



The background image shows a modern building with large glass windows and a dark facade. A planter box with greenery sits on the roof. A circular sign for 'Piccolo Deli' is mounted on the building. People are walking on the sidewalk, and some are sitting at outdoor tables under a large tree. The scene is bright and sunny.

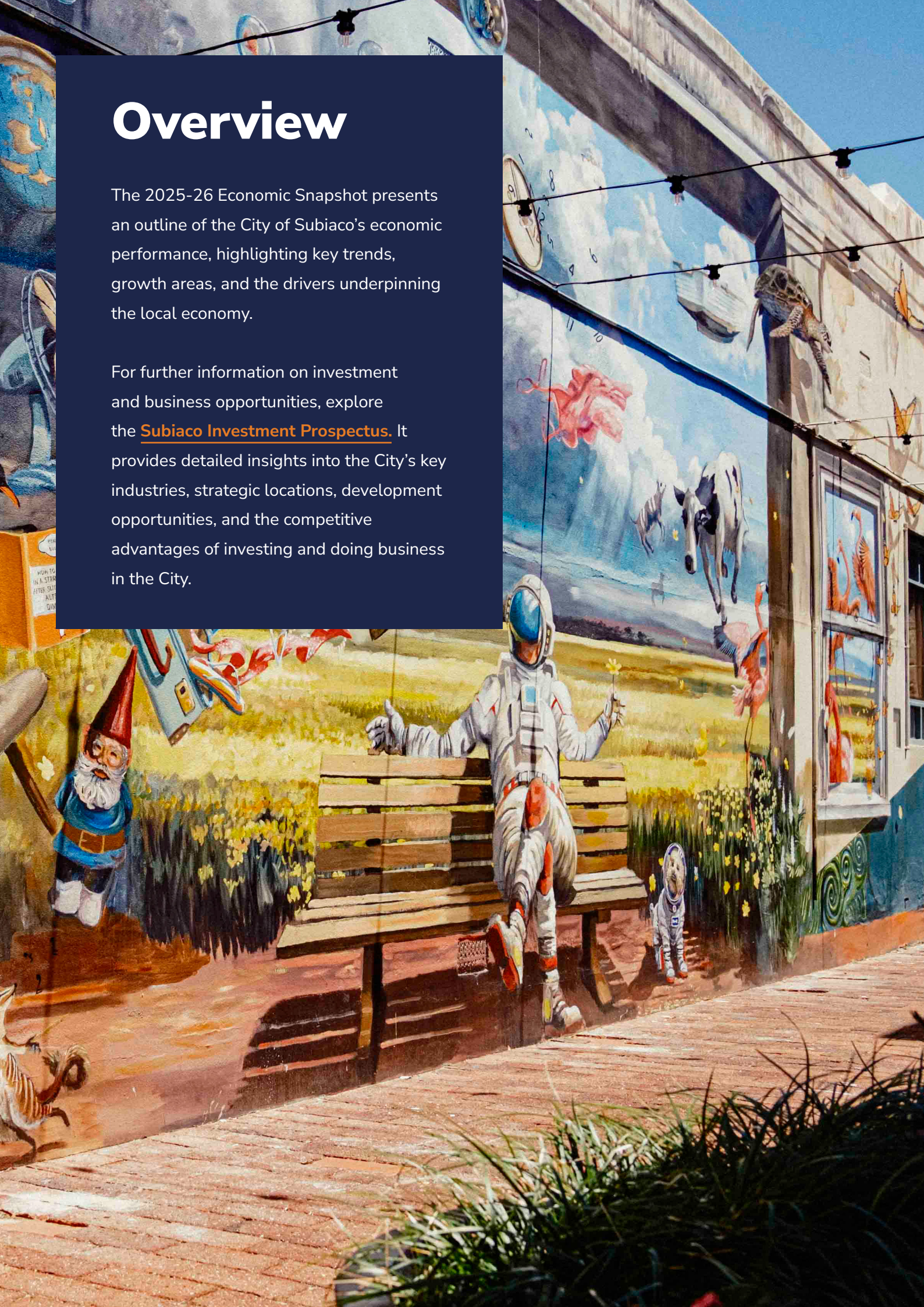
Economic Snapshot

2025-2026

Overview

The 2025-26 Economic Snapshot presents an outline of the City of Subiaco's economic performance, highlighting key trends, growth areas, and the drivers underpinning the local economy.

For further information on investment and business opportunities, explore the [Subiaco Investment Prospectus](#). It provides detailed insights into the City's key industries, strategic locations, development opportunities, and the competitive advantages of investing and doing business in the City.



The economy at a glance

\$4.95B GRP



The City of Subiaco grew **3.3%** between 2024 and 2026.
This represents **1.07%** of Western Australia's Gross State Product.

Key Statistics



5,037

local
businesses



3.5%

unemployment
rate



25,050

number of local
jobs



8.9%

commercial
vacancy rate



96%

of businesses are
small business



Mining

largest industry
by output



**Heath Care
and Social
Assistance**

largest employer



\$1.102B

total local
spending



\$307M

night time
economy value



443,200

annual visitation

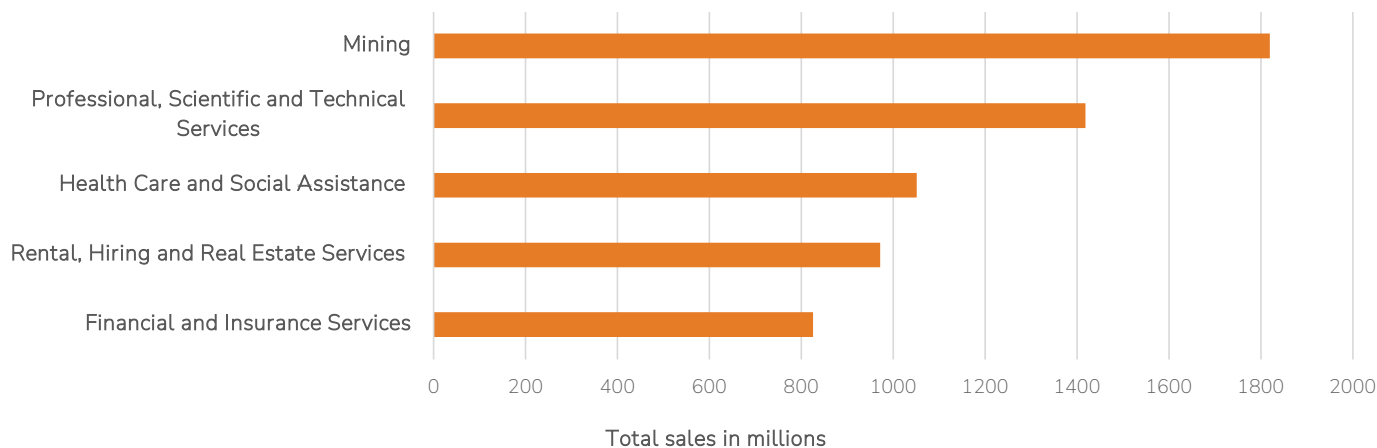




Industry landscape

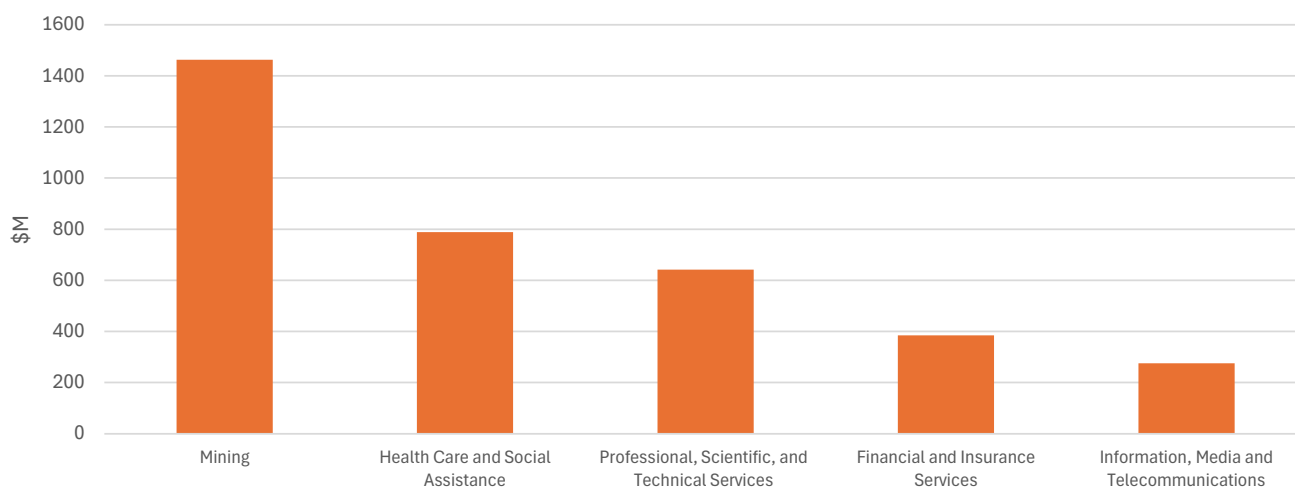
Output by industry

('Output by industry' is a gross measure of the total sales of each industry sector in the City of Subiaco.)



Exports value by industry

('Exports by industry' are sales of goods and services to non-resident households, businesses, and other organisations, outside the City of Subiaco boundaries.)



Between 2019-20 and 2024-25, the value of the City's exports across all industries increased by **314.8%**

Business size



97% of businesses in Western Australia
are small businesses

Net new business - GST registered

101

Between March 2025 and
March 2026

Population



20,038

resident
population



75.1%

residents hold a
tertiary qualification



2,310/week

median household
income

37% population
growth is expected in
the next 10 years.

This is **24%** above
Greater Perth

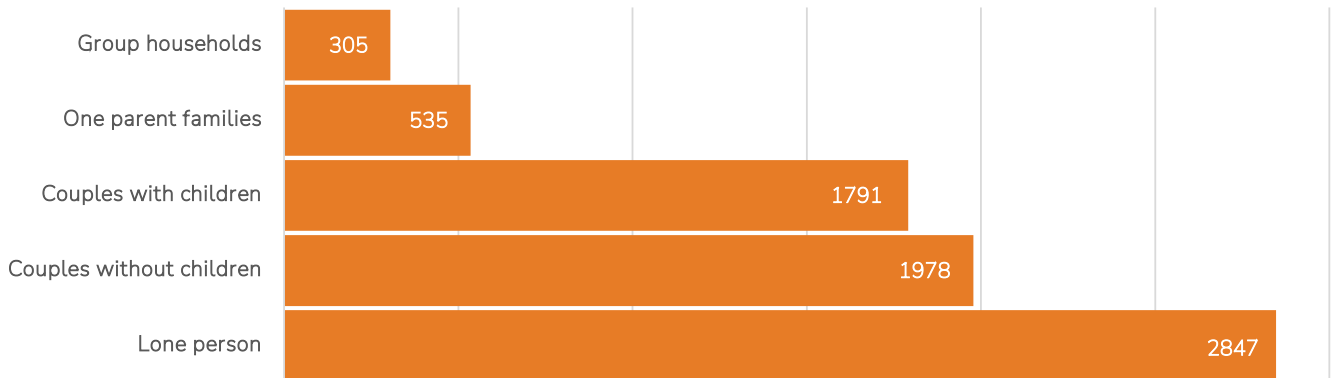
52.4% are female



47.6% are male



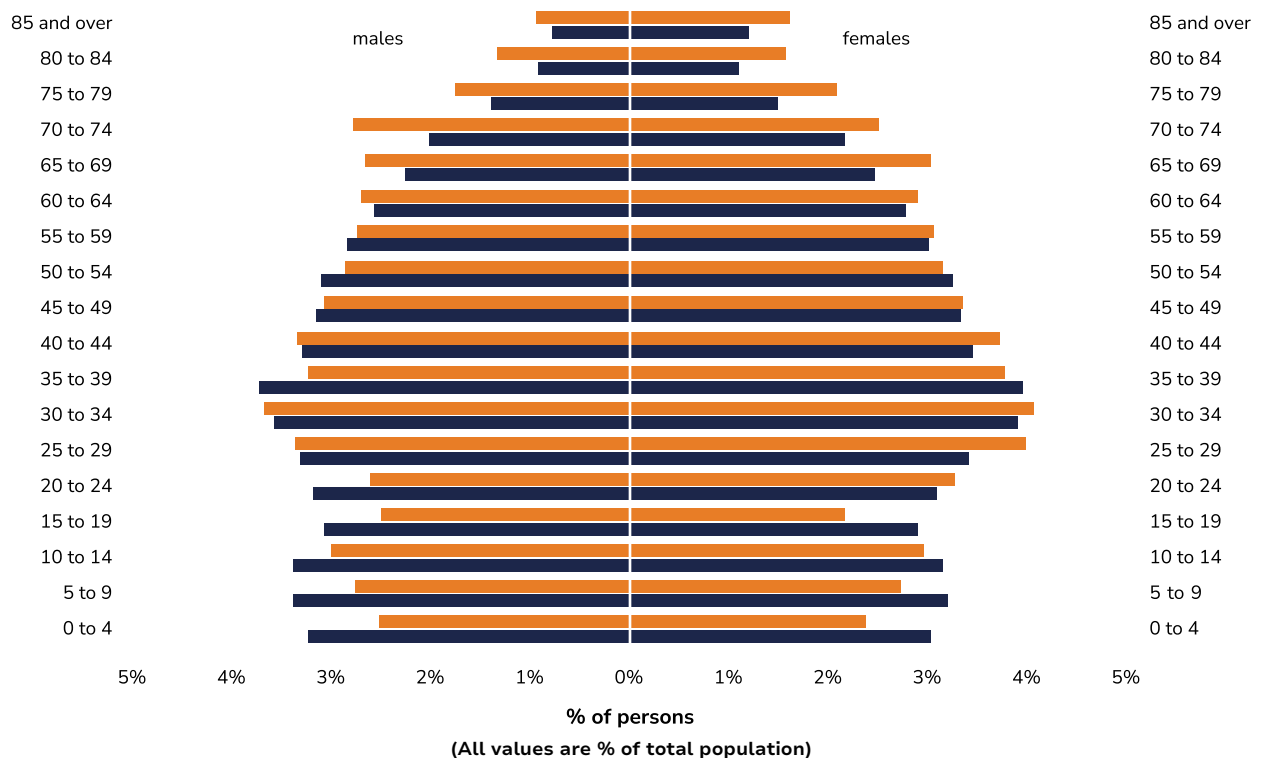
Household demographics



Year on year, the population has grown by **2.19%** compared to growth of **2.48%** in Greater Perth.

Subiaco vs Greater Perth age pyramid

■ City of Subiaco ■ Greater Perth





BAGELS	
HOUSE SALMON, DILL CC RED ONION, TOMATO, CAPERS	22
FISH FILLET LEMON & PANKO CRUMBED SNAPPER TARTARE, CHEESE, PICKLES,	24
HOUSE SALMON, S.P. (CREAM), EGG, HASHBROWN PICKLED RED ONION & TOMATO	26
ORR & HERB PATTY, BBQ, JALAPENO MAYO, EGG & CHEESE	21
TOMATO & BASIL TOMATO, BASIL, SMOKED SEA SALT	16
MISO MUSHROOM HERB MUSHROOMS IN MISO, SPRING ONION PICKLED DAIKON, SHALLOTS, ROCKET	19
FRONSALINI BACON, SPRING ONION C, FREE RANGE EGG, CHILLI HONEY, HASHBROWN	21
MILK CUTTERMILK BRAISED CHICKEN, AVO, LEMON, PICKLED ONION, SPROUTS, TOMATO & ROCKET	20

THE GINA	
MORTADELLA, SALAMI, MOZZARELLA ROCKET, PESTO, DELI SAUCE	20
STEAK N CHIPS W. SCOTCH, CHIPS, CHIMICHURRI MAYO, MUSTARD	26
PASTRAMI MELT MOZZ, C. CHEESE, PICKLES, DELI SAUCE	22
BEC BACON, EGG, C. CHEESE, BBQ SAUCE	17
BLAT BACON, AVO, TOMATO, RED ONION DILL MAYO	19
EGG MAYO EGG SALAD, ROCKET, DILL MAYO, ONION TOMATO, SWEET PICKLE, CHEESE	18
CHICKEN CUTLET GARLIC & PARMESAN PANKO CRUMBED CUTLET, BACON, CHEESE, AIOLI, MUSTARD	24
COS, TOMATO, ONION	24
PB & J	14
JUST CREAM CHEESE	9
MAKE IT HEAVY ADD HASH BROWN	3,50
HOT CHIPS W. CIX SALT	8

SANDWICHES	
HOT PASTA TURKEY SANDWICH VEGGIE DELI CHICKEN	
ESPRESSO	
CAPPUCCINO FLAT WHITE LONG MACCHIATO	
LATTE / BISTROT CHAI CHOCOLATE MATCHA STRAWBERRY COLD	
TEA	
ENGLISH TEA LEMON C GREEN	



Workforce

Workforce population



22,500

worker
population



25,050

number of
local jobs



2:8

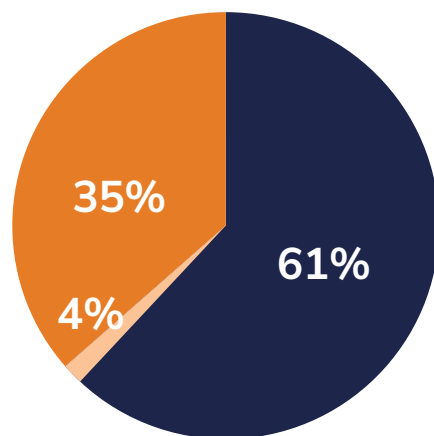
jobs to resident
ratio



3.5%

unemployment
rate

Employment status



- full-time employed
- part-time employed
- undefined

Top industry by employment

Health Care and Social Assistance
26% of total employment

Professional, Scientific, and Technical Services
18.2% of total employment

Mining
9.7% of total employment

Retail, Food and Hospitality
8% of total employment

Emerging employment sectors (2019-20 to 2024-25)



818

additional retail
trade employees



610

additional education
and training
employees



209

additional administrative,
support and other
employees

In the City of
Subiaco, 42.3% of
local workers are
males and 57.7%
are female.

There are more
younger workers
(15 to 44 years)
than older
workers (45 year
and over).

9.1% of local
workers also live
in the area.

Commercial property

Vacancy



Commercial vacancy rate
✔ down from 11.7% since 2024

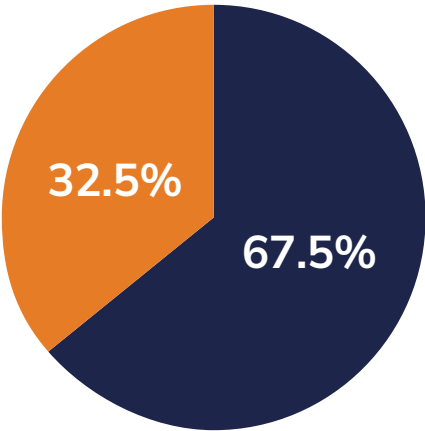


Office vacancy
✔ down from 9.3% since 2024



Retail vacancy
✔ down from 16.6% since 2024

Commercial floor space



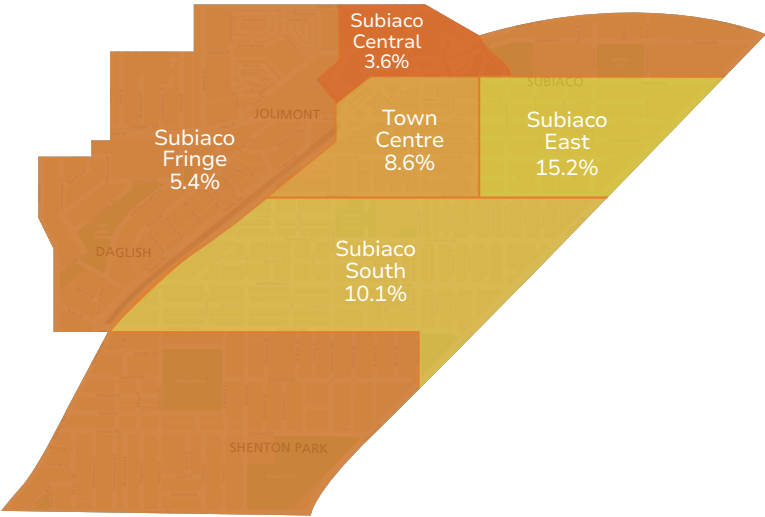
office
retail

Subiaco ranks as the **third-largest office location** in Inner Perth, after Perth CBD and West Perth.

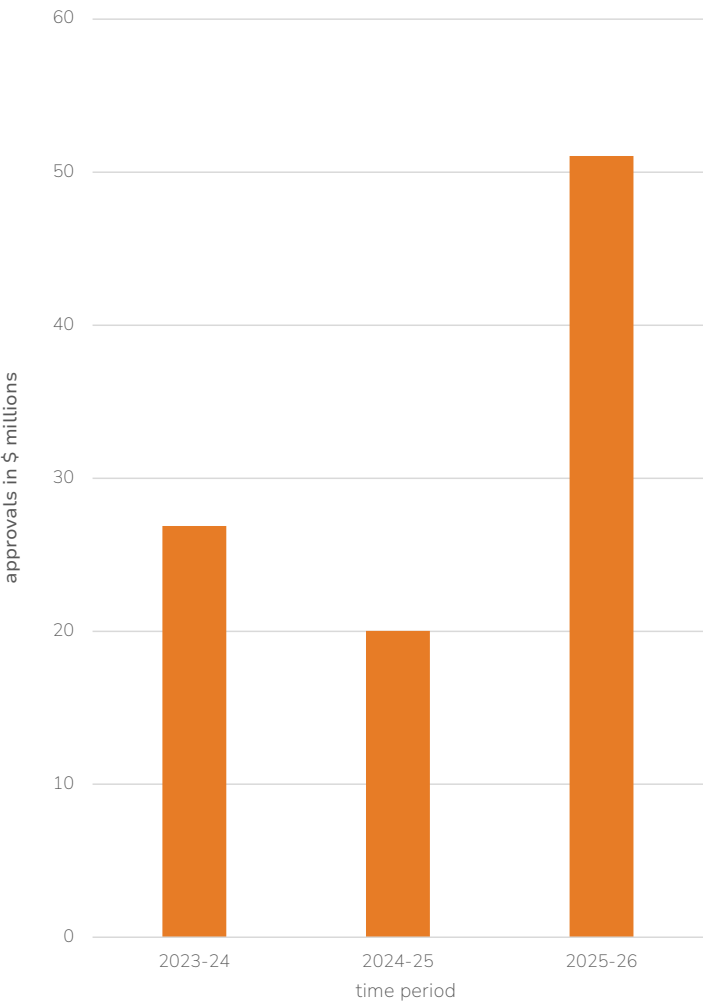
Average rental costs



Commercial vacancy by precinct



Commercial building approvals



BOUCLA

☛ Hot Drinks

Flat White
Cappuccino
Latte
Long Black
Short mac.
Long mac.
Piccolo
Espresso
Mocha
Hot Chocolate
Chai Latte (Milk)

☛ Special Latte

Tumeric
Matcha

☛ Tea Selection

• English
• Green
• Peppermint
• Lemon

☛ Cold Drinks

Iced Coffee (with ice cream)
Iced Latte
Iced Long Black
Iced Mocha
Iced Chai
Iced Matcha
Iced Chocolate

☛ Milk Option

• Skim • Soy
• Almond • Oat
• Lactose Free

☛ Fresh Juices

1. Orange, carrot,
Lemon and Ginger
2. Watermelon, mint
and strawberry

☛ House-made

• Kombucha
• Cold Tea



Local spending



Demographic trends



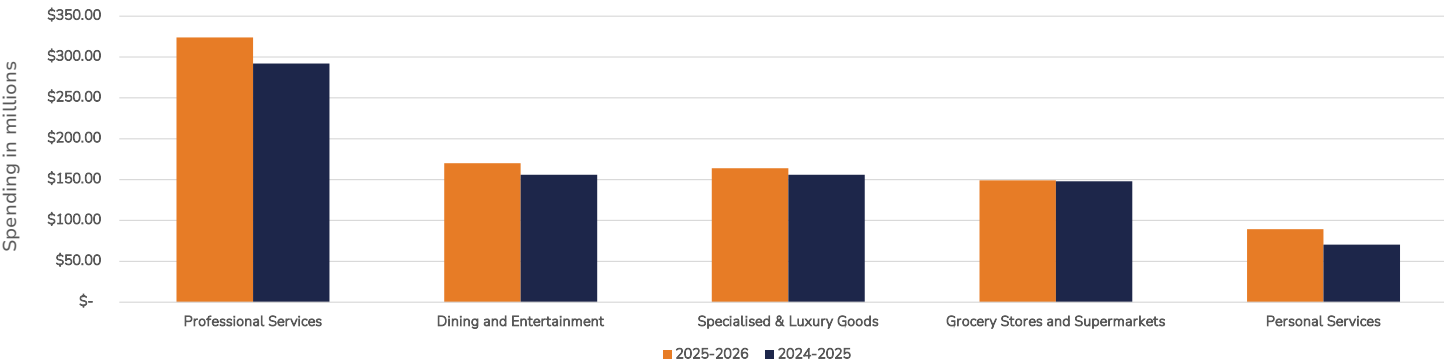
Transactions



Peak month December 2025
\$99.3M

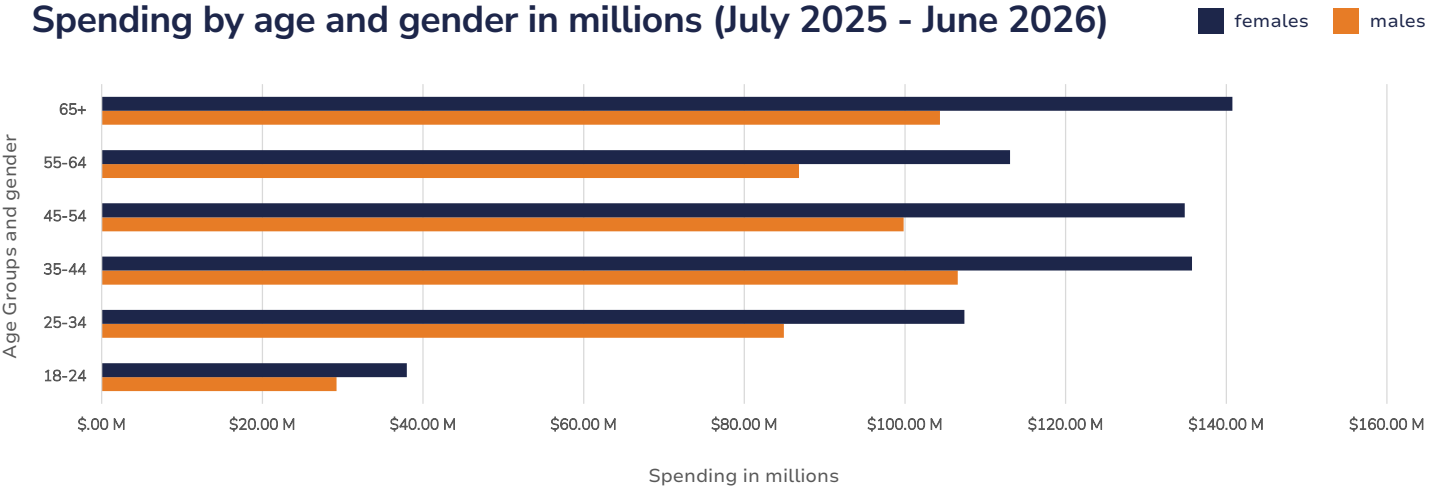
Trough month July 2025
\$85.1M

Category performance



Since 2025 Subiaco has averaged 10.54% growth in spending across all categories.

Spending by age and gender in millions (July 2025 - June 2026)



Night time economy

The night time economy (NTE) is broadly defined as all economic, social, and cultural activity occurring between the evening hours of 6pm and 6am.



\$60.9M

resident local spend
19.8% of total spend



\$244M

visitor local spend
79.5% of total spend



10.4M

total
transactions

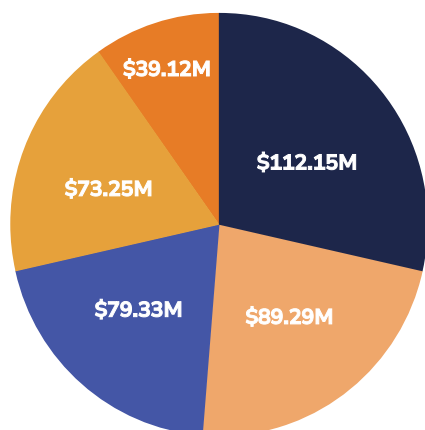


\$307M

total local
night spend

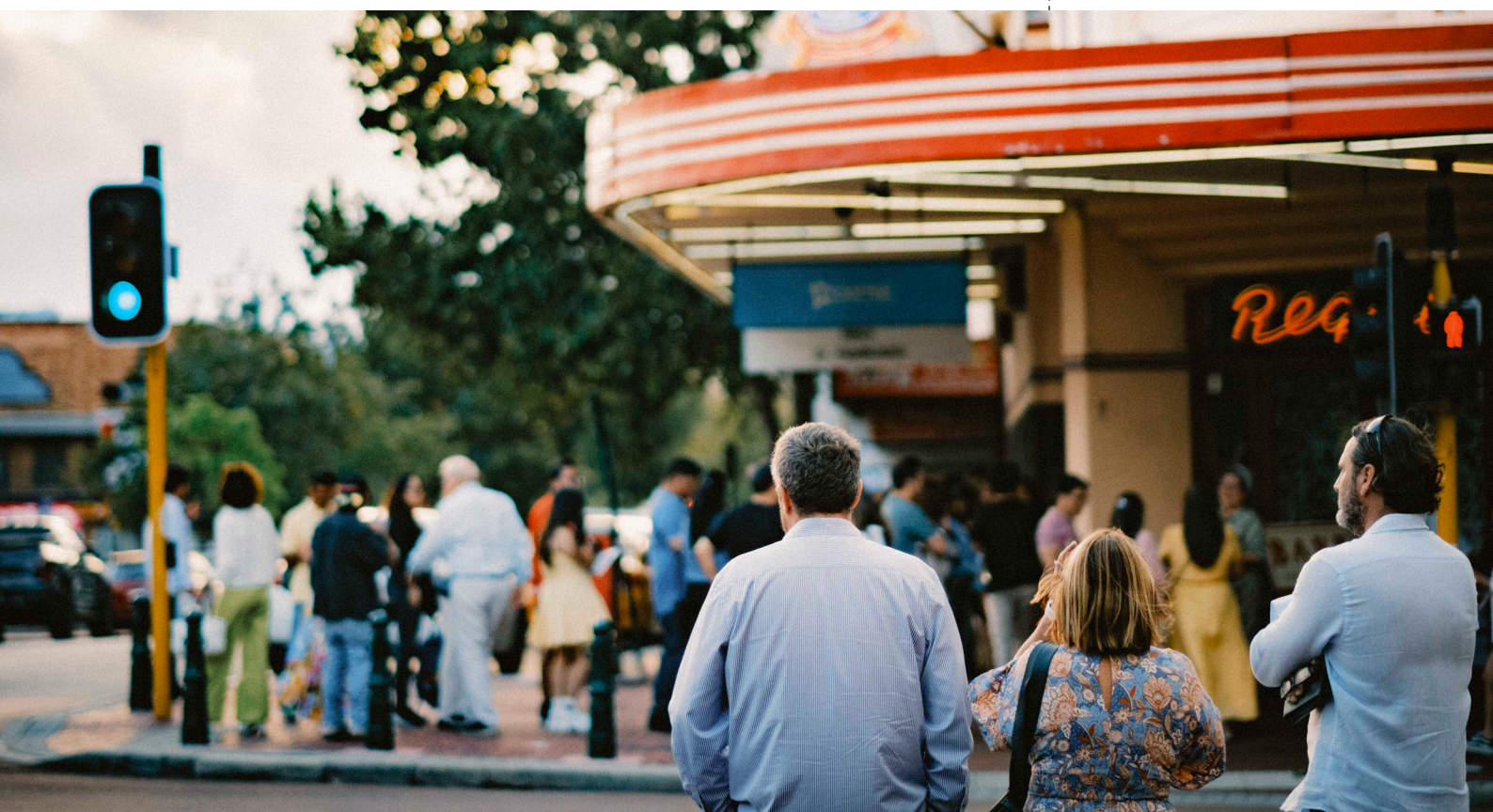
The City's night time economy represents 27.86% of the total spending across the financial year.

Top categories (July 2025 - June 2026)



- Dining & Entertainment
- Grocery Stores & Supermarkets
- Professional Services
- Specialised & Luxury Goods
- Personal Services

Highest performing night



Visitor economy

Estimated annual visitors
443,200

Spending
\$154M

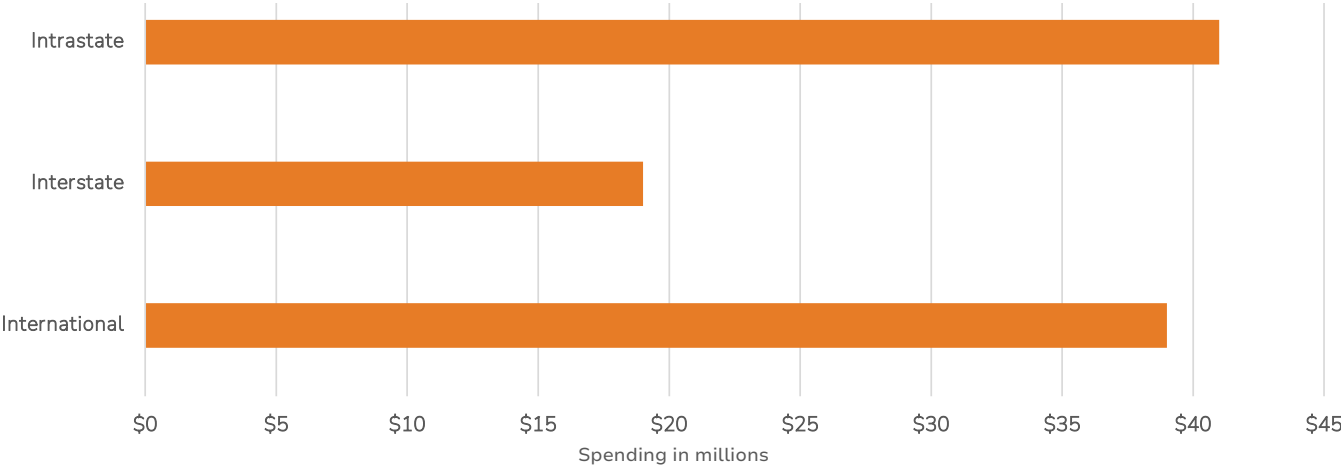
Avg. visitor spend
\$165/night

Demographics



The City attracts approximately 344,700 day-trip visitors annually, who contribute an estimated \$55 million in visitor spending.

Visitor spending 2025



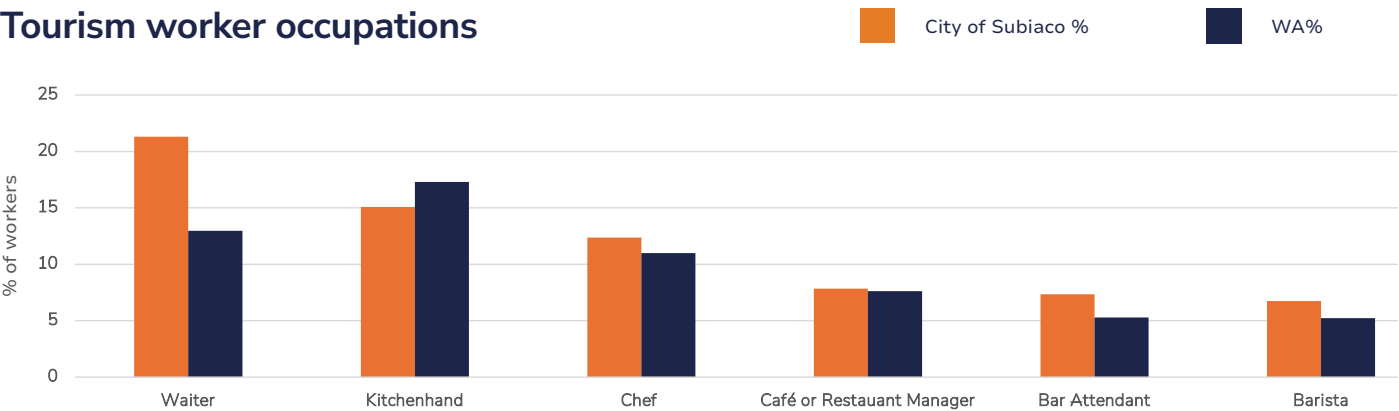
Tourism workers
946

35.9% Full time
64% Part time

44.4% Male
55.9% Female

42.8% are age
25 - 44

Tourism worker occupations





YOUR Business
SUBIACO

CITY OF
SUBIACO

Level 2, 388 Hay Street
SUBIACO WA 6008
08 9237 9222
city@subiaco.wa.gov.au
subiaco.wa.gov.au



Statistics in this document are correct at the time of publishing based on data from the below sources.

Y Research
Spendmapp
Economic ID
Tourism Council Australia
Australian Business Register (ABR)
Australian Bureau of Statistics (ABS)
National Institute of Economic and Industry Research (NIER)