



FEBRUARY 2026

SOUTH WEST

ECONOMIC SNAPSHOT

GROSS REGIONAL PRODUCT

\$19.925B -\$100M
(Remplan 2024 R2)

UNEMPLOYMENT

3.16% Jun 2024: 3.45%
(June 2025) -0.28%

JOBS

80,407 2016: 71,633
(Census 2021) 2016-2021 Change: 8,774

BUSINESSES

17,607 June 2024: 17,113
(June 2025) 24-25 Change: 494

ANNUAL OVERNIGHT AVERAGE VISITORS ⁷

2,677,000 2023: 2,729,000
(2024) 23-24 Change: - 52,000-

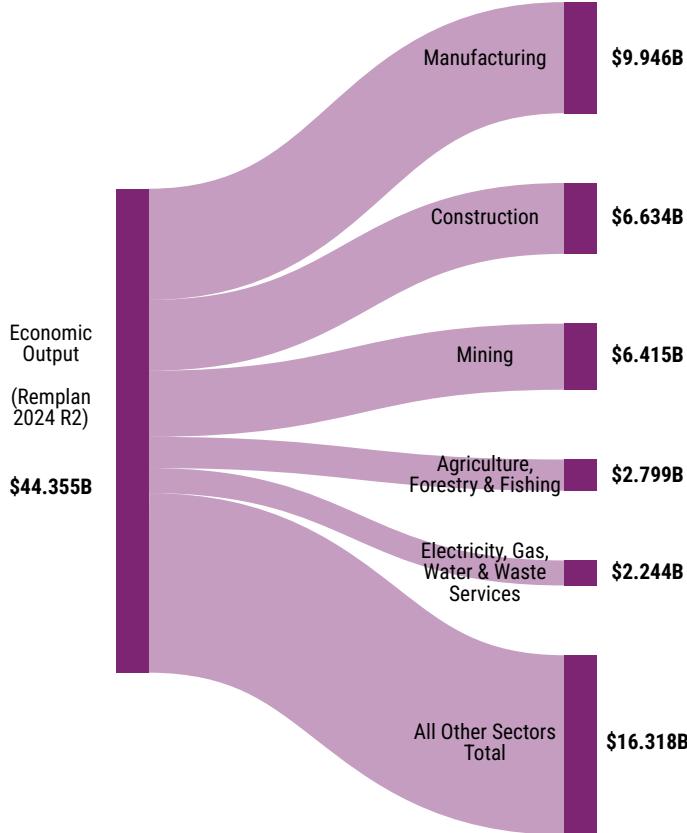
ANNUAL OVERNIGHT STAYS

REF 7

9,520,000 2023: 10,454,000
(2024) 23-24 Change: - 934,000-

KEY SECTORS BY ECONOMIC OUTPUT

REF 1



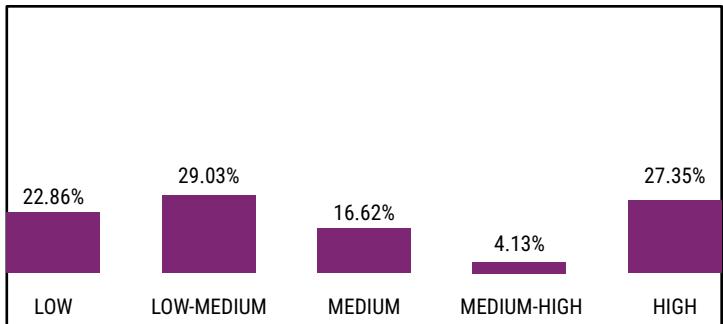
TOTAL ECONOMIC OUTPUT

\$44.355B Remplan 2023R2: \$44.398B
(Remplan 2024 R2) Change: -\$43M



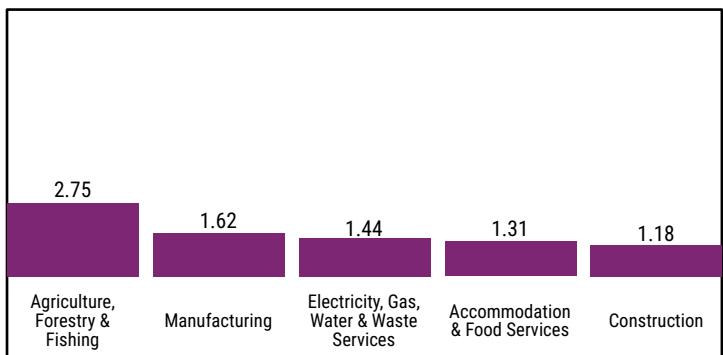
Copyright: Tourism WA: Farmland & Forests, Manjimup

ECONOMIC COMPLEXITY BY ECONOMIC OUTPUT ^{REF 1}



Low Economic Complexity Sectors: Mining, Retail Trade, Accommodation & Food Services, Other Services. **Low-Medium Economic Complexity Sectors:** Agriculture, Forestry & Fishing, Construction, Rental, Hiring & Real Estate Services, Administrative & Support Services. **Medium Economic Complexity Sectors:** Electricity, Gas, Water & Waste Services, Transport, Postal & Warehousing, Public Administration & Safety, Healthcare & Social Assistance, Arts & Recreation Services. **Medium-High Economic Complexity Sectors:** Wholesale Trade, Education & Training. **High Economic Complexity Sectors:** Manufacturing, Information, Media & Telecommunications, Financial & Insurance Services, Professional, Scientific & Technical Services

KEY SECTORS LOCATION QUOTIENT: EMPLOYMENT ^{REF 1}



Location Quotient refers to the comparative advantage, or specialisation of a sector within a regions economy in comparison to Western Australia overall, **1 or more** being evidence of a higher comparative advantage and **below 1** being evidence of a lower comparative advantage or presence of a sector compared to Western Australia. **Gross Regional Product (GRP)** is the net measure of wealth generated by the region. GRP can be measured by using the incomes approach, where all incomes earned by individuals (wages and salaries), firms (gross operating surplus) and governments (taxes on products or services) are added. **Output** data represents the gross revenue generated by businesses/organisations in each of the industry sectors in a defined region. Gross revenue is also referred to as total sales or total income.

LOCAL GOVERNMENT AREAS

REF 1

Local Government Authority	Map Pin	GRP	Persons	Jobs
Bunbury-Geographe Sub-Region		\$13.038B	109,382	48,816
Bunbury (C)	1	\$5.531B	32,987	26,364
Capel (S)	2	\$917.43M	18,175	3,369
Collie (S)	3	\$2.859B	8,812	4,994
Dardanup (S)	4	\$829.96M	14,686	3,796
Donnybrook-Balingup (S)	5	\$463.12M	6,155	1,868
Harvey (S)	6	\$2.437B	28,567	8,425
Capes Sub-Region		\$4.848B	57,431	23,791
Augusta-Margaret River (S)	7	\$1.370B	16,791	6,808
Busselton (C)	8	\$3.477B	40,640	16,983
Warren Blackwood Sub-Region		\$2.039B	17,703	7,800
Boyup Brook (S)	9	\$182.75M	1,834	682
Bridgetown-Greenbushes (S)	10	\$813.54M	5,238	2,250
Manjimup (S)	11	\$932.43M	9,093	4,407
Nannup (S)	12	\$110.30M	1,538	461

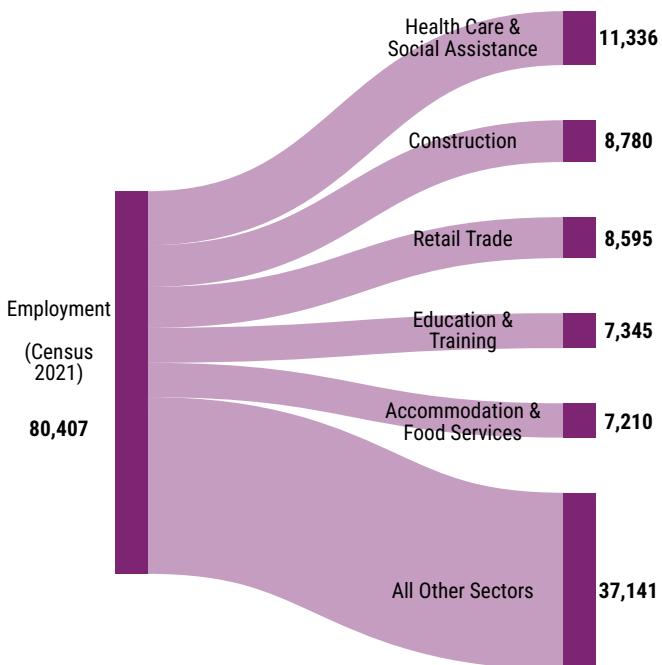
PORT THROUGHPUT

REF 8

Map Pin	Port Name	24-25FY
A	Bunbury Port	17.095Mt

EMPLOYMENT BY KEY SECTORS - PLACE OF WORK

REF 1



Work In Region, Live Elsewhere

7,126

8.86%

Work & Live In Region

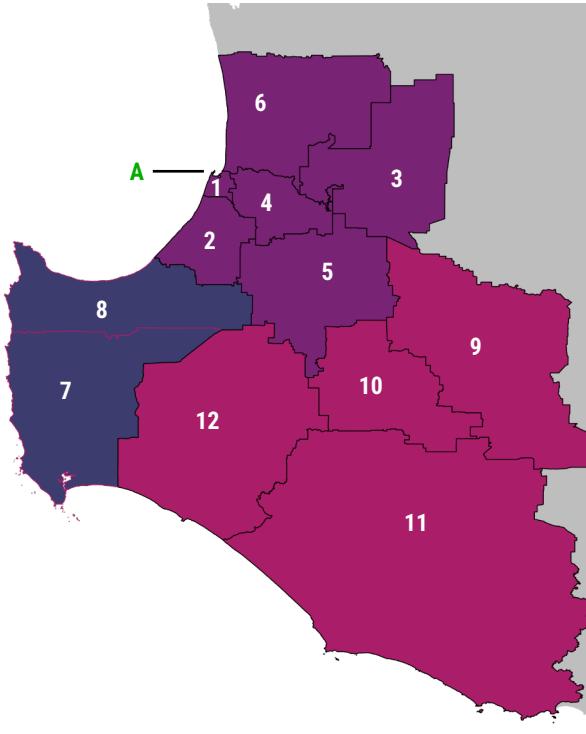
73,281

91.14%

REFERENCES:

1. Remplan (2024R2 & 2023R2 - 2025 CPI Adjusted) - Overview, Economy Profile, Output Profile, GRP Profile (2023 & 2024) & 2021 Census Workforce Data. 2. Jobs & Skills Australia - Small Area Labour Market Estimates - LGA (June 2025). 3. ABS Business Counts - Entries & Exits (2022-2025) - December 2025. 4. Australian Bureau Of Statistics (2020/21) - Value Of Agricultural Commodities Produced & DPIRD Horticultural Situational Analysis Report 2022. 5. Department of Energy, Mines, Industry Regulation & Safety - Value Of Regional Commodities (2024-2025). 6. ABS Census Of Population - 2021. 7. Tourism WA - Regional Development Commission Tourism Profile 2025 (2024 & 2023 Data). 8. Southern Ports Authority. 2025. Annual Report Data 2024/25 - Total Trade.

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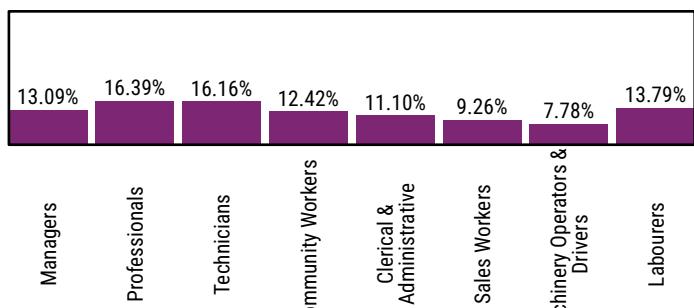
VALUE OF KEY PRIMARY COMMODITIES

REF 4 REF 5

Sector	Commodity	Value \$
Mining (Peel & SWDC)	Alumina, Gold, Copper & Silver	\$11.132B
Mining	Tin Tantalum Lithium	\$1.822B
Mining	Coal & Mineral Sands	\$632.488M
Agriculture	Avocado	\$168.1M
Agriculture	Cattle & Calves	\$116.65M
Agriculture	Ware & Processing Potato	\$61.8M
Agriculture	Carrot	\$60M
Agriculture	Wine Grape	\$58.3M
Agriculture	Apple	\$52.9M
Agriculture	Onion	\$46.1M
Agriculture	Wool	\$37.00
Agriculture	Cut Flowers, Nurseries & Turf	\$21.9M
Agriculture	Pears	\$21.5M
Agriculture	Broccoli	\$21M

OCCUPATION - PLACE OF WORK

REF 6



OCCUPATION SKILL LEVEL - PLACE OF WORK

REF 6

