

Ballina Shire Council

Ballina Shire
Economic overview

economic profile

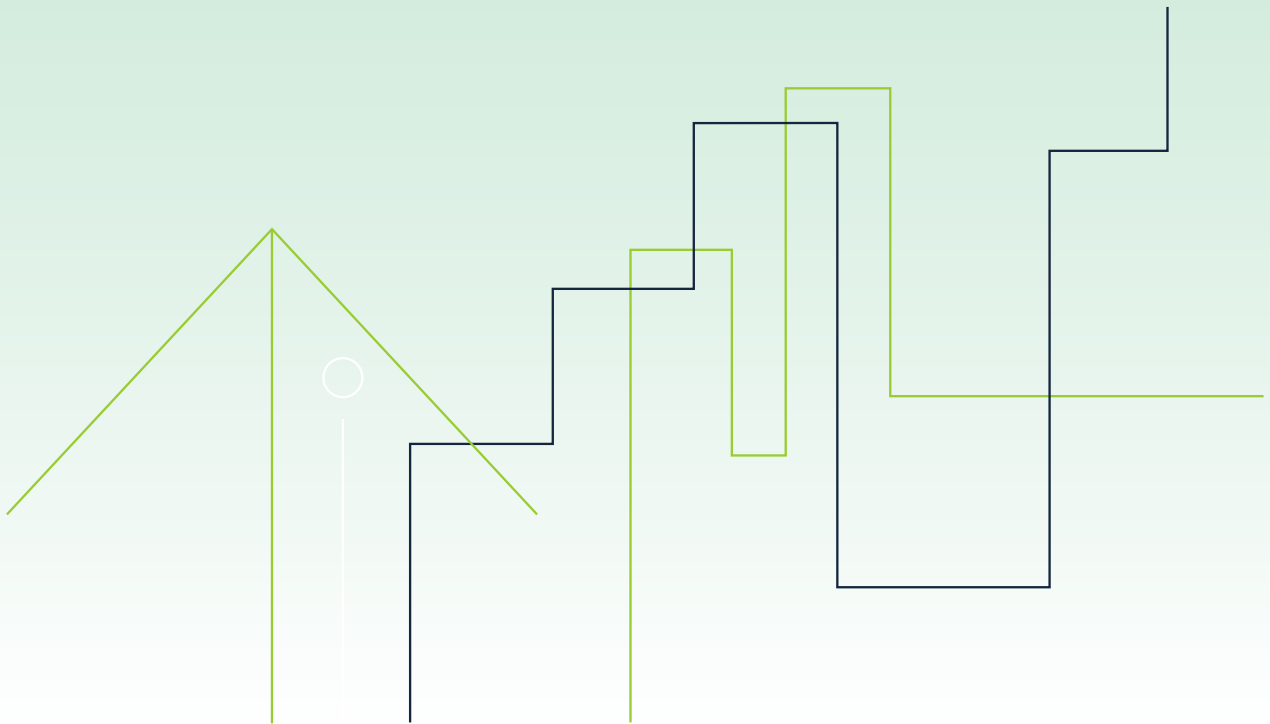
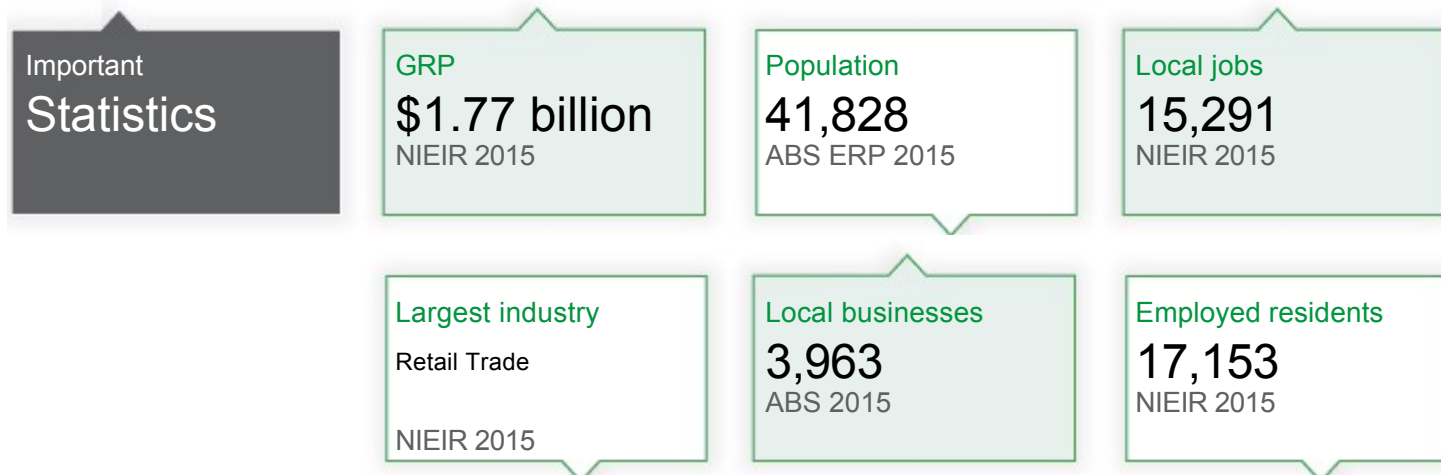


Table of contents

About the area	3
Infrastructure and lifestyle assets	6
Population	8
Gross product	11
Local employment	13
Employed residents	15
Unemployment	17
Building approvals	19
Housing rental	21
Retail trade	23
Employment locations	25
Business locations	28
Resident workers key statistics	31
About the economic profile	33
Agricultural industry statistics	35
Tourism and hospitality value	38
Tourism workforce	40

Ballina Shire

About the area



Name origin

Ballina is thought to be named either from Aboriginal words meaning "place of fish and oysters" or "fighting ground", or after a town in Ireland.

Location and boundaries

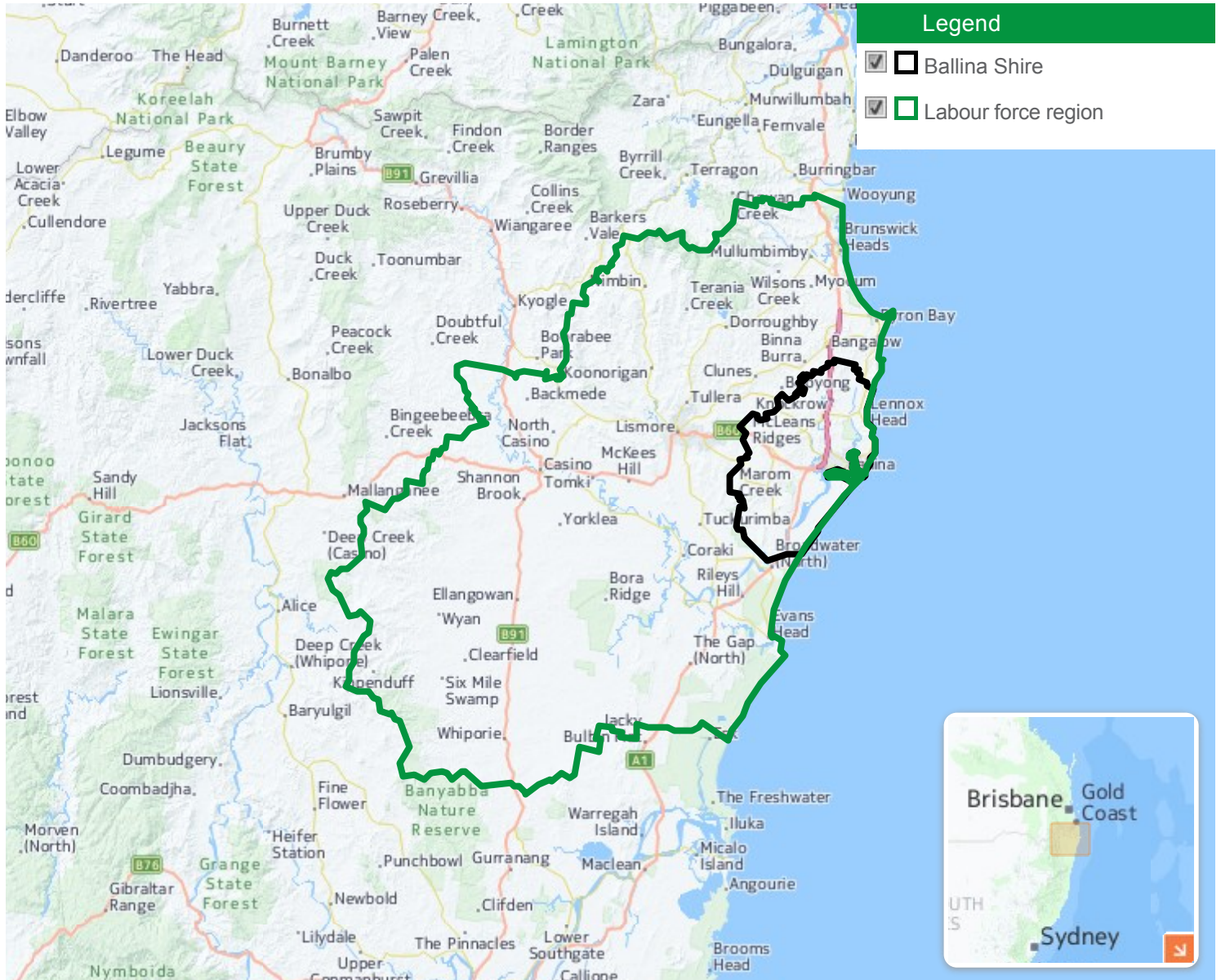
Ballina Shire is located on the Far North Coast of New South Wales, about 770 kilometres north of Sydney and 190 kilometres south of Brisbane. Ballina Shire is bounded by Skinners Creek and Byron Shire in the north, the Coral Sea in the east, the Richmond River and the Richmond Valley Council area in the south, and Lismore City in the west.

Included areas

Ballina Shire includes the townships and localities of Alstonvale, Alstonville, Bagotville, Ballina, Broken Head (part), Brooklet, Cabbage Tree Island, Coolgardie, Cumbalum, Dalwood, East Ballina, East Wardell, Empire Vale, Fernleigh, Goat Island, Keith Hall, Knockrow, Lennox Head, Lynwood, Marom Creek (part), Mcleans Ridges (part), Meerschaum Vale, Newrybar (part), Patches Beach, Pearces Creek (part), Pimlico, Pimlico Island, Rous, Rous Mill, Skennars Head, South Ballina, Teven, Tintenbar, Tuckombil, Uralba, Wardell, West Ballina and Wollongbar.

Economic region

Ballina Shire



Compiled and presented in economy.id by .id, the population experts.

Land use

Ballina Shire is a rural area, with increasing urban land use in many towns and villages. The main townships are Alstonville, Ballina, Lennox Head, Wardell and Wollongbar. Ballina township is the main centre. The Shire encompasses a total land area of over 480 square kilometres, including significant areas of coastline. Rural land is used largely for grazing, and fruit and nut growing.

Transport

Ballina Shire is served by the Bruxner Highway, the Pacific Highway and Ballina Byron Gateway Airport.

Settlement history

European settlement dates from 1842, with land used mainly for timber-getting and agriculture. From the 1860s, land was used more for sugar cane growing, maize growing and dairy farming. Gradual growth took place during the late 1800s. Significant development occurred from the post-war years, with the population increasing from about 8,000 in 1947 to about 9,000 in 1966. Rapid growth took place during the 1970s and 1980s. The population increased from under 11,000 in 1971 to 19,000 in 1981, and then to 30,000 in 1991. The population continued to increase from the 1990s, rising to over 39,000 in 2011, with growth slowing between 2006 and 2011.

Indigenous background

The original inhabitants of the Ballina area were the Bundjalung Aboriginal people.

Regional labour force

Ballina Shire labour force region is defined by an area in which a significant percentage of workers travelled into Ballina Shire to work at the 2011 Census. Details of this calculation and a list of areas included can be found in the [data notes](#).

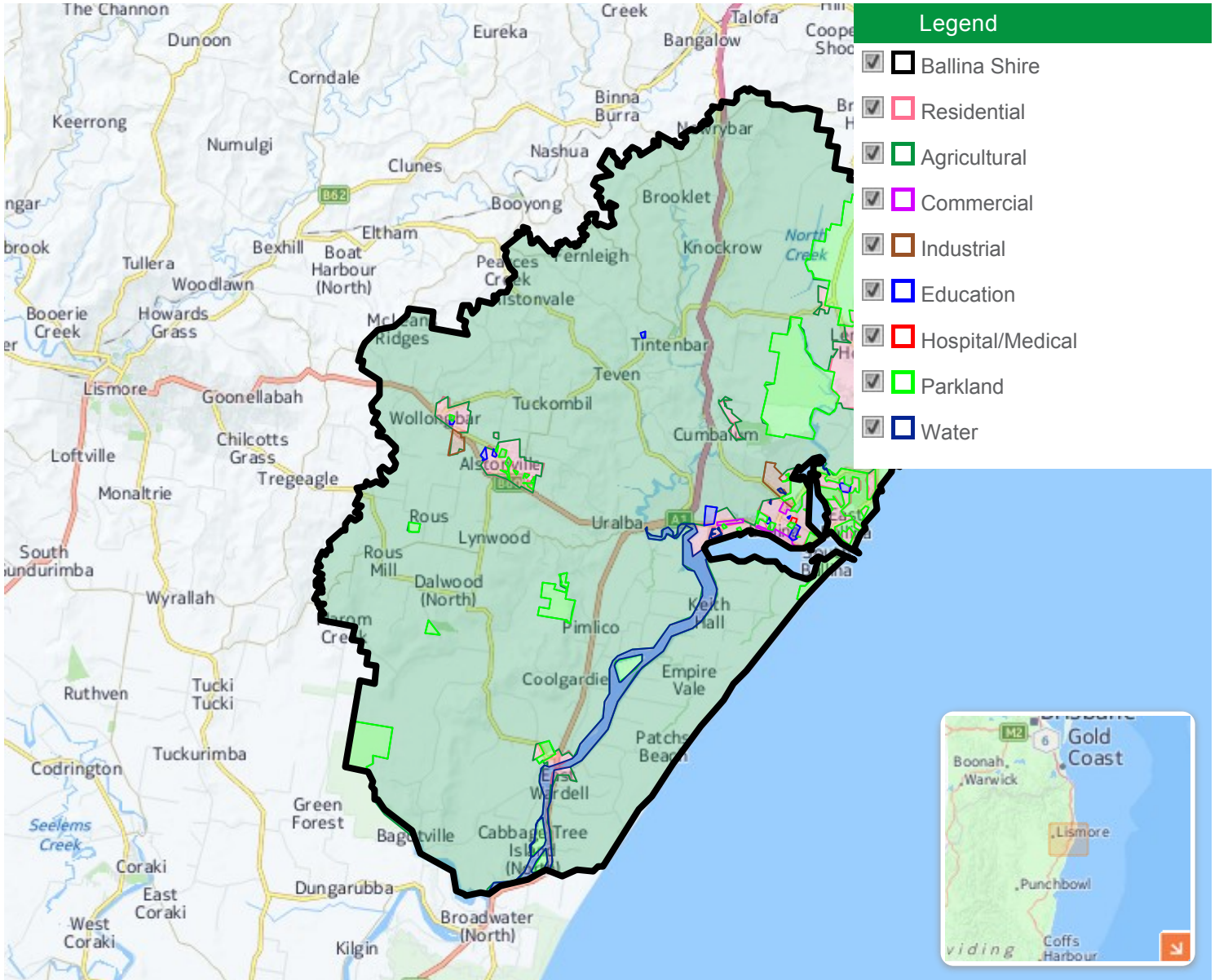
Ballina Shire

Infrastructure

Ballina Shire is located on the Far North Coast of New South Wales. The Shire encompasses a total land area of over 480 square kilometres. Ballina Shire is a rural area, with increasing urban land use in many towns and villages. The main townships are Alstonville, Ballina, Lennox Head, Wardell and Wollongbar. Ballina township is the main centre. Rural land is used largely for grazing, and fruit and nut growing. The Shire includes significant areas of coastline. The key employment sectors in Ballina Shire are health care, retail trade, education and training, accommodation and food services (tourism) and construction. The main health care facility in the Shire is Ballina District Hospital, with several aged care facilities. The major retail areas are the Ballina CBD and Ballina Fair Shopping Centre, with other significant centres being Alstonville Plaza, Ballina Central Shopping Centre, Ballina West Shopping Centre and East Ballina Shopping Centre. Education facilities are provided by TAFE NSW North Coast Institute (Ballina and Wollongbar Campuses) and numerous primary and secondary schools. Tourism is also a significant industry, with numerous natural attractions, beaches, museums, recreational facilities and accommodation places.

Infrastructure

Ballina Shire



Source: Australian Bureau of Statistics, Mesh Block Categories 2011.
Compiled and presented in economy.id by .id, the population experts.

NOTE: The land use shown in the map is derived from ABS Mesh Block categories. Mesh Blocks broadly identify land use and are not designed to provide definitive land use. It is purely an indicator of the main planned land use for a Mesh Blocks. For more information please refer to [ABS Mesh Block categories](#).

Transportation Networks

- Bruxner Highway
- Pacific Highway
- Ballina Byron Gateway Airport

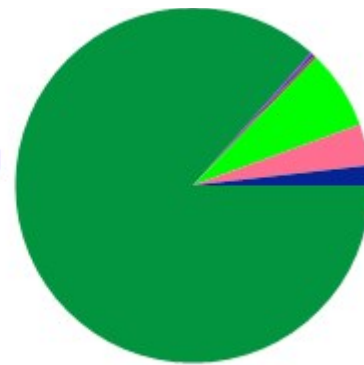
Distances

- Sydney CBD 770km
- Brisbane CBD 190km

Major Industrial Precincts

- Alstonville (around Kays Lane)
- Ballina (between North Creek Rd and Angels Beach Dr)

Land use



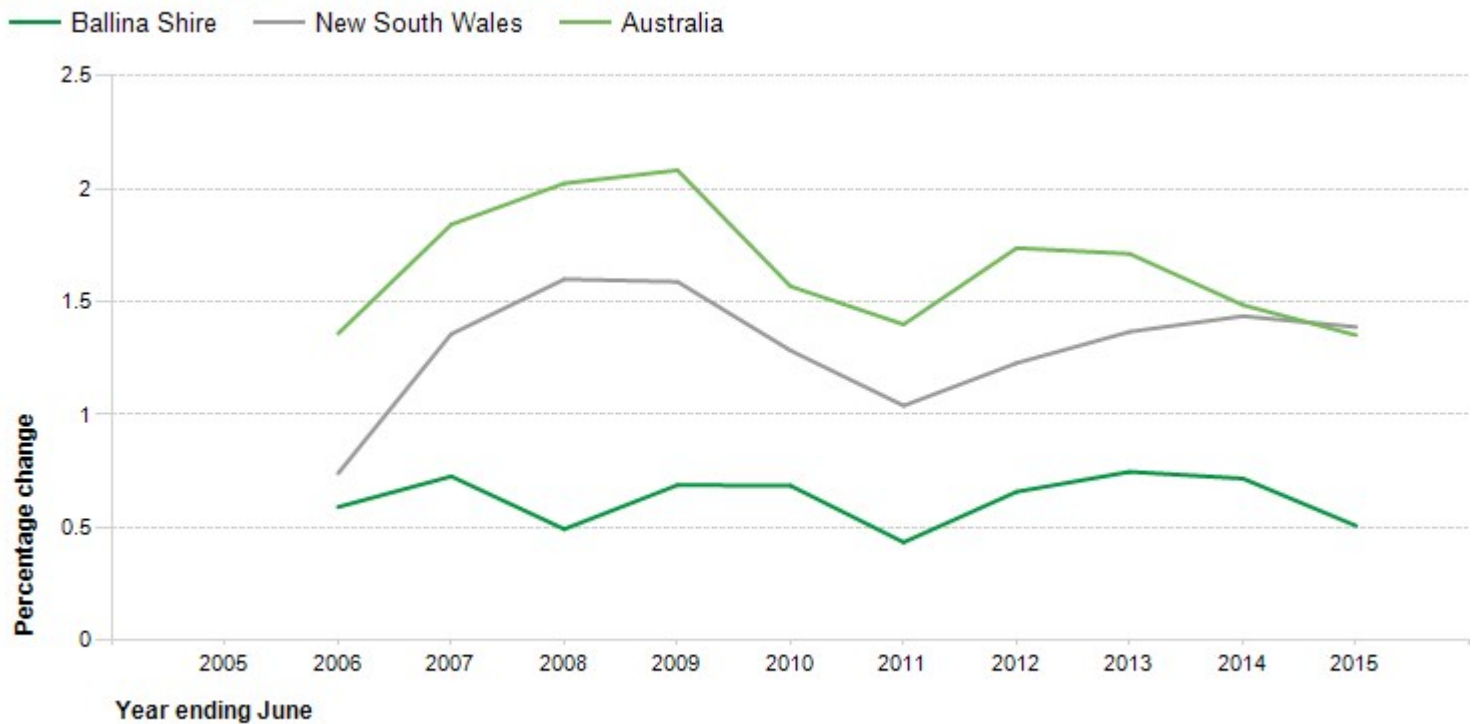
.id the population experts

Ballina Shire

Population

The Estimated Resident Population (ERP) is the official population of the area. It is updated annually by the Australian Bureau of Statistics, and reassessed every Census. The chart and table show last 10 years ERP for Ballina Shire, the state and Australia, with percentage comparisons. A growing population can indicate a growing economy, but this is not necessarily the case and depends on the residential role and function of the area.

Estimated Resident Population (ERP)

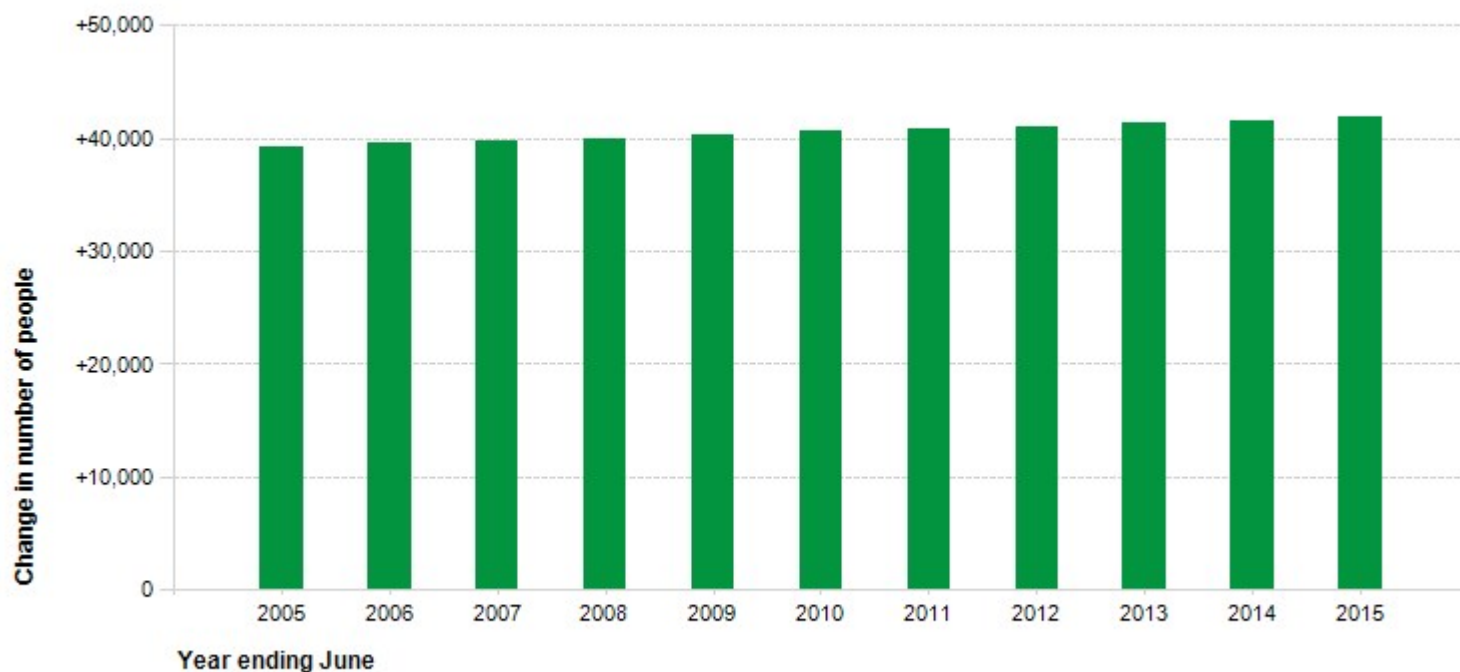


Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented in economy.id by .id, the population experts



Estimated Resident Population (ERP)

Ballina Shire



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts



Annual change in Estimated Resident Population (ERP)

Year (ending June 30)	Ballina Shire			New South Wales			Australia		
	Number	Change in number	Change in percent	Number	Change in number	Change in percent	Number	Change in number	Change in percent
2015	41,828	+211	+0.51	7,617,684	+104,266	+1.39	23,777,777	+317,083	+1.35
2014	41,617	+296	+0.72	7,513,418	+106,355	+1.44	23,460,694	+343,341	+1.49
2013	41,321	+306	+0.75	7,407,063	+99,880	+1.37	23,117,353	+389,099	+1.71
2012	41,015	+268	+0.66	7,307,183	+88,654	+1.23	22,728,254	+388,230	+1.74
2011	40,747	+176	+0.43	7,218,529	+74,237	+1.04	22,340,024	+308,274	+1.40
2010	40,571	+276	+0.68	7,144,292	+90,537	+1.28	22,031,750	+340,097	+1.57
2009	40,295	+275	+0.69	7,053,755	+110,294	+1.59	21,691,653	+442,454	+2.08
2008	40,020	+196	+0.49	6,943,461	+109,305	+1.60	21,249,199	+421,577	+2.02
2007	39,824	+287	+0.73	6,834,156	+91,466	+1.36	20,827,622	+376,656	+1.84
2006	39,537	+232	+0.59	6,742,690	+49,484	+0.74	20,450,966	+274,122	+1.36
2005	39,305	--	--	6,693,206	--	--	20,176,844	--	--

Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented in economy.id by .id the population experts.

[f](#) Population forecasts

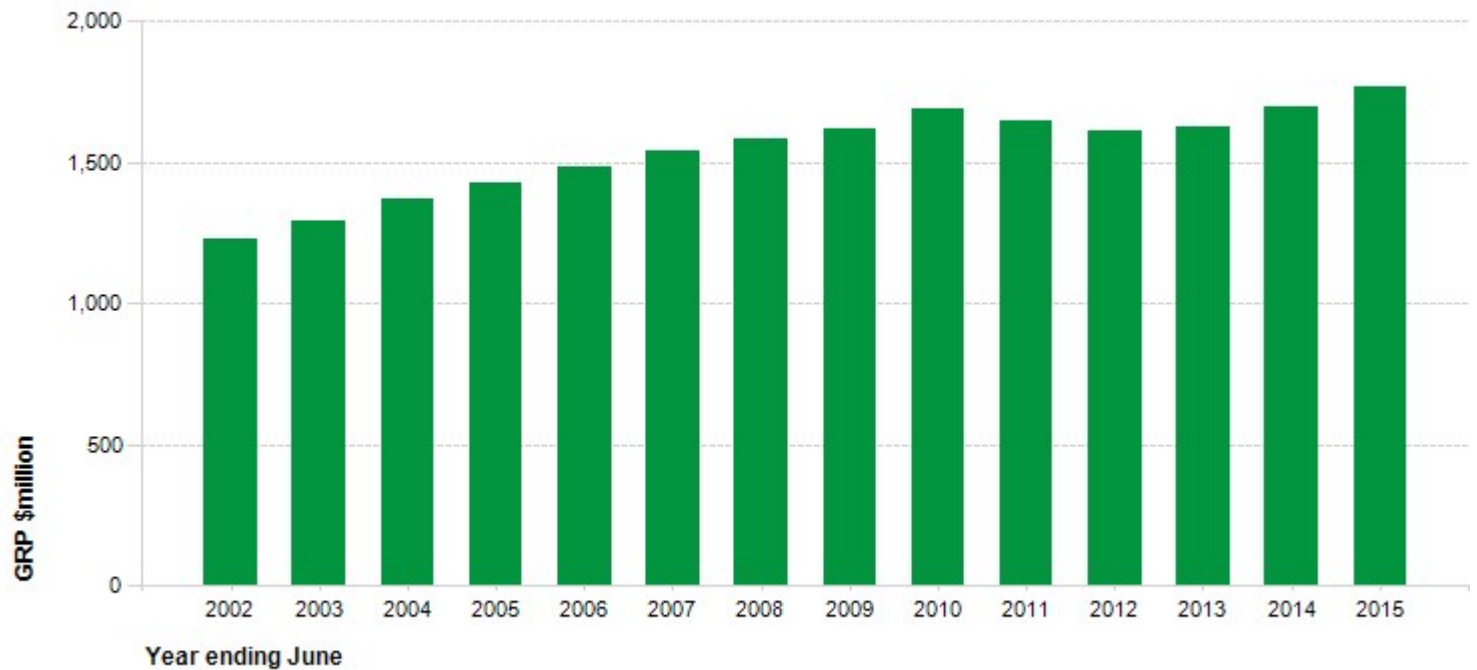
Ballina Shire

Gross product

The Gross Regional Product of an area is the equivalent of Gross Domestic Product, but for a smaller area. It is the amount of the nation's wealth which is generated by businesses, organisations and individuals working in the area. This dataset is derived from the National Economics microsimulation model, and is a broad indicator of the growth or decline of the local economy over time. Data are presented for each year back to 2002.

Gross Regional Product

Ballina Shire



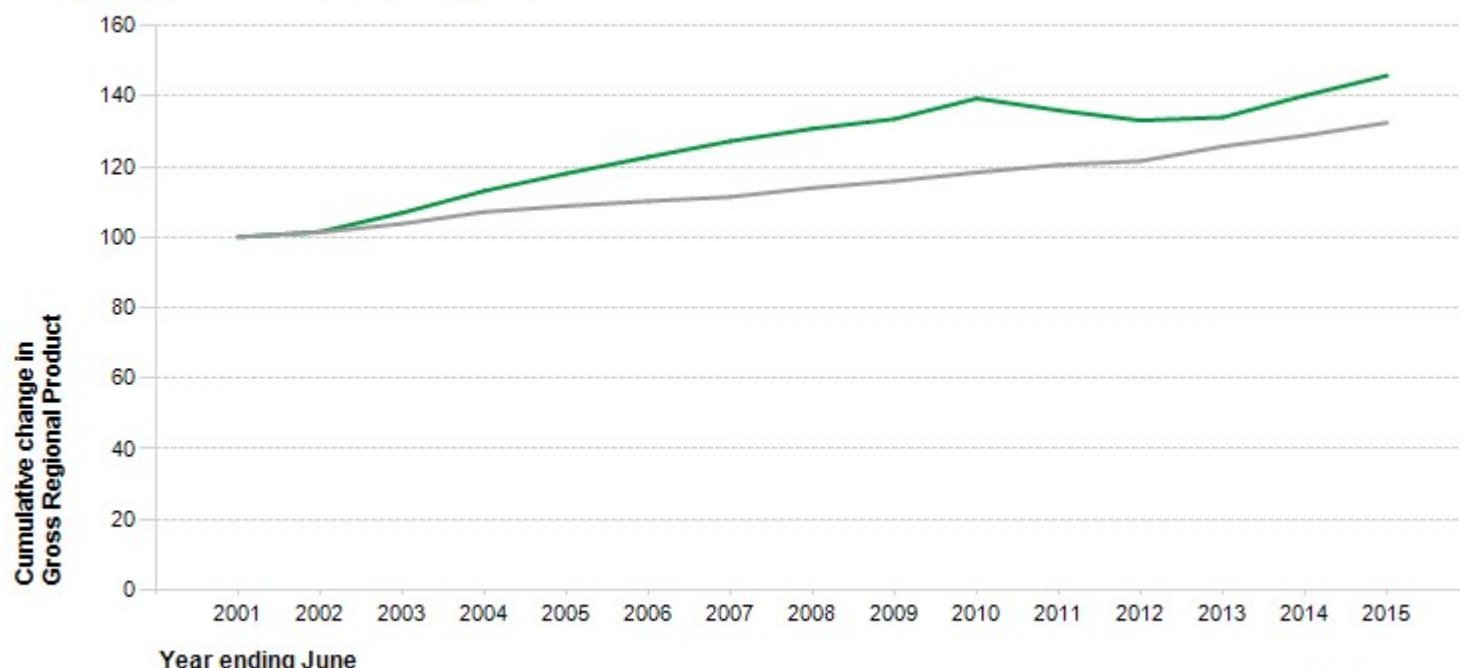
Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts



Cumulative change in Gross Regional Product

Index year 2000-01 = 100.0

— Ballina Shire — New South Wales



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts



Gross Regional Product (GRP)

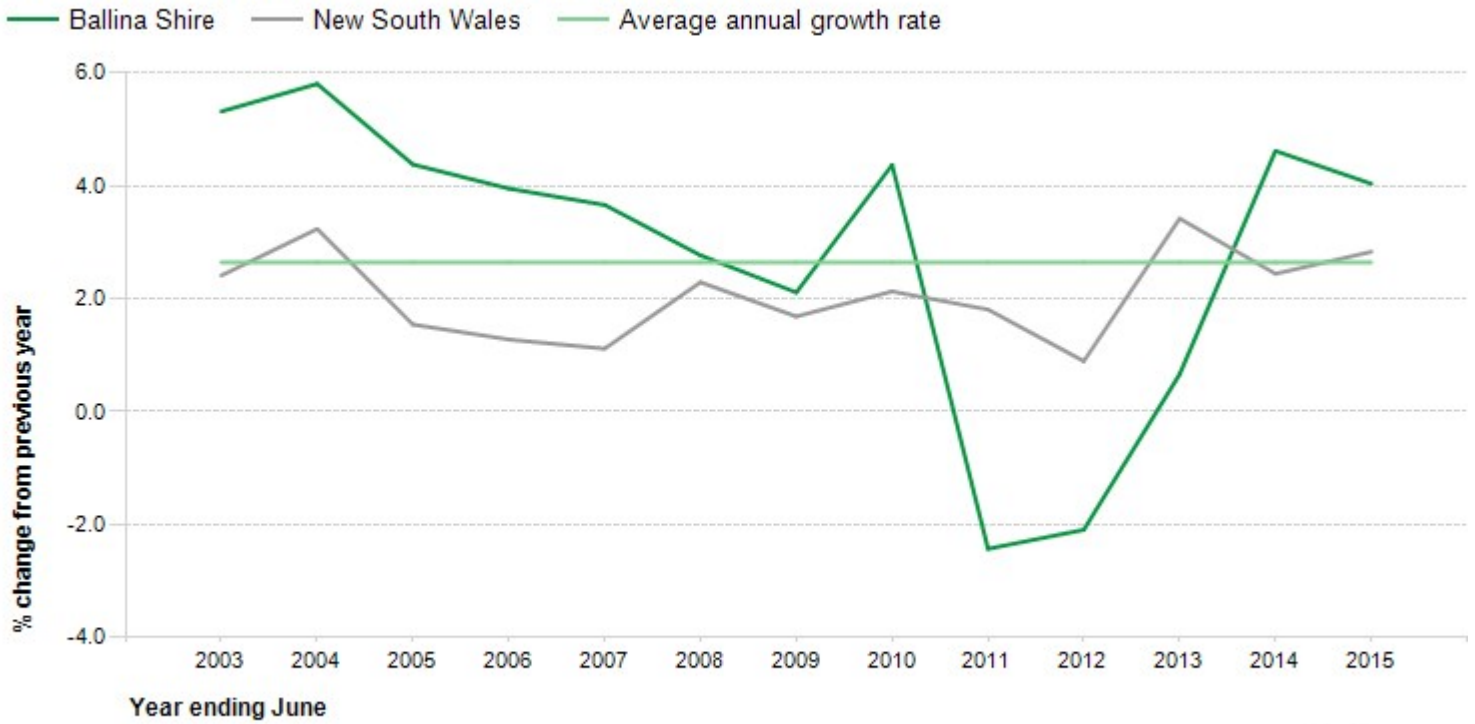
Year (ending June 30)	Ballina Shire			New South Wales			Ballina Shire as a % of New South Wales
	GRP \$m	% change from previous year	Cumulative change	GRP \$m	% change from previous year	Cumulative change	
2015	1,766	+4.0 ▲	145.8	489,615	+2.8	132.5	0.36
2014	1,698	+4.6 ▲	140.2	476,128	+2.4	128.8	0.36
2013	1,623	+0.7 ▲	134.0	464,780	+3.4	125.7	0.35
2012	1,612	-2.1 ▼	133.1	449,408	+0.9	121.6	0.36
2011	1,647	-2.4 ▼	135.9	445,428	+1.8	120.5	0.37
2010	1,688	+4.4 ▲	139.3	437,520	+2.1	118.4	0.39
2009	1,617	+2.1 ▲	133.5	428,400	+1.7	115.9	0.38
2008	1,584	+2.8 ▲	130.7	421,300	+2.3	114.0	0.38
2007	1,541	+3.7 ▲	127.2	411,865	+1.1	111.4	0.37
2006	1,486	+4.0 ▲	122.7	407,326	+1.3	110.2	0.36
2005	1,430	+4.4 ▲	118.1	402,191	+1.5	108.8	0.36
2004	1,370	+5.8 ▲	113.1	396,081	+3.2	107.1	0.35
2003	1,295	+5.3 ▲	106.9	383,667	+2.4	103.8	0.34
2002	1,229	+1.5 ▲	101.5	374,633	+1.3	101.3	0.33
2001	1,211	--	100.0	369,653	--	100.0	0.33

Source: National Institute of Economic and Industry Research (NIEIR) ©2016. Compiled and presented in economy.id by .id, the population experts

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

*Cumulative change uses 2010 as the base year.

Annual change in Gross Regional Product



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts



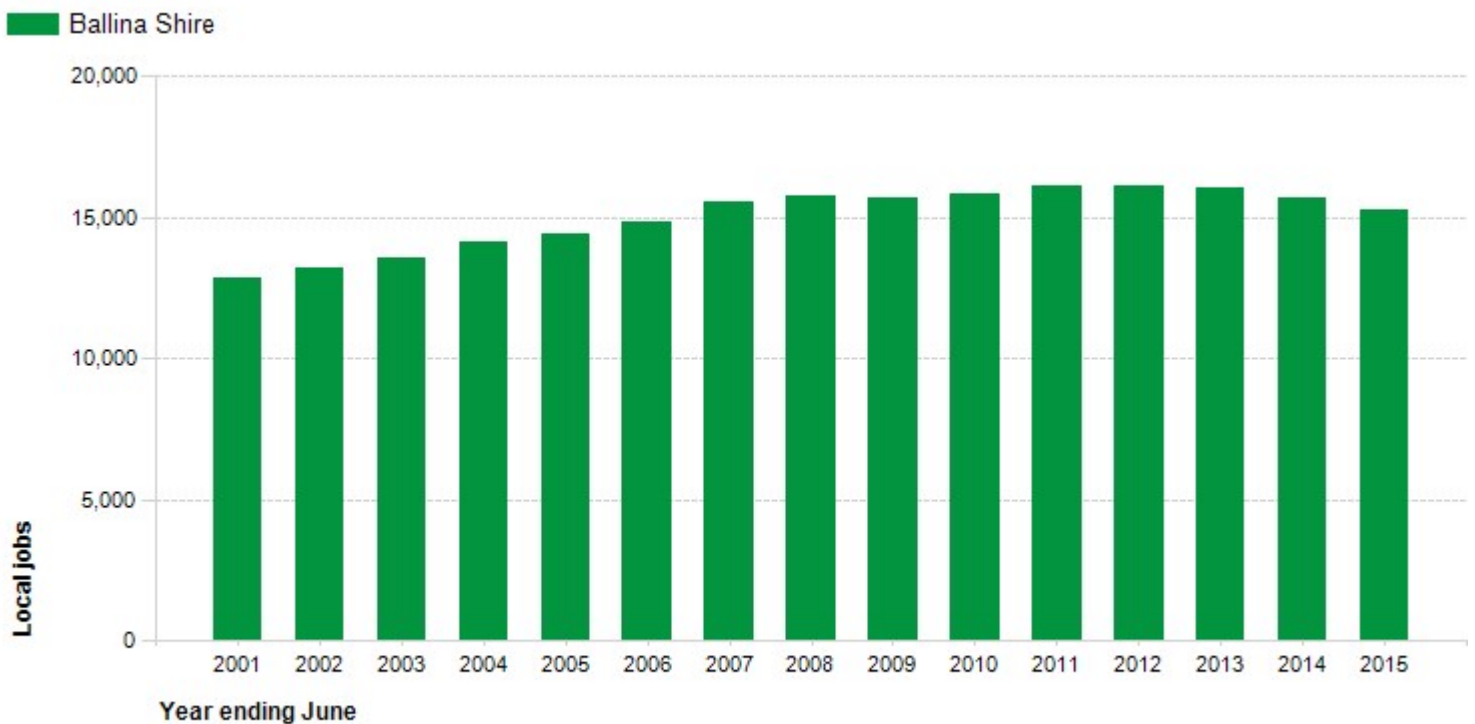
Ballina Shire

Local employment

This indicator shows the estimated number of jobs in the local area, on an annual basis back to 2001. The dataset is derived from the National Economics microsimulation model, based on the ABS labour force survey, and is generally higher than the figure provided by Census, because it is updated every year, and is not subject to Census undercount.

A count of jobs is one of the most fundamental economic indicators of the size of the local economy, and increasing numbers of jobs generally represent a growing economy. However, jobs are not necessarily full-time and the value of a job varies across areas. For this reason, jobs numbers should be viewed in conjunction with Employment by industry (FTE) and Worker Productivity datasets.

Local jobs



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

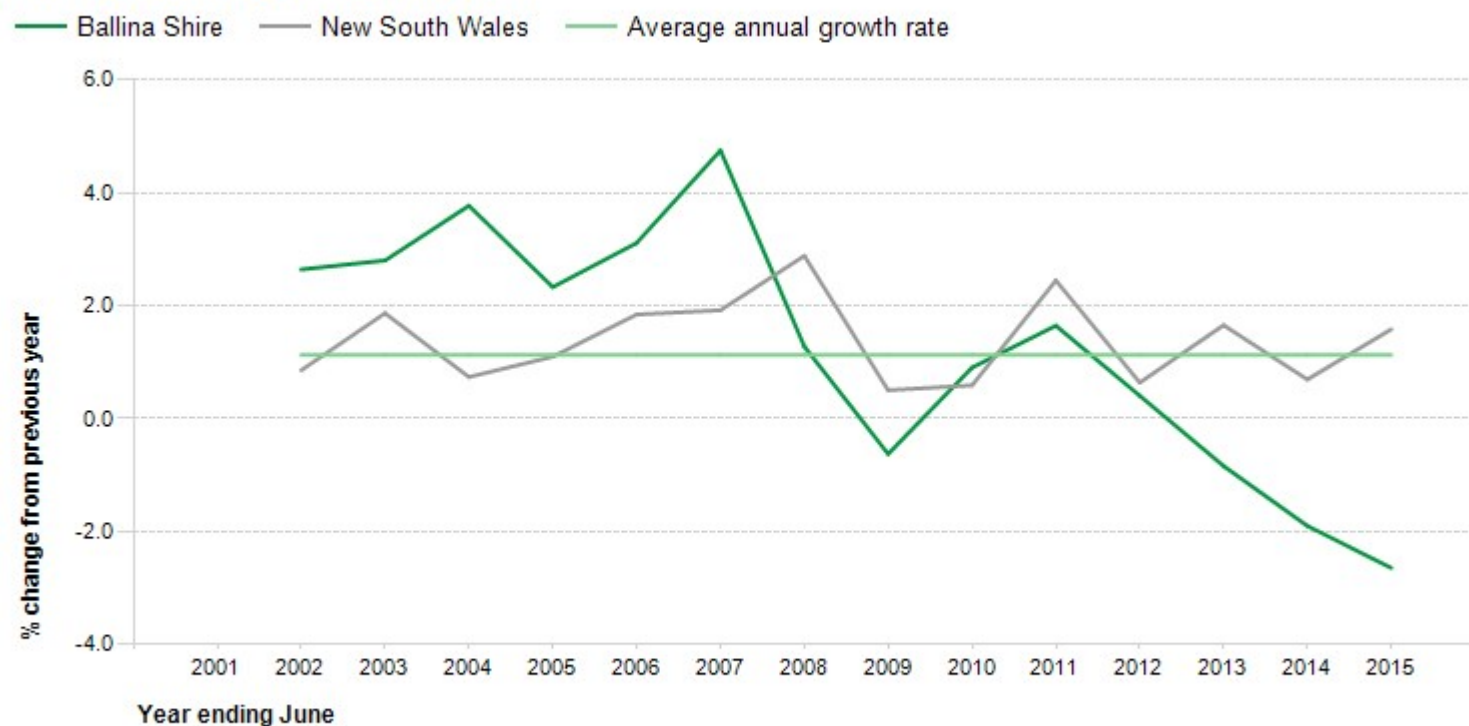
.id the population experts

Local jobs

Year (ending June 30)	Ballina Shire		New South Wales		Ballina Shire as a % of New South Wales
	Number	% change	Number	% change	
2015	15,291	-2.65	3,622,820	+1.58	0.42
2014	15,707	-1.90	3,566,392	+0.69	0.44
2013	16,012	-0.84	3,541,862	+1.65	0.45
2012	16,148	+0.40	3,484,222	+0.64	0.46
2011	16,083	+1.65	3,462,205	+2.45	0.46
2010	15,822	+0.90	3,379,498	+0.59	0.47
2009	15,681	-0.63	3,359,734	+0.50	0.47
2008	15,780	+1.28	3,342,969	+2.88	0.47
2007	15,581	+4.75	3,249,284	+1.92	0.48
2006	14,874	+3.11	3,188,064	+1.84	0.47
2005	14,426	+2.33	3,130,352	+1.10	0.46
2004	14,097	+3.77	3,096,441	+0.74	0.46
2003	13,585	+2.80	3,073,804	+1.87	0.44
2002	13,215	+2.64	3,017,501	+0.85	0.44
2001	12,874	--	2,991,928	--	0.43

Source: National Institute of Economic and Industry Research (NIEIR) ©2016. Compiled and presented in economy.id by .id, the population experts

Annual change in local jobs



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

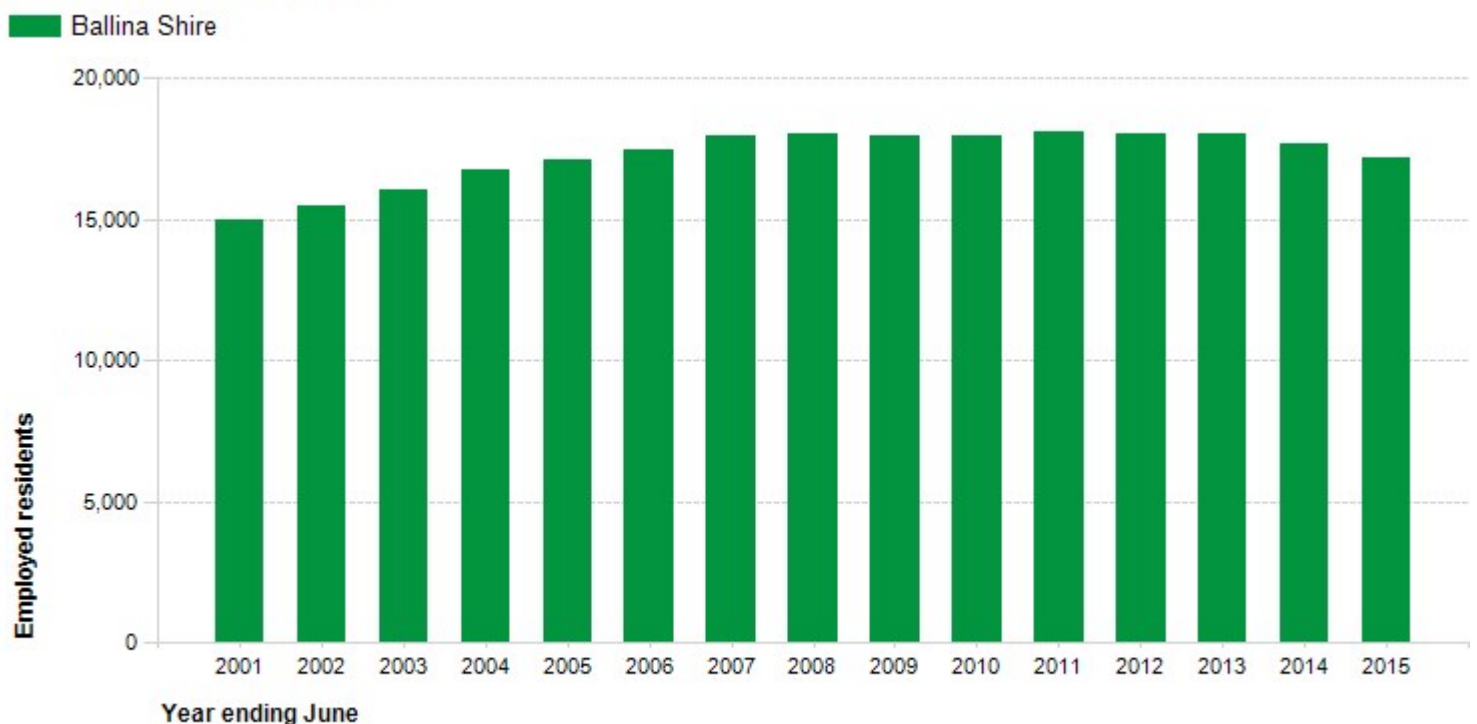
Ballina Shire

Employed residents

This indicator shows the estimated number of employed residents of the local area, on an annual basis back to 2001. Employed residents may have a workplace anywhere, inside or outside the area. The dataset is derived from the National Economics microsimulation model, based on the ABS labour force survey.

A growing number of resident employed can indicate a growing economy, or a growing residential population, supplying labour to other areas. To build a more complete picture of the residential economy, this dataset should be viewed in conjunction with [Local employment](#), [Employment self-containment](#), [Residents place of work by industry](#) and [Residents place of work by occupation](#) datasets.

Employed residents



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

.id the population experts

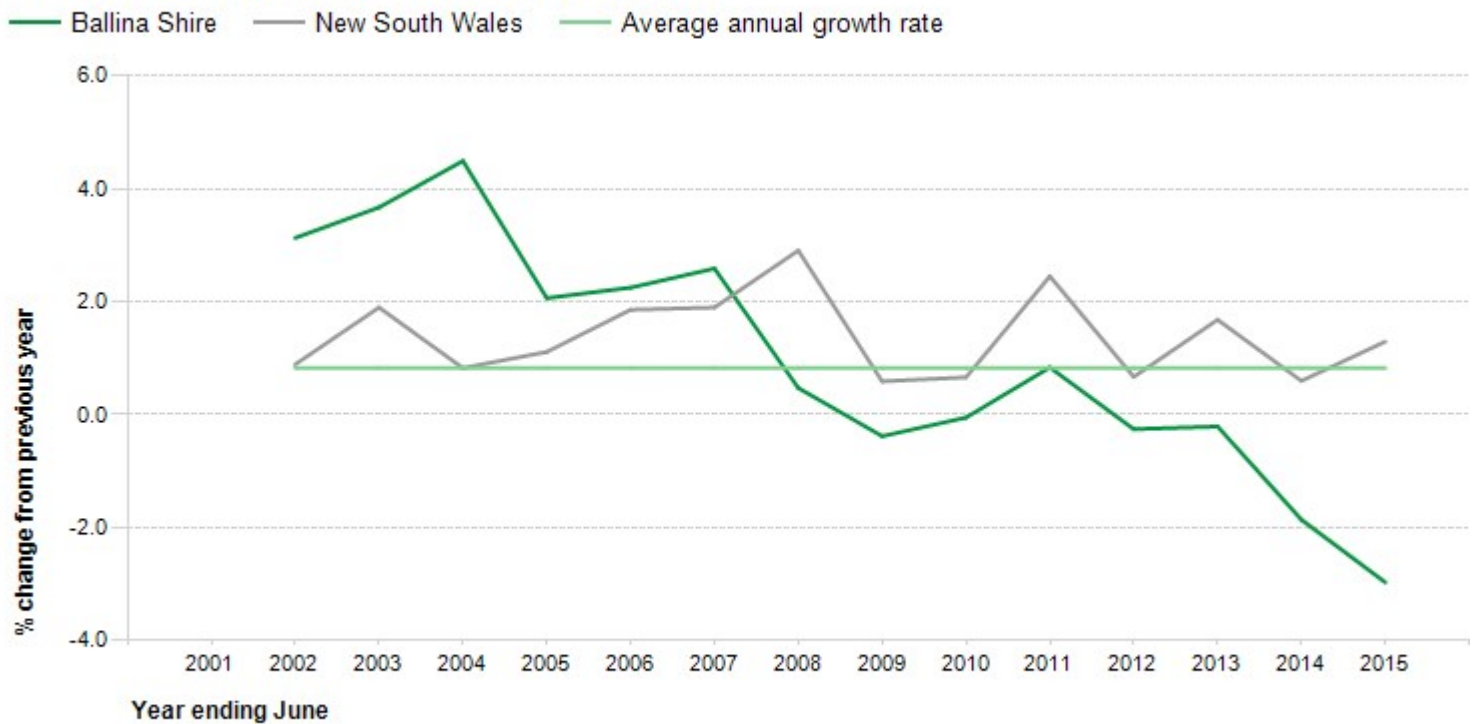
Employed residents

Year (ending June 30)	Ballina Shire		New South Wales		Ballina Shire as a % of New South Wales
	Number	% change	Number	% change	
2015	17,153	-2.98	3,649,066	+1.29	0.47
2014	17,679	-1.86	3,602,493	+0.60	0.49
2013	18,015	-0.21	3,581,135	+1.68	0.50
2012	18,053	-0.26	3,521,986	+0.67	0.51
2011	18,100	+0.84	3,498,639	+2.45	0.52
2010	17,950	-0.05	3,414,943	+0.66	0.53
2009	17,960	-0.38	3,392,566	+0.59	0.53
2008	18,029	+0.47	3,372,746	+2.91	0.53
2007	17,945	+2.59	3,277,508	+1.90	0.55
2006	17,492	+2.25	3,216,457	+1.86	0.54
2005	17,107	+2.06	3,157,819	+1.11	0.54
2004	16,761	+4.50	3,123,161	+0.82	0.54
2003	16,040	+3.67	3,097,635	+1.90	0.52
2002	15,472	+3.13	3,039,949	+0.89	0.51
2001	15,003	--	3,013,210	--	0.50

Source: National Institute of Economic and Industry Research (NIEIR) ©2016. Compiled and presented in economy.id by .id, the population experts

p Residents employment status by small area (1991-2011)

Annual change in employed residents



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

Ballina Shire

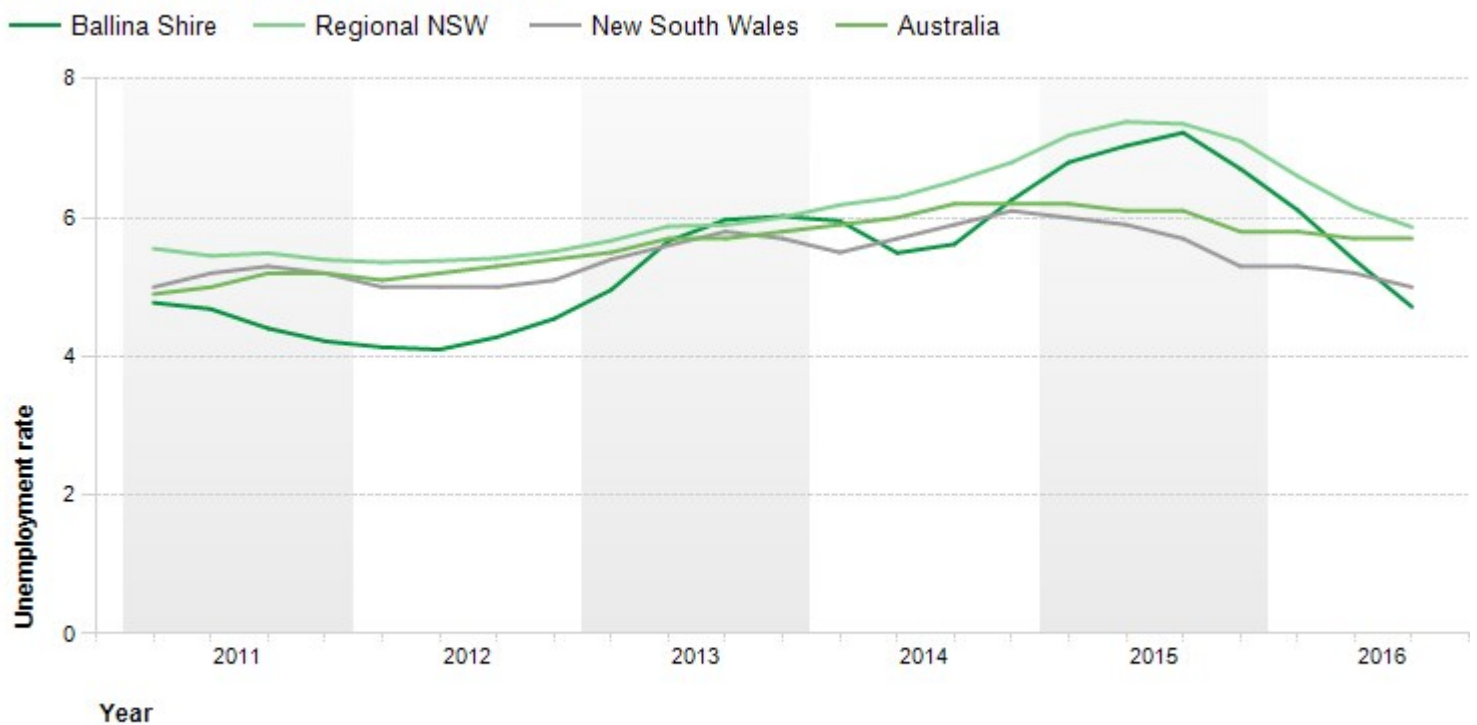
Unemployment

The unemployment rate is derived from the ABS labour force survey and Centrelink data and compiled by the Department of Employment. It is published quarterly in the Small Area Labour Markets publication, for Local Government Areas. The unemployment rate shown here is the proportion of the resident labour force (those in work or looking for work, and aged over 15) who are looking for work. Unemployment does not include people who don't have a job but are not seeking a job.

Unemployment is an important indicator of the economic success of an area. A low unemployment rate can indicate an affluent area with a high rate of access to jobs, or a place where those who can't find jobs leave the area. A high rate can indicate a declining economy with closures of key industries, or a residential area with a significantly disadvantaged population.

Note: Due to a major change in the Labour Force Regions on which unemployment data are collected, Small Area Labour Markets datasets are now only directly comparable back to 2010. For this reason, data prior to 2010 is misleading and has been removed from this site.

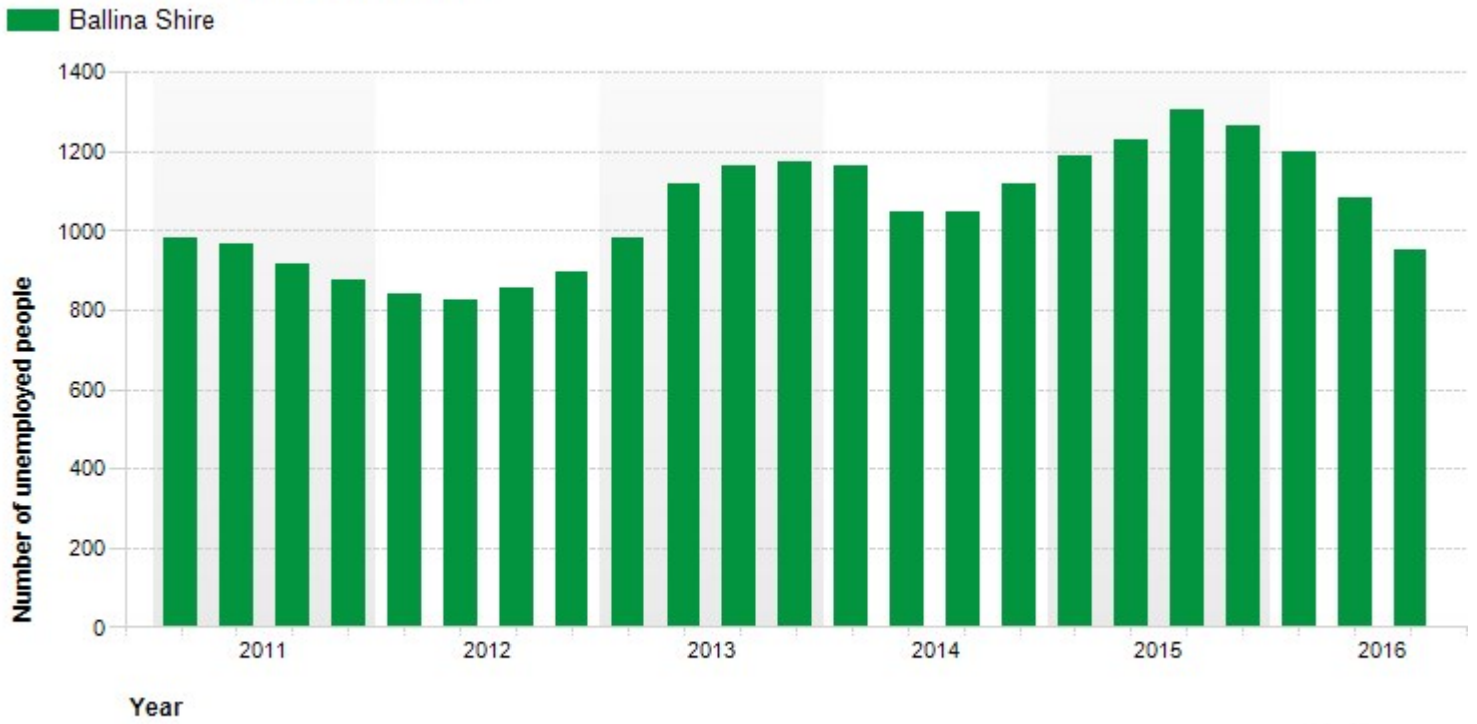
Quarterly unemployment rate



Source: Australian Bureau of Statistics, Labour force survey, catalogue number 6202.0, and Department of Employment, Small Area Labour Markets, March 2016. Compiled and presented in economy.id by .id the population experts.



Quarterly unemployment



Source: Australian Bureau of Statistics, Labour force survey, catalogue number 6202.0, and Department of Employment, Small Area Labour Markets, March 2016. Compiled and presented in economy.id by .id the population experts.



Ballina Shire

Building approvals

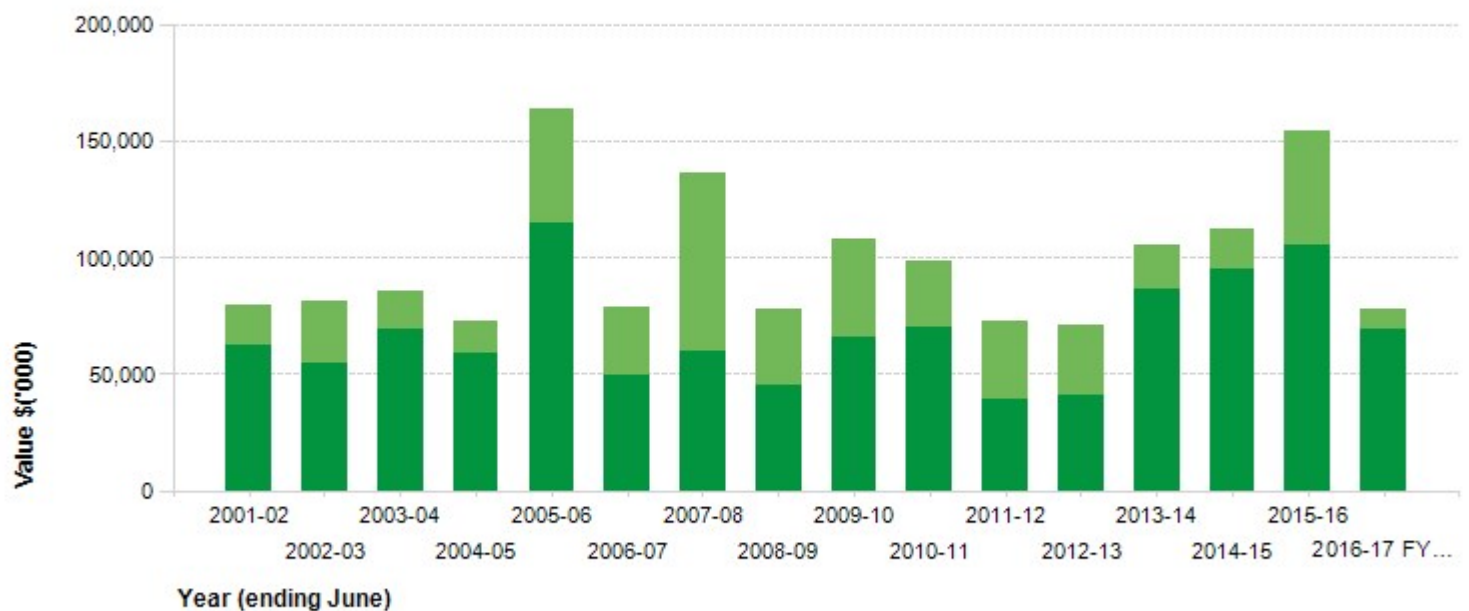
This dataset shows the total assessed value of building approvals for construction in Ballina Shire by financial year in millions of dollars. The dataset is updated monthly to include the current financial year to date, and includes residential and non-residential building approvals separately. The percentage of the state total is shown.

Building approvals for an area can be highly variable over time, particularly in the non-residential sector. Construction may take several years from the date of approval. A high rate of building approvals can indicate a growth area with a construction-led economy. A low rate of building approvals may indicate a settled area with established infrastructure, or an area with little growth. Note that this dataset is not adjusted for inflation.

Value of total building approvals

Ballina Shire

Residential Non-residential



Source: Australian Bureau of Statistics, Building Approvals, Australia, catalogue number 8731.0. Compiled and presented in economy.id by .id the population experts



Value of total building approvals

Financial year	Ballina Shire			New South Wales			Ballina Shire as a % of New South Wales
	Residential \$('000)	Non-residential \$('000)	Total \$('000)	Residential \$('000)	Non-residential \$('000)	Total \$('000)	
2016-17 FYTD	69,697	8,398	78,095	12,933,076	6,475,240	19,408,315	0.40%
2015-16	105,304	49,401	154,705	24,256,713	10,814,158	35,070,871	0.44%
2014-15	94,914	17,455	112,369	15,651,703	12,000,977	27,652,680	0.41%
2013-14	86,618	18,557	105,175	15,651,703	12,000,977	27,652,680	0.38%
2012-13	41,233	29,893	71,127	11,981,013	7,883,815	19,864,829	0.36%
2011-12	39,381	33,447	72,828	10,757,699	6,796,499	17,554,198	0.41%
2010-11	69,870	28,630	98,500	10,894,864	6,777,250	17,672,113	0.56%
2009-10	65,545	42,093	107,638	10,185,415	10,692,555	20,877,969	0.52%
2008-09	45,092	33,048	78,140	7,586,280	6,945,495	14,531,775	0.54%
2007-08	60,282	76,364	136,647	9,289,612	9,558,692	18,848,303	0.73%
2006-07	49,177	29,787	78,964	8,994,578	7,944,814	16,939,393	0.47%
2005-06	115,146	48,946	164,093	8,709,332	6,579,391	15,288,724	1.07%
2004-05	59,101	13,420	72,521	9,462,207	6,380,767	15,842,975	0.46%
2003-04	68,977	16,461	85,438	10,500,437	5,395,367	15,895,804	0.54%
2002-03	54,941	26,647	81,589	9,917,926	5,831,992	15,749,919	0.52%
2001-02	62,206	17,550	79,756	9,003,509	4,395,140	13,398,649	0.60%

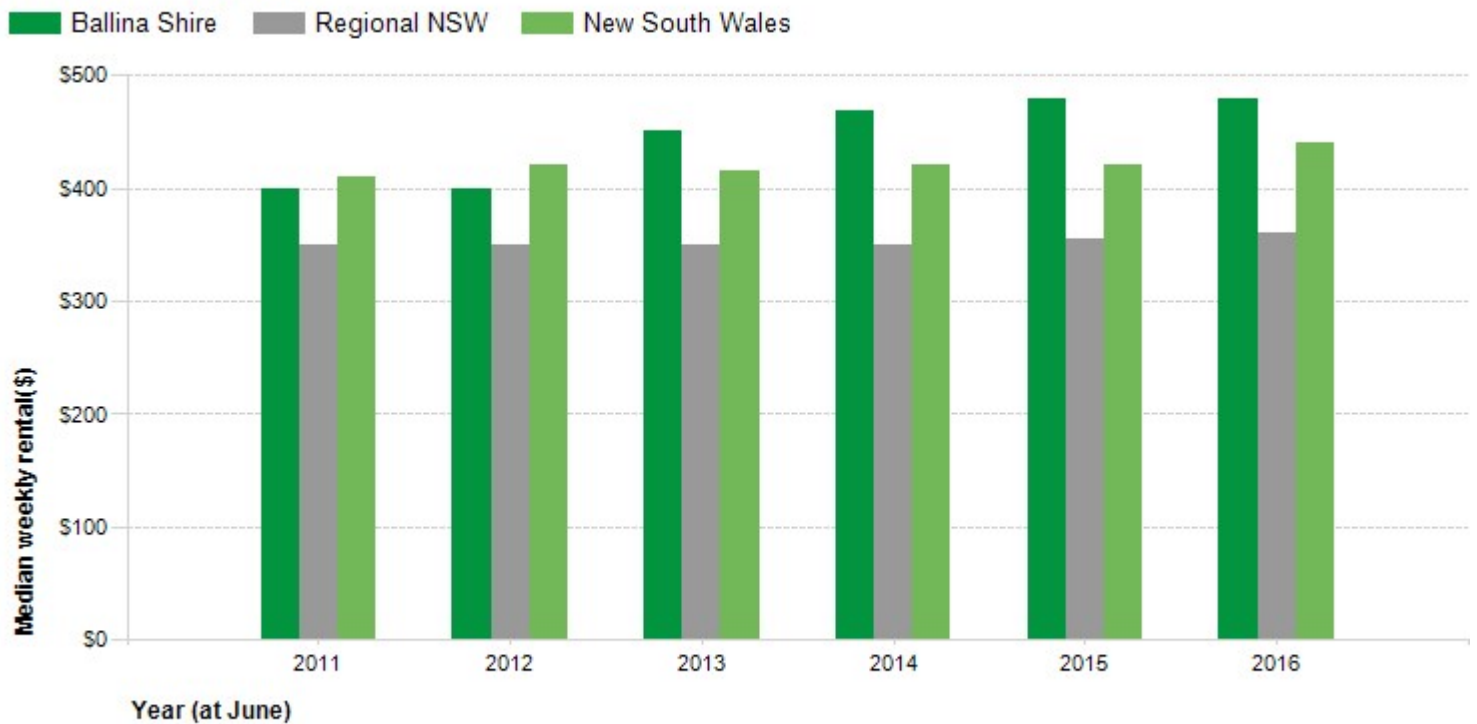
Source: Australian Bureau of Statistics, [Building Approvals](#), Australia, catalogue number 8731.0. Compiled and presented in economy.id by [.id](#) The population experts

Ballina Shire

Housing rental

This indicator shows the weekly rental of houses and units in Ballina Shire and wider region during the period 2011-2016. Housing weekly rentals are an indicator of the level of demand for housing in the area, as well as the type of housing available. Housing demand may be related to the desirability of the area and proximity to major employment destinations.

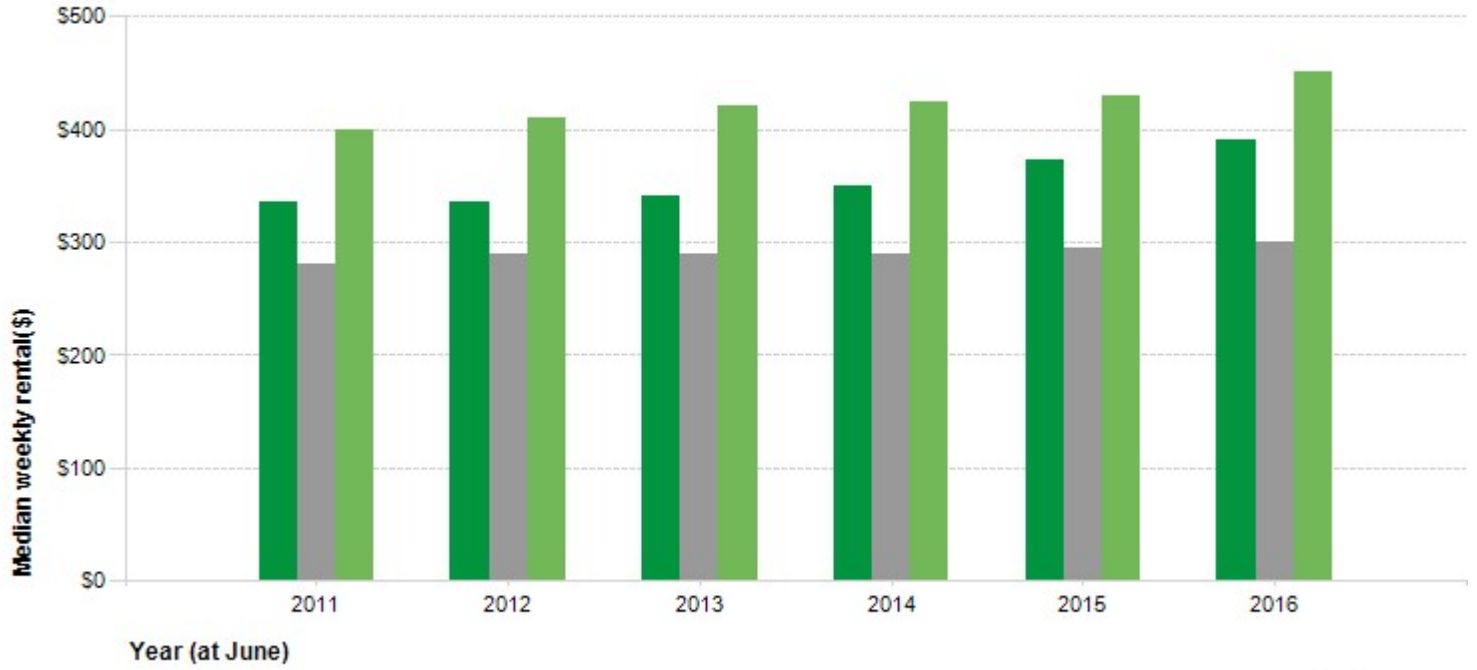
Rental of houses



Source: Hometrack 2011-2016, Automated Valuation System

Rental of units

Ballina Shire Regional NSW New South Wales



Source: Hometrack 2011-2016, Automated Valuation System

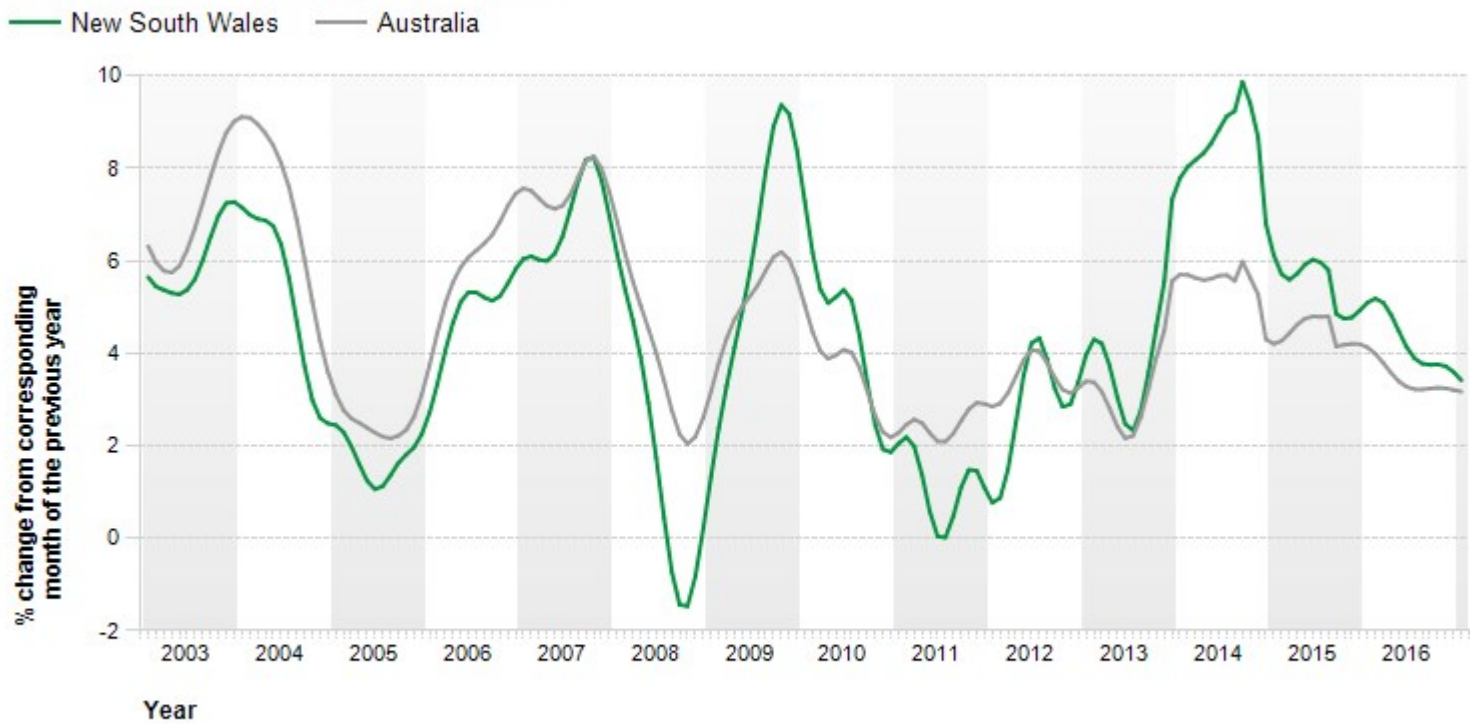


New South Wales

Retail trade

Retail Trade turnover is an important indicator of economic health. Increasing retail turnover can indicate a high level of consumer confidence and increased money in the economy. Retail Trade is not available at the local level, so the data presented here is annual percentage change for the state of New South Wales, updated monthly.

Retail trade - Trend estimate



Source: Australian Bureau of Statistics. Retail Trade, Australia, catalogue number 8501.0. Compiled and presented in economy.id by .id the population experts

Retail trade

Month	New South Wales		Australia	
	Turnover (\$m)	% change from corresponding month of previous year	Turnover (\$m)	% change from corresponding month of previous year
Jan-2017	8,280.3	3.42	25,741.0	3.18
Dec-2016	8,261.9	3.60	25,679.0	3.21
Nov-2016	8,241.7	3.73	25,612.0	3.25
Oct-2016	8,217.5	3.76	25,534.0	3.26
Sep-2016	8,189.8	3.76	25,445.0	3.24
Aug-2016	8,161.8	3.78	25,351.0	3.22
Jul-2016	8,136.8	3.90	25,263.0	3.23
Jun-2016	8,116.6	4.14	25,190.0	3.28
May-2016	8,100.4	4.48	25,135.0	3.40
Apr-2016	8,084.0	4.84	25,093.0	3.58

Source: Australian Bureau of Statistics. [Retail Trade](#), Australia, catalogue number 8501.0. Compiled and presented in economy.id by [.id](#), the population experts.

Ballina Shire

Employment locations - All industries

Place of Work data, mapped to Destination Zones, provide an excellent spatial representation of where each industry's economic activity is conducted within Ballina Shire.

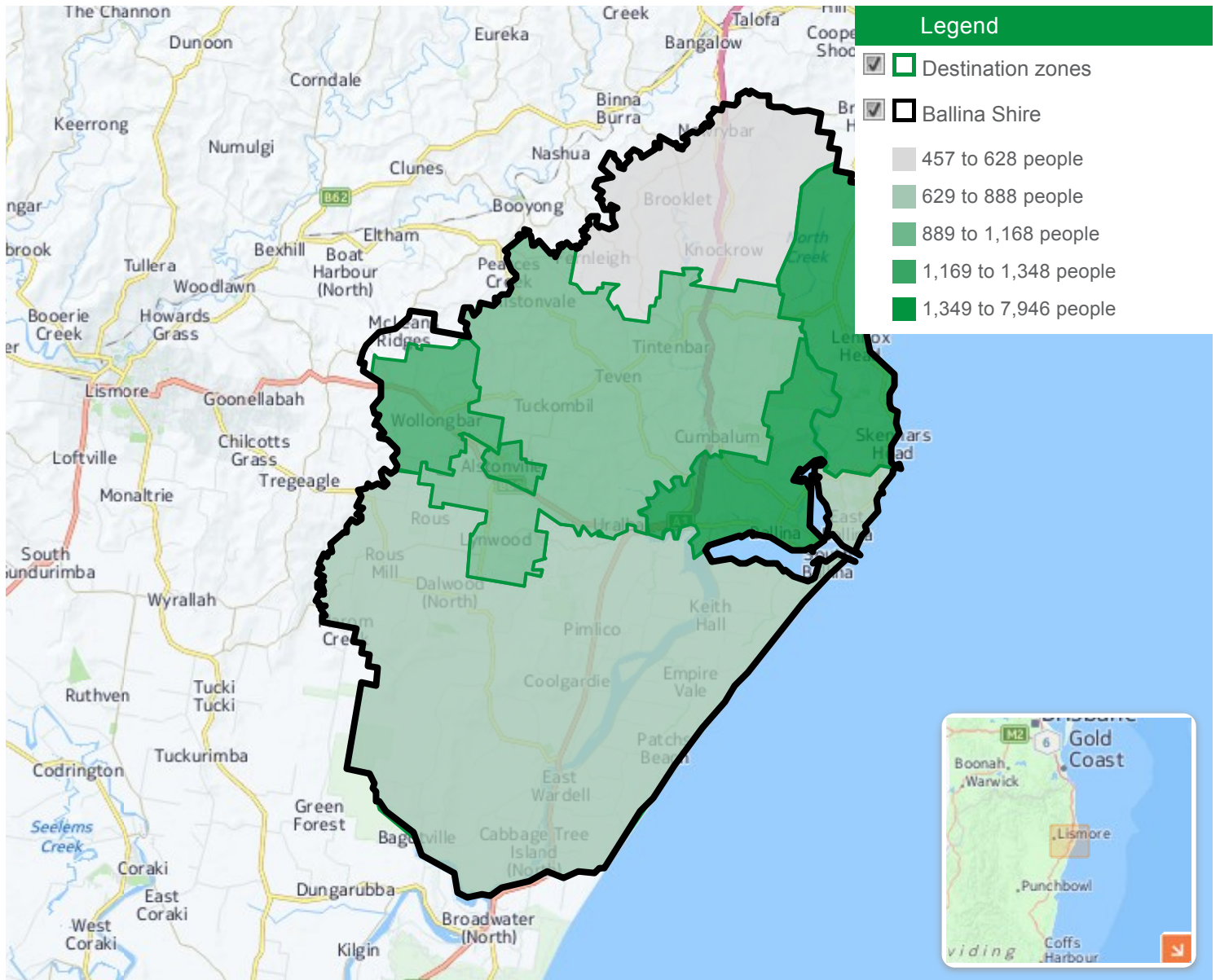
Some industries are clustered in business parks, or along major transport routes. Others are associated with institutions such as schools, universities and hospitals.

Employment locations data should be viewed in conjunction with Workers place of residence data to see how far people travel to get to employment in Ballina Shire, and with Employment by industry (Total) and Businesses by industry data to see the total size of industries in the area.

Data presented here show the number of workers per destination zone at the 2011 Census. This has been derived from the ABS imputed dataset using methodology from the Bureau of Transport statistics, and adjusts for Census undercount. Value added data is based on the average productivity per worker by industry and is designed to give a guide to the value of economic activity occurring in each zone, as of the 2011-12 financial year.

All industries

Ballina Shire - Employment locations - Number of workers



Source: Australian Bureau of Statistics, Census of Population and Housing 2011.
 Compiled and presented in economy.id by .id, the population experts.

Ballina Shire

Business locations - All industries

The Australian Business Register is a register of all business entities and sole traders in Australia, based on Australian Business Numbers (ABNs), maintained by the Australian Taxation Office.

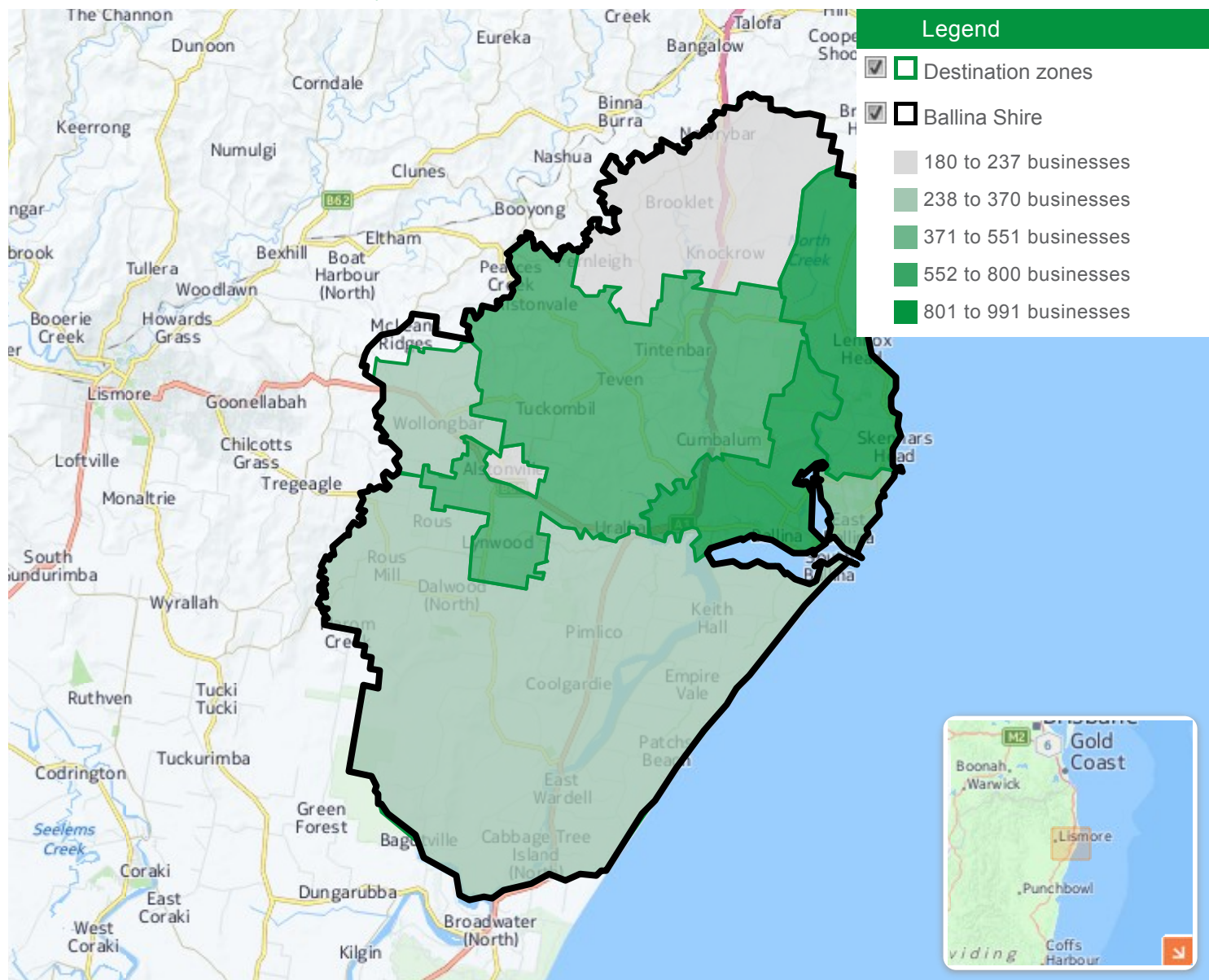
Data from the ABR is useful in planning and economic development, to identify the spatial patterns of businesses across Ballina Shire, clusters and change in business growth patterns across the area.

The raw business register dataset contains large numbers of ABNs which are not relevant to local government planning, including trusts, superannuation funds, non-active businesses and micro businesses not registered for GST. These have been filtered out of the data presented here, to provide a more meaningful dataset for Local Government Decision making.

Data are presented as aggregates of ABNs at the Destination Zone level, for the most recent time period. The distribution of industries shown here can be selected at the 1 or 2-digit ANZSIC classification level, and the table below the map shows a further breakdown into more detailed business categories. For more information, including actual business locations and name and address details, LGAs are entitled to access the raw ABR unit record dataset directly from the ATO.

All industries

Ballina Shire - Number of businesses by destination zone



Source: Australian Business Register. Compiled and presented in economy.id by .id, the population experts.

Note: The data presented in this map and table are subjected to a confidentiality process. This is done to avoid the identification of particular businesses.

Australian business register by industry sector

All industries		Ballina Shire	
Industry	ANZSIC code	Number	%
Agriculture, Forestry and Fishing	A	448	12.1
Mining	B	8	0.2
Manufacturing	C	160	4.3
Electricity, Gas, Water and Waste Services	D	11	0.3
Construction	E	720	19.4
Wholesale Trade	F	123	3.3
Retail Trade	G	225	6.1
Accommodation and Food Services	H	178	4.8
Transport, Postal and Warehousing	I	161	4.3
Information Media and Telecommunications	J	31	0.8
Financial and Insurance Services	K	111	3.0
Rental, Hiring and Real Estate Services	L	337	9.1
Professional, Scientific and Technical Services	M	440	11.9
Administrative and Support Services	N	136	3.7
Public Administration and Safety	O	16	0.4
Education and Training	P	53	1.4
Health Care and Social Assistance	Q	267	7.2
Arts and Recreation Services	R	62	1.7
Other Services	S	223	6.0
Total Industries	-	3,710	100.0

Source: Australian Business Register. Compiled and presented in economy.id by [.id](#), the population experts.

Ballina Shire

Resident workers (Local) - Key statistics

The local labour force includes all employed people who are resident in the local area regardless of where they work. In other words, it is the people who live locally and therefore have the potential to work locally and is an important resource for the local economy. Their characteristics inform us about the skills that are available locally, even if they are not currently employed in the local economy.

Access the detailed tables for further exploration of each characteristic.

Local labour force key statistics - All industry sectors

Ballina Shire	2011			2006			Change
Name	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
Local labour force	--	--	--	--	--	--	--
Total local labour force	16,591	100.0	100.0	16,210	100.0	100.0	+381
▪ Males	8,386	50.5	53.4	8,388	51.7	54.0	-2
▪ Females	8,205	49.5	46.6	7,822	48.3	46.0	+383
Age structure	--	--	--	--	--	--	--
15 - 24 years	2,176	13.1	14.5	2,407	14.8	15.8	-231
25 - 54 years	10,436	62.9	67.7	10,840	66.9	68.9	-404
55 - 64 years	3,232	19.5	14.4	2,451	15.1	12.7	+781
65 years and over	747	4.5	3.4	512	3.2	2.6	+235
Top three industries	--	--	--	--	--	--	--
Health care and social assistance	2,560	15.4	11.6	2,167	13.4	10.5	+393
Retail trade	2,158	13.0	10.3	2,313	14.3	11.1	-155
Education and training	1,749	10.5	7.9	1,642	10.1	7.6	+107
Top three occupations	--	--	--	--	--	--	--
Professionals	3,394	20.5	22.7	3,130	19.3	--	+264
Technicians and trades workers	2,300	13.9	13.2	2,359	14.6	--	-59
Managers	2,279	13.7	13.3	2,310	14.3	--	-31
Method of travel to work	--	--	--	--	--	--	--
Car driver or passenger	11,661	70.3	62.9	11,181	69.0	62.3	+480
Public transport	130	0.8	13.6	117	0.7	12.3	+13
Bicycle	0	0.0	1.4	3	0.0	1.2	-3
Walked only	675	4.1	4.1	665	4.1	4.4	+10
Hours worked	--	--	--	--	--	--	--
Full time	9,071	54.7	64.0	9,071	56.0	64.6	0
Part time	6,449	38.9	29.9	6,128	37.8	29.0	+321
Qualifications	--	--	--	--	--	--	--
Bachelor or higher degree	3,730	22.5	27.9	3,167	19.5	23.9	+563
Advanced diploma or diploma	1,683	10.1	10.5	1,464	9.0	9.6	+219
Certificate level	4,458	26.9	22.2	4,172	25.7	21.8	+286
No qualifications	5,944	35.8	34.8	6,461	39.9	38.8	-517
Individual income	--	--	--	--	--	--	--
Nil to \$599	6,053	36.5	27.9	--	--	--	--
\$600 to \$1,249	6,773	40.8	39.5	--	--	--	--
\$1,250 to \$1,999	2,580	15.6	19.8	--	--	--	--
\$2,000 or more	927	5.6	11.1	--	--	--	--
Other characteristics	--	--	--	--	--	--	--
Speaks another language other than English	575	3.5	22.6	383	2.4	20.0	+192
Has broadband internet access at home	13,506	81.4	82.4	7,331	45.2	53.5	+6,175
Has child care responsibilities (own or others)	6,048	36.5	33.5	5,717	35.3	32.6	+331

Source: Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011. Compiled and presented by .id, the population experts.

Ballina Shire

About the economic profile

Ballina Shire Economic Profile provides economic analysis for the Ballina Shire by combining 11 different datasets to build a cohesive story of a local economy, how it is changing and how it compares to other areas.

It is a public resource designed to be used by council staff, community groups, investors, business people, students and the general public. You can be confident about the quality of the information as it is derived from official sources and the most robust economic modelling, analysed and presented by experts and funded by Ballina Shire. Each data source is maintained with the latest series so you can be sure you are using the most up to date information.

Results for the Ballina Shire include Gross Regional Product, local jobs, local businesses, employment, unemployment, population, building approvals, industry structure, journey to work and much more.

About National Economics (NIEIR)

Reliable primary economic data sets exist only at the national, state and regional level at best. The only way to get a realistic measure of GRP, number of jobs and other economic indicators at the local area level is to undertake economic modelling. The most significant challenge with local area economic modelling is to ensure that the process reflects the unique economic characteristics of the local area. For example, one of the traps is to apply national and state-level productivity propensities at the local level, which we now know are simply not accurate because it assumes that the economic characteristics of all local areas are the same.

NIEIR are recognised as industry leaders in the development and provision of robust economic modelling at the smallest credible geographic unit (Local Government Area). NIEIR modelling draws on many data sources to offer the most nuanced data possible at the local level. The NIEIR dataset is the result of a process of economic micro-simulation modelling – it is an amalgam of many different existing data sources (between 6 and 10 depending on the region and time period) which are synthesised to produce a series of estimates of the size and value of the local economy.

Importantly, the NIEIR model is updated on an annual basis (with quarterly breakdown for some characteristics). This means the impact of global, national and local economic changes can be clearly seen at the local level.

For over 15 years NIEIR have been producing the annual benchmark State of the Regions Report commissioned by the Australian Local Government Association (ALGA). These reports benchmark regional economies and identifies strategies that strengthen local and regional economic and employment outcomes, laying the framework for future policy direction and emphasizing the role and importance of local government.

[Learn more about NIEIR](#)

About .id, the population experts

.id is a company of population experts - demographers, spatial analysts, urban planners, forecasters, census data and IT experts who build demographic information products for Australia & New Zealand.

We understand how cities, towns and regions are growing and changing. Name a place and we can tell you about its population's past, present and future!

We use spatial data to tell this story in powerful web applications.

We share this knowledge with our clients so they can make confident decisions about when and where to provide services and invest in infrastructure.

Our clients are organisations who contribute to building our cities and communities. They include local & state government, education providers, housing developers, retailers, health care providers, utilities companies, banks & insurers, sporting clubs and planning consultants.

During our 15 years in business, we have built over 550 websites delivering analytical and spatial decision making information to more than 300 clients Australia-wide and in New Zealand. These sites are publicly available in [.id's demographic resource centre](#).

Our information products meet the challenge of delivering meaningful information to users with diverse information needs and skill levels – from analysts to the general public – by organising and presenting complex data in an intuitive format. As consumers of spatial data ourselves, we fundamentally understand how users want to consume that data.

We believe that by making demographic information accessible to the broadest possible audience, and promoting evidence-based decision making, we are contributing to a fairer and more sustainable society.

[Learn more about .id](#)

Ballina Shire

Agriculture

Agricultural production is a very important contributor to Australia's economy, and is a key industry in many rural and regional areas, as well as some outer metropolitan areas.

The data presented here are sourced from the five yearly Agricultural Census, run by the Australian Bureau of Statistics. The data show the gross value of agricultural commodities in broad categories, measured across two Agricultural Census periods.

The type of agricultural production in an area depends on geographic, climatic, environmental and economic factors. Certain locations specialise in different rural industries. For instance, rural areas close to cities often have large production of intensive horticulture, while orchards may be prevalent in irrigated areas near major rivers, and cereal crops in dry-land farming areas. Production can also vary over time due to environmental factors like droughts, cost of production and price of commodities.

These data can help to plan for changes in the agriculture sector, and impacts on local communities, as well as showcasing the agricultural production of an area.

Please note, that the ABS does not publish figures for some agricultural commodities in some areas, to protect the confidentiality of individual farming businesses. Where the table shows a "--" that figure has not been published, and is unavailable. Unpublished figures are included in totals and subtotals.

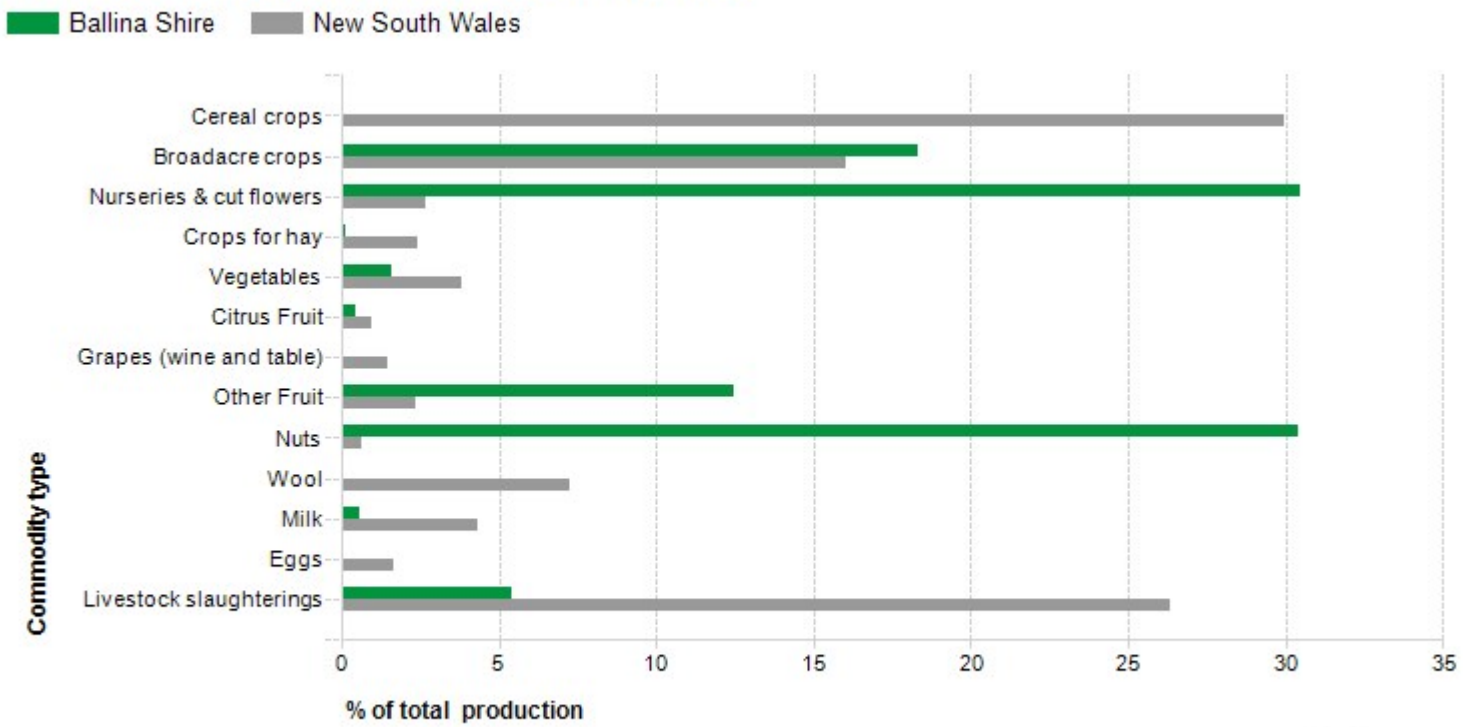
Agriculture value data should be viewed in conjunction with the [Industry Sector Analysis](#) page for the Agriculture sector, which has modelled estimates of the size of the industry on an annual basis. The [Employment Locations](#) page will show where agricultural activity is taking place and the [Workforce Profiles](#) section will reveal the characteristics of agricultural workers.

Value of agricultural production

Ballina Shire	2010/11				2005/06				Change
Commodity (Click rows to view sub-categories)			Ballina Shire as a % of New South Wales				Ballina Shire as a % of New South Wales		2005/06 to 2010/11
	\$	%	New South Wales%	New South Wales	\$	%	New South Wales%	New South Wales	
Cereal crops	35,468	0.1	30.0	0.0	23,369	0.0	25.5	0.0	+12,099
Broadacre crops	10,514,416	18.3	16.0	0.6	16,443,657	20.2	9.8	1.9	-5,929,241
Nurseries & cut flowers	17,458,588	30.5	2.7	5.6	16,668,763	20.5	3.9	4.7	+789,825
Crops for hay	59,733	0.1	2.4	0.0	34,537	0.0	3.9	0.0	+25,196
Vegetables	920,097	1.6	3.8	0.2	1,988,030	2.4	4.0	0.5	-1,067,933
Citrus Fruit	259,354	0.5	0.9	0.2	124,114	0.2	1.5	0.1	+135,240
Grapes (wine and table)	--	--	1.5	--	--	--	3.0	--	--
Other Fruit	7,163,475	12.5	2.4	2.6	15,782,171	19.4	3.3	5.3	-8,618,696
Nuts	17,438,484	30.4	0.6	23.8	26,775,941	32.9	0.9	31.5	-9,337,457
Wool	2,522	0.0	7.3	0.0	3,106	0.0	7.7	0.0	-585
Milk	333,417	0.6	4.3	0.1	603,317	0.7	4.5	0.1	-269,900
Eggs	25,930	0.0	1.7	0.0	16,760	0.0	1.2	0.0	+9,170
Livestock slaughtering	3,119,055	5.4	26.3	0.1	3,021,449	3.7	30.6	0.1	+97,606
Agriculture - Total value	57,330,539	100.0	100.0	0.5	81,485,213	100.0	100.0	0.9	- 24,154,675

Source: Australian Bureau of Statistics, Value of Agricultural Commodities Produced, Australia, 2010-11 . Cat. No. 7503.0

Value of agricultural production 2010/11

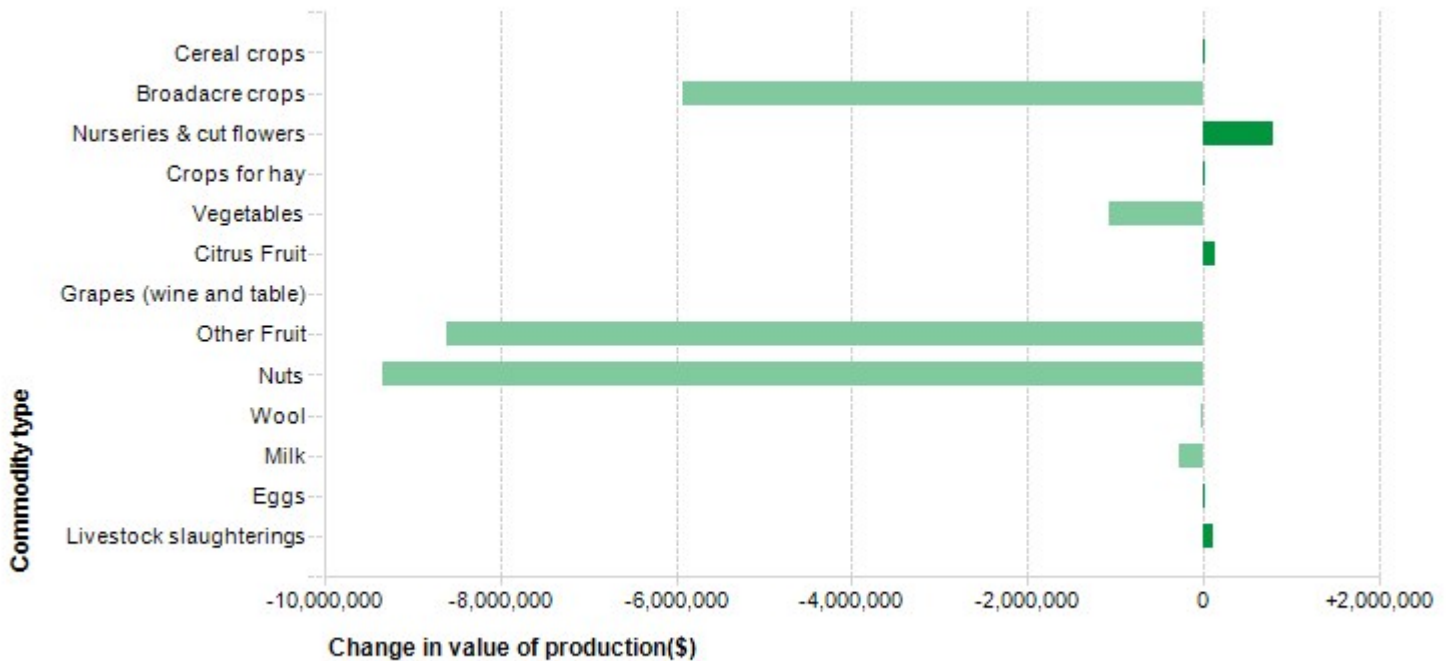


Source: Australian Bureau of Statistics, Value of Agricultural Commodities Produced, Australia, 2010-11. Cat. No. 7503.0



Change in value of agricultural production, 2005/06 to 2010/11

Ballina Shire



Source: Australian Bureau of Statistics, Value of Agricultural Commodities Produced, Australia, 2010-11. Cat. No. 7503.0



Ballina Shire

Tourism and hospitality value

Tourism and hospitality are key industries and major contributors to Australia's economy. However it has not been well represented in economic profiles in the past, because it actually includes parts of many different traditional industries.

The Australian Bureau of Statistics publish the "Tourism Satellite Account" which is a separate set of national accounts which look at the value and contribution of tourism in the national economy.

This dataset presents National Economics microsimulation model of the tourism satellite account at the local level, showing the value of total sales and value add, as well as annual estimates of employment and FTE employment for the tourism sector.

Understanding the current role of your tourism sector is important if you are looking at attracting visitors to your area, and as information for businesses looking to locate in the area. Tourism data should be viewed in conjunction with broader industry data in the [Value add](#), [Output](#) and [Employment by industry \(Total\)](#) topics, as well as [tourism Workforce Characteristics](#).

Value of tourism and hospitality

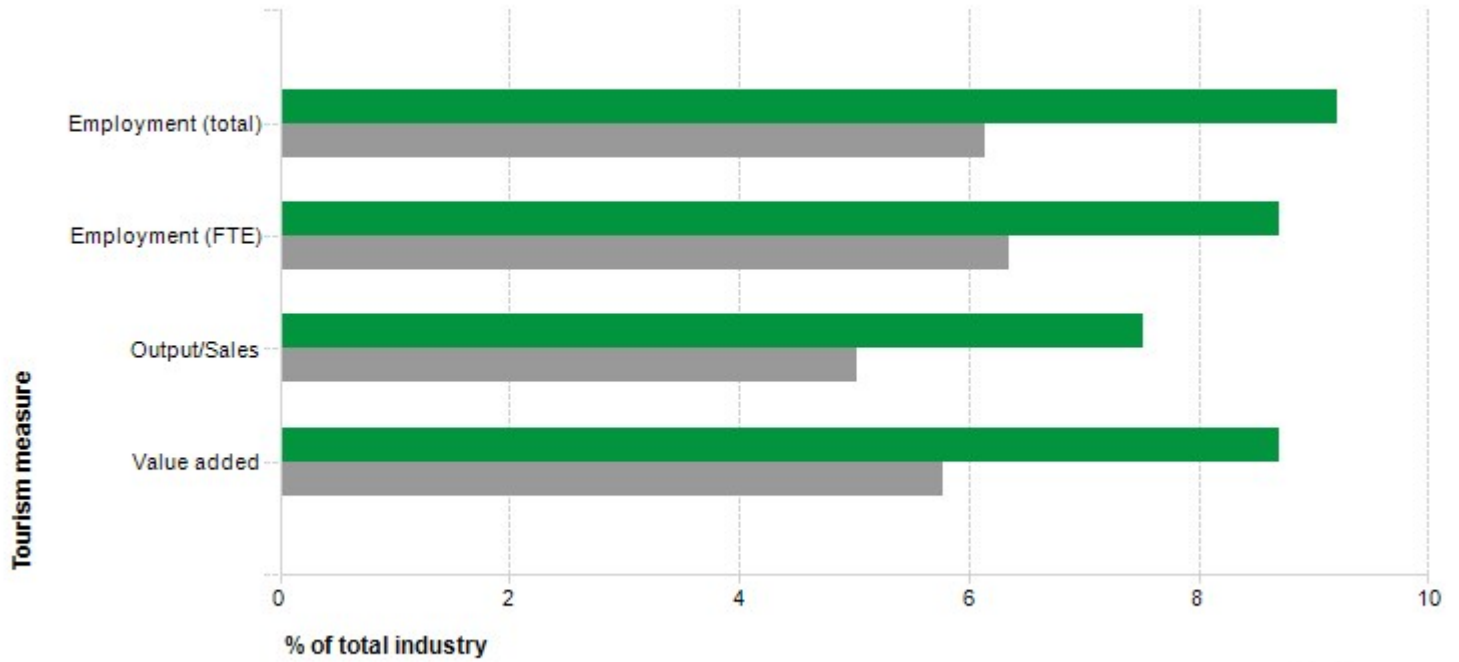
Ballina Shire	2014/15				2009/10				Change
Measure	Ballina Shire	% of total industry	Ballina Shire as a % of New South Wales		Ballina Shire	% of total industry	Ballina Shire as a % of New South Wales		2010 to 2015
			New South Wales%	New South Wales			New South Wales%	New South Wales	
Employment (total)	--	--	--	--	--	--	--	--	--
▪ Direct	898	5.9	4.5	0.5	559	3.5	4.4	0.4	339
▪ Indirect	509	3.3	1.6	0.9	317	2.0	1.6	0.6	192
▪ Total	1,407	9.2	6.1	0.6	875	5.5	5.9	0.4	532
Employment (FTE)	--	--	--	--	--	--	--	--	--
▪ Direct	648	4.9	4.1	0.5	390	3.0	4.1	0.3	258
▪ Indirect	492	3.8	2.2	0.7	296	2.3	2.2	0.5	196
▪ Total	1,139	8.7	6.3	0.6	686	5.3	6.2	0.4	454
Output/Sales (\$m)	--	--	--	--	--	--	--	--	--
▪ Direct	120.7	3.8	2.9	0.5	60.8	1.9	2.4	0.3	59.9
▪ Indirect	120.1	3.7	2.2	0.6	60.5	1.9	1.8	0.4	59.6
▪ Total	240.8	7.5	5.0	0.5	121.3	3.7	4.2	0.4	119.5
Value added (\$m)	--	--	--	--	--	--	--	--	--
▪ Direct	64.9	4.4	3.3	0.5	34.5	2.5	3.0	0.3	30.4
▪ Indirect	62.5	4.3	2.4	0.6	33.2	2.4	2.1	0.4	29.3
▪ Total	127.4	8.7	5.8	0.5	67.7	4.9	5.1	0.4	59.7

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in [economy.id](#) by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Value of tourism and hospitality 2014/15

Ballina Shire New South Wales



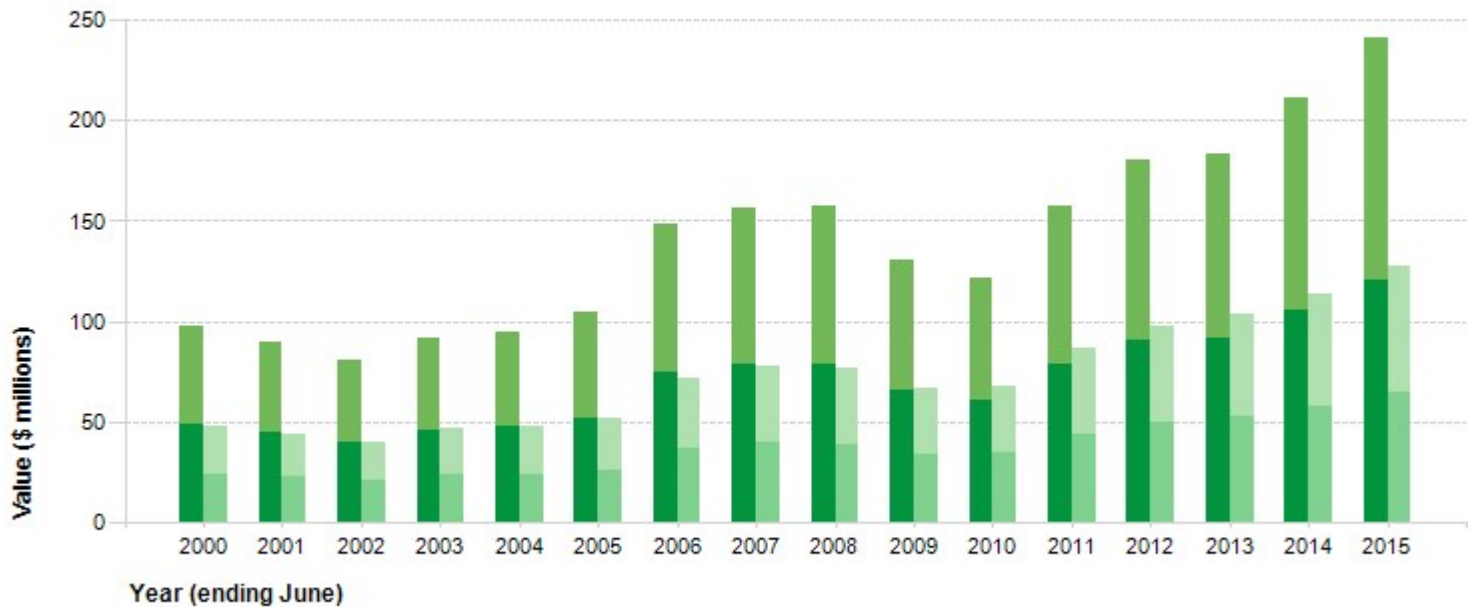
Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts



Value of tourism and hospitality

Ballina Shire

Output/Sales - Direct Output/Sales - Indirect Value added - Direct Value added - Indirect



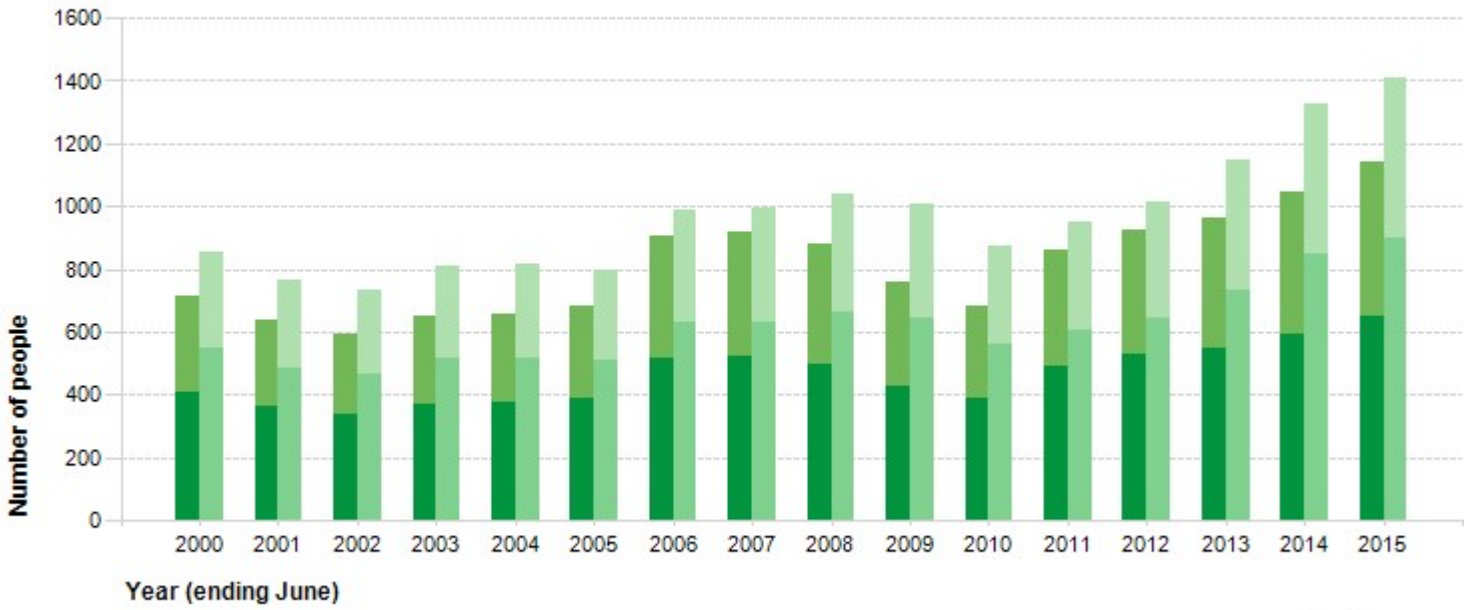
Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts



Tourism and hospitality employment

Ballina Shire

■ Employment (FTE) - Direct
 ■ Employment (total) - Direct
 ■ Employment (total) - Indirect
■ Employment (FTE) - Indirect



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
 Compiled and presented in economy.id by .id the population experts



Ballina Shire

Tourism and hospitality workforce

Tourism and hospitality are key industries in many parts of Australia, but it has not been well represented in economic profiles in the past due to the difficulty in defining it.

The tourism and hospitality industries are defined by the ABS not as regular industries but as a set of occupation categories working across a number of industries.

This page presents some key statistics for tourism and hospitality workers in Ballina Shire with comparisons to benchmark areas. Tourism and hospitality data should be viewed in conjunction with the [Industry sector analysis](#) page for the accommodation sector, which has modelled estimates of the size of the industry on an annual basis. The [Employment locations](#) page will show where accommodation activity is taking place and the [Local workers](#) section will reveal the characteristics of accommodation workers.

Tourism and hospitality workforce

Ballina Shire	2011				2006				Change	
	Name	Number	%	New South Wales %	% of total industry in Ballina Shire	Number	%	New South Wales %		% of total industry in Ballina Shire
Tourism workforce	--	--	--	--	--	--	--	--	--	--
Total workers	1,155	100.0	100.0	8.4	995	100.0	100.0	7.8	+160	
Males	468	40.5	47.1	6.9	389	39.1	46.3	6.0	+79	
Females	687	59.5	52.9	9.9	606	60.9	53.7	9.7	+81	
Age structure	--	--	--	--	--	--	--	--	--	--
15 to 24 years	354	30.6	28.5	17.8	281	28.2	28.7	14.5	+73	
25 to 44 years	407	35.2	39.3	8.3	374	37.6	40.4	7.6	+33	
45 to 54 Years	222	19.2	18.5	6.1	188	18.9	18.8	5.4	+34	
55 to 64 Years	143	12.4	11.2	5.4	134	13.5	10.4	7.0	+9	
65 years and over	29	2.5	2.4	4.8	18	1.8	1.8	4.2	+11	
Hours worked	--	--	--	--	--	--	--	--	--	--
Part time	633	54.8	48.1	11.3	510	51.3	45.9	10.1	+123	
Full time	461	39.9	46.1	6.2	429	43.1	48.0	6.1	+32	
Qualifications	--	--	--	--	--	--	--	--	--	--
Bachelor or higher degree	93	8.1	13.3	3.3	62	6.2	10.8	2.7	+31	
Advanced diploma or diploma	73	6.3	10.8	5.4	52	5.2	8.8	4.8	+21	
Certificate level	299	25.9	19.7	7.9	217	21.8	19.4	6.5	+82	
No qualifications	642	55.6	51.6	12.3	604	60.7	55.1	11.4	+38	
Ethnicity	--	--	--	--	--	--	--	--	--	--
Australian-born	967	83.7	62.3	8.1	834	83.8	65.4	7.5	+133	
Born overseas	171	14.8	36.4	10.9	136	13.7	32.5	10.0	+35	
Birthplace not stated	15	1.3	1.3	9.3	25	2.5	2.1	9.3	-10	
Speaks a language other than English	85	7.4	31.2	18.9	58	5.8	26.4	19.0	+27	
Individual income	--	--	--	--	--	--	--	--	--	--
Nil to \$599	715	61.9	53.5	13.4	--	--	--	--	--	
\$600 to \$1,499	395	34.2	39.5	6.0	--	--	--	--	--	
\$1500 to \$1,999	21	1.8	2.9	2.0	--	--	--	--	--	
\$2,000 or more	6	0.5	2.7	1.0	--	--	--	--	--	
Method of travel to work	--	--	--	--	--	--	--	--	--	--
Car driver &/or passenger	703	60.9	52.5	7.3	567	57.0	50.9	6.6	+136	
Public transport	14	1.2	15.4	14.6	7	0.7	13.8	9.0	+7	
Other	9	0.8	0.5	11.0	8	0.8	0.4	13.3	+1	
Walked	92	8.0	8.4	15.4	86	8.6	8.8	14.0	+6	

Source: Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011. Compiled and presented by id, the population experts.