

2018 Leeuwin Naturaliste Land Use and Employment Survey

The **Land Use and Employment Survey** is undertaken to support the Department of Planning, Lands and Heritage and the Western Australian Planning Commission's strategic planning processes. The Land Use and Employment Survey is a survey of all commercial, industrial, public purpose and recreation land uses in Leeuwin-Naturaliste sub-region. It focuses on the number and type of establishments, the floorspace occupied and the number of employed persons. These three main variables are coded according to the Western Australian Standard Land Use Classification (WASLUC) codes and Planning Land Use Categories (PLUC). Information garnered from this analysis serves to identify significant patterns, themes and emerging trends occurring in the Leeuwin Naturaliste sub-region.



1 Survey rate

The Leeuwin-Naturaliste sub-region includes two local government areas: the Shire of Augusta-Margaret River and City of Busselton. The survey achieved an overall **response rate of 85 per cent across the sub-region**. **5,800 activities were captured** between February and December 2018.

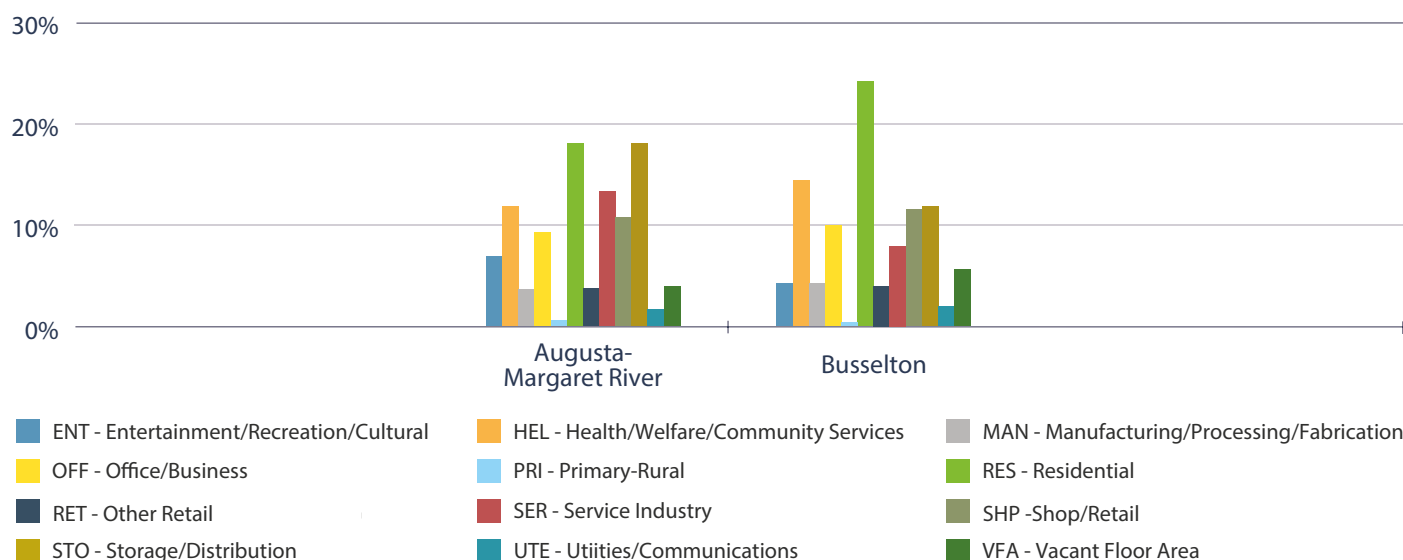
2 The Leeuwin Naturaliste sub-region

Data captured by the survey reveals that the Blackwood sub-region has a total floorspace of approximately **1 million square metres**. The City of Busselton occupied the greatest share of total floorspace at 69 per cent, while the Shire of Augusta-Margaret River occupied the remaining 31 per cent. Higher levels of occupancy in Busselton can be attributed to the town's strong employment activity, diverse economy and growing population.

The predominant land uses in Leeuwin-Naturaliste are residential (233,800m²), health/welfare/community service (144,283m²) and storage/distribution (143,828m²). Together, these land uses occupy 49 per cent of all floorspace within the Leeuwin-Naturaliste sub-region. For the residential category, the majority of floorspace was occupied by holiday accommodation, mostly within the City of Busselton. Floorspace within the storage/distribution category was occupied by a mix of wine manufacturing and private storage facilities and health/welfare/community service was occupied by community facilities such as hospitals and schools.

Both the City of Busselton and the Shire of Augusta-Margaret River had a similar proportion of floorspace dedicated to residential land use, with 24 and 18 per cent respectively. Both LGAs have a large tourism based industry, which would account for the significant proportion of floorspace being occupied by holiday accommodation. Augusta-Margaret River recorded a higher share of total floorspace as storage/distribution. Wine manufacturing and storage of viticulture related products are key occupiers of floorspace within this category.

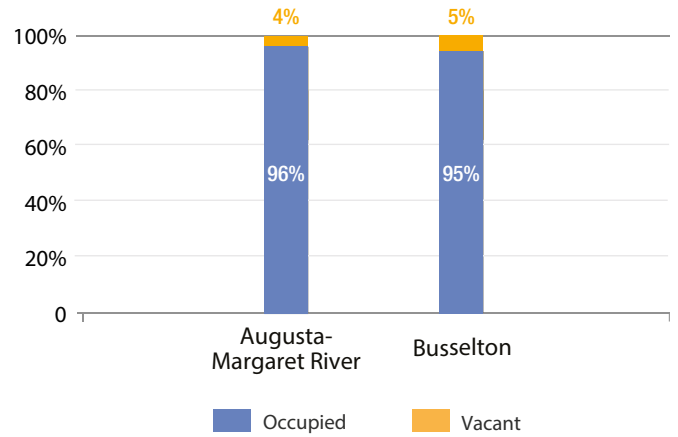
Percentage of land use by Local Government Area



3 Occupancy and vacancy rates for each LGA

Occupancy rate within the two LGA's only differed by one per cent, with the Shire of Augusta-Margaret River recording a 96 per cent rate compared to the City of Busselton at 95 per cent.

Since the last survey was conducted in 2006, vacancy within Augusta-Margaret River has doubled from two to four per cent. The City of Busselton recorded a one per cent rise in vacancy from 2006 to 2018.



4 Total floorspace for each LGA (m²)



Sub-region	ENT	HEL	MAN	OFF	PRI	RES	RET	SER	SHP	STO	UTE	VFA	Grand total
Augusta-Margaret River	22,553	39,303	11,702	31,612	766	59,587	11,944	43,650	35,778	59,225	4,791	12,786	333,697
Busselton	30,788	104,980	30,562	73,420	1,430	174,213	28,629	58,614	83,927	84,603	14,088	40,514	725,768
Grand total	53,341	144,283	42,264	105,032	2,196	233,800	40,573	102,264	119,705	143,828	18,879	53,300	1,059,465

5 Floorspace per employee (m²)



Sub-region	ENT	HEL	MAN	OFF	PRI	RES	RET	SER	SHP	STO	UTE
Augusta-Margaret River	53	38	86	19	35	261	61	102	27	252	599
Busselton	31	49	82	21	45	251	86	81	27	215	157
Average	42	43	84	20	40	256	73	91	27	233	378

On average, the land use categories with the highest area of floorspace per employee was utilities (378m²) and residential (256m²). Land uses associated with the utilities/communication cover the least amount of floorspace in the sub-region. This indicates that while these industries are present within the Leeuwin Naturaliste area, they are among those that generate the least amount of employment. Residential land uses occupy large areas of land without requiring many employees and feature prominently within both councils. The land use categories with the most employees across areas of floorspace were office/business (20m²) and shop/retail (27m²). This is expected because these land uses generally operate within higher density spaces and require more employees to undertake tasks.