



Business and Tourism eNews

November 2012

City of Wanneroo Business and Tourism eNewsletter

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Understanding Wanneroo's Economy - Part 1



Finding out detailed information about your local customers and target markets has never been easier with the recent update of the City's online Community Profile tool. It is easy to use and available free through our website.

Go to [page 2](#) for full article.

New Tourism Logo for City of Wanneroo



We now have a new tourism logo and tagline for the City of Wanneroo. The logo and tagline will be used to promote and consistently brand tourism attractions and opportunities within the City of Wanneroo. Find out how this benefits your business...

Go to [page 7](#) for full article.

Meet Your Local Business Team



Did you know you have a team of local business professionals keen and willing to work with you and your business? The City's Business Development Team, the Wanneroo Business Association and the Small Business Centre, North West Metro provide a range of business support services and opportunities, many of which are free!

Go to [page 8](#) for full article.

Now available - Tourism Grants and updated WA Visitor Statistics



Are you considering a new tourism product, service or experience or need to conduct a feasibility study? Then don't miss your chance to grab some Federal Government funding through their T-Qual grants program. Also find out the latest snapshot of tourism activity in Western Australia.

Go to [page 10](#) for full article.

Events and Workshops



A number of local business workshops and events are happening over the next few months including the 2012 WBA Business Awards, monthly WBA sundowners, workshops on record keeping, book keeping, Self Managed Super funds and Search Engine Optimisation.

Go to [page 12](#) for full article.



Understanding Wanneroo's Economy – Part 1

Finding out detailed information about your local customers and target markets has never been easier with the recent update of the City's online Community Profile tool. It is easy to use and available free through our website and now includes the first release of ABS Census 2011 data.



Through the online Community Profile tool you can freely access demographic data and information for the City of Wanneroo and its suburbs based on results from the 2011, 2006, 2001, 1996 and 1991 ABS Censuses.

A demographic profile of residents within the City of Wanneroo is available below. To create your own customer profile go to www.wanneroo.wa.gov.au/Business/Statistics and click on the Community Profile icon.

City of Wanneroo Community Profile

Key Facts at 2011



- 160,322 residents
- 41,142 new residents 2006-2011



- 56,333 dwellings
- 14,722 new dwellings 2006-2011
- 72% owner occupied dwellings
- 22% rentals



- 20% children (0-11 yrs)
- 19% young people (12-24 yrs)
- 48% adults (25-59 yrs)
- 13% older people (60+ yrs)



- 53% families with children
- 25% couples without children
- 16% single person households
- 2% group households
- 5% other households



- \$1,514 median weekly household income
- \$2,104 median monthly mortgage repayment
- \$350 median weekly rent



- 80% home internet connection
- 62% households have 2+ motor vehicles
- 15% of residents are from non-English speaking backgrounds





Population at 2011

160,332 people live in the City of Wanneroo

49.5% Males

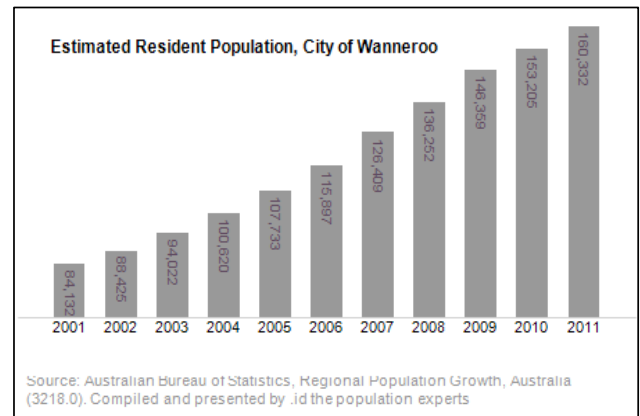
50.5% Females

↑ grown by 7,127 people between 2010 and 2011

↑ grown by 44,435 people in the last 5 years

↑ grown by 76,200 people in the last 10 years

*Between 2006-2011 the City of Wanneroo grew
by an average of 24 residents per day.*



Dwellings at 2011

There are 56,333 dwellings in the City of Wanneroo

↑ grown by 14,625 dwellings in the last 5 years

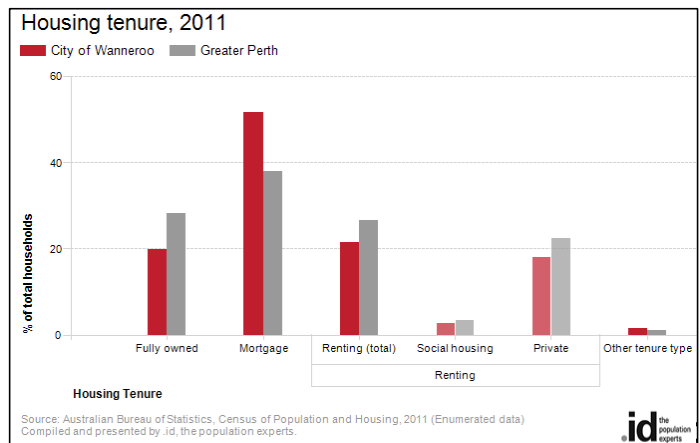
↑ grown by 27,058 dwellings in the last 10 years

*Between 2006-2011 the City of Wanneroo grew
by an average of 8 dwellings per day.*

52% of dwellings have a mortgage

20% of dwellings are fully owned

22% of dwellings are rented



5 out of 7 dwellings are owner occupied.



Age Structure at 2011

58,505 residents are under 25 years of age (38%)

- 11% are primary school aged
- 9% are high school aged

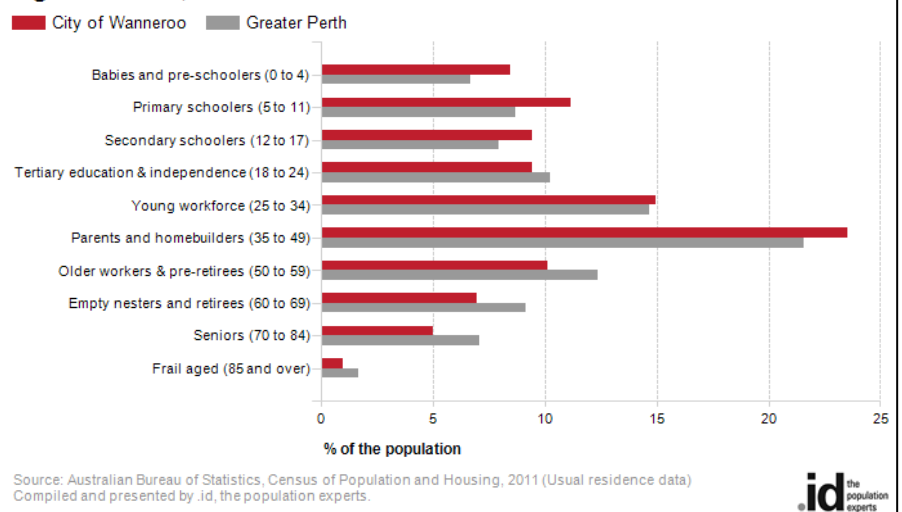
73,898 residents are between 25-59 years of age (49%)

- 24% are aged 35-49 years

19,680 residents are 60+ years of age (13%).

- 5% are seniors (70-84 years)
- 1% are frail aged (85+ years)

Age structure, 2011



*The median age of residents in
the City of Wanneroo is 32 years.*



Households & Families at 2011

40,447 households are families (78%)

- 52% are families with children
- 25% are couples without children

8,235 are single person households (16%)

1,197 are group households (2%)

The average household size is 2.9 people.

On average, families have 1.9 children.

Of the households with children (52%):

- 29% have young children (<15 yrs)
- 15% have older children (15+ yrs)
- 8% have children of varying ages

Of the couples without children (43%):

- 9% are young couples (15-44 yrs)
- 9% are middle-aged couples (45-64 yrs)
- 7% are older couples (65+ yrs)

Of the single person households (16%):

- 9% are young people
- 5% are middle-aged people
- 5% are older people

*On average 1 in every 6 households
has only one person living there.*

54% of households are living in
a 4 bedroom house

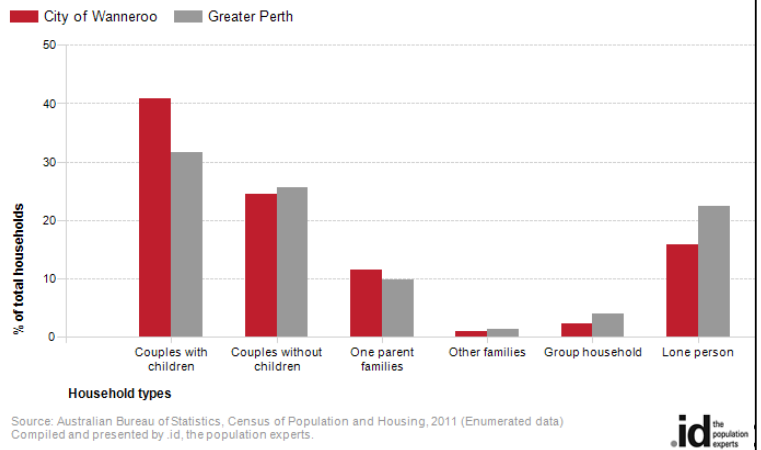
29% of households are living in
a 3 bedroom house

7% of households are living in
a 1-2 bedroom house

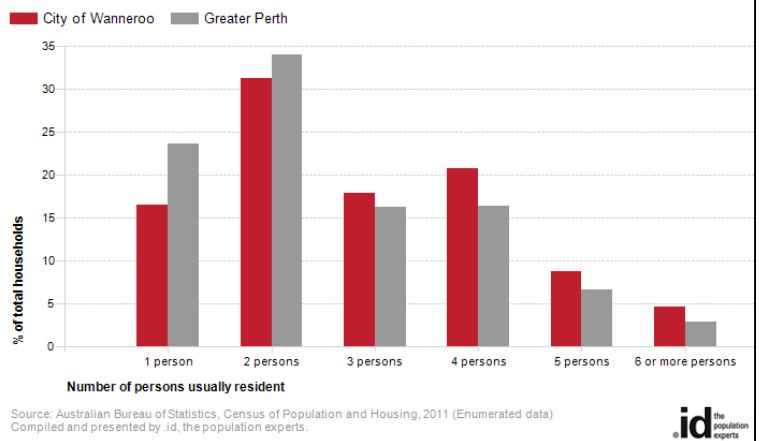
6% of households are living in
a 5+ bedroom house

*While the average household size is 2.9
people most dwellings have 4 bedrooms.*

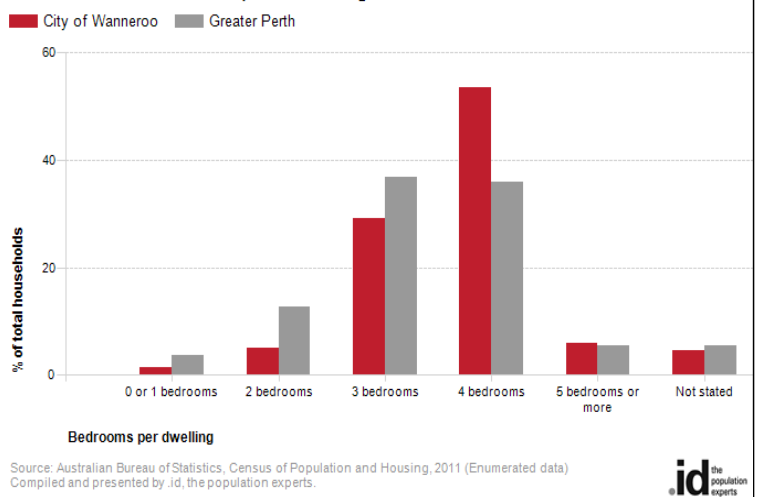
Household types, 2011



Household size, 2011



Number of bedrooms per dwelling, 2011





Household Finances at 2011

36% earn between \$400-\$1,499 per week (17,869)

33% earn between \$1,500-\$2,999 per week (16,611)

11% earn \$3,000+ per week (5,465)

8% earn less than \$400 per week

1 in 5 households earn \$2,500+ per week.

2 in 7 households earn less than \$1,000 per week.

Of the households with a mortgage (26,864):

- 52% repay between \$1,000-\$2,599 per month
- 26% repay between \$2,600-\$3,999 per month
- 5% repay \$4,000+ per month
- 13% repay less than \$1,000 per month

The median monthly home loan repayment is \$2,104.

1 in 3 households with a mortgage pay \$2,600+ per month.

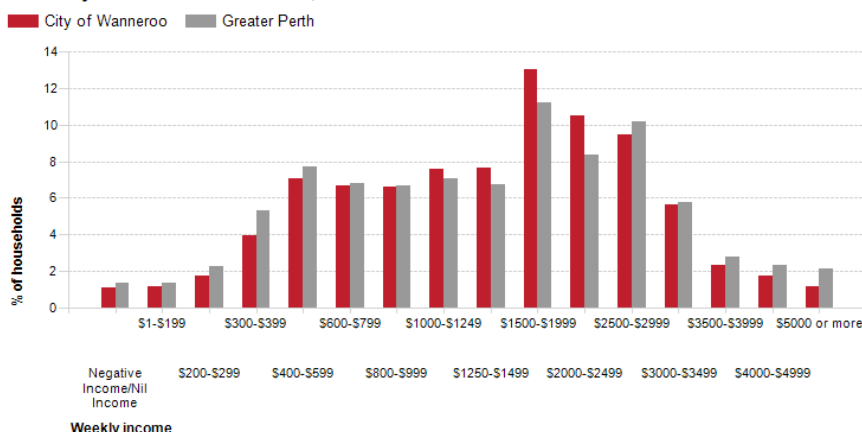
Of the households that are renting (11,221):

- 53% pay between \$300-\$424 per week
- 16% pay between \$150-\$299 per week
- 12% pay less than \$150 per week
- 14% pay between \$425-\$649 per week
- 2% pay \$650+ per week

The median weekly rental payment is \$350.

2 in 7 households that rent pay \$400+ per week.

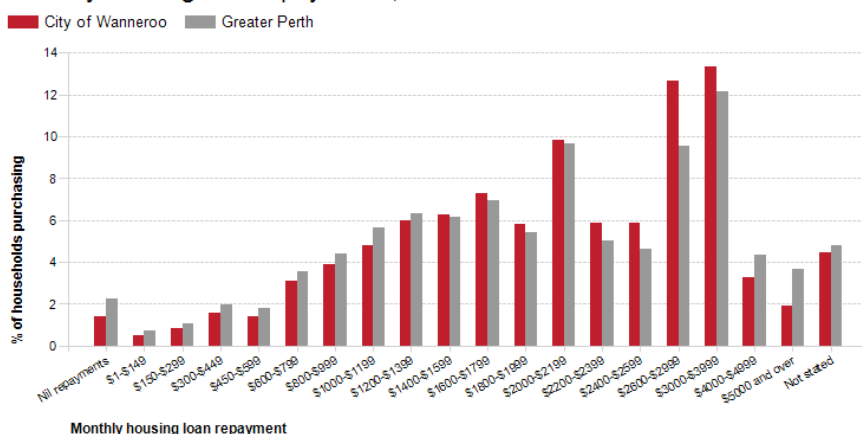
Weekly household income, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Enumerated data)
Compiled and presented by .id, the population experts.

.id the population experts

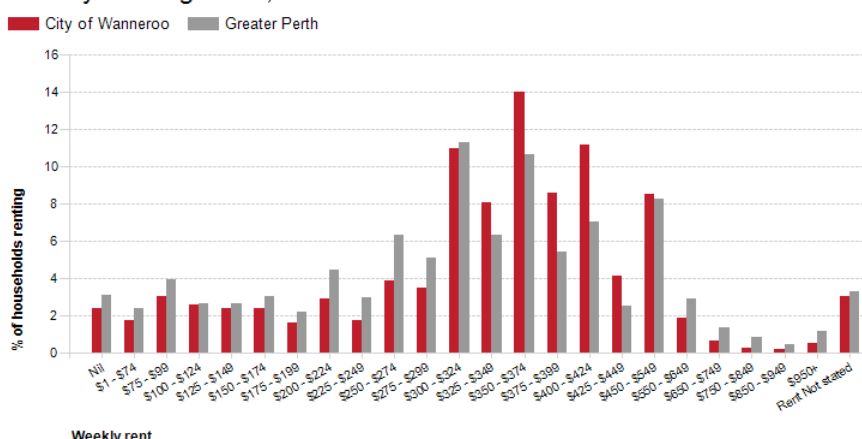
Monthly housing loan repayments, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Enumerated data)
Compiled and presented by .id, the population experts.

.id the population experts

Weekly housing rental, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Enumerated data)
Compiled and presented by .id, the population experts.

.id the population experts



Other Interesting Facts from the 2011 Census

80% of homes have internet connection

- 73% have broadband internet
- 3% have dial-up internet
- 4% have another type of internet connection

13% of homes do not have internet connection (6,900 homes)

4 in 5 homes have internet connection.

42% of households have 2 motor vehicles

29% have 1 motor vehicle

21% have 3+ motor vehicles

4% have no motor vehicles

*5 in 8 households have
2 or more vehicles*

40% of residents were born overseas (60,344 people)

- 25% are from English speaking countries
 - UK (17%)
 - New Zealand (4%)
 - South Africa (3%)
- 15% are from non-English speaking countries
 - Vietnam (2%)
 - India (1%)

*2 in 5 residents were
born overseas*

78% of residents speak English only

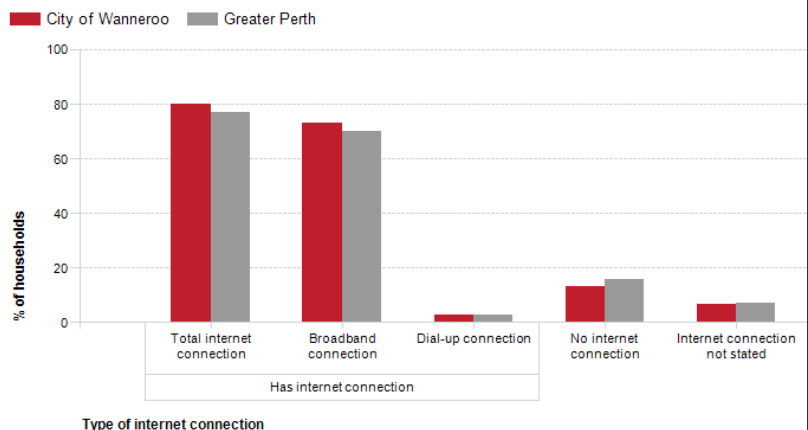
15% of residents are proficient in English and other languages (1+)

3% speak English poorly or not at all

*1 in 6 residents do not speak
English at home*

*1 in 32 people speak English
poorly or not at all*

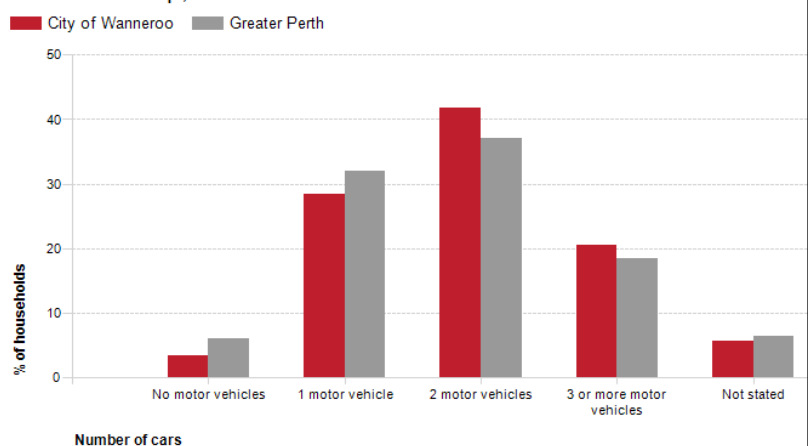
Type of internet connection, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Enumerated data)
Compiled and presented by .id, the population experts.

.id
the population experts

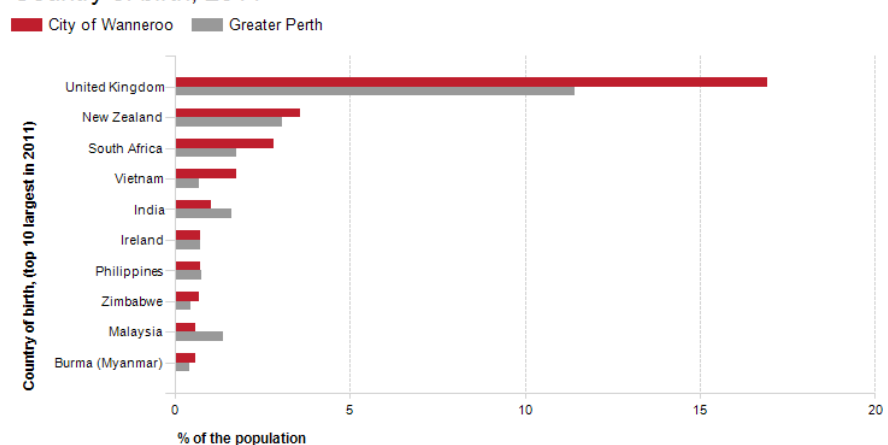
Car ownership, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Enumerated data)
Compiled and presented by .id, the population experts.

.id
the population experts

Country of birth, 2011



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data)
Compiled and presented by .id, the population experts.

.id
the population experts



New Tourism Logo for City of Wanneroo



We now have a new tourism logo and tagline for the City of Wanneroo. They will be used to promote and consistently brand tourism attractions and opportunities within the City of Wanneroo. By having a tourism brand for the City this will enable us to build awareness of the area as a day trip destination and promote the great attractions and activities on offer. We are keen to encourage visitors, family and friends to discover all that Wanneroo has to offer. This is likely to mean increased visitor numbers and spending benefiting individual businesses and our local economy overall.

The concept and need to develop a tourism logo and tagline originated from an action in the Tourism Strategy (2012-2017) to "*review tourism branding for the City of Wanneroo*". The City's Business Development team has worked with a marketing agency and the Wanneroo Business & Tourism Development Working Group to prepare the tourism logo and tagline that can be used across a wide range of marketing material, including information bay signage, entry statement signage, web sites, brochures and publications. The new logo was adopted by Council on the 16th October 2012.

The new logo will immediately be adopted in all destination marketing and other promotional activities carried out by the City. We have also been reviewing tourism signage around the City of Wanneroo and will let you know more on this soon. For more information and details on the City of Wanneroo Tourism Strategy (2012-2017) contact the Business Development Team on economic@wanneroo.wa.gov.au or telephone 9405 5000.



Meet Your Local Business Team

Did you know you have a team of local business professionals keen and willing to work with you and your business?

The City's Business Development Team, the Wanneroo Business Association and the Small Business Centre, North West Metro offer businesses local knowledge and experience in business creation, attraction, retention and growth. As your local business team we provide a range of support and development services and opportunities, many of which are free!

Together we can support and assist your business with aspects such as:

- Research and business planning
- Establishing or expanding your business
- Local industry networking
- Targeted, local events, workshops and seminars
- Local and State Government liaison and regulations
- Independent, confidential and practical business assistance



City of Wanneroo – Business Development



Steve Marmion, Principal Business Development Advisor

Nyssa Searles, Business Development & Research Officer

Caroline Buck, Tourism & Industry Officer

The City's Business Development Team supports business creation, attraction, retention and growth in the area. We work closely with local businesses, developers, the City of Joondalup, State Government agencies and others to ensure the City of Wanneroo prospers from economic planning and development as well as provision of services, facilities and key economic infrastructure (e.g. major transport connections and extensions).

We are also keen to assist local businesses to locate, grow and prosper in the area. If we can support you in any way, such as being your contact point for communication with other departments at the City of Wanneroo please let us know. You can contact us on 9405 5000, economic@wanneroo.wa.gov.au or visit our newly updated website www.wanneroo.wa.gov.au/Business.

Wanneroo Business Association



Bev Letton, Executive Officer

John Denton, President

The Wanneroo Business Association provides a perfect avenue for business networking and ideas exchange, through regular functions and events. The aim of the association is to enhance business conditions in the City of Wanneroo and act as an advocate for members in all matters affecting local business.

Even if you're not a member you're still able to attend a range of business events and benefit from local business news updates. For more information phone 9206 3888, email info@wanneroobusiness.com or visit <http://wanneroobusiness.com>.

Small Business Centre - North West Metro



Mark Diggins, Centre Manager

Kayla Duncan, Administrative Officer / Client Co-ordinator

The Small Business Centre North West Metro is a free service to new and established businesses. Services available include practical business coaching, referral to specialist advisers, help through the maze of government departments and regulations and problem solving.

They also run a series of workshops including those focused on marketing, cash-flow management, tourism and bookkeeping. For more information phone 9300 1418, email admin@sbcnorthwestmetro.com.au or visit www.sbcnorthwestmetro.com.au.



Now available – Tourism Grants and updates WA Visitor Statistics

TQUAL Grants



Don't miss out on your chance to grab some funding from the Federal Government as part of their T-Qual grants program. If you are considering implementing new tourism product, service or experience or need to conduct a feasibility study, perhaps have an innovative project that you wish to consider..... then take advantage of this joint funding opportunity.

In 2010, the Australian Government allocated \$40 million over 4 years for *T-QUAL Grants* to stimulate sustainable economic growth in the Australian tourism industry by ensuring there is a supply of quality tourism products and experiences available to support marketing promises.

The Australian Government has established the *T-QUAL Grants* program to fund projects which:

- Develop innovative and strategic tourism products and experiences through joint investment to enhance and support the sustainable economic growth of the host communities and regions; and
- Develop the industry's capacity to address the principles set out in the National Long-Term Tourism Strategy.

ABOUT *T-QUAL Grants* - *TOURISM QUALITY PROJECTS*

The types of projects that are eligible include:

- Implementation projects such as innovative tourism product, service or experience refreshment or upgrade;
- Initiation projects such as feasibility studies; and
- Projects which support the industry's capacity to be innovative and productive, or that offer leadership to the industry (driven by national peak or sectoral tourism associations).

T-QUAL Grants – Tourism Quality Projects grants of between \$15,000 (excluding GST) and \$100,000 (excluding GST) are available for smaller scale projects to support tourism industry development projects, particularly those with community benefits which also stimulate private sector investment.

[Click here for further information](#)

National Visitor Statistics now available!



The latest snapshot of tourism activity in Western Australia containing information on visitor numbers, origin and spend, as well as overseas arrivals and departure data, airport, and accommodation data. Overall intrastate tourism in WA rose for the year ending June 2012, with visitors up 15.2 per cent, spend up 11.7 per cent and nights up 14.9 per cent, all ahead of the national averages.

The latest national visitor statistics were released by Tourism Research Australia in October. Data is broken down into international, interstate, intrastate and intrastate day trip visitor information as well as providing summary data for key international markets and each of the five Western Australian tourism regions

All of WA's tourism regions have seen growth in intrastate overnight visitors in the past 12 months. In addition, the State's holiday/leisure segment showed an increase of 7.7 per cent. Overall interstate tourism in WA has also increased, with visitors up 7.4 per cent, spend up 41.2 per cent and nights up 9.1 per cent, all ahead of the national averages. The holiday/leisure visitor segment grew by 5.3 per cent. The Quarterly Visitor Snapshot, which features the results of the International Visitor Survey and the National Visitor Survey, is now available from [Tourism WA's corporate website](#).



Upcoming Business Events and Workshops

November

7 Nov Record Keeping Workshop with the ATO

FREE

Wednesday 7th November 2012

4.00pm – 7.00pm

Theatrette, Wanneroo Library & Cultural Centre

Dundebar Rd, Wanneroo

FREE - bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



Australian Government
Australian Taxation Office



9 Nov WBA Member Hosted Sundowner

FREE
for
WBA
MEMBERS

Friday 9th November 2012

5.30pm – 7.30pm

Industrial Recruitment Partners,

3/32 Prindiville Drive, Wangara

FREE for WBA Members and Guests – bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



15 Nov Basic Bookkeeping with Excel

\$25

Thursday 15th November 2012

9.30am – 10.30am

Small Business Centre

4/189 Lakeside Drive, Joondalup

Bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



15 Nov 2012 City of Wanneroo Business Awards

\$135

Gala Presentation Dinner

Thursday 15th November 2012

6.30pm

Bridgeleigh Function Centre, 198 Mary Street, Wanneroo

Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



21 Nov WBA November Luncheon

**Guest speaker: The Hon Simon O'Brien MLC
Minister for Small Business; Finance; Commerce**

\$65 - \$75

Wednesday 21st November 2012

12.00noon – 2.00pm

Bridgeleigh Function Centre, 198 Mary Street, Wanneroo

Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com



December

5 Dec Self Managed Super funds with the ATO

FREE

Wednesday 5th December 2012

4.00pm – 7.30pm

Theatrette, Wanneroo Library &

Cultural Centre, Dundobar Rd, Wanneroo

FREE - bookings essential

Contact Kayla on 9300 1418 or admin@sbcnorthwestmetro.com.au



Australian Government
Australian Taxation Office



6 Dec SEO (Search Engine Optimisation) Workshop

\$125

Thursday 6th December 2012

2.00pm – 5.00pm

Edith Cowan University, Joondalup

Bookings essential – [click here](#) for further details



7 Dec 2012 WBA Christmas Sundowner

\$45

Friday 7th December 2012

5.30pm – 7.30pm

Drovers Cafe, 1387 Wanneroo Rd, Wanneroo

Bookings essential

Contact Bev on 9206 3888 or info@wanneroobusiness.com

