

City of Stirling Business Locations

Dianella

Dianella's development progressed rapidly during the boom years of the 1960s and today is a large suburb with a high number of businesses and residences, shared by the City of Stirling and the City of Bayswater. This suburb and is an attractive location for family households and has an engaged labour force across a range of professions. The Regional open space at the heart of Dianella provides a central focus for the community.



Area 10.7 square km
Distance to CBD 9km

LOCAL ECONOMY

The Dianella business location¹ contributes **\$869.4 million** (3.4 % of Stirling \$25.853 billion)

Information Media and Telecommunications	\$210.9 million (24.3%)
Construction	\$118.3 million (13.6%)
Rental, Hiring and Real Estate Services	\$86.4 million (9.9%)

Total number of businesses **6,675²**

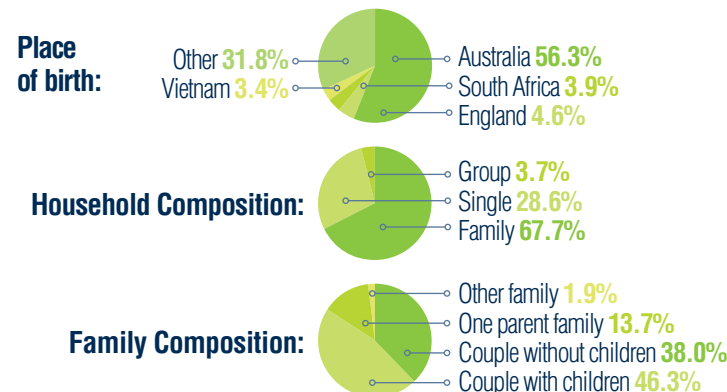
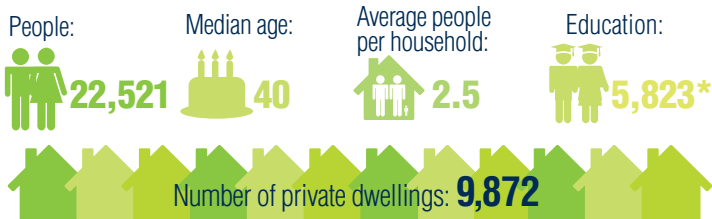
Construction	1,102 (16.5%)
Professional, Scientific and Technical Services	822 (12.3%)
Rental, Hiring and Real Estate Services	699 (10.5%)

RETAIL AREA

Dianella Plaza :
Total 21,533m or 75 Establishments
As at 1 January 2015 Australian Business Register.



POPULATION PROFILE



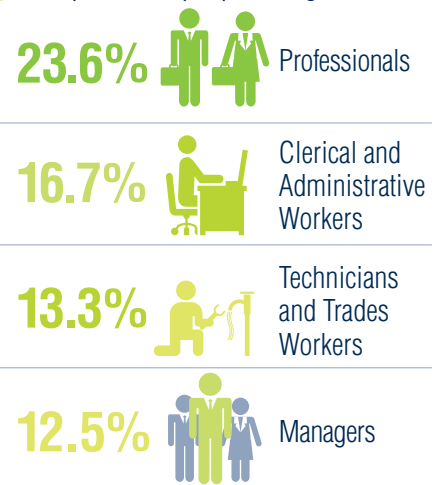
EMPLOYMENT AND INCOME

Labour force: **11,584**



4.0% Unemployment rate

Occupations of people living in Balcatta:



Median weekly household income: \$1,291

OPPORTUNITIES

- The Dianella Plaza Precinct, encompassing the area around the Centro Shopping Centre, Dianella Hotel and the library, offers an ideal location for the development of a community social hub with mixed use of recreation, dining, medical and community facilities.
- The region is set to change due to the relocation of the major media centres, located from Dianella and subsequent increased residential population.



*Aged 15+ held tertiary qualifications in 2011 (of 18,760 = 31.0%).
¹Destination Zones Dianella DZ 510861335; DZ 510861320; DZ 510861314; DZ 510861360.
²As at 1 July 2016 Australian Business Register.