21.01   MUNICIPAL PROFILE

28/03/2018
VC145

21.01-1   Our City

11/07/2014
C91

The City of Maroondah covers a land area of 61.4 square kilometres in Melbourne's Outer East, 22 kilometres from the Central Business District (CBD). The area is a substantially developed residential municipality, with an estimated population of 108,828 residents and 42,437 households with an average of 2.52 people per household.

The City of Maroondah includes the suburbs of Croydon, Croydon Hills, Croydon North, Croydon South, Heathmont, Kilsyth South, Ringwood, Ringwood East, Ringwood North and Warranwood. The City also includes parts of the suburbs of Kilsyth, Park Orchards, Vermont and Wonga Park. Maroondah has the strategic advantage of being located at the north-eastern junction of the Eastern Freeway - EastLink corridor.

There are two train lines and a large number of bus routes within the City. Some areas have limited access to public transport and residents are reliant on private vehicles. Our sustainable transport links continue to expand, with on-road cycling paths and shared paths on major trails, including the Mullum Mullum Creek trail, the EastLink Trail, Taralla Creek trail and the Dandenong Creek trail.

21.01-2   Our History

11/07/2014
C91

The first settlers to the area prior to European colonisation were the Wurundjeri people of the Kulin nation approximately 40,000 years ago. The territory of the Wurundjeri lies within the inner city of Melbourne and extends north of the Great Dividing Ranges, east to Mt Baw Baw, south to Mordialloc Creek and west to Werribee River.

European settlers arrived in the 1830's and commenced using the land for grazing cattle by early settlers from Melbourne and neighbouring areas. The original Ringwood village emerged in the mid to late 19th century, following the initial sale of land in the 1850s and the local proliferation of grazing, fruit growing and brick making activities. Subdivisions of land around Ringwood commenced with the first sales by the Crown in the 1850s often of parcels of 640 acres, which sold at one pound per acre.

The first constructed road through the area led to Mount Dandenong and was known as Sawmill Road, then Oxford Road, then finally given its current name of Mount Dandenong Road. The area became better known as bullock teams heading for the gold fields in Woods Point and the Great Dividing Range used this new road.

The railway line from Melbourne commenced its eastward development in 1861 extending to Lilydale through Ringwood and Croydon in December 1882. This resulted in a consolidation of township facilities, including the provision of local churches, banks and schools to accommodate a growing population. The line to Ferntree Gully followed soon afterwards.

The proclamation in 1924 of the Borough of Ringwood coincided with the electrification of the railway line, providing a stimulus for major township development and subdivision.

Electric trains were in service between Ringwood and Croydon in 1924 and were extended to Lilydale in 1925.

During its early days, Croydon was part of the Shire of Lillydale's South-West Riding. Unlike some neighbouring towns, it had not been planned and proclaimed a town by the Department of Crown Lands and Survey, but resulted from the private subdivision of crown land in the Parishes of Warrandyte, Mooroolbark and Ringwood. Severance of Croydon from Lillydale Shire was requested in 1957 since it was the most densely populated part of the Shire. The Shire of Croydon was declared in 1961.

Considerable suburban expansion during the post-war period gave rise to the declaration of the City of Ringwood in 1960. At this point Ringwood gained formal recognition as part of the broader metropolitan region, emphasised by the erection of Eastland in 1967 as a major 'new format' retail Centre. In 1971, the City of Croydon was declared reflecting increased residential development and population growth in this area.

The City of Maroondah was formed on 15 December 1994 by the amalgamation of the former Cities of Croydon and Ringwood, and parts of the former North Ringwood, Lilydale and Kilsyth South local government areas. The term 'Maroondah' is named after an aboriginal word meaning 'leaf' which symbolises the green environment of the city.

The city is now a well-established municipality that blends the best of both city and country lifestyles. There are more established residential areas along the major transport routes and railway lines, and newer residential pockets in the northern and south-eastern parts of the Maroondah. With little remaining land available for greenfield residential development, future population growth will be stimulated by housing consolidation and medium density development.

21.01-3 Our Residents

11/07/2014
C91

Maroondah's population has a similar structure to the State's average, however compared with metropolitan Melbourne, Maroondah has a slightly larger number of retirees aged 60-74 years and a lower number of young adults aged 20-34 years.

Cultural diversity in the area is increasing with the highest numbers of recent overseas immigrants arriving from the United Kingdom, Burma, China, India, Sudan and Thailand. Maroondah is now home to the largest Burmese community in Melbourne's Eastern Region.

There is a strong atmosphere of community participation within Maroondah embodied by a large number of committed volunteers. More than two thirds of parents in Maroondah are actively involved in their local schools and one third of Maroondah's residents are members of organised community groups.

21.01-4 Our Economy

11/07/2014
C91

Over 9,000 businesses operate within the City with small business comprising over 95% of these organisations. The majority of businesses are in the property and business services, construction, manufacturing, retail trade, finance and insurance sectors. The largest industry employers are the manufacturing and retail trade sectors, which also provide the greatest overall contribution to gross regional product. In total, businesses in Maroondah provide employment for approximately 37,000 people.

Maroondah has two major retail centres at Croydon and Ringwood, with Ringwood being one of the largest in Melbourne. There are strong service and retail precincts clustered along the Maroondah Highway corridor and 21 local shopping centres throughout the municipality.

Maroondah is well positioned to take advantage of Victoria's future growth. As part of the State Government's blueprint for the future, Ringwood has been nominated as a Central Activities Area. This is a form of development that clusters a greater mix of land uses around quality transport services. Croydon has also been selected as a Major Activity Centre with future development of concentrated commercial retail opportunities strengthening its thriving town centre.

The Bayswater North precinct is a major industrial and economic hub where many national and international firms have established their headquarters. The area offers diverse and flexible business accommodation with ready access to major roadways and transport connections.

21.01-5 Our Environment

11/07/2014
C91

The municipality is physically dominated by two ridgelines, the Wicklow Hills Ridge and the Loughnan-Warranwood Ridge, that have unique flora and fauna characteristics. These ridgelines have a prominent role in defining the environmental significance of the municipality, due to the extensive coverage of natural bushland and large canopy trees.

While Maroondah supports a large residential community across all sections of the municipality, there are several areas that possess special environmental, biological, heritage

or landscape characteristics. These areas have a highly sensitive environmental quality due to their land form, built or natural heritage values, bio-diversity or habitat type.