Midland Local Area Plan 2021

In retrospect

City of Swan

Population statistics 2025

Estimated resident population in 2025

15,361

Aboriginal and Torres Strait Islander population

5.4%	3.5%
Midland	City of Swan

Largest age group

35-49 years	35-49 years
Midland	City of Swan

Median age

38 years	35 years
Midland	City of Swan

The age groups with the largest population increase between 2016 and 2021 were:

Parents and homebuilders aged 35- 49:	+296
Young workforce aged 25-34:	+262
Empty nesters and retirees aged 60-69:	+242
Seniors aged 70- 84:	+225

Top five industries

15.5% (City 13.3%)
Health care and social assistance

10.3% (City 10.2%)
Retail trade

7.7% (City 9.1%)
Construction

7.2% (City 6.1%)
Accommodation and food services

6.8% (City 6.4%)
Manufacturing

Household breakdown



- Owned outright: **(18.1%)**
- Owned with a mortgage: **(28.2%)**
- Rented: **(35.2%)**
- Social housing: **(6.2%)**

Labour force



- Employed full-time: **(56.8%)**
- Employed part-time: **(30.8%)**
- Not specified: **(12.4%)**

The data presented is based on the 2021 ABS Census of Population and Housing, as well as the 2024 Estimated Resident Population from ABS Regional Population Growth data, which is sourced from .id (informed decisions): **profile.id.com.au/swan**

Priorities

The City of Swan adopted the Midland Local Area Plan in August 2021. The plan identified the community's priorities, which have helped guide service delivery in the area.

Priority one
Improve community safety and address antisocial behaviour in the Midland Town Centre.

Priority two
Ensure Midland has public open spaces that meet the community needs.

Priority three
Retain trees and bushland, and improve Midland's connection to the Swan and Helena River.

Priority four
Promote and protect Midland's heritage.

Priority five
Improve traffic safety and reduce congestion

Priority six
Ensure adequate community services are available.

Priority seven
Improve streetscapes.

Priority eight
Create a vibrant place through activities, community events and engagement.

Priority nine
Improve cycling and public transport options.

Priority ten
Manage the interface between residential areas and other zones.

Successes

1 Improve community safety and address antisocial behaviour in the Midland Town Centre

- The City approved a new facility for women and children escaping family and domestic violence in Midland. Bindi Bindi Mia Refuge opened in April 2026 and has five crisis accommodation. It can provide integrated, trauma-informed support for up to five women and their children
- The City maintains and operates CCTV cameras in public places throughout the Midland town centre. It works with WA Police to share footage with local police stations
- In 2023, the City worked with local businesses to complete crime prevention through environmental design (CPTED) audits. This work led to resources being developed for the City's website and improved access to the WA Police Security Audit tool.

2 Ensure Midland has public open space that meets the community needs

- A new pocket park was created as part of the new Midland Station development. The park provides more open space in the Midland town centre and retains mature trees
- Stage one of the New Junction precinct, including the Weeip Park development, was completed. It provides public open space, a youth play area and a children's playground. Concept designs for additional residential parks were also completed.

3 Retain trees and bushland and improve Midland's connection to the Swan and Helena Rivers

- The City adopted the Urban Forest Plan in June 2022. Its implementation includes setting targets and identifying tree-planting opportunities across each ward
- Community and school groups have planted native seedlings along the Swan and Helena River catchments. Participants have included the Helena River Steiner School River Rangers and local friends' groups working at locations such as Wangalla Brook Foreshore.

4 Promote and protect Midland's heritage

- The City completed a comprehensive review of its Local Heritage Survey. Council adopted the revised survey in April 2026. It includes 226 properties in the Midland local area.

5 Improve traffic safety and reduce congestion

- The City reviewed the Midland Parking Strategy and continues to implement Precinct Parking Plans where required
- In 2025, the City resurfaced sections of Montreal Road, Leslie Road and Morrison Road to maintain safe and functional local roads.

6 Ensure adequate community services are available

- The City helps eligible residents access subsidised aged care home support and National Disability Insurance Scheme (NDIS) services through Community Care. It also runs information sessions on dementia, older people's rights, and other relevant topics
- The City continues to support Swan City Youth Service in Midland. The service provides education, recreation, life skills, arts and music programs for young people.

7 Improve streetscape

- Forging Ahead: Midland's Renewal is the City's five-year plan to improve Midland's public spaces. The City will invest $5 million over five years in tree planting, public art, seating, footpath upgrades and landscaping
- The City renewed footpaths along Railway Parade and Great Eastern Highway, Midland in 2025.

8 Create a vibrant place through place activities, community events and engagement

- The City continues to support events and activities, including exhibitions and workshops at Midland Junction Arts Centre, Fridays at LoCale and major cultural festivals such as Kambarang Festival and Hyper Festival
- Swan Rotary held monthly Midland Markets at Weeip Park since November 2025. These have included twilight and morning market events.

9 Improve cycle and public transport options

- The new Midland Train Station was completed in early 2026, with improvements to bus connections through the new bus interchange also completed
- The principal shared path has been extended past the Midland Station through to Lloyd Street, boosting cycling and pedestrian movement in the area.

10 Manage the interface between residential areas and other zones

- On July, 9 2025, Council did not support rezoning the Midland Brick site from 'Industrial' to 'Urban'. Instead, Council recommended an 'Urban Deferred' zone to ensure appropriate buffers and other mitigation were in place before residential development proceeded
- The City is preparing draft Local Planning Scheme No.18 for public advertising. The draft scheme includes changes to zoning and permitted land uses to better manage compatibility between different land uses.

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