# Southern Mallee Profile

Report generated on 12 February 2025.

## Overview

**Total Area:** 5,702 sqkm          **Population:** 2,012          **Major Town:** Pinnaroo

## Demographics

| **Median Age** | **Labour Force Median Age** | **Labour Force Population** |
| --- | --- | --- |
| 44 | 43 | 1,037 |

## Vulnerability

| **Homelessness Population** | **Unemployment Rate** | **SEIFA - IRSD** |
| --- | --- | --- |
| 0 | 2.4% | 7 |

## Support Payments LGA and State Comparison

| **Rates** | **Southern Mallee** | **South Australia** |
| --- | --- | --- |
| Age Pension | 240 | 221,555 |
| Commonwealth Rent Assistance | 70 | 97,365 |
| Disability Support Pension | 80 | 68,825 |
| Carer Allowance | 55 | 55,415 |

## Economy

**Median Income:** $46,831          **Gross Regional Product:** $203 Million          **Employed Residents:** 1,066

| **Ranked Industries With Most Value** | **Value ($Million)** | **Ranked Employing Industries** | **No. Employees** |
| --- | --- | --- | --- |
| Agriculture, Forestry and Fishing | 127 | Agriculture, Forestry and Fishing | 557 |
| Wholesale Trade | 11 | Health Care and Social Assistance | 103 |
| Construction | 7 | Retail Trade | 62 |
| Health Care and Social Assistance | 5 | Education and Training | 59 |
| Retail Trade | 4 | Wholesale Trade | 49 |

## Number of Businesses

| **Small Businesses (<20 employees)** | **Total Businesses** |
| --- | --- |
| 666 | 676 |

### Data Sources

These profiles utilise data from a number of third-party providers, including:

* Services Australia
* State and Territory Governments
* [Regional population, 2021-22 financial year | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/population/regional-population/latest-release#data-downloads)
* [DSS Benefit and Payment Recipient Demographics - quarterly data | Datasets | data.gov.au - beta](https://data.gov.au/dataset/ds-dga-cff2ae8a-55e4-47db-a66d-e177fe0ac6a0/details)
* [Estimating Homelessness: Census, 2021 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/housing/estimating-homelessness-census/latest-release#data-downloads)
* [Small Area Labour Markets | National Skills Commission](https://www.nationalskillscommission.gov.au/topics/small-area-labour-markets#UpdatedLGAstructure)
* [Socio-Economic Indexes for Areas (SEIFA), Australia, 2021 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/people-and-communities/socio-economic-indexes-areas-seifa-australia/latest-release#data-downloads)
* [EconomyID](https://economy.id.com.au/)
* [Counts of Australian Businesses, including Entries and Exits, July 2018 - June 2022 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/latest-release)
* [Regional population by age and sex, 2021 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/population/regional-population-age-and-sex/latest-release#data-downloads)
* [Labour Force, Australia, Detailed, May 2023 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia-detailed/latest-release)
* [Personal Income in Australia, 2015-16 to 2019-20 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/labour/earnings-and-working-conditions/personal-income-australia/latest-release#data-downloads)

The data is maintained by these third-party providers. While every effort has been made to ensure the accuracy of this information, no guarantee is given.