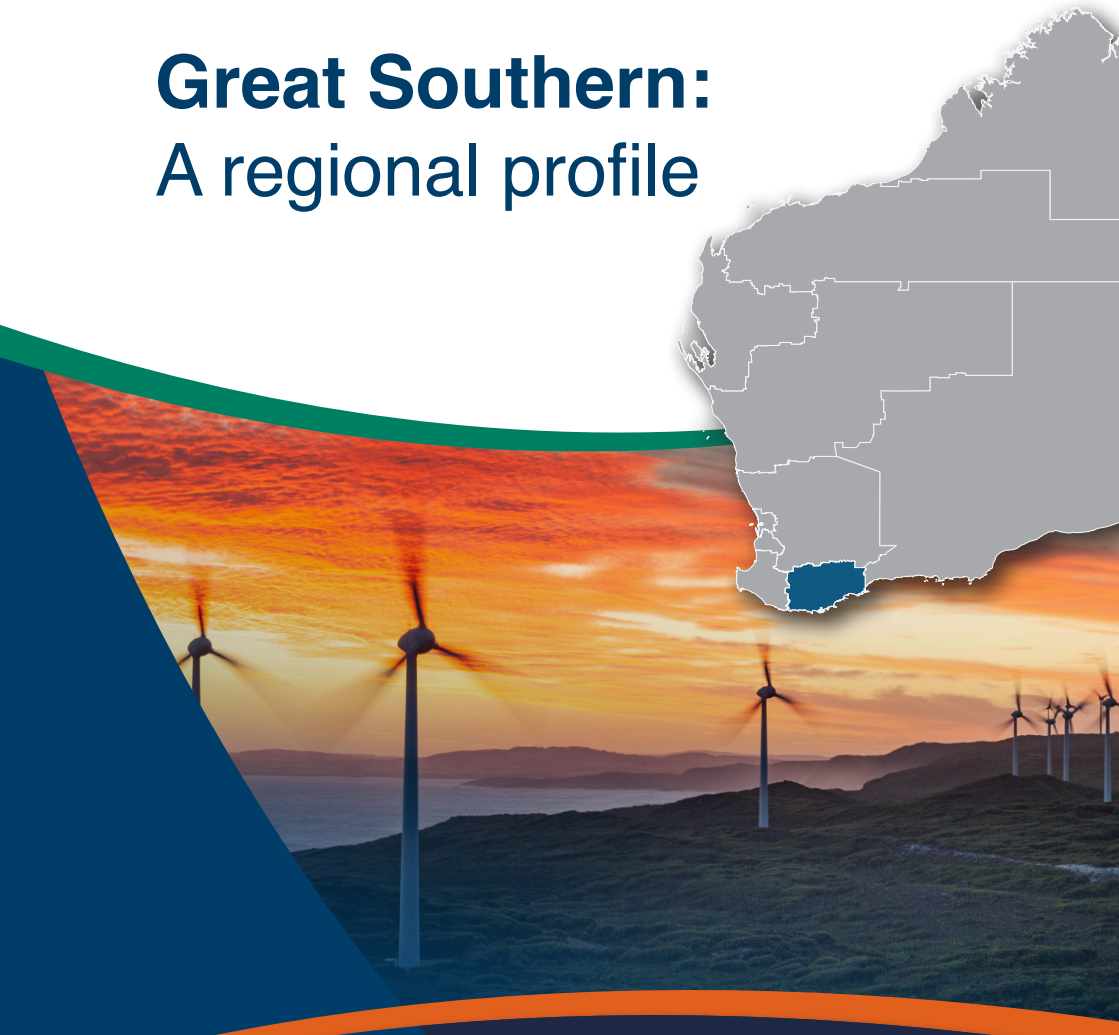
GOVERNMENT OF WESTERN AUSTRALIA

Department of
Primary Industries and Regional Development

GREAT SOUTHERN Development Commission

Great Southern:
A regional profile



dpird.wa.gov.au

The Great Southern is on Western Australia's south coast and covers 39,007 square kilometres. The region's 11 local government areas have a total population of 60,000, of whom 62 per cent live in the City of Albany. As the region's administrative centre, Albany provides a range of medical, educational, communications and commercial services.

Primary production is the backbone of the Great Southern economy. It is Western Australia's second largest agricultural region and about 60 per cent of its economic activity is directly or indirectly related to agriculture. Apart from broadacre cropping and livestock, its output includes superb fresh produce and award-winning beverages, including excellent wine from its five wine sub-regions.

The Great Southern is unmatched in regional Western Australia for the scale, diversity and accessibility of its natural attractions, including rugged coastline, white sandy beaches, forests, wildflowers and the highest peaks in southern Western Australia. It has outstanding biodiversity, heritage buildings, a strong reputation for festivals and events, and growing opportunities in outdoor recreation and eco-tourism.

Facts

- 32% of exports through the Port of Albany are forest products - 2015/16
- Mild Mediterranean climate
- 16 Great Southern wines feature among the 28 "best of the best" of Australia's Rieslings
- WA's second largest agricultural producer
- The city of Albany is home to the University of Western Australia's Wave Energy Research Centre
- The region plans to recycle 100% of its wastewater by 2040
- 67% of its visitors come from the UK, Germany, other European countries and New Zealand
- Port of Albany is in one of the best natural harbours in the southern hemisphere

Figures

Economic

Gross Regional Product

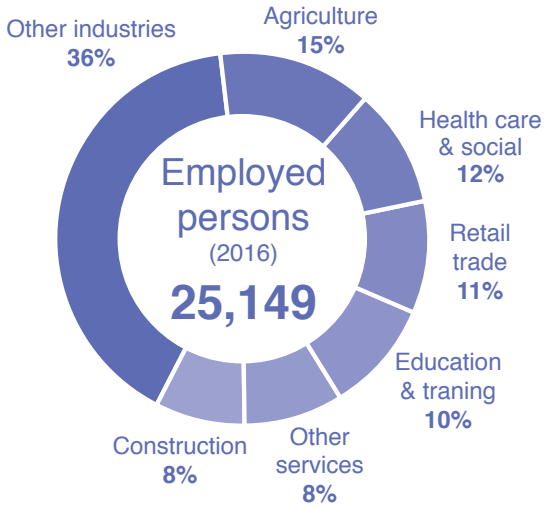
$4.06 billion

(2012-2017)

Agriculture	Construction	Hiring & Real Estate	Other industries
25%	9%	9%	57%

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

Employment



Median annual income

$33,800 – $41,599

94.0% Employment rate

Community

Population

60,319

▲ 1.1% (2012-17)

Indigenous population

2,155

3.6%

Median age

44

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

For further information on the Great Southern, contact:

Great Southern Development Commission –
Department of Primary Industries and Regional Development

110 Serpentine Road, Albany WA 6330
Phone: +61 8 9842 4888 | Email: gsdc@gsdc.wa.gov.au | Website: gsdc.wa.gov.au

Important disclaimer
The Chief Executive Officer of the Department of Primary Industries and Regional Development and the State of Western Australia accept no liability whatsoever by reason of negligence or otherwise arising from the use or release of this information or any part of it.

© Department of Primary Industries and Regional Development, 2018

2263/18 AUGUST 2018