

# Economic Portrait



The Economic Portrait is a unique interactive 29-topic report that provides a comprehensive socio-economic profile of the industries and workforce of any Council area in Australia.

The Economic Portrait makes the wealth of information collected by the ABS easily accessible, analysing local industries and occupations, and the incomes, education, birthplaces and social characteristics of the workforce.

It also compares your resident workers with the local workforce to show the types of workers 'imported' and 'exported' from your area.

The Economic Portrait uses 2006 and 2001 Census data to show changes in your local economy, compared with a second area of your choice, for example, your region. It also uses recent Tax Office data to examine local companies and their workforce.

For each of the 29 topics, the data is explained in clear, jargon-free language, illustrated with graphs and tables. Simply nominate the area you want. We produce the Portrait and email it to you, ready to use, within a day or two.

## A flexible tool with multiple uses

The Economic Portrait is delivered in PDF and Excel formats, allowing you to publish it in hard copy, distribute as a PDF, upload to your website, or use the Excel file for more in-depth analysis. You can:

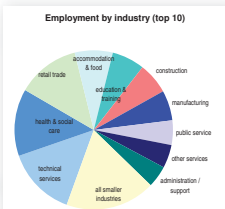
- Get the answers to socio-economic questions when you need them.
- Publish an economic profile of the community for local business use.
- Cut-and-paste text, graphs or tables into your own reports or submissions.
- Monitor indicators of well-being and progress of the community.

### The industries in Leichhardt

Industries are classified into 19 main groups. In Leichhardt, the largest industries by employment in 2006 were technical services, with 1,396 workers, 9% of the workforce; health & social care, with 747 workers, 10%; and retail trade, with 1,033 workers, 11% of the workforce.

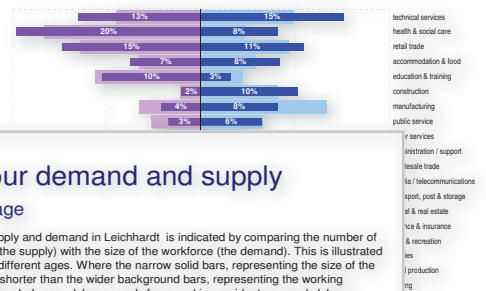
The next largest industries were accommodation & food (774 workers), education & training (286), construction (947), manufacturing (754) and public service (595).

Compared with Sydney, the industries that were proportionally larger in Leichhardt were technical services with 5% more of the workforce, health & social care with 3% more, then accommodation & food with 2% more and retail trade with 2% more. The industries that were noticeably smaller than average for Sydney were finance & insurance with 5% less of the workforce; manufacturing, 4% less; and transport, post & storage, 3% less.



Most industries are very gender-biased and have a preponderance of either male or female workers. In Leichhardt, the most male-dominated of the larger industries were technical services with 1.3 men per woman; health & social care with 2.3; and retail trade with 1.3. The most female-dominated were transport, post & storage with 6.0 men per woman; media / telecommunications with 1.0; and wholesale trade with 1.7.

### Employment in industries, Leichhardt



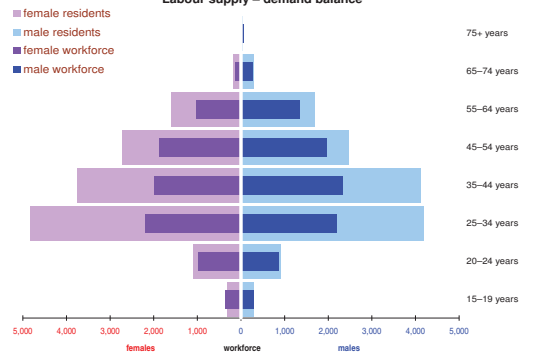
### Labour demand and supply

#### Labour balance by age

The balance between labour supply and demand in Leichhardt is indicated by comparing the number of employed residents living here (the supply) with the size of the workforce (the demand). This is illustrated in the chart below for people of different ages. Where the narrow solid bars, representing the size of the workforce of different ages, are shorter than the wider background bars, representing the working residents, there is a positive labour balance – labour supply from working residents exceeds labour demand from local jobs, for that age group. If the narrow bar is longer, there is a negative labour balance with more local jobs than working residents.

Overall, the municipality had a positive labour balance with 10,596 more working residents than there were jobs in the local workforce (the working population was 159% of the workforce). The labour balance was most positive amongst residents aged 25–34 years, where the working population was 2.1 times as large as the workforce (that age) while working residents aged 75+ years were only 0.8 times as many as the workforce that age.

#### Labour supply – demand balance



Ages of workers & employed residents	Leichhardt employed residents			Leichhardt workforce			labour surplus / (shortage)			working residents as % workforce
	males	females	workers	males	females	workers	males	females	workers	
15-19 years	281	320	601	274	355	629	7	(35)	(28)	96%
20-24 years	910	1,098	2,008	850	986	1,836	60	112	172	109%
25-34 years	4,180	4,219	8,399	2,190	2,191	4,381	1,990	2,628	4,619	205%
35-44 years	4,110	3,751	7,861	2,323	1,996	4,319	1,787	1,755	3,542	182%
45-54 years	2,450	2,729	5,179	1,947	1,880	3,827	503	849	1,352	135%
55-64 years	1,676	1,588	3,264	1,343	1,032	2,375	333	556	889	137%
65-74 years	271	182	453	253	138	391	18	44	62	116%
75+ years	27	19	46	45	12	57	(18)	7	(11)	81%
<b>all workers</b>	<b>13,905</b>	<b>14,506</b>	<b>28,411</b>	<b>9,225</b>	<b>8,590</b>	<b>17,815</b>	<b>4,680</b>	<b>5,916</b>	<b>10,596</b>	<b>159%</b>

Source: WPP 2006 Table 01; BCP 2006 Table B41.

# Economic Portrait...



## Interactivity



Your Economic Portrait is not just a static report. Each Economic Portrait, in its Excel format, has a number of topics with interactive tables so you can examine the community's features in greater depth. Just pick an option and the table and graph update instantly. It's a research tool that lets anyone learn more from economic data.

Each graph in the Economic Portrait show the characteristics of a particular community, compared with the secondary region.

## Economic Portrait Topics



The Economic Portrait covers 29 topic areas grouped into six categories, as shown on the sample cover page (right). Most topic areas examine key characteristics and gender differences, compared with your nominated secondary region. Where data allows, changes between 2001 and 2006 are shown.

The Economic Portrait can be produced for any LGA, region, or combined area.

## Price



The Economic Portrait is \$2,700 plus GST. Discounts are available for multiple Portraits.

## Portrait Painters



If you want Portraits on multiple communities, we also sell the *Economic Portrait Painter* - the software used to produce Economic Portraits - so you can run off as many portraits as you need.

Economic Portrait Painter software is \$42,000 plus GST.

We also offer customisation so you can tailor the Economic Portrait to your needs, and User Support to train and support your staff using the Painter software.



### Leichhardt Economic Portrait

compared with Sydney

#### Contents

Introducing the workforce	Workforce age-sex profile Workforce ageing Part-time work by age Working hours by age
The industries in Leichhardt	Sizes of industry sectors Specific industries in Leichhardt The changing sizes of industries The average working week by industry Working patterns across industries
Types of businesses	Owners and staff in businesses Number of businesses Businesses in industries Owner-managed business
Occupations in Leichhardt	Men and women in occupations Specific occupations in Leichhardt Occupational changes 2001 to 2006 Occupations across industries Working hours across occupations
Characteristics of workers	Qualifications of workers Birthplaces of Leichhardt's workforce Overseas-born workers Incomes of Leichhardt's workforce Incomes by age, all workers Journeys to and from work Working patterns by role, workers 50-54 years
Labour supply and demand	Labour balance by age Labour balance by employment and age Occupational balance Industries' occupational balance

Prepared by The Public Practice Pty Ltd for Leichhardt Council

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Economic Portrait sample cover page

## Want to know more or get one for your community?



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