

Surf Coast Shire Economy Overview

Prepared by Matthew Nichol,
Compelling Economics



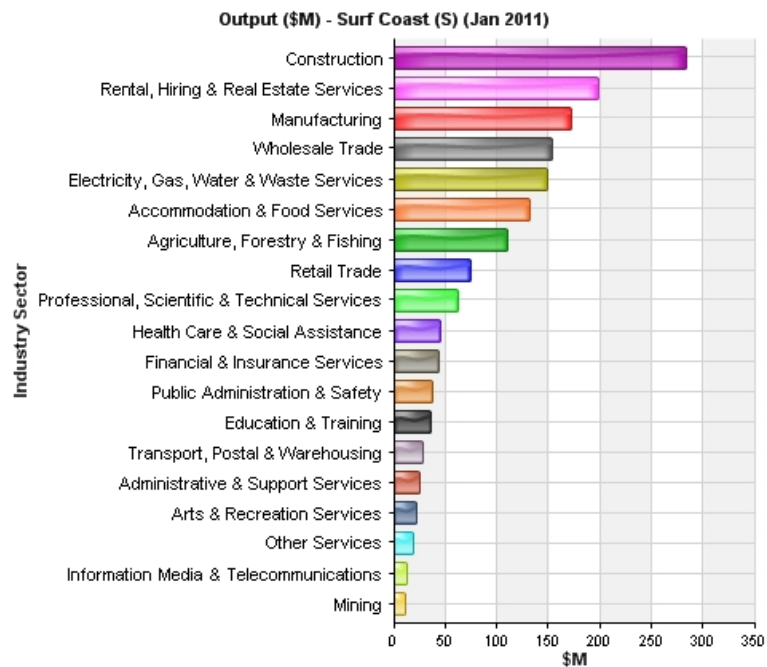
Population: 21,771 (2006 Census) (ABS ERP 2009: 25,458 people)

Gross Regional Product: \$823.608 Million

Per Capita Gross Regional Product: \$37,830

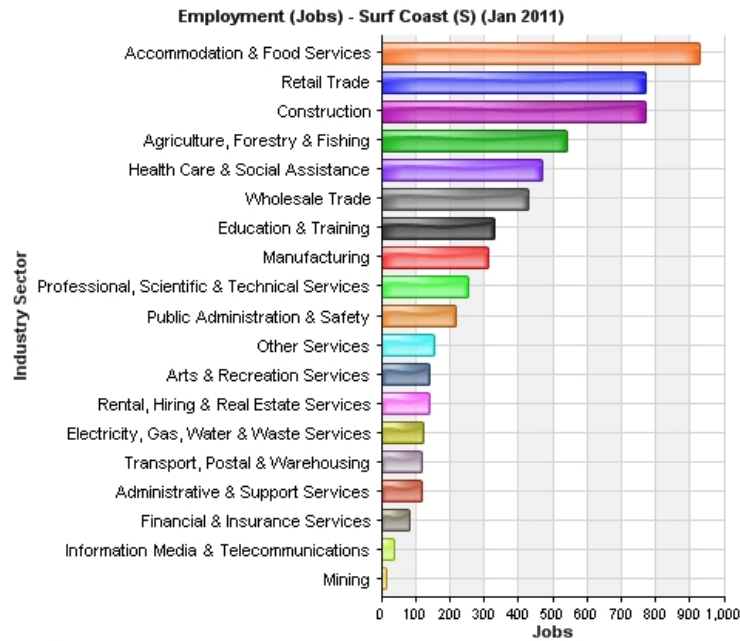
Output

The gross revenue generated by businesses and organisations in Surf Coast (S). The total output estimate for Surf Coast (S) is \$1,609.373 million.:



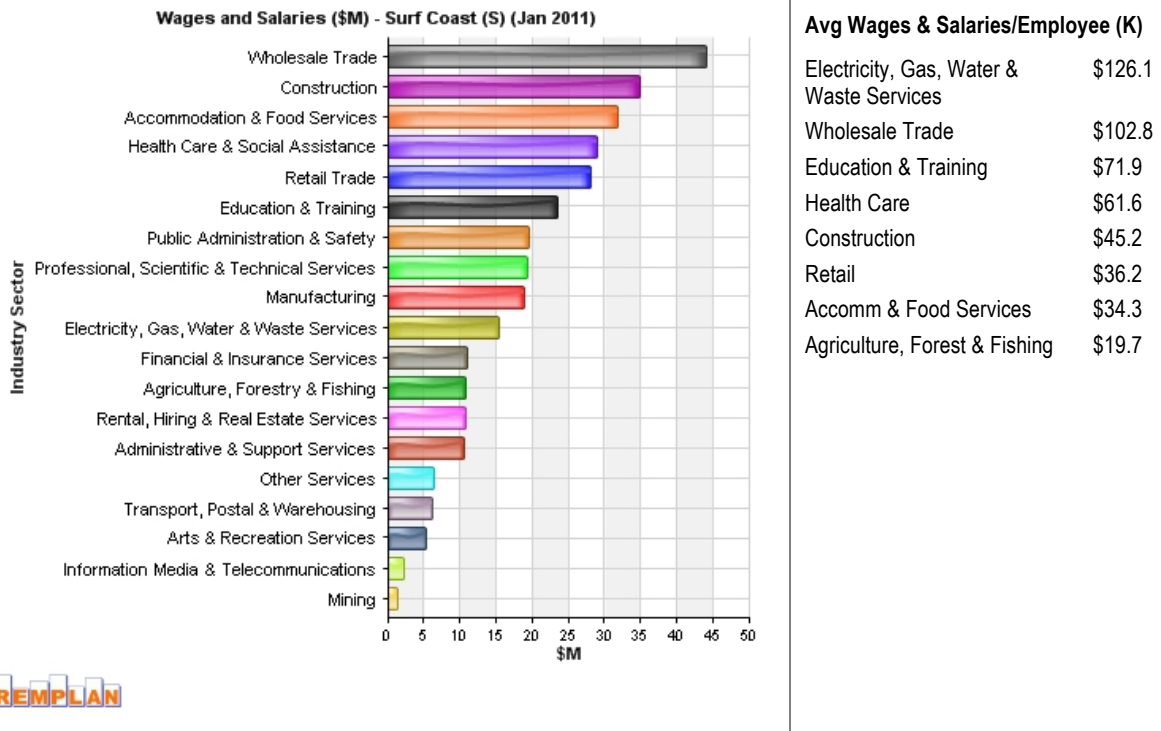
Employment

This report shows the number of employees whose place of work is located within Surf Coast (S). The total employment estimate for Surf Coast (S) is 5,938 jobs.



Wages and Salaries

Wages and salaries the wages and salaries paid to employees who work in Surf Coast (S). The total wages and salaries estimate for Surf Coast (S) is \$328.276 million.



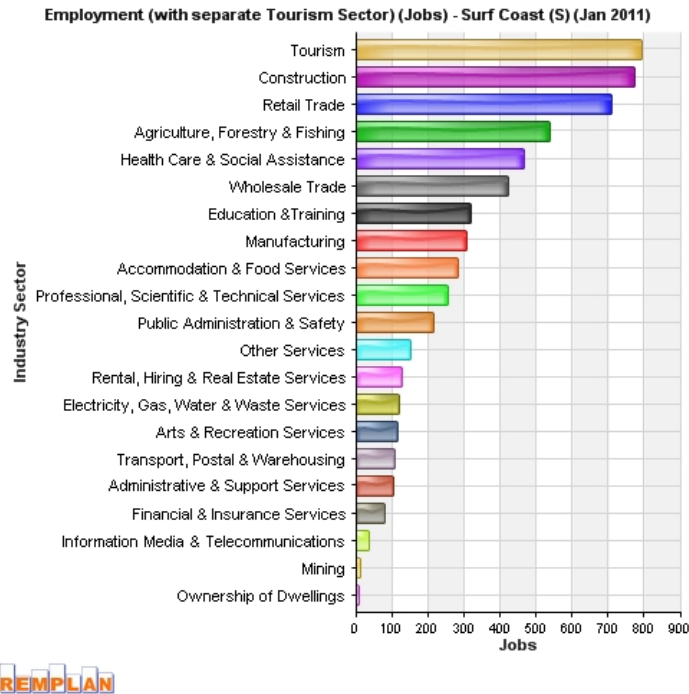
Avg Wages & Salaries/Employee (K)

Electricity, Gas, Water & Waste Services	\$126.1
Wholesale Trade	\$102.8
Education & Training	\$71.9
Health Care	\$61.6
Construction	\$45.2
Retail	\$36.2
Accomm & Food Services	\$34.3
Agriculture, Forest & Fishing	\$19.7

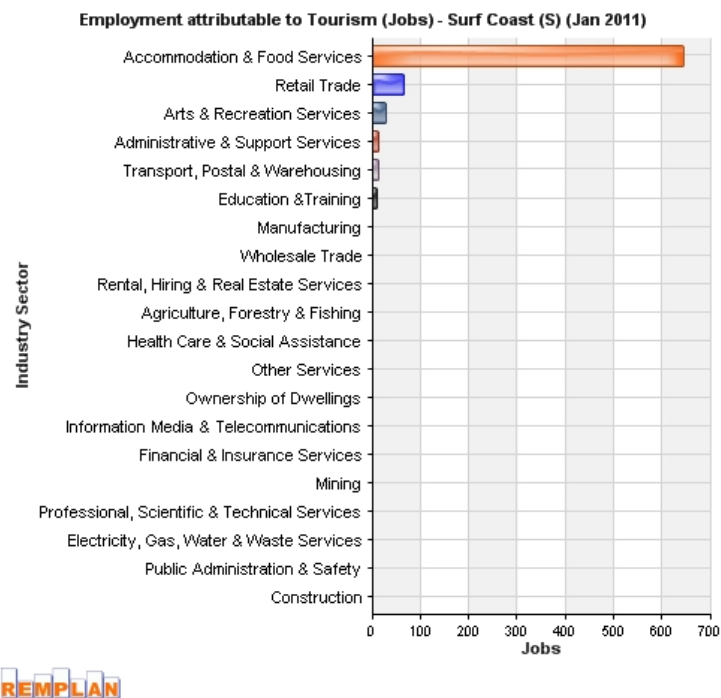


Tourism

An amalgam of activities across various industry sectors such as retail, accommodation, cafes & restaurants, and cultural & recreational services. The estimated employment generated by tourism for each industry sector has been deducted and consolidated into a separate tourism sector. The total employment estimate for Surf Coast (S) is 5,939 jobs

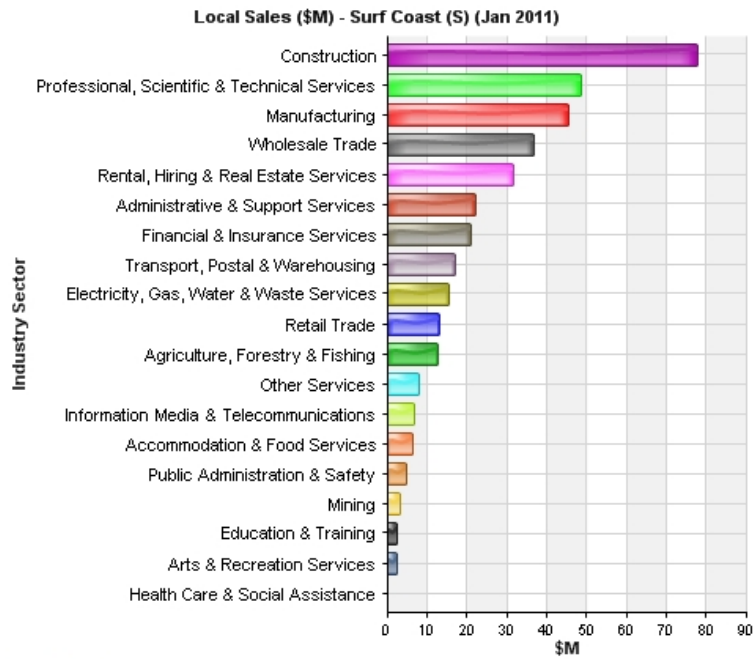


The number of jobs in each industry sector in Surf Coast (S) which service demand generated by tourists to the area. The total tourism related employment estimate for Surf Coast (S) is 792 jobs.



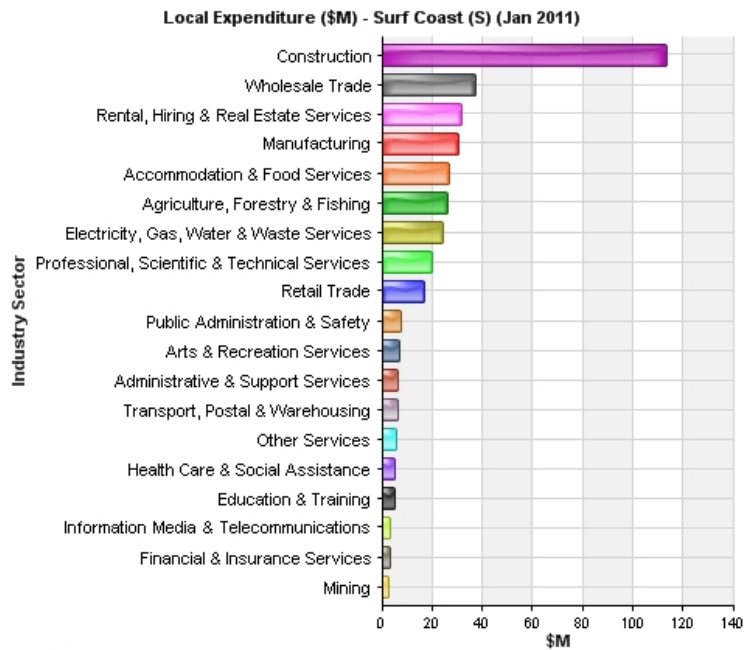
Local Sales

The goods and services produced in Surf Coast (S) which are sold to local industry sectors as input into production and for value-adding. The total local sales estimate for Surf Coast (S) is \$375.771 million.



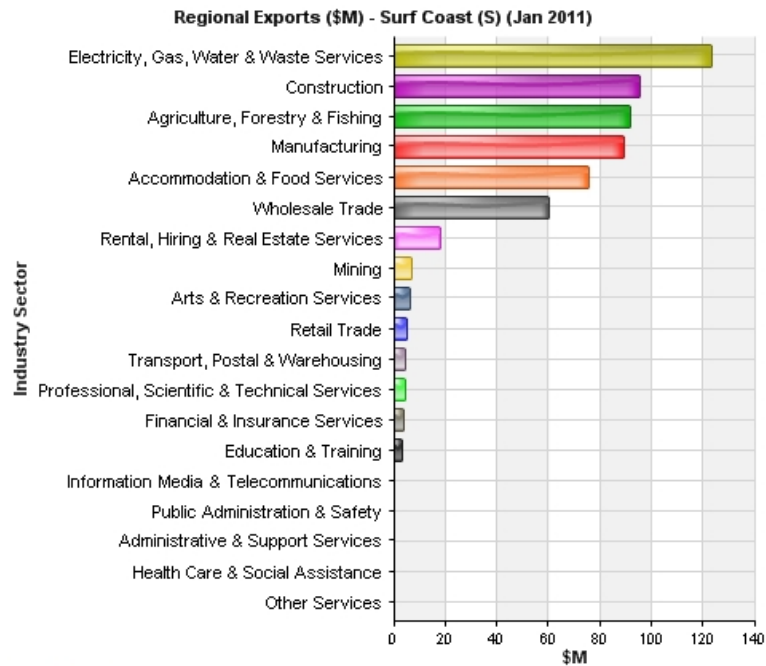
Local Expenditure

The value of intermediate goods and services purchased by industry sectors within Surf Coast (S). The total local expenditure estimate for Surf Coast (S) is \$375.771 million.



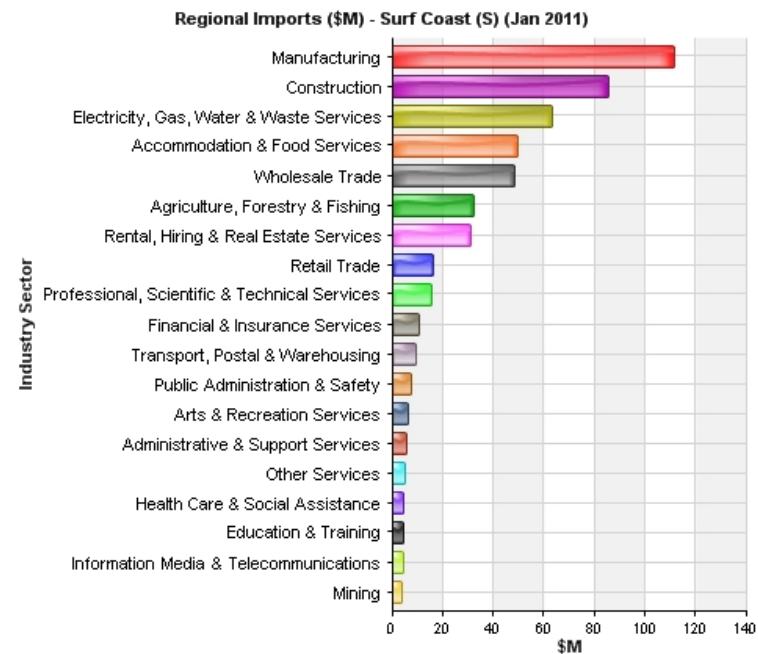
Exports

The goods and services produced by industry sectors in Surf Coast (S) which are sold to consumers, businesses, and governments based outside the region's boundaries. The total regional export estimate for Surf Coast (S) is \$589.271 million.

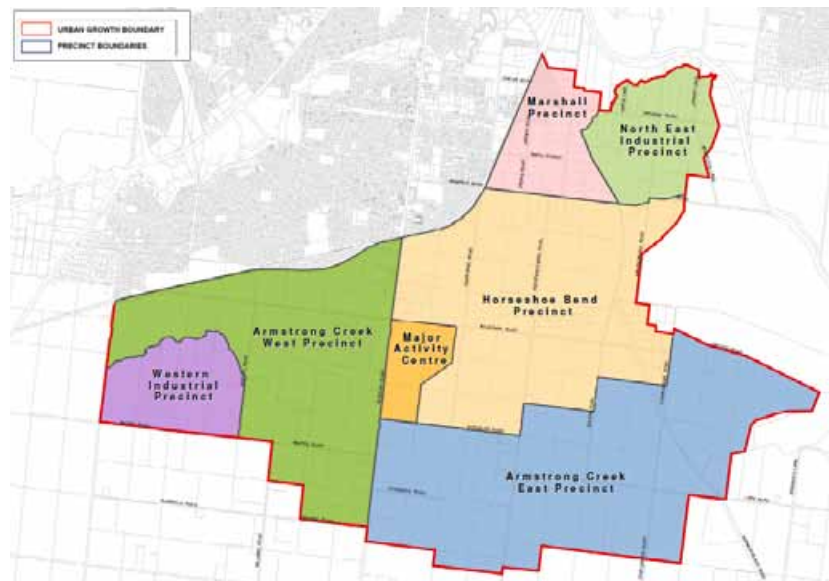


Imports

The intermediate goods and services which are imported into Surf Coast (S) by industry sectors. The total regional import estimate for Surf Coast (S) is \$513.258 million.



Armstrong Creek – Preliminary Analysis



22,955 Jobs by 2030

\$13.8 billion economy

Each dollar of output generated by the Armstrong Creek economy will, in turn, generate between \$0.60 - \$0.70 in demand for goods and services in the G21 Region; thereby delivering substantial indirect economic opportunities for the region.

Disclaimer

All figures, data and commentary presented in this report are based on data sourced from the Australia Bureau of Statistics (ABS), most of which relates to the 2001 and 2006 Censuses. Using ABS datasets and an input / output methodology industrial economic data estimates for defined geographic regions are generated. The report also incorporates a region-specific economic impact modelling approach that was first developed at La Trobe University, with continued development from December 2006 by Compelling Economics Pty Ltd. This approach generates estimates of indirect or flow-on impacts from a direct change to an economy. This report is provided in good faith with every effort made to provide accurate data and apply comprehensive knowledge. However, Compelling Economics Pty Ltd does not guarantee the accuracy of data nor the conclusions drawn from this information. A decision to pursue any action in any way related to the figures, data and commentary presented in this report is wholly the responsibility of the party concerned. Compelling Economics Pty Ltd advises any party to conduct detailed feasibility studies and seek professional advice before proceeding with any such action and accept no responsibility for the consequences of pursuing any such action.

Overview of a (typical) Economic Development Strategy

