



Business Investment Report

A data-driven investment brief for anyone deciding where to open, expand or invest. Demographics, income, workforce, industry concentration and a named peer comparison for any Australian small area (SA2) or LGA, generated in under a minute.

2,473

Small areas (SA2) covered

546

LGAs, all states & territories

<60s

From payment to download

WHAT'S INSIDE

Nineteen sections. Every figure sourced.

Not a data dump. A structured read built to answer one question: is this location worth backing, and why.

01

Evidence and position

The findings that carry weight, then population, income, unemployment and socio-economic percentile.

03

Demography and labour

Age structure, household size, dependency ratios, qualifications and occupation mix.

05

Housing and trajectory

Tenure, rent to income and mortgage to income ratios, and recorded population change.

02

Structural and market peers

Two peer sets, both named rather than averaged, matched on size, profile and catchment.

04

Economic base

Employment by industry with location quotients, and the implied job difference in whole people.

06

Limits and provenance

What the data cannot answer, where sources disagree, and the vintage of every figure.

FROM

A\$149

Small area A\$149 · LGA A\$249

- GST included, no account needed
- PDF and editable Word (.docx)
- Delivered in under 60 seconds
- Single-use commercial licence

WHO IT IS FOR

Councils, business owners, investors and site selectors

SEE IT FIRST

Kew - West and Mitchell Shire samples are the real reports, full length.

GOVERNMENT SOURCES ONLY

ABS Census 2021

ABS ERP

ABS Building Approvals

ABS Business Register

ABS Labour Force

SEIFA 2021

ASGS 2021

DataVic CC BY 4.0

data.nsw.gov.au

data.qld.gov.au

data.sa.gov.au

data.wa.gov.au

Retrieve first. Explain second.

Figures are retrieved from government sources and validated before any narrative is written. AI explains the data. It never generates it.

Geography resolved

Matched to official ABS ASGS 2021 boundary geometry.

Data retrieved

Pulled from named government sources before any AI step.

Figures validated

Checked against each other and expected ranges.

Narrative written

AI explains locked figures. It never generates them.

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