

Economic Snapshot Rosebud

Population

14,918



Land Area (ha)

1,486.63



Business Count

1,688



Total Output

\$1,548.72m



The gross revenue generated by businesses/organisations in the region

Gross Regional Product

\$860.15m



Measure of the total value of final good and services produced within the region

Output by Industry

Industry Sector	Rosebud (2024 Release 2)	
	\$M	%
Construction	\$317.10	20.50%
Rental, Hiring & Real Estate Services	\$193.51	12.50%
Public Administration & Safety	\$180.68	11.70%
Health Care & Social Assistance	\$176.47	11.40%
Retail Trade	\$125.80	8.10%
Manufacturing	\$105.89	6.80%
Professional, Scientific & Technical Services	\$76.24	4.90%
Education & Training	\$70.27	4.50%
Accommodation & Food Services	\$53.64	3.50%
Financial & Insurance Services	\$45.24	2.90%
Other Services	\$40.13	2.60%
Arts & Recreation Services	\$32.81	2.10%
Information Media & Telecommunications	\$32.29	2.10%
Transport, Postal & Warehousing	\$27.89	1.80%
Administrative & Support Services	\$23.68	1.50%
Wholesale Trade	\$21.73	1.40%
Electricity, Gas, Water & Waste Services	\$19.15	1.20%
Agriculture, Forestry & Fishing	\$3.27	0.20%
Mining	\$2.94	0.20%
Total	\$1,548.72	100.00%



Mornington Peninsula Shire

Business

Data 12 months to September Qrt 2025

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Labour Force

10,225



Unemployment

581



Unemployment Rate

5.7%



Spend on Local Businesses

\$501m



Represents the electronic in-store spend with local businesses

Contribution From Visitors

\$139m



The contribution of electronic spend from customers resident outside the Mornington Peninsula

Employment by Industry

Industry Sector	Rosebud (2024 Release 2)	
	Jobs	%
Health Care & Social Assistance	1,072	20.50%
Retail Trade	870	16.70%
Construction	544	10.40%
Public Administration & Safety	542	10.40%
Education & Training	480	9.20%
Accommodation & Food Services	446	8.50%
Professional, Scientific & Technical Services	226	4.30%
Other Services	225	4.30%
Administrative & Support Services	177	3.40%
Arts & Recreation Services	150	2.90%
Manufacturing	131	2.50%
Transport, Postal & Warehousing	81	1.60%
Financial & Insurance Services	68	1.30%
Wholesale Trade	61	1.20%
Rental, Hiring & Real Estate Services	61	1.20%
Information Media & Telecommunications	45	0.90%
Electricity, Gas, Water & Waste Services	28	0.50%
Agriculture, Forestry & Fishing	8	0.20%
Mining	3	0.10%
Total	5,218	100.00%

Data sources include: ABS Census 2021 MPS Economic Profile (REMPLAN)
Department of Employment and Workplace Relations Small Area Labour Markets (SALM)
Unemployment figures are recorded at SA2 level Rosebud-McCrae



Mornington
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