

# **Understanding Local Competitiveness**

Briefing Paper 10: Identifying Key and Strategic Industries, Greater Bunbury 2001-2011

**PAUL PLUMMER, RACHEL CHAPMAN  
& FIONA HASLAM McKENZIE**

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**CENTRE FOR REGIONAL DEVELOPMENT  
SCHOOL OF EARTH AND ENVIRONMENT**

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The views expressed and the conclusions reached in this publication are those of the author(s) and not necessarily those of persons consulted.

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## 1. EXECUTIVE SUMMARY:

Throughout the 2001-2011 period, the industries in Greater Bunbury employing the most workers were in Accommodation & Food Services, Construction, Education & Training, Health Care & Assistance, Manufacturing, Public Administration & Safety, Professional, scientific, and technical services, and retailing. Over the period 2001-2006 the fastest growing industries relative to Western Australia were Administrative & Support Services, Construction, and Manufacturing. The slowest growing industries in Greater Bunbury relative to Western Australia overall were in Agriculture, Mining, and Wholesale Trade.

Of those jobs that could be meaningfully classified, over the 2006-2011 period Administrative & Support Services and Manufacturing continued to grow rapidly relative to Western Australia and were joined by Professional, Scientific & Technical Services and Transport. However, in contrast to the 2001-2006 period, Bunbury experienced a relative decline in employment in a diversity of industries: Financial & Insurance Services, Information Media & Telecom, Mining, Public Administration & Safety, Real Estate, and Warehousing in 2006-2011.

In 2001-2006, there was a positive relationship between the size of an industry in terms of employment and the growth rate of that industry. This relationship moderated in the 2006-2011 period.

Throughout the 2001-2011 period the pattern of specialization is relatively diverse and stable. Specifically, Bunbury specialized in Administrative & Support Services, Construction, Education & Training, Utilities, Manufacturing, Mining, Retailing, and Real Estate.

In the **2001-2006 period**, Greater Bunbury had **comparative advantage** in the following sectors:

- Rental, hiring & real estate services
- Manufacturing
- Electricity, gas, water & waste services
- Construction
- Retail
- Wholesale trade
- Mining
- Education and training
- Other services

In the same period, Greater Bunbury had **competitive advantage** in the following sectors:

- Rental, hiring & real estate services
- Manufacturing
- Electricity, gas, water & waste services \

- Education and training
- Construction
- Other services

In the **2006-2011 period**, Greater Bunbury had **comparative advantage** in the following sectors:

- Rental, hiring & real estate services
- Manufacturing
- Electricity, gas, water & waste services
- Construction
- Retail
- Mining
- Education and training
- Other services
- Industries inadequately described

In the same period, Greater Bunbury had **competitive advantage** in the following sectors:

- Manufacturing
- Retail
- Electricity, gas, water & waste services
- Education and training
- Construction

## 2. The Western Australia Regional Capitals Alliance

This is the latest in a series of reports into the dynamics of competitiveness across the Western Australian settlement system. This research is conducted as part of a strategic collaboration between the *Western Australian Regional Capitals Alliance (WARCA)* and the *Centre for Regional Development* at the *University of Western Australia*. The objectives of this ongoing collaboration are:

- To gain a clear understanding of the opportunities and barriers to regional growth and resilience across Western Australia.
- To facilitate evidence-based policy, indicating specific areas of policy-making that may require revision.

In this report, we explore the local competitiveness of Greater Bunbury by identifying the key and strategic industries that have driven job creation over the 2001-2011 resource boom. We address two key questions about the dynamics of growth:

- What are the most important industries in Greater Bunbury in terms of employment and job creation?
- What industries constitute the economic base of the Greater Bunbury economy?

Using the analysis of this report it is possible to target local economic policy by identifying those industries that are the most important drivers of growth, those that are potentially emerging industries, and those that are most vulnerable.

The information contained in this report is supported by the following documents:

1. UWA/Regional Capitals in the WA Settlement Hierarchy Research:
  - a) Briefing Paper 2 - Employment Change and Job Creation
  - b) Briefing Paper 3 – Employment Diversity and Growth
  - c) Briefing Paper 4 – Endogenous Growth and Local Competitiveness
  - d) Briefing Paper 5 – Identifying Regional Capitals
2. Academic Papers:

Plummer, P., Tonts, M. Martinus, K (2014) “Endogenous Growth, Economic Restructuring and Local Contingency in the Evolution of a Patchwork Economy: Regional Western Australia, 2001-2011” *Journal of Economic and Social Policy* 16(1) 1-31.

3. Planning Documents:

Government of Western Australia (2014) “State Planning Strategy 2050” (<http://www.planning.wa.gov.au/publications/6561.asp>)

### **3. Job Creation, Economic Diversity and Local Competitiveness**

The contemporary Western Australian economy can be characterized by a multi-speed economy, driven by a strong and consistent pattern of job creation. Over the past decade, job creation across industries has not played out evenly across Western Australia. This has resulted in an increasingly ‘patchwork economy’, with larger and more economically diverse economies forging ahead of less resilient smaller settlements. Within this broader context, there is clear evidence that the Regional Capitals are making an increasingly significant contribution to the evolution of employment across the State. In particular, the economic performance of WARCA members relative to the other localities across Western Australia indicates that:

- Engagement in the global economy and broader socio-economic processes have been important in driving economic growth across WARCA members.
- Nonetheless, local competitiveness is critical in both allowing localities to overcome an unfavourable mix of industries or to capitalize on their industry structure.
- The relative importance of local competitiveness and the ways in which localities engage with broader socio-economic processes varies significantly across localities.

Overall, these findings have the following implications for the formation of local economic policy:

- The qualitatively different experience of the WARCA members questions the efficacy of a ‘one size fits all’ policy stance.
- While it is true that local attributes are important in contributing to growth, it is important not to underestimate the importance of external demand in driving development.
- Caution needs to be exercised in focusing excessively on local competitiveness as a means of developing the economies of the regional capitals.

This briefing report is one of series of complementary reports which begin to unpack the growth experience of each WARCA member, exploring the local competitiveness through the propulsive industries (industries/sectors that are identified as the primary drivers of local economic and employment growth) thus driving the local economy driving the local economy.



## 4. Unpacking the Dynamics of Local Competitiveness

A recently published report by the *Western Australian Department of Regional Development* (2014) focuses on identifying the key drivers of local competitive and comparative advantage across the Western Australian economy. Similarly, the strategic blueprint reports submitted by the *Regional Development Commissions* in 2014 were required to identify those economic activities in which they have a comparative advantage. In this report series we undertake a preliminary investigation of the dynamics of WARCA members, imputing competitiveness and comparative advantage from the underlying industrial structure and ability of these localities to create jobs.

### *(A) Local Competitive Advantage: the Ability to Create Jobs Locally*

Cities and regions compete with each other for global, national, and local ‘market share’.

Tracking the competitive advantage of a particular regional economy can be imputed, or calculated, from information on local job creation, specifically:

- **SIZE:** The importance of an industry in terms of the number of persons employed in each industry.
- **GROWTH:** The industries growing most rapidly over a particular period of time in terms of their ability to create jobs locally.

For a variety of reasons, industries perform differently in particular locations and, not surprisingly, local and regional economies perform differently to each other. Some of those reasons include natural resources, geographic advantages, access to transport, energy or information networks, local policies and human capital. Human capital brings knowledge, skills and competencies which have a productive value. Housing, education, amenity and services all shape the availability and employability of human capital.

Using the benchmark of the overall performance of the Western Australian economy, it is possible to categorize local industries in terms of **SIZE** and **GROWTH**:

- **FAST GROWING:** relatively large sectors that have exhibited rapid recent growth.
- **RESTRUCTURING:** relatively large sectors that make a significant contribution to the economic base but with little or no growth over the recent past.
- **UNDERDEVELOPED:** low levels of activity.

### *(B) Comparative Advantage: Local Economic Specialization and Interregional-Trade Patterns:*

Conventionally it is assumed that localities specialize in those activities in which they have a comparative advantage. **Comparative advantage** is the principle that a country, region or locality should specialise in producing and exporting goods in which it has comparative or

relative cost advantage over others, and import goods in which it has a cost disadvantage. Factors which may influence comparative advantage are natural resources but also development of technology and human skills, economies of scale and access to advantageous trade opportunities (transport, markets etc).

A comparative advantage provides the opportunity to sell goods or services at a lower price than the competitors and thus realise positive margins.

Trade theory assumes that localities specialize in those activities in which they have a comparative advantage. The comparative advantage of the Greater Bunbury economy is imputed, or calculated, using information on:

- **SPECIALIZATION:** The importance of an industry in terms of the degree to which the local economy specializes in that economic activity.
- **ECONOMIC BASE:** A measure of the degree to which economic activity and employment is related to servicing local demand as against servicing demand external to the region.

Determining the pattern of local economic SPECIALIZATION using location quotients identifies the industries that drive and underpin the local economy (see technical appendix). Location quotients (LQ) measure the concentration of an industry or economic activity in a particular location, compared to the State or nation overall. It therefore identifies the specialisation(s) of a particular place or region in relation to the bigger jurisdiction. Put differently, location quotients also indicate the proportion of people employed in an industry in a locality relative to the proportion of people employed in that industry in the larger, reference or benchmark economy (for example, the State economy or that of the nation overall), in this instance Western Australia. If a particular industry's share of regional employment is greater than that industry's share of State employment, i.e. the location quotient is greater than one, (or unity), then the locality is assumed to specialize in that economic activity.

For example, if ten per cent of a region's workforce is employed in agriculture, but only eight per cent of the overall State population is employed in agriculture then the LQ is  $(.10/.08)$  1.25 meaning that agriculture is twelve and half times more concentrated in that region than for the State overall. A LQ greater than one suggests that the particular industry outputs are exported and hence bring income to the region.

Since local economic data on trade flows does not exist, location quotients have also been widely used to infer regional trade patterns:

- **BASIC Sector:** The greater the location quotient above unity, the larger the economy's net sectoral exports from that sector.
- **Non-BASIC Sector:** The greater the location quotient below unity, the larger the economy's net sectoral imports from that sector.
- **NEUTRAL Sector:** For a location quotient of unity, the economic is neither a net exporter nor a net importer for that sector.

The level of ECONOMIC BASE in a local economy can be calculated by aggregating export oriented employment across all industries in which the locality is specializing in terms of employment (see technical appendix). A region with a healthy economic base is likely to be one that specializes in industries with **high LQ and high employment**.

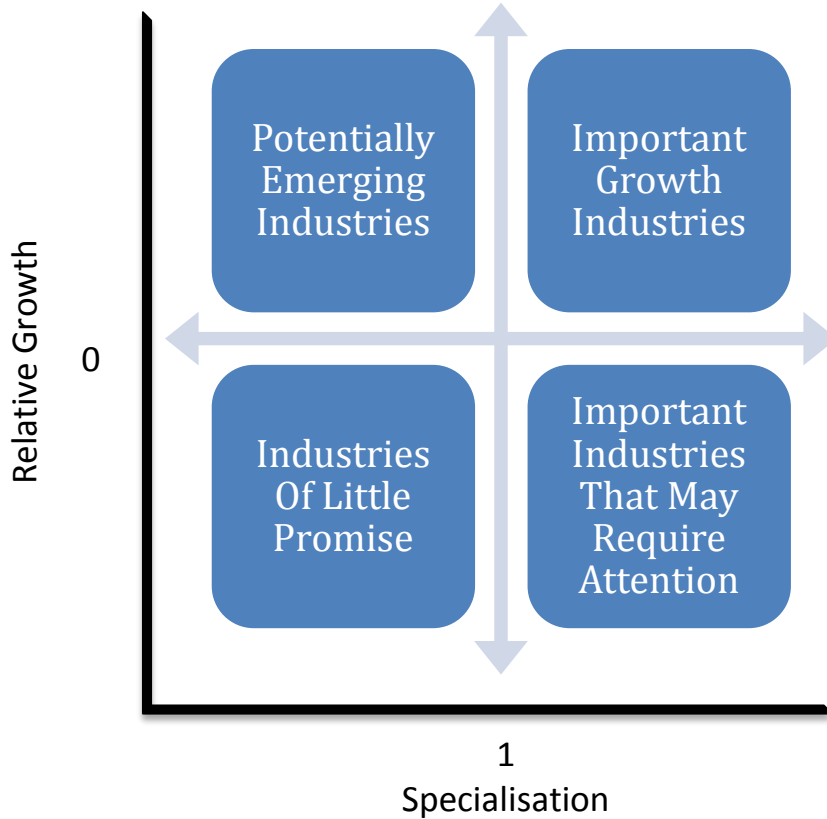
### *(C) Classifying Industrial Activities*

Combining the information on an economy's ability to create jobs locally and identifying the patterns of specialization and inter-regional trade within sectors of the economy, it is possible to classify industries in terms of their growth potential and comparative advantage. Figure 1 classifies the economic structure of a local economy with relative growth measured on the vertical axis and relative specialization measured on the horizontal axis:

- **IMPORTANT GROWTH INDUSTRIES:** characterized by above average employment growth, relative economic specialization, and export orientation.
- **IMPORTANT INDUSTRIES THAT MAY REQUIRE ATTENTION:** characterized by below average employment growth, relative economic specialization, and export orientation.
- **POTENTIAL EMERGENT INDUSTRIES:** characterized by above average employment growth, but currently oriented towards servicing local demand.
- **INDUSTRIES OF LITTLE PROMISE:** characterized by below average employment growth and currently oriented towards servicing local demand.

The potential significance of each industry in terms of size is represented by the corresponding size of the graduated circle representing the industry on the graph.

**Figure 1: Classification of Industrial Activities in a Locality**



## 5. Data Description: Employment by Industrial Classification

This report uses Australian Bureau of Statistics (ABS) Census of Population and Housing time series profiles, which count the number of persons in each industry of employment (based on place of enumeration) for all 138 local government areas (LGAs) in Western Australia for the census periods 2001, 2006, 2011. The members of the *Western Australia Regional Capitals Alliance (WARCA)*: Albany, Broome, Greater Bunbury<sup>1</sup>, Kalgoorlie-Boulder, City of Greater Geraldton, Port Hedland, and City of Karratha. Boundaries for all LGAs are according to the ABS 2011 definition. To identify the key and strategic industries for each member of WARCA, employment is disaggregated by industrial sector, as defined by the Australian and New Zealand Standard Industrial Classification (ANZSIC) industry coding<sup>2</sup>. It should be noted that one limitation widely reported by regional local governments is the likely undercount of employees by the ABS. This arises out of the difficulty in capturing fly-in/fly-out workers and other temporary residents. There is no immediate means of overcoming this data limitation, except to use ‘place of enumeration’ (in other words, the place where the census participant actually filled out the census form, as opposed to their place of usual residence, which may or may not be different on the particular night of the census), data as has been done here.

<sup>1</sup> Greater Bunbury is an amalgamation of the LGAs of Bunbury, Capel, Dardanup, and Harvey.

<sup>2</sup> Found at <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/2901.0Chapter5802011>

## 6. The Structure and Dynamics of Local Job Creation: Greater Bunbury

### (a) Local Competitive Advantage: the Ability to Create Jobs Locally

Figure 2 summarizes the distribution of employment across Greater Bunbury’s industrial sectors for 2001, 2006, and 2011 whilst Figure 3 provides an overview of the changing distribution of economic activities across this time period.

- Throughout the 2001-2011 period, the industries employing the most workers were in Accommodation & Food Services, Construction, Education & Training, Health Care & Assistance, Manufacturing, Public Administration & Safety, Professional, scientific, and technical services, and retailing.

Figure 2: Greater Bunbury employment by industry for 2001, 2006 and 2011.

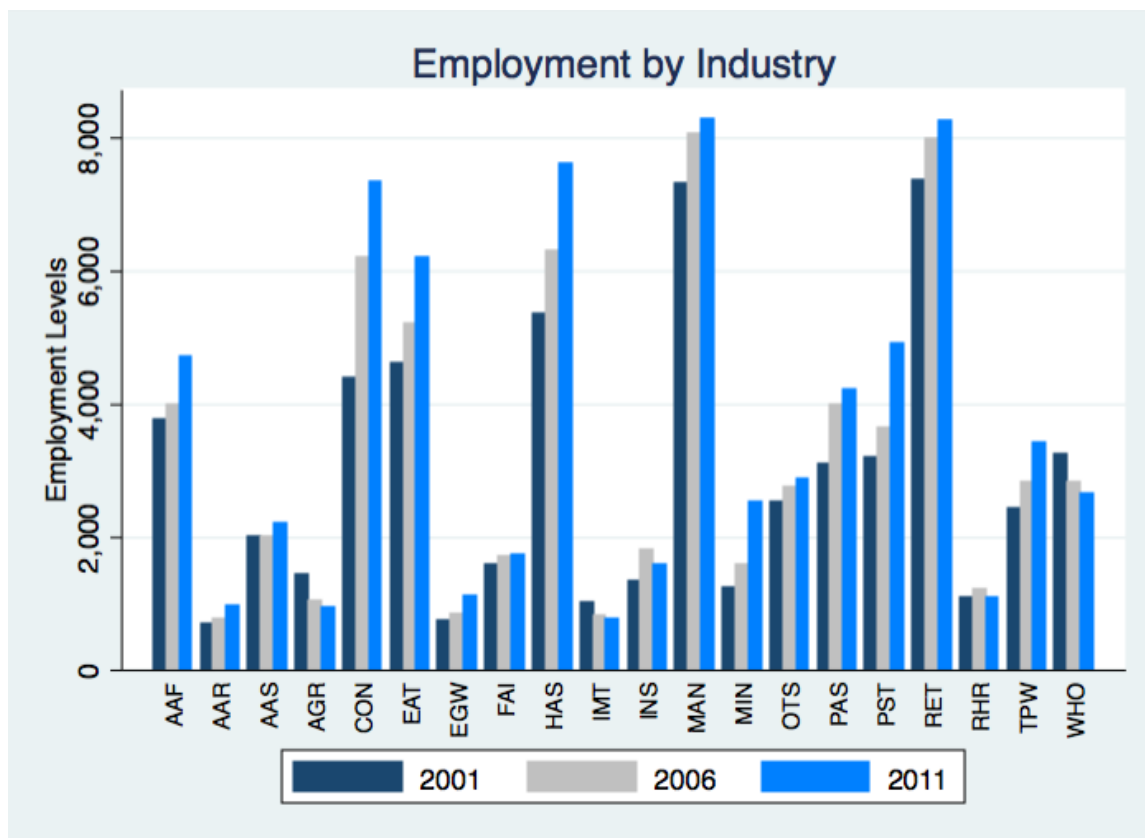


Figure 3 summarized job creation by industrial sector for Greater Bunbury relative to the average growth of the same sector across the Western Australian economy.

- Over the period 2001-2006 the fastest growing industries relative to Western Australia were Administrative & Support Services, Construction, and Manufacturing.
- Over the same period, in Bunbury the slowest growing industries relative to Western Australia overall were in Agriculture, Mining, and Wholesale Trade.

- Of those jobs that could be meaningfully classified, over the 2006-2011 period Administrative & Support Services and Manufacturing continued to grow rapidly relative to Western Australia and were joined by Professional, Scientific & Technical Services and Transport.
- However, in contrast to the 2001-2006 period, Bunbury experienced a relative decline in employment in a diversity of industries: Financial & Insurance Services, Information Media & Telecom, Mining, Public Administration & Safety, Real Estate, and Warehousing 2006-2011.

Figure 3: Growth rates of Greater Bunbury industries relative to Western Australian growth rates.

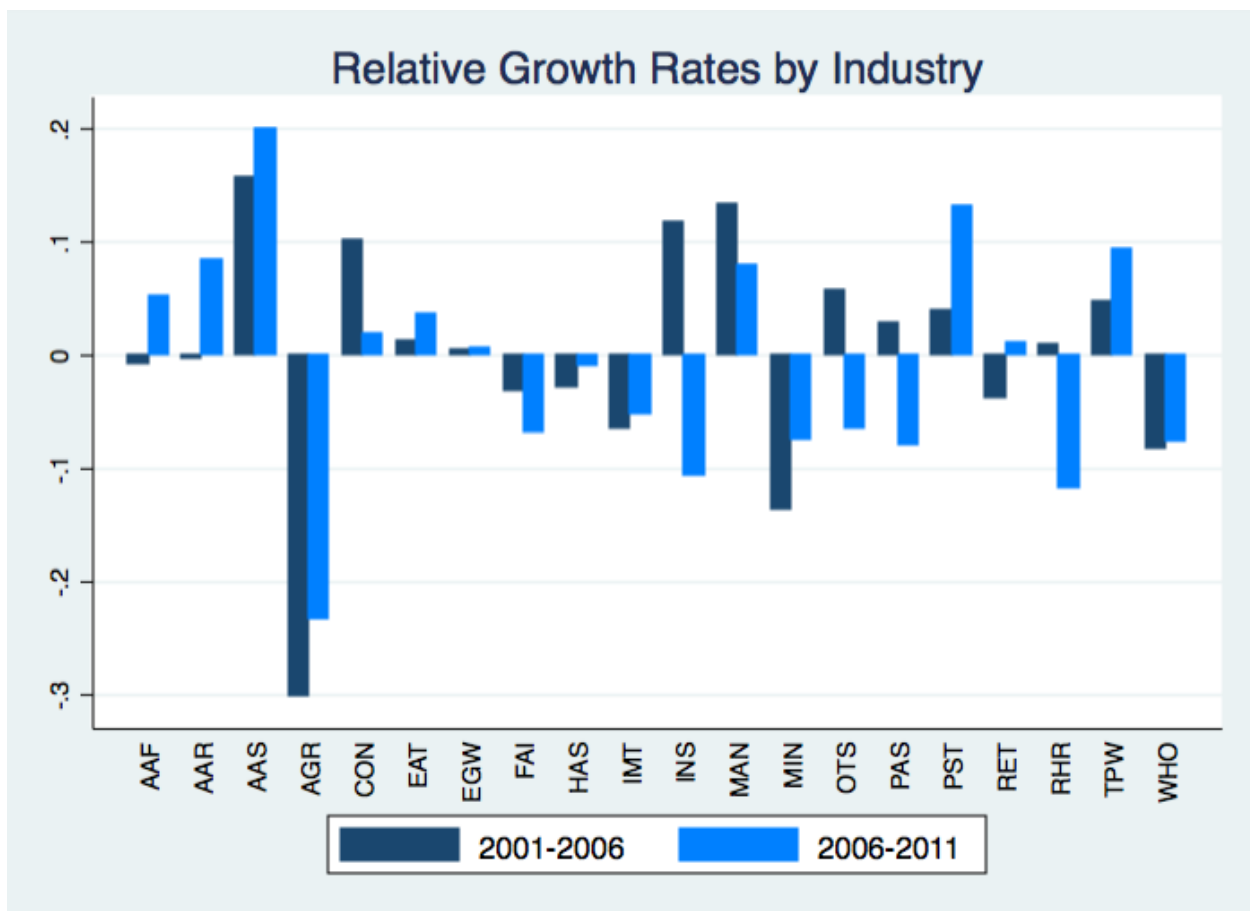
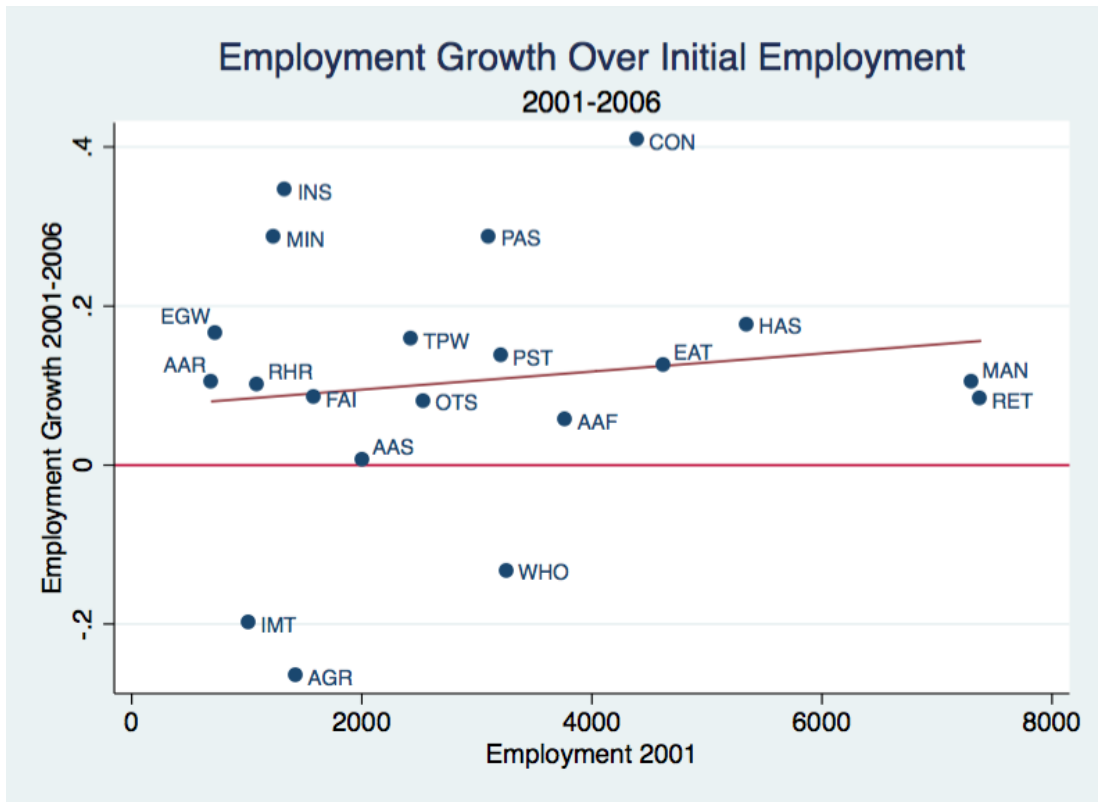
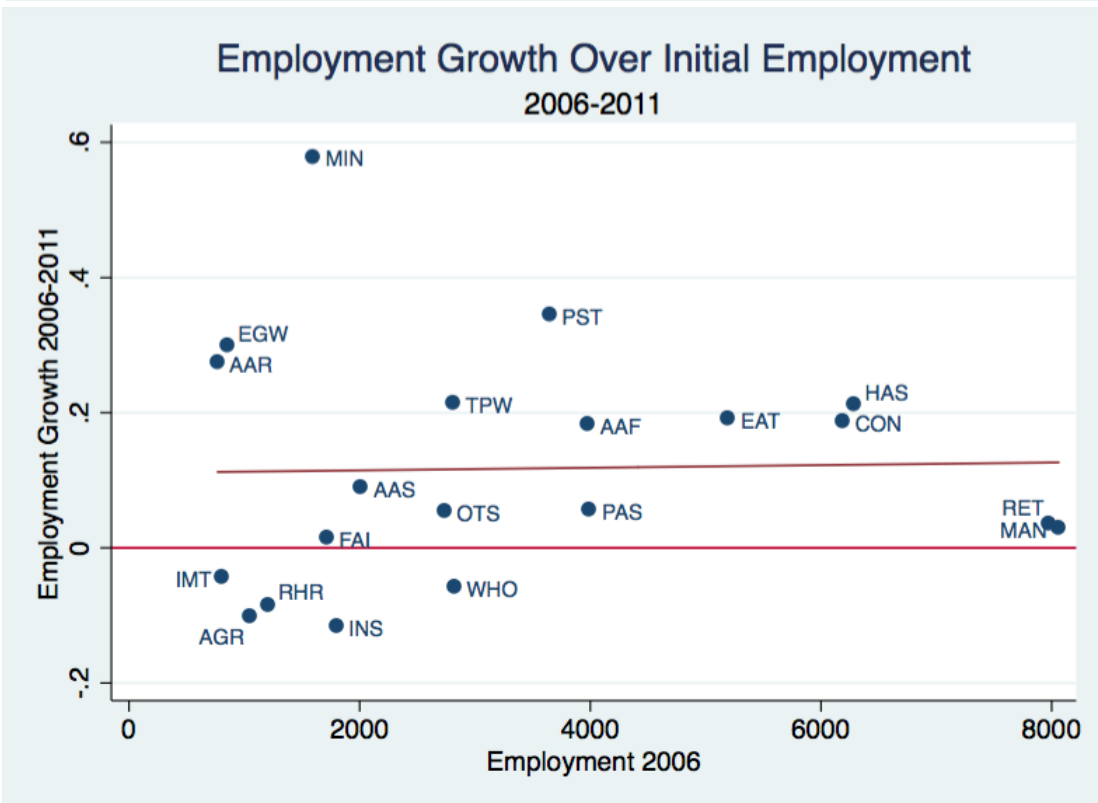


Figure 4 shows the overall pattern of competitive advantage for Greater Bunbury in terms of the relationship between absolute growth rates and the size of each industrial sector. Overall, in the period 2001-2006 there was a positive relationship between the size of an industry in terms of employment and the growth rate of that industry. This relationship had moderated in the 2006-2011 period.

Figure 4: Employment growth rate, relative to initial size of employment for (a) 2001-2006 and (b) 2006-2011.



a.



b.

*Interpreting Figure 4(a) and (b).*

The steady red line at zero signifies the growth threshold. i.e. those industry sectors below that red line have not grown in the intercensal period. It follows then that those sectors above the line have grown. In the 2001-2006 period, the larger industry sectors grew faster (employed more people) than the smaller industry sectors. In the 2006-2011 period both larger and smaller industries which grew, did so at about the same rate.

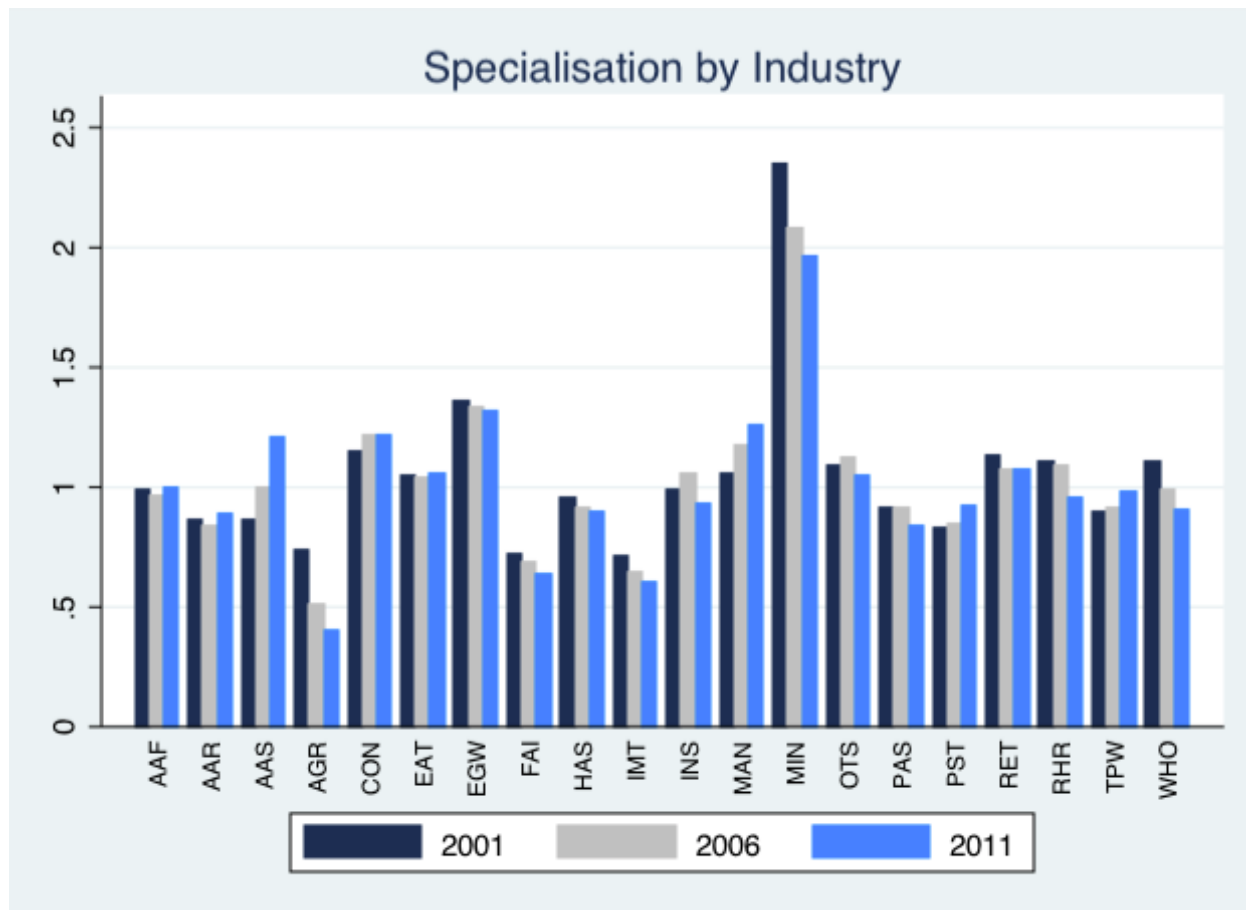
- There is a consistent and stable pattern of industrial activities across the two periods, with industries remaining as FAST GROWING, RESTRUCTURING, or UNDERDEVELOPED between the two periods.
- The exceptions to this rule were: (1) Accommodation & Food Services, which shifted from RESTRUCTURING to FAST GROWING industries between 2001-2006 and 2006-2011; (2) Transport, Postal and Warehousing, which shifted from UNDERDEVELOPED to FAST GROWING industries;

*(b) Local Economic Specialization and Interregional-Trade Patterns:*

Figure 5 shows the pattern of local specialization for Greater Bunbury across the 2001-2011 period. Throughout this period the pattern of specialization is relatively diverse and stable. Specifically, Bunbury specialized in Administrative & Support Services, Construction, Education & Training, Utilities, Manufacturing, Mining, Retailing, and Real Estate.



Figure 5: The specialisation of each industry by employment, relative to levels of employment in Western Australia. Values greater than one demonstrate local specialization in that industry.



*(c) Classifying Industrial Activities*

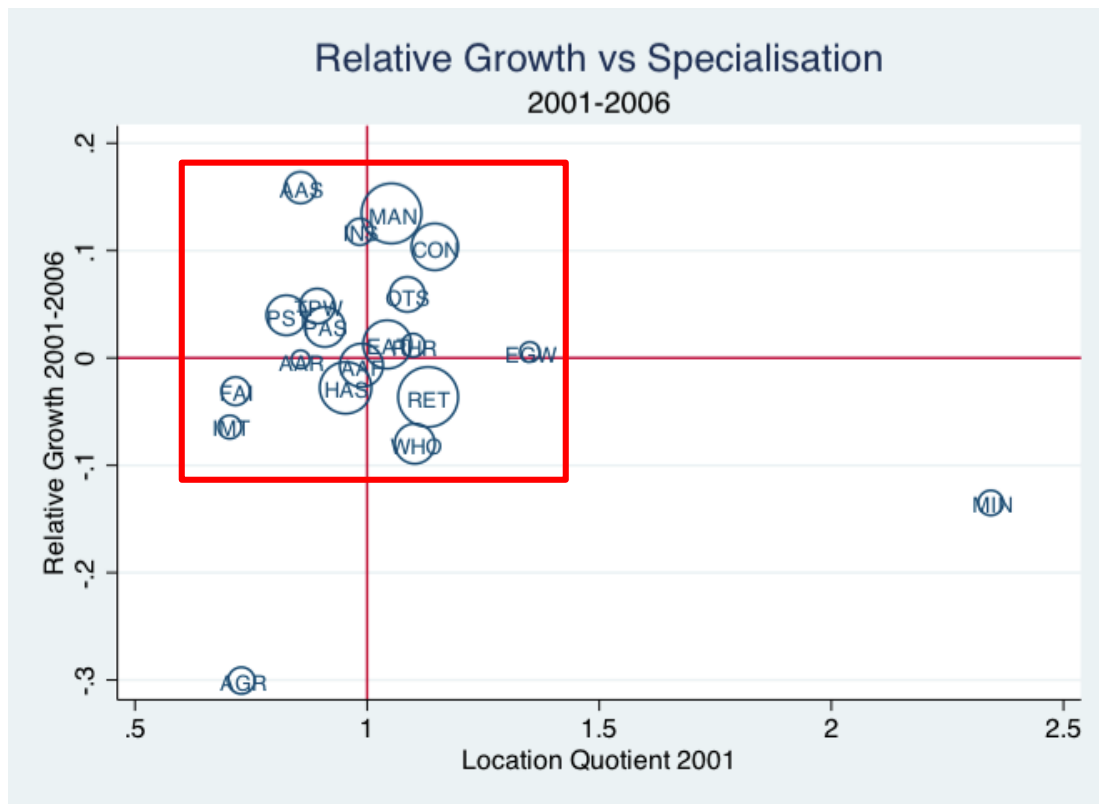
Combining the information on an economy’s ability to create jobs locally and the sectoral patterns of specialisation, it is possible to classify industries in terms of their growth potential and comparative advantage. Figure 6 and Figure 7 classify the economic structure of the Greater Bunbury economy into IMPORTANT GROWTH INDUSTRIES, IMPORTANT INDUSTRIES THAT MAY REQUIRE ATTENTION, POTENTIAL EMERGENT INDUSTRIES, INDUSTRIES OF LITTLE PROMISE.

- Bunbury has a relative diverse economy in the sense that it specializes in a wide array of economic activities.
- Of those industries in which it specializes, a large number are also growing rapidly relative to Western Australia overall.
- Accordingly, Bunbury has a comparative advantage in a diversity of economy activities.

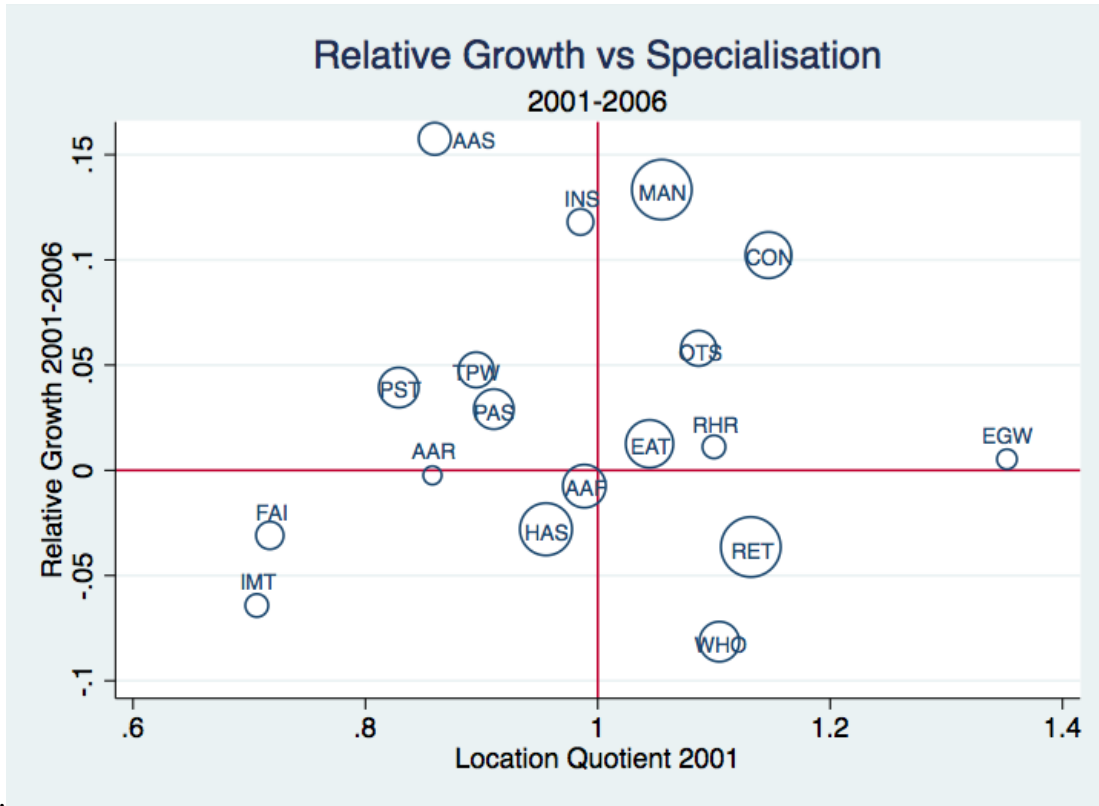
- Manufacturing, Construction, and Education & Training were important growth industries throughout this period.
- In 2001-2006 and 2006-2011 the potentially emergent industries were Professional & Technical Services, Transport & Warehousing, and Public Administration & Safety.
- Administrative & Support Services transitioned from a potentially emergent industry in 2001-2006 to an important growth industry in 2006-2011.
- In 2001-2006 and 2006-2011 Mining remained an industry requiring attention.

Figure 6 examines the relative growth of industry based on the level of specialisation. The data portrayed in Figure 6a(ii) and Figure 6b(ii) is that of the data shown in Figure 6a(i) and Figure 6b(i) respectively but in greater detail.

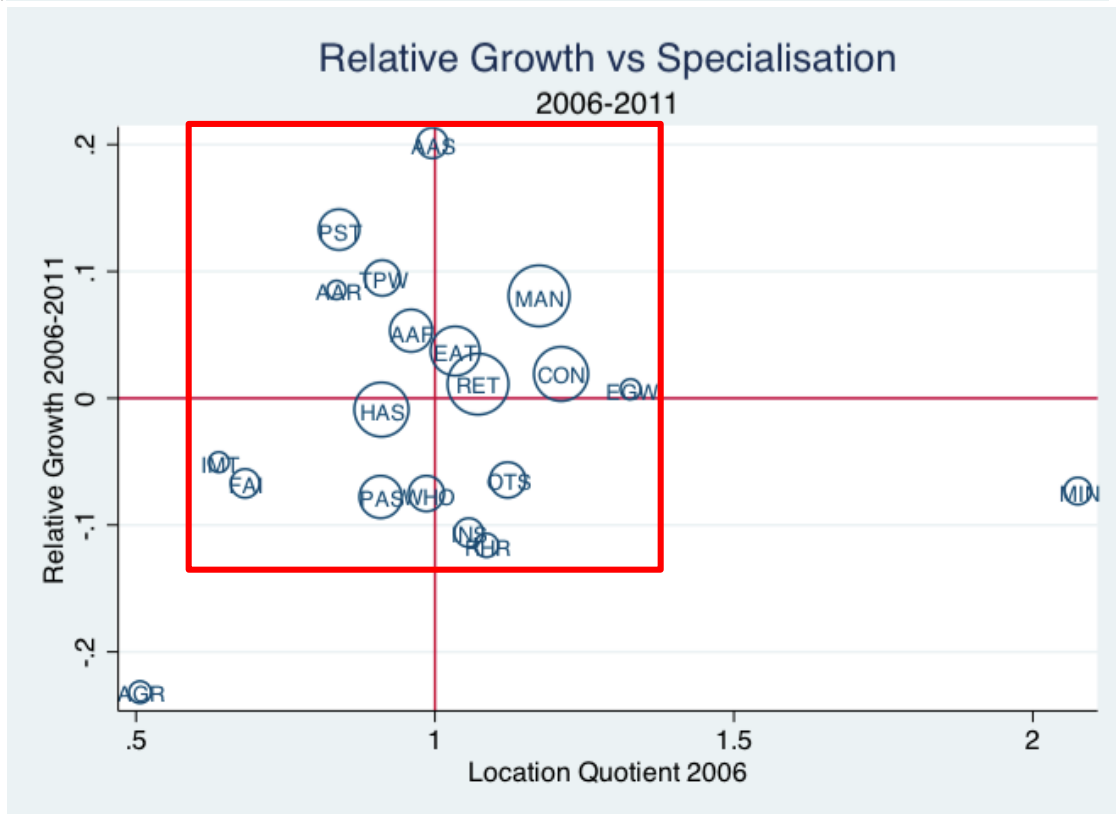
Figure 6: The relative growth of the industry based on level of local specialization for (a) 2001-2006 and (b) 2006-2011. The size of the circle demonstrates the proportion of that industry to total employment.



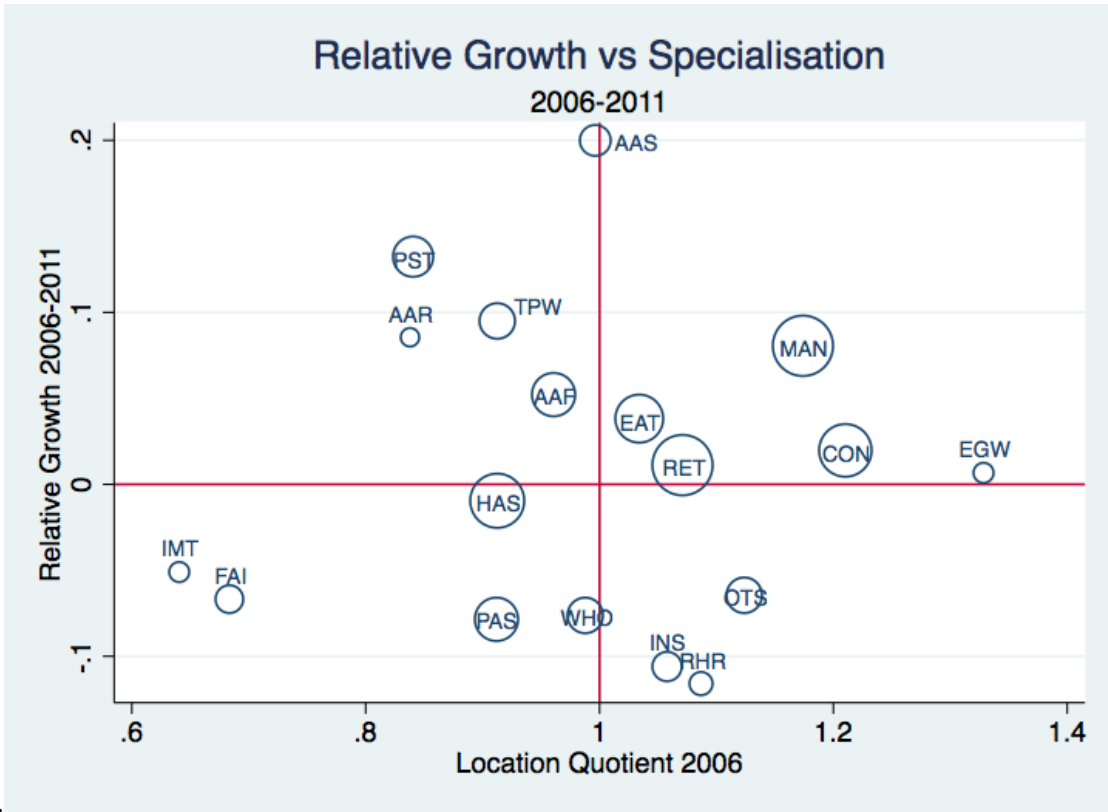
a(i).



a(ii).

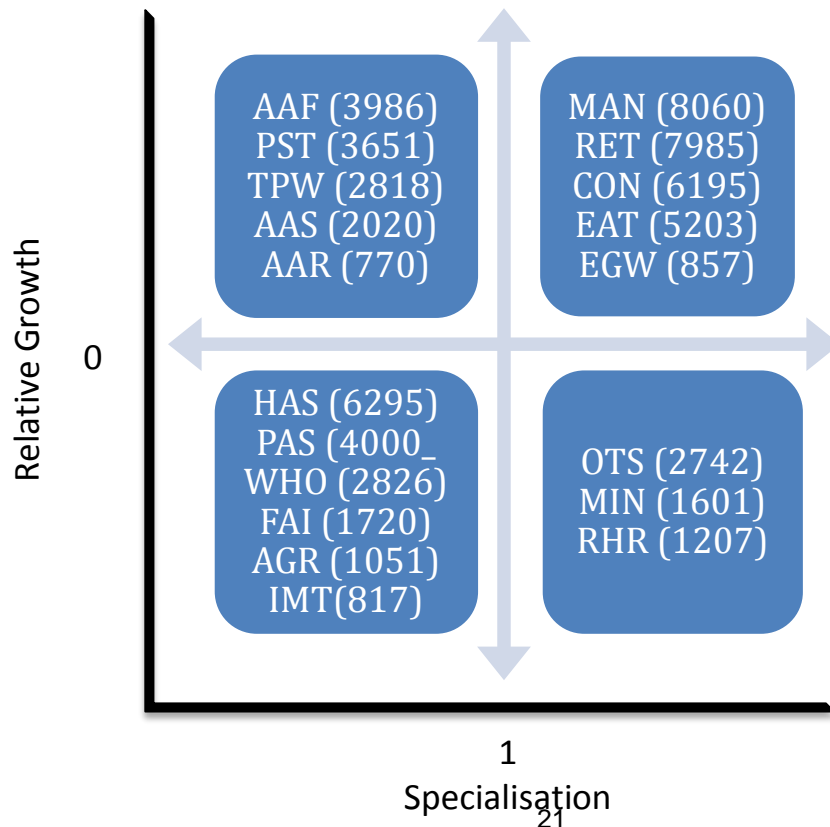
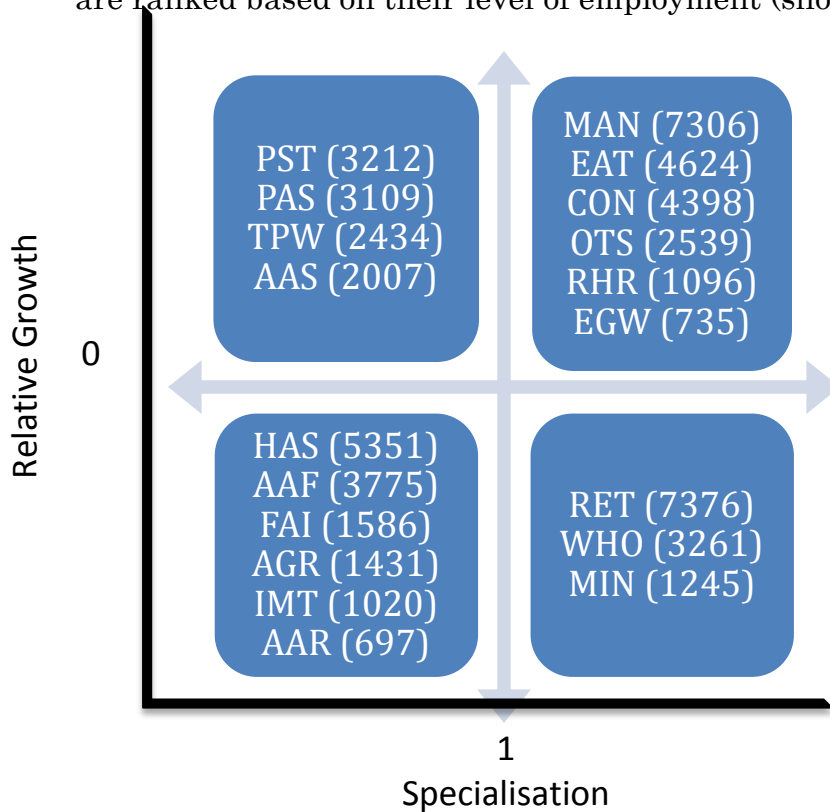


b(i).



b(ii).

Figure 7: Classification of industries based on their specialisation and relative growth for (a) 2001-2006 and (b) 2006-2011. Within each category, industries are ranked based on their level of employment (shown in brackets).



## 7. Summary: Local Competitive and Comparative Advantage

Competitive and comparative advantage are technically two separate, independent concepts which measure economic performance. However, when viewed together they have the potential to measure:

- multiple factors in the economy of a particular place;
- the relationship of a particular locality with other localities nearby ('neighbours');
- the interdependence between industries; and
- the performance of that economy with other local economies.

The degree of economic integration is also an important factor and this underpins the robustness of the Western Australian state economy. Consequently, in regional Western Australia, the links each regional capital has with its 'neighbours' can be important depending upon the relative location or proximity of a regional capital and/or the remoteness of the 'neighbours'. The strength of the direct and indirect impacts of a regional economy on its neighbours and also the direction and flows of the impacts are important to understand and this is best described as 'connectivity'. The links and connectivity also indicate accessibility. Factors which influence accessibility are numerous, including: transport networks, social capital, commodities, labour force, infrastructure and services.

Understanding the links, flows, connectivity and accessibility provide the necessary information to explain how competitive and comparative advantage and industry specialisation of a local economy will impact on neighbouring economies and the strategic positioning of regional capitals in the Western Australian economy overall.

The dynamics and drivers of local competitiveness and comparative advantage shape a regional economy's responsiveness to externalities and help explain the underlying forces triggering 'catch-up', 'falling behind' and 'forging ahead'. They also assist in forecasting economic impacts including:

- the direct and indirect effect of investing in regional capitals,
- the influence of local investment beyond the regional capitals, and
- the potential for diffusion of external shocks across the economic system.

Future research, through the Western Australian Regional Model (WARM) will explore the degree of connectivity and economic integration between Greater Bunbury and its neighbours and Broome and the Western Australian economy overall. In the case of Greater Bunbury, this research will measure the level of dependence between Greater Bunbury and its neighbours; whether investment in Greater Bunbury have a flow-on effect on its neighbours.

## 8. APPENDIX A: ANZSIC INDUSTRIAL CLASSIFICATION

ANZSIC Classification	Mnemonic
Agriculture, forestry & fishing	AGR
Mining	MIN
Manufacturing	MAN
Electricity, gas, water & waste services	EGW
Construction	CON
Wholesale trade	WHO
Retail trade	RET
Accommodation & food services	AAF
Transport, postal & warehousing	TPW
Information media & telecommunications	IMT
Financial & insurance services	FAI
Rental, hiring & real estate services	RHR
Professional, scientific & technical services	PST
Administrative & support services	AAS
Public administration & safety	PAS
Education & training	EAT
Health care & social assistance	HAS
Arts & recreation services	AAR
Other services	OTS
Inadequately described/Not stated	INS

## 9. TECHNICAL APPENDIX:

### (1) *Relative Growth Rates:*

Let  $E_{ir,t}$  define the number of persons employed in industry  $i$  in region  $r$  at time  $t$ . It follows that the local growth rate  $g_{ir}$  can be defined as:

$$g_r = \frac{E_{ir,t+1}}{E_{ir,t}} - 1$$

Similarly, the average growth rate across the benchmark economy, in this instance Western Australia,  $g_{iWA}$ , can be defined as:

$$g_{iWA} = \frac{E_{iWA,t+1}}{E_{iWA,t}} - 1$$

It follows that the relative local economic performance,  $A_{ir}$ , in terms of job creation is defined as:

$$A_{ir} = g_{ir} - g_{iWA}$$

If  $A_{ir} > 0$  then industry  $i$  in region  $r$  is performing better than the same industry in the benchmark economy. Conversely, if  $A_{ir} < 0$  then industry  $i$  in region  $r$  is performing worst than in the benchmark economy.

### (2) *Local Specialization and the Economic Base:*

Conventionally, basic sector employment is assumed to include Agriculture, Mining, Tourism, State/Federal Government and manufacturing (partially) whereas non-basic economic activities include retailing, commercial banking, local government, local public schools, services. However, this rule-of-thumb can be augmented with a more objective measure of local specialization, the location quotient. An employment location quotient ( $LQ_{ir}$ ) is used to define the relative specialization of an industry  $i$  in a region  $r$  relative to the employment in the same industry in a benchmark economy:

$$LQ_{ir} = \frac{E_{ir}/E_r}{E_{iWA}/E_{WA}}$$

Where,  $E_{iWA}$  is the level of employment in industry  $i$ , in the benchmark economy and  $E_{WA}$  is the total employment in the benchmark economy, in this instance Western Australia.

Where local economic data on trade flows does not exist regional trade patterns need to be imputed from measures of local economic structure. Specifically, it is assumed that the patterns of trade can be imputed from the patterns of industrial specialization. In general,



- (a) the greater is the  $LQ_{ir}$  above unity, the larger will be there regions net sectoral exports
- (b) the greater is the  $LQ_{ir}$  below unity, the larger will be the regions net sectoral imports
- (c) for an  $LQ_{ir}$  of unity, the region is neither a net exporter nor a net importer.

From which it is possible to calculate the level of base sector employment in a local economy:

$$E_{ir}^B = (1 - 1/LQ_{ir})E_{ir} = \left( \frac{E_{ir}}{E_{iWA}} - \frac{E_r}{E_{WA}} \right) E_{iWA} \quad \forall LQ_{ir} > 1$$

The first term on the right hand side of this equation can be considered as a proxy for the local economy's share of the total production, or quantity supplied, of the products of industry i for the base economy WA. Similarly, the second term can be considered a proxy for the region's share of the 'base' economy's consumption, or quantity demanded. If the difference is positive (ie a  $LQ_{ir} > 1$ ) then the local economy produces a greater share of the 'base' economy's production than it consumes and the excess is assumed to be exported. As a corollary, this equation can be used to calculate net export employment, that is the local economic base by aggregating across all industries,  $E_r^B = \sum_{i=1}^n E_{ir}^B$ .

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