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South West: A regional profile

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Department of
**Primary Industries and
Regional Development**



South West: A regional profile



South West covers an area of nearly 24,000 square kilometres and is known for its natural beauty and typically Mediterranean climate. The South West is regional Western Australia's most popular tourist destination and features some of the best natural wonders including famous surfing beaches. The towns of Augusta, Margaret River and Dunsborough are among the top destinations to experience award-winning wineries, restaurants, tall timber forests and ancient caves.



The region has 12 local government areas with 40 per cent of the population residing in the cities of Bunbury and Busselton. These key urban centres provide a diverse range of high quality medical, educational, communications, commercial and administrative services.

The South West benefits from strong economic growth, a skilled labour force with job diversity, business infrastructure and close proximity to expanding economies in south-east Asia. The production of alumina is a key driver of the mineral processing industry. Stable primary industry production diversifies the economic contribution of the region through its mining, agriculture, forestry and fishing industries.

Facts



Produced most of WA's \$44 million **wine exports** in 2015-16



Produces 77% of Australia's truffles and mushrooms



Famous for surf beaches and wine production




Has a \$1.9b mining industry mosly in coal, alumina and mineral sands



21% of the world's alumina comes from the **South West**



Australia's only silicon manufacturer



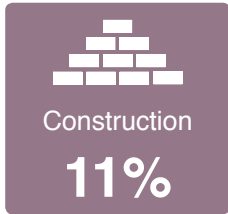
Collie power stations produce 71% of WA's base load electricity and 34.5% of total electricity production



Margaret River region attracts **86% of overseas tourists**

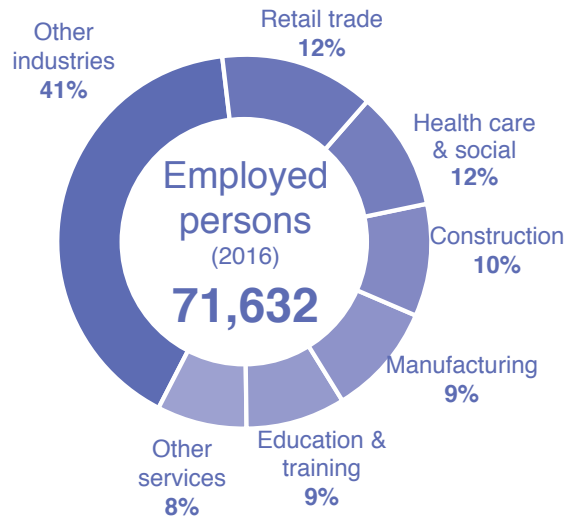
Figures

Economic

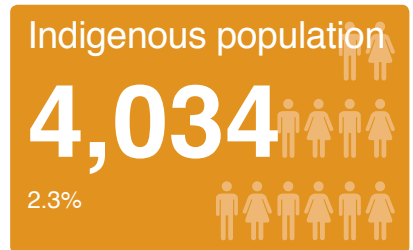


Source: DPIRD 2017 Gross Regional Product (GRP); ABS State Accounts (5220.0); ABS 2016 Census data.

Employment



Community



Source: Australian Bureau of Statistics (ABS) 2016 Census of Population and Housing



For further information on the South West, contact:

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