

City of Stirling Business Locations

Mirrabooka

Mirrabooka takes its name from an Aboriginal word meaning Southern Cross. The suburb is characterised by mostly low density residential development that occurred in the 1980's, housing a culturally diverse community with a large proportion of family households. Mirrabooka hosts a range of community services, public open space and unique retail facilities.



Area 5.0 square km
Distance to CBD 13km

LOCAL ECONOMY

The Mirrabooka business location¹ contributes (7.1% of Stirling \$25.853 billion)

\$1.839 billion

Total number of businesses **1,675²**

Rental, Hiring and Real Estate Services	\$1.609 billion	(71.0%)
Retail Trade	\$112.2 million	(6.1%)
Public Administration and Safety	\$91.2 million	(5.0%)

Construction	414	(24.7%)
Transport, Postal and Warehousing	213	(12.7%)
Administrative and Support Services	166	(9.9%)

RETAIL AREA

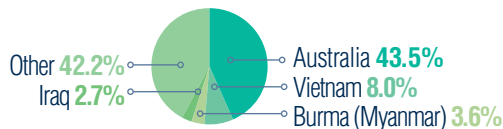
Mirrabooka Square Shopping Centre:
Total 112,643m² or 442 Establishments



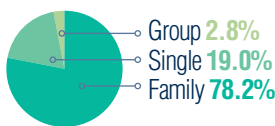
POPULATION PROFILE



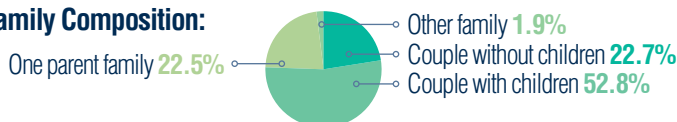
Place of birth:



Household Composition:



Family Composition:



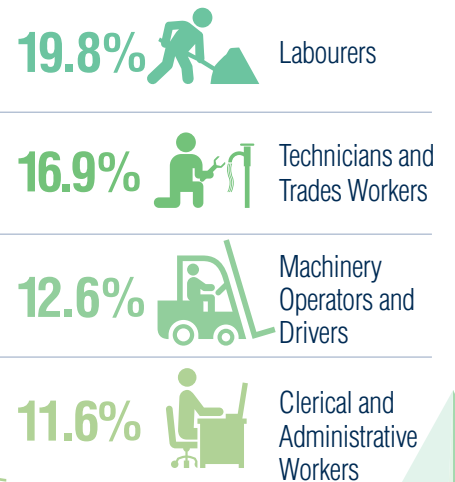
EMPLOYMENT AND INCOME

Labour force: **3,241**



8.3%
Unemployment rate

Occupations of people living in Balcatta:



Median weekly household income: \$1,033

OPPORTUNITIES

- The \$25.7 million dollar revitalisation program for the Mirrabooka Town Centre was delivered jointly by State and local government. The aim is to revitalise the Centre by creating an attractive, popular and successful focus for the region's shopping, leisure and living needs. Vacant land offers potential for future commercial, retail and residential development.
- The rich cultural diversity of the community presents unique opportunities for economic development.

*Aged 15+ held tertiary qualifications in 2011 (of 5,905 people = 13.6%).

¹Destination Zones Dianella DZ 510861317; Balga - Mirrabooka DZ 510851305; Dianella DZ 510861312.

²As at 1 July 2016 Australian Business Register.