

City of Stirling Business Locations

Balcatta

Balcatta was historically an area for market gardening and other rural activities until the 1960's when residential development progressed rapidly. Balcatta now incorporates an industrial area in the north with the Stirling Regional Business Centre (Incubator); commercial and retail businesses; and manufacturing in areas such as technical equipment, appliances and food products.



Area 7.1 square km
Distance to CBD 11.5km

LOCAL ECONOMY

The Balcatta business location¹ contributes **\$5.157 billion** (19.9% of Stirling \$25.853 billion)

| | | |
|--|------------------------|---------|
| Manufacturing | \$1.648 billion | (32%) |
| Construction | \$841.6 million | (16.3%) |
| Electricity, Gas, Water and Waste Services | \$582.2 million | (11.3%) |

Total number of businesses **4,327²**

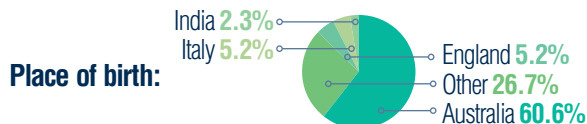
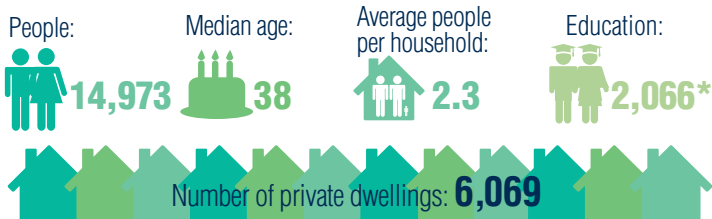
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|---|------------|---------|
| Construction | 933 | (21.6%) |
| Professional, Scientific and Technical Services | 478 | (11.5%) |
| Rental, Hiring and Real Estate Services | 433 | (10.1%) |

RETAIL AREA

Northlands Plaza, Wanneroo Road:
Total 16,364m² or 71 Establishments
As at 1 January 2015 Australian Business Register.



POPULATION PROFILE



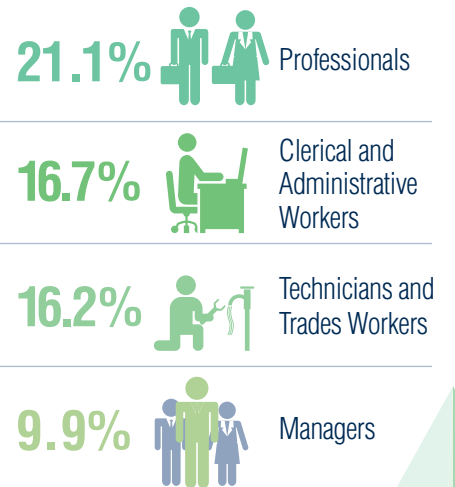
EMPLOYMENT AND INCOME

Labour force: **7,798**



4.2%
Unemployment rate

Occupations of people living in Balcatta:



Median weekly household income: \$1,237

OPPORTUNITIES

- An increasing number of showrooms and mixed business are being developed in the industrial area of Balcatta, which creates opportunities for new or relocating businesses
- The Stirling Village precinct and Northlands Plaza are popular local centres and have the potential for a greater range of commercial, recreational and social facilities.



*Aged 15+ held tertiary qualifications in 2011 (of 8,498 = 24.3%).

¹Destination Zones Balcatta-Hamersley DZ 510841313; DZ 510841319; DZ 510841306.

²As at 1 July 2016 Australian Business Register.