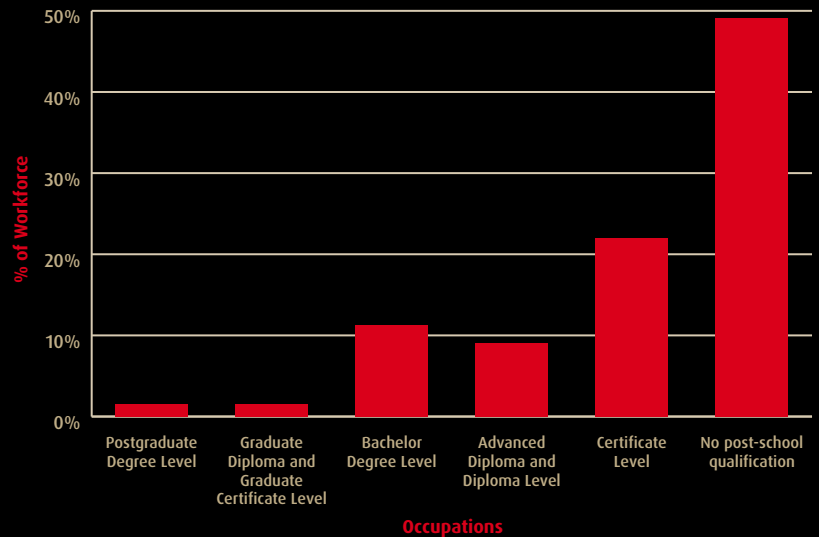


Graph 4.3: City of Swan workforce occupations (2006)¹⁵



Nearly half (49.1%) of workers in the City of Swan do not have a qualification, while 22% have a certificate and 11% have a bachelor's degree. These qualifications are reflective of the qualifications required to work in the manufacturing, retail and construction industries.

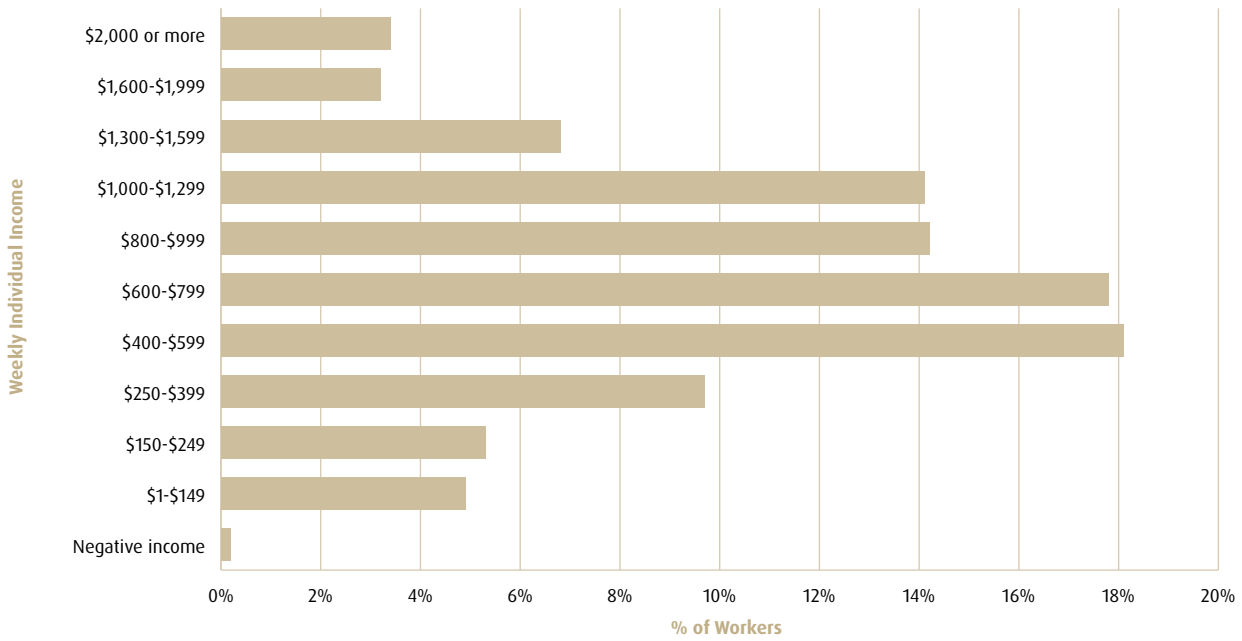
Graph 4.4: City of Swan workforce qualifications (2006)¹⁵



Workers in the City of Swan earn more than residents of the City of Swan, with half of the workers (50.1%) earning a mid-range income (\$400 to \$999 per week) and 27.5% earning a high income (more than \$1000 per week). 16.6% of City of Swan residents earn a high income, 44.4% a middle income, and 39.0% earn a low income.

¹⁵ 2006 ABS Census of Population and Housing

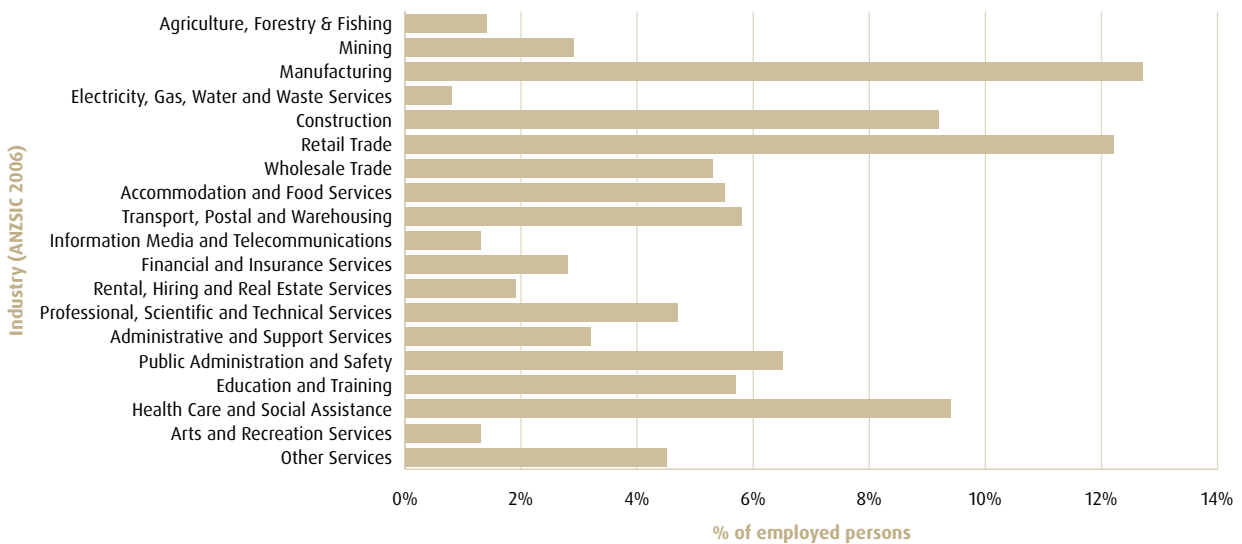
Graph 4.5: City of Swan workforce weekly individual income (2006)¹⁶



Residents in Swan

The sectors that employ the most City of Swan residents are the manufacturing industry (12.7% of residents), the retail industry (12.2% of residents), the health care and assistance industry (12.2%), and the construction industry (9.2% of residents).

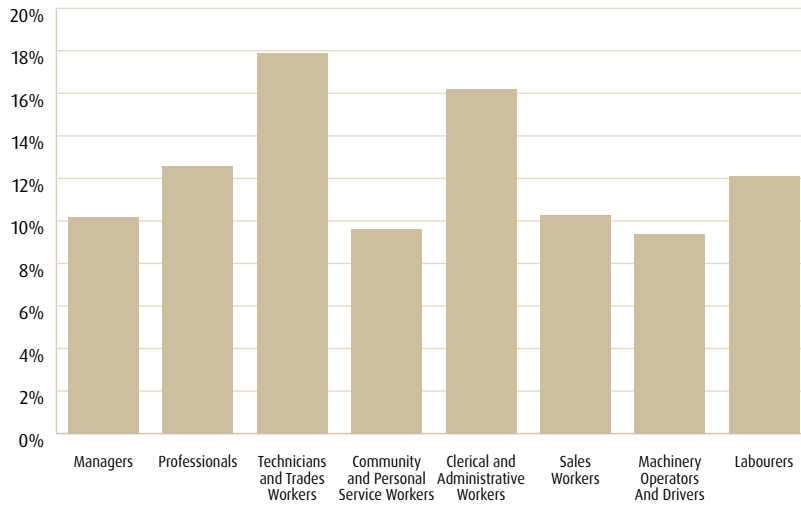
Graph 4.6: Percentage of City of Swan residents employed by industry sectors (2006)¹⁶



The most common occupation for City of Swan residents is Technical and Trade workers (17.9%), followed by Clerical and Administrative Workers (16.2%), Professionals (12.6%) and Labourers (12.1%). A higher percentage of Clerical and Administrative Workers and Labourers live in the City of Swan than those who work in the City of Swan.

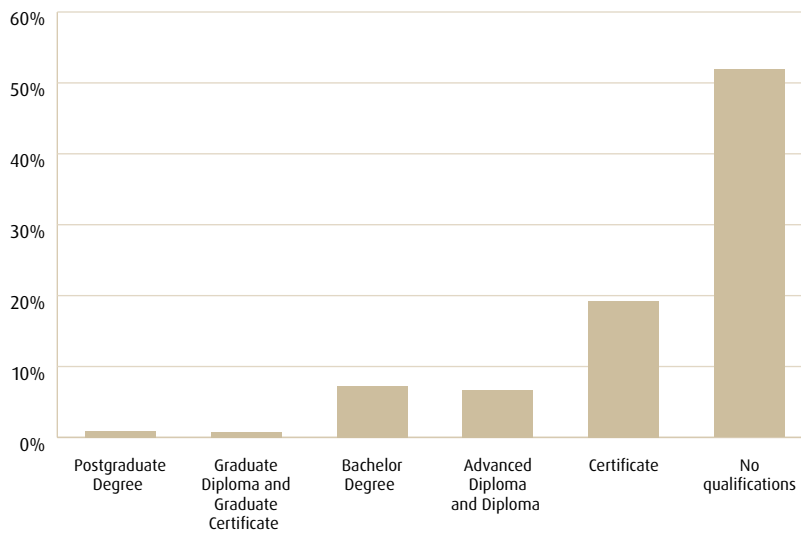
¹⁶ 2006 ABS Census of Population and Housing

Graph 4.7: Occupations of residents in the City of Swan (2006)¹⁷



Over half (51.9%) of residents of the City of Swan do not have a qualification, with 19.2% having a certificate and 7.3% having a bachelor degree. These qualifications are reflective of the qualifications required to work in the manufacturing, retail and construction industries.

Graph 4.8: Qualifications of residents of the City of Swan (2006)¹⁷



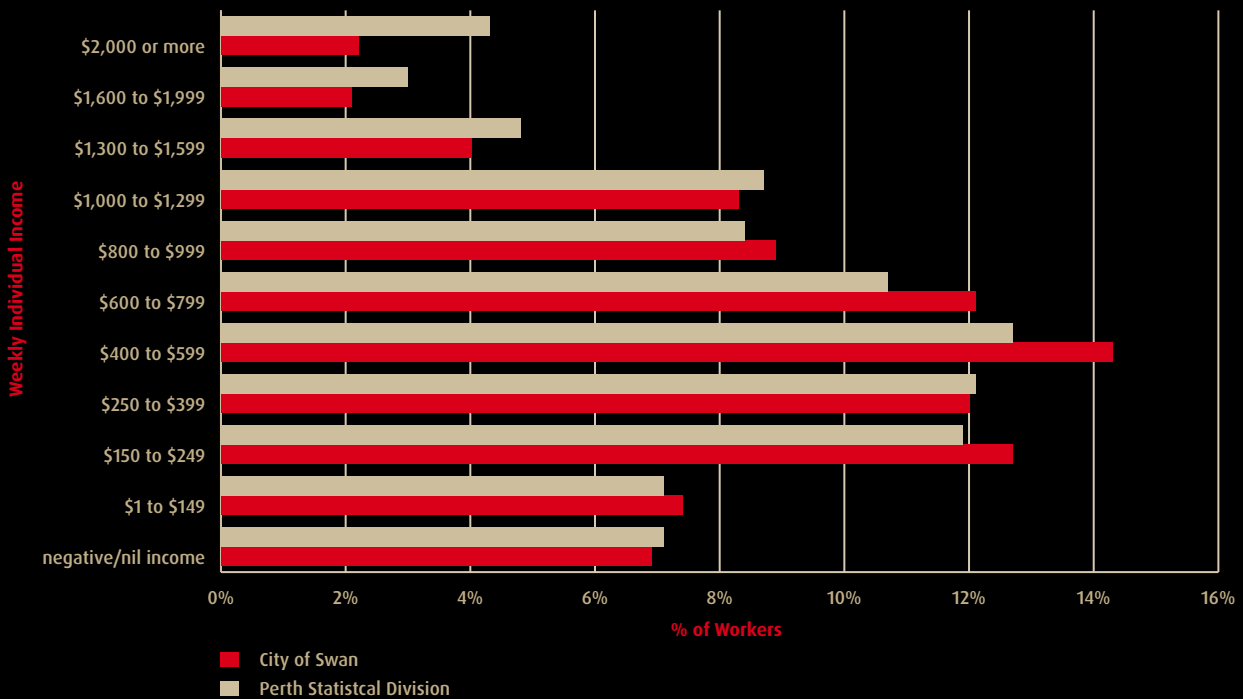
The average taxable income for residents of the City of Swan for the 2006/2007 period was \$42,968. In 2006, individuals living in the City of Swan received a median weekly income of \$490, an increase from the 2001 median weekly income of \$300-\$399.

The City of Swan has a higher percentage of low and medium income earners than the Perth Metropolitan area. In 2006, 39% of individuals earned between \$0-\$399 a week, 35.3% of individuals earned between \$400-\$1999 a week, and 16.6% earned more than \$1000 a week.

¹⁷ 2006 ABS Census of Population and Housing



Graph 4.9: Weekly income of residents of the City of Swan and Perth in 2006¹⁸



18 2006 ABS Census of Population and Housing

In Focus

Midland

Midland has the **largest cluster of businesses in the City of Swan**, and it is one of eight Strategic Regional Centres in the Perth Metropolitan area. Midland is 20 kms north-east of the Perth CBD, and is the gateway to the northern and eastern Wheatbelt region, giving it a large customer catchment and employee base. It is the junction for many of Perth's major road and rail transport links.

There are many opportunities for new businesses, with the population catchment area for Midland predicted to grow from 81,085 in 2001 to 108,733 by 2016.

Property

Midland has a diverse mix of land use, with the largest sector being shop/retail, followed by residential, office and business use, and small amounts of manufacturing, service, storage & distribution, primary rural, health & welfare, utilities and communications. In 2007/2008, more than 17% of all commercial and industrial sales in the City of Swan were in Midland, with 68 industrial and commercial properties sold. Prices ranged from \$46,750 for a commercial property to \$10.19million for a vacant commercial property. Commercial rental prices in 2008 included on average \$240 per square metre for Showroom and Bulky Goods premises.¹⁹

Table 5.0: Industrial, commercial and vacant commercial land sales in 2007/2008²⁰

	Number	LAND AREA (M ²)		PRICE (\$)	
		Min	Max	Lowest	Highest
Commercial	58	27	3,602	46,750	3,800,000
Industrial	9	688	1,369	192,000	1,760,000
Vacant Land	1		17,280		10,190,000

Midland has two shopping centres: Midland Gate (with 186 stores, including Ace Cinema) and Centrepoint (with 40 stores), and a variety of small to large commercial and industrial businesses along and around Great Eastern Highway. In 2008 the annual customer traffic through Midland Gate Shopping Centre was 10.9 million, with annual sales turnover at \$381.3million, which highlights Midland's large catchment area.²¹

The redevelopment of Midland's town centre by the Midland Redevelopment Authority (MRA) provides 256 hectares of land in Midland for mixed-use development, including housing and apartments, cafes/restaurants, retail shops, bulky goods shopping centre and the State's largest police complex. In addition, the Swan Health Campus, a 326-bed general hospital, will be built in the MRA area, with construction scheduled for the next 10 years. When completed, it will be the fourth largest hospital in Western Australia.

¹⁹ Burgess Rawson, June 2008

²⁰ Landgate 2007-2008, Property Sales Report for City of Swan

²¹ Colonial First State Property Management, 2008, Midland Gate Shopping Centre



Malaga

Malaga has been **one of the fastest-growing industrial and commercial industrial areas**. It covers 660 hectares, and has had a significant increase in floorspace available for businesses since the mid-1980s. It is the major industrial suburb for the City of Swan, and is designated a Strategic Industrial Area for Western Australia.

Malaga is centrally located in the eastern suburbs, just 12 km from the Perth CBD and 15 minutes from Kewdale interstate road/rail freight terminals and the Perth Domestic and International airports. Major transport networks nearby include the Reid and Tonkin Highways and the Mitchell Freeway.

Property prices

From 2007-2008, 181 commercial and industrial premises were sold in Malaga at prices between \$130,000 and \$5,060,000, with 27 commercial lots being sold valued between \$287,500 and \$6.7 million. Compared to other industrial areas, Malaga has very competitive prices, with its sales price per 2000 square metres being approximately \$300 less than that of Balcatta and \$1,100 less than that of Osborne Park. Rental prices were also very competitive in 2008. Indicative rental prices are shown in Table 6.1.

Table 6.0 : Industrial sales price per 2000 square metres (ex-GST)²²

Osborne Park	\$1800 approx
Balcatta	\$1000 approx
Malaga	\$700 approx

Table 6.1: Rental price per square metre (plus outgoings and ex-GST)²²

Office or office component of building	\$150-\$200
Warehouse	\$85-\$100
Showroom	\$150-\$200

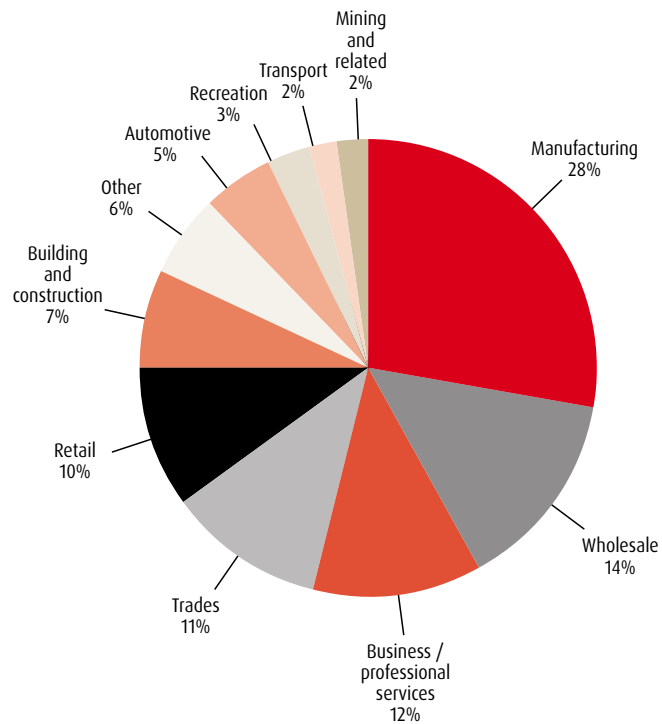


²² Burgess Rawson, 2008

Industry

There are more than 2000 businesses in Malaga, including manufacturing, wholesale/distribution, business/professional services, trades, retail and construction/building. According to a business trends survey in 2008, 28% of businesses in Malaga are in the manufacturing sector, followed by 14% in the wholesale sector and 12% in the business/professional sector.

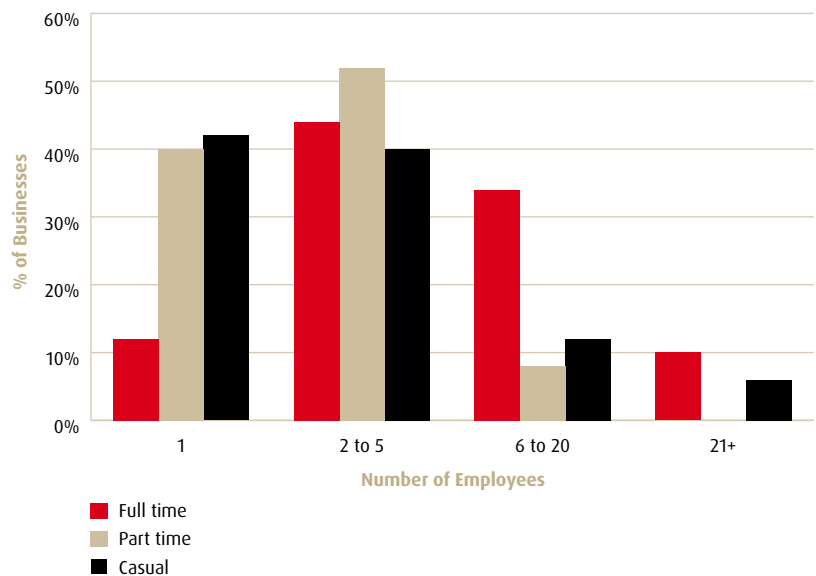
Graph 6.0: Percentage breakdown of industry sectors in Malaga 2008²³



Employment

More than 10,000 people work in Malaga. According to a business trends survey in 2008, 90% of businesses in Malaga have 1-20 full-time employees, 12% have one full-time employee and 44% have 2-5 full-time employees and 10% have more than 20 full-time employees. 52% of businesses have 2-5 part-time employees, and 40% have one part-time employee..

Graph 6.1: Percentage of businesses with 1, 2-5, 6-20 and 21+ full-time, part-time and casual employees²³



²³ Small and Medium Business Enterprise Research Centre, 2008, Business Trends in Malaga

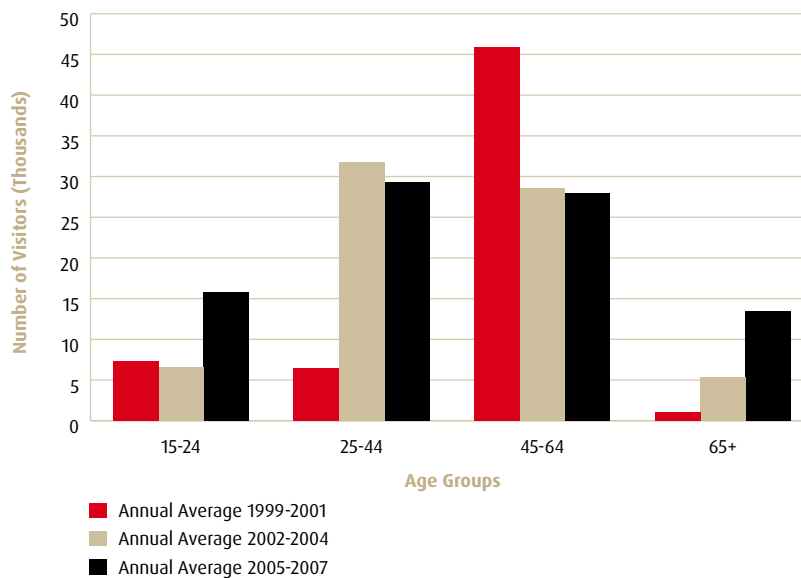
Tourism

Visitors to the City of Swan

The Swan Valley and surrounds are regarded as one of Western Australia's premier tourism regions, attracting more than 480,000 annual day-trippers, more than 416,000 annual night-trippers and more than 80,000 annual overnight visitors in 2004/2005.²⁴ In 2004-2005, visitors to Swan Valley and surrounds spent \$83.9 million.²⁴ The area's proximity to the city (only 16 km away) and airports (5 km to the Domestic airport) gives the Swan Valley and its surrounds huge advantages over other tourism destinations.

According to research conducted by Tourism WA, many of the visitors to the Swan Valley and surrounds are from the metropolitan area.²⁵ Of day-trippers surveyed in 2006, 97% came from the metropolitan area. Of overnight visitors, in an annual average between 2005-2007, most came from Western Australia, with 79% domestic visitors (69,000), 11% interstate visitors (10,000) and 10% (8,600) overseas visitors. Around 64% of visitors from within Australia were aged 25-64, with 63% of international visitors being over 45.

Graph 7.0: Annual average number of overnight visitors to the City of Swan between 1999 and 2007²⁶



24 Tourism Research Australia, 2006, International and National Visitor Survey, Regional Expenditure Estimates

25 Tourism Research Australia, 2006, National Visitor Survey

26 Tourism WA, 2008, Local Government Area Fact Sheet, City of Swan



Attractions

The Swan Valley area is a renowned grape-growing region containing world-class wineries, restaurants, cafes, galleries, fresh food producers, breweries, distilleries, recreational activities, antiques, nature-based attractions, arts, crafts, trails and accommodation. Investment in the Swan Valley is strong, with building applications amounting to more than \$7 million approved in 2008. Much of this has been direct investment in tourism facilities. The Swan Valley also has a growing accommodation sector, with the demand for accommodation increasing as more wedding and corporate functions and overnight tourists are attracted to the Swan Valley. The number of annual overnight visitors to Swan Valley and its surrounds increased more than 44% from 60,700 in 1999-2001 to 87,600 in 2005-2007.²⁷

Guildford is one of three towns established in 1829, when Western Australia was settled, and it is the only town in Perth on the Register of the National Estate. Guildford is a tourism destination for many visiting the City of Swan, with its rich heritage, historical buildings, boutique retail sector, cafes, restaurants, heritage and modern accommodation, and its proximity to the Swan Valley.

The City also has significant nature-based tourism, with National Parks, State Forests, nature reserves, walk trails and the Swan River. Some of the most popular are wildflower drives, FR Berry Reserve, Noble Falls and the Paruna Sanctuary in Giddegannup, and the Walyunga National Park near Bullsbrook.

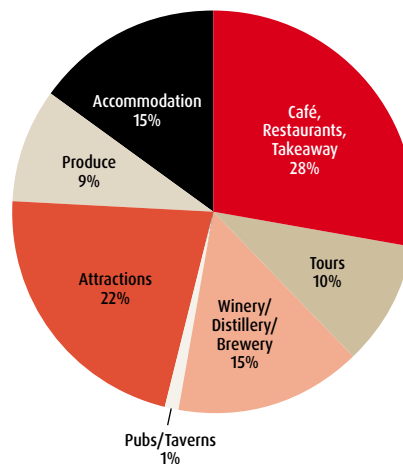


Tourism Businesses

Many tourism businesses are in the Accommodation, Café and Restaurants sector, which includes accommodation; pubs, taverns and bars; Cafes and Restaurants; Takeaways; Catering Services and Licensed Clubs (Hospitality) Operation. This sector makes up 2% of the total business industry counts for the City of Swan.²⁸

More than 320 tourism businesses operate in the City of Swan. Of these businesses, 28% are Cafes/Restaurants/Takeaways and 21% are attractions, which include art galleries, historical sites, recreational activities and boutique food attractions.

Graph 7.1: Breakdown of the types of tourism businesses within the Swan Valley²⁹



Many wineries in the Swan Valley operate cafes or restaurants along with their cellar-door sales. According to a survey conducted by Tourism WA in 2006, more than 45% of day-trippers came to the Swan Valley and surrounds to experience dining at Restaurants/Cafes, and 42% came to experience wine-tasting/buying. There were many other reasons day trippers came, but these were the most popular. Once in the Swan Valley, more than 50% of visitors made unplanned stops at other attractions in the Valley and its surrounds.³⁰

²⁷ Tourism WA, 2008, Local Government Area Fact Sheet, City of Swan

²⁸ 8165.0 ABS Counts of Australian Businesses, including Entries and Exits, Jun 2003 to Jun 2007

²⁹ 2009, City of Swan

³⁰ Tourism WA, Swan Valley Better Business Blitz, 2006 Day Tripper Study



Agriculture

Agriculture covers approximately 24,631 ha in the City of Swan. Agricultural production in the City of Swan had an estimated gross value of \$37 million in 2005/06, contributing to 0.6% of the State's agricultural production, and 9.3% of the Perth Metropolitan area's agricultural production. It has the third-highest agricultural production by gross value and the largest amount of land used as agriculture compared to other local government areas in the Perth metropolitan area.

The largest contributor in terms of gross value is grapes, at more than \$12 million, followed by nurseries, cut flowers and cultivated turf at \$8 million, representing growth of \$1 million from 2000/01 to 2005/06.

Grapes

The grape industry in the City of Swan is located predominantly in the Swan Valley. It is the largest and most productive grape area in the Perth metropolitan area, and constitutes 13.6% of Western Australia's gross value of production for this crop. Table 8.1 shows selected statistics from the viticulture industry.

In 2005/06 the City of Swan was the only area in the Perth metropolitan area that produced grapes for drying. It produced 15% of the gross value of Western Australia grapes for drying, 45% of the State's table grape production, 7.3% of the State's winemaking grape production and 9.3% of the State's grape fresh weight production. The City of Swan accounts for 6.8% of Western Australia's total viticulture land area.

Table 8.0: Top five agricultural commodities by gross value in City of Swan, year ending June 2006³¹

Grapes	\$12,718,100
Nurseries, cut flowers, cultivated turf	\$8,600,553
Livestock - slaughtering	\$7,695,919
Fruit excluding grapes	\$3,717,850
Livestock - products	\$3,463,167

A significant portion of the gross value of livestock products is egg production: at \$2.9 million, this was 9% of the value of the State's egg production in 2005/06, an increase from the 2000/01 figure of 6%.

After grapes, citrus is the most widely grown fruit in the fruit growing industry.

The most common livestock in the City of Swan are sheep, cattle, chickens, horses and bees. The City of Swan has a thriving equine industry, with the second-highest number of horse studs (33) in the Perth metropolitan area in 2005/06. The City of Swan is also the location of the State Equestrian Centre in Brigadoon.

Table 8.1: Grape production - selected characteristics in City of Swan, year ending June 2006³¹

	RED GRAPES	WHITE GRAPES	TOTAL GRAPES
Total area (hectares)	374	462	836
Production for wine making/distillation (tonnes)	1,524	2,899	4423
Production for table and other uses (tonnes)	891	1,000	1891
Production for drying (fresh weight) (tonnes)	44	9	53
Total production (fresh weight) (tonnes)	2,459	3,908	6367
Number of establishments	133	129	145
Number of establishments - production for winemaking/distillation	98	84	109
Number of establishments - production for tables and other uses	46	50	53
Number of establishments - production for drying (fresh weight)	13	5	14
Number of establishments - total production (fresh weight)	132	123	143

31 ABS, 7125.0 Agricultural Commodities: Small Area Data 2005-2006 (Reissue)



Future Outlook

The City of Swan has **grown significantly in the last 10 years**, with industrial development in Malaga, expansion of the retail/commercial and personal sectors in Midland and Ellenbrook, and residential developments in Ellenbrook, Aveyley and Woodbridge.

Residential Growth

In 2009, the total population of the City of Swan is estimated to be 105,364. It is expected to increase by approximately 76,526 people to 181,890 by 2031, at an average annual growth rate of 2.86%. This is based on an increase of more than 9680 households, with the average number of persons per household falling marginally from 2.73 to 2.65.³²

The City of Swan is one of the fastest-growing local government areas in the Perth metropolitan area, and is one of the top three local government areas in terms of building approvals over the last five years.

All areas in the City of Swan except Ballajura-Malaga and Altone are expected to increase in population to 2031, with the largest increases expected in Ellenbrook, West Swan and Midland. The population increases are based on household growth, which in turn relates to new residential opportunities, most notably in the growth corridor areas and around central Midland.



Table 9.0: City of Swan population forecasts 2009–2031³²

	CHANGE 2009-2031				
	2009	2016	2031	Number	Average annual change (%)
City of Swan	105,364	128,398	181,890	76,526	2.51
Altone	20,445	20,169	19,594	-851	-0.19
Ballajura – Malaga	19,501	18,466	18,098	-1,403	-0.34
Bullsbrook – Gnangara	5,303	6,589	21,832	16,529	6.64
Ellenbrook – The Vines – Aveyley	22,736	36,457	44,837	22,101	3.13
Guildford – Hazelmere	5,418	6,105	7,034	1,616	1.19
Midland	11,631	13,243	16,931	5,300	1.72
Swan Hills	3,196	3,560	6,381	3,185	3.19
Swan Valley	3,200	3,194	3,331	131	0.18
Swan View	9,808	10,891	12,074	2,266	0.95
West Swan	4,126	9,724	31,778	27,652	9.72
Eastern Rejuvenation Area	11,328	12,402	14,048	2,720	0.98
Midland Redevelopment Area	6,805	8,330	11,745	4,940	2.51
Urban Growth Corridor	7,778	13,851	35,703	27,925	7.17

Three areas in particular are noteworthy for their expected large population increases. The Eastern Rejuvenation Area includes part of the suburbs of Middle Swan (around the Midland Sports Complex) and Midland (east of Ferguson Street), and Midvale, Koongamia, Bellevue, Swan View and Stratton. The Midland Redevelopment Area is the area managed by the Midland Redevelopment Authority, and it includes part of the suburbs of Middle Swan (around the Brickworks) and Midland (west of Ferguson St), as well as Viveash and Woodbridge. Urban Growth Corridor is a new residential growth area which includes parts of Caversham, West Swan, Whiteman, the northern section of Beechboro and Henley Brook (not including Morgan Fields).

³² City of Swan, 2009, Population and Household Forecasts (www.id.com.au/swan/forecastid)

Ellenbrook

Development of Ellenbrook commenced in 1992, and it has been one of the fastest-growing residential developments in Western Australia, with an estimated growth rate of 9.8% per annum between 2001 and 2006. Ellenbrook now has a population of approximately 15,000 housed in villages clustered around the Town Centre, with a projected population of 30,000–35,000 in seven villages. Ellenbrook currently consists of six villages – Woodlake Village, The Bridges, Coolamon, Morgan Fields, Charlotte's Vineyard and the just-released Malvern Springs, with the seventh village due to be released in the next couple of years.

The Ellenbrook town centre occupies 150 ha, and will provide shopping, office, entertainment and community services to a regional catchment of approximately 70,000 people. When completed, the town centre will have a net leasable area of approximately 217,000 sqm for retail, commercial and light industrial uses. Stage 1 of the Town Centre now provides more than 9000 sqm of mixed-use floor space consolidated around Main Street, with Stage 2 (approximately 10,000 sqm) commencing in 2009, and a third stage to be developed in the next 15 years.

Aveley

Aveley, located next to Ellenbrook on Gngalara Road, was launched in 2004. It will cover 537 ha, and will have a population of approximately 15,000, incorporating 5000 homes over the next 15 years.

Aveley will contain two public primary schools, a private school, a retirement village and two village centres which include cafes, medical services, supermarket and retail. Construction of the first village centre commences in 2009.

Urban Growth Corridor

The future urban development areas of Henley Brook (Albion), West Swan and Caversham are 7 km north-east of Midland, and will form an urban corridor of 1,100 ha. The Swan Urban Growth Corridor Sub-regional Structure Plan has been prepared by the State, and current projections estimate a population of 33,000, with approximately 12,500 residential lots developed over the next 26 years.

Henley Brook (Albion) will contain the largest neighbourhood centre, with approximately 10,000 sqm of retail net leasable area and three local centres each of 300–520 sqm. The three local centres and approximately 5000 sqm of the large neighbourhood centre are expected to be developed in the next eight years, with the balance complete by 2021.

The West Swan development, east of Lord Street, proposes a neighbourhood centre with approximately 5000 sqm of retail net leasable area and a service commercial area of approximately 12 ha.

Neighbourhood centres are also envisaged in the Caversham and West Swan (east of Lord Street) development areas, and Scheme Amendments have been prepared to rezone the land to Urban.



Industrial and Commercial Growth

Hazelmere

The City of Swan and the Department for Planning and Infrastructure have developed a Structure Plan for 1241 hectares in Hazelmere, immediately north-east of Perth Airport and south of Midland town centre. Hazelmere is primarily an industrial area, and the Structure Plan will provide a strategic framework and the statutory basis to ensure landowner certainty and a developer-contributions mechanism. The City will keep local businesses and residents informed and involved in the development of the Structure Plan.

Bullsbrook

Bullsbrook is on Great Northern Highway, 25 km north of the Midland Strategic Regional Centre. It is well serviced by the major transport networks of the Great Northern Highway and Railway Parade/Brand Highway to the north, Chittering Road to the east, and Neaves Road to the west. In 2008 the Bullsbrook Commercial Centre was released. With 37 lots, it offers expansion in the commercial and light industrial land use capability of Bullsbrook.

The City is awaiting the State's approval of the draft Bullsbrook Townsite and Rural Strategy, which could see additional industrial, commercial and residential growth in Bullsbrook.



Midland

Midland Redevelopment Authority

The Midland Redevelopment Authority (MRA) is a State Government planning and development agency established in 2000 to undertake the revitalisation and redevelopment of parts of Midland, based around the historic Midland Railway Workshops. The MRA area comprises some 256 hectares.

Since 2000, the MRA has created new residential and commercial subdivisions, rehabilitated the old Midland Railway Workshops, built apartments, cafes, restaurants and shops in Juniper Gardens in the heart of Midland and revitalised the Midland landscape with landscaping, street furniture and public art. For more information on these developments, see the In Focus section of this document

Midland Railway Workshops

The MRA plans to adapt the Railway Workshops to contemporary uses, and to create a unique, active urban village in harmony with its industrial heritage setting. The focus will be on creative industries, education and heritage activities, with apartments and townhouses providing a rare lifestyle opportunity.³³

Eastern Enterprise

Within the MRA area, a Vertex strata office development is planned on the corner of Clayton Street and Cowie Close. The three-storey complex will contain a café and 31 office suites ranging from 60-300 sqm. It will also include a 2,500 sqm gymnasium above 8,190 sqm of bulky good premises.

More office/commercial development is planned along Clayton Street, in the Eastern Enterprise precinct.

An independent economic impact report shows that over the next 20 years, the MRA redevelopment of Midland will inject \$1.22 billion into the local economy and create about 7566 jobs.

For more information on the MRA and its activities in Midland, visit the MRA website at www.mra.wa.gov.au.

33 Midland Redevelopment Authority
www.mra.wa.gov.au

Midland 2017 – The Challenge

The City of Swan and the Midland Redevelopment Authority are planning an exciting future for Midland. In 2007, the Midland Redevelopment Authority and the City of Swan agreed to undertake a joint planning initiative known as Midland 2017 – The Challenge, to review achievements and to prepare a comprehensive action plan for the continued revitalisation of Midland's city centre over the next ten years.

The first work towards Midland 2017 comprised the Midland 2017 – Enquiry by Design (EbD), an intense planning exercise held over several days in October 2007 which involved bringing together a design team of community members and professionals to establish ideas and principles and to prepare indicative design concepts to guide future planning and development for the study area. A detailed report and summary report documenting the outcomes (including design concepts) of the EbD workshop are available from the City of Swan website www.cityofswan.com.au under Planning for your Community / Place Planning / Midland.

Midland Oval

Of all the outcomes described during the Midland 2017 – Enquiry by Design, the redevelopment of Midland Oval was identified as one of four key place revitalisation projects which will make Midland a more desirable place to live and increase its economic productivity.

The City worked closely with the community to develop a Master Plan and supporting Outline Development Plan (ODP) for the redevelopment of the 11-hectare Midland Oval precinct in the heart of Midland. Council endorsed the Master Plan and supported the draft ODP in February 2007. The Plan provides for a mix of housing styles and commercial activities, and proposes to increase the local residential population and improve the safety and vitality of the Midland Regional Centre.

Since Council adopted the Master Plan, some innovative proposals, elapsed time and changing political, economic and social circumstances have resulted in the need to revisit the proposed land uses and development constraints. Therefore a planning review is being undertaken to review those constraints and to finalise the draft ODP for adoption as a Structure Plan under the City's Local Planning Scheme.

More information on Midland Oval can be found on the City of Swan website at www.cityofswan.com.au under Planning for your Community / Place Planning / Midland

Swan Health Campus

In November 2005 the Western Australian Government announced the relocation of the Swan District Hospital from Great Northern Highway, outside the Midland city centre, to this prime central location on the northern side of Clayton Street.

The \$192 million new health campus will provide strong activity in the precinct and have clear pedestrian links to the Midland train station and the city centre. It provides opportunities for associated uses and for developing relationships with other uses such as education and training facilities and aged care accommodation. It is projected that the Hospital will be completed within the next ten years, and will be the fourth-largest hospital in Western Australia.



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