# Willoughby Profile

Report generated on 06 March 2025.

## Overview

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

## Demographics

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

## Vulnerability

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

## Support Payments LGA and State Comparison

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

## Economy

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

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

## Number of Businesses

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

## Disaster History Cumulative Payment

The following payments have been made based on disaster events occurring in since 01 July 2022. For a break down of disaster history payment please visit [Data.gov.au](https://data.gov.au/data/dataset/disaster-history-payment-by-lga)

Note – some AGDRP/DRA payment information is aggregated from suburb level to LGA. As such there may be duplication of records as the boundaries of some suburbs may overlap two or more LGAs.

| **Payment** | **Applications Approved (no.)** | **Applications Received (no.)** | **Applications Approved ($)** |
| --- | --- | --- | --- |
| Small Business Grants ($50,000) | < 20 | 20 | 91,447 |
| Small Business Grants | 0 | < 20 | 0 |
| Primary Producer Grants ($75,000) | 0 | 0 | 0 |
| Primary Producer Grants | 0 | 0 | 0 |
| Disaster Relief Grants | 0 | 0 | 0 |
| Concessional Loans | 0 | 0 | 0 |
| Landholder Grants | 0 | 0 | 0 |

## Emergency Response Fund (ERF)

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

\*Some program costs are shared amongst multiple LGAs

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

## 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 | 7 | 13,044,620 |

### 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.