

21.02 A SNAPSHOT OF THE CITY OF BOROONDARA (1999)

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21.02-1 Regional context

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Boroondara forms part of the inner eastern region of the ring of suburbs formed around the central business district of Melbourne. The City has as its neighbours the cities of Banyule, Manningham, Monash, Stonnington, Whitehorse and Yarra. With a population of approximately 154,000 people, it is one of only five metropolitan municipalities with a population exceeding 140,000.

Boroondara enjoys a high degree of accessibility to the surrounding region, particularly in an east/west direction, by virtue of rail, and both strong main arterial and freeway links that pass either through the City or along its borders. The City's north/south links, however, are far weaker. The City is in close proximity not only to the Melbourne Central Business District (CBD), but also to the geographical centre of the metropolitan region, thus placing it at a pivotal point in the region.

Of regional concern is the impact that road based traffic has on the amenity and environmental health of Boroondara. The further development of the freeway network has the potential of increasing possible spill-over traffic in the City and generating further emissions in close proximity to our residential areas. The strong public transport links represent an opportunity to alleviate these impacts, something that the State Department of Infrastructure's "Transporting Melbourne Strategy" recognises.

Boroondara, and the inner eastern region, is an attractive and highly sought after residential environment with a mix of housing types. Set in a green, treed environment it displays extremely high levels of amenity value.

The City stands out regionally from other municipalities as a centre of education, learning and health, with an abundance of primary, secondary and tertiary learning institutions and many private and public health care facilities.

The State Government's rationalisation of both the health and education sectors could have a significant impact on Boroondara, particularly as it places additional demands on the remaining services and serves to further reinforce the role of the private sector service providers. The closures of schools such as Greythorn Secondary College, or the sale of health facilities, such as Willsmere, do, however, also provide some of the few major redevelopment opportunities in an essentially fully developed city such as Boroondara.

Of great regional significance is Boroondara's role as custodian of a portion of the Yarra River and its environs, one of the most important riverine environments in the State. The Yarra, together with Koonung and Gardiners Creeks, is an important component of the metropolitan drainage system and its related riverine ecosystems and environments. The City supports all regional policies relating to the Yarra River and its environs.

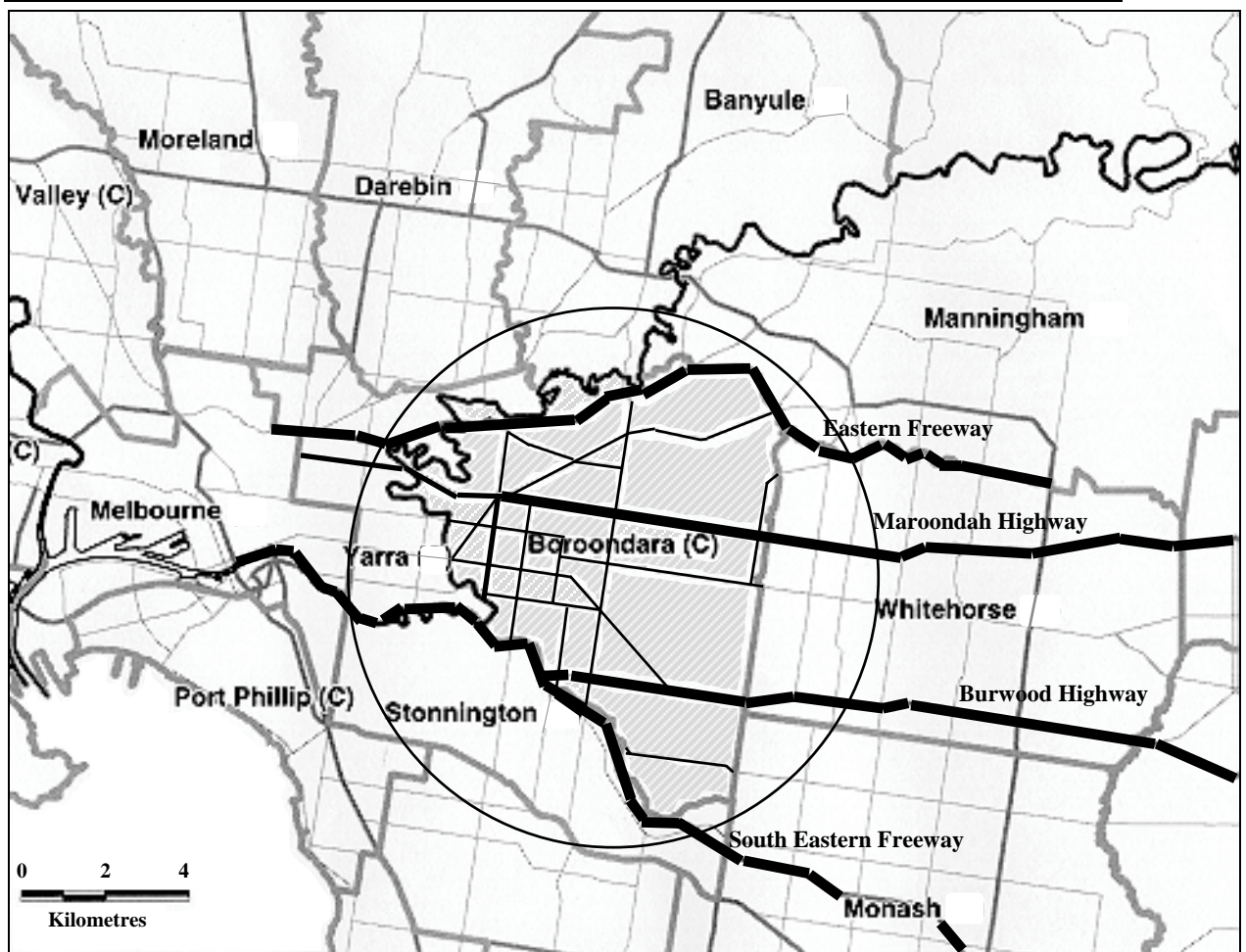
Boroondara's open spaces play an important role as a key link in the overall metropolitan open space network and its associated bicycle and walking trails. The City seeks to undertake measures that serve to reinforce this important role in the broader network to the benefit of all users, in line with the State Government's "Victoria for Bikes Strategy" and the development of "Principal Bicycle Network".

The City falls within a metropolitan wedge, extending from Boroondara and Manningham along one axis and the Princess Highway towards Dandenong on the other, which has become a preferred location for suburban office activity. The role of Boroondara as a key office location is manifested through very low vacancy rates and high rentals in comparison to the Melbourne Central Business District (CBD). The desirability of Boroondara as a suburban office location is further reinforced by the City's good east/west public transport links and its high concentration of resident professionals.

In terms of retailing, the City has a range of vibrant large and local strip shopping centres. These perform a vital role in the City's economy, catering to the needs of local neighbourhoods, and in some cases, broader regions. However, in a regional context, the role and survival of these centres is dependent, to some extent, on the impact of free-standing regional shopping centres such as Chadstone or Westfield Shopping Town, Doncaster. Of grave concern is the impact that any further expansion of such regional shopping centres may have on the viability of local retailing in Boroondara.

Boroondara's role as a manufacturing centre has declined. As a result of the restructuring of the manufacturing sector throughout the State, and the increasing value of land within the City, the marketplace no longer considers manufacturing to be the best or most efficient use of land within the inner eastern area. Manufacturing is relocating to areas where land is more readily available and less expensive, such as in the growth areas to the east like Monash, Knox and Dandenong, and the growth corridors to the west of Melbourne.

REGIONAL CONTEXT OF THE CITY OF BOROONDARA



21.02-2 Our people at a glance

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The following profile of our community is based on the 1996 Census prepared by the Australian Bureau of Statistics.

The City of Boroondara has an estimated population of 154,000 people, a figure which has increased by 1.7% from the 1991 Census period and is expected to remain relatively stable over the next five year period.

The characteristics of our community are diverse and can be summarised as follows:

Age

Boroondara has a population that displays two distinctive characteristics. Approximately 13% of its residents are between the ages of 0 and 14 compared to a Melbourne Statistical Division (MSD) average of 24%, while 12% are persons aged 70+, a significantly higher proportion than the Melbourne average of 8%.

The age characteristics of Boroondara's residents has a great significance for potential housing demand both in terms of number and type or form. They are also significant in terms of service demand and provision, particularly social services such as age, health and child care.

Family structure

On average, 2.5 persons live in each of the City's approximately 60,000 households. When compared to some of Boroondara's neighbours such as Manningham (3.3 persons) or Whitehorse (2.8 persons), it can be seen that it has a slightly smaller average household size.

Over the last five years there has been a steady reduction in the average household size from 2.8 persons to the present day 2.5.

The average household size is only slightly lower than that of the metropolitan region which is 2.8 persons. The trend towards a declining average household size for Boroondara is consistent with a large proportion of the population in a later life-cycle stage.

Families make up 65% of households, that is, people related by birth or marriage living together. Of these families, 7.7% are single parent families (MSD 9.8%), 21.8% are couples without children (MSD 22%) and 33% are two parent families (MSD 38%). It can be seen that Boroondara is generally similar to the Metropolitan average, apart from two parent families being slightly lower than the MSD average.

Changes in family composition and average size has an impact across a number of areas. The demand for different housing types is closely associated with family size and type, as is the demand for social and community services. There are also close links to economic considerations when considering family size and make-up, particularly the ability to contribute to the work force and the potential demand for particular services.

Qualifications and occupation

Boroondara has a well educated population and one of the highest rates of residents employed as professionals, in Melbourne. Of our adult residents 29% have an undergraduate degree or higher, compared with the MSD average of 13%.

These high levels of education may account for the fact that 46% of our residents are employed as managers, administrators and other professionals, while the MSD average is 26%. Only 5% of our resident work force is employed as tradespersons compared with the MSD average of 13%.

Boroondara has a lower than average unemployment rate. According to Department of Employment, Education and Training and Youth Affairs figures, 6% of residents were unemployed in June 1995 compared to the MSD average of 8.5%.

The resident labour force in Boroondara comprises approximately 64,000 people. The following table sets out in some detail the sectors in which our resident labour force is employed.

Table 1: Employment by sectors

INDUSTRY SECTOR	# EMPLOYED	%
Manufacturing	5892	8.6
Construction	2189	3.3
Wholesale and Retail Trade	11996	17.5
Transport and Storage	1812	2.6
Communications	1416	2.1
Finance, Property & Business Services	16807	24.5
Public Administration	2462	3.6
Community Services	16169	23.6
Recreation, Personal and Other Services	7367	10.7
Other	487	0.7
Not Stated	1793	2.6
TOTAL	68657	100

Clearly the overall qualification and occupation profile of residents has a strong impact on the economy, particularly when considering potential growth sectors and how and where they may be able to be accommodated in the City.

There are also direct links to housing demand as well as to infrastructure considerations, especially in the context of movement within and through the City to employment areas.

Cultural diversity

Boroondara is a multi-cultural City with 27% of its residents born overseas. Of these, more than 66% came from non-English speaking countries. 4.5% of the population were born in the United Kingdom (MSD 5.3%), 3.3% in Greece and Italy (MSD 4.7%), 1.4% in New Zealand and 1.4% in Malaysia (MSD 1.1% and 0.7% respectively). Other Asian and European countries contributing the balance.

The cultural diversity of Boroondara’s residents has strong implications for social and cultural service provision in the City.

Mobility

Nearly 60% of residents have lived at their current address for the last five years, similar to that for the rest of Melbourne. A further 6% have moved within the City to a new address, bringing the total of residents who have lived in the City over the last five years to 66%.

Over the last five years, 22% of residents have moved to Boroondara from other parts of the State, 4% have come from different parts of Australia and 6% from overseas.

These mobility patterns have a direct impact on housing demands and also serve as an indicator of the housing movement patterns within Boroondara.

Accommodation

It is interesting to note that although one generally associates Boroondara as being a City accommodating families in "family type" houses, ie. detached residential houses, the City has in fact a smaller percentage of traditional "family type" homes than the MSD average. Of the approximate 60,000 residential properties found in the City, only 63.6% are detached dwellings compared to an average of 74.2% for the MSD. 10.3% are semi-detached dwelling (MSD 8%) and 22.9% are flats, units or apartments (MSD 14.8%).

The accommodation patterns have a clear impact on housing supply in the City and the form in which that supply takes place. There are also strong links to the overall character and amenity qualities of our residential suburbs derived from the patterns of housing supply.

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Summary

The following table provides a brief summary of the population characteristics at a glance, and a comparison with the Metropolitan Statistical Division averages.

Table 2: Population profile indicators compared with the MSD

POPULATION PROFILE INDICATOR	BOROONDARA (AVERAGE)	MSD (AVERAGE)
Age, proportion 0-14 years	13%	24%
Age, proportion 70 years+	12%	8%
Average Household Size	2.5 persons	2.8 persons
Tertiary Qualifications	29%	13%
Professional Employment	46%	26%
Trade Employment	5%	13%
Unemployment	6%	8.5%
UK, Overseas Born	4.5%	5.3%
Greek, Overseas Born	1.7%	1.9%
Italian, Overseas Born	1.6%	2.8%
At same address for last 5 years	60%	60%
Detached Dwellings	63.6%	74.2%
Semi-detached	10.3%	8%
Townhouse, Flats or Apartments	22.9%	14.8%

From the Table, it can be seen that Boroondara has:

- A lower than average proportion of 0-14 year olds.
- A higher proportion of persons 70 years and older.
- A slightly smaller average family size.
- A higher than average proportion of persons with tertiary qualifications and employed as professionals.

- A lower proportion of residents employed as trades persons or unemployed.
- A lower proportion of persons born in the UK and Italy.
- A lower proportion of our housing stock being detached dwellings.
- A higher proportion of townhouses, flats and apartments than the Metropolitan Statistical Division average.