

City of  
Mount Gambier  
Economic  
Score Card  
Snapshot

# Economic Profile

# 11,000

Total jobs in the City of Mount Gambier in 2014/15.

The top five contributors to employment were:

- 1 Health care and social assistance
- 2 Retail trade
- 3 Manufacturing
- 4 Education and training
- 5 Agriculture, forestry and fishing

# 1.5%

Of total state employment (approx).

## Economic Structure of the Regional Economy

RANK	EMPLOYMENT	GROSS REGIONAL PRODUCT*	HOUSEHOLD INCOME
1	Health Care 19%	AgForFish 19%	Health Care 17%
2	Retail Trade 14%	Manufacturing 10%	Manufacturing 14%
3	Manufacturing 13%	Health Care 10%	Construction 11%
4	Education 10%	Construction 7%	Education 10%
5	AgForFish 8%	O'ship Dwellings 7%	AgForFish 10%
6	Construction 7%	Retail Trade 7%	Retail Trade 8%
7	AccomFoodServ 6%	Education 7%	PublicAdmin 6%
8	PublicAdmin 5%	W'sale Trade 5%	W'sale Trade 6%
9	Other Services 4%	Finance 5%	ProfScTechServ 4%
10	ProfScTechServ 4%	PublicAdmin 4%	Other Services 3%
	Other Sectors 10%	Other Sectors 20%	Other Sectors 12%
<b>TOTAL</b>	<b>11,147 (TOTAL JOBS) 100%</b>	<b>1,126 (\$M) 100%</b>	<b>726 (\$M) 100%</b>
SHARE OF LIMESTONE COAST	35.2%	37.3%	37.1%
SHARE OF SOUTH AUSTRALIA	1.5%	1.3%	1.2%

\*Gross regional product (GRP) is regional income measured broadly as the sum of wages & salaries (to workers) and profits (to business owners). GRP is the regional equivalent of gross domestic product (GDP).

# Demographic Profile

# 26,348

Estimated resident population in the City of Mount Gambier in 2014/15.

# 1.6%

Of total state population (1.70M).



Compared to the state, the City of Mount Gambier has:



larger than average concentration of people 0–14 years (2.5% higher)



slightly smaller than average concentration of people 15–64 years (2.2% lower)



similar proportion of people aged 65+ (0.3% lower).

Based on the Planning SA projections, the population in the City of Mount Gambier will increase by about 12.0% over the 20 years from 2011 (Census year) whereas the total SA population is expected to increase by around 18.1%. Over the same period, the number of people aged 65+ is projected to grow from 3,960 to 6,710, a 69.5% increase.

# Labour Force and Business Count Indicators

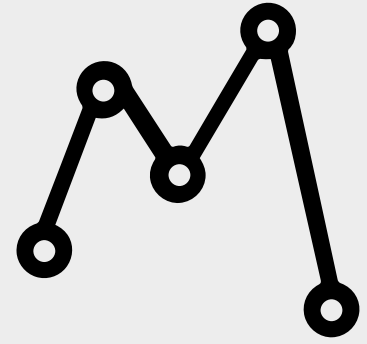
Estimated unemployment rate in 2016 (four quarter average).

**5.7%**

Unemployment decreased from 6.7% in 2010 (4 quarter average).



The unemployment rate fluctuated around that of SA but was lower through 2016 (SA = 6.8%, four quarter average).



The most significant industries in regards to counts of registered business were the:



**Construction Sector (16%)**



**Agriculture, Forestry and Fishing Sector (14%)**



Youth unemployment fluctuated between 2010 and 2015, peaking at 21.9% in March 2015.

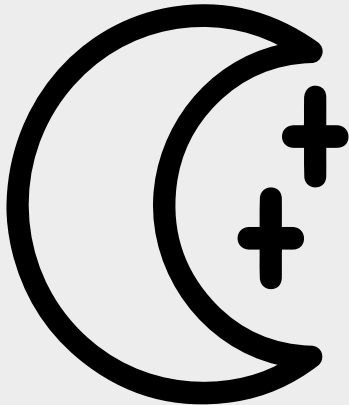
**12.1%**

Estimated youth unemployment rate in December 2015.



The youth unemployment rate fluctuated around that of SA (15.3% in Dec 2015), but was generally higher.

The only large businesses (200+ employing) registered in the region were in the transport, postal and warehousing sector.



## Tourism Expenditure and Impact Assessment of Extended Stay from Visitors

**272,000**

overnight visitors to the City of Mount Gambier in 2014/15.

Tourism generated an estimated 779 fte jobs in 2014/15, 7.3% of total employment in the City of Mount Gambier.

An extra night's stay by overnight visitors would generate an additional 145 fte jobs.

**\$71.4M**

estimated impact of tourism on total contribution to GRP during 2014/15.

Household income generated by tourism in the City of Mount Gambier was estimated to be almost \$39M in 2014/15, 5.3% of the City's total.

**\$15.1M**

Under a scenario where all overnight visitors stayed an extra night, approximately \$15.1M of additional GRP would be generated.

The household income impact an extra night's stay by overnight visitors was estimated to be \$7.2M.



## Retail Sector Contribution to the Regional Economy

GRP

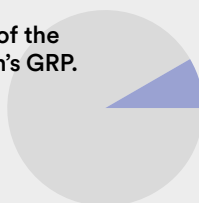
**\$106.5M**

approximate GRP in the City of Mount Gambier attributable to the retail sector.

**\$26.8M**

of this related to large scale retailers.

8.4% of the region's GRP.



EMPLOYMENT

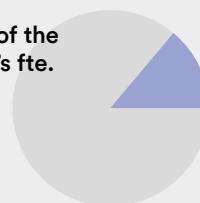
**1490 fte**

approximate contribution of the retail sector.

**376 fte**

related to large scale retailers.

13.9% of the region's fte.



HOUSEHOLD INCOME

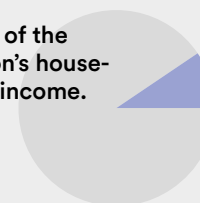
**\$68.9M**

approximate household income attributed to the retail sector.

**\$17.4M**

related to large scale retailers.

9.5% of the region's household income.



## Impact Assessment for the Generations in Jazz Festival

GRP

**\$4.3M**

approximate GRP contribution attributed to the Festival.

EMPLOYMENT

**31 fte**

approximate employment impact attributed to the Festival.

HOUSEHOLD INCOME

**\$2.3M**

approximate household income contribution attributed to the Festival.

**\$1.5M**

**\$2.8M**

Direct impact

Flow-on impact

**13**

**18**

Direct impact

Flow-on impact

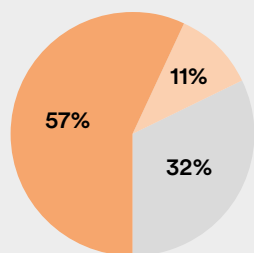
**\$0.7M**

**\$1.6M**

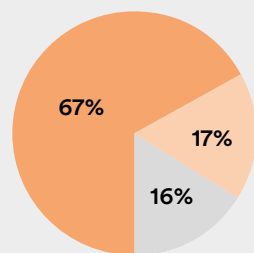
Direct impact

Flow-on impact

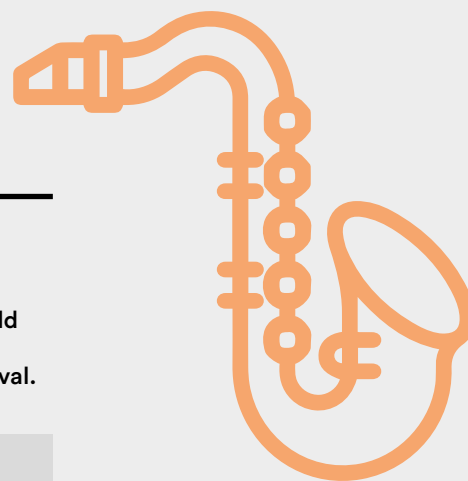
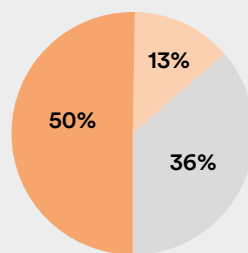
Total GRP impact:



Total employment impact:



Total household income impact:



- City of Mount Gambier
- Rest of the Limestone Coast
- Rest of the State