# Warrnambool Profile

Report generated on 12 February 2025.

## Overview

**Total Area:** 121 sqkm          **Population:** 35,907          **Major Town:** Warrnambool

## Demographics

| **Median Age** | **Labour Force Median Age** | **Labour Force Population** |
| --- | --- | --- |
| 42 | 43 | 18,478 |

## Vulnerability

| **Homelessness Population** | **Unemployment Rate** | **SEIFA - IRSD** |
| --- | --- | --- |
| 184 | 2.8% | 7 |

## Support Payments LGA and State Comparison

| **Rates** | **Warrnambool** | **Victoria** |
| --- | --- | --- |
| Age Pension | 4,800 | 617,930 |
| Commonwealth Rent Assistance | 2,075 | 299,680 |
| Disability Support Pension | 1,560 | 195,705 |
| Carer Allowance | 1,095 | 173,590 |

## Economy

**Median Income:** $52,003          **Gross Regional Product:** $2,311 Million          **Employed Residents:** 19,069

| **Ranked Industries With Most Value** | **Value ($Million)** | **Ranked Employing Industries** | **No. Employees** |
| --- | --- | --- | --- |
| Health Care and Social Assistance | 403 | Health Care and Social Assistance | 4,400 |
| Education and Training | 182 | Retail Trade | 2,546 |
| Retail Trade | 170 | Education and Training | 2,050 |
| Construction | 138 | Construction | 1,642 |
| Manufacturing | 125 | Accommodation and Food Services | 1,539 |

## Number of Businesses

| **Small Businesses (<20 employees)** | **Total Businesses** |
| --- | --- |
| 5,826 | 6,054 |

## Disaster History

The following Disaster Recovery Funding Arrangements have been declared in since 01 July 2022. For a full list of declarations visit [Disaster Assist](https://www.disasterassist.gov.au/).

| **AGRN** | **Event Name** | **DRFA Category** | **AGDRP** | **DRA** | **Hazard Type(s)** |
| --- | --- | --- | --- | --- | --- |
| 1147 | AGRN 1147 - Victorian Storms (commencing 25 August 2024) | AB | N | N | Storm |
| 1096 | AGRN 1096 - Victorian Floods and Storms commencing 24 December 2023 | ABD | N | N | Storm |
| 1069 | AGRN 1069 - Victorian Storms (commencing 8 September 2023) | B | N | N | Storm |
| 1037 | AGRN 1037 - Victorian Floods (commencing 6 October 2022) | ABCD | N | Y | Flood |

## Disaster History Cumulative Payment

The following payments have been made based on disaster events occurring in since 01 July 2022. For a break down of disaster history payment please visit [Data.gov.au](https://data.gov.au/data/dataset/disaster-history-payment-by-lga)

Note – some AGDRP/DRA payment information is aggregated from suburb level to LGA. As such there may be duplication of records as the boundaries of some suburbs may overlap two or more LGAs.

| **Payment** | **Applications Approved (no.)** | **Applications Received (no.)** | **Applications Approved ($)** |
| --- | --- | --- | --- |
| Disaster Recovery Allowance | < 20 | < 20 | < 20,000 |
| Freight Subsidy to Primary Producer | < 20 | < 20 | < 20,000 |
| Community Sports and RecClub ($5,000) | < 20 | < 20 | < 20,000 |
| Small Business Grants ($50,000) | < 20 | < 20 | 110,000 |
| Primary Producer Grants ($75,000) | < 20 | < 20 | 100,000 |
| New Zealand disaster recovery allowance | 0 | < 20 | 0 |
| $200K Medium-Large Business | 0 | 0 | 0 |
| Primary Producer Loans | 0 | 0 | 0 |
| Rural Landholder ($25,000) | 0 | < 20 | 0 |

### 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.