



## Fact Sheet 3

# Where We Work and Shop

**This fact sheet will provide some background to the challenges the City will face over the next 20 years and how best to plan for future employment and shopping needs. Where we work, the types of jobs, and retail opportunities available are critical to the growth and sustainability of our City.**

### Employment

- Based on the projected population growth for the City (60,000 persons in the next 20 years), approximately 30,000 additional jobs will need to be created for Rockingham to grow sustainably.
- In line with the State Government's push towards sustainable cities (*Liveable Neighbourhoods (2009)* and *Directions 2031*), a key challenge will be to establish Rockingham as an employment centre and reduce the need for residents to commute long distances to work.

### Retail and Shopping

There will be significant pressures on current shopping services in Rockingham over the next 20 years. Given the projected increase in population and need for additional jobs, we will also need to plan for more shopping and retail services. The City's main shopping centres will cater for major shopping trips, however as neighbourhoods become more walkable, there will also be a need for more local shops and services.

### Some Facts (Source: 2011 Census and the City's Economic Development Strategy 2008)

- In 2011 there were 31,039 full-time and 13,605 part-time jobs in the City Rockingham.
- Residents generally make up 74% of the local workforce.
- Other workers attracted to Rockingham for employment mainly come from the neighbouring localities of Mandurah, Kwinana and Cockburn.
- Over the next 10-15 years there will be an increased demand for population related industries such as panel beaters, mechanics and light manufacturing.
- Current road infrastructure is insufficient for heavy truck transportation.
- There is a need for further allied health infrastructure and employment services associated with the new Rockingham – Kwinana District Hospital.
- There is an ageing workforce in Rockingham, with many workers set to retire in the next 15 years and hence an impending skill gap.
- Department of Defence land, services and infrastructure is likely to continue to relocate to Rockingham at Garden Island, leading to pressure and need for appropriate future planning.
- The higher education sector, TAFE, University and up skilling of the general workforce are key sectors for growth in line with service jobs and employment in the tertiary education sector.



### Discussion

- There will be increasing pressure to create a diversity of jobs, as well as developing niche markets to meet the demand of future generations.
- Attracting new business and increasing the capacity of traditional retail based industries and trades will be an ongoing challenge.
- Applying well thought out strategies and planning for employment and retail will deliver new challenges and opportunities for the City
- There is a need for the development of destination marketing, the creation of additional tourism opportunities, and the provision of attractions and accommodation for short stay tourism.
- It is important to the local economy for retail expenditure to be attracted to Rockingham rather than outside of the region.

With a population which is projected to grow in excess of 160,000 by 2031, it will be critical to identify additional employment and economic development strategies to sustain Rockingham.

For updates about the progress of the Local Planning Strategy process and how to have your say visit:  
[www.rockingham.wa.gov.au/OurCityOurFuture](http://www.rockingham.wa.gov.au/OurCityOurFuture)

