

City of Stirling Business Locations

Innaloo

Innaloo, originally known as the Aboriginal name Njookenbooroo, was first developed in the 1940s. The local population has a high level of educational attainment and household income. The Stirling City Centre is at the heart of the suburb and includes shopping and community facilities, restaurants and a cinema complex in neighbouring Woodlands.



Area 3.1 square km
Distance to CBD 11km

LOCAL ECONOMY

The Innaloo business location¹ contributes **\$612.1 million** (2.4 % of Stirling \$25.853 billion)

Retail Trade	\$158.5 million (25.9%)
Financial and Insurance Services	\$94.4 million (15.4%)
Accommodation & Food services	\$59.3 million (9.7%)

Total number of businesses **2,209²**

Construction	485 (21.9%)
Professional, Scientific & Technical Services	317 (14.4%)
Administration and Support Services	168 (7.6%)

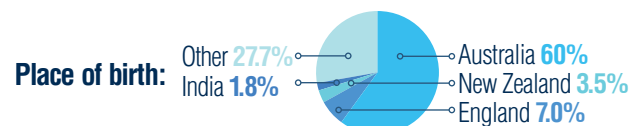
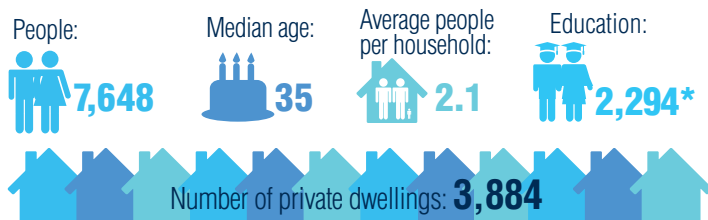
RETAIL AREA

Innaloo Precinct:

Total 271,556m² or 1,031 Establishments



POPULATION PROFILE



*Aged 15+ held tertiary qualifications in 2011 (of 6,675 = 34.3%).

¹ Destination Zones Innaloo - Doubleview DZ 510881331; DZ 510881329; DZ 510881362.

² As at 1 July 2016 Australian Business Register.

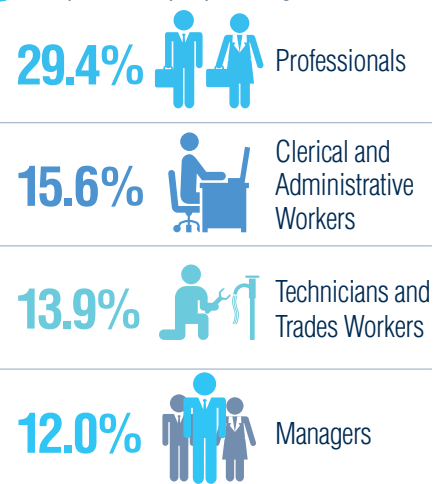
EMPLOYMENT AND INCOME

Labour force: **4,256**



4.1%
Unemployment rate

Occupations of people living in Innaloo:



Median weekly household income: \$1,449

OPPORTUNITIES

➔ The Stirling City Centre project, to be delivered in partnership with the Western Australian Planning Commission, will create an integrated and modern, mixed-use, second CBD around the Stirling train station. The plan includes a major expansion of Westfield Innaloo and a view to ultimately create the true heart of Stirling. As infrastructure develops vacant land will become available for mixed use development in the new City Centre.

