

ANNEXURE 4

BALLINA SHIRE INDUSTRY SECTOR REPORTS - ALL INDUSTRIES

Ballina Shire Council

Ballina Shire
Industry sector reports - All Industries

economic profile

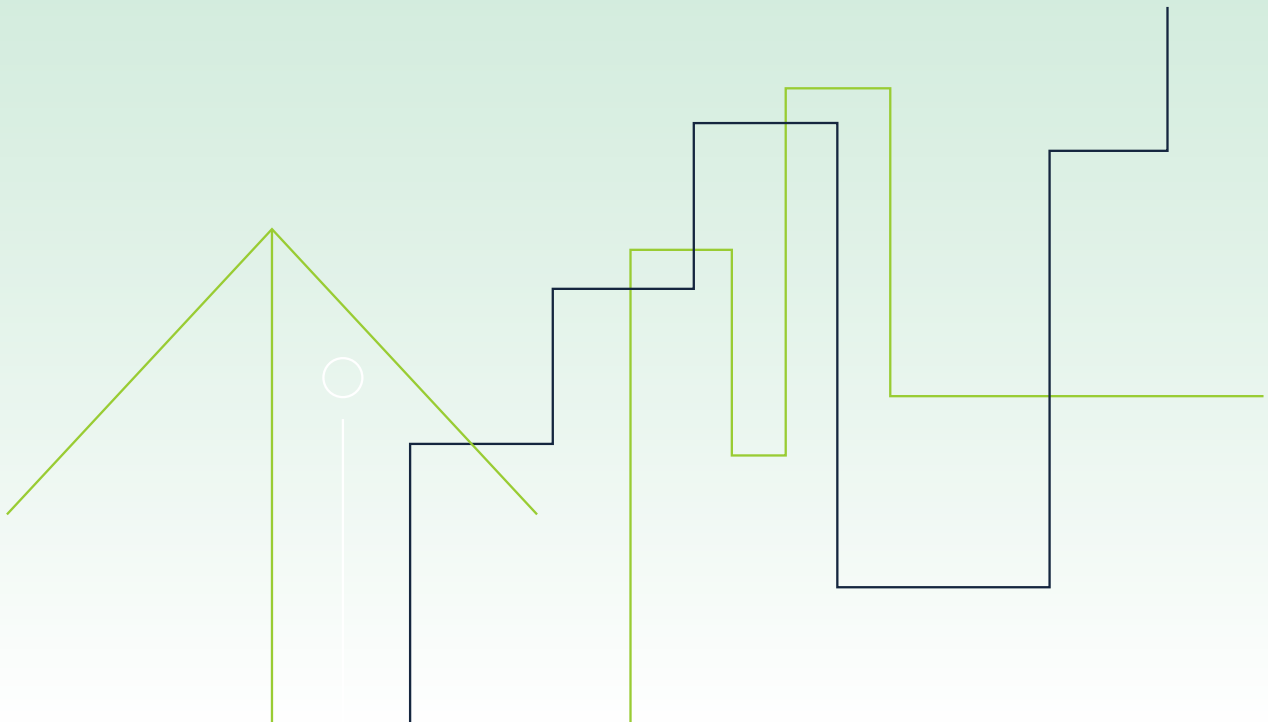


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Ballina Shire

About the area

Important Statistics

GRP

\$1.77 billion

NIEIR 2015

Population

41,828

ABS ERP 2015

Local jobs

15,291

NIEIR 2015

Largest industry

Retail Trade

NIEIR 2015

Local businesses

3,963

ABS 2015

Employed residents

17,153

NIEIR 2015

Name origin

Ballina is thought to be named either from Aboriginal words meaning "place of fish and oysters" or "fighting ground", or after a town in Ireland.

Location and boundaries

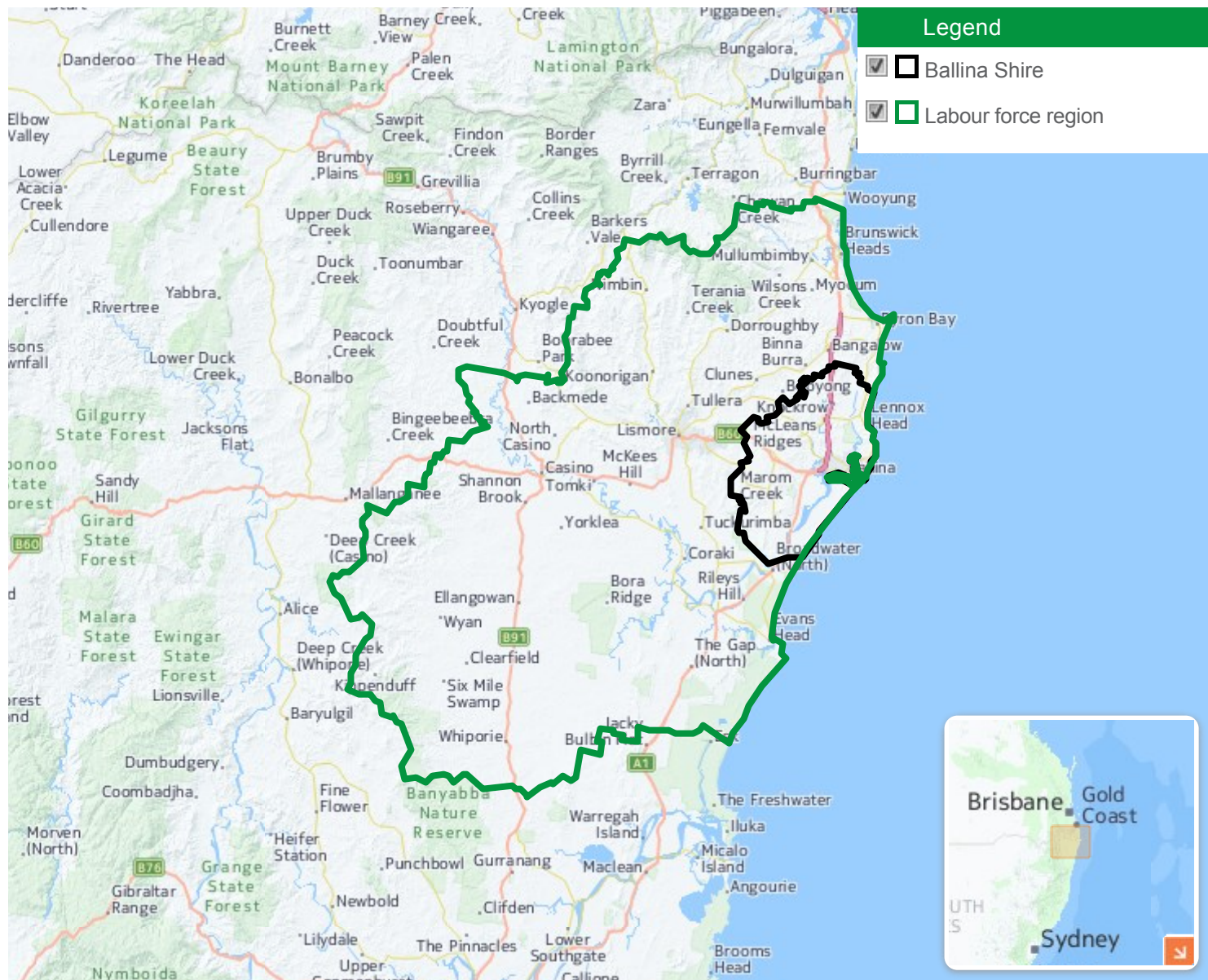
Ballina Shire is located on the Far North Coast of New South Wales, about 770 kilometres north of Sydney and 190 kilometres south of Brisbane. Ballina Shire is bounded by Skinners Creek and Byron Shire in the north, the Coral Sea in the east, the Richmond River and the Richmond Valley Council area in the south, and Lismore City in the west.

Included areas

Ballina Shire includes the townships and localities of Alstonvale, Alstonville, Bagotville, Ballina, Broken Head (part), Brooklet, Cabbage Tree Island, Coolgardie, Cumbalum, Dalwood, East Ballina, East Wardell, Empire Vale, Fernleigh, Goat Island, Keith Hall, Knockrow, Lennox Head, Lynwood, Marom Creek (part), Mcleans Ridges (part), Meerschaum Vale, Newrybar (part), Patchs Beach, Pearces Creek (part), Pimlico, Pimlico Island, Rous, Rous Mill, Skennars Head, South Ballina, Teven, Tintenbar, Tuckombil, Uralba, Wardell, West Ballina and Wollongbar.

Economic region

Ballina Shire



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Land use

Ballina Shire is a rural area, with increasing urban land use in many towns and villages. The main townships are Alstonville, Ballina, Lennox Head, Wardell and Wollongbar. Ballina township is the main centre. The Shire encompasses a total land area of over 480 square kilometres, including significant areas of coastline. Rural land is used largely for grazing, and fruit and nut growing.

Transport

Ballina Shire is served by the Bruxner Highway, the Pacific Highway and Ballina Byron Gateway Airport.

Settlement history

European settlement dates from 1842, with land used mainly for timber-getting and agriculture. From the 1860s, land was used more for sugar cane growing, maize growing and dairy farming. Gradual growth took place during the late 1800s. Significant development occurred from the post-war years, with the population increasing from about 8,000 in 1947 to about 9,000 in 1966. Rapid growth took place during the 1970s and 1980s. The population increased from under 11,000 in 1971 to 19,000 in 1981, and then to 30,000 in 1991. The population continued to increase from the 1990s, rising to over 39,000 in 2011, with growth slowing between 2006 and 2011.

Indigenous background

The original inhabitants of the Ballina area were the Bundjalung Aboriginal people.

Regional labour force

Ballina Shire labour force region is defined by an area in which a significant percentage of workers travelled into Ballina Shire to work at the 2011 Census. Details of this calculation and a list of areas included can be found in the [data notes](#).

Ballina Shire

Employment (Total) by industry

Employment (total) is the most accurate and up to date measure of the total number of people employed in Ballina Shire. The statistics are modelled by NIEIR to correct for the known undercount of jobs recorded in the Census. They estimate the total number of persons employed in an industry sector (full-time and part-time) in Ballina Shire regardless of where they live. They are updated annually.

By comparing the number of jobs in each industry sector to a regional benchmark, you can clearly see the structure of Ballina Shire's economy. This can be done by directly comparing the area to its benchmark, or by using a location quotient to look at the relative size of industries.

Estimated total employment by industry should not be considered as a "[Full-Time Equivalent](#)" measure as different industries will have different ratios of part-time and full time employees. [Full-time employment by industry](#) statistics are also available.

To see how employment is distributed across the area, see the [Employment Locations](#) section and to see where people come from to work in these industries, these data should be viewed in conjunction with [Workers Place of Residence by Industry](#) data.

More granular sub-categories for each industry sector are available in the [Census Employment](#) counts. While Census figures undercount employment they do provide a more detailed picture of the specific industries operating in the area.

NOTE: Detailed notes about how the figures are derived can be found in the [specific topic notes](#) section.

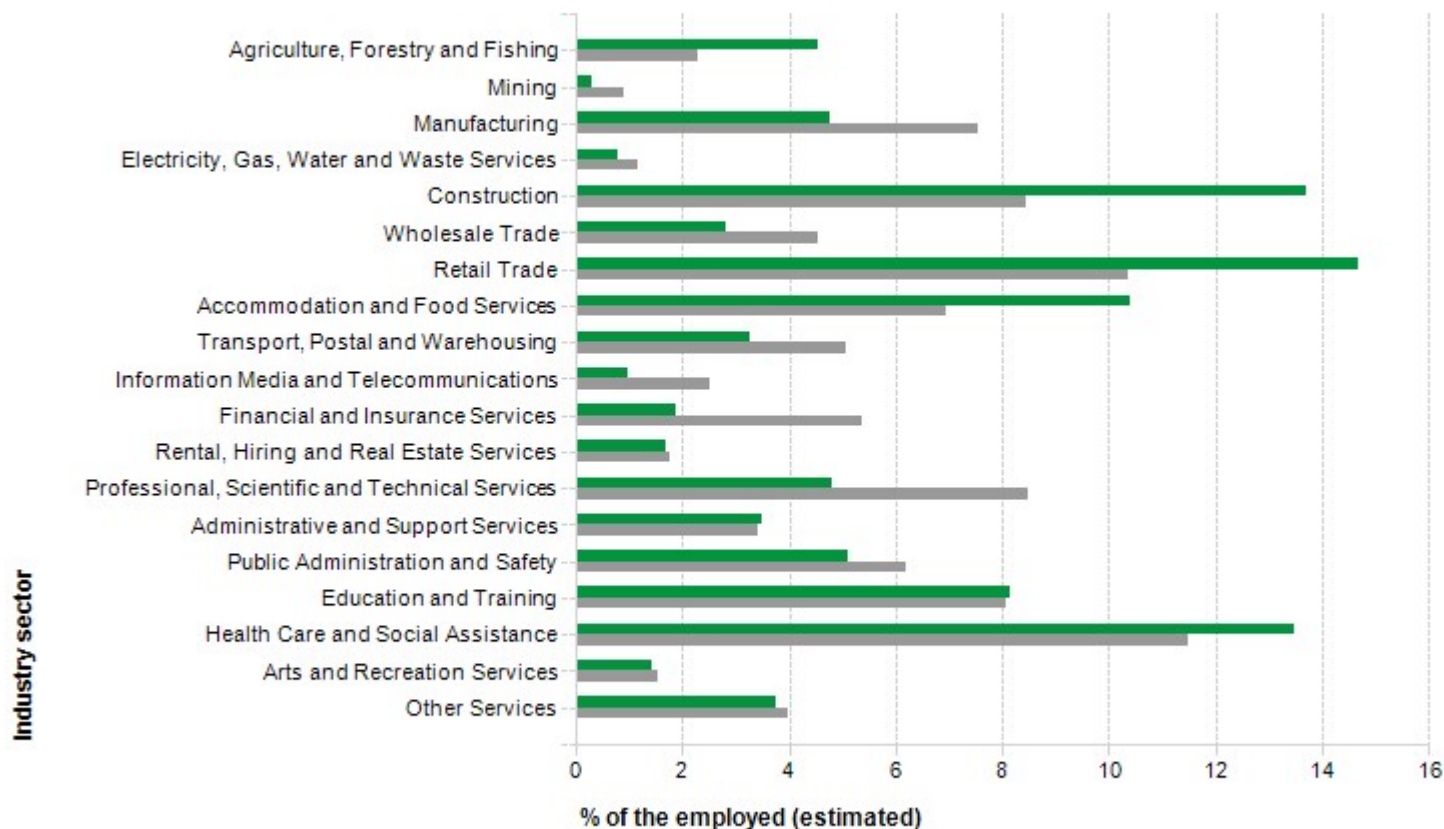
Employment (total) by industry

Ballina Shire	2014/15			2009/10			Change
Industry (Click rows to view sub-categories)	Number	%	New South Wales %	Number	%	New South Wales %	2009/10 to 2014/15
Agriculture, Forestry and Fishing	694	4.5	2.3	757	4.8	2.4	-64
Mining	46	0.3	0.9	39	0.2	0.9	+7
Manufacturing	730	4.8	7.5	1,175	7.4	8.8	-445
Electricity, Gas, Water and Waste Services	122	0.8	1.1	106	0.7	1.1	+16
Construction	2,092	13.7	8.4	2,293	14.5	8.4	-201
Wholesale Trade	428	2.8	4.6	429	2.7	4.6	-1
Retail Trade	2,243	14.7	10.4	2,041	12.9	10.4	+202
Accommodation and Food Services	1,590	10.4	6.9	1,525	9.6	6.7	+65
Transport, Postal and Warehousing	501	3.3	5.1	439	2.8	5.2	+62
Information Media and Telecommunications	151	1.0	2.5	155	1.0	2.5	-4
Financial and Insurance Services	287	1.9	5.3	292	1.8	5.3	-5
Rental, Hiring and Real Estate Services	257	1.7	1.8	273	1.7	1.8	-15
Professional, Scientific and Technical Services	736	4.8	8.5	745	4.7	8.1	-9
Administrative and Support Services	531	3.5	3.4	510	3.2	3.3	+20
Public Administration and Safety	781	5.1	6.2	725	4.6	6.0	+57
Education and Training	1,248	8.2	8.1	1,263	8.0	7.9	-15
Health Care and Social Assistance	2,058	13.5	11.5	2,249	14.2	11.1	-191
Arts and Recreation Services	219	1.4	1.5	270	1.7	1.5	-50
Other Services	576	3.8	4.0	537	3.4	3.9	+39
Total Industries	15,291	100.0	100.0	15,822	100.0	100.0	-532

p Residents employment by industry by small area (2006-2011)

Employment (total) by industry 2014/15

■ Ballina Shire ■ New South Wales

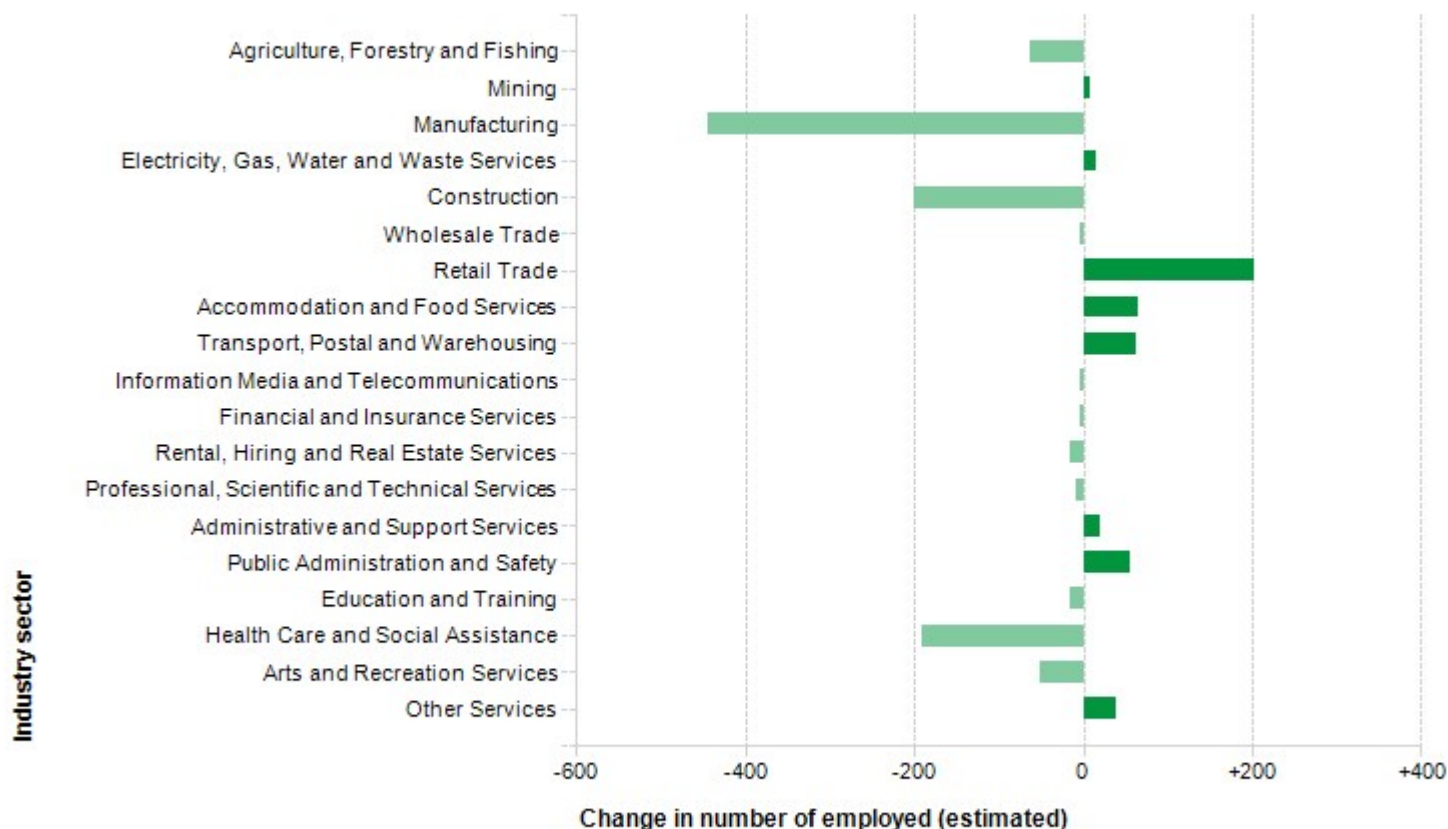


Source: National Institute of Economic and Industry Research (NIEIR) ©2016
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Change in employment (total) by industry, 2009/10 to 2014/15

Ballina Shire



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Dominant groups

An analysis of the jobs held by the workforce in Ballina Shire in 2014/15 shows the three largest industries were:

- Retail Trade (2,243 people or 14.7%)
- Construction (2,092 people or 13.7%)
- Health Care and Social Assistance (2,058 people or 13.5%)

In combination these three industries accounted for 6,393 people in total or 41.8% of the workforce.

In comparison, New South Wales employed 10.4% in Retail Trade; 8.4% in Construction; and 11.5% in Health Care and Social Assistance.

The major differences between the jobs held by the workforce of Ballina Shire and New South Wales were:

- A *larger* percentage of persons employed in Construction (13.7% compared to 8.4%)
- A *larger* percentage of persons employed in Retail Trade (14.7% compared to 10.4%)
- A *smaller* percentage of persons employed in Professional, Scientific and Technical Services (4.8% compared to 8.5%)
- A *smaller* percentage of persons employed in Financial and Insurance Services (1.9% compared to 5.3%)

Emerging groups

The number of people in the workforce in Ballina Shire decreased by 532 between 2009/10 and 2014/15.

The largest changes in the jobs held by the workforce between 2009/10 and 2014/15 in Ballina Shire were for those employed in:

- Manufacturing (-445 persons)
- Retail Trade (+202 persons)
- Construction (-201 persons)
- Health Care and Social Assistance (-191 persons)

Ballina Shire

Employment (FTE) by industry

Full-time equivalent (FTE) employment is modelled by NIEIR and takes into account differences in hours worked between industry sectors. It is a measure that allows direct comparison of employment between industries in Ballina Shire.

Typically, industries such as Retail Trade and Accommodation and Food Services, which employ many part-time workers, have lower FTE employment than total employment.

FTE employment is calculated directly by dividing the total hours worked in each industry by 38. By comparing the number of full-time equivalent jobs in each industry sector to a regional benchmark, you can clearly see the structure of Ballina Shire's economy. This can be done by directly comparing the area to its benchmark, or by using a location quotient to look at the relative size of industries.

FTE employment should be viewed in conjunction with [Total Employment](#) and [Census Employment](#), for a full understanding of the industry breakdown in the area. [Worker Productivity](#) data shows the value of a worker in each industry to the local economy. [Employment Locations](#) shows where employment is taking place in each industry sector.

NOTE: FTE employment is derived from Census data but has been corrected for the known undercount of employment in the Census. Detailed notes about how the figures are derived can be found in the [specific topic notes](#) section.

Full-time equivalent employment by industry sector

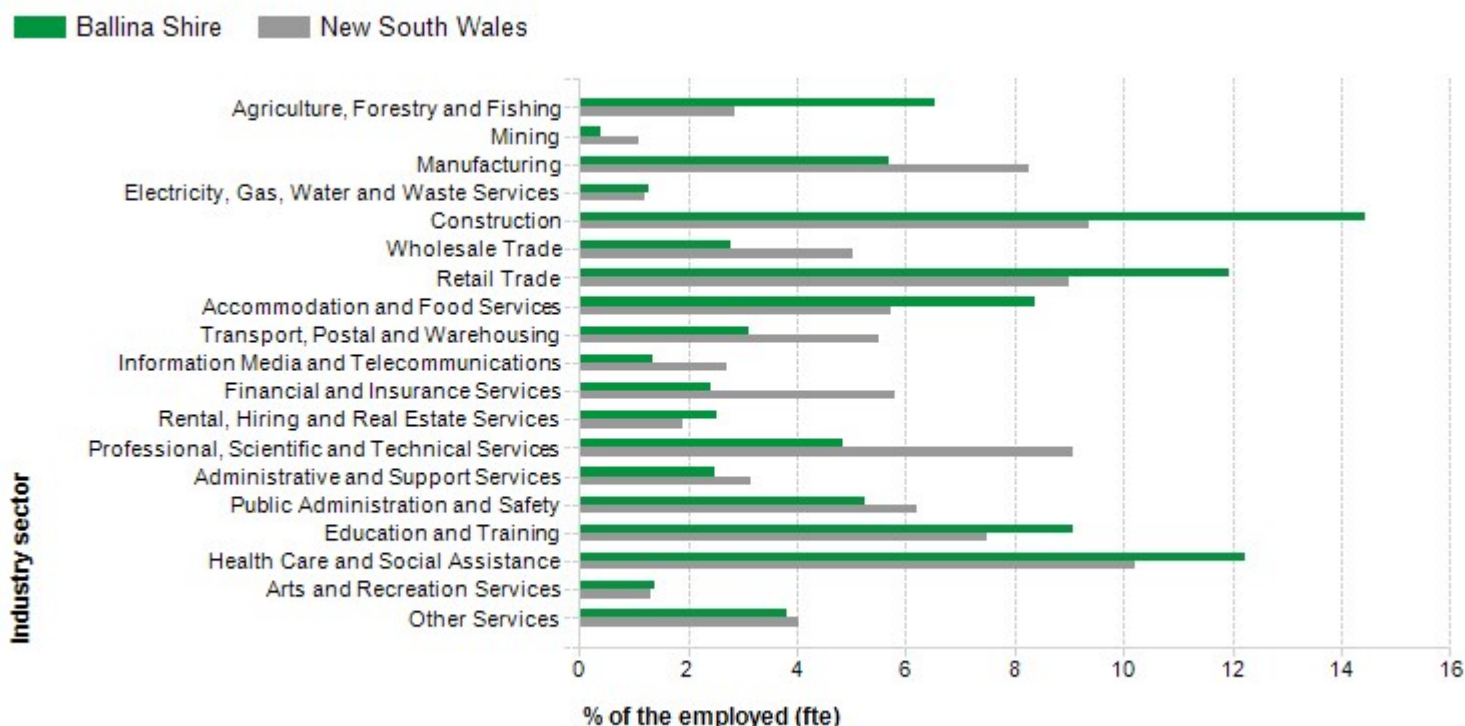
Ballina Shire	2014/15			2009/10			Change
Industry (Click rows to view sub-categories)	Number	%	New South Wales %	Number	%	New South Wales %	2009/10 to 2014/15
Agriculture, Forestry and Fishing	856	6.5	2.8	850	6.6	2.9	+6
Mining	53	0.4	1.1	39	0.3	1.1	+14
Manufacturing	747	5.7	8.3	805	6.2	9.7	-58
Electricity, Gas, Water and Waste Services	167	1.3	1.2	146	1.1	1.2	+20
Construction	1,891	14.4	9.4	2,059	16.0	9.1	-169
Wholesale Trade	365	2.8	5.0	414	3.2	5.2	-49
Retail Trade	1,564	12.0	9.0	1,568	12.1	9.1	-4
Accommodation and Food Services	1,099	8.4	5.7	980	7.6	5.6	+119
Transport, Postal and Warehousing	407	3.1	5.5	398	3.1	5.7	+9
Information Media and Telecommunications	176	1.3	2.7	139	1.1	2.6	+37
Financial and Insurance Services	315	2.4	5.8	274	2.1	5.7	+41
Rental, Hiring and Real Estate Services	330	2.5	1.9	295	2.3	1.9	+35
Professional, Scientific and Technical Services	636	4.9	9.1	648	5.0	8.8	-12
Administrative and Support Services	328	2.5	3.2	311	2.4	3.1	+17
Public Administration and Safety	686	5.2	6.2	686	5.3	6.0	-1
Education and Training	1,189	9.1	7.5	1,161	9.0	7.4	+28
Health Care and Social Assistance	1,600	12.2	10.2	1,489	11.5	9.7	+111
Arts and Recreation Services	181	1.4	1.3	171	1.3	1.3	+10
Other Services	497	3.8	4.0	474	3.7	3.9	+24
Total Industries	13,088	100.0	100.0	12,908	100.0	100.0	+180

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in [economy.id](#) by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

p Residents employment by industry by small area (2006-2011)

Employment (FTE) 2014/15

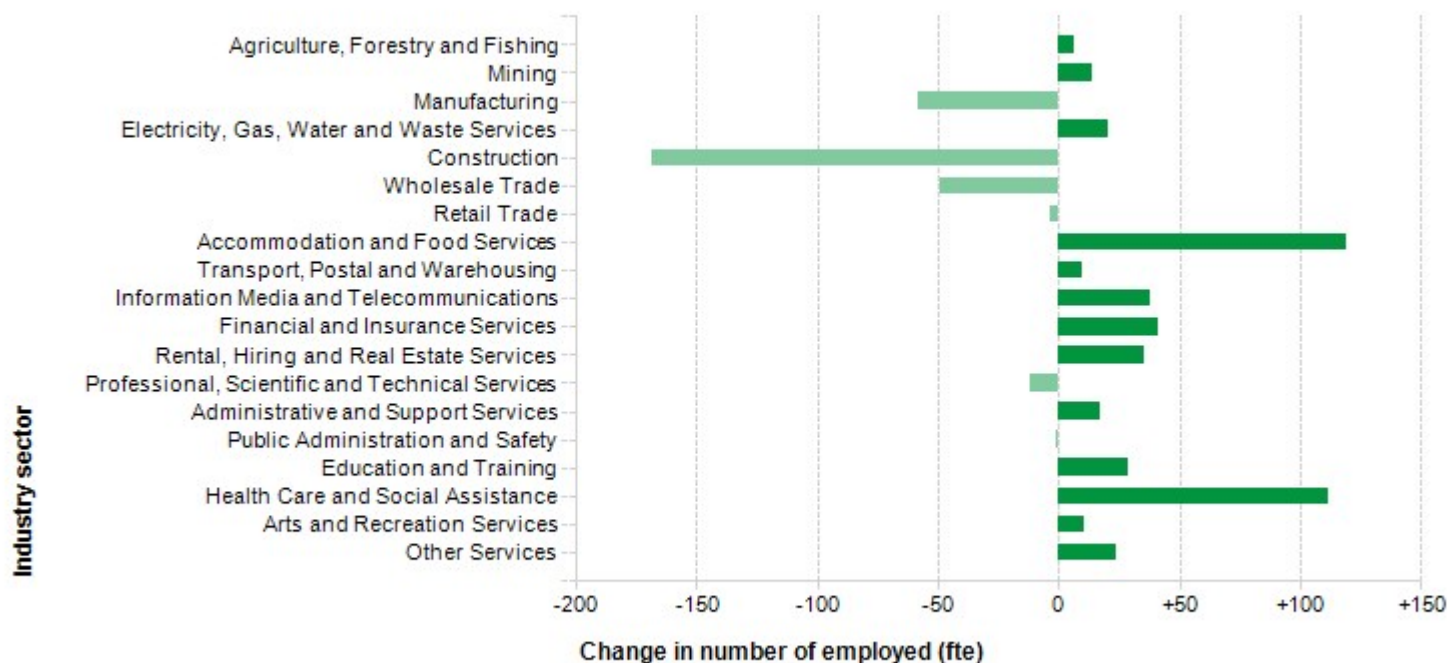


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Change in employment (FTE), 2009/10 to 2014/15

Ballina Shire



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Dominant groups

An analysis of the jobs held by the full-time equivalent workforce in Ballina Shire in 2014/15 shows the three largest industries were:

- Construction (1,891 FTEs or 14.4%)
- Health Care and Social Assistance (1,600 FTEs or 12.2%)
- Retail Trade (1,564 FTEs or 12.0%)

In combination these three industries accounted for 5,055 people in total or 38.6% of the workforce.

In comparison, New South Wales employed 9.4% in Construction; 10.2% in Health Care and Social Assistance; and 9.0% in Retail Trade.

The major differences between the jobs held by the full-time equivalent workforce of Ballina Shire and New South Wales were:

- A *larger* percentage of FTEs employed in Construction (14.4% compared to 9.4%)
- A *larger* percentage of FTEs employed in Agriculture, Forestry and Fishing (6.5% compared to 2.8%)
- A *smaller* percentage of FTEs employed in Professional, Scientific and Technical Services (4.9% compared to 9.1%)
- A *smaller* percentage of FTEs employed in Financial and Insurance Services (2.4% compared to 5.8%)

Emerging groups

The number of people in the full-time equivalent workforce in Ballina Shire increased by 180 between 2009/10 and 2014/15.

The largest changes in the jobs held by the full-time equivalent workforce between 2009/10 and 2014/15 in Ballina Shire were for those employed in:

- Construction (-169 FTEs)
- Accommodation and Food Services (+119 FTEs)
- Health Care and Social Assistance (+111 FTEs)
- Manufacturing (-58 FTEs)

Ballina Shire

Value add

Value added by industry is an indicator of business productivity in Ballina Shire. It shows how productive each industry sector is at increasing the value of its inputs. It is a more refined measure of the productivity of an industry sector than output (total gross revenue), as some industries have high levels of output but require large amounts of input expenditure to achieve that.

By comparing the value-add of each industry sector to a regional benchmark, you can clearly see the structure of Ballina Shire's economy. This can be done by directly comparing the percentage contribution of each industry to the total output, relative to the benchmark, or by using a location quotient, where a number greater than one indicates a high concentration of that industry and less than one indicates a lower concentration.

To see what contribution each industry makes to the state or region, see the [Industry Sector Analysis](#) section. To understand the value of a worker in each industry, view this dataset in conjunction with [Worker Productivity](#) data, and to see the relationship of value-added to the total size of the economy, go to the [Gross Regional Product](#) section. Detailed notes about how the figures are derived can be found in the [specific topic notes](#) section.

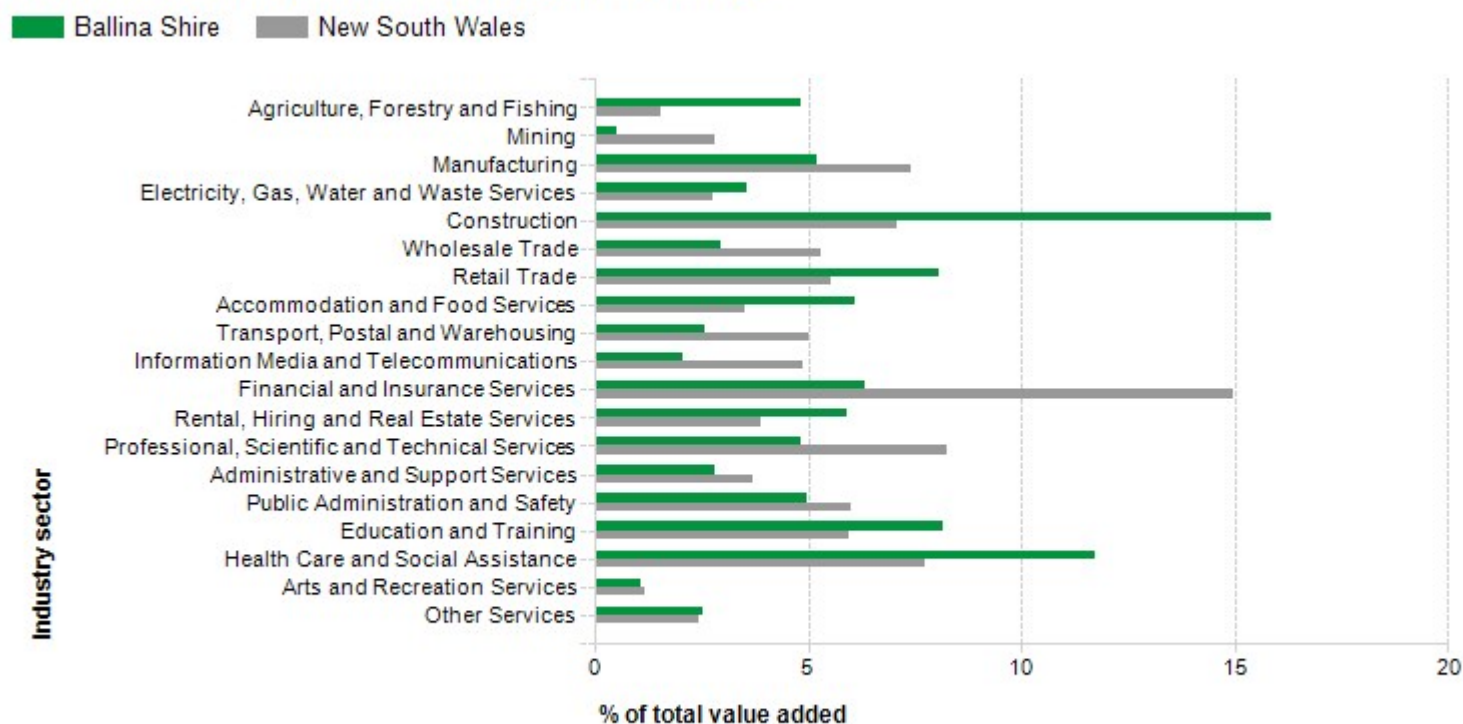
Value added by industry sector

Ballina Shire - Constant prices	2014/15			2009/10			Change
Industry (Click rows to view sub-categories)	\$m	%	New South Wales %	\$m	%	New South Wales %	2009/10 to 2014/15
Agriculture, Forestry and Fishing	70.9	4.8	1.6	59.8	4.3	1.5	+11.1
Mining	7.3	0.5	2.8	1.8	0.1	2.4	+5.5
Manufacturing	76.1	5.2	7.4	83.8	6.1	9.4	-7.7
Electricity, Gas, Water and Waste Services	51.9	3.5	2.8	53.0	3.8	3.4	-1.1
Construction	231.9	15.8	7.1	227.5	16.5	5.8	+4.4
Wholesale Trade	43.1	2.9	5.3	44.1	3.2	5.3	-1.0
Retail Trade	117.8	8.1	5.5	109.7	8.0	5.3	+8.1
Accommodation and Food Services	89.5	6.1	3.5	76.9	5.6	3.4	+12.7
Transport, Postal and Warehousing	37.7	2.6	5.0	36.5	2.7	5.1	+1.2
Information Media and Telecommunications	30.4	2.1	4.9	28.8	2.1	5.0	+1.6
Financial and Insurance Services	92.8	6.3	14.9	82.7	6.0	14.1	+10.1
Rental, Hiring and Real Estate Services	86.2	5.9	3.9	62.7	4.6	3.3	+23.5
Professional, Scientific and Technical Services	70.4	4.8	8.2	72.7	5.3	8.4	-2.4
Administrative and Support Services	41.2	2.8	3.7	40.4	2.9	3.8	+0.8
Public Administration and Safety	72.5	5.0	6.0	75.3	5.5	6.3	-2.8
Education and Training	119.2	8.1	5.9	117.6	8.5	6.3	+1.5
Health Care and Social Assistance	171.7	11.7	7.7	148.9	10.8	7.2	+22.8
Arts and Recreation Services	15.8	1.1	1.2	17.2	1.3	1.3	-1.5
Other Services	36.9	2.5	2.4	37.9	2.8	2.6	-1.0
Total Industries	1,463.2	100.0	100.0	1,377.3	100.0	100.0	+85.9

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in economy.id by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Value added by industry sector 2014/15



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
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Dominant groups

An analysis of the valued added by industry sectors in Ballina Shire in 2014/15 shows the three largest industries were:

- Construction (\$232 million or 15.8%)
- Health Care and Social Assistance (\$172 million or 11.7%)
- Education and Training (\$119 million or 8.1%)

In combination these three industries accounted for \$523 million in total or 35.7% of the total value added by industry in Ballina Shire.

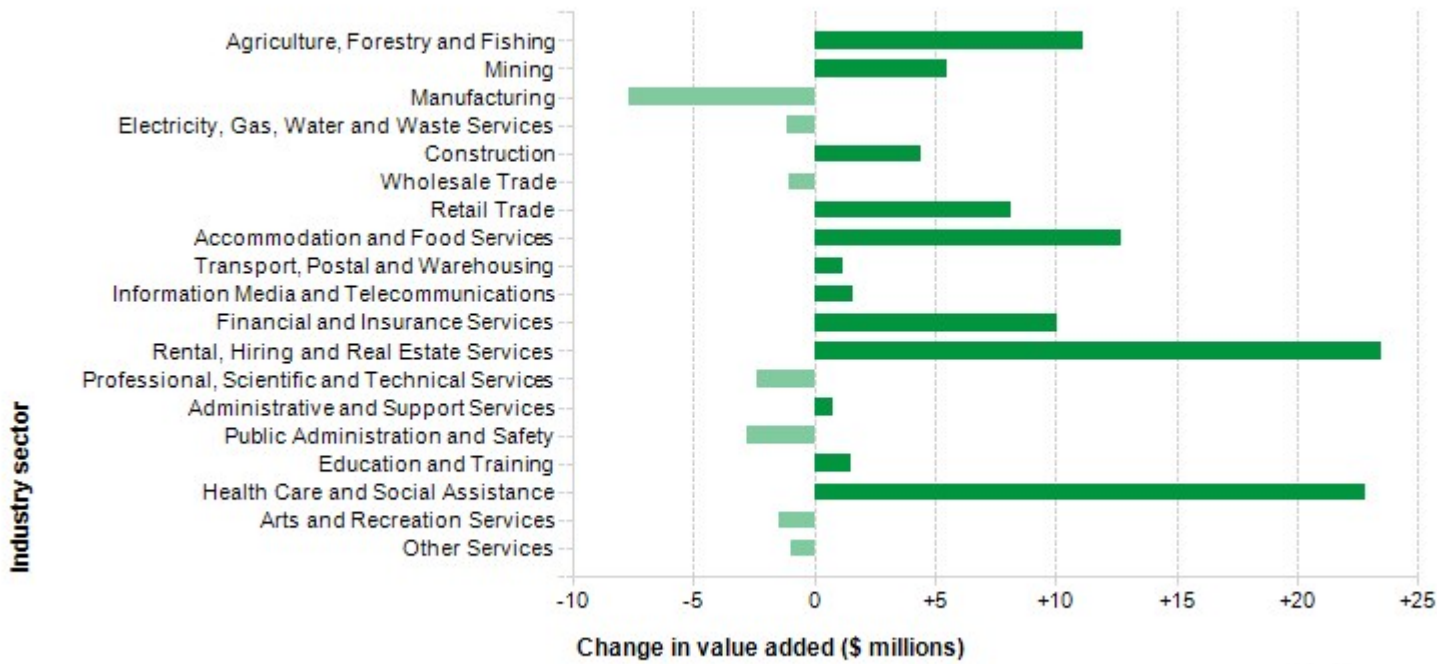
In comparison, the same 3 industries in New South Wales accounted for 7.1% in Construction; 7.7% in Health Care and Social Assistance; and 5.9% in Education and Training.

The major differences between the value added by industries of Ballina Shire and New South Wales were:

- A *larger* percentage of value added by Construction (15.8% compared to 7.1%)
- A *larger* percentage of value added by Health Care and Social Assistance (11.7% compared to 7.7%)
- A *smaller* percentage of value added by Financial and Insurance Services (6.3% compared to 14.9%)
- A *smaller* percentage of value added by Professional, Scientific and Technical Services (4.8% compared to 8.2%)

Change in value added by industry sector, 2009/10 to 2014/15

Ballina Shire



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Emerging groups

The total value added by industry in Ballina Shire increased by 85.9 million between 2009/10 and 2014/15.
There were no major changes in the value added by industries between 2009/10 and 2014/15 in Ballina Shire.



Ballina Shire

Output

Output by industry is a gross measure of the total sales of each industry sector in Ballina Shire. It does not measure how productive each industry sector is at producing this output - which is measured by value add.

By comparing the output of each industry sector to a regional benchmark, you can clearly see the structure of Ballina Shire's economy. This can be done by directly comparing the percentage contribution of each industry to the total output, relative to the benchmark, or by using a location quotient, where a number greater than one indicates a high concentration of that industry and less than one indicates a lower concentration.

To get the full picture how each industry sector contributes to the regional or State economy, output data should be viewed alongside the other industry characteristics in the [Industry Sector Analysis](#) section.

Detailed data notes about how the figures are derived can be found in the [specific topic notes](#) section.

The gross measure of output includes the value of all the inputs to each industry.

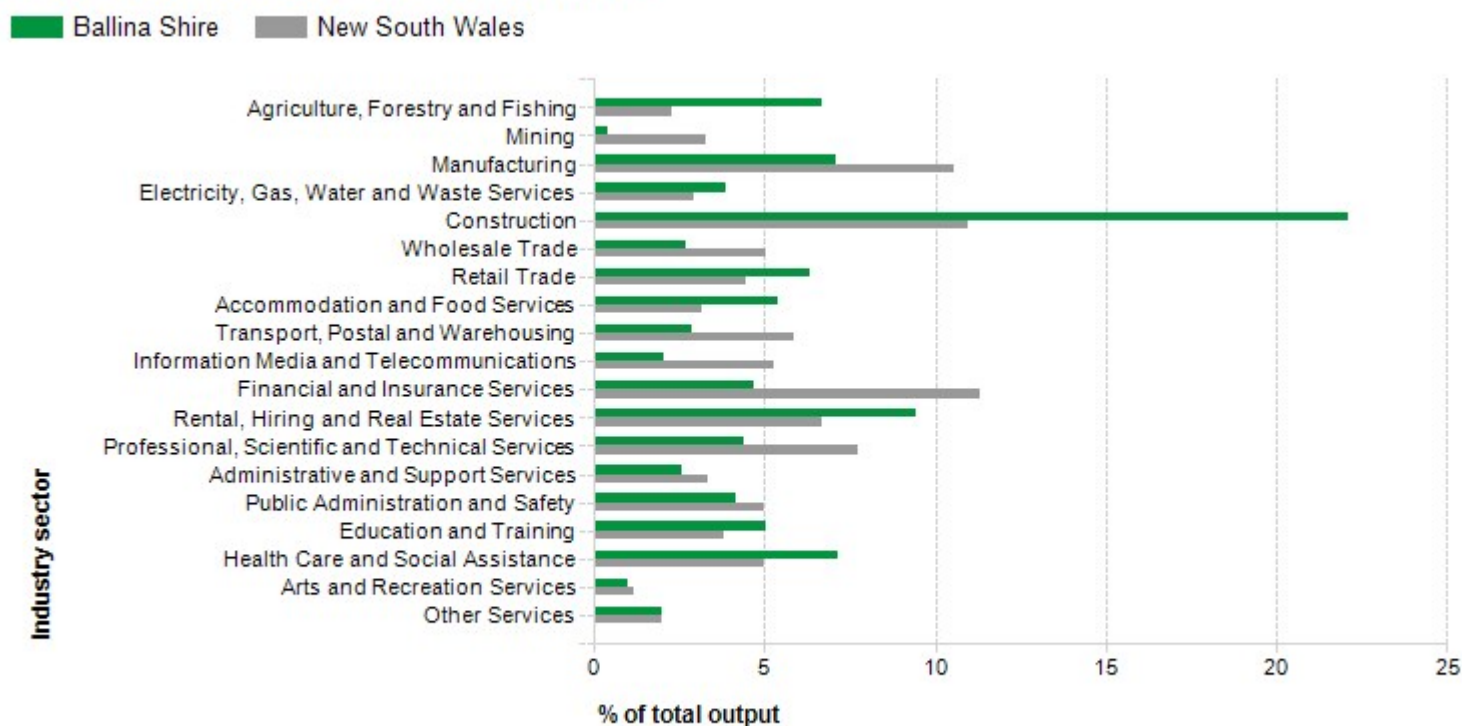
Output by industry sector

Ballina Shire - Constant prices	2014/15			2009/10			Change
Industry (Click rows to view sub-categories)	\$m	%	New South Wales %	\$m	%	New South Wales %	2009/10 to 2014/15
Agriculture, Forestry and Fishing	215.0	6.7	2.3	202.7	6.2	2.4	+12.3
Mining	13.4	0.4	3.3	7.9	0.2	3.0	+5.5
Manufacturing	228.0	7.1	10.5	246.4	7.6	13.3	-18.4
Electricity, Gas, Water and Waste Services	124.3	3.9	3.0	132.4	4.1	3.7	-8.2
Construction	708.5	22.1	11.0	875.7	26.8	10.7	-167.3
Wholesale Trade	86.6	2.7	5.1	89.5	2.7	4.9	-2.9
Retail Trade	202.7	6.3	4.5	199.6	6.1	4.4	+3.1
Accommodation and Food Services	172.4	5.4	3.2	156.8	4.8	3.2	+15.5
Transport, Postal and Warehousing	92.7	2.9	5.9	101.2	3.1	6.2	-8.5
Information Media and Telecommunications	65.9	2.1	5.3	55.5	1.7	4.5	+10.4
Financial and Insurance Services	149.6	4.7	11.3	119.8	3.7	9.4	+29.8
Rental, Hiring and Real Estate Services	302.7	9.5	6.7	216.0	6.6	5.2	+86.8
Professional, Scientific and Technical Services	141.0	4.4	7.7	162.0	5.0	8.2	-20.9
Administrative and Support Services	81.7	2.6	3.4	90.5	2.8	3.8	-8.8
Public Administration and Safety	132.6	4.1	5.0	137.9	4.2	5.2	-5.3
Education and Training	160.6	5.0	3.8	158.4	4.9	3.9	+2.2
Health Care and Social Assistance	228.8	7.1	5.0	214.3	6.6	4.8	+14.5
Arts and Recreation Services	32.6	1.0	1.2	30.2	0.9	1.0	+2.4
Other Services	64.4	2.0	2.0	66.1	2.0	2.1	-1.6
Total Industries	3,203.6	100.0	100.0	3,263.1	100.0	100.0	-59.5

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in economy.id by [.id](#), the population experts.

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Output by industry sector 2014/15

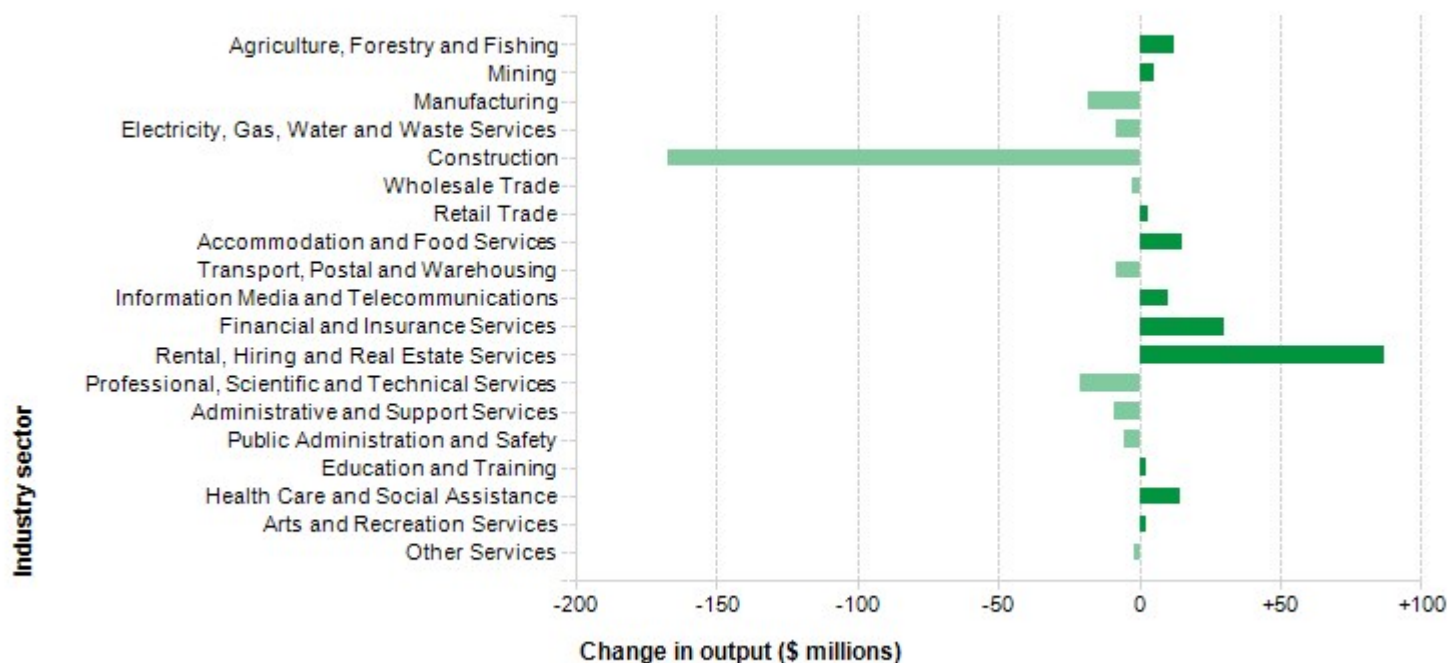


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Change in output by industry sector, 2009/10 to 2014/15

Ballina Shire



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Dominant groups

An analysis of the output by industry sectors in Ballina Shire in 2014/15 shows the three largest industries were:

- Construction (708 million or 22.1%)
- Rental, Hiring and Real Estate Services (303 million or 9.5%)
- Health Care and Social Assistance (229 million or 7.1%)

In combination these three industries accounted for \$1,240 million in total or 38.7% of the total output by total industry in Ballina Shire.

In comparison, the same 3 industries in New South Wales accounted for 11.0% in Construction; 6.7% in Rental, Hiring and Real Estate Services; and 5.0% in Health Care and Social Assistance.

The major differences between output by industries in Ballina Shire and New South Wales were:

- A *larger* percentage of output by Construction (22.1% compared to 11.0%)
- A *larger* percentage of output by Agriculture, Forestry and Fishing (6.7% compared to 2.3%)
- A *smaller* percentage of output by Financial and Insurance Services (4.7% compared to 11.3%)
- A *smaller* percentage of output by Manufacturing (7.1% compared to 10.5%)

Emerging groups

The total industry output in Ballina Shire decreased by \$59.5 million between 2009/10 and 2014/15.

The largest changes in the output by industries between 2009/10 and 2014/15 in Ballina Shire were for:

- Construction (-\$167 million)
- Rental, Hiring and Real Estate Services (+\$87 million)

Ballina Shire

Exports

Exports by industry are sales of goods and services to non-resident households, businesses and other organisations, outside the Ballina Shire boundaries. Exports (domestic) include all exports from the Shire to other parts of Australia. Exports (international) includes all exports from the Shire to countries outside Australia.

To get the full picture how each industry sector contributes to the regional or State economy, export data should be viewed alongside the other industry characteristics in the [Industry Sector Analysis](#) section.

Detailed notes about how the figures are derived can be found in the [specific topic notes](#) section.

Total exports by industry sector

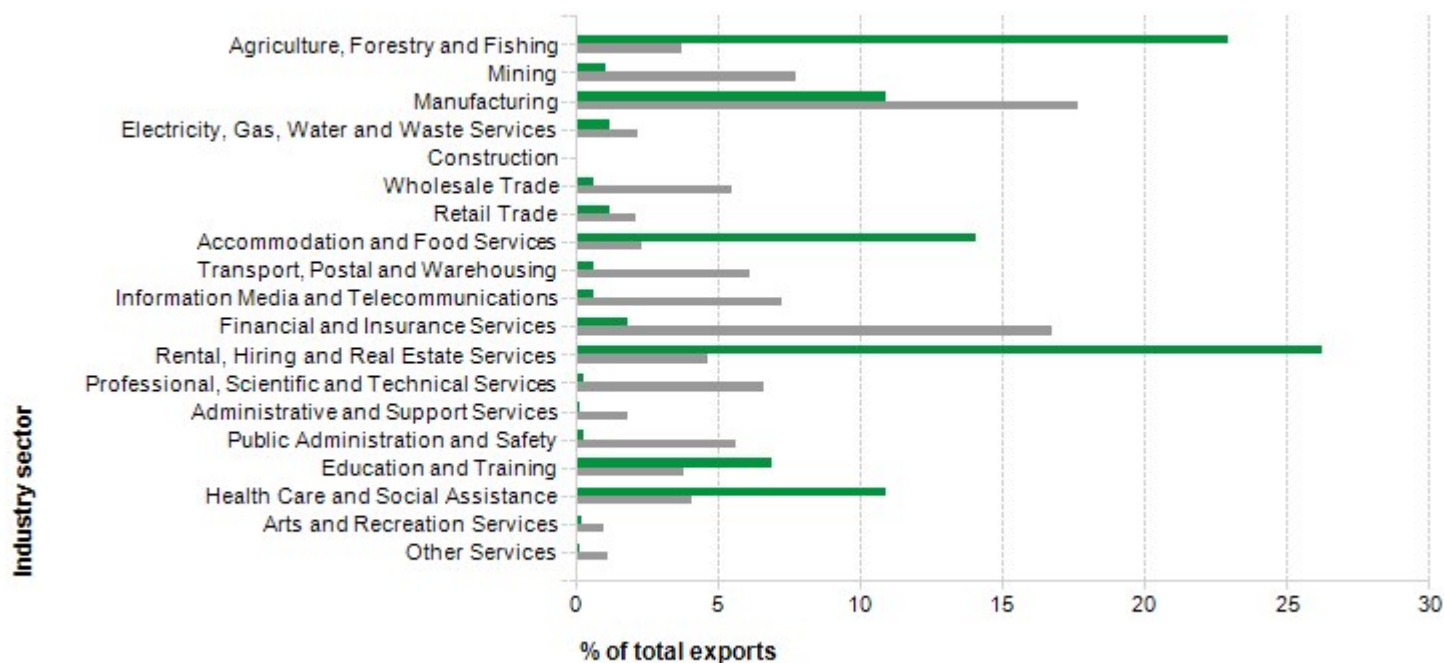
Ballina Shire - Constant prices	2014/15			2009/10			Change
Industry (Click rows to view sub-categories)	\$m	%	New South Wales%	\$m	%	New South Wales%	2009/10 to 2014/15
Agriculture, Forestry and Fishing	135.6	22.9	3.7	119.3	26.1	3.7	+16.3
Mining	6.4	1.1	7.8	3.5	0.8	7.2	+2.9
Manufacturing	64.3	10.9	17.6	79.6	17.4	22.8	-15.3
Electricity, Gas, Water and Waste Services	7.0	1.2	2.2	4.7	1.0	2.6	+2.4
Construction	0.0	0.0	0.0	0.0	0.0	0.0	0
Wholesale Trade	3.7	0.6	5.5	3.9	0.8	5.3	-0.1
Retail Trade	6.9	1.2	2.1	6.6	1.4	1.9	+0.3
Accommodation and Food Services	83.1	14.1	2.3	37.8	8.3	2.1	+45.4
Transport, Postal and Warehousing	3.6	0.6	6.1	4.2	0.9	6.7	-0.6
Information Media and Telecommunications	3.6	0.6	7.3	3.3	0.7	6.2	+0.3
Financial and Insurance Services	10.7	1.8	16.7	10.1	2.2	14.1	+0.6
Rental, Hiring and Real Estate Services	155.3	26.3	4.6	89.0	19.5	3.1	+66.3
Professional, Scientific and Technical Services	1.6	0.3	6.6	1.8	0.4	7.2	-0.2
Administrative and Support Services	0.8	0.1	1.8	1.0	0.2	2.0	-0.1
Public Administration and Safety	1.5	0.3	5.6	3.4	0.7	5.8	-1.9
Education and Training	40.7	6.9	3.8	37.7	8.3	3.9	+3.0
Health Care and Social Assistance	64.6	10.9	4.1	49.5	10.8	3.8	+15.1
Arts and Recreation Services	1.2	0.2	1.0	1.0	0.2	0.8	+0.2
Other Services	0.8	0.1	1.2	0.8	0.2	0.9	0
Total Industries	591.5	100.0	100.0	457.1	100.0	100.0	+134.3

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in economy.id by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Total exports by industry sector 2014/15

■ Ballina Shire ■ New South Wales

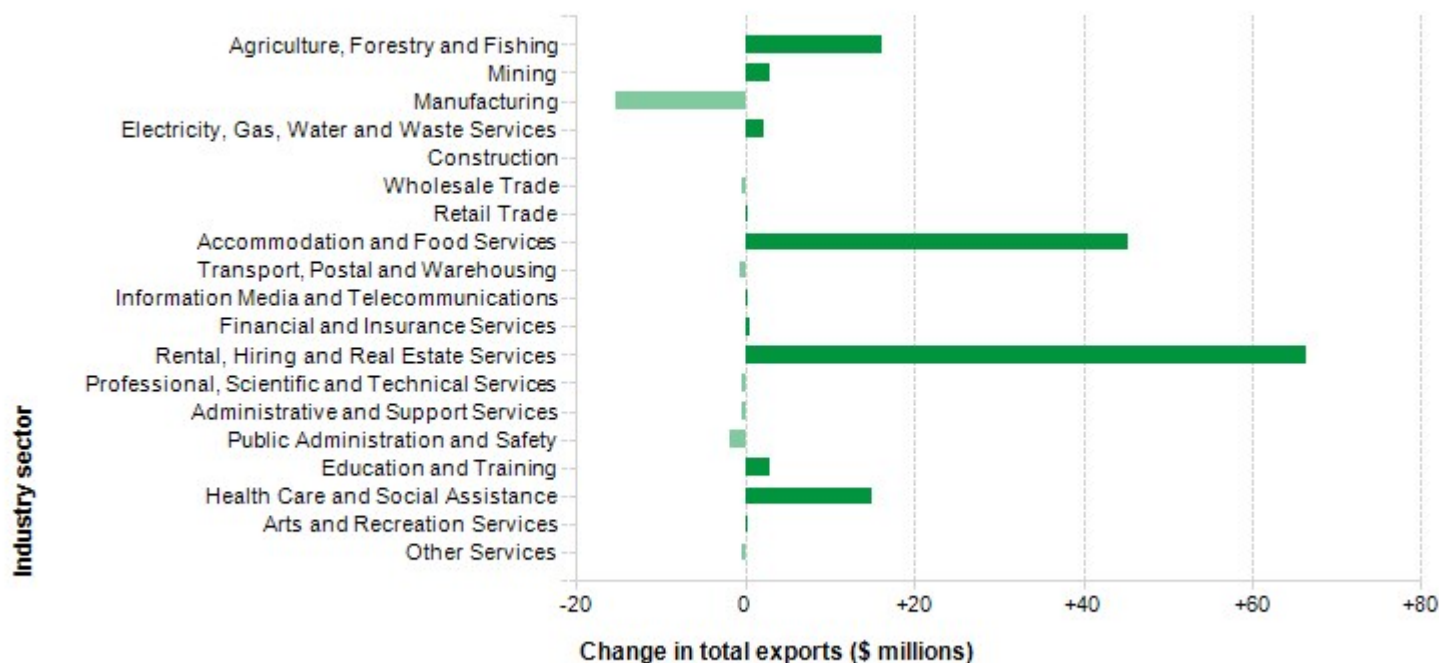


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Change in total exports by industry sector, 2009/10 to 2014/15

Ballina Shire



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Dominant groups

An analysis of the total exports by industry sectors in Ballina Shire in 2014/15 shows the three largest industries were:

- Rental, Hiring and Real Estate Services (\$155 million or 26.3%)
- Agriculture, Forestry and Fishing (\$136 million or 22.9%)
- Accommodation and Food Services (\$83 million or 14.1%)

In combination these three industries accounted for \$374 million in total or 63.2% of the total exports by total industry in Ballina Shire.

In comparison, the same 3 industries in New South Wales accounted for 4.6% in Rental, Hiring and Real Estate Services; 3.7% in Agriculture, Forestry and Fishing; and 2.3% in Accommodation and Food Services.

The major differences between total exports by industries in Ballina Shire and New South Wales were:

- A *larger* percentage of total exports by Rental, Hiring and Real Estate Services (26.3% compared to 4.6%)
- A *larger* percentage of total exports by Agriculture, Forestry and Fishing (22.9% compared to 3.7%)
- A *larger* percentage of total exports by Accommodation and Food Services (14.1% compared to 2.3%)
- A *smaller* percentage of total exports by Financial and Insurance Services (1.8% compared to 16.7%)

Emerging groups

The total exports by industries in Ballina Shire increased by \$134.3 million between 2009/10 and 2014/15.

The largest change in total exports by industries between 2009/10 and 2014/15 in Ballina Shire was for:

- Rental, Hiring and Real Estate Services (+\$66 million)

Ballina Shire

Imports

Imports by industry are sales of goods and services from industries located outside the Ballina Shire boundaries to resident households, businesses and other organisations within the Shire. Imports (domestic) includes all imports from other parts of Australia to the Shire. Imports (international) includes the value of all imports to the area from outside Australia.

To get the full picture how each industry sector contributes to the regional or State economy, import data should be viewed alongside the other industry characteristics in the [Industry Sector Analysis](#) section.

Detailed notes about how the figures are derived can be found in the [specific topic notes](#) section.

Total imports by industry sector

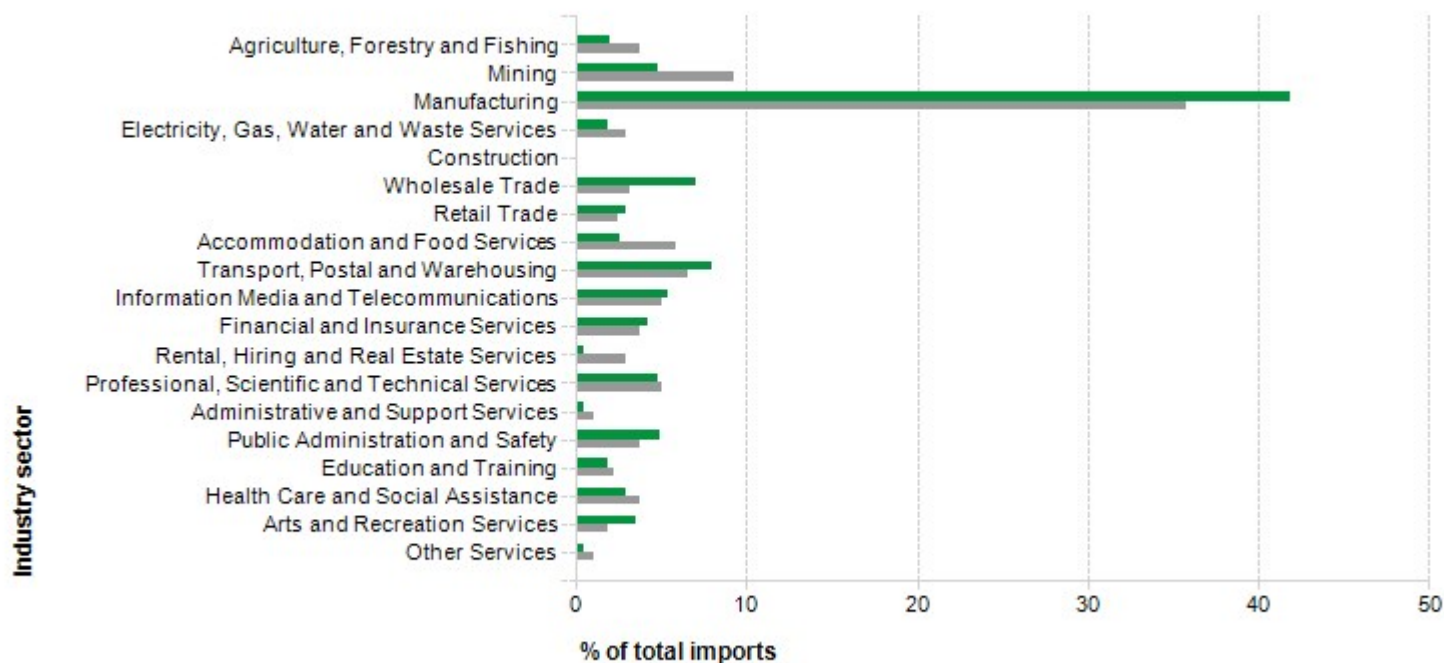
Ballina Shire - Constant prices	2014/15			2009/10			Change
Industry (Click rows to view sub-categories)	\$m	%	New South Wales%	\$m	%	New South Wales%	2009/10 to 2014/15
Agriculture, Forestry and Fishing	24.8	2.0	3.8	27.5	2.0	4.2	-2.7
Mining	59.3	4.8	9.2	45.2	3.3	9.5	+14.0
Manufacturing	518.2	41.9	35.7	561.6	41.2	35.1	-43.3
Electricity, Gas, Water and Waste Services	22.9	1.9	2.9	25.6	1.9	3.0	-2.8
Construction	0.0	0.0	0.0	0.0	0.0	0.0	0
Wholesale Trade	86.6	7.0	3.1	90.0	6.6	3.3	-3.4
Retail Trade	35.7	2.9	2.5	49.8	3.7	2.4	-14.1
Accommodation and Food Services	32.1	2.6	5.8	38.4	2.8	5.9	-6.3
Transport, Postal and Warehousing	98.9	8.0	6.6	95.3	7.0	6.4	+3.6
Information Media and Telecommunications	66.6	5.4	5.1	76.4	5.6	4.8	-9.8
Financial and Insurance Services	51.6	4.2	3.7	64.7	4.7	3.3	-13.1
Rental, Hiring and Real Estate Services	5.8	0.5	2.9	5.7	0.4	3.2	0
Professional, Scientific and Technical Services	59.2	4.8	5.0	58.2	4.3	5.1	+1.0
Administrative and Support Services	5.7	0.5	1.1	16.8	1.2	1.2	-11.1
Public Administration and Safety	61.1	4.9	3.7	58.6	4.3	3.7	+2.5
Education and Training	22.6	1.8	2.2	27.5	2.0	1.9	-4.9
Health Care and Social Assistance	35.9	2.9	3.7	46.9	3.4	4.2	-11.0
Arts and Recreation Services	43.3	3.5	1.8	29.4	2.2	2.0	+13.9
Other Services	6.3	0.5	1.1	46.4	3.4	0.8	-40.0
Total Industries	1,236.5	100.0	100.0	1,364.0	100.0	100.0	-127.5

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in economy.id by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Total imports by industry sector 2014/15

Ballina Shire New South Wales

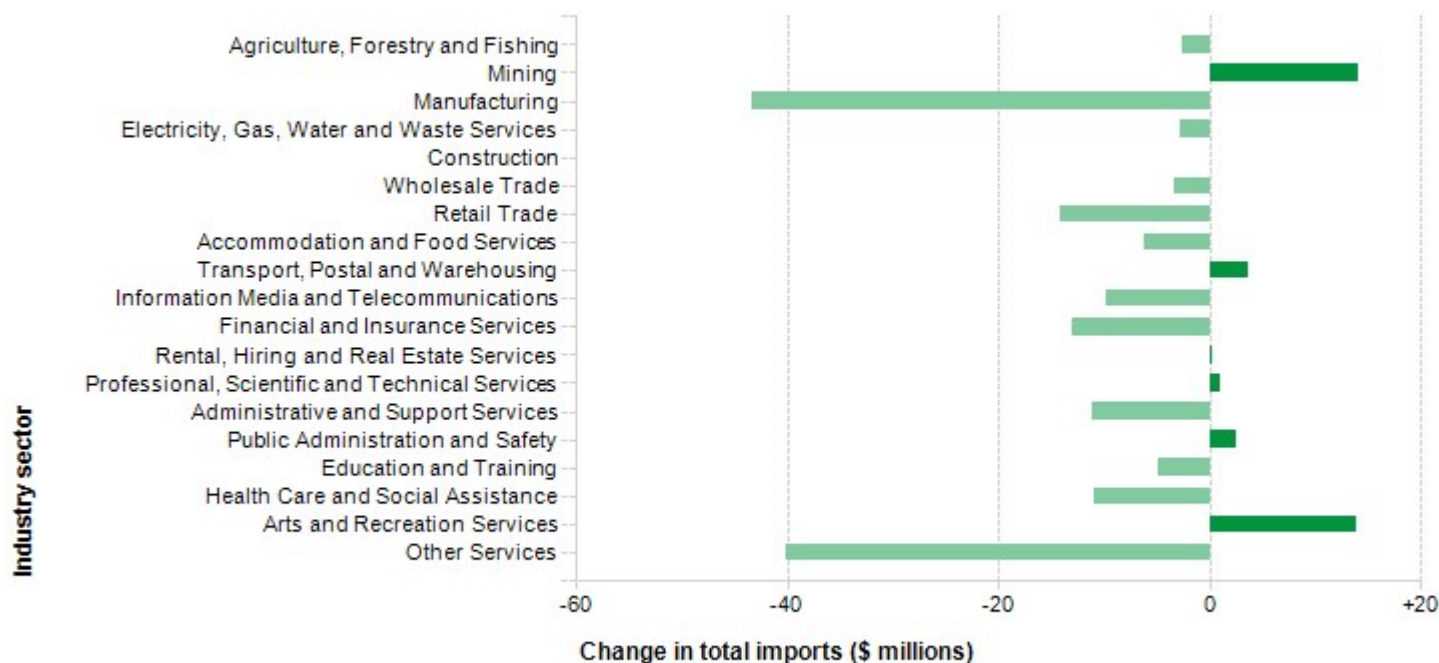


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Change in total imports by industry sector, 2009/10 to 2014/15

Ballina Shire



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Dominant groups

An analysis of the total imports by industry sectors in Ballina Shire in 2014/15 shows the three largest industries were:

- Manufacturing (\$518 million or 41.9%)
- Transport, Postal and Warehousing (\$99 million or 8.0%)
- Wholesale Trade (\$87 million or 7.0%)

In combination these three industries accounted for \$704 million in total or 56.9% of the total imports by total industry in Ballina Shire.

In comparison, the same 3 industries in New South Wales accounted for 35.7% in Manufacturing; 6.6% in Transport, Postal and Warehousing; and 3.1% in Wholesale Trade.

The major differences between total imports by industries in Ballina Shire and New South Wales were:

- A *larger* percentage of total imports by Manufacturing (41.9% compared to 35.7%)
- A *larger* percentage of total imports by Wholesale Trade (7.0% compared to 3.1%)
- A *smaller* percentage of total imports by Mining (4.8% compared to 9.2%)
- A *smaller* percentage of total imports by Accommodation and Food Services (2.6% compared to 5.8%)

Emerging groups

The total imports by industries in Ballina Shire decreased by \$127.5 million between 2009/10 and 2014/15.

There were no major changes in total imports by industries between 2009/10 and 2014/15 in Ballina Shire.

Ballina Shire

Local sales

Local sales by industry measures the output of local industries that is sold locally. This includes sales to local consumers, businesses and other organisations.

To get the full picture how each industry sector contributes to the regional or State economy, local sales data should be viewed alongside the other industry characteristics in the [Industry Sector Analysis](#) section.

Detailed notes about how the figures are derived can be found in the [specific topic notes](#) section.

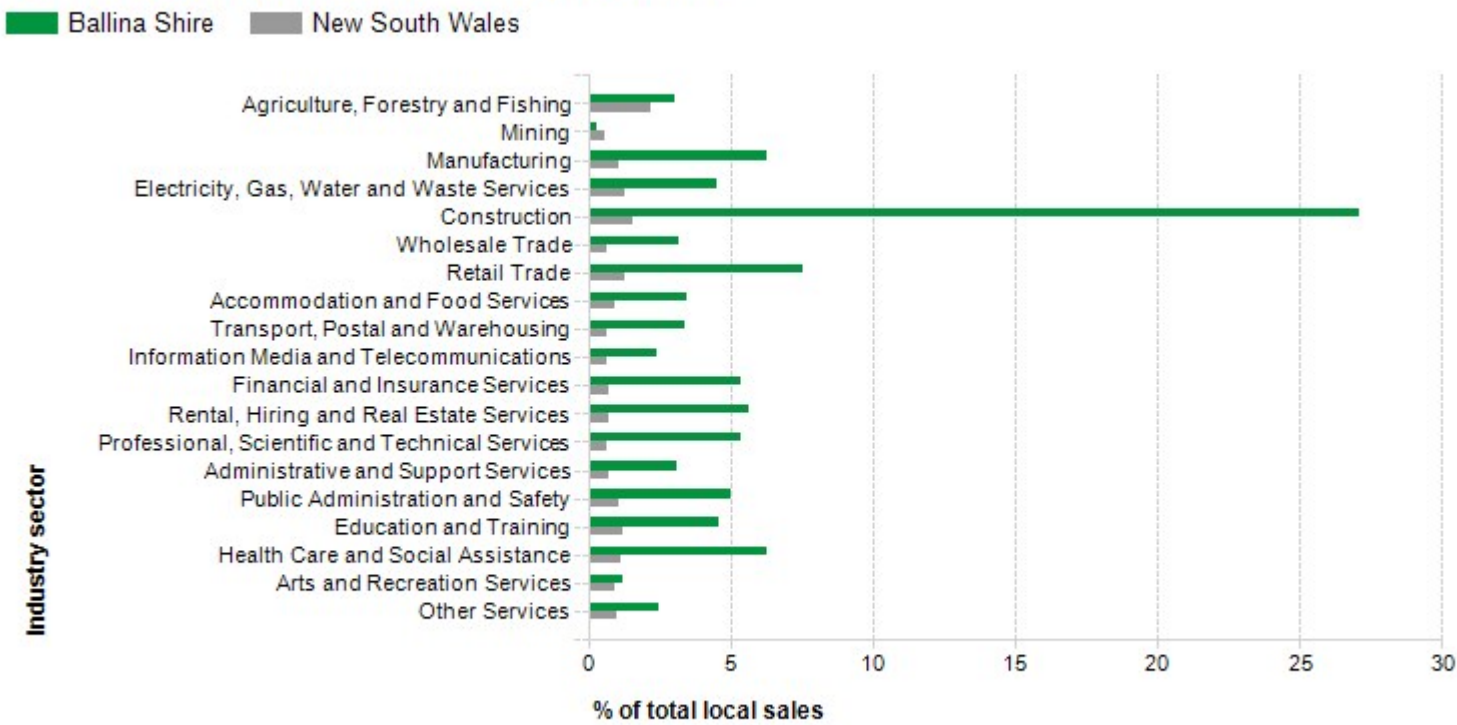
Local sales by industry sector

Ballina Shire - Constant prices	2014/15			2009/10			Change
Industry (Click rows to view sub-categories)	\$m	%	New South Wales%	\$m	%	New South Wales%	2009/10 to 2014/15
Agriculture, Forestry and Fishing	79.4	3.0	2.2	83.4	3.0	2.0	-4.0
Mining	7.0	0.3	0.6	4.3	0.2	0.4	+2.7
Manufacturing	163.7	6.3	1.0	166.7	5.9	0.8	-3.1
Electricity, Gas, Water and Waste Services	117.3	4.5	1.3	127.8	4.6	1.1	-10.5
Construction	708.5	27.1	1.5	875.7	31.2	1.8	-167.3
Wholesale Trade	82.9	3.2	0.7	85.6	3.1	0.7	-2.8
Retail Trade	195.9	7.5	1.3	193.1	6.9	1.2	+2.8
Accommodation and Food Services	89.2	3.4	0.9	119.1	4.2	1.1	-29.9
Transport, Postal and Warehousing	89.0	3.4	0.6	97.0	3.5	0.6	-8.0
Information Media and Telecommunications	62.3	2.4	0.6	52.2	1.9	0.5	+10.1
Financial and Insurance Services	138.9	5.3	0.7	109.8	3.9	0.6	+29.2
Rental, Hiring and Real Estate Services	147.5	5.6	0.7	127.0	4.5	0.7	+20.4
Professional, Scientific and Technical Services	139.4	5.3	0.6	160.1	5.7	0.6	-20.7
Administrative and Support Services	80.9	3.1	0.7	89.5	3.2	0.6	-8.6
Public Administration and Safety	131.1	5.0	1.1	134.5	4.8	1.0	-3.5
Education and Training	119.9	4.6	1.2	120.7	4.3	1.1	-0.8
Health Care and Social Assistance	164.2	6.3	1.1	164.8	5.9	1.1	-0.6
Arts and Recreation Services	31.4	1.2	0.9	29.2	1.0	1.0	+2.2
Other Services	63.7	2.4	1.0	65.3	2.3	0.8	-1.6
Total Industries	2,612.1	100.0	1.0	2,805.9	100.0	1.0	-193.8

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in economy.id by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Local sales by industry sector 2014/15

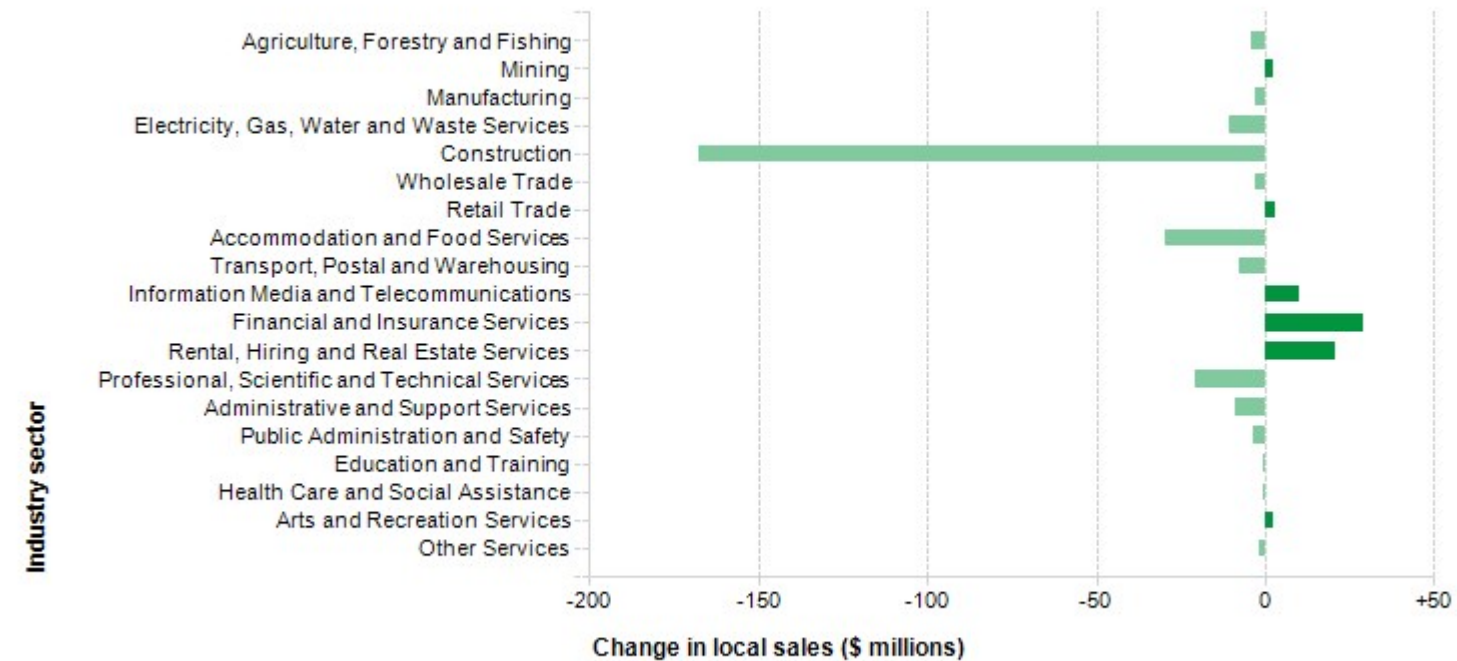


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Change in local sales by industry sector, 2009/10 to 2014/15

Ballina Shire



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Dominant groups

An analysis of the local sales by industry sectors in Ballina Shire in 2014/15 shows the three largest industries were:

- Construction (708 people or 27.1%)
- Retail Trade (196 people or 7.5%)
- Health Care and Social Assistance (164 people or 6.3%)

In combination these three industries accounted for \$1,069 million in total or 40.9% of the total local sales by total industry in Ballina Shire.

In comparison, the same 3 industries in New South Wales accounted for 1.5% in Construction; 1.3% in Retail Trade; and 1.1% in Health Care and Social Assistance.

The major differences between local sales by industries in Ballina Shire and New South Wales were:

- A *larger* percentage of local sales by Construction (27.1% compared to 1.5%)
- A *larger* percentage of local sales by Retail Trade (7.5% compared to 1.3%)
- A *larger* percentage of local sales by Manufacturing (6.3% compared to 1.0%)
- A *larger* percentage of local sales by Health Care and Social Assistance (6.3% compared to 1.1%)

Emerging groups

The total local sales by industry in Ballina Shire decreased by \$193.8 million between 2009/10 and 2014/15.

The largest change in local sales by industries between 2009/10 and 2014/15 in Ballina Shire was for:

- Construction (-\$167 million)

Ballina Shire

Worker productivity

Worker productivity by industry is calculated by dividing the industry value add by the number of persons employed in that industry. It shows which industries generate the most value add per employee. Some industry sectors, such as retail trade, are not highly productive per worker, but they employ a lot of people. Other industries, such as mining, employ fewer people but generate high levels of productivity. Each plays an important role in the economy.

Worker productivity data should be viewed in conjunction with [Total Employment](#) and [FTE Employment](#), to see the relative size of employment in each industry, and with [Worker Profiles Income](#) to see how much workers actually each in each industry, and with [Sources of Income](#) data to see whether employment is the main way income is derived. Detailed notes about how the figures are derived can be found in the [specific topic notes](#) section.

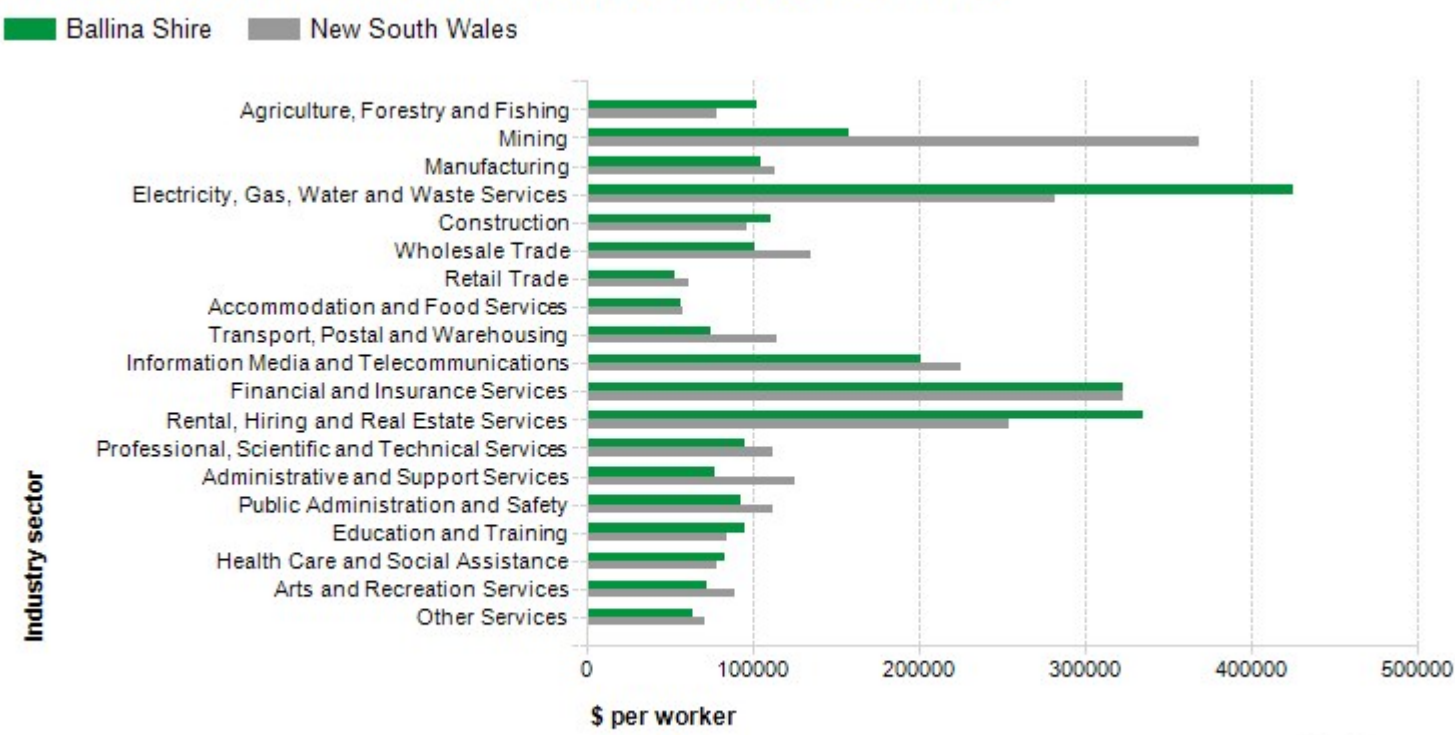
Productivity per worker (annual) by industry

Ballina Shire - Constant prices	2014/15		2009/10		Change
Industry (Click rows to view sub-categories)	\$	New South Wales \$	\$	New South Wales \$	2009/10 to 2014/15
Agriculture, Forestry and Fishing	102,272	78,817	78,977	69,616	+23,295
Mining	157,312	369,470	46,023	304,095	+111,290
Manufacturing	104,295	113,533	71,340	119,052	+32,955
Electricity, Gas, Water and Waste Services	425,486	281,586	498,880	328,058	-73,393
Construction	110,827	96,980	99,212	77,729	+11,615
Wholesale Trade	100,676	134,570	102,814	128,038	-2,138
Retail Trade	52,528	61,645	53,743	56,690	-1,214
Accommodation and Food Services	56,326	58,307	50,399	57,022	+5,927
Transport, Postal and Warehousing	75,279	114,728	83,156	109,742	-7,877
Information Media and Telecommunications	201,521	224,900	186,334	225,136	+15,187
Financial and Insurance Services	322,757	323,052	283,205	297,539	+39,553
Rental, Hiring and Real Estate Services	334,713	254,817	229,929	206,948	+104,784
Professional, Scientific and Technical Services	95,623	111,953	97,673	114,600	-2,049
Administrative and Support Services	77,578	125,708	79,090	129,492	-1,513
Public Administration and Safety	92,741	112,073	103,851	115,706	-11,110
Education and Training	95,493	84,944	93,106	89,208	+2,387
Health Care and Social Assistance	83,435	77,928	66,198	73,097	+17,237
Arts and Recreation Services	71,900	89,282	63,890	97,793	+8,010
Other Services	64,130	70,896	70,625	74,746	-6,495
Total Industries	95,694	115,569	87,050	111,578	+8,644

Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in economy.id by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Productivity per worker (annual) by industry 2014/15

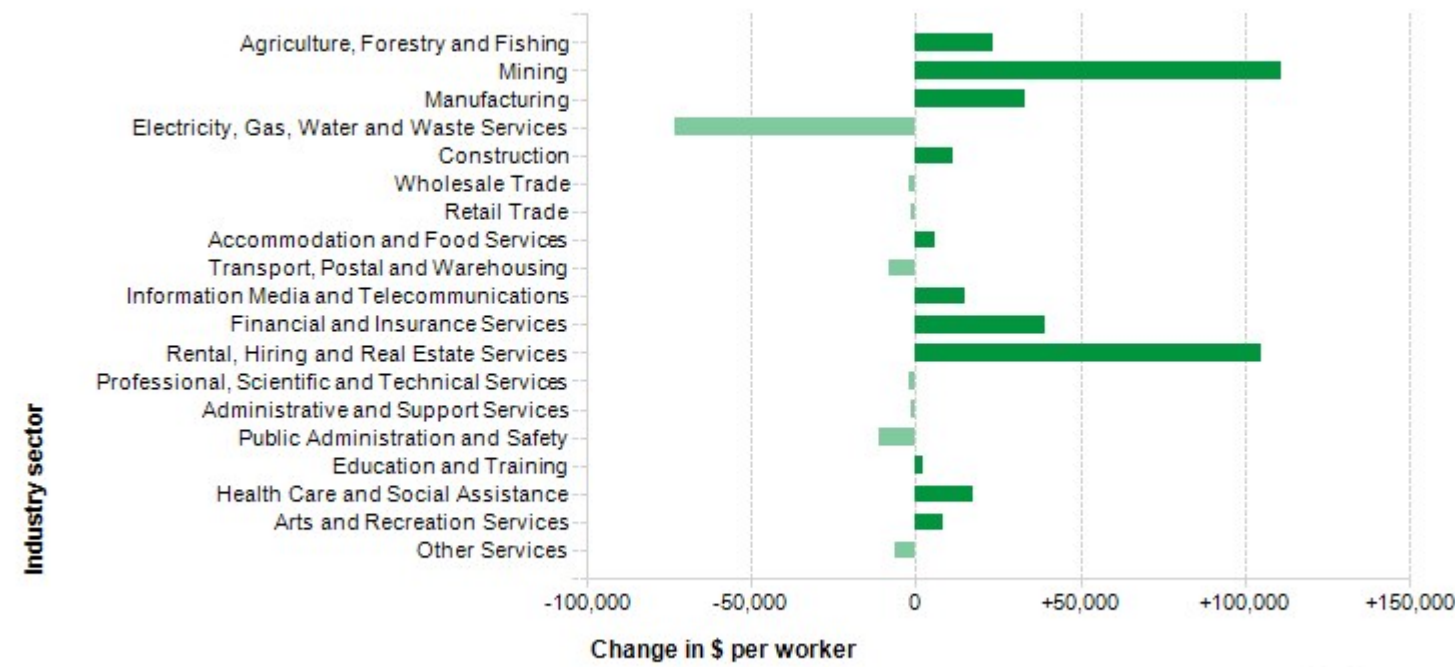


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Change in productivity per worker (annual) by industry, 2009/10 to 2014/15

Ballina Shire



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Dominant groups

An analysis of the worker productivity by industry sectors in Ballina Shire in 2014/15 shows the three highest industries were:

- Electricity, Gas, Water and Waste Services (\$425,486)
- Rental, Hiring and Real Estate Services (\$334,713)
- Financial and Insurance Services (\$322,757)

In comparison, the same 3 industries in New South Wales were for \$281,586 in Electricity, Gas, Water and Waste Services; \$254,817 in Rental, Hiring and Real Estate Services; and \$323,052 in Financial and Insurance Services.

The major differences between worker productivity by industries in Ballina Shire and New South Wales were:

- *Higher* worker productivity in Electricity, Gas, Water and Waste Services (\$425,486 compared to \$281,586)
- *Higher* worker productivity in Rental, Hiring and Real Estate Services (\$334,713 compared to \$254,817)
- *Lower* worker productivity in Mining (\$157,312 compared to \$369,470)
- *Lower* worker productivity in Administrative and Support Services (\$77,578 compared to \$125,708)

Emerging groups

The total worker productivity by industry in Ballina Shire increased by \$8,644 between 2009/10 and 2014/15.

The largest changes in worker productivity by industries between 2009/10 and 2014/15 in Ballina Shire were for:

- Mining (+\$111,290)
- Rental, Hiring and Real Estate Services (+\$104,784)
- Electricity, Gas, Water and Waste Services (-\$73,393)
- Financial and Insurance Services (+\$39,553)

Ballina Shire

Businesses

Registered business by industry shows how many businesses there are in Ballina Shire within each industry sector using the Australian Bureau of Statistics (ABS) Business Register which itself is derived from the GST register held by the Australian Tax Office (ATO). Businesses are included if they are registered with the ATO, with an ABN used within the previous two financial years. Businesses are split up between employing and non-employing businesses. Non-employing businesses may include sole traders and registered ABNs which are part of larger enterprises.

The distribution of businesses may reflect the industry structure of the area, or may differ significantly. For instance, the largest industry in an area may consist of one very large business, with a large number of employees, while a sector with a lower value-added could have a lot of small and micro businesses.

The number of businesses in Ballina Shire should be viewed in conjunction with [Employment \(Total\)](#) and [Value-Added](#) datasets to see the relative size of industries, and with [Employment Locations](#) data to see where business employment occurs within the area.

Please note that this data set has several limitations which are explained in the [data notes](#) for this topic. Business register counts are an approximation to LGA boundaries based on SA2 level data provided by the Australian Bureau of Statistics. As such, they may not exactly match figures sourced directly from the ATO, due to boundary issues and the application of ABS randomisation to the dataset. Notably, public sector institutions are not recorded which has a significant impact on the numbers for Health Care, Education and Public Administration and Safety.

Registered businesses by industry

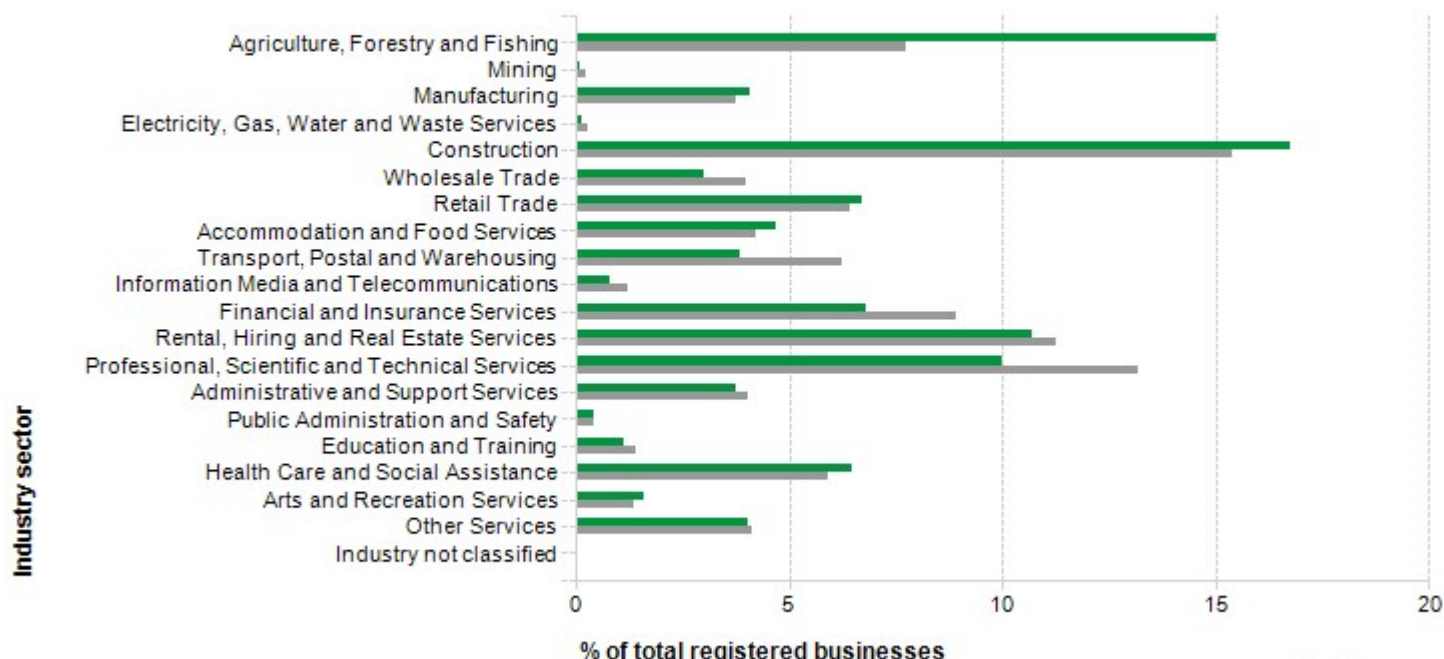
Ballina Shire - Total registered businesses				2015		2012		Change
Industry	Number	%	New South Wales %	Number	%	New South Wales %	2012 to 2015	
Agriculture, Forestry and Fishing	594	15.0	7.8	627	15.3	8.1	-33	
Mining	4	0.1	0.2	3	0.1	0.2	+1	
Manufacturing	161	4.1	3.7	165	4.0	3.9	-4	
Electricity, Gas, Water and Waste Services	6	0.2	0.3	3	0.1	0.3	+3	
Construction	664	16.8	15.4	714	17.4	15.0	-50	
Wholesale Trade	119	3.0	4.0	124	3.0	4.1	-5	
Retail Trade	266	6.7	6.4	302	7.4	6.8	-36	
Accommodation and Food Services	186	4.7	4.2	192	4.7	4.0	-6	
Transport, Postal and Warehousing	153	3.9	6.2	156	3.8	6.3	-3	
Information Media and Telecommunications	32	0.8	1.2	28	0.7	1.2	+4	
Financial and Insurance Services	270	6.8	8.9	252	6.2	8.0	+18	
Rental, Hiring and Real Estate Services	424	10.7	11.3	429	10.5	10.7	-5	
Professional, Scientific and Technical Services	396	10.0	13.2	389	9.5	12.9	+7	
Administrative and Support Services	149	3.8	4.0	135	3.3	4.2	+14	
Public Administration and Safety	16	0.4	0.4	16	0.4	0.4	0	
Education and Training	44	1.1	1.4	48	1.2	1.3	-4	
Health Care and Social Assistance	256	6.5	5.9	240	5.9	5.2	+16	
Arts and Recreation Services	64	1.6	1.3	67	1.6	1.4	-3	
Other Services	159	4.0	4.1	158	3.9	4.0	+1	
Industry not classified	--	--	--	49	1.2	2.0	--	
Total business	3,963	100.0	100.0	4,097	100.0	100.0	-134	

Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2011 to 2015 Cat. No. 8165.0
 NOTE: "Non-employing businesses includes sole proprietors where the proprietor does not receive a wage or salary separate to the business income.

Registered businesses by industry 2015

Total registered businesses

■ Ballina Shire ■ New South Wales

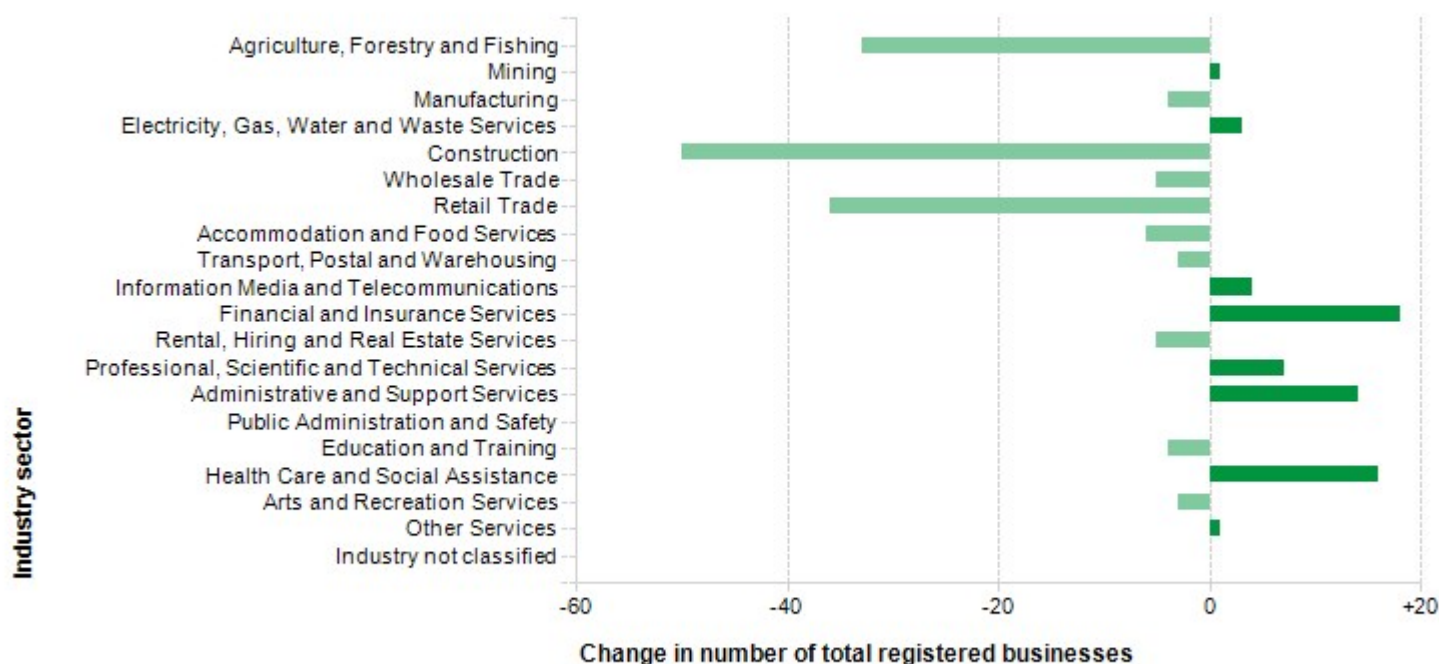


Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2011 to 2015 Cat. No. 8165.0

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Change in registered businesses by industry, 2012 to 2015

Ballina Shire - Total registered businesses



Source: Australian Bureau of Statistics, Counts of Australian Businesses, including Entries and Exits, 2011 to 2015 Cat. No. 8165.0

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Ballina Shire

Industry sector analysis - All industries

Industry sector profiles reveal the way in which each industry contributes to the economy in Ballina Shire using ten economic measures generated by NIEIR economic modelling. This helps in understanding the role each industry sector plays in the economy.

For example, some industry sectors generate substantial output (turnover), but are not big employers and targeting those industry sectors may not meet the economic development objective of maximising employment.

In the first chart, you can also see how the output of an industry is divided between local sales, domestic exports and international exports. This information can reveal how an industry is structured, and whether it is focused on exporting or on serving the local population.

The table and second chart also show how Ballina Shire contributes to the wider economy. For example, Ballina Shire contributes 0.4% of New South Wales's employment.

Industry sector analysis data should be viewed in conjunction with [Total Employment](#), [FTE Employment](#), [Value-Added](#), [Imports](#) and [Exports](#) to see how each specific industry fits into the wider picture of all industries within Ballina Shire. To see how concentrated each industry sector is, visit the [Employment Locations](#) section.

Industry sector analysis

Ballina Shire - All industries - Constant prices		2014/15			2009/10		Change
Economic measure	Ballina Shire	New South Wales	Ballina Shire as a % of New South Wales	Ballina Shire	New South Wales	Ballina Shire as a % of New South Wales	2009/10 to 2014/15
🔍 Employment (total)	15,291	3,622,820	0.4%	15,822	3,379,498	0.5%	-532
🔍 Employment (FTE)	13,088	3,081,635	0.4%	12,908	2,932,350	0.4%	+180
🔍 FTE to total employment ratio	0.86	0.85	--	0.82	0.87	--	+0.04
🔍 Output/Total Sales (\$m)	3,203.57	887,839.80	0.4%	3,263.06	829,519.19	0.4%	-59.48
🔍 Value add (\$m)	1,463.23	418,685.06	0.3%	1,377.33	377,078.91	0.4%	+85.90
🔍 Exports (\$m)	591.48	344,251.22	0.2%	457.13	317,356.08	0.1%	+134.35
🔍 Exports (domestic) (\$m)	517.43	278,694.85	0.2%	386.35	261,899.35	0.1%	+131.08
🔍 Exports (international) (\$m)	74.04	65,556.37	0.1%	70.77	55,456.73	0.1%	+3.27
🔍 Imports(\$m)	1,236.51	315,747.96	0.4%	1,364.03	298,552.44	0.5%	-127.51
🔍 Imports (domestic) (\$m)	881.44	230,805.97	0.4%	1,044.70	221,707.21	0.5%	-163.26
🔍 Imports (international) (\$m)	355.08	84,942.00	0.4%	319.33	76,845.23	0.4%	+35.75
🔍 Local Sales (\$m)	2,612.10	543,688.99	0.5%	2,805.93	512,221.70	0.5%	-193.83
🔍 Worker productivity (\$ per worker)	95,694	115,569	--	87,050	111,578	--	+8,644

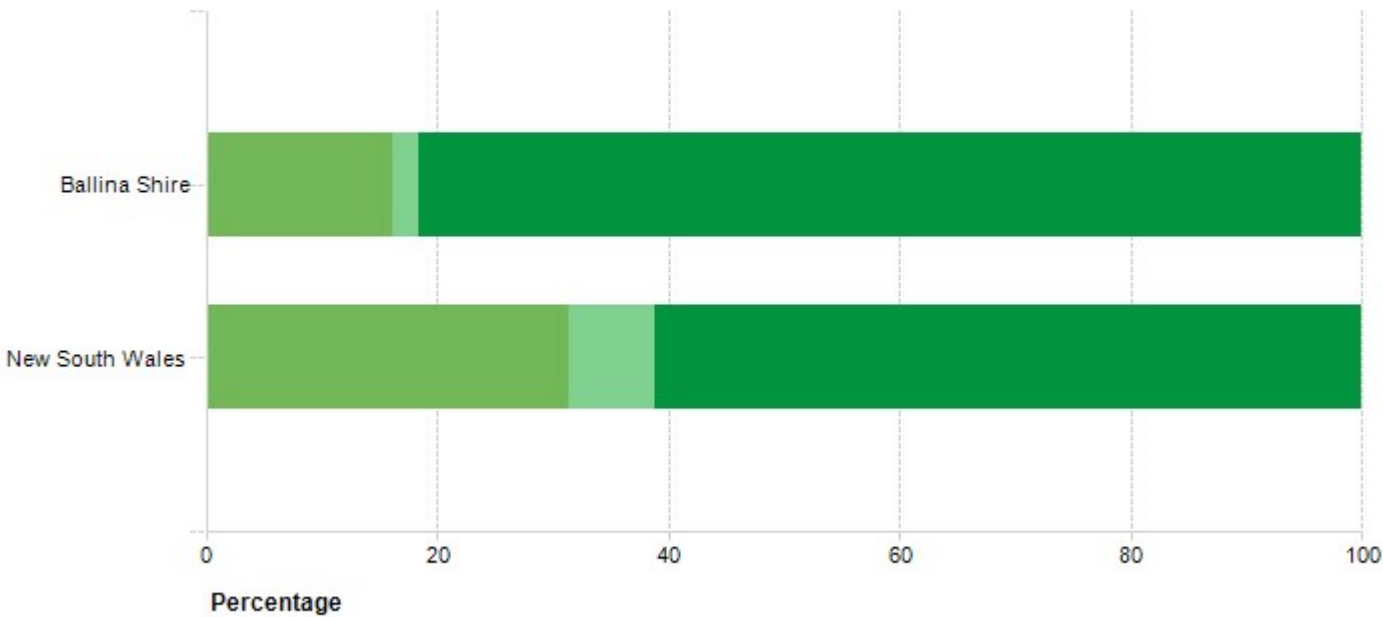
Source: [National Institute of Economic and Industry Research \(NIEIR\)](#) ©2016. Compiled and presented in economy.id by [.id](#), the population experts.

Data is based on 2013-14 constant prices for all years. NIEIR data are inflation adjusted each year to allow direct comparison, and new data releases normally adjust previous years' figures to a new base year.

Economic output by destination

Ballina Shire - All industries

Exports (domestic) Exports (international) Local Sales

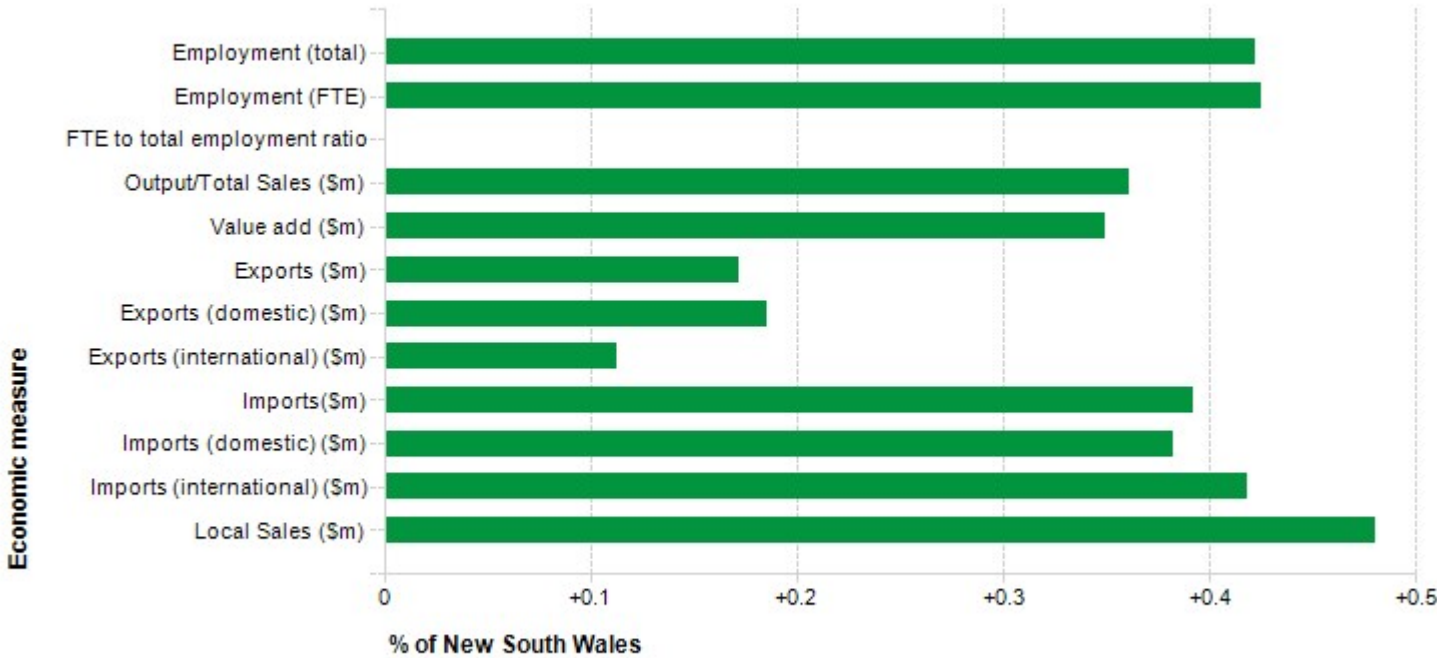


Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts



Industry contribution to New South Wales 2014/15

Ballina Shire - All industries



Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts



Ballina Shire

Employment locations - All industries

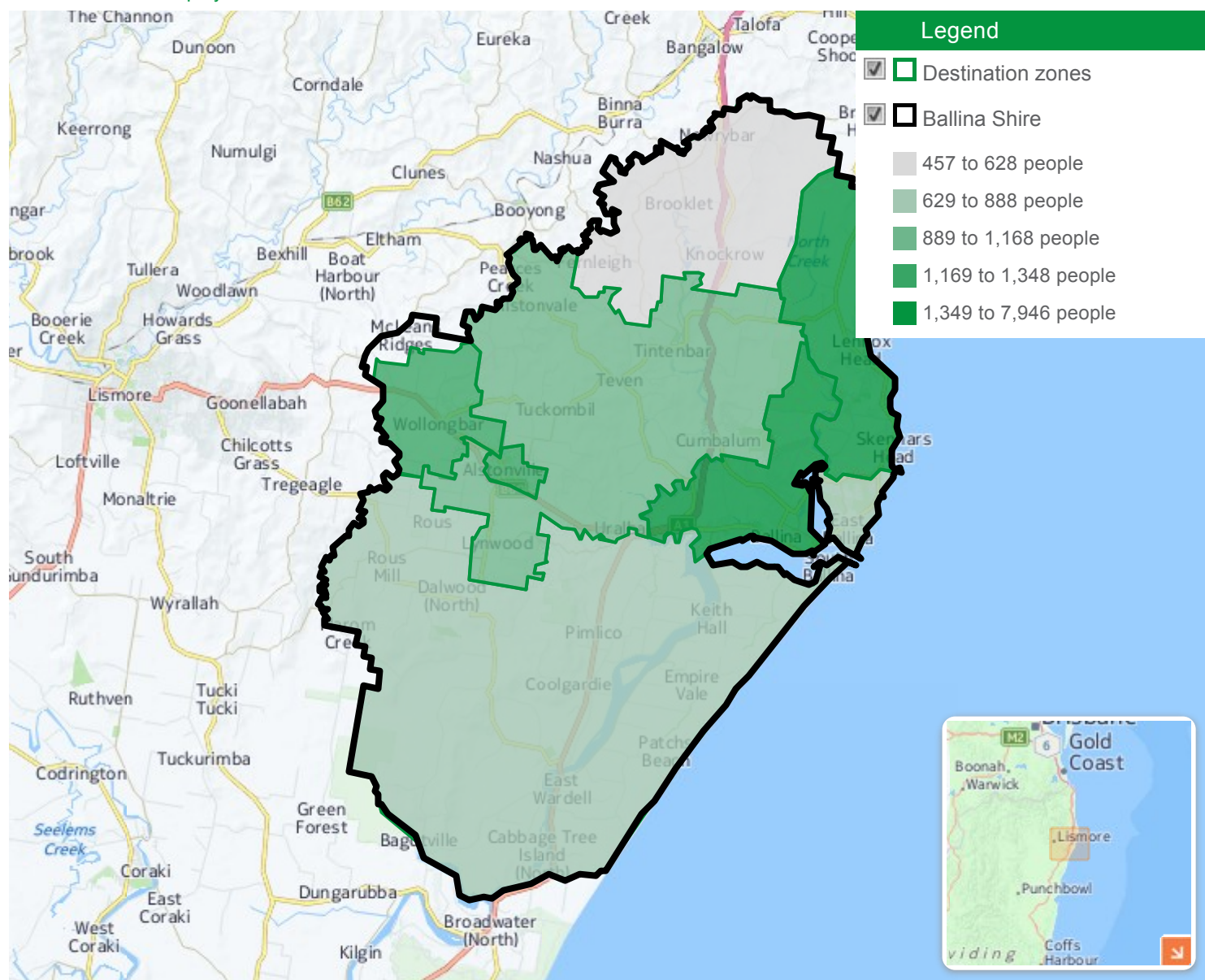
Place of Work data, mapped to Destination Zones, provide an excellent spatial representation of where each industry's economic activity is conducted within Ballina Shire.

Some industries are clustered in business parks, or along major transport routes. Others are associated with institutions such as schools, universities and hospitals.

Employment locations data should be viewed in conjunction with Workers Place of Residence data to see how far people travel to get to employment in Ballina Shire, and with Total Employment and Businesses data to see the total size of industries in the area.

Data presented here show the number of workers per destination zone at the 2011 Census. This has been derived from the ABS imputed dataset using methodology from the Bureau of Transport statistics, and adjusts for Census undercount. Value-added data is based on the average productivity per worker by industry and is designed to give a guide to the value of economic activity occurring in each zone, as of the 2011-12 financial year.

Ballina Shire - Employment locations - Number of workers



Source: Australian Bureau of Statistics, Census of Population and Housing 2011.
Compiled and presented in economy.id by .id, the population experts.

Ballina Shire

Workers place of residence by industry - All industries

Journey to Work (workers) data shows where Ballina Shire's workforce comes from and how far they are travelling to access employment in the area.

This shows the degree to which the local economy draws on the wider region to supply labour for its industries. It is also useful in planning and advocacy for roads and public transport provision.

The distance and direction travelled by workers in different industry sectors may be influenced by the nature of employment opportunities (higher paid, high value employment may draw people from a wider area); the skill level required (jobs requiring tertiary qualifications will draw more workers from areas with high qualification levels among the residents) the number of jobs available in the industry sector (sectors with more opportunities may have a wider catchment); transport options available and commuting times to Ballina Shire.

Workers place of residence data should be viewed alongside [Self-Sufficiency](#) and [Employment Capacity](#) datasets for a summary of local employment opportunity by industry, as well as modelled [Employment \(Total\)](#) numbers and [Employment Locations](#) to understand the relative size of each industry sector and its distribution across the Ballina Shire. To analyse the characteristics of the workforce in each industry, go to the [Workers profile](#) section.

Residential location of workers by industry

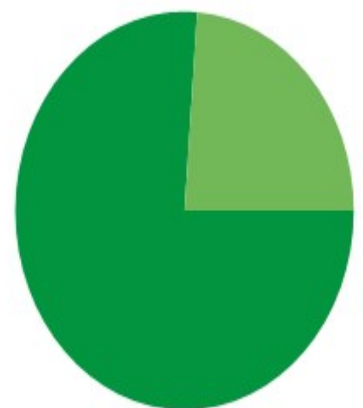
Ballina Shire - All industries			2011
SLA	Number	%	
Live and work in the area	10,476	76.2	
Work in the area, but live outside	3,272	23.8	
Total workers in the area	13,748	100.0	

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2011. Compiled and presented in [economy.id](#) by [.id](#), the population experts.

Residential location of workers, 2011

Ballina Shire - All industries

- Live and work in the area
- Work in the area, but live outside

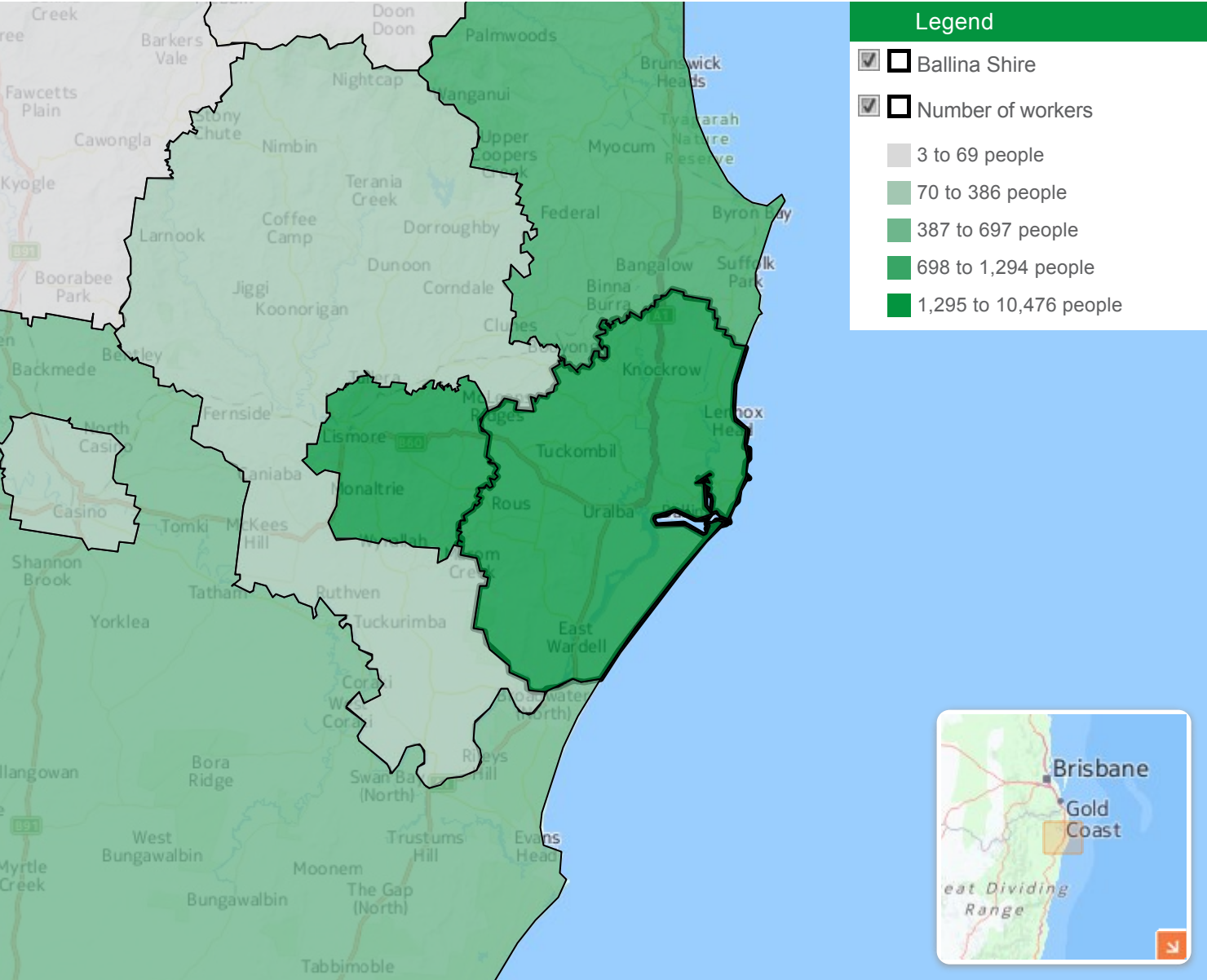


Source: Australian Bureau of Statistics, [Census of Population and Housing](#), 2011 (Usual residence data) Compiled and presented in [profile.id](#) by [.id](#), the population experts.

.id the population experts

Residential locations of workers by SLA by industry, 2011

Ballina Shire - Total area (All SLAs) - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing 2011.
Compiled and presented in economy.id by .id, the population experts.

Residential location of workers by SLA by industry

Total area (All SLAs) - All industries	2011	
	Number	%
Ballina (A)	10,476	76.2
Lismore (C) - Pt A	1,295	9.4
Byron (A)	698	5.1
Richmond Valley (A) Bal	387	2.8
Lismore (C) - Pt B	385	2.8
Richmond Valley (A) - Casino	70	0.5
Tweed (A) - Tweed-Heads	49	0.4
Tweed (A) - Pt B	40	0.3
Clarence Valley (A) - Coast	38	0.3
Kyogle (A)	38	0.3
Tweed (A) - Tweed Coast	37	0.3
No usual address (NSW)	13	0.1
Clarence Valley (A) - Grafton	12	0.1
Gold Coast (C) - Coolangatta	9	0.1
Gold Coast (C) - Palm Beach	9	0.1
Gold Coast (C) - Helensvale	9	0.1
Wollongong (C) Bal	7	0.1
Greater Taree (C)	6	0.0
Gold Coast (C) - Carrara-Merrimac	6	0.0
Port Macquarie-Hastings (A) - Pt A	6	0.0

Ballina Shire

Residents place of work by industry - All industries

Journey to Work (residents) data shows where Ballina Shire's residents go to work and whether they need to travel significant distances to work. This impacts upon planning and advocacy for roads and public transport provision, as well as economic development strategies to develop local employment which fits the skills and qualifications of the residents.

The distance travelled by residents in different industry sectors may be influenced by; the nature of employment opportunities versus the skills and qualifications of local residents; transport options available and commuting times; relationship between wages and salaries (people will travel further for higher paid jobs), house prices in the local area; and the geographic size of the local area (in large areas, local jobs may not in fact be so local, while in more compact areas, workers may walk to work in a neighbouring LGA.).

Please note that where an industry has a very small number of employed residents, there may be no information displayed on the map or the detailed table due to insufficient residents travelling to any one area to display. The summary table will still include the information for the total residents working locally or travelling outside the area to work.

Residents place of work data should be viewed alongside Self-Containment and Employment Capacity datasets, as well as modelled Employed residents estimates, which are updated annually. The Resident Labour Force section will provide the characteristics of the locally available labour force.

Employment location of residents by industry

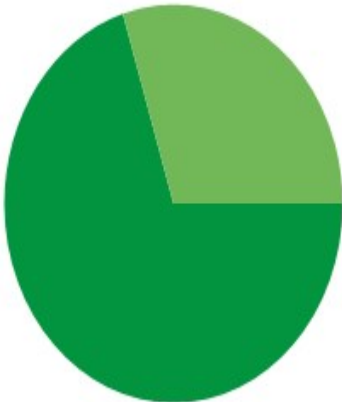
Ballina Shire - All industries		2011	
Status	Number	%	
Live and work in the area	10,476	63.2	
Live in the area, but work outside	4,455	26.9	
Work location unknown	1,650	10.0	
Total employed residents	16,581	100.0	

Source: Australian Bureau of Statistics, Census of Population and Housing 2011. Compiled and presented in economy.id by .id, the population experts.

Employment location of residents, 2011

Ballina Shire - All industries

- Live and work in the area
- Live in the area, but work outside

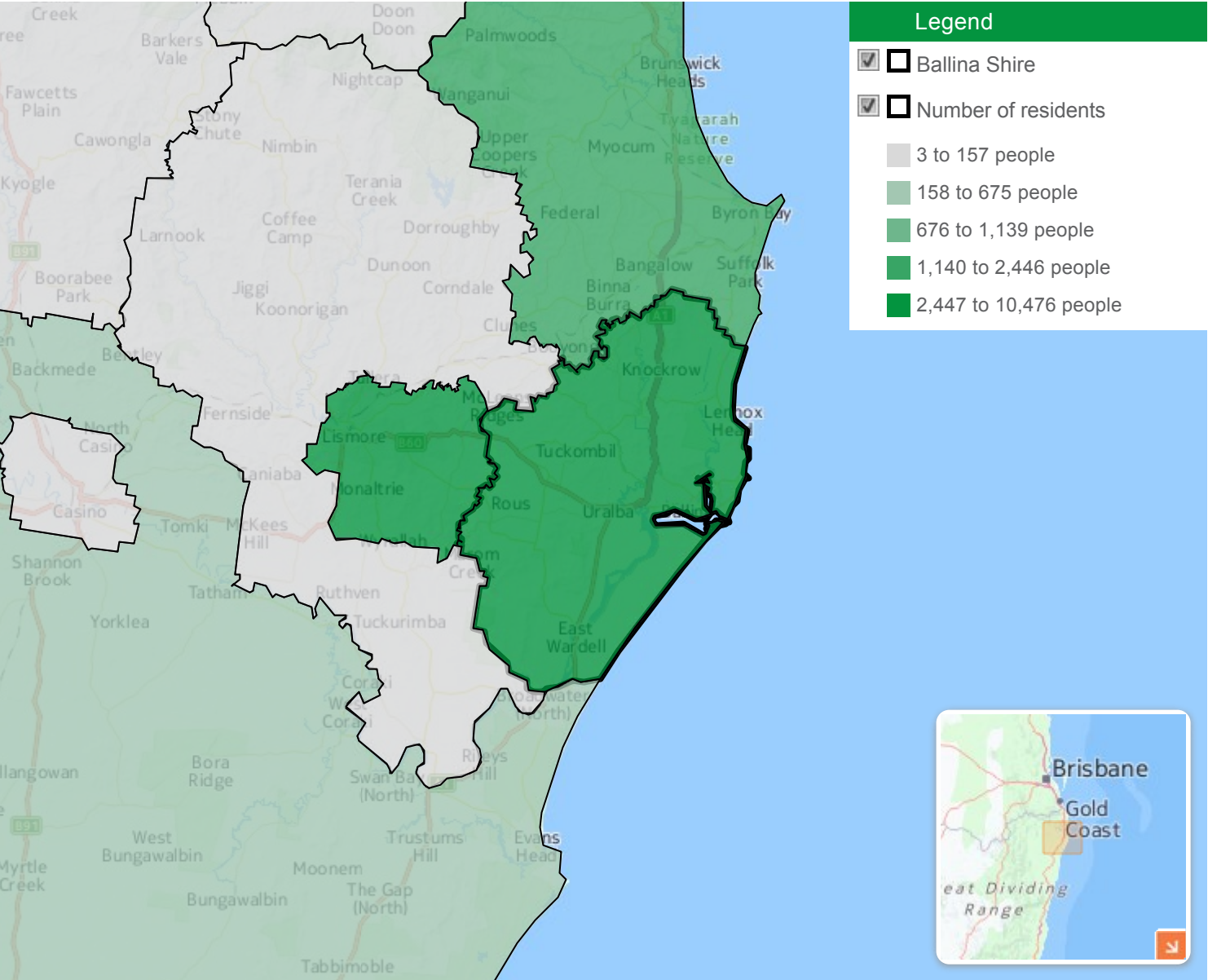


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011 (Usual residence data) Compiled and presented in profile.id by .id, the population experts.



Employment locations of residents by SLA by industry, 2011

Ballina Shire - Total area (All SLAs) - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing 2011.
Compiled and presented in economy.id by .id, the population experts.

Employment location of residents by SLA by industry

Total area (All SLAs) - All industries		2011	
SLA		Number	%
Ballina (A)		10,476	63.2
Lismore (C) - Pt A		2,447	14.8
Byron (A)		1,140	6.9
No usual address (NSW)		676	4.1
POW State/Territory undefined (NSW)		593	3.6
Richmond Valley (A) Bal		158	1.0
Lismore (C) - Pt B		95	0.6
Richmond Valley (A) - Casino		94	0.6
Tweed (A) - Tweed-Heads		43	0.3
Tweed (A) - Pt B		30	0.2
Kyogle (A)		27	0.2
No usual address (Qld)		23	0.1
Clarence Valley (A) - Grafton		15	0.1
Sydney (C) - West		15	0.1
Clarence Valley (A) - Coast		14	0.1
POW Capital city undefined (Greater Sydney)		12	0.1
POW State/Territory undefined (Qld)		11	0.1
Brisbane (C) - Richlands		9	0.1
Gold Coast (C) - Surfers Paradise		9	0.1
Gold Coast (C) - Mudgeeraba-Reedy Creek		8	0.0

Ballina Shire

Workforce - Key statistics - All industries

The workforce is made up of all the people who are employed in the local area, regardless of where they live. Workforce statistics reveal how the characteristics of the workforce in Ballina Shire vary between each industry sector and indicates specific industry sector workforce requirements and employment opportunities. Access the detailed tables for further exploration of each characteristic.

NOTE: All tables in the workers section are based on Census employment data which differ from the NIEIR employment estimates. See data notes for more details.

Workforce key statistics - All industries

Ballina Shire	2011			2006			Change
Name	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
Workforce	--	--	--	--	--	--	--
Total workforce (Census)	13,742	100.0	100.0	12,697	100.0	100.0	+1,045
▪ Males	6,779	49.3	53.2	6,427	50.6	53.6	+352
▪ Females	6,963	50.7	46.8	6,270	49.4	46.4	+693
Age structure	--	--	--	--	--	--	--
15 - 24 years	1,982	14.4	14.4	1,935	15.2	15.4	+47
25 - 54 years	8,525	62.0	67.8	8,407	66.2	69.2	+118
55 - 64 years	2,632	19.2	14.5	1,924	15.2	12.9	+708
65 years and over	603	4.4	3.4	431	3.4	2.6	+172
Top three industries	--	--	--	--	--	--	--
Health care and social assistance	2,083	15.0	11.6	1,561	12.2	10.5	+522
Retail trade	2,035	14.7	10.4	2,079	16.2	11.2	-44
Education and training	1,352	9.8	8.0	1,177	9.2	7.7	+175
Top three occupations	--	--	--	--	--	--	--
Professionals	2,543	18.5	23.0	2,220	17.5	21.7	+323
Managers	1,931	14.1	13.5	1,984	15.6	14.0	-53
Technicians and trades workers	1,829	13.3	13.2	1,741	13.7	13.5	+88
Hours worked	--	--	--	--	--	--	--
Full time	7,443	54.2	64.6	7,073	55.7	65.5	+370
Part time	6,125	44.6	34.0	5,432	42.8	32.6	+693
Qualifications	--	--	--	--	--	--	--
Bachelor or higher degree	2,781	20.2	28.2	2,260	17.8	24.4	+521
Advanced diploma or diploma	1,335	9.7	10.6	1,082	8.5	9.8	+253
Certificate level	3,798	27.6	22.3	3,343	26.3	21.9	+455
No qualifications	5,591	40.7	34.6	5,278	41.6	38.3	+313
Individual Income	--	--	--	--	--	--	--
\$0-\$599	5,341	38.9	27.7	--	--	--	--
\$600-\$1249	5,784	42.1	39.8	--	--	--	--
\$1250 or more	2,471	18.0	31.1	--	--	--	--
Method of Travel to Work	--	--	--	--	--	--	--
Car	9,686	70.5	62.9	8,563	67.4	62.4	+1,123
Public Transport	99	0.7	13.8	79	0.6	12.4	+20
Bicycle	240	1.7	0.8	214	1.7	0.7	+26
Walked only	597	4.3	4.1	615	4.8	4.5	-18
Other Characteristics	--	--	--	--	--	--	--
Born overseas	1,571	11.4	29.9	1,366	10.8	27.6	+205
Speaks a language other than English at home	451	3.3	22.4	308	2.4	19.5	+143
Arrived between 2006 and 2011	196	1.4	5.3	--	--	--	--

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011. Compiled and presented by [id](#), the population experts.

Ballina Shire

Workforce - Age structure - All industries

The Age Structure of an industry's workforce is a key component to understanding the role and function of that industry in Ballina Shire. It is an indicator of the age of the industry and how long it has been established in the area, as well as the possible challenges in expanding that industry in the future.

For example a young workforce may be more mobile and likely to change jobs/industries in the future while an industry with an older workforce may face succession planning issues and challenges in attracting new staff.

For a more complete workforce analysis for Ballina Shire, Age Structure should be viewed in conjunction with Income and Hours Worked.

Workforce age structure

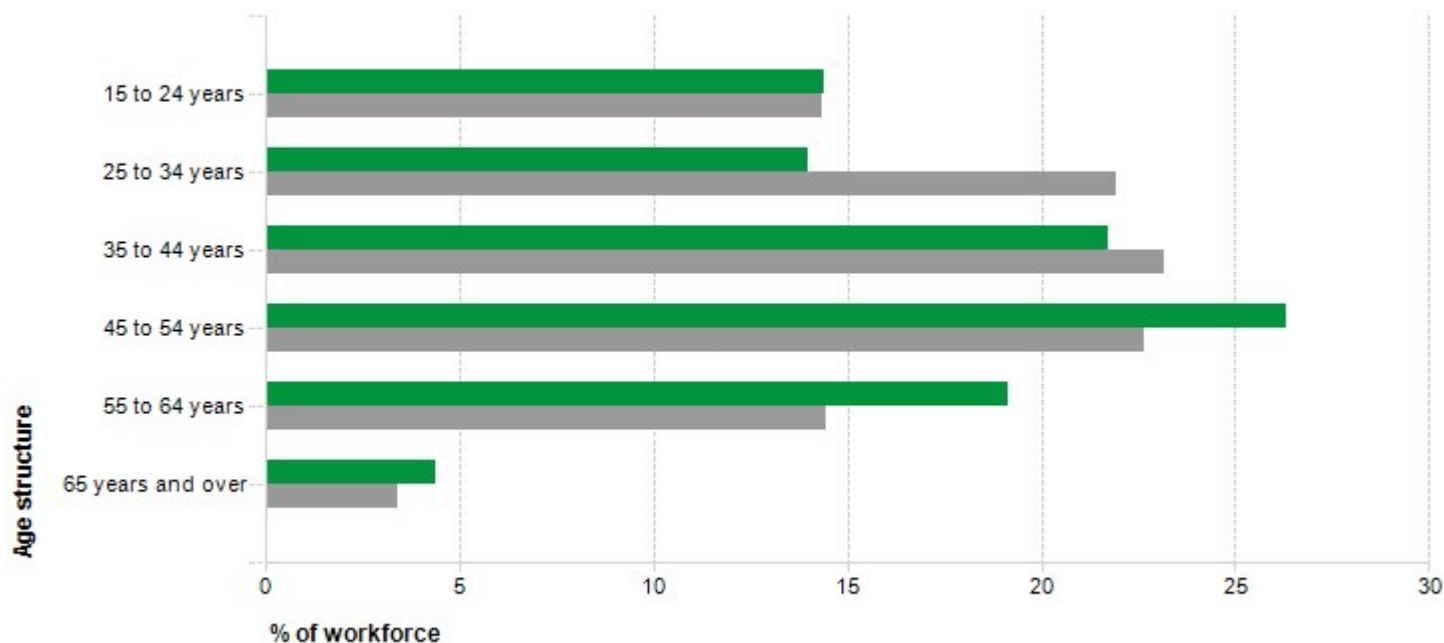
Ballina Shire - All industries	2011			2006			Change
Ten year age groups (years)	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
15 to 24 years	1,982	14.4	14.4	1,935	15.2	15.4	+47
25 to 34 years	1,920	14.0	21.9	1,975	15.6	21.9	-55
35 to 44 years	2,987	21.7	23.2	2,929	23.1	24.2	+58
45 to 54 years	3,618	26.3	22.7	3,503	27.6	23.1	+115
55 to 64 years	2,632	19.2	14.5	1,924	15.2	12.9	+708
65 years and over	603	4.4	3.4	431	3.4	2.6	+172
Total persons	13,742	100.0	100.0	12,697	100.0	100.0	+1,045

Source: Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011. Compiled and presented by .id, the population experts.

Workforce age structure, 2011

Ballina Shire - All industries

■ Ballina Shire ■ New South Wales

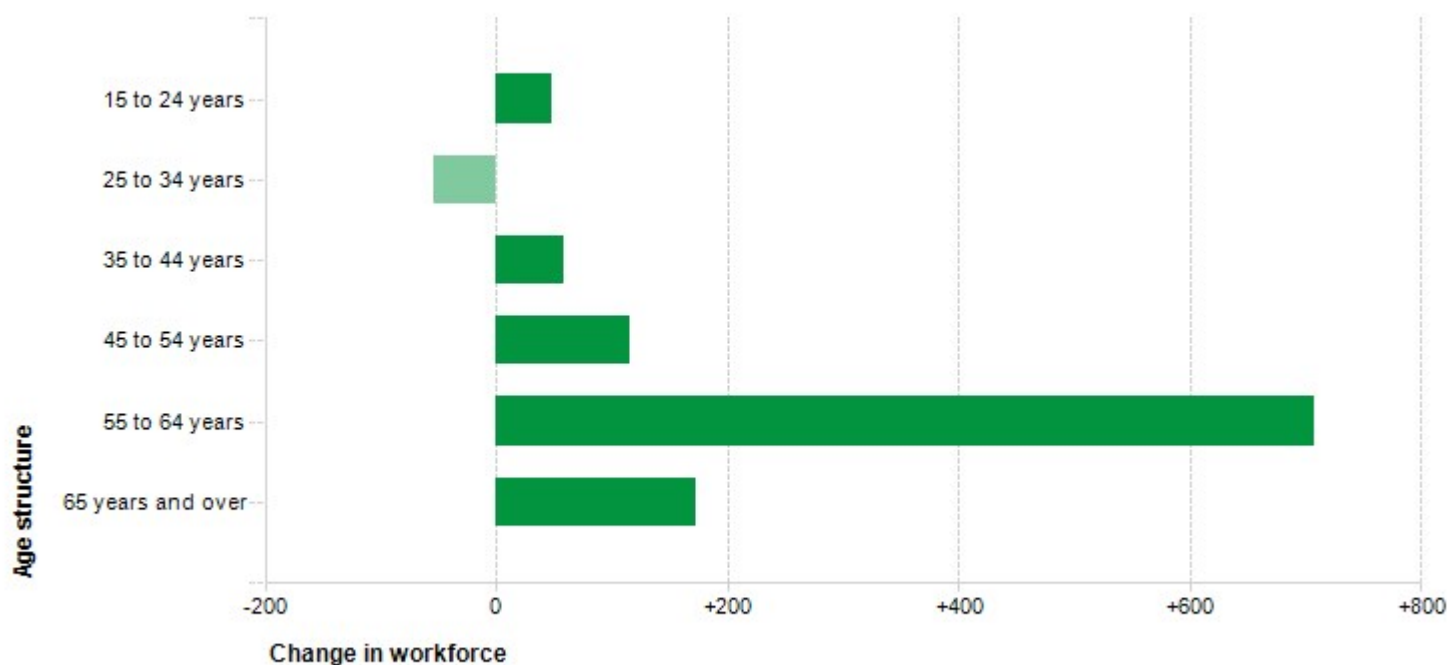


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
Compiled and presented in economy.id by .id, the population experts.

.id the population experts

Change in workforce age structure, 2006 to 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011
Compiled and presented in economy.id by .id, the population experts.

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Dominant groups

Analysis of the age structure of the workforce in Ballina Shire in 2011 compared to New South Wales shows that there was a lower proportion of people in the younger age groups (15 to 44 years) and a higher proportion of people in the older age groups (45 years and over).

Overall, 50.1% of the workforce was aged under 45 years, compared to 59.4% for New South Wales. 49.9% were aged 45 years and over, compared to 40.6% for New South Wales.

The major differences between the age structure of the workforce in Ballina Shire and New South Wales were:

- A *larger* percentage of people aged 55 to 64 years (19.2% compared to 14.5%)
- A *larger* percentage of people aged 45 to 54 years (26.3% compared to 22.7%)
- A *smaller* percentage of people aged 25 to 34 years (14.0% compared to 21.9%)
- A *smaller* percentage of people aged 35 to 44 years (21.7% compared to 23.2%)

Emerging groups

The largest changes in the age structure of the workforce in Ballina Shire between 2006 and 2011 were:

- 55 to 64 years (+708 people)
- 65 years and over (+172 people)
- 45 to 54 years (+115 people)
- 35 to 44 years (+58 people)

Ballina Shire

Workforce - Hours worked - All industries

Hours Worked statistics shows the distribution of employment hours in Ballina Shire across each industry sector. Full-time employment is considered 35-hours and over.

The hours worked by employed people in a particular industry depend on a number of factors:

- The availability and take-up of part-time work in the industry;
- The demands of jobs in the industry and requirement to work overtime;
- The age and family responsibilities of people working in the industry; and
- The gender profile of workers in the industry (due to family commitments, females are often more likely to work part-time).

Hours Worked data should be viewed in conjunction with [Age Structure](#), [Occupation](#) and [Income](#).

Workforce hours worked

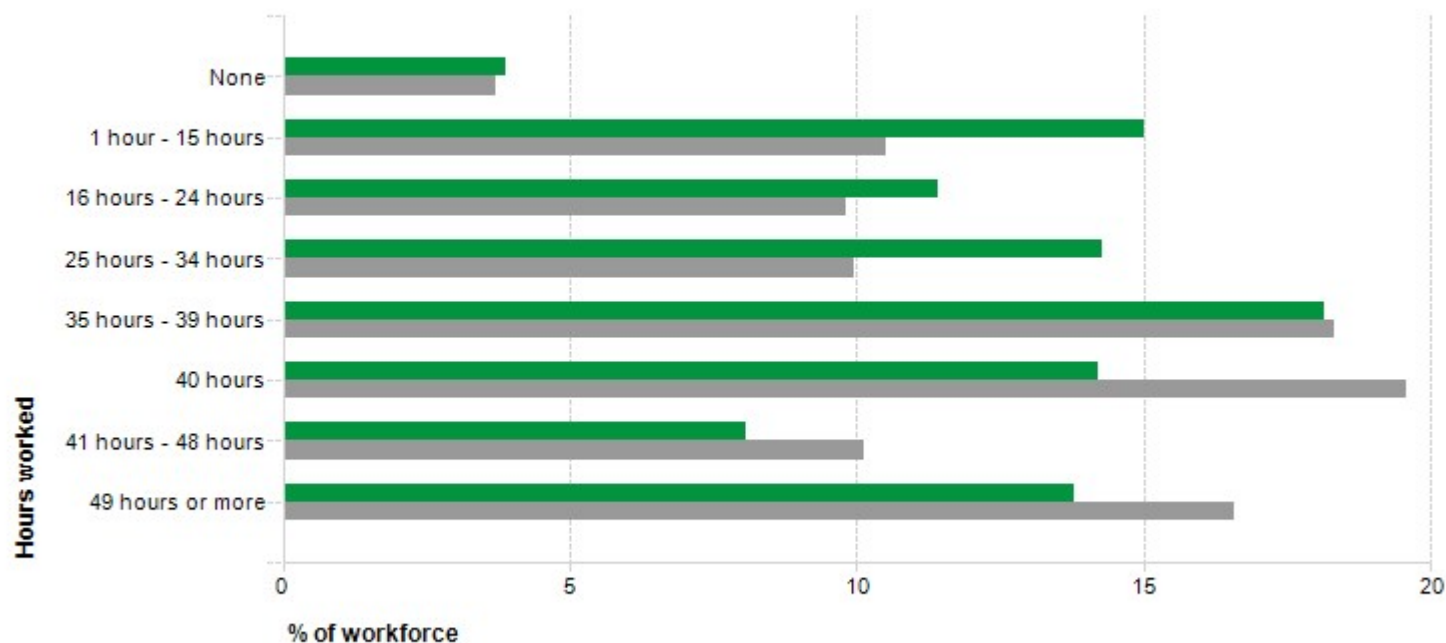
Ballina Shire - All industries	2011			2006			Change
Hours worked	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
None	534	3.9	3.7	399	3.1	3.4	+135
1 hour - 15 hours	2,062	15.0	10.5	1,899	15.0	10.4	+163
16 hours - 24 hours	1,568	11.4	9.8	1,453	11.4	9.3	+115
25 hours - 34 hours	1,961	14.3	9.9	1,681	13.2	9.5	+280
35 hours - 39 hours	2,491	18.1	18.3	2,198	17.3	17.3	+293
40 hours	1,950	14.2	19.6	1,902	15.0	19.4	+48
41 hours - 48 hours	1,108	8.1	10.1	1,023	8.1	11.0	+85
49 hours or more	1,894	13.8	16.6	1,950	15.4	17.8	-56
Not stated	174	1.3	1.5	193	1.5	1.9	-19
Total persons	13,742	100.0	100.0	12,698	100.0	100.0	+1,044

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011. Compiled and presented by [.id](#), the population experts.

Workforce hours worked, 2011

Ballina Shire - All industries

■ Ballina Shire ■ New South Wales

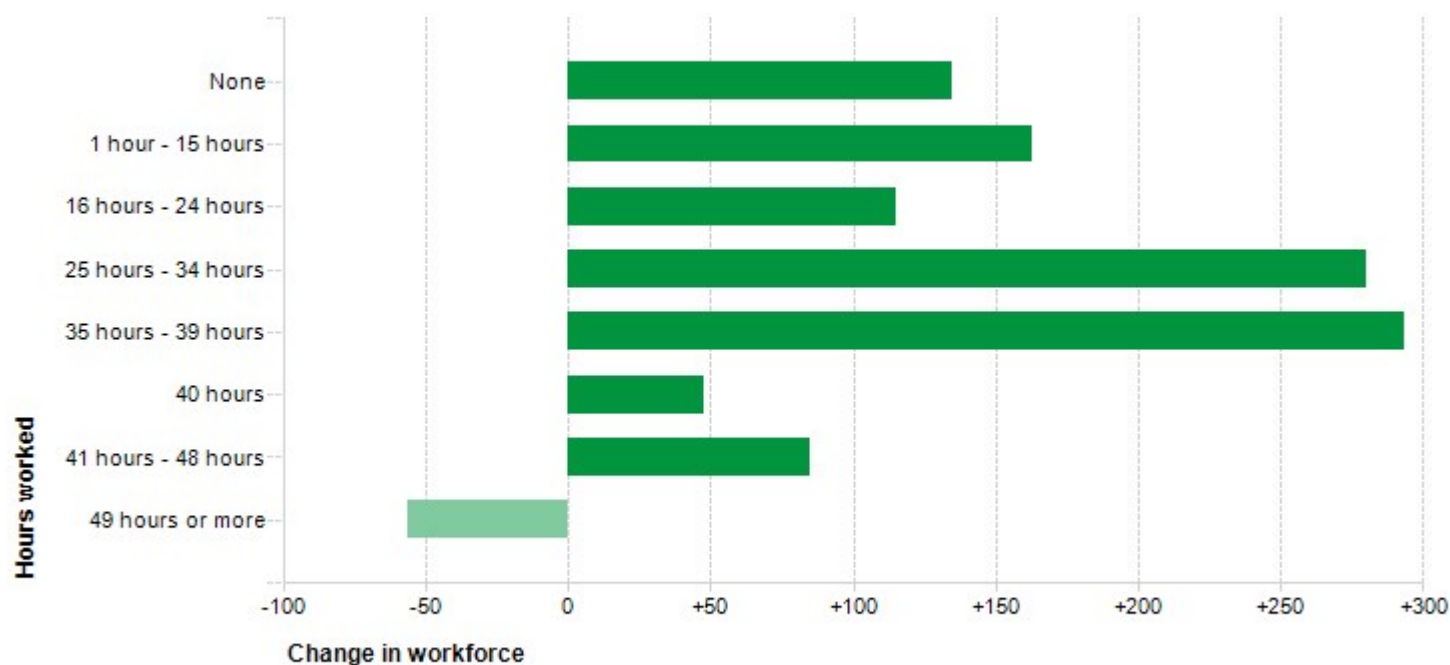


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
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Change in workforce hours worked, 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011
Compiled and presented in economy.id by .id, the population experts.

.id the population experts

Dominant groups

Analysis of the hours worked by the workforce in Ballina Shire in 2011 compared to New South Wales shows that there was a higher proportion who worked part-time (34 hours or less) and a lower proportion who worked full-time (35 hours or more).

Overall, 44.6% of the workforce worked part-time (34 hours or less) , and 54.2% worked full-time (35 hours or more), compared with 34.0% and 64.6% respectively for New South Wales.

The major differences between the hours worked by the workforce in Ballina Shire and New South Wales were:

- A *larger* percentage of people who worked 1 hour - 15 hours (15.0% compared to 10.5%)
- A *larger* percentage of people who worked 25 hours - 34 hours (14.3% compared to 9.9%)
- A *smaller* percentage of people who worked 40 hours (14.2% compared to 19.6%)
- A *smaller* percentage of people who worked 49 hours or more (13.8% compared to 16.6%)

Emerging groups

The largest changes in the hours worked by the workforce in Ballina Shire between 2006 and 2011 were:

- 35 hours - 39 hours (+293 people)
- 25 hours - 34 hours (+280 people)
- 1 hour - 15 hours (+163 people)
- None (+135 people)

Ballina Shire

Workforce - Occupations - All industries

Occupation is a key component for evaluating the socio-economic status of the workforce and the skills required to work in each industry sector.

The occupations of the workforce in Ballina Shire will be influenced by factors including:

- The economic base and employment opportunities available in Ballina Shire;
- The age of the workforce;
- The skill and qualification level required to enter an industry; and
- The working and social aspirations of the population.

For a more complete workforce analysis for Ballina Shire, view Occupations in conjunction with other indicators, such as [Educational Qualifications](#) and [Income](#).

Workforce occupations

Ballina Shire - All industries	2011			2006			Change
Occupations (Click rows to view sub-categories)	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
Managers	1,912	13.9	13.5	2,004	15.8	14.0	-92
Professionals	2,551	18.6	23.0	2,222	17.5	21.7	+329
Technicians and Trades Workers	1,836	13.4	13.2	1,744	13.7	13.5	+92
Community and Personal Service Workers	1,688	12.3	9.6	1,300	10.2	8.6	+388
Clerical and Administrative Workers	1,743	12.7	15.2	1,616	12.7	15.7	+127
Sales Workers	1,709	12.4	9.4	1,597	12.6	9.8	+112
Machinery Operators And Drivers	706	5.1	6.3	594	4.7	6.3	+112
Labourers	1,508	11.0	8.6	1,526	12.0	9.3	-18
Inadequately described or not stated	89	0.6	1.1	106	0.8	1.0	-17
Total persons	13,742	100.0	100.0	12,709	100.0	100.0	+1,033

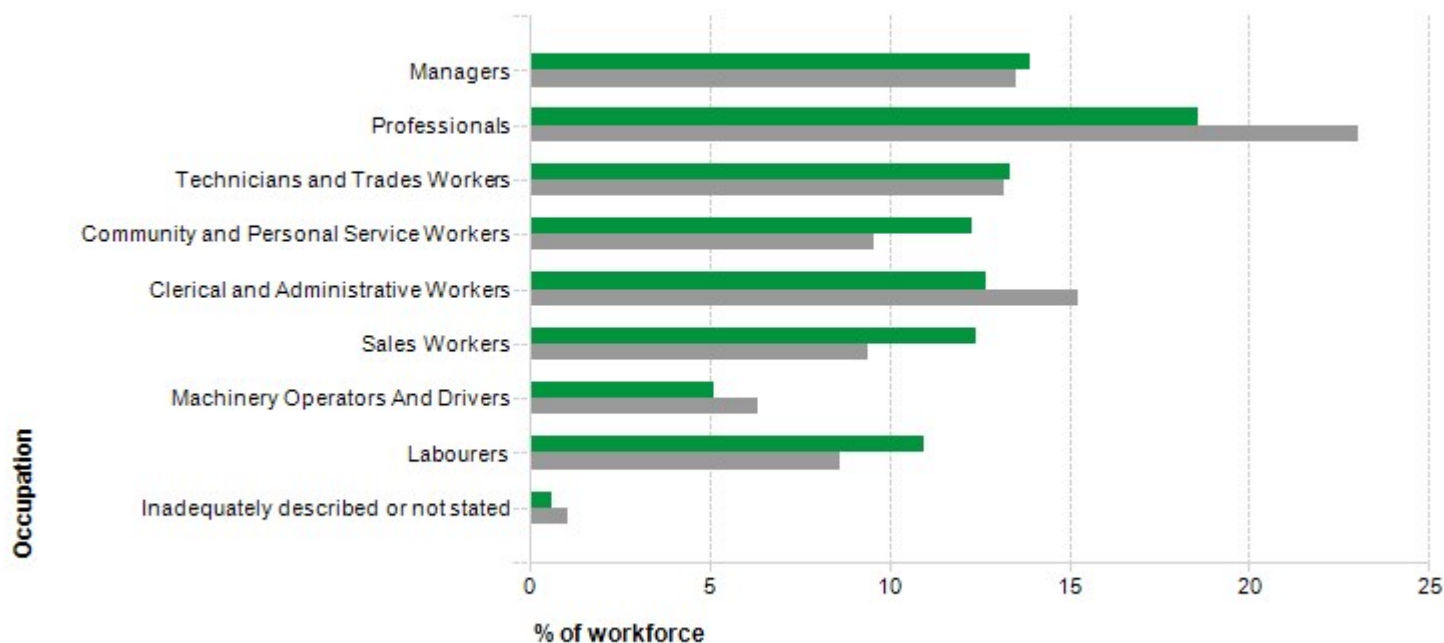
Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011. Compiled and presented by [.id](#), the population experts.

p Residents occupation by small area (2006-2011)

Workforce occupations, 2011

Ballina Shire - All industries

■ Ballina Shire ■ New South Wales

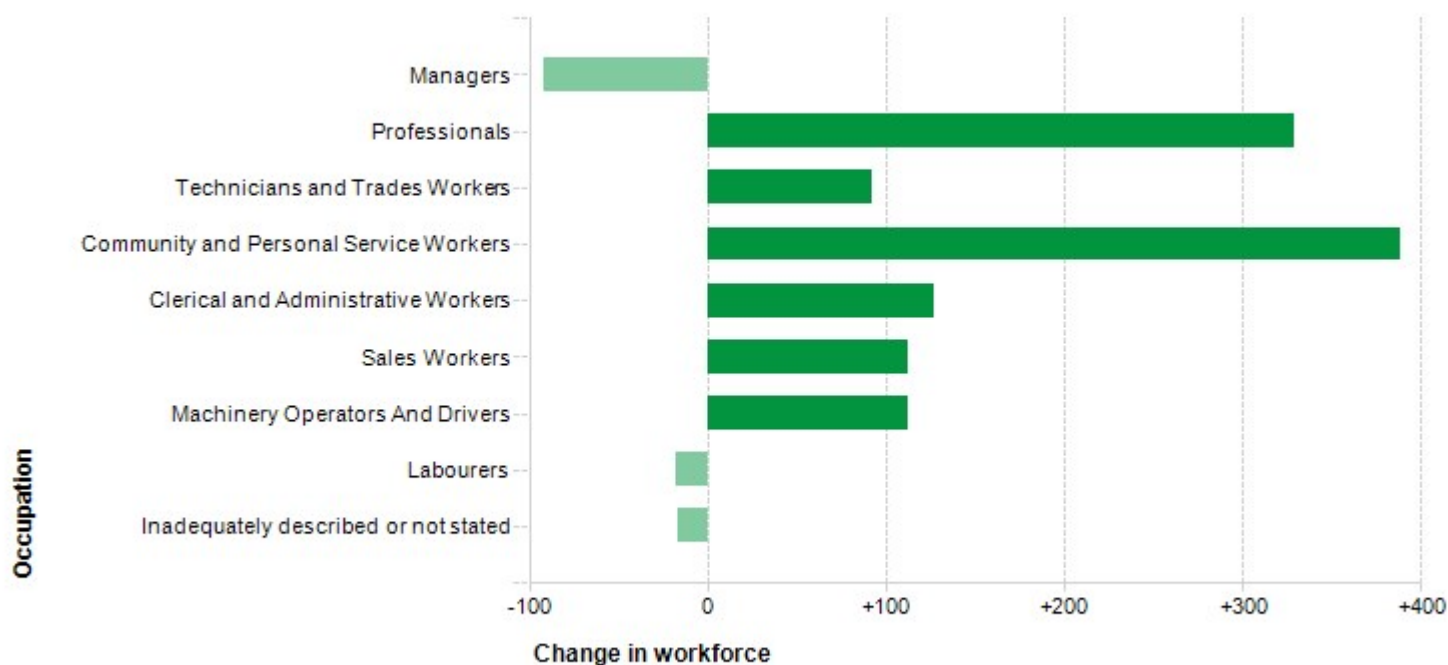


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
Compiled and presented in economy.id by .id, the population experts.

.id the population experts

Change in workforce occupations, 2006 to 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011
Compiled and presented in economy.id by .id, the population experts.

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Dominant groups

An analysis of the jobs held by the workforce in Ballina Shire in 2011 shows the three most popular occupations were:

- Professionals (2,551 people or 18.6%)
- Managers (1,912 people or 13.9%)
- Technicians and Trades Workers (1,836 people or 13.4%)

In combination these three occupations accounted for 6,299 people in total or 45.8% of the workforce.

In comparison, New South Wales employed 23.0% as Professionals; 13.5% as Managers; and 13.2% as Technicians and Trades Workers.

The major differences between the jobs held by the workforce in Ballina Shire and New South Wales were:

- A *larger* percentage of people employed as Sales Workers (12.4% compared to 9.4%)
- A *larger* percentage of people employed as Community and Personal Service Workers (12.3% compared to 9.6%)
- A *smaller* percentage of people employed as Professionals (18.6% compared to 23.0%)
- A *smaller* percentage of people employed as Clerical and Administrative Workers (12.7% compared to 15.2%)

Emerging groups

The largest changes in the jobs held by the workforce in Ballina Shire between 2006 and 2011 were:

- Community and Personal Service Workers (+388 people)
- Professionals (+329 people)
- Clerical and Administrative Workers (+127 people)
- Sales Workers (+112 people)

Ballina Shire

Workforce - Qualifications - All industries

Qualification levels help to evaluate the economic opportunities and socio-economic status of workers in a particular industry.

The level of qualifications in a workforce relate to a number of factors including:

- The age of the workforce;
- The skill and qualification level required to enter an industry;
- The professional or working ambitions of people (to seek education as youth or retraining as adults);
- The opportunities afforded to people to continue studying beyond compulsory schooling.

Educational Qualification statistics should be looked at in conjunction with Field of Qualification and Occupation data for a full education analysis for Ballina Shire.

Workforce qualifications

Ballina Shire - All industries	2011			2006			Change
Qualification level	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
Bachelor or Higher degree	2,781	20.2	28.2	2,260	17.8	24.4	+521
Advanced Diploma or Diploma	1,335	9.7	10.6	1,082	8.5	9.8	+253
Certificate IV Level	586	4.3	3.3	330	2.6	2.5	+256
Certificate III Level	2,630	19.1	15.6	2,455	19.3	15.6	+175
Certificate I and II Level	273	2.0	1.4	249	2.0	1.5	+24
Certificate Level, nfd	309	2.2	2.0	309	2.4	2.4	0
No qualification	5,591	40.7	34.6	5,278	41.6	38.3	+313
Inadequately described or not stated	237	1.7	4.2	735	5.8	5.5	-498
Total persons	13,742	100.0	100.0	12,698	100.0	100.0	+1,044

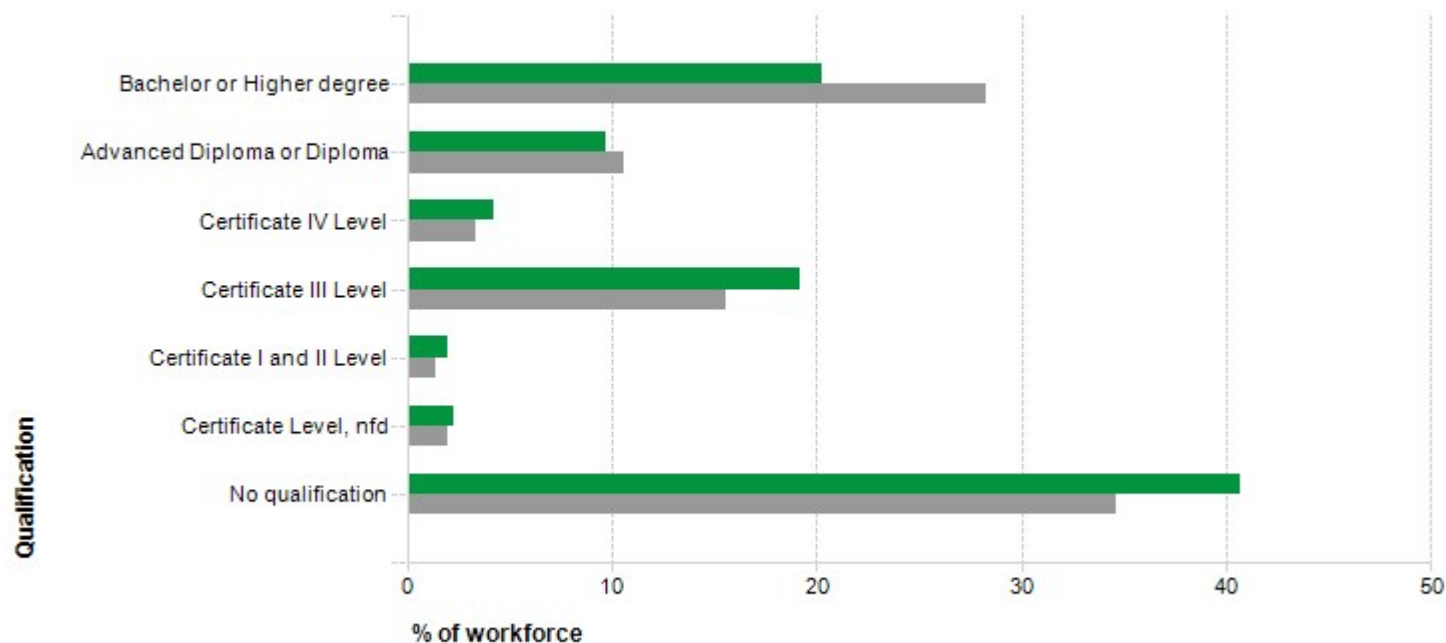
Source: Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011. Compiled and presented by .id, the population experts.

Residents qualifications by small area (2001-2011)

Workforce qualification, 2011

Ballina Shire - All industries

■ Ballina Shire ■ New South Wales

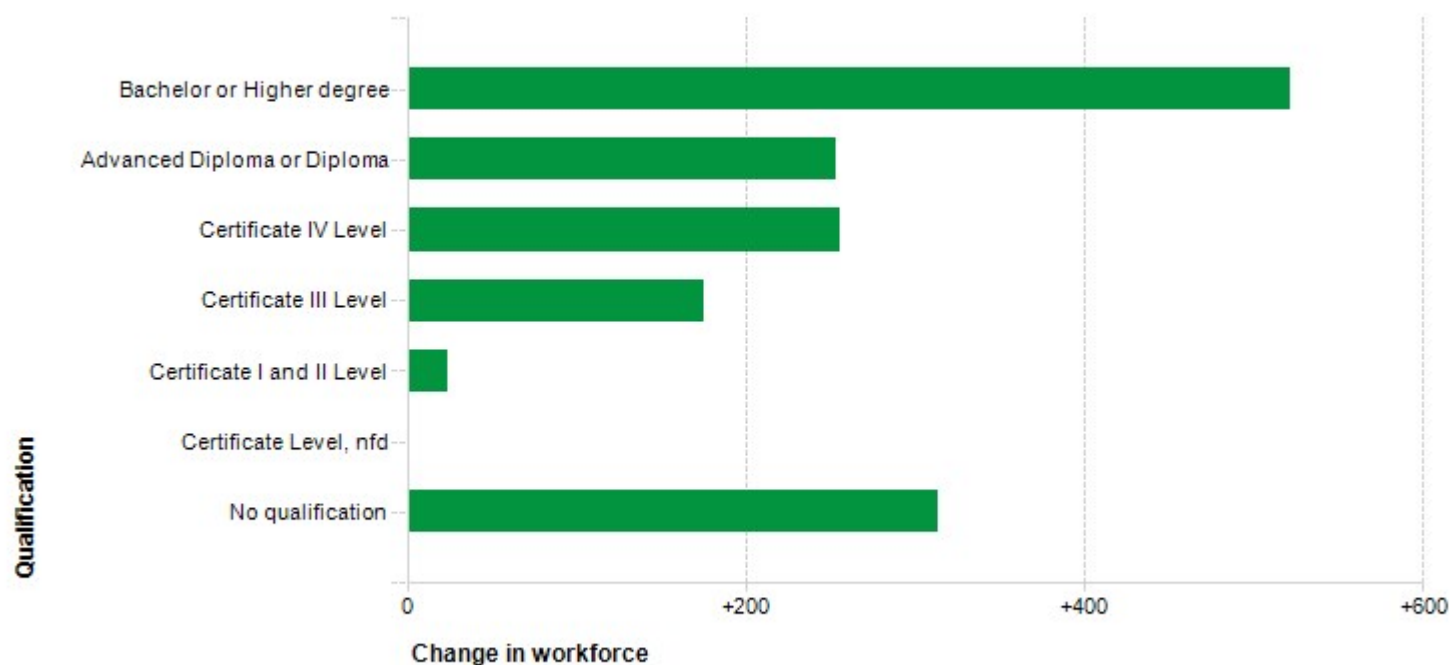


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
Compiled and presented in economy.id by .id, the population experts.

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Change in workforce qualification, 2006 to 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011
Compiled and presented in economy.id by .id, the population experts.

.id the population experts

Dominant groups

Analysis of the qualifications of the workforce in Ballina Shire in 2011 compared to New South Wales shows that there was a lower proportion holding formal qualifications (Bachelor or higher degree; Advanced Diploma or Diploma; or Vocational qualifications), and a higher proportion with no formal qualifications.

Overall, 57.6% of the workforce held educational qualifications, and 40.7% had no qualifications, compared with 61.2% and 34.6% respectively for New South Wales.

The major differences between the qualifications held by the workforce in Ballina Shire and New South Wales were:

- A *larger* percentage of people with No qualifications (40.7% compared to 34.6%)
- A *larger* percentage of people with Certificate III Levels (19.1% compared to 15.6%)
- A *larger* percentage of people with Certificate IV Levels (4.3% compared to 3.3%)
- A *smaller* percentage of people with Bachelor or Higher degrees (20.2% compared to 28.2%)

Emerging groups

The largest changes in the qualifications held by the workforce in Ballina Shire between 2006 and 2011 were:

- Bachelor or Higher degrees (+521 people)
- No qualifications (+313 people)
- Certificate IV Levels (+256 people)
- Advanced Diploma or Diplomas (+253 people)

Ballina Shire

Workforce - Field of qualification - All industries

Field of Qualification presents the primary field of study for the highest qualification the person has received. While this is likely to have some relationship to the current occupation, this is not necessarily the case.

The field of study relates to a number of factors, such as:

- The age of the workforce;
- The type of qualification required to enter an industry;
- The availability of jobs related to fields of qualification in Ballina Shire;
- The types of occupations which are available in an area or industry.

The fields of qualification held by employed people in a particular industry are likely to show the type of skills required in that industry. Large numbers of a particular field of qualification in an industry may indicate that it is a pre-requisite for that industry. The presence of fields of qualification outside the main range of qualifications used in that industry may indicate that the industry values employees of a broad educational background, or that people haven't been able to find employment in their chosen field.

Field of Qualification information should be looked at in conjunction with [Level of Qualification](#) and [Occupation](#) data for a clearer picture of the skills available in Ballina Shire's workforce.

Workforce field of qualification - Summary

Ballina Shire - All industries	2011			2006			Change
Field of qualification (Click rows to view sub-categories)	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
Natural and Physical Sciences	185	1.3	2.0	183	1.4	1.9	+2
Information Technology	134	1.0	2.6	97	0.8	2.3	+37
Engineering and Related Technologies	1,235	9.0	10.9	1,152	9.1	11.2	+83
Architecture and Building	611	4.4	4.0	562	4.4	3.9	+49
Agriculture, Environmental and Related Studies	381	2.8	1.5	366	2.9	1.5	+15
Health	1,100	8.0	6.5	896	7.1	5.9	+204
Education	1,062	7.7	5.2	957	7.5	5.1	+105
Management and Commerce	1,589	11.6	15.7	1,348	10.6	14.0	+241
Society and Culture	968	7.0	7.7	717	5.6	6.6	+251
Creative Arts	285	2.1	2.7	195	1.5	2.4	+90
Food, Hospitality and Personal Services	625	4.5	3.2	529	4.2	2.9	+96
Mixed Field Programmes	9	0.1	0.1	9	0.1	0.1	0
Not stated or inadequately described	345	2.5	3.1	414	3.3	3.8	-69
No qualification	5,213	37.9	34.6	5,276	41.5	38.3	-63
Total persons	13,742	100.0	100.0	12,701	100.0	100.0	+1,041

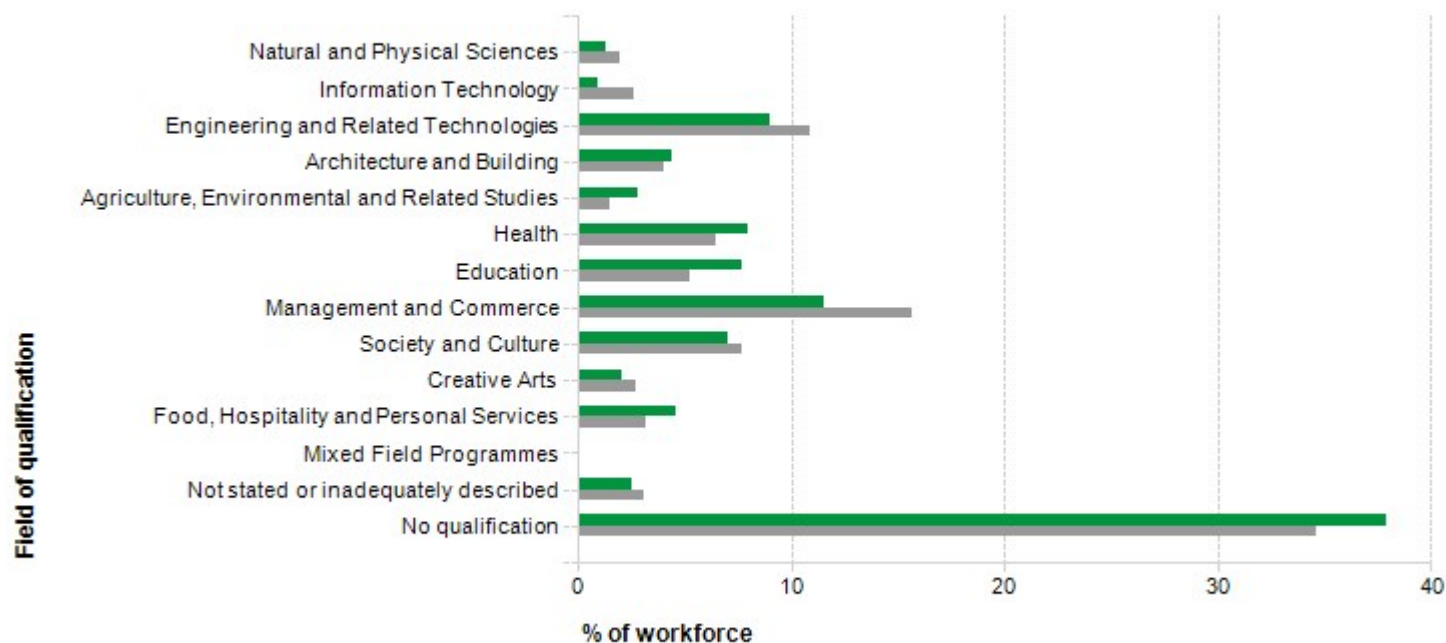
Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011. Compiled and presented by [.id](#), the population experts.

Residents qualifications by small area (2001-2011)

Workforce field of qualification, 2011

Ballina Shire - All industries

■ Ballina Shire ■ New South Wales

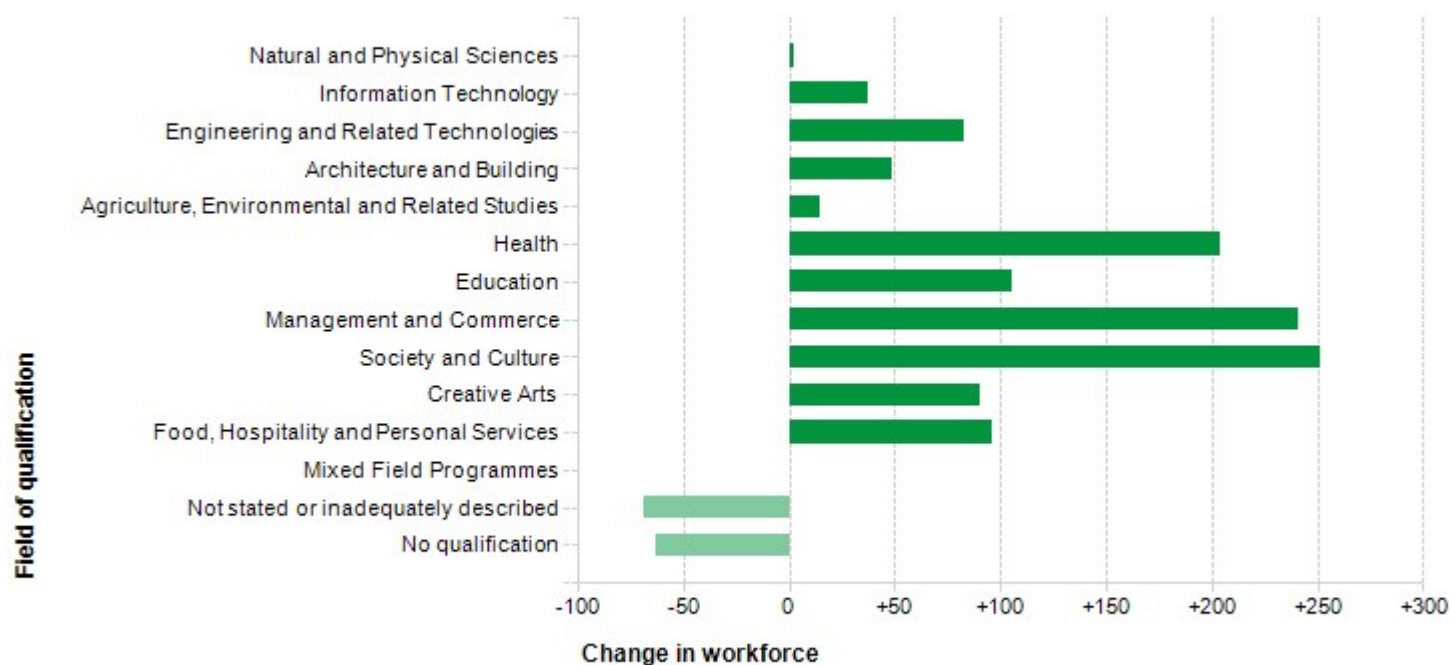


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
Compiled and presented in economy.id by .id, the population experts.

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Change in workforce field of qualification, 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011
Compiled and presented in economy.id by .id, the population experts.

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Dominant groups

Analysis of the fields of qualifications of the workforce shows that the three largest fields of qualification were:

- Management and Commerce (1,589 people or 11.6%)
- Engineering and Related Technologies (1,235 people or 9.0%)
- Health (1,100 people or 8.0%)

In combination these three fields accounted for 3,924 people in total or 28.6% of the employed workforce.

In comparison, New South Wales employed 15.7% in Management and Commerce; 10.9% in Engineering and Related Technologies; and 6.5% in Health.

The major differences between the fields of qualifications of the workforce in Ballina Shire and New South Wales were:

- A *larger* percentage of people qualified in the field of Education (7.7% compared to 5.2%)
- A *smaller* percentage of people qualified in the field of Management and Commerce (11.6% compared to 15.7%)
- A *smaller* percentage of people qualified in the field of Engineering and Related Technologies (9.0% compared to 10.9%)
- A *smaller* percentage of people qualified in the field of Information Technology (1.0% compared to 2.6%)

Emerging groups

The largest changes in fields of qualifications of the workforce in Ballina Shire between 2006 and 2011 were:

- Society and Culture (+251 people)
- Management and Commerce (+241 people)
- Health (+204 people)
- Education (+105 people)

Ballina Shire

Workforce - Individual income - All industries

Individual Income is an indicator of socio-economic status, skills and occupations required in a particular industry. With other data sources, such as Qualifications and Occupation, it helps to evaluate the economic opportunities of people in an industry.

The amount of income an individual receives is linked to a number of factors including the person's employment status, age, qualifications and type of employment undertaken by the person.

Wages in Ballina Shire can vary greatly across industry sectors. As well as being related to the type of jobs and qualifications required in a particular industry, income levels can be related to the level of part-time employment, Occupations, Qualifications and the Age Structure of the workforce, so the data should be looked at in conjunction with these topics.

Workforce individual income

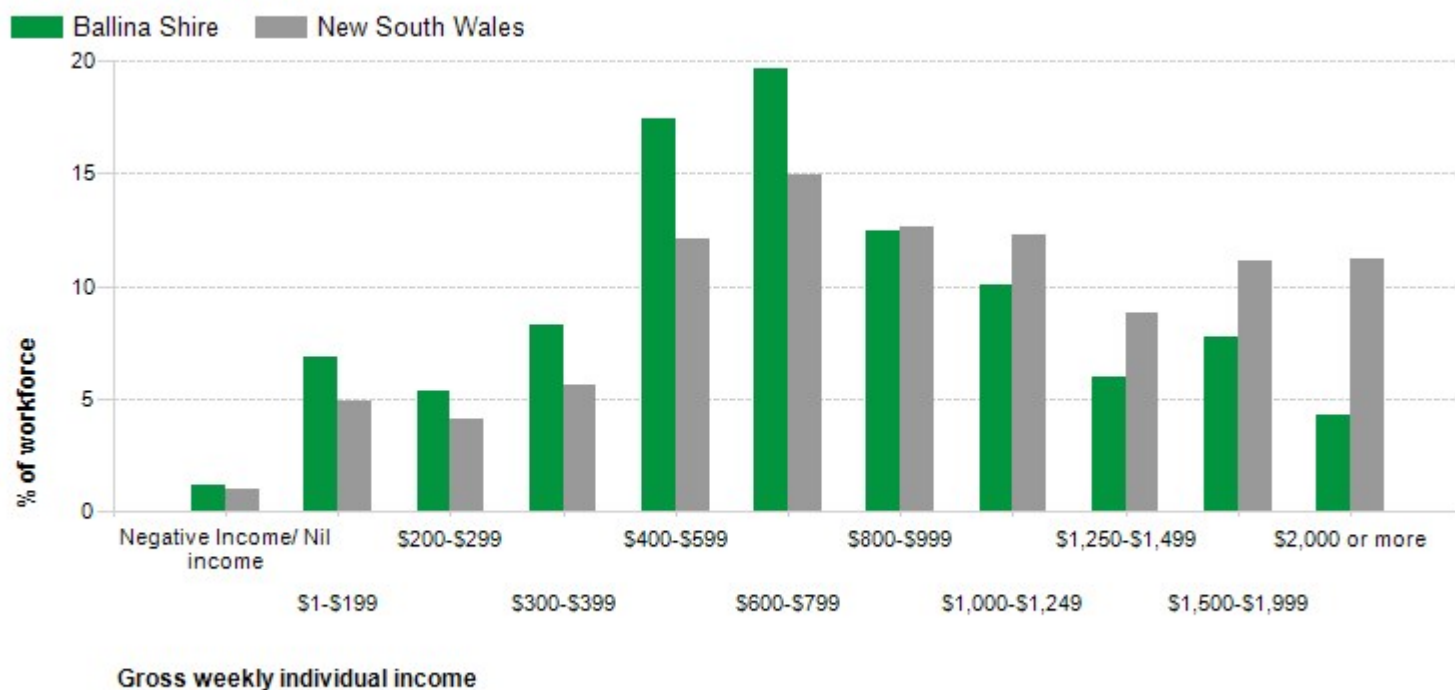
Ballina Shire - All industries		2011		
Gross weekly individual income		Number	%	New South Wales %
Negative Income/ Nil income		157	1.1	1.0
\$1-\$199		937	6.8	4.9
\$200-\$299		727	5.3	4.1
\$300-\$399		1,131	8.2	5.6
\$400-\$599		2,389	17.4	12.1
\$600-\$799		2,696	19.6	15.0
\$800-\$999		1,705	12.4	12.6
\$1,000-\$1,249		1,383	10.1	12.3
\$1,250-\$1,499		824	6.0	8.8
\$1,500-\$1,999		1,066	7.8	11.1
\$2,000 or more		581	4.2	11.2
Not stated		147	1.1	1.3
Total persons		13,743	100.0	100.0

Source: Australian Bureau of Statistics, Census of Population and Housing 2006 and 2011. Compiled and presented by .id, the population experts.

Residents individual income by small area (2011)

Workforce individual income, 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
Compiled and presented in economy.id by .id, the population experts.



Dominant groups

Analysis of the workforce individual income levels in Ballina Shire in 2011 compared to New South Wales shows that there was a lower proportion earning a high income (those earning \$1,500 per week or more) and a higher proportion of low income persons (those earning less than \$400 per week).

Overall, 12.0% of the workforce earned a high income, and 21.5% earned a low income, compared with 22.3% and 15.6% respectively for New South Wales.

The major differences between the weekly income of the workforce in Ballina Shire and New South Wales were:

- A *larger* percentage of people who earned \$400-\$599 (17.4% compared to 12.1%)
- A *larger* percentage of people who earned \$600-\$799 (19.6% compared to 15.0%)
- A *smaller* percentage of people who earned \$2,000 or more (4.2% compared to 11.2%)
- A *smaller* percentage of people who earned \$1,500-\$1,999 (7.8% compared to 11.1%)

Ballina Shire

Workforce - Individual income quartiles - All industries

Individual Income is an indicator of socio-economic status, skills and occupations required in a particular industry. With other data sources, such as Qualifications and Occupation, it helps to evaluate the economic opportunities of people in an industry.

Income quartiles are used to condense income categories into manageable units, adjust for the effects of inflation, and allow areas to be compared over time relative to a benchmark. The incomes for a specified industry for the state are split into four equal groups, each containing 25% of the workers in that industry, and the quartiles allow users to compare changes in that industry in the local area to changes statewide, or against another benchmark. For more information on how quartiles are calculated please refer to the data notes.

As well as being related to the type of jobs and qualifications required in a particular industry, income levels can be related to the level of [part-time employment](#), [Occupations](#), [Qualifications](#) and the [Age Structure](#) of the workforce, so the data should be looked at in conjunction with these topics.

Workforce individual income quartiles

Ballina Shire - All industries	2011			2006			Change
Quartile group	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
Lowest group	4,738	34.9	25.0	4,447	35.5	25.0	+291
Medium lowest	4,201	30.9	25.0	3,862	30.8	25.0	+339
Medium highest	2,789	20.5	25.0	2,537	20.3	25.0	+251
Highest group	1,868	13.7	25.0	1,673	13.4	25.0	+195
Total persons with stated income	13,596	100.0	100.0	12,520	100.0	100.0	+1,076

Source: Derived from the Australian Bureau of Statistics , Census of Population and Housing 2006 and 2011.

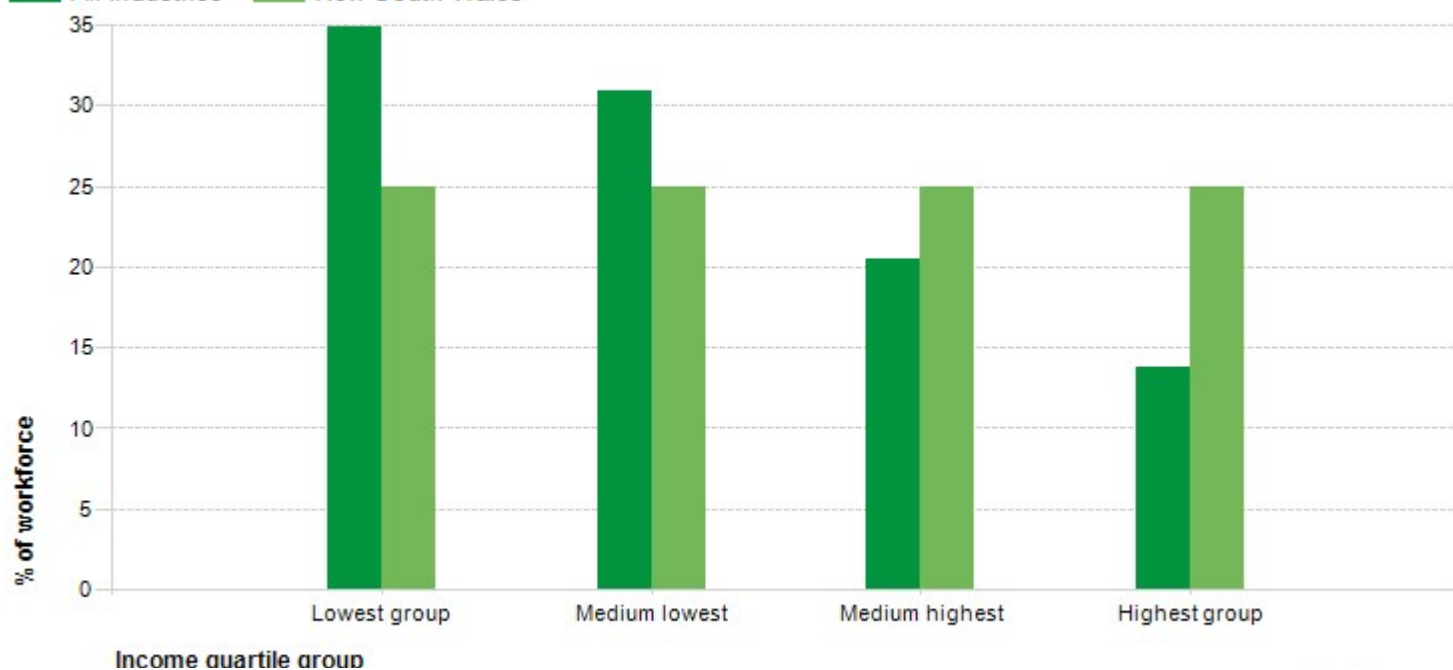
Quartile group dollar ranges (Individuals)

Calculated from income data for New South Wales - All industries	Weekly income by Census year	
Individual quartile ranges	2011	2006
Lowest group	\$0 to \$548	\$0 to \$457
Medium lowest	\$549 to \$905	\$458 to \$752
Medium highest	\$906 to \$1,432	\$753 to \$1,197
Highest group	\$1,433 and over	\$1,198 and over

Workforce individual income quartiles, 2011

Ballina Shire - All industries

■ All industries ■ New South Wales

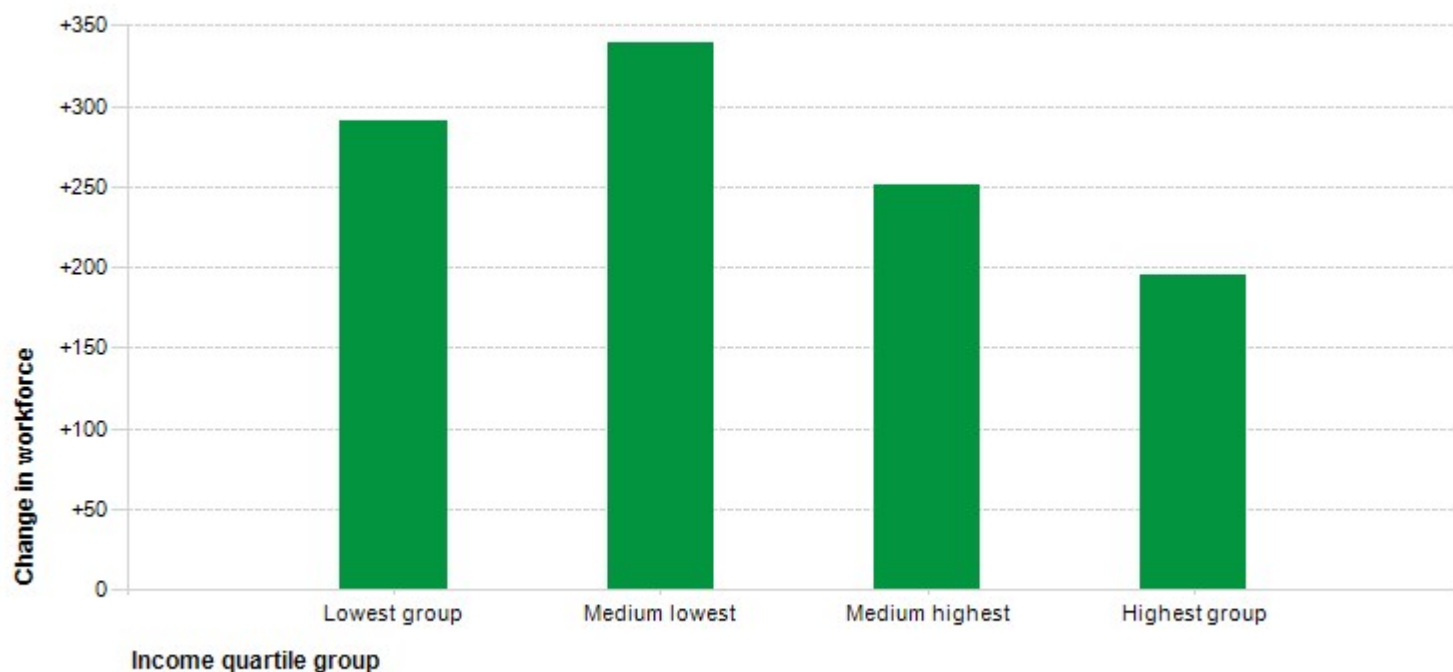


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
Compiled and presented in economy.id by .id, the population experts.

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Change in workforce individual income quartiles, 2006 to 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011
Compiled and presented in economy.id by .id, the population experts.

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Dominant groups

Income quartiles allow us to compare relative income-earning capabilities across time. Analysis of the distribution of the workforce by income quartile compared to New South Wales shows that there was lesser proportion of people in the highest income quartile, and a greater proportion in the lowest income quartile.

Emerging groups

The most significant change for the workforce between 2006 and 2011 was in the medium lowest quartile which showed an increase of 339 people.

Ballina Shire

Workforce - Method of travel to work - All industries

This data reveals the main modes of transport used by workers in a particular industry to get to work. Workforce transport data for Ballina Shire is very useful in transport planning as it informs decision-makers about the effectiveness and availability of public transport.

There are a number of reasons why people use different Modes of Transport to get to work including:

- The availability of affordable and effective public transport options between place of residence and place of work (For instance, industries located near railway stations are likely to have higher public transport use than those located away from main public transport routes);
- The number of motor vehicles available from within a household; and
- The travel distance to work, which for example, can allow people to walk or bicycle to their place of employment.

Method of Travel to Work data should be viewed in conjunction with [Workers Place of Residence](#) and [Residents Place Of Work By Industry](#) for a clearer picture of where people come from to work in the Ballina Shire, and [Employment Locations](#) for the Destination Zones they work in and how they arrive there.

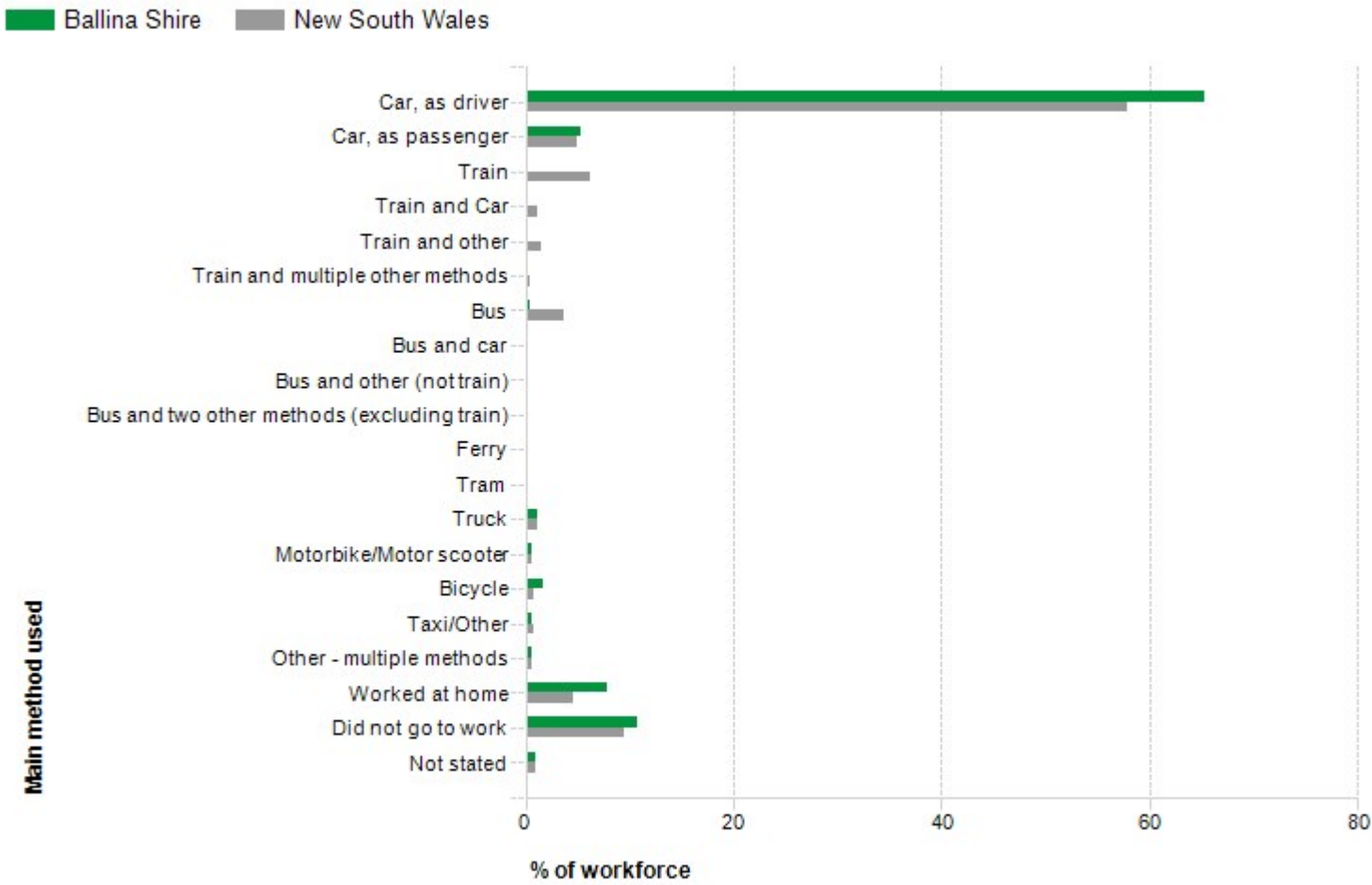
Workforce method of travel to work

Ballina Shire - All industries	2011			2006			Change
Main method of travel	Number	%	New South Wales %	Number	%	New South Wales %	2006 to 2011
Car, as driver	8,962	65.2	57.9	7,715	60.7	56.8	+1,247
Car, as passenger	724	5.3	5.0	848	6.7	5.6	-124
Train	0	0.0	6.2	0	0.0	5.4	0
Train and Car	3	0.0	1.3	0	0.0	1.3	+3
Train and other	0	0.0	1.6	0	0.0	1.3	0
Train and multiple other methods	3	0.0	0.4	3	0.0	0.3	0
Bus	70	0.5	3.7	61	0.5	3.5	+9
Bus and car	17	0.1	0.3	12	0.1	0.2	+5
Bus and other (not train)	3	0.0	0.1	3	0.0	0.1	0
Bus and two other methods (excluding train)	3	0.0	0.0	0	0.0	0.0	+3
Ferry	0	0.0	0.2	0	0.0	0.2	0
Tram	0	0.0	0.0	3	0.0	0.0	-3
Truck	172	1.3	1.2	187	1.5	1.6	-15
Motorbike/Motor scooter	94	0.7	0.6	86	0.7	0.6	+8
Bicycle	240	1.7	0.8	214	1.7	0.7	+26
Taxi/Other	80	0.6	0.7	81	0.6	0.8	-1
Other - multiple methods	86	0.6	0.6	74	0.6	0.5	+12
Walked only	597	4.3	4.1	615	4.8	4.5	-18
Worked at home	1,075	7.8	4.7	1,176	9.3	4.9	-101
Did not go to work	1,477	10.7	9.6	1,474	11.6	10.5	+3
Not stated	139	1.0	1.0	150	1.2	1.1	-11
Total persons	13,745	100.0	100.0	12,702	100.0	100.0	+1,043

Source: Australian Bureau of Statistics, [Census of Population and Housing](#) 2006 and 2011. Compiled and presented by [.id](#), the population experts.

Workforce method of travel to work, 2011

Ballina Shire - All industries

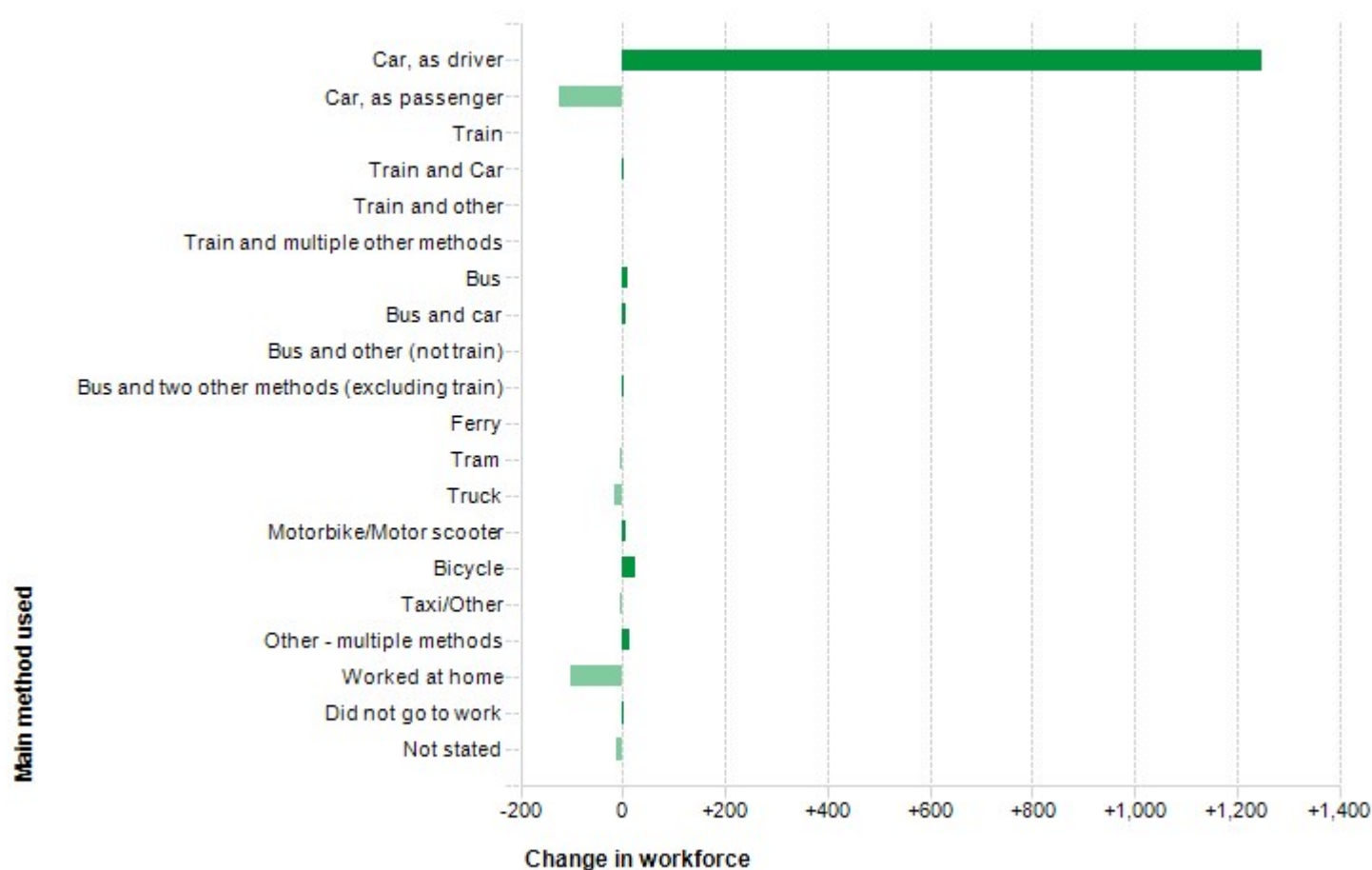


Source: Australian Bureau of Statistics, Census of Population and Housing, 2011
Compiled and presented in economy.id by .id, the population experts



Change in workforce method of travel to work, 2006 to 2011

Ballina Shire - All industries



Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 and 2011
Compiled and presented in economy.id by .id, the population experts.

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Dominant groups

In 2011, there were 99 people in the workforce who caught public transport to work (train, bus, tram or ferry) in Ballina Shire, compared with 9,858 who drove in private vehicles (car – as driver, car – as passenger, motorbike, or truck). Analysis of the method of travel to work of the workforce in Ballina Shire in 2011 compared to New South Wales shows that 0.7% used public transport, while 71.7% used a private vehicle, compared with 13.8% and 64.1% respectively in New South Wales.

The major differences between the method of travel to work of the workforce in Ballina Shire and New South Wales were:

- A *larger* percentage of people who travelled by car (as driver) (65.2% compared to 57.9%)
- A *larger* percentage of people who worked at home (7.8% compared to 4.7%)
- A *smaller* percentage of people who travelled by train (0.0% compared to 6.2%)
- A *smaller* percentage of people who travelled by bus (0.5% compared to 3.7%)

Emerging groups

The largest changes in the method of travel to work of the workforce in Ballina Shire between 2006 and 2011 were:

- Car, as driver (+1,247 people)
- Car, as passenger (-124 people)
- Worked at home (-101 people)
- Bicycle (+26 people)

Ballina Shire

About the economic profile

Ballina Shire Economic Profile provides economic analysis for the Ballina Shire by combining 11 different datasets to build a cohesive story of a local economy, how it is changing and how it compares to other areas.

It is a public resource designed to be used by council staff, community groups, investors, business people, students and the general public. You can be confident about the quality of the information as it is derived from official sources and the most robust economic modelling, analysed and presented by experts and funded by Ballina Shire. Each data source is maintained with the latest series so you can be sure you are using the most up to date information.

Results for the Ballina Shire include Gross Regional Product, local jobs, local businesses, employment, unemployment, population, building approvals, industry structure, journey to work and much more.

About National Economics (NIEIR)

Reliable primary economic data sets exist only at the national, state and regional level at best. The only way to get a realistic measure of GRP, number of jobs and other economic indicators at the local area level is to undertake economic modelling. The most significant challenge with local area economic modelling is to ensure that the process reflects the unique economic characteristics of the local area. For example, one of the traps is to apply national and state-level productivity propensities at the local level, which we now know are simply not accurate because it assumes that the economic characteristics of all local areas are the same.

NIEIR are recognised as industry leaders in the development and provision of robust economic modelling at the smallest credible geographic unit (Local Government Area). NIEIR modelling draws on many data sources to offer the most nuanced data possible at the local level. The NIEIR dataset is the result of a process of economic micro-simulation modelling – it is an amalgam of many different existing data sources (between 6 and 10 depending on the region and time period) which are synthesised to produce a series of estimates of the size and value of the local economy.

Importantly, the NIEIR model is updated on an annual basis (with quarterly breakdown for some characteristics). This means the impact of global, national and local economic changes can be clearly seen at the local level.

For over 15 years NIEIR have been producing the annual benchmark State of the Regions Report commissioned by the Australian Local Government Association (ALGA). These reports benchmark regional economies and identifies strategies that strengthen local and regional economic and employment outcomes, laying the framework for future policy direction and emphasizing the role and importance of local government.

[Learn more about NIEIR](#)

About .id, the population experts

.id is a company of population experts - demographers, spatial analysts, urban planners, forecasters, census data and IT experts who build demographic information products for Australia & New Zealand.

We understand how cities, towns and regions are growing and changing. Name a place and we can tell you about its population's past, present and future!

We use spatial data to tell this story in powerful web applications.

We share this knowledge with our clients so they can make confident decisions about when and where to provide services and invest in infrastructure.

Our clients are organisations who contribute to building our cities and communities. They include local & state government, education providers, housing developers, retailers, health care providers, utilities companies, banks & insurers, sporting clubs and planning consultants.

During our 15 years in business, we have built over 550 websites delivering analytical and spatial decision making information to more than 300 clients Australia-wide and in New Zealand. These sites are publicly available in [.id's demographic resource centre](#).

Our information products meet the challenge of delivering meaningful information to users with diverse information needs and skill levels – from analysts to the general public – by organising and presenting complex data in an intuitive format. As consumers of spatial data ourselves, we fundamentally understand how users want to consume that data.

We believe that by making demographic information accessible to the broadest possible audience, and promoting evidence-based decision making, we are contributing to a fairer and more sustainable society.

[Learn more about .id](#)