# Willoughby Profile

Report generated on 12 February 2025.

## Overview

**Total Area:** 22 sqkm          **Population:** 77,874          **Major Town:** Willoughby

## Demographics

| **Median Age** | **Labour Force Median Age** | **Labour Force Population** |
| --- | --- | --- |
| 39 | 44 | 42,965 |

## Vulnerability

| **Homelessness Population** | **Unemployment Rate** | **SEIFA - IRSD** |
| --- | --- | --- |
| 150 | 2.9% | 10 |

## Support Payments LGA and State Comparison

| **Rates** | **Willoughby** | **New South Wales** |
| --- | --- | --- |
| Age Pension | 3,790 | 807,495 |
| Commonwealth Rent Assistance | 1,875 | 439,775 |
| Disability Support Pension | 670 | 248,695 |
| Carer Allowance | 565 | 217,665 |

## Economy

**Median Income:** $67,384          **Gross Regional Product:** $12,636 Million          **Employed Residents:** 43,113

| **Ranked Industries With Most Value** | **Value ($Million)** | **Ranked Employing Industries** | **No. Employees** |
| --- | --- | --- | --- |
| Health Care and Social Assistance | 1,552 | Health Care and Social Assistance | 16,476 |
| Professional, Scientific and Technical Services | 1,508 | Professional, Scientific and Technical Services | 9,530 |
| Information Media and Telecommunications | 1,306 | Retail Trade | 6,809 |
| Financial and Insurance Services | 1,021 | Construction | 4,772 |
| Wholesale Trade | 700 | Information Media and Telecommunications | 4,695 |

## Number of Businesses

| **Small Businesses (<20 employees)** | **Total Businesses** |
| --- | --- |
| 25,812 | 26,578 |

## 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 ($)** |
| --- | --- | --- | --- |
| Small Business Grants ($50,000) | < 20 | 20 | 91,447 |
| Small Business Grants | 0 | < 20 | 0 |
| Primary Producer Grants ($75,000) | 0 | 0 | 0 |
| Primary Producer Grants | 0 | 0 | 0 |
| Disaster Relief Grants | 0 | 0 | 0 |
| Concessional Loans | 0 | 0 | 0 |
| Landholder Grants | 0 | 0 | 0 |

## Emergency Response Fund (ERF)

The Emergency Response Fund is an investment fund to maximise the Commonwealth’s capacity to support states and territories responses to major natural disasters into the future.

\*Some program costs are shared amongst multiple LGAs

| **Program** | **Number of Programs** | **Total Commonwealth agreed funding\*** |
| --- | --- | --- |
| Flood Recovery and Resilience Program - New South Wales | 5 | 75,000,000 |

### 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.