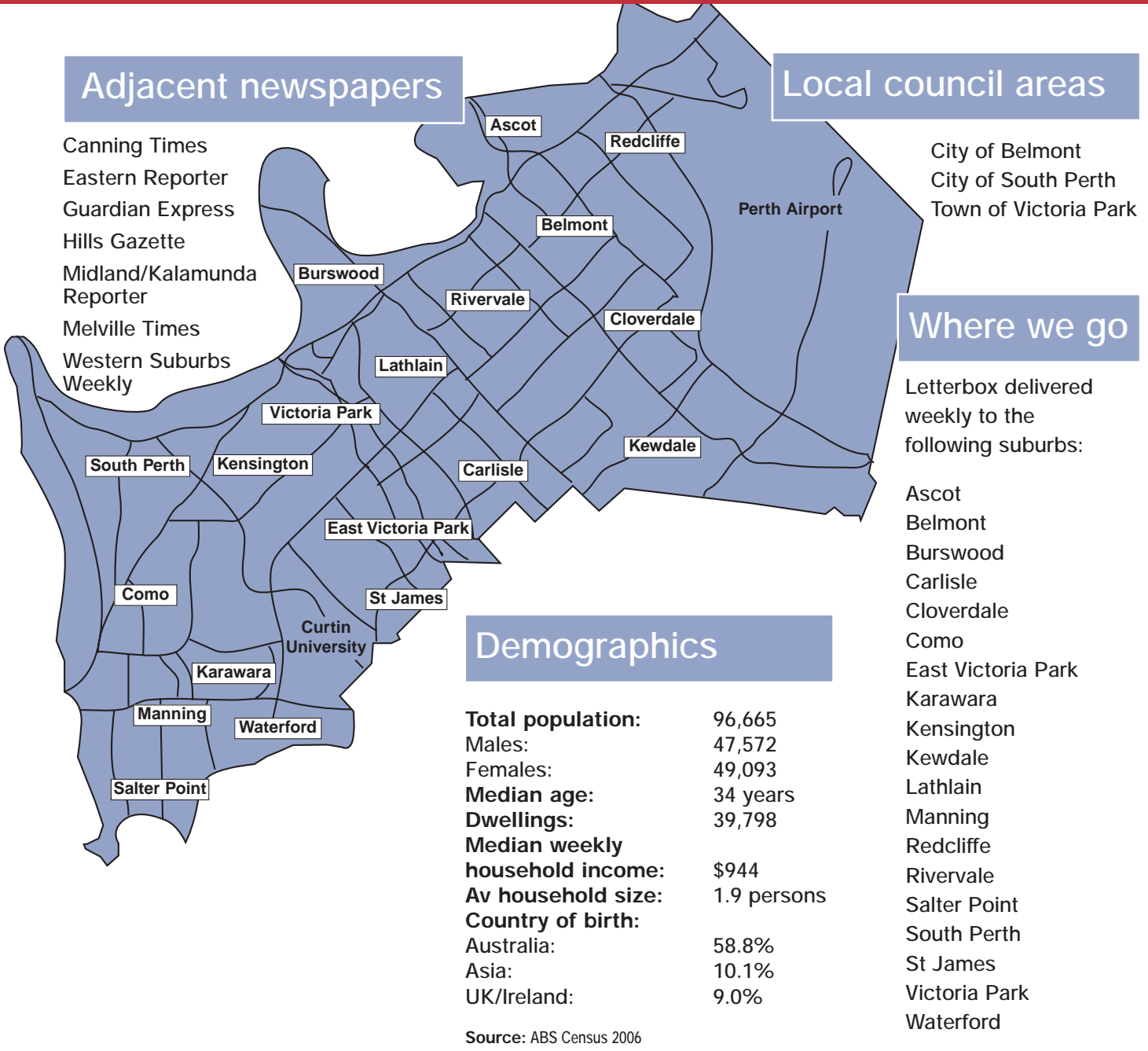




# Southern Gazette



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### Community newspapers

- Advocate
- Canning Times
- Comment News
- Eastern Reporter
- Fremantle/Cockburn Gazette
- Guardian Express
- Hills Gazette
- Joondalup/Wanneroo Times

- Mandurah Coastal Times
- Melville Times
- Midland/Kalamunda Reporter
- North Coast Times
- Southern Gazette
- Stirling Times
- Weekender
- Weekend Courier
- Western Suburbs Weekly

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# Southern Gazette



## Affluent professionals, a growing business community and students

**SOUTHERN GAZETTE** is distributed each Tuesday to homes and businesses in the City of Belmont, Town of Victoria Park and City of South Perth.

The area houses above average concentrations of professionals, managers, administrators and a significant overseas born population (especially in suburbs bordering Curtin University) notably from Asia and the UK. Four in ten residents moved to the area within the last 5 years with 23.2% of this group from overseas.

Town-houses and flats/units account for 40% of all dwellings in the area, (well above the Perth average of 21%) so it is not surprising that the most prominent tenure type is rental. Lone person households represent 36% of all households (a mix of <45 years, baby-boomers and seniors) followed by couple households with no dependent children.

Commercial development in the City of Belmont has seen significant growth in businesses (attracted by proximity to transport networks and CBD) while new housing opportunities have attracted a growing residential population.

In the Town of Victoria Park redevelopment in the Burswood precinct is making a significant contribution to long-term growth prospects while escalating rents and lack of office space in the CBD have resulted in a growing business sector.

Affluent riverside suburbs in the City of South Perth house high income earners and professionals and the area is home to Curtin University and a significant student population.

Source: ABS Census 2006

Consumers look to their local, Community newspaper for purchase options close to home.

New Communities Research – Colmar Brunton Base: Perth metropolitan area



WEEKLY  
*sections*

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