

City of Stirling Business Locations Scarborough

Settlement of the coastal suburb of **Scarborough** dates back to 1869. The area has experienced several growth surges in the 1950's and 1990's and is currently being redeveloped jointly by the State Government and the City of Stirling. Scarborough Beach and the Five Star Rendezvous Grand Hotel are iconic landmarks, making the area the most popular visitor destination within the City. Scarborough has a high concentration of businesses in the area, a low unemployment rate and relatively young population.



Area 5.0 square km
Distance to CBD 15km

LOCAL ECONOMY

The Scarborough business location¹ contributes **\$661.5 million** (2.6 % of Stirling \$25.853 billion)

Rental, Hiring & Real Estate Services	\$229.5 million (34.7%)
Accommodation & Food services	\$57.2 million (13.2%)
Construction	\$73.9 million (11.2%)

Total number of businesses **5,986²**

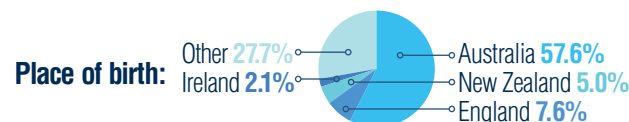
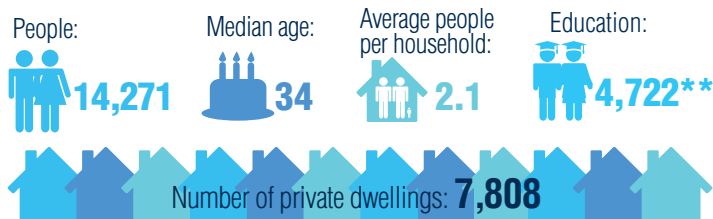
Construction	1,402 (23.4%)
Professional, Scientific & Technical Services	905 (15.2%)
Administration and Support Services	360 (6.0%)

RETAIL AREA

Scarborough Precinct:
Total 74,180m²* or 191 Establishments



POPULATION PROFILE



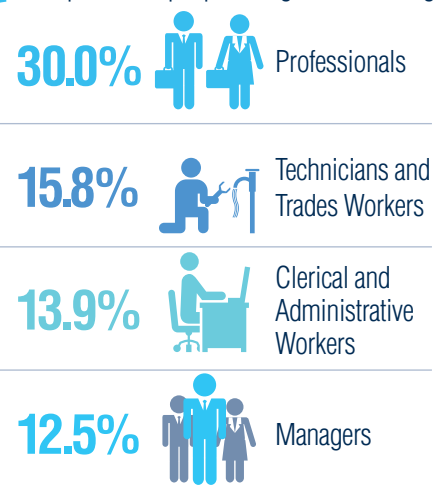
EMPLOYMENT AND INCOME

Labour force: **8,597**



3.6%
Unemployment rate

Occupations of people living in Scarborough:



Median weekly household income: \$1,566

OPPORTUNITIES

➔ The \$101.4 million redevelopment of the Scarborough precinct will provide a range of leisure, economic, investment and environmental opportunities. Over 2013-2031 expected new demand is 635 dwellings, 2,820m² office space, 8,910m² retail, 195 hotel rooms. Tourism activity will take off through the revitalisation of Scarborough Beach with cultural activities, restaurants, accommodation, a swimming pool and other community facilities.

*Includes Luna Shopping Centre, West Coast Highway.

**Aged 15+ held tertiary qualifications in 2011 (of 12,525 = 37.7%).

¹Destination Zones Scarborough DZ 510921330; DZ 510921346; DZ 510921356; DZ 510921347; DZ 510921336.

² As at 1 July 2016 Australian Business Register.