# Bruce Rock Profile

Report generated on 06 March 2025.

## Overview

**Total Area:** 2,725 sqkm          **Population:** 1,043          **Major Town:** Bruce Rock

## Demographics

| **Median Age** | **Labour Force Median Age** | **Labour Force Population** |
| --- | --- | --- |
| 46 | 48 | 461 |

## Vulnerability

| **Homelessness Population** | **Unemployment Rate** | **SEIFA - IRSD** |
| --- | --- | --- |
| 0 | 3.9% | 6 |

## Support Payments LGA and State Comparison

| **Rates** | **Bruce Rock** | **Western Australia** |
| --- | --- | --- |
| Age Pension | 115 | 253,955 |
| Commonwealth Rent Assistance | 45 | 110,555 |
| Disability Support Pension | 35 | 62,790 |
| Carer Allowance | 15 | 49,780 |

## Economy

**Median Income:** $55,114          **Gross Regional Product:** $90 Million          **Employed Residents:** 411

| **Ranked Industries With Most Value** | **Value ($Million)** | **Ranked Employing Industries** | **No. Employees** |
| --- | --- | --- | --- |
| Agriculture, Forestry and Fishing | 60 | Agriculture, Forestry and Fishing | 138 |
| Manufacturing | 4 | Construction | 76 |
| Public Administration and Safety | 3 | Public Administration and Safety | 38 |
| Construction | 2 | Education and Training | 27 |
| Education and Training | 2 | Manufacturing | 24 |

## Number of Businesses

| **Small Businesses (<20 employees)** | **Total Businesses** |
| --- | --- |
| 296 | 296 |

## Disaster Ready Fund (DRF)

The Disaster Ready Fund (DRF) is the Australian Government’s flagship initiative for disaster resilience and risk reduction. The Australian Government is providing up to one billion dollars through the DRF. The funding runs over five years from 1 July 2023.

\*Some program costs are shared amongst multiple LGAs

| **Program** | **Number of Programs** | **Total Commonwealth agreed funding\*** |
| --- | --- | --- |
| Disaster Ready Fund Round Two | 3 | 1,749,722 |
| Disaster Ready Fund Round One | 1 | 1,285,000 |

### Data Sources

These profiles utilise data from a number of third-party providers, including:

* Services Australia
* State and Territory Governments
* [Regional population, 2021-22 financial year | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/population/regional-population/latest-release#data-downloads)
* [DSS Benefit and Payment Recipient Demographics - quarterly data | Datasets | data.gov.au - beta](https://data.gov.au/dataset/ds-dga-cff2ae8a-55e4-47db-a66d-e177fe0ac6a0/details)
* [Estimating Homelessness: Census, 2021 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/housing/estimating-homelessness-census/latest-release#data-downloads)
* [Small Area Labour Markets | National Skills Commission](https://www.nationalskillscommission.gov.au/topics/small-area-labour-markets#UpdatedLGAstructure)
* [Socio-Economic Indexes for Areas (SEIFA), Australia, 2021 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/people-and-communities/socio-economic-indexes-areas-seifa-australia/latest-release#data-downloads)
* [EconomyID](https://economy.id.com.au/)
* [Counts of Australian Businesses, including Entries and Exits, July 2018 - June 2022 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/economy/business-indicators/counts-australian-businesses-including-entries-and-exits/latest-release)
* [Regional population by age and sex, 2021 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/people/population/regional-population-age-and-sex/latest-release#data-downloads)
* [Labour Force, Australia, Detailed, May 2023 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/labour/employment-and-unemployment/labour-force-australia-detailed/latest-release)
* [Personal Income in Australia, 2015-16 to 2019-20 | Australian Bureau of Statistics (abs.gov.au)](https://www.abs.gov.au/statistics/labour/earnings-and-working-conditions/personal-income-australia/latest-release#data-downloads)

The data is maintained by these third-party providers. While every effort has been made to ensure the accuracy of this information, no guarantee is given.