


The Pittwater Economy

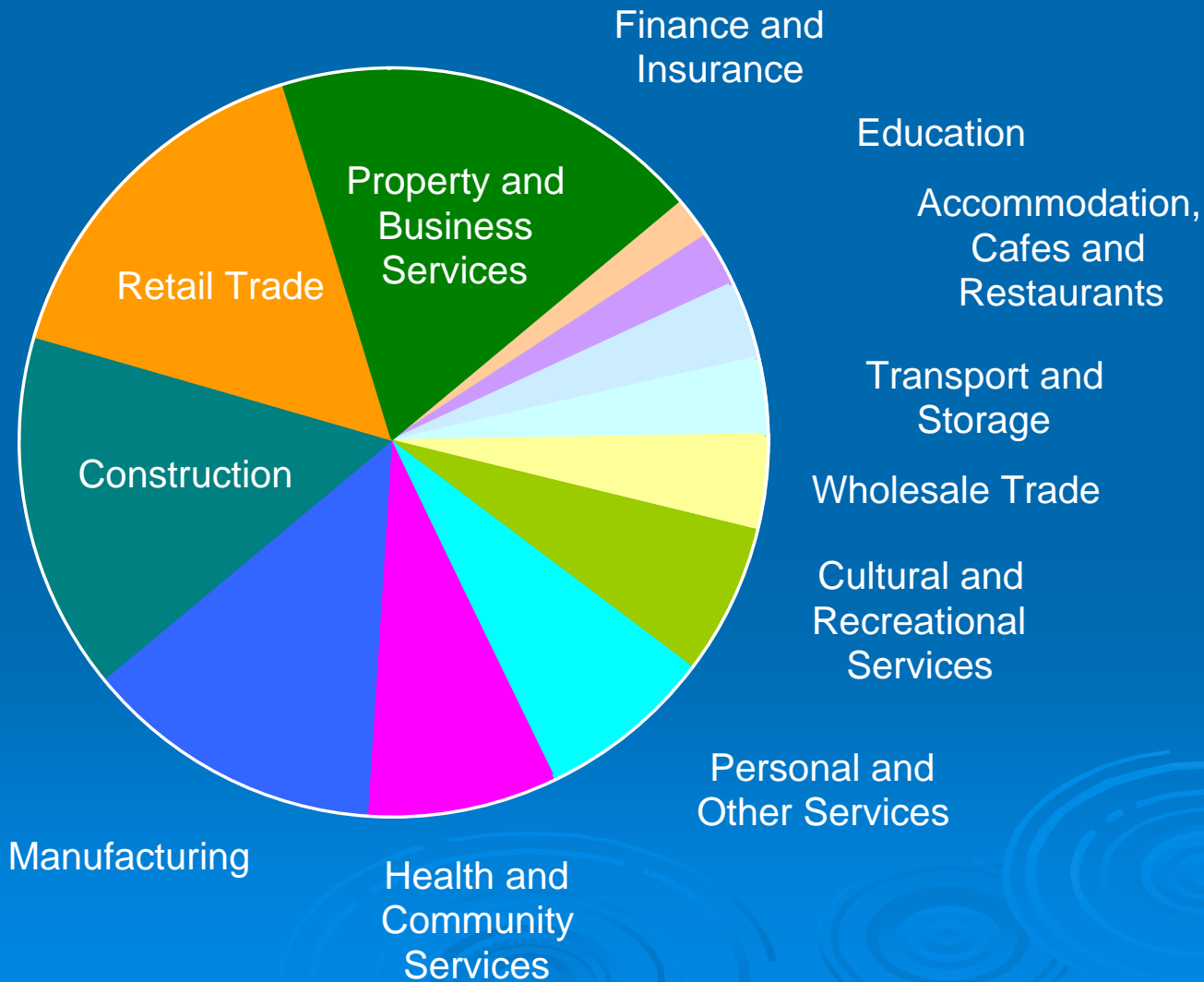
Trends and Opportunities

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The Big Picture

- 5,955 operating business enterprises
 - \$5.5+ billion estimated revenue
 - 15,527 jobs
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The Bigger Picture



Top Five by Number

- Property/Business Services 915 (18%)
- Retail Trade 775 (16%)
- Construction 769 (15%)
- Manufacturing 627 (13%)
- Health/Community Services 404 (8%)

* % of classifiable businesses

Top Five by Revenue

- Retail Trade \$1.33b (24%)
- Property/Business Services \$1.08b (20 %)
- Manufacturing \$627m (11%)
- Wholesale Trade \$535m (10%)
- Construction \$492m (9%)

The information pathway

- Before we dig deeper a note of caution
 - ABS business data collection changed
 - Registered business v operating business
- The data solution
 - Multiple ABS sources
 - White and Yellow pages data

Top Five by Employment

- Retail Trade 2,830 (18%)
- Property/Business Services 2,096 (14%)
- Health/Community Services 1,652 (11%)
- Manufacturing 1,631 (11%)
- Construction 1,571 (10%)

Economic multipliers

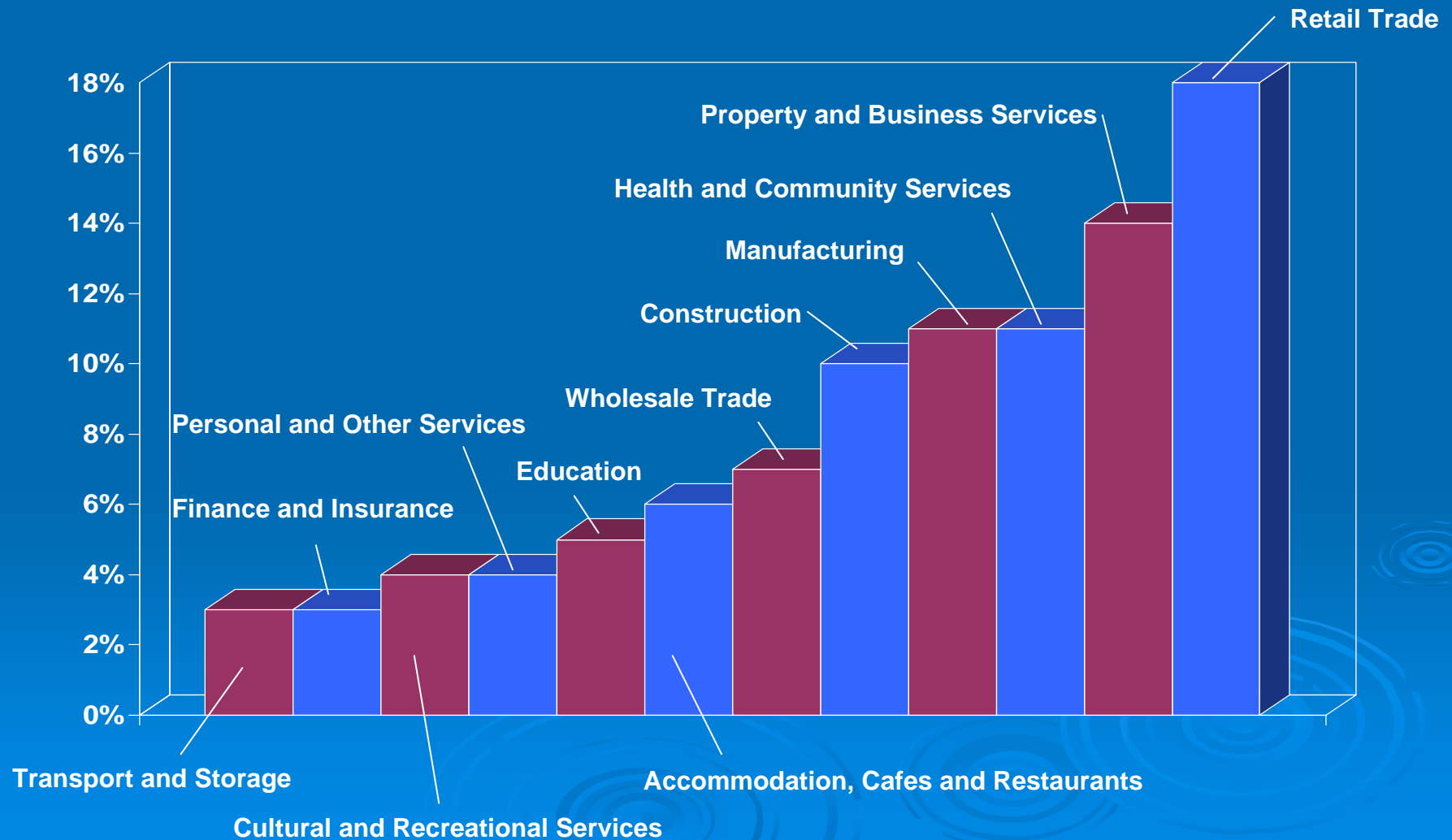
Segment	Revenue	Jobs
Prop. & Bus.	\$1.18m	2.3
Retail	\$1.7m	3.65
Construction	\$639,000	2.04
Manufacturing	\$1.0m	2.6
Health & Com.	\$1.96m	4.08

Trends and Patterns

- Employment is growing
 - 1996 -- 13,927 jobs
 - 2001 -- 15,527 jobs
 - 2004 -- tba
- But 40% are now part-time workers
 - Retail
 - Accommodation, Cafes & Restaurants
 - Health and Community Services

Trends and patterns

Employment percentage by industry sector



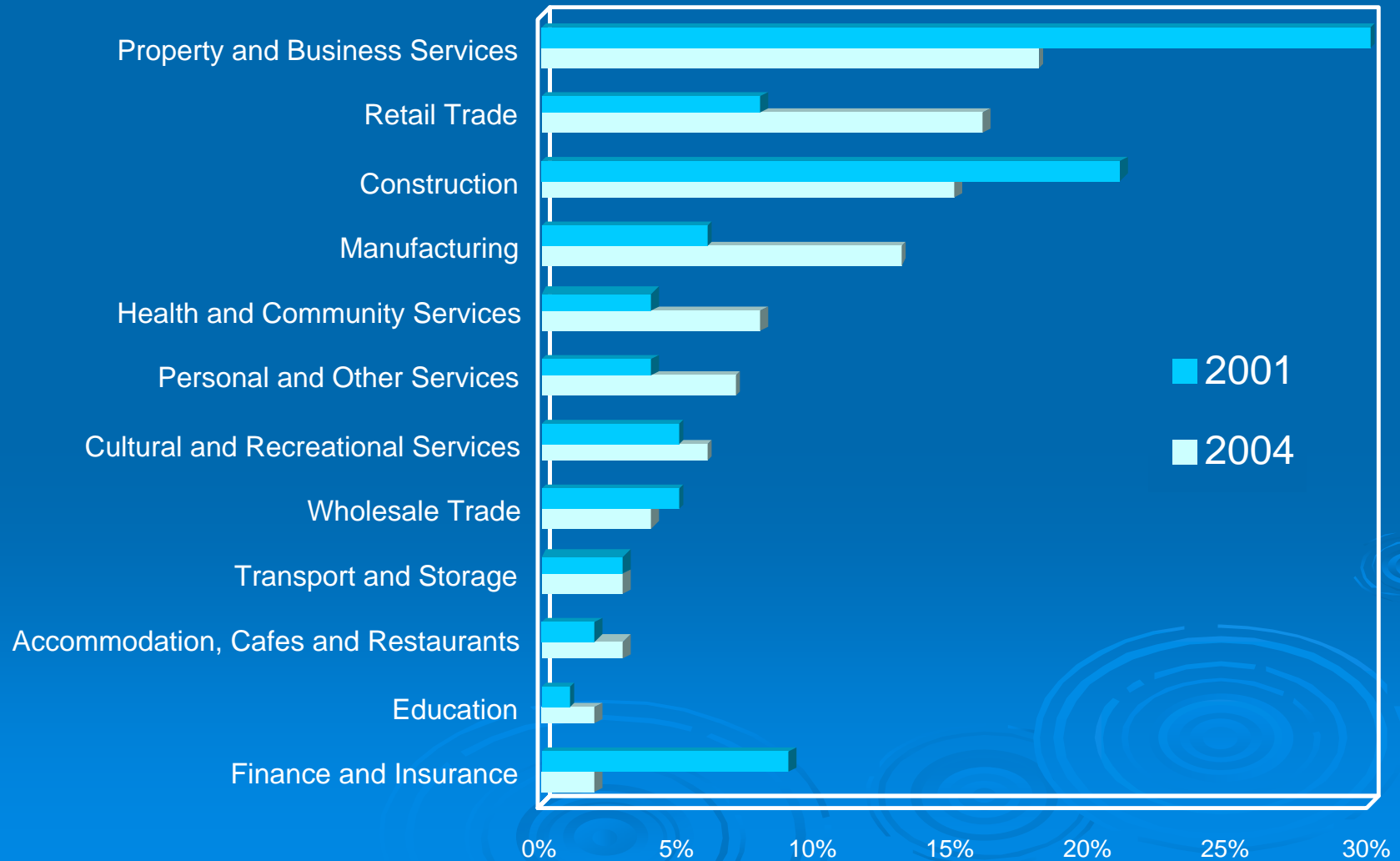
Trends and Patterns

The composition and fastest growing areas of Pittwater's economy are changing



Trends and Patterns

Pittwater industry composition



Growth and Opportunity industries

- Pittwater's fastest growing industries are:
 - Manufacturing
 - Health and Community Services
 - Personal and Other Services
 - Education
 - Cultural and Recreational Services
 - Retail Trade

What's driving this?

- New housing estates
- New industrial/business parks
- The changing human face of Pittwater

New housing and business parks

- Warriewood Valley (under development)
 - 1889 Dwellings
 - 5.5ha of industrial land

- Ingleside (Future release planned)
 - 4900 Dwellings

The Human Face of Pittwater

Resident consumers (+15 yrs) up 0.5% pa

- Current estimate 42,300
- Greying (+55yrs) population up 2.5% pa
 - Current estimate 14,300
 - Pittwater is getting older 20% faster than the Sydney average.

The Human Face of Pittwater

➤ Family households

- Smaller families but staying longer
- Higher incomes
- Higher mortgages
- Better qualifications
- More vehicles
- Higher computer/internet use
- Growing home-based industry sector

Trends and Patterns

- But: The structure of Pittwater businesses remains largely unchanged
 - 97% are classified as small business (less than 20 employees)
 - 82% are classified as very small business (less than five employees)

Trends and Patterns

- This pattern is also reflected in business turnover:

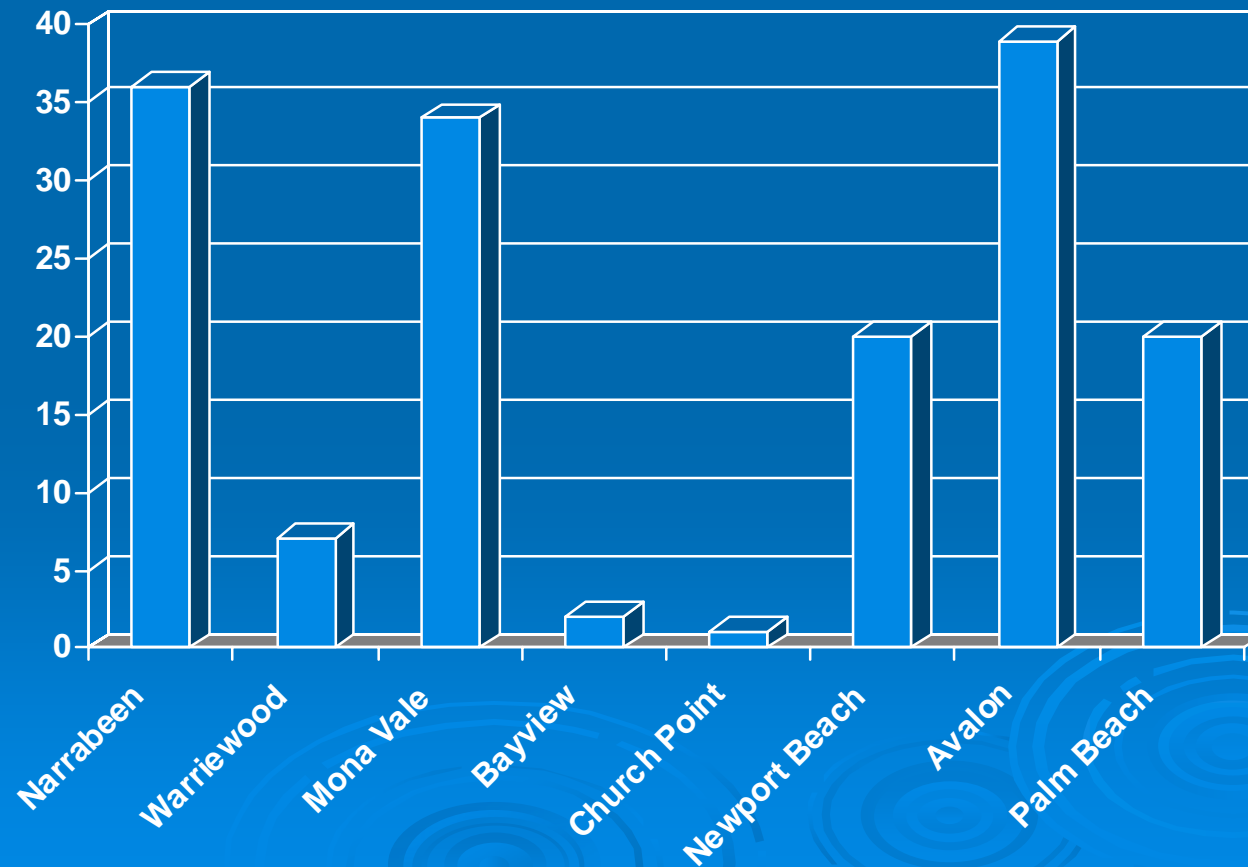
\$0 - \$49,999	32%
\$50,000 - \$99,999	31%
\$100,000 - \$999,999	33%
\$1,000,000+	4%

Trends and Patterns

- Typical small business profile
 - Male (70%) Female (30%)
 - 30 - 50 years old (56%)
 - Born in Australia (67%)
 - Working 35-50 hours per week (61%)
 - In business -5yrs (33%) or 10+ yrs (36%)
 - Uses a computer (72%)
 - Uses internet for email (52%) & research (48%)
 - If home based - works from and not at home

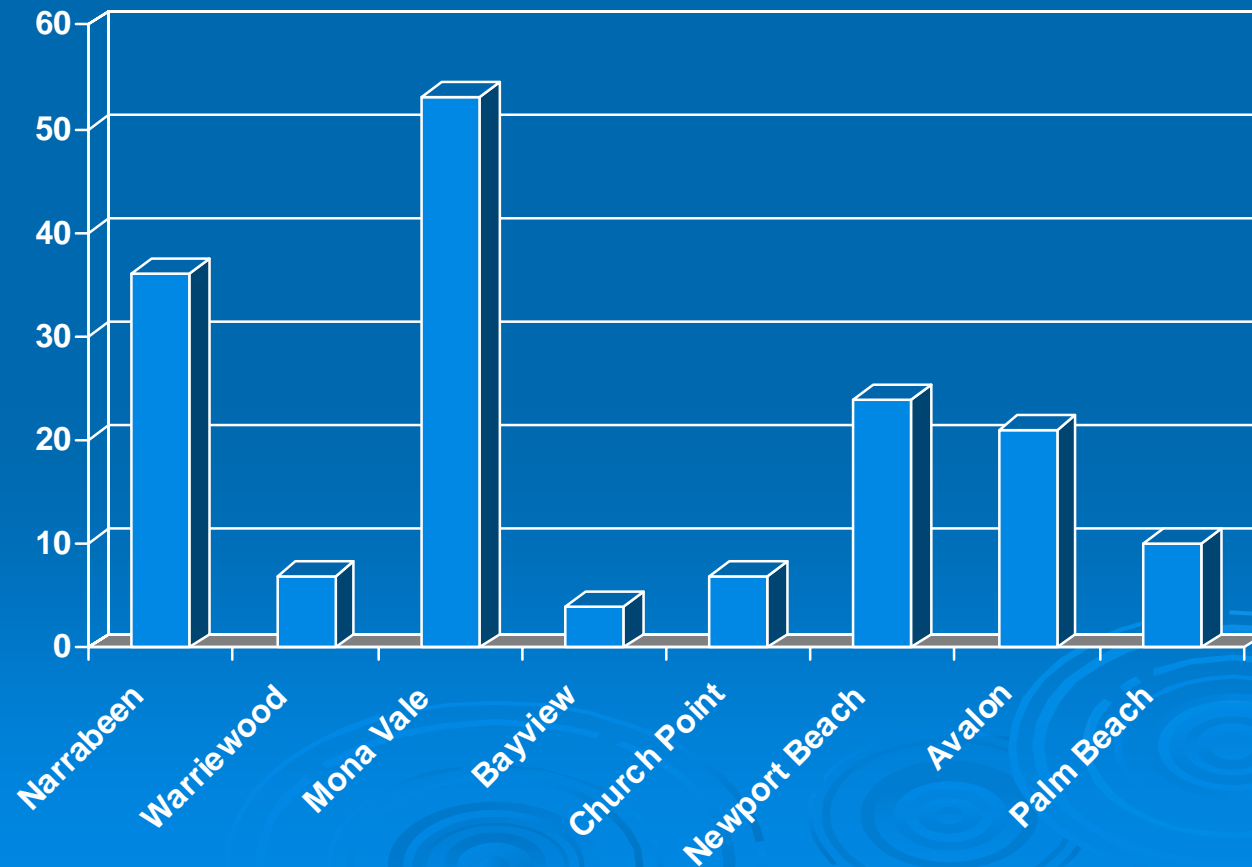
Micro-pattern

Accommodation, Cafes and Restaurants



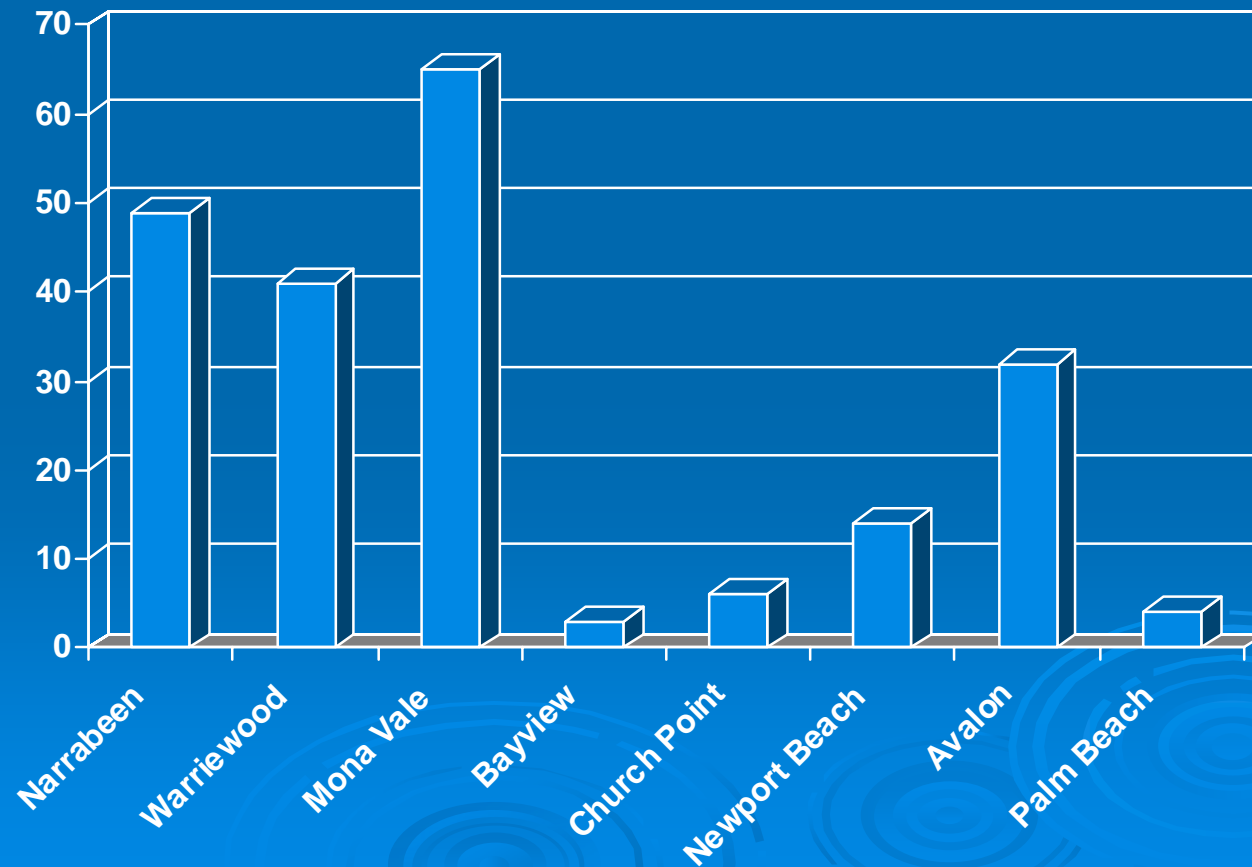
Micro-pattern

Transport and Storage



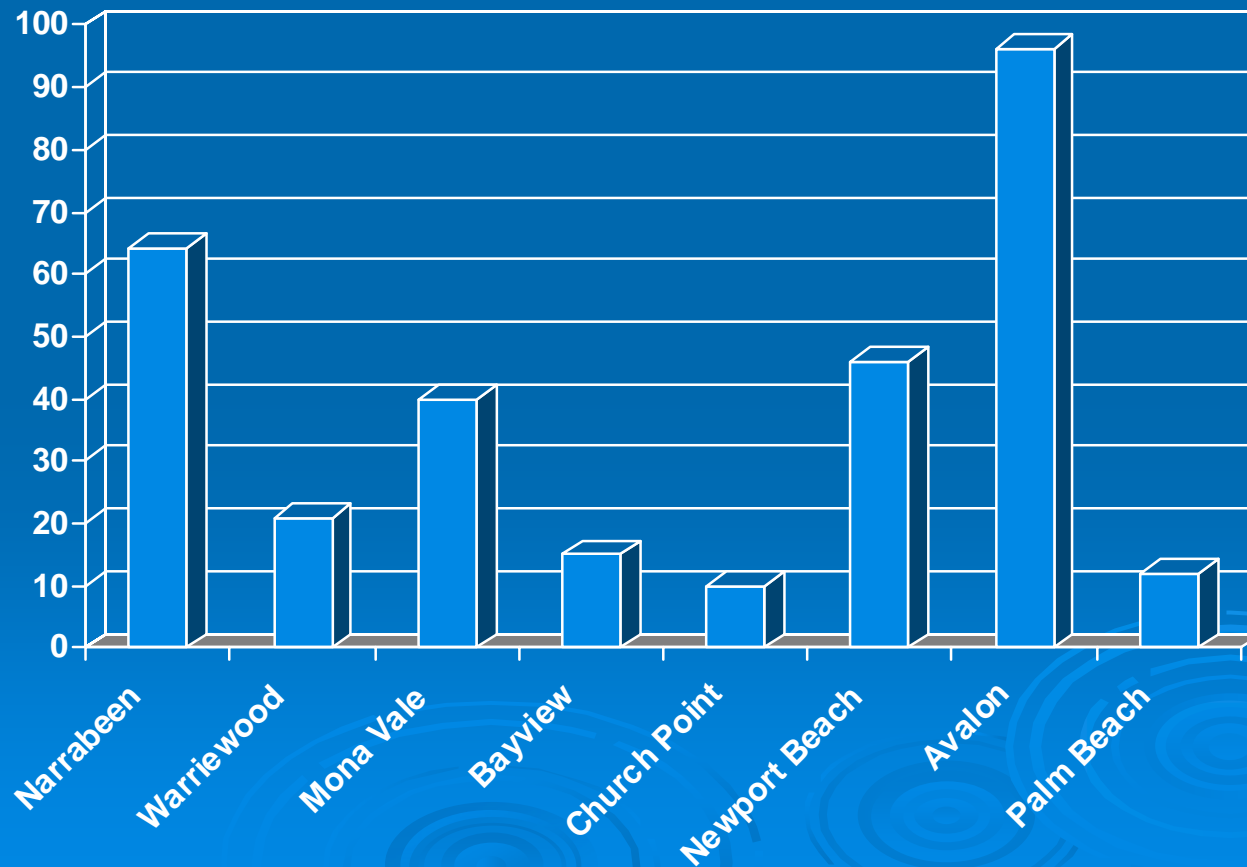
Micro-pattern

Wholesale Trade



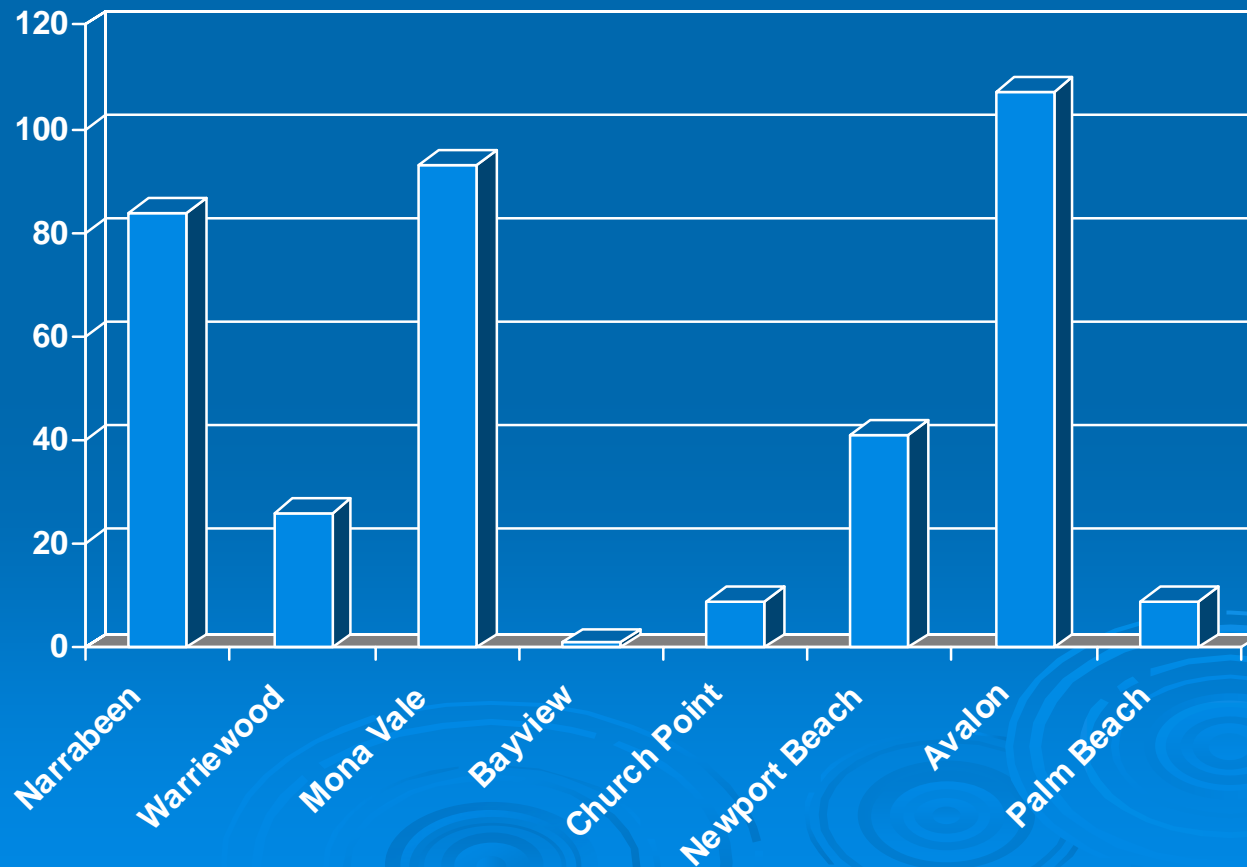
Micro-pattern

Cultural and Recreational Services



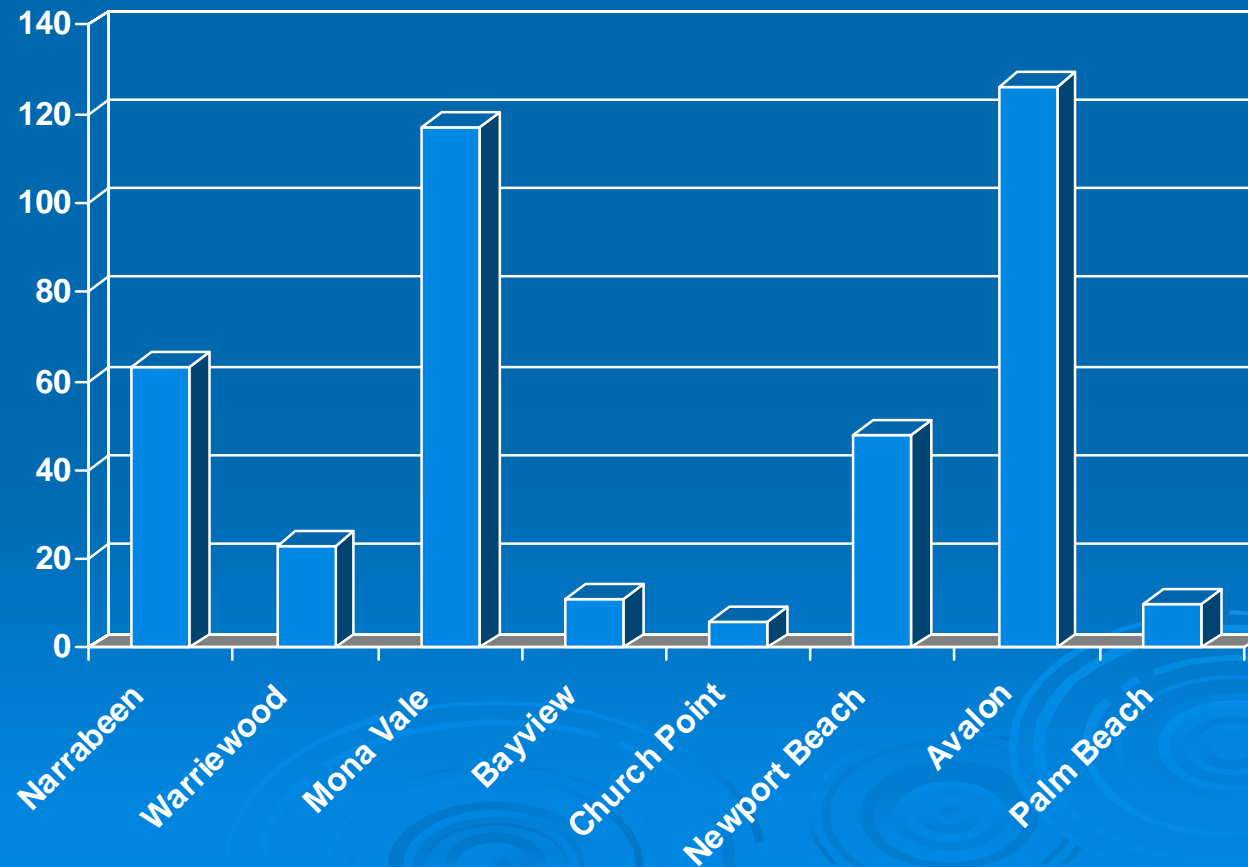
Micro-pattern

Personal and Other Services



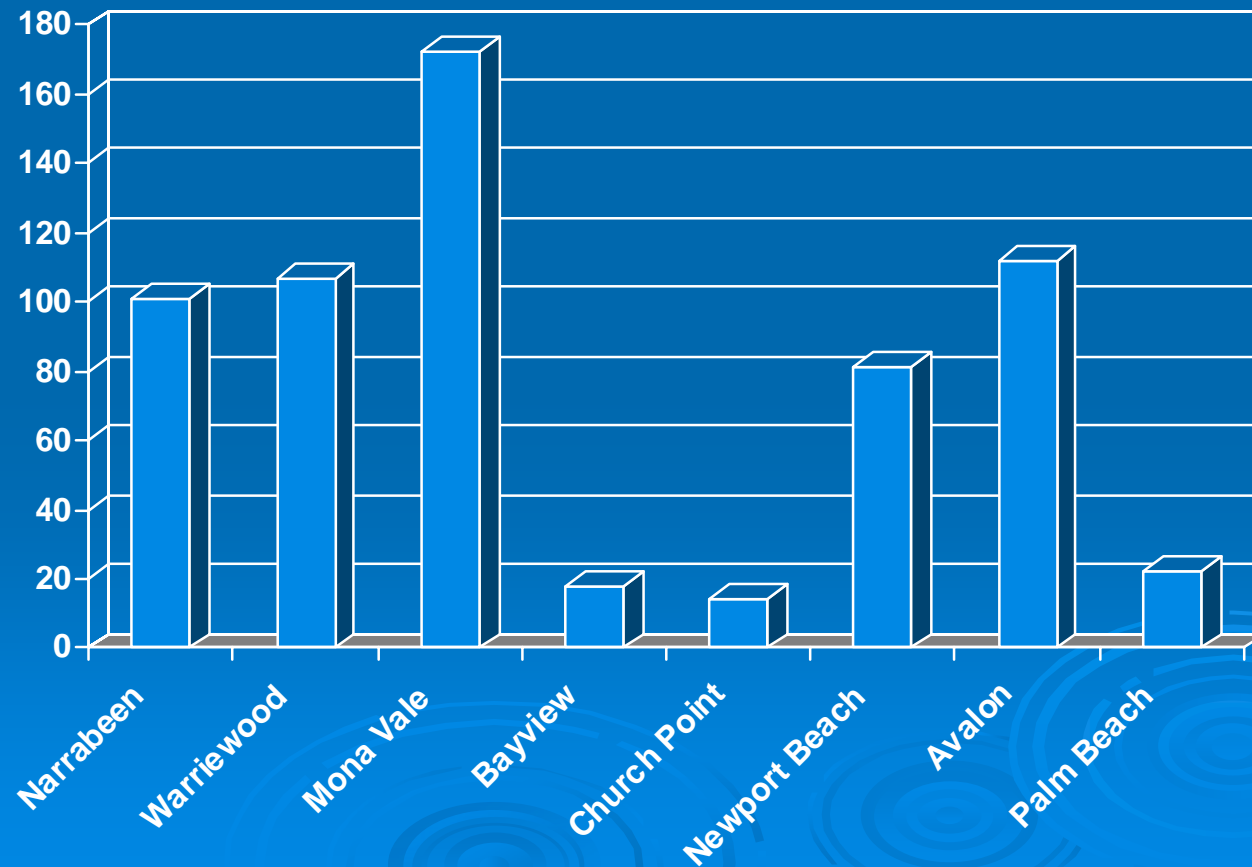
Micro-pattern

Health and Community Services



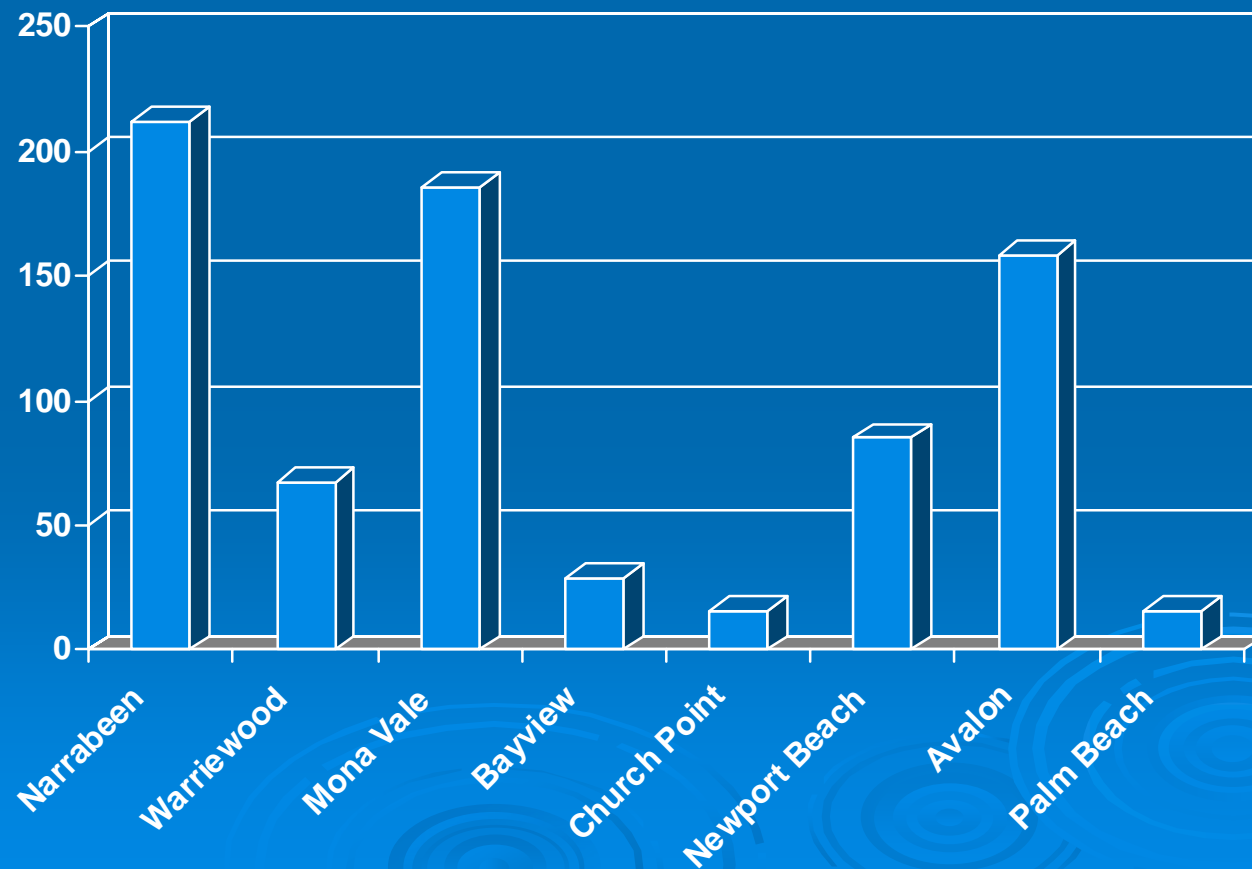
Micro-pattern

Manufacturing



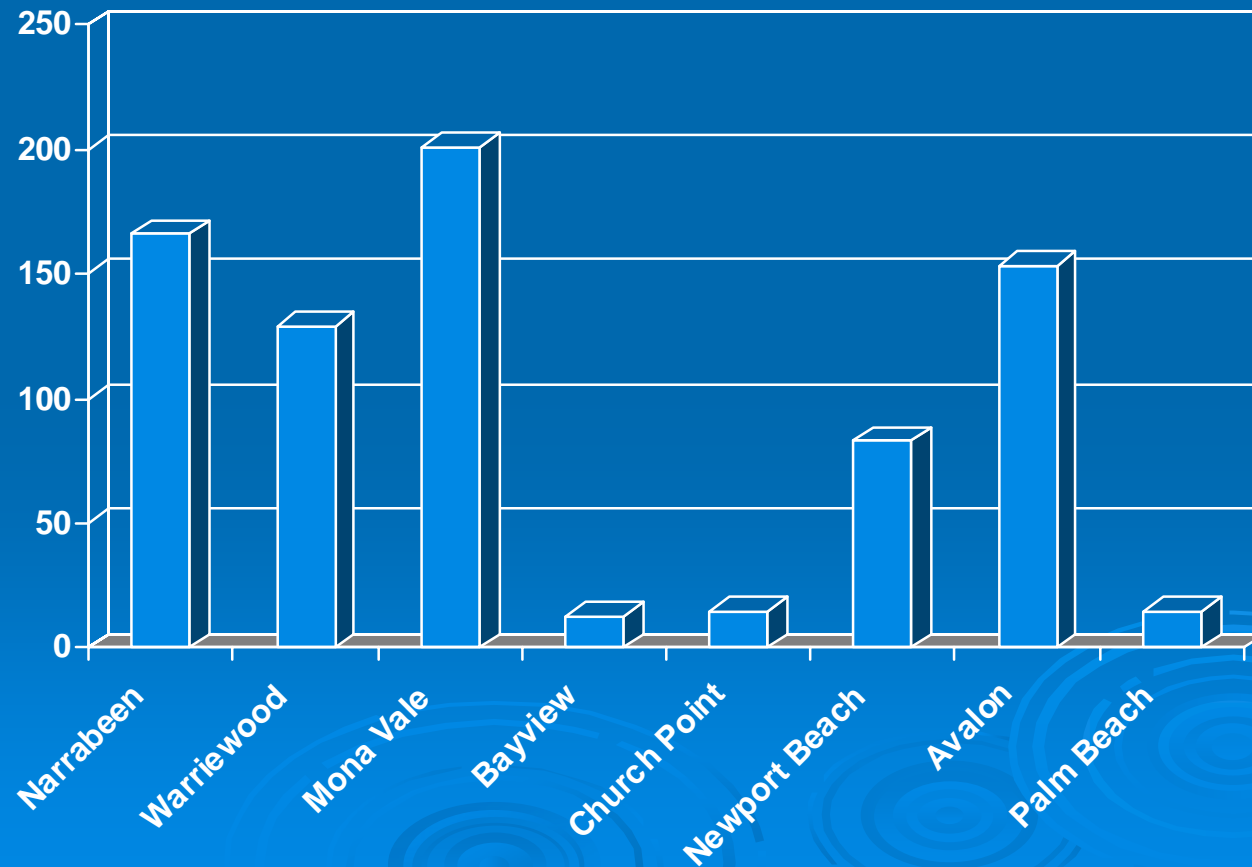
Micro-pattern

Construction



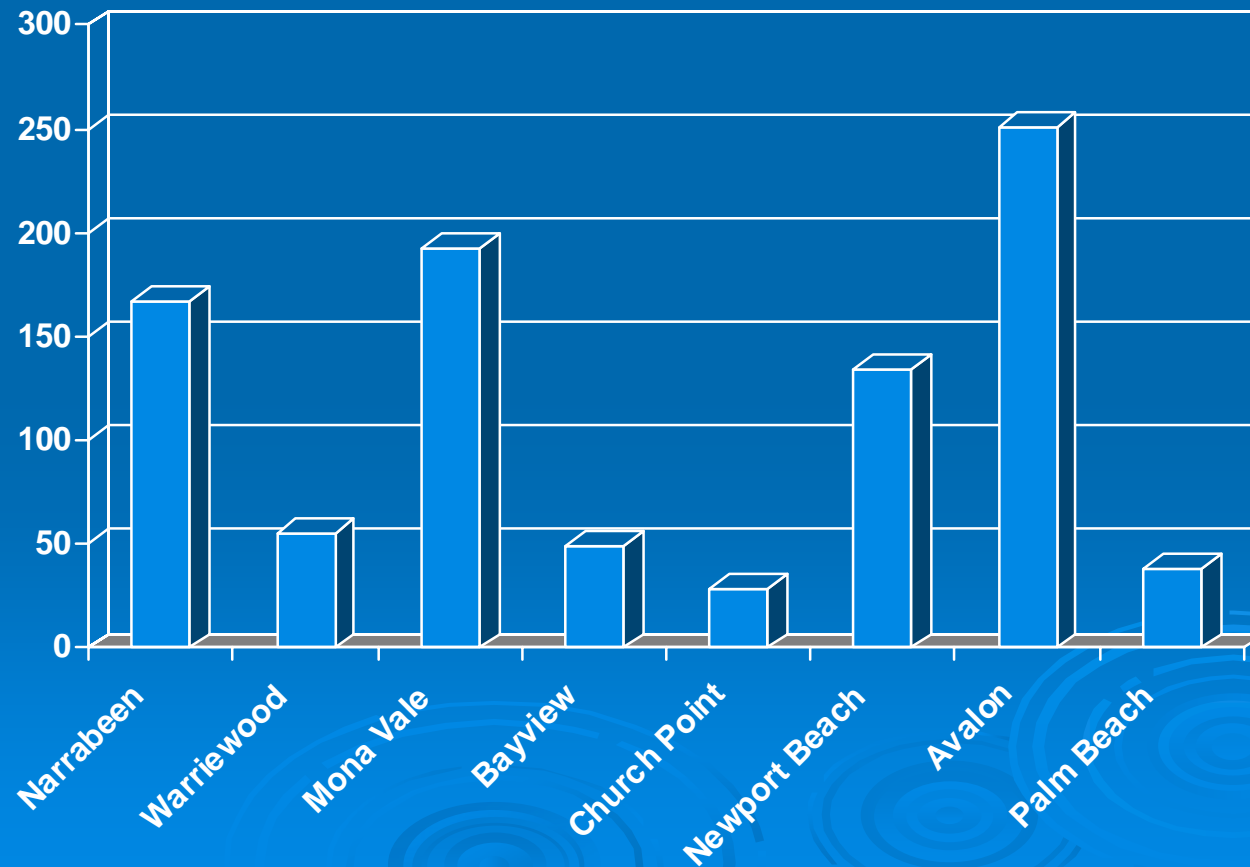
Micro-pattern

Retail Trade



Micro-pattern

Property and Business Services



Data Sources

- Australian Bureau of Statistics
 - Pittwater Working Population Profile Cat# 2006.0
 - Pittwater Basic Community Profile Cat# 2001.0
 - Business Operations and Industry Performance Cat# 8140.0
 - Small Business in Australia Cat# 1321.0
 - Characteristics of Small Business Cat# 8127.0
 - Australian Industry - Experimental Estimates 2002-2003 Cat # 8155.0
 - Business Register - June 2001.
- White & Yellow Pages 2004
 - Postcode analysis

Bugseye Pty Ltd

- Develops high-quality business and market intelligence to support decision-making and improve return-on-investment for businesses and organisations.
 - Capabilities
 - New market/product assessment and definition
 - Local, regional and country political/economic assessments
 - Competitor assessment and analysis
 - Market intelligence
 - Technical literature research
 - Information landscape mapping
 - Website/chatroom/blog monitoring
 - Data mining and analysis
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