Melbourne's North:

Socio-economic overview

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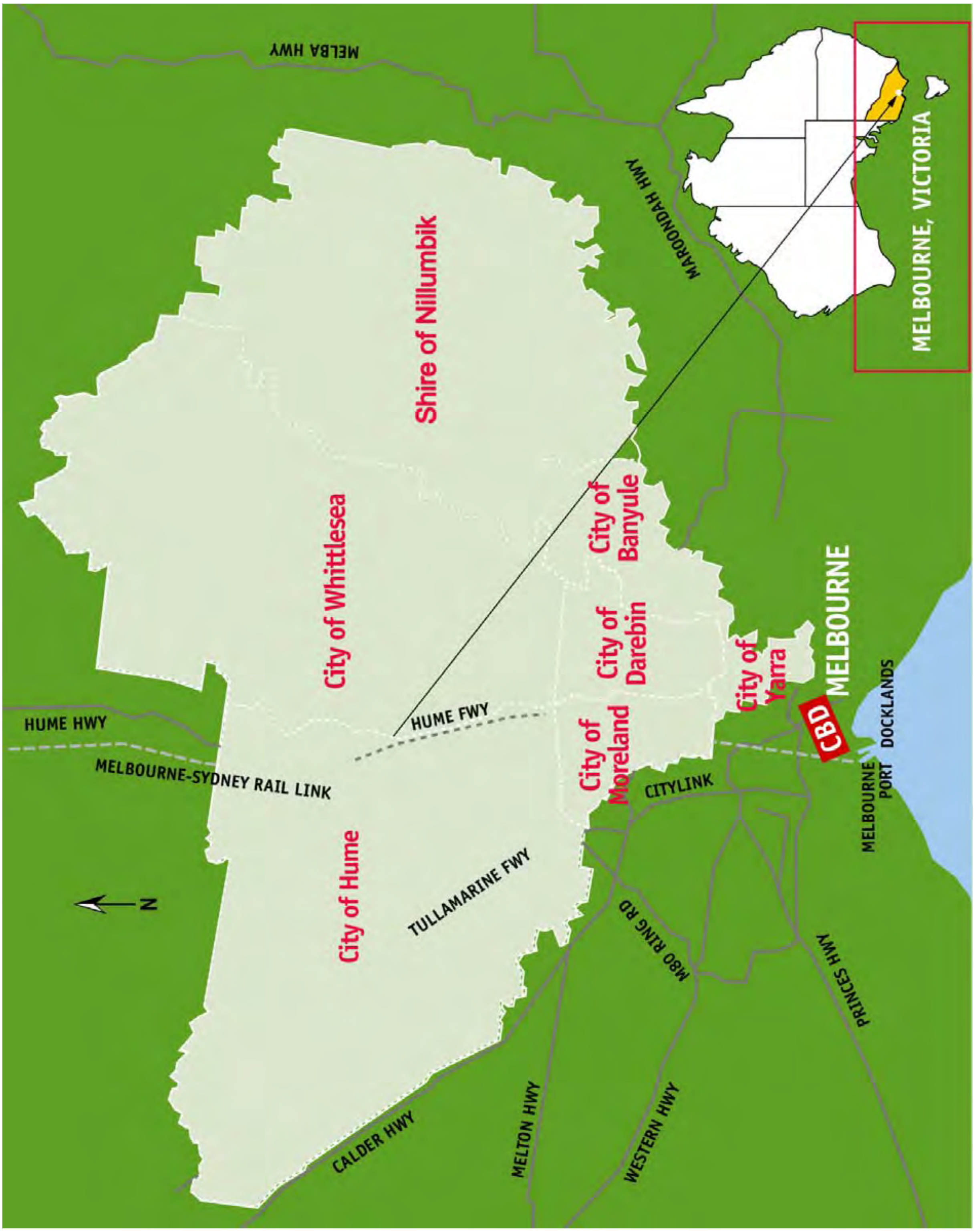
Contents

		Page no.
	Regional Map	4
1.	Melbourne's North economic update 10 key facts about Melbourne's North Multi-million dollar developments in Melbourne's North	5
2.	Strategic issues	9
3.	SWOT Analysis	17
	3.1 Strengths	
	3.2 Weaknesses	
	3.3 Opportunities	
	3.4 Threats	
4.	Key recommendations: building the region's economic future	19
5.	Melbourne's North: key data	21
Appendix A:	Melbourne's North Inner LGAs: (Moreland, Darebin, Banyule and Yarra)	22
Appendix B:	Melbourne's North Outer LGAs: (namely Hume, Whittlesea and Nillumbik)	26
Appendix C:	Gross product definition and data sources	30


MELBOURNE, VICTORIA
Shire of Nillumbik
City of Whittlesea
City of Banyule
City of Darebin
City of Yarra
City of Moreland
City of Hume
MELBOURNE
CBD
DOCKLANDS
MELBOURNE PORT
MELBA HWY
MAROONDAH HWY
HUME HWY
HUME FWY
MELBOURNE-SYDNEY RAIL LINK
CITYLINK
TULLAMARINE FWY
M80 RING RD
PRINCES HWY
CALDER HWY
MELTON HWY
WESTERN HWY
N

1. Melbourne’s North economic update

1.1 An economy in transition

Melbourne’s North is defined as the region covering the seven local government areas of Banyule, Darebin, Hume, Moreland, Nillumbik, Whittlesea and Yarra. The region is highly diverse, and its inner regions are rapidly transitioning to knowledge economy and creative industry type development as manufacturing, logistics and warehousing activities develop in the outer parts of the region.

The region has experienced population growth of 136,556 over the past ten years. Experts predict that the rate of growth will increase more significantly over the next ten years with an additional 250,000 new residents expected. This will place further pressure on already strained regional infrastructure and services.

Melbourne's North has evolved from a manufacturing region to a knowledge economy region in which high tech manufacturing has been retained and significant research hubs are being developed. The region’s diverse and increasingly skilled residents provide an opportunity for the growth and relocation of businesses. Parts of the region such as Yarra, Northcote, Brunswick and Nillumbik are strongholds of the arts and entertainment. The region has quality residential precincts and still manages to provide affordable housing. With developing infrastructure and major assets such as Melbourne Airport, freight hubs, transport networks and the relocating wholesale markets, the growth potential for Melbourne’s North is high. The region still retains large areas of its natural environment combined with strong lifestyle attributes.

The developing role of activity centres and Central Activities Areas such as Broadmeadows in Hume, where renewal, housing and commercial development is taking place, reduce the focus of employment and commerce from the Melbourne CBD and create new opportunities in Melbourne’s North.

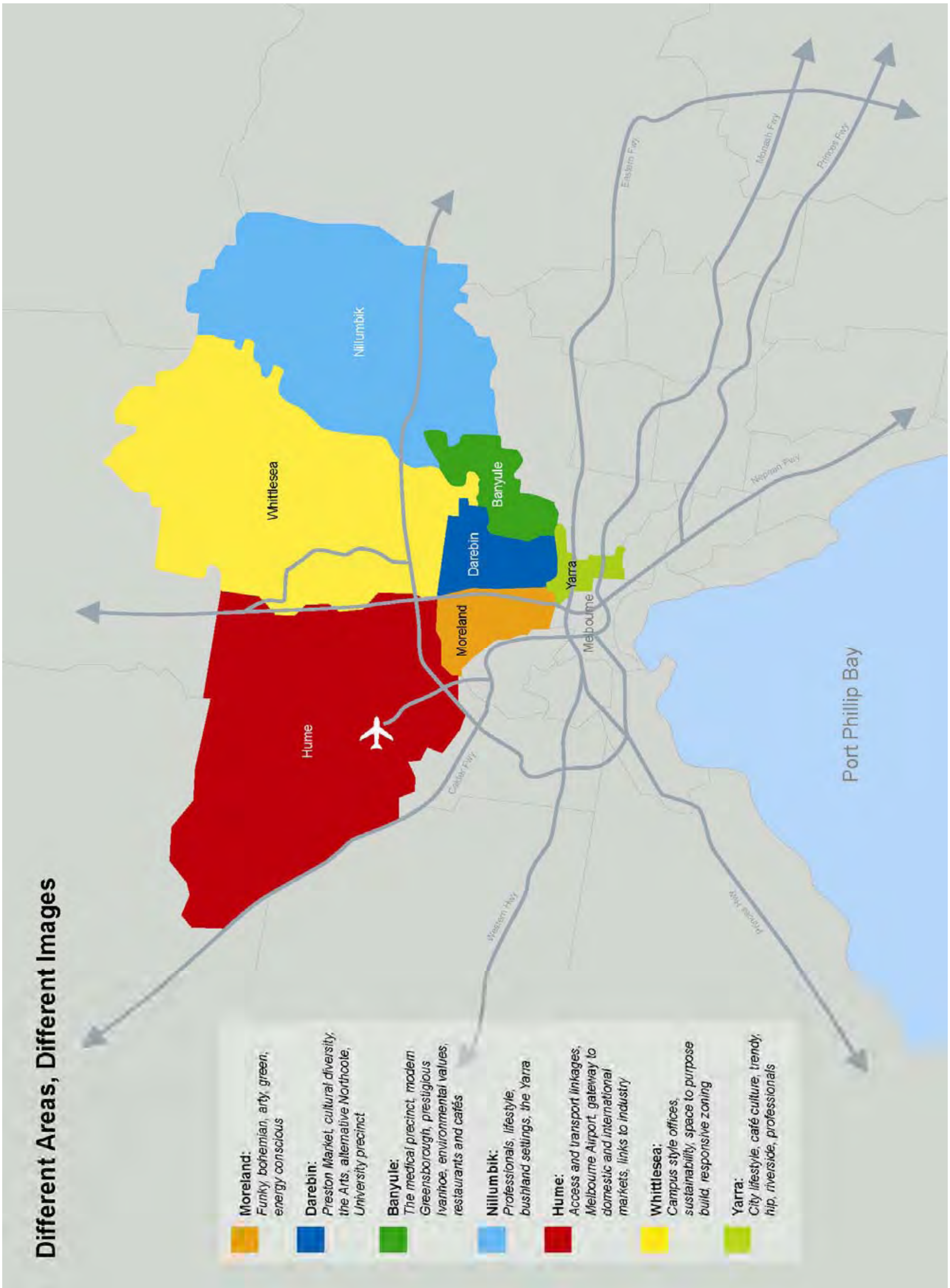
These initiatives are broadening the emphasis of future development, from growth driven by core city centric activities to a locally integrated model of commercial, industrial and residential development, strengthening existing centres in the region and developing new centres for growth.

Melbourne’s North can be described by its diversity. The region embraces diversity in built form, from among the oldest to the newest suburbs and a corresponding diversity in the culture, educational and ethnic background of its resident population. Per capita, the region is becoming wealthier in the long term.

Melbourne’s North had increased its share of Victorian GDP to 13 per cent even though it has traditionally been a manufacturing region.

- The region’s share of Melbourne out of state exports is 17.5 per cent. Melbourne’s North is important to Melbourne’s overall economic performance, particularly as 20 per cent of the region’s out of state exports are for international markets.
- The region has strong capacity for employment growth. Improving household productivity (including skills) in Melbourne’s North would increase employment by at least 7 per cent.
- By 2030, the National Broadband Network (NBN) will have created productivity gains in Melbourne’s North of between 7 and 12 per cent.

Different areas, different images: this map highlights the diversity and strengths of Melbourne's North.



10 key facts about Melbourne's North

1. **Competitive** low cost business environment – greenfield sites and redevelopment opportunities, low set-up costs and affordable skilled labour.
2. Abundance of business parks for sustainable industrial development, **connected** to infrastructure and clustered with like companies.
3. A strategic location – a transport hub containing **Melbourne Airport**, which is **connected** to and within minutes of the CBD and the Port of Melbourne.
4. A highly skilled workforce, at a **competitive** cost – over 36% of the region's workforce speaks a language other than English.
5. Renowned **liveability** – safe, multicultural, cosmopolitan and on the doorstep of Melbourne, one of the world's most liveable cities.
6. **Innovative** industry in ICT and biotechnology, supported by R&D parks, educational institutions and government.
7. Uniquely **competitive**, with the highest concentration of advanced manufacturing in Australia.
8. Business incubators closely **connected** to government and education support programs.
9. World-class, **innovative** and outward looking education facilities and courses.
10. A **connected** business environment, with established networks and collaboration between industries – education, community and government are willing and able to meet industry needs.

Multi-million dollar developments in Melbourne's North

1. **The Coburg Initiative**: $1 billion mixed use development, including over 8,000 sqm of office commercial accommodation; one completed and sold out plus new second office suite to be built.
2. **University Hill at Bundoora**: $1.1 billion mixed use, including two office buildings of over 8,000 sqm with small to medium sized offices.
3. **Preston Civic Precinct Master Plan**: $160 billion development including 17,000 sqm of office commercial accommodation.
4. **Melbourne International Airport Development** (including business and office parks): $400 million development to date on 50 ha – another 150 ha to go for total of $1.1 billion. Over $600 million proposed to be spent over the next three years.
5. **Cooper Street Development at Epping** (including the Melbourne Wholesale Market): $300 million government + private partnerships. Over 60,000 sqm of buildings – double current and with $1.5 billion turnover on 130 ha.
6. **Hume Central Precinct Master Plan** (including Broadmeadows Transit City): over $200 million mixed use development, and Craigieburn Town Centre over $200 million development.
7. **Broadmeadows Place offices**.
8. **Greensborough Shopping Centre Precinct**: over $220 million, including office commercial accommodation.
9. **High Street Northcote redevelopment** (including Australian Horizons): over $250 million, including 10,000 sqm office and commercial.

10. **Biosciences Research Centre at La Trobe University**: over $250 million and jobs for over 450 scientists.
11. **Rydges Bell City**: over $120 million – 4½ star hotel; over 800 rooms and apartments, the biggest hotel in Victoria
12. **Merrifield Project**: over $8 billion and Victoria’s largest fully master planned and integrated business and employment hub
13. **Regional Indoor Sports Centre**: over $35 million in Fitzroy North.
14. **Collingwood Town Hall**: refurbishment over $12 million
15. **Nillumbik Green Wedge Management Plan**: produces over $42 million pa of agricultural product.

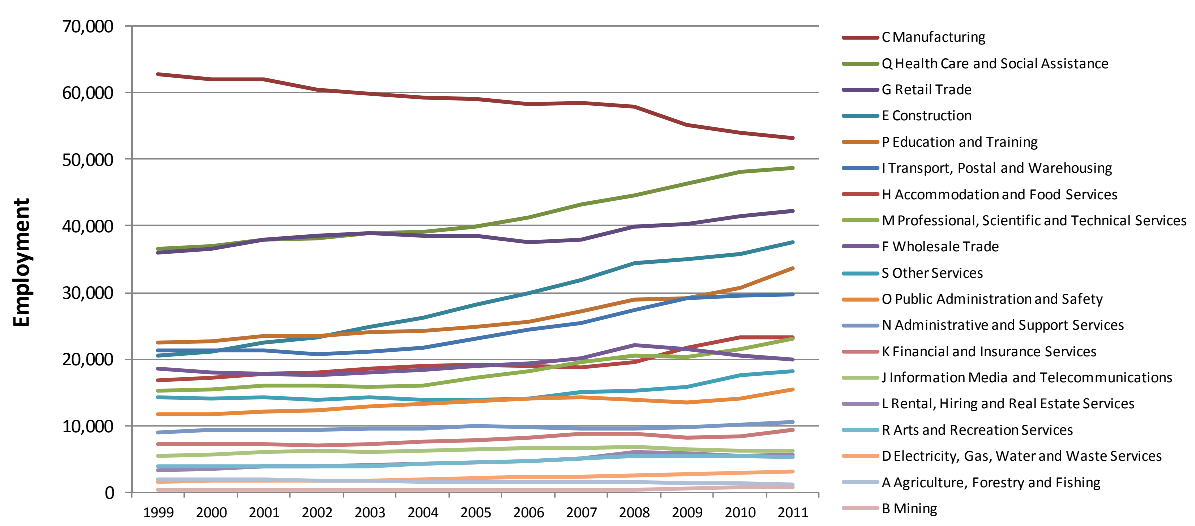
2. Strategic issues

This section includes commentary on strategic issues that are likely to shape the future development of Melbourne's North especially:

- improvement of transport links within the region and with the CBD
- a lifetime learning enhancement of existing resident skills to bring them into balance with what is required to better access catchment employment opportunities
- encouraging local industry to exploit the region's catchment in terms of knowledge based resources to increase productivity and integrate more efficiently with the region's catchment supply chains
- a connected region: implement an intensive region-wide rollout of the NBN.

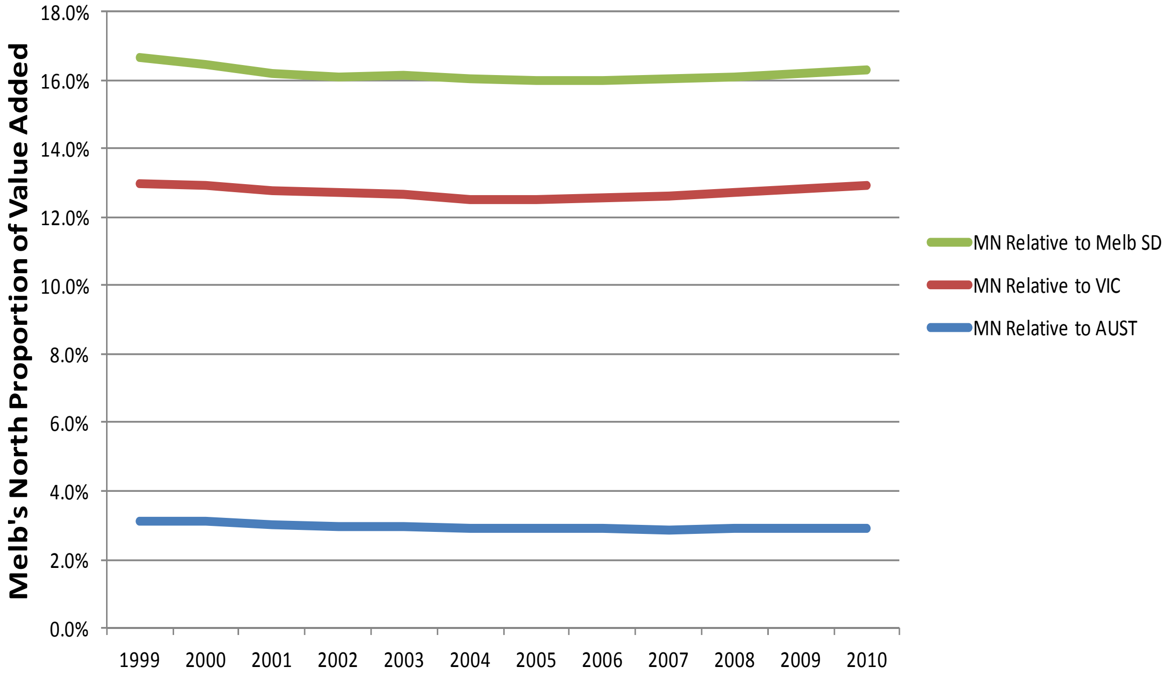
2.1 Employment by industry

Figure 2.1: Total employment in Melbourne's North by industry



2.2 Share of value added

Figure 2.2: Melbourne's North share of value added



2.3 Manufacturing and employment

The global financial crisis (GFC) has created challenges for regions around the globe. For Melbourne's North and particularly the rapidly developing LGA of Hume, there has been a decline in manufacturing employment in industries such as the automotive sector. Many of these job losses have occurred as part of a realignment of global strategies, a realignment forced on large international companies by the impact of the GFC. It has therefore been difficult for local policy makers to influence this trend, which is driven by the cheaper prices available in China and elsewhere in Asia. Car sales have improved again post-GFC but high petrol costs and changing lifestyles are impacting on large car sales, the traditional manufacturing niche for Australian based automotive manufacturers. Ford has announced further job cuts, which will impact on manufacturing employment numbers in Melbourne's North.

Retraining therefore becomes a regional issue, as do networks for retrenched workers to find equivalently skilled and paid work. The capacity to compete for new employment may also be an issue for some of the residents of Hume because of low level of skills, in at least some of the resident population.

If there are major automotive manufacturing closures or downsizing of operations in the region, while new jobs are being created in other parts of the manufacturing sector (food processing for example), stranding of the lowest skilled workers in casual work or long term structural unemployment remains an issue for both Hume and Whittlesea.

Figure 2.3 and 2.4 illustrate that, although employment is declining, productivity in the leading manufacturing sectors is not declining and is showing an upturn since the GFC.

Figure 2.3: Manufacturing employment in Melbourne's North by sector

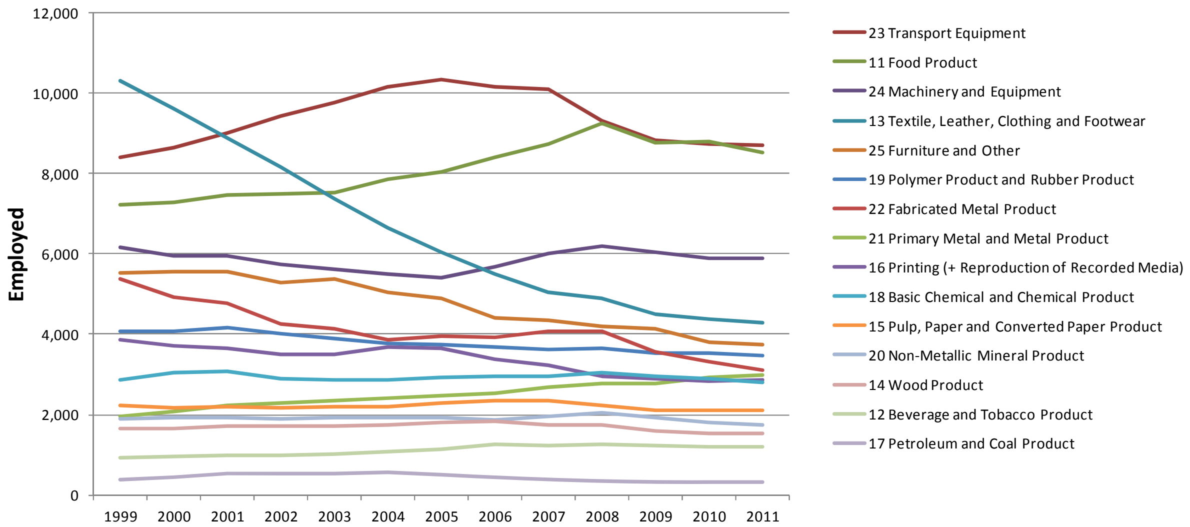


Figure 2.4: Manufacturing value added in Melbourne's North by sector

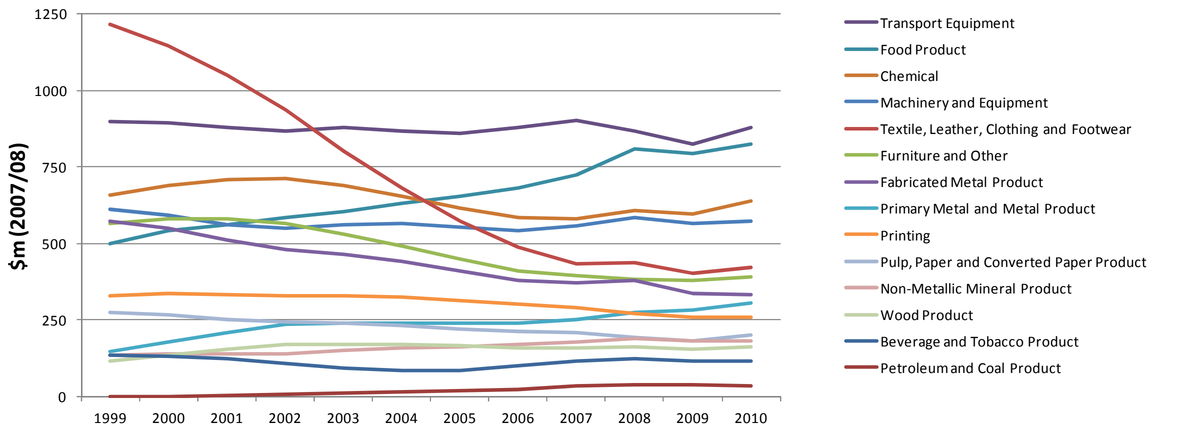
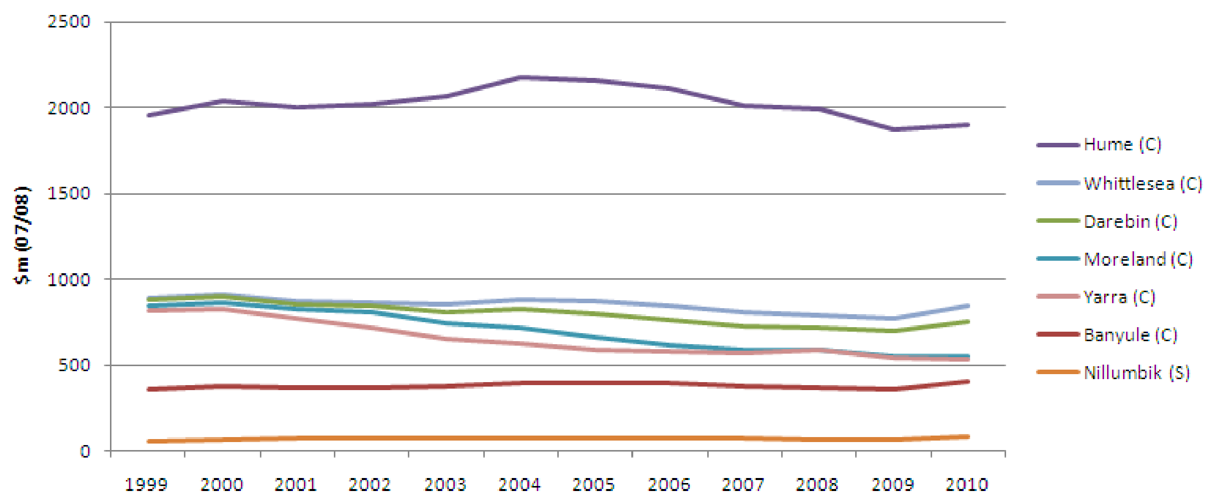


Figure 2.4: Manufacturing value added Melbourne's North – by LGA



2.4 Significance of Melbourne Airport to Hume and to Melbourne's North

Melbourne Airport employment continues to grow and provides major opportunity for further development in the region, particularly surrounding the airport. Many of the jobs created will be knowledge intensive and there are opportunities for innovation, research and education within the greater complex.

- More than $1 billion in investment planned in next two years.
- Employment for 12,500 people (11,000 full time equivalent positions).
- Main employment areas are:
  - retail
  - aviation
  - air traffic control
  - air and road transport
  - airport management
  - security
  - hospitality.

Melbourne Airport experienced 22 per cent employment growth in the five years to 2008.

2.5 Relocation of the Wholesale Market

The relocation of the Wholesale Market, which should be considered as a major infrastructure project in its own right (with more than $1 billion of planned invested in the redevelopment cycle over the next 10 years), will provide a major benefit and ongoing opportunities for Melbourne's North. The Wholesale Market currently has an annual turnover of more than $1.6 billion.

The rationale for the relocation of the Wholesale Market is to create a modern facility with improved access and a contemporary and integrated trading environment, and greater opportunity for future development and growth in a related cluster of developments within the new food precinct. These developments could include businesses that are concerned with logistics and distribution of fresh produce, associated processing and packaging, various trading and export related activities, and education and training.

2.6 Cost of carbon and redefining Melbourne’s North

A long-term issue for Melbourne’s North has been one of perception. Old and outmoded perceptions are hard to shift.

Is the image of the Melbourne’s North one that will attract high tech, globally connected and high value adding firms? How can its image be redefined within a contemporary and forward looking economic context? Policies that help to redefine the region as a carbon efficient economy will enhance its future competitiveness and will be attractive to both new business and skilled residents.

Redefining the region’s image means efficient buildings – housing, commercial and industrial developments that require less energy in daily use. It means efficient local communities, where residents are close to employment or efficient modes of transport. It means appropriately skilled residents who can build and work in this environment. It means companies that can develop intellectual property to meet the needs of contemporary low carbon economies, and industry that can use new technologies to reduce energy consumptions and carbon emissions. It means continually improving amenity and cultural and recreational opportunities for residents. It means solid links between the region’s businesses and tertiary and research centres. And it means communities that are water efficient and internet enabled.

2.7 High speed internet and the NBN

Over the next one to two decades, high speed internet will result in a high degree of structural change in the demand for occupations. More importantly, a great deal more flexibility will be introduced to the location of employment to service the requirements of the region. These changes will also create an opportunity to strengthen the regional skills base in terms of a growing online economy. Given the region’s educational and research infrastructure, with change comes first mover advantage and an opportunity to define Melbourne’s North as a growing information economy.

By 2030, NIEIR projects productivity gains from the introduction of the NBN of the order of **11-12 per cent** for inner regions of Melbourne, whereas the equivalent gains in most of the suburban regions are between **7 and 9 per cent**. The benefit for non-metropolitan regions is lower, at around **5 per cent**.

An intensive rollout of the NBN in Melbourne’s North will provide a strong return on investment with significant gains in productivity and regional integration. And this will occur, because of its existing assets and greater potential for improved efficiency, at higher levels than in most other regions.

2.8 Housing affordability, greenfield developments and the importance of public transport

The consequences of low dwelling construction rates are that the housing shortage is likely to increase, with consequences for all regions including Melbourne’s North.

- High dwelling prices and rents in regions with good employment access (chiefly the inner and middle suburbs of the metropolitan cities) will reserve these regions for high-income earners and those with the luck to have inherited a house in the region.

- These high-employment regions will also be characterised by increasing average household size, particularly when measured in numbers of adults per household. The increase will be due to adult children who have not left their parents' home and the formation of group households of varying degrees of functionality. The only way in which low-income tenants not provided with social housing will be able to afford the rents will be by overcrowding – and given the economic incentives, this will be difficult to prevent.

- At the other extreme, the population of regions with poor employment access will continue to increase as people are attracted to low-cost housing, particularly social security recipients who have given up hope of working.

- The population living in marginal housing such as backyard caravans will also increase.

Higher levels of investment in transport, social and industry infrastructure, and on community services, will play a critical role in improving the level of accessible and affordable housing in Melbourne's North.

2.9 Education and knowledge economy

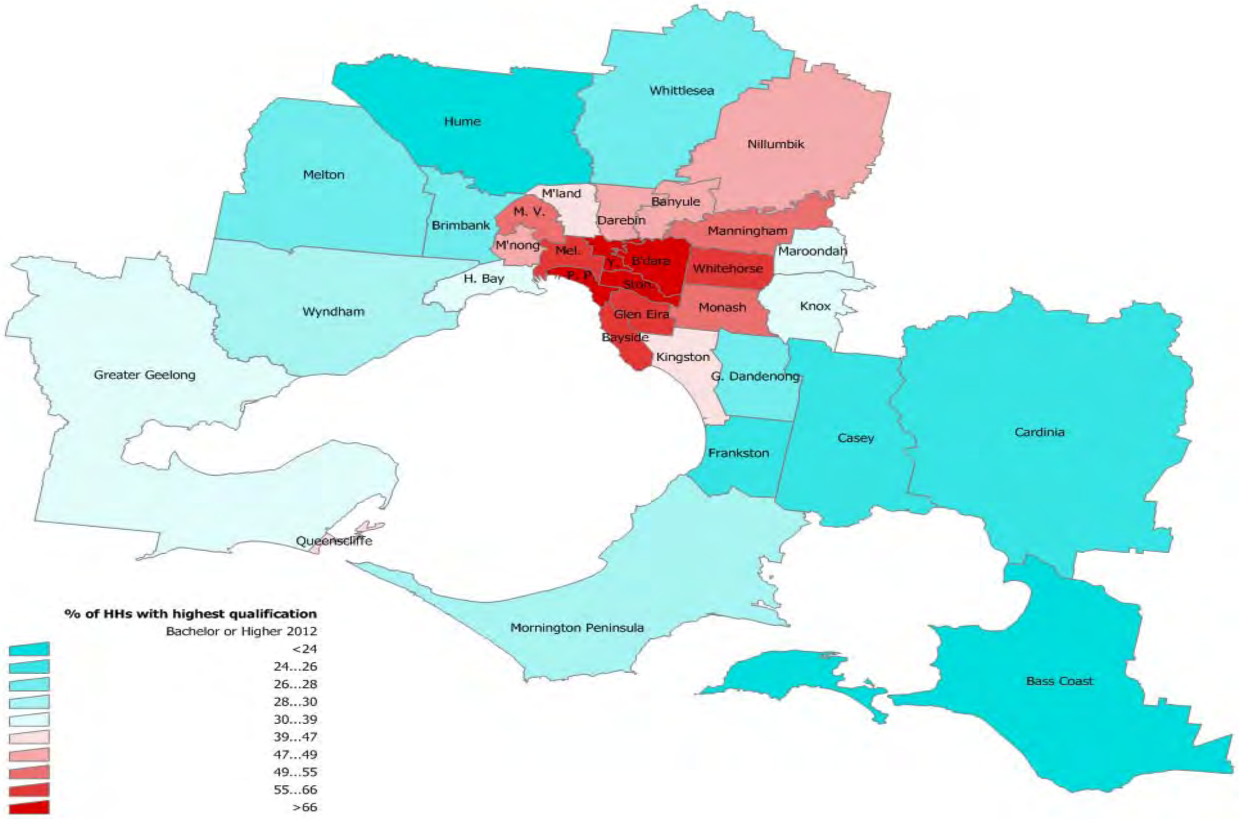
The *Melbourne's North: the new knowledge economy* report discussed the importance of the knowledge economy and industry and research links to the region's future development prospects.

Issues and opportunities include:

- equity in school education funding
- accommodating students in the region
- patents
- incubators
- building on the NBN (new media, digital economy, social media, film, audio, publishing)
- design and engineering exports
- business services
- medicine and social services
- arts and culture.

2.10 Percentage of households with bachelor or higher qualification, 2012 (as highest qualification)

The level of resident skills and qualifications is a strategic issue for some parts of the region.



NIEIR modelling and Data Envelopment Analysis shows that the gains in household productivity in Melbourne's North from efficiency improvements, including improving skills, would be of the order of 20 per cent, while the increase in employment would be at least 7 per cent. The largest benefits would accrue to Banyule, Darebin and Moreland, with an average improvement in the performance indicators of approximately 20 per cent. Hume and Whittlesea would improve their performance indicators by around 10 per cent (from *Melbourne's North: the new knowledge economy* report, 2009).

2.11 Benefitting from internationalisation

Trends indicate that the number of residents in Melbourne's North who consider they are not proficient in spoken English had declined from 58,700 in 1996 to 55,000 in 2006. However the proportion that speak a language other than English increased, indicating that either individual migrants had improved their English skills between 1996 and 2006 or the newer arrivals have better English skills. It is likely to be a combination of both trends.

2.12 Amenity and environment

Continual improvement of amenities and environmental standards will assist Melbourne's North in making the region the place to be for families and businesses, including:

- design and architectural standards
- housing for the future – building in regional competitiveness
- high quality office accommodation
- places to stay
- industrial and commercial buildings – design, efficiency and co-generation
- water supply and systems.

2.13 Energy use considerations

Future-proofing regional competitiveness includes:

- industrial access to gas supply
- creating communities with local jobs
- effective transport systems
- alternative sources of energy
- construction of energy efficient housing, commercial and industrial buildings.

2.14 Transport system considerations

Transport related considerations are:

- rail extensions
- light rail
- congestion in the inner parts of Melbourne's North
- airport and connectivity.

2.15 Industrial/commercial considerations

- Wholesale markets – considerable opportunities to build cluster.
- Manufacturing – there are positive stories here.
- Airport precinct – potential for development of high tech clusters, and a knowledge and training precinct relating to aerospace.
- Knowledge based exports, particularly education.

3. SWOT Analysis

3.1 Strengths

- The existing asset base of the region can be leveraged to further improve economic performance. These assets include Melbourne Airport, the region's medical precincts, and colleges and universities. New assets such as the development of the wholesale markets, freight hubs and master plan developments will add to existing opportunities.
- A diverse economic base, development of which has managed to offset the decline of the manufacturing industry in the region.
- A growing tertiary sector with developing research capacity.
- The knowledge economy strengths of the inner region combined with the industrial strengths of parts of the outer region.
- The opportunity, because of redevelopment options in the inner parts of the region and available greenfield sites in the outer parts, to develop well planned and sustainable communities.
- Being a region-wide gateway to Melbourne, with major transport links to the north and with Melbourne Airport providing access to interstate and international markets.

3.2 Weaknesses

- Inefficient and ineffective transport links reduce households' capacity for mobility in some parts of the region, including sparse road, rail, tram and bus links within a given employment catchment and especially to major employment nodes.
- Historical perception – it remains important to remind policy makers that the region has changed in terms of its amenity and capacity to provide local employment in a developing and diverse set of industries.
- Level of household skills and the imbalance between skills demand of local industry when compared to resident skills. This is a critical policy issue and will drive the local economic outcomes and resident wellbeing for the former manufacturing zones within the region. Issues of skills imbalance also go beyond local industry. The region's household skills mix will need to include residents with the capacity to access CBD knowledge type employment. This will assist the rapidly expanding cities of Hume and Whittlesea to provide improved business services to local industries, as highly qualified individuals switch from CBD type employment to local employment as more opportunities arise.
- Relatively poor linkages between local enterprises, catchment enterprises and catchment industries, making relatively poor use of catchment skills. This is a knowledge and information based issue requiring improved business and employment networks with better communications and links.
- Strategic drivers of regional productivity form supply chains oriented outside the catchment or are highly capital intensive, with low value added ratios accruing to catchment residents. This requires more activity at a local level that generates local investment in research and innovation to create greater value adding opportunities and the capacity to retain profits in the region, rather than exporting them.

3.3 Opportunities

- Build in competitive advantage by creating sustainable housing and sustainable communities in greenfield sites in outer parts of the region and redevelopment areas in the inner parts of the region. That is, create energy and water efficient buildings and local skilled employment opportunities.

- Leverage regional assets to reduce regional inefficiencies.
- Improve transport systems and, in doing so, lift regional productivity and amenity.
- Improve supply chain efficiency and industry links, both internal and external to the region, by attracting export oriented enterprises to establish in the region and increasing knowledge intensity of local production to improve value adding ratios.
- Build on opportunities to diversify some of the region's employment opportunities into emerging knowledge economy sectors.
- Focus employment growth strategies and training efforts on growth sectors, including some aspects of the manufacturing industry and regional assets including Melbourne Airport (aviation, transport and logistics), medical precincts and universities (research and commercialisation of intellectual property), wholesale markets (food processing and manufacturing, food logistics and exports), and niche education developments (such as the aviation college).

3.4 Export opportunities

- Export of skills, such as design and engineering skills, and business services skills.
- Export of intellectual property rights in bioscience, manufacturing, media, aerospace systems and technology, and green technologies.
- Export of specialist food items and manufactures.
- Export of education and skills development.
- Licensing of locally developed intellectual property, such as inventions relating to climate change adaptation technologies or renewable energy.

3.5 Threats

- Offshoring of employment, particularly in the manufacturing industry and automotive manufacturing industry.
- Continued hollowing out of manufacturing industry supply chains, creating future declines in this sector.
- The low skill levels of residents in some parts of the north and increasing skills demands of local industry, leading to long term structural unemployment and stranding of residents away from suitable employment nodes.
- A carbon price shock damaging competitiveness of region, particularly exports.
- Lack of opportunity for local enterprises to access new business generated by mining/energy export boom, particularly steel fabrication and engineering.
- The impact of the economic development of India and China on the region, particularly manufacturing.
- The strength of the Australian dollar and its impact on the region's economic structure longer term.

4. Key recommendations: building the region's economic future

1. Improve regional productivity and efficiency by an intensive rollout of the NBN in Melbourne's North.
2. Invest more in secondary education manage transition pathways and develop the role of Local Learning Education Networks (LLENs).
3. Create vertical integration of school, university or TAFE with associated industry and focus on specific and locally relevant sectors in which to grow knowledge and skills.
4. Further strengthen the local knowledge economy by more closely integrating tertiary institutes into the region and encourage the development of associated activity clusters and business networks.
5. Invest in retraining strategies to assist the resident workforce to adapt to industrial change. Avoid the situation where workers move to insecure and low paid employment.
6. Continue investment in transport infrastructure and public transport, road and rail infrastructure, defining how rail and road systems will interact in the future, particularly as population growth in Melbourne's North increases the need for a greater frequency of train services. Major barriers to economic efficiency without any apparent solution include the number of level crossings (there are 22 crossings in a distance of four kilometres, between Bell Street and Brunswick Road). This type of transport congestion issue must be resolved, otherwise growth in the middle and outer parts of Melbourne's North will be constrained.
7. Differentiate Melbourne's North through the number of business incubators located across the region, and create more incubators such as a technology incubator for Broadmeadows.
8. Greater provision of high quality office space to accommodate the growth businesses of the future.
9. Build on major investments in research and continue to build the knowledge cluster in Plenty Road.
10. Retain at least some of the highly qualified workers that Melbourne's North is now exporting, to resource increasingly knowledge based industries.
11. Develop business networks at a regional level to improve the capacity of local businesses by encouraging knowledge diffusion and more R&D. Medical precincts and the like should be encouraged.
12. Strengthen manufacturing by creating a regional strategy that defines manufacturing output and associated services. Tap growth in the market for environmental products and services, and use resident manufacturing skills and know how.
13. Use the inner regions as a catalyst for diffusion of more knowledge intensive activities to the outer regions, particularly specialised business services.
14. The outer regions of the region need further consolidation, bringing together community and business, amenity and retail.
15. Stronger local communities will drive retail development at the local level; this includes a greater level of supply chain integration and greater use of the internet.
16. 'Build in' competitive advantage across the region by ensuring that the built form embraces the highest possible environmental standards.
17. Plan infrastructure development within the extended northern growth boundaries before commencing residential or commercial developments.

18. Develop an integrated jobs growth strategy for the region’s outer LGAs.
19. Recognise the importance of retaining employment lands in the inner and middle regions of Melbourne’s North.
20. Create opportunities for the further development of creativity, the arts and entertainment in Melbourne’s North to improved amenity and liveability.
21. Create a culture of home based entrepreneurship and working from home opportunities for residents by improving internet access and bandwidth. Where possible, encourage regional businesses to adapt to new ways of working to reduce transport congestion and greenhouse emissions.
22. Melbourne’s North needs more clusters of activity. The relocation of the wholesale markets provides opportunities to develop a range of specialised logistics and food businesses. New technologies in intensive agriculture, the cost of food miles and increasing local demand may create the opportunity for intensive high value agriculture at the urban fringe. The inter-relationships and opportunities, particularly given the strengths of the region’s post-school education provides in agriculture and agricultural research, should be investigated.
23. The cultural amenity (creative industries, festivals and arts infrastructure within the region) is driving cultural tourism to the inner parts of Melbourne’s North including Richmond, Collingwood, Abbotsford, Northcote, Westgarth, Brunswick and Fitzroy. The City of Yarra has more than 70 art spaces, many recognised nationally, in its various arts precincts. This growth in cultural and creative output and its associated amenity, including cafes, restaurants and accommodation, should be used to describe the region’s future capacity to drive amenity, innovation, design and cultural tourism.

5. Melbourne's North: key data

Melbourne's North has a population of 904,000 people, which is currently almost 22 per cent of the population of metropolitan Melbourne. Fifty-five per cent of the region's population is of working age (20-54 years). The proportion in the retirement age group – 55 years and over – is 21 per cent and the remaining 24 per cent is under 20 years. The population of the region has grown at an average annual rate of 1.7 per cent since 2001, creating an increase of 136,556 people.

While numbers in all age groups have grown, the age distribution has changed over time as the population ages, with the proportion of under 30 year olds declining from 48 per cent in 1991 to 41 per cent by 2010 and the number in the retirement age range increasing from 19 per cent in 1991 to 21 per cent by 2010.

Series	2001	2006	2011
Population	766,801	814,947	903,357
Share of Melbourne's population	22.1%	21.8%	21.8%
Working age population	527,878	566,042	632,851
Share of Melbourne's working age population	22.3%	21.9%	22.0%
Households	259,476	274,771	295,639
Share of Melbourne's households	21.8%	21.5%	21.7%
GDP (value added) $m (constant prices)	24,442	27,645	31,306
Share of Melbourne's GDP	16.2%	16.0%	16.3%
Sales (output) $m (constant prices)	59,881	67,715	76,564
Share of Melbourne's sales (output)	16.4%	16.2%	16.5%
Employment	370,637	404,130	476,295
Share of Melbourne's employment	21.7%	21.4%	21.7%
Unemployment	56,375	55,781	53,499
Share of Melbourne's unemployment	28.2%	27.0%	26.1%
Wages per employed	43,151	46,766	47,356
Ratio to Melbourne's wages per employed	96.4%	96.3%	96.4%
Wealth per household	513,081	592,407	811,576
Ratio to Melbourne's wealth per household	77.2%	75.7%	80.5%

Note: For GDP and sales, 2010 data was used as 2011 data was not available.

Appendix A: Melbourne North Inner LGAs – (Moreland, Darebin, Banyule and Yarra)

Melbourne North begins five kilometres north of the CBD, on the other side of Royal Park, and extends to the inner ring road. The western half of the region is relatively flat, and its development was originally based on brick-making manufacturing. For over a century this part of the region was working class but the decline of manufacturing has resulted in its joining the hillier eastern half of the region gentrification and commuting. LaTrobe University is the centre of a knowledge precinct and Heidelburg of a medical precinct. The region is noted for its ethnic diversity.

Major centres:

Coburg, Richmond, Greensborough

LABOUR FORCE

	Number ('000s)						Percentage Change					%p.a. growth	
	2006	2007	2008	2009	2010	2011	2006 to 2007	2007 to 2008	2008 to 2009	2009 to 2010	2010 to 2011	2006 -2009	2009 -2011
Population	469	476	482	491	496	500	1.5%	1.4%	1.7%	1.1%	0.8%	1.5%	0.9%
No. Households	171	172	173	174	175	178	0.3%	0.6%	0.7%	0.8%	1.3%	0.5%	1.0%
NIEIR Workforce	255	260	273	271	283	293	2.1%	4.8%	-0.8%	4.6%	3.3%	2.0%	4.0%
NIEIR Employment	236	244	258	256	266	276	3.6%	5.5%	-0.7%	4.1%	3.5%	2.7%	3.8%
NIEIR Unemployment	19.4	16.2	15.3	14.9	16.8	17.0	-16.6%	-5.4%	-2.7%	12.6%	1.1%	-8.4%	6.7%

UNEMPLOYMENT AND UNDER EMPLOYMENT

	Percentage						Percentage Point Change					Average % Point Change pa	
	2006	2007	2008	2009	2010	2011	2006 to 2007	2007 to 2008	2008 to 2009	2009 to 2010	2010 to 2011	2006 -2009	2009 -2011
NIEIR U/E Rate	7.6%	6.2%	5.6%	5.5%	5.9%	5.8%	-1.4	-0.6	-0.1	0.4	-0.1	-0.7	0.1
Headline U/E Rate	6.1%	5.1%	4.7%	4.4%	5.0%	4.9%	-1.0	-0.4	-0.3	0.6	-0.1	-0.6	0.3
NIEIR Structural U/E Rate	10.0%	9.5%	9.2%	8.7%	8.5%	8.2%	-0.5	-0.2	-0.5	-0.2	-0.3	-0.4	-0.3
Social Security Takeup	12.3%	11.4%	10.7%	11.1%	10.4%	10.6%	-0.9	-0.7	0.4	-0.7	0.2	-0.4	-0.3
Hours Per Week (1)	23.5	23.8	24.6	23.7	24.0	24.9	0.3	0.9	-0.9	0.3	0.9	0.1	0.6
Not Employed Share (1)	27.9%	26.5%	23.7%	25.7%	24.3%	22.6%	-1.4	-2.8	2.1	-1.5	-1.7	-0.7	-1.6
Not In Employment (1)	38.1%	37.4%	35.2%	37.6%	36.7%	34.5%	-0.7	-2.3	2.5	-0.9	-2.3	-0.2	-1.6

Note: (1) Relative to Working Age Population.

INCOME FLOWS & PRODUCTIVITY

	Level $m cvm						Per Capita $cvm						%p.a. Growth of Level	
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006 -2009	2009 -2011
Wages/Salaries	11,271	12,116	12,935	12,798	12,967	13,431	24,049	25,467	26,822	26,087	26,156	26,807	4.3%	2.4%
Taxes Paid	3,067	2,984	3,390	3,318	3,119	3,584	6,545	6,272	7,028	6,763	6,290	7,153	2.6%	3.9%
Benefits	2,191	2,218	2,179	2,768	2,403	2,468	4,674	4,662	4,518	5,642	4,848	4,925	8.1%	-5.6%
Business Income	1,788	1,993	1,945	1,797	1,854	1,834	3,814	4,190	4,033	3,662	3,740	3,661	0.2%	1.0%
Interest Paid	1,280	1,610	1,918	1,690	1,827	2,184	2,732	3,384	3,977	3,445	3,685	4,360	9.7%	13.7%
Property Income	2,089	2,420	2,700	2,544	2,763	3,100	4,456	5,087	5,598	5,186	5,572	6,187	6.8%	10.4%
Disposable Income	15,801	17,135	17,731	18,374	18,599	18,809	33,715	36,017	36,767	37,452	37,516	37,541	5.2%	1.2%
Rank							18	17	18	22	20	26		
%Rank#1							65%	63%	63%	63%	60%	58%		
Resident GRP (Local)	18,836	20,429	21,921	21,790	22,039	21,749	57,568	61,462	64,939	63,276	62,671	61,113	5.0%	-0.1%
Rank							19	15	14	15	16	18		
Industry GRP (Local)	16,390	17,436	18,241	18,033	18,395	17,864	81,712	85,608	87,500	86,904	85,688	80,244	3.2%	-0.5%
Rank							15	12	13	13	15	22		

Note: (1) All years stated above are fiscal year ending.
(2) Figures for wages/salaries include superannuation supplements.
(3) Figures for disposable income (less depreciation expense) include imputed income from ownership of dwellings.
(4) Figures for Resident GRP (Local) are per working age population and figures for Industry GRP (Local) are per industry employee.
(5) $m cvm = $ million chain volume measure, which is flows of constant 2008-09 value converted from current values by the ABS using their chain volume methodology.

SOCIAL SECURITY

	% Pop	Australian Average
Disability Support (aged 15-20)	0.07%	0.09%
Disability Support (aged 21-24)	0.12%	0.14%
Disability Support (aged 25+)	3.64%	3.31%
Parenting Payment - Single (aged 15-20)	0.02%	0.04%
Parenting Payment - Single (aged 21-24)	0.15%	0.20%
Parenting Payment - Single (aged 25+)	0.96%	1.23%
Unemployed Long Term	1.55%	1.45%
Unemployed Short Term	0.95%	0.92%
Youth Allowance - Non Student	0.23%	0.39%
Youth Allowance - Student	1.78%	1.29%

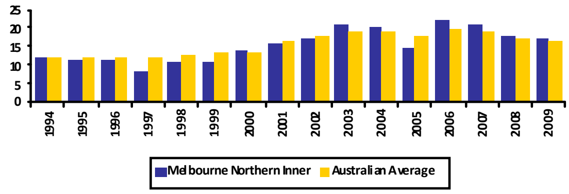
Cash Benefits Share of Disposable Income	Share	Rank
2010	13.1%	44
2009	12.9%	44
2008	15.1%	42
2007	12.3%	43
2006	12.9%	42
2005	13.9%	38

PATENT APPLICATIONS

	No	Aust Avg	Rank
Average p.a. (1994-2009)	70.72	3,109.81	13
Average p.a. per capita	15.34	15.69	15
Hi Tech p.a. (1994-2009)	22.42	864.69	12
Hi Tech p.a. per capita	4.86	4.33	13
Info. Tech p.a. (1994-2009)	7.15	342.17	15
Info. Tech p.a. per capita	1.55	1.70	14
Average per capita (1994-2001)	11.85	13.06	18
Average per capita (2001-2009)	18.50	18.09	14
2001-09 avg./1994-00 avg.	1.56	1.39	10

Note: Per capita = 100,000 people   2010 data not available

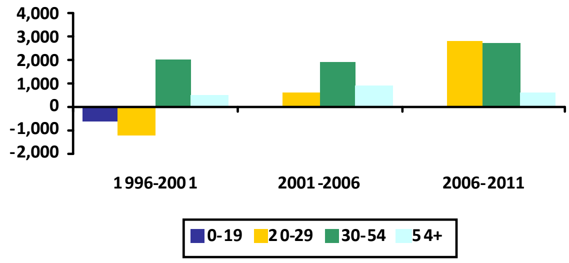
Patent Applications per 100,000 residents



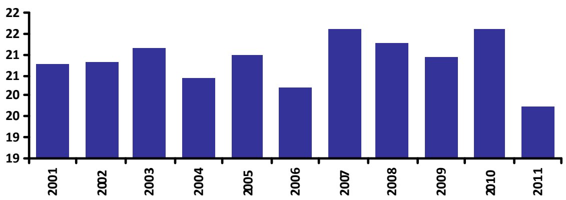
POPULATION CHANGE

	1996	2001	2006	2011
Share of Population				
Age 0-19	22.5%	21.8%	21.0%	19.7%
Age 20-29	19.3%	17.8%	17.7%	19.5%
Age 30-54	34.9%	36.8%	37.5%	37.9%
Age 55+	23.3%	23.7%	23.7%	22.9%
Population Change (average between years)				
Age 0-19		-589	1	19
Age 20-29		-1,261	553	2,854
Age 30-54		1,953	1,930	2,713
Age 55+		443	873	612
Average Annual Growth		0.1%	0.7%	1.3%

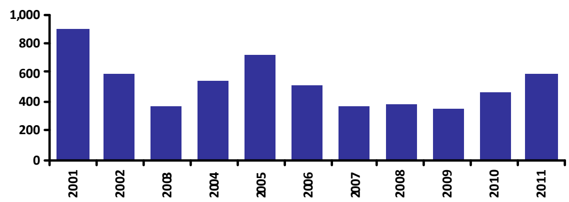
Population Change by Age Group



Average Temperature



Annual Rainfall



TEMPERATURE AND RAINFALL

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Temperature (Avg (C))	21	21	21	20	21	20	22	21	21	22	20
Rank	53	49	49	51	48	56	50	50	49	48	45
Rainfall (mm)	906	599	371	539	720	520	368	378	346	469	598
Rank	24	40	51	42	32	46	54	56	62	55	56

POPULATION

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Population	450	447	445	446	449	451	450	451	450	452	454	456	458	462	469	476	482	491	496	500

INNOVATIVE STARTUPS

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Startups	62.5	85.1	93.3	84.5	114.4	121.4	116.5	101.2	75.5	39.6	48.8	55.4	53.4	43.5	30.1	32.0	22.9	16.9	6.5
Rank	16	13	21	17	13	13	6	8	9	16	9	7	7	9	22	11	13	13	25

Note: (1) Data source Dun and Bradstreet database. The Dun and Bradstreet database does not represent all business entities.
(2) Counts are per 100,000 employed.

HOUSEHOLD WEALTH & DEBT

Indicator	Year 2001	Year 2006	Year 2011	Rank 2001	Rank 2006	Rank 2011	%Rank 1 2001	%Rank 1 2006	%Rank 1 2011
Wealth per Household ($cvm '000s)	579	679	939	13	15	10	31%	33%	40%
Value of Property and Unincorporated Business	489	596	886	10	14	7	46%	48%	64%
Value of Financial Assets	172	222	255	37	34	30	19%	22%	22%
Value of Household Liabilities	82	139	202	45	33	29	54%	55%	46%
Disposable Income after Debt Service Costs	73	86	96	42	35	43	60%	57%	47%
Household Debt Service Ratio	12%	17%	22%	49	36	17	62%	68%	82%
Household Debt to Gross Income Ratio	0.96	1.37	1.70	49	36	17	62%	68%	82%

RESIDENTIAL AND NON-RESIDENTIAL BUILDING CONSTRUCTION

	2002-2004	2005	2006	2007	2008	2009	2010	2011	Percentage Increase 2006-08 to 2009-11
Value $m cvm per annum									
Residential	1,529	655	600	546	572	727	807	1,068	51%
Non Residential	1,399	312	334	390	439	502	560	536	37%
Total	2,928	967	934	936	1,011	1,229	1,367	1,604	46%
Value per capita $cvm									
Residential	1,117	1,418	1,281	1,147	1,186	1,482	1,628	2,132	45%
Non Residential	1,023	674	712	820	911	1,023	1,129	1,069	32%
Total	2,140	2,092	1,993	1,967	2,097	2,505	2,757	3,201	40%
Rank (value per capita)									
Residential	48	47	48	53	51	34	30	16	
Non Residential	18	50	54	47	47	33	33	41	
Total	38	50	53	54	54	33	31	27	

Note: (1) Percentage increase represents the increase (or decrease) of the last three years average when compared to the average of the three years prior to those.

EMPLOYMENT GENERATING CAPACITY

Indicator	Value	Rank
Commercial Floorspace Generating Capacity	5,238	19
% of National Employment Generating Capacity	1.51%	19
Ratio of Generating Capacity to Working Age Pop	0.82	51

MINING BOOM

Indicator	Construction (Annual Average)	Production Impact: Gross expansion (1 Year)	Gross crowding out (1 Year)	Net full crowding out (1 Year)	Net half crowding out (1 Year)	Net full crowding out (5 Years)	Net half crowding out (5 Years)
Industry Hours	0.62	0.20	-0.94	-0.74	-0.27	-3.63	-1.33
Local Industry Product	0.69	0.23	-0.95	-0.72	-0.25	-3.56	-1.24
Resident Employment	0.59	0.22	-0.77	-0.55	-0.16	-2.70	-0.81

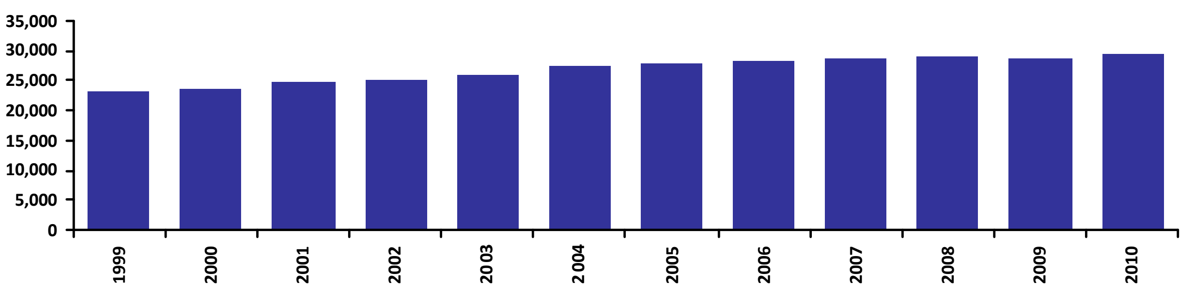
Note: Indicator values represent percent change from base case (where the base case excludes accelerated mining expansion).

CONSUMPTION

Indicator	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Growth
Consumption ($m cvm)	10,442	10,686	11,070	11,369	11,750	12,444	12,713	13,021	13,511	13,754	13,931	14,188	2.8%
Consumption Per Cap ($cvm)	23,187	23,716	24,593	25,159	25,891	27,302	27,756	28,158	28,829	28,911	28,887	29,420	2.2%
Consumption Per Cap Rank	15	17	16	16	15	17	18	17	17	18	17	18	33

Note: All years stated above are calendar years.

Consumption per capita



HOUSING

Housing Indicator	1991.3	1997.3	2001.3	2006.3	2008.2	2010.2	2011.2	1997.3 Rank	2011.1 Rank	Annual Growth 1997-11
Avg value of dwellings ($cvm '000s)	174.5	197.3	316.8	426.7	506.0	560.7	548.7	19	11	7.7%
Avg dwelling prices to household disposable income (%)	n/a	2.9	4.3	5.1	5.9	6.2	6.2	17	5	5.6%
Mortgage burden on average dwelling purchase (%)	n/a	23.4	34.7	40.5	46.7	49.7	49.5	17	5	5.6%
Greenfield construction costs to avg dwelling price (%)	n/a	n/a	n/a	1.1	1.0	0.9	0.9	n/a	49	n/a
Catchment dwelling purchase income support ($cvm)	56,594	64,015	70,389	86,368	89,835	86,721	87,360	11	16	2.3%
Dwelling affordability - average mortgage on existing dwelling to catchment income support (%)	n/a	24.6	35.9	39.4	45.0	51.6	50.1	22	12	5.3%
Dwelling affordability - average mortgage on new dwelling to catchment income support (%)	n/a	n/a	n/a	45.1	43.9	47.0	47.2	n/a	11	n/a
Community services available in catchment - hours/capita	140.7	158.8	165.6	175.7	181.9	189.2	189.1	8	2	1.3%
Adult population per dwelling	2.3	2.2	2.2	2.2	2.3	2.3	2.3	23	34	0.3%

NATIONAL BROADBAND NETWORK

Indicator	2015	2020	2025	2030	2035	2040	2015 Aust	2020 Aust	2025 Aust	2030 Aust	2035 Aust	2040 Aust
Functionality Relative to Requirements - Base Case	73.7	33.0	19.5	15.2	15.2	15.2	53.0	36.3	29.5	24.9	24.1	24.1
Functionality Relative to Requirements - NBN Case	100.0	98.0	98.0	97.0	97.0	97.0	73.9	92.8	92.6	91.1	91.0	91.0
Actual Productivity Extraction - percent (Base Case)	2.4	2.9	3.0	3.0	2.9	2.9	2.0	2.6	3.2	3.6	4.0	4.2
Actual Productivity Extraction - percent (NBN Case)	2.5	4.1	6.5	9.2	11.6	13.3	2.1	3.5	5.8	8.3	10.4	12.0
Industry Hours of Work (% of Base Case)	0.0	-0.1	-0.5	-0.9	-1.1	-1.2	0.0	-0.1	-0.2	-0.3	-0.4	-0.4
Real Wages (% of Base Case)	0.0	0.8	2.7	5.1	7.3	8.9	0.0	0.7	2.2	4.2	6.0	7.4
Resident Income (% of Base Case)	0.0	0.7	2.0	3.8	5.5	6.8	0.0	0.6	2.1	3.9	5.6	6.9
Local Industry Product (% of Base Case)	0.0	0.7	2.2	4.1	6.1	7.5	0.0	0.6	2.0	3.8	5.6	7.0
Resident Employment (% of Base Case)	0.0	-0.2	-0.5	-0.9	-1.2	-1.4	0.0	-0.1	-0.3	-0.5	-0.6	-0.6
Consumption Expenditure (% of Base Case)	0.0	0.8	2.5	4.6	6.5	7.9	0.0	0.6	2.1	3.8	5.4	6.6

EMPLOYED, HOURS WORKED AND INCOME (UR=Place of Residence, JTW=Place of Work)

Indicator	1991.3	1996.3	2001.3	2006.3	2011.1	1991.3 Rank	1996.3 Rank	2001.3 Rank	2006.3 Rank	2011.1 Rank
UR Emp	208,403	208,714	216,947	242,136	278,437	12	13	17	15	14
UR Hours	92,027	92,920	93,237	103,251	115,561	12	13	16	15	14
UR Income	2,260	2,532	2,890	3,833	4,344	15	15	15	17	16
JTW Emp	170,038	180,268	188,343	205,805	223,885	11	12	12	14	15
JTW Hours	74,917	79,341	79,974	86,903	92,099	12	12	12	14	14
JTW Income	1,933	2,200	2,485	3,159	3,378	13	12	12	11	13
UR Avg Weekly Hours Per Employee	34.0	34.2	33.1	32.8	31.9	40	34	35	42	48
UR Avg Hourly Rate Per Employee ($cvm)	24.6	27.3	31.0	37.1	37.6	61	48	42	17	25
JTW Avg Weekly Hours Per Employee	33.9	33.9	32.7	32.5	31.6	40	44	43	47	51
JTW Avg Hourly Rate Per Employee ($cvm)	25.8	27.7	31.1	36.4	36.7	51	43	40	18	30

INDUSTRY GROUPS

		Place of Residence (UR)					Place of Work (JTW)				
		1991.3	1996.3	2001.3	2006.3	2011.1	1991.3	1996.3	2001.3	2006.3	2011.1
A	Agriculture, Forestry and Fishing	571	637	769	676	759	244	274	289	239	261
B	Mining	213	370	423	447	626	131	187	177	217	302
C	Manufacturing	37,458	32,146	26,106	23,090	24,056	31,629	30,580	27,000	25,391	25,362
D	Electricity, Gas, Water & Waste Services	1,977	1,268	1,364	1,860	1,729	832	603	618	884	1,069
E	Construction	11,242	11,289	12,761	16,488	20,533	9,485	10,076	11,704	15,446	19,365
F	Wholesale Trade	9,659	10,116	8,837	9,752	8,932	10,764	11,879	10,752	12,082	9,704
G	Retail Trade	22,874	20,517	22,883	22,270	22,248	23,111	22,041	25,139	24,583	23,703
H	Accommodation and Food Services	9,866	12,948	14,505	15,512	20,308	7,232	9,850	11,195	11,798	14,459
I	Transport, Postal and Warehousing	14,581	10,203	9,059	10,204	12,139	7,403	5,758	5,144	5,875	6,426
J	Information Media and Telecoms	6,209	6,553	8,058	9,484	10,571	3,964	4,287	4,948	5,455	5,501
K	Financial and Insurance Services	9,896	9,268	9,975	12,735	13,113	6,302	5,898	5,906	7,230	7,351
L	Rental, Hiring and Real Estate Services	3,121	2,020	2,807	3,279	3,226	2,515	1,841	2,554	3,073	2,796
M	Prof, Scientific & Technical Services	11,759	16,422	19,561	24,971	27,698	8,362	11,356	12,809	15,566	17,941
N	Administrative and Support Services	5,099	6,963	8,705	8,719	9,329	3,472	4,885	6,076	6,098	6,958
O	Public Administration and Safety	13,651	12,338	12,738	15,310	16,264	8,258	7,747	7,608	8,746	8,849
P	Education and Training	16,155	17,988	19,783	23,226	25,305	11,645	13,258	14,549	16,444	18,136
Q	Health Care and Social Assistance	21,262	23,936	25,165	28,387	38,766	23,297	27,560	29,906	33,427	39,562
R	Arts and Recreation Services	2,475	4,031	4,690	6,326	9,084	1,565	2,463	2,703	3,461	3,719
S	Other Services	10,335	9,700	8,757	9,400	13,750	9,826	9,725	9,266	9,791	12,422
	Total	208,403	208,714	216,947	242,136	278,437	170,038	180,268	188,343	205,805	223,885
	Hi Tech	24,044	26,345	27,125	32,152	35,124	18,787	21,147	21,126	24,069	26,233
	Hi Income	24,121	30,058	35,032	43,545	47,032	16,478	20,221	22,290	26,534	29,505
	Infrastructure Services	39,892	45,955	49,639	57,939	73,155	36,508	43,281	47,157	53,332	61,417

Appendix B: Melbourne North Outer LGAs: (namely Hume, Whittlesea and Nillumbik)

The western part of Melbourne Outer North comprises gentle basalt slopes, the sites of manufacturing industries and increasingly of wholesale and logistics enterprises attached to the southern end of the Hume Highway and Melbourne Airport – which lies on the boundary of Western Melbourne. The population of this half of the region was traditionally working class and ethnically diverse, and so quite distinct from the people of the hilly commuter residential area which comprises the east of the region. Latrobe University lies at the junction of the two.

Major centres:

Whittlesea, Broadmeadows

LABOUR FORCE

	Number ('000s)						Percentage Change					%p.a. growth	
	2006	2007	2008	2009	2010	2011	2006 to 2007	2007 to 2008	2008 to 2009	2009 to 2010	2010 to 2011	2006 -2009	2009 -2011
Population	346	355	366	378	391	404	2.5%	3.0%	3.3%	3.6%	3.2%	2.9%	3.4%
No. Households	103	105	108	110	114	118	1.9%	2.2%	2.4%	3.1%	3.7%	2.2%	3.4%
NIEIR Workforce	185	190	196	201	211	220	2.9%	3.2%	2.6%	4.6%	4.3%	2.9%	4.5%
NIEIR Employment	168	175	181	186	193	201	4.1%	3.4%	2.6%	3.7%	4.1%	3.4%	3.9%
NIEIR Unemployment	16.4	15.0	15.2	15.6	18.0	19.2	-8.7%	1.8%	2.5%	15.4%	6.2%	-1.6%	10.7%

UNEMPLOYMENT AND UNDER EMPLOYMENT

	Percentage						Percentage Point Change					Average % Point Change pa	
	2006	2007	2008	2009	2010	2011	2006 to 2007	2007 to 2008	2008 to 2009	2009 to 2010	2010 to 2011	2006 -2009	2009 -2011
NIEIR U/E Rate	8.9%	7.9%	7.8%	7.8%	8.6%	8.7%	-1.0	-0.1	0.0	0.8	0.2	-0.4	0.5
Headline U/E Rate	6.1%	5.1%	4.9%	4.9%	6.0%	6.2%	-1.0	-0.2	0.0	1.1	0.2	-0.4	0.7
NIEIR Structural U/E Rate	9.7%	9.4%	9.3%	9.0%	8.8%	8.8%	-0.3	0.0	-0.4	-0.1	-0.1	-0.2	-0.1
Social Security Takeup	12.3%	11.7%	11.3%	11.9%	11.2%	11.7%	-0.6	-0.4	0.6	-0.7	0.5	-0.1	-0.1
Hours Per Week (1)	23.1	23.2	23.2	22.8	22.9	23.1	0.1	0.0	-0.4	0.1	0.3	-0.1	0.2
Not Employed Share (1)	29.5%	28.5%	28.4%	29.0%	28.3%	27.5%	-1.0	-0.1	0.6	-0.7	-0.7	-0.2	-0.7
Not In Employment (1)	39.3%	38.9%	38.9%	40.1%	39.8%	39.1%	-0.4	0.1	1.1	-0.3	-0.7	0.3	-0.5

Note: (1) Relative to Working Age Population.

INCOME FLOWS & PRODUCTIVITY

	Level $m cvm						Per Capita $cvm						%p.a. Growth of Level	
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006 -2009	2009 -2011
Wages/Salaries	7,629	8,189	8,583	8,718	8,840	9,124	22,031	23,075	23,477	23,080	22,593	22,538	4.5%	2.3%
Taxes Paid	1,896	1,850	2,023	1,988	1,887	2,150	5,474	5,214	5,533	5,262	4,823	5,310	1.6%	4.0%
Benefits	1,376	1,432	1,389	1,847	1,639	1,721	3,974	4,037	3,798	4,889	4,190	4,251	10.3%	-3.5%
Business Income	965	1,086	1,021	946	980	971	2,787	3,059	2,794	2,506	2,504	2,398	-0.6%	1.3%
Interest Paid	946	1,053	1,258	1,202	1,190	1,515	2,733	2,968	3,441	3,182	3,040	3,743	8.3%	12.3%
Property Income	1,184	1,362	1,496	1,435	1,563	1,728	3,420	3,838	4,093	3,798	3,995	4,268	6.6%	9.7%
Disposable Income	10,138	11,142	11,334	12,029	12,239	12,324	29,278	31,397	31,001	31,844	31,278	30,443	5.9%	1.2%
Rank							48	43	51	56	56	57		
%Rank#1							56%	55%	53%	53%	50%	47%		
Resident GRP (Local)	11,724	12,587	13,103	13,260	13,583	13,458	49,085	51,379	51,813	50,686	50,535	48,591	4.2%	0.7%
Rank							48	40	42	45	48	55		
Industry GRP (Local)	10,082	10,877	11,366	11,438	11,890	11,756	72,737	74,419	74,443	73,311	72,879	69,499	4.3%	1.4%
Rank							45	41	48	50	53	60		

Note: (1) All years stated above are fiscal year ending.
(2) Figures for wages/salaries include superannuation supplements.
(3) Figures for disposable income (less depreciation expense) include imputed income from ownership of dwellings.
(4) Figures for Resident GRP (Local) are per working age population and figures for Industry GRP (Local) are per industry employee.
(5) $m cvm = $ million chain volume measure, which is flows of constant 2008-09 value converted from current values by the ABS using their chain volume methodology.

SOCIAL SECURITY

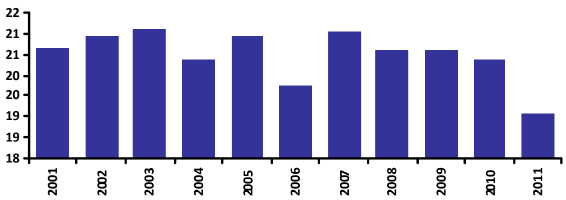
	% Pop	Australian Average
Disability Support (aged 15-20)	0.09%	0.09%
Disability Support (aged 21-24)	0.14%	0.14%
Disability Support (aged 25+)	3.64%	3.31%
Parenting Payment - Single (aged 15-20)	0.01%	0.04%
Parenting Payment - Single (aged 21-24)	0.03%	0.20%
Parenting Payment - Single (aged 25+)	0.35%	1.23%
Unemployed Long Term	1.48%	1.45%
Unemployed Short Term	0.94%	0.92%
Youth Allowance - Non Student	0.37%	0.39%
Youth Allowance - Student	1.84%	1.29%

Cash Benefits Share of Disposable Income	Share	Rank
2010	14.0%	39
2009	13.4%	41
2008	15.4%	41
2007	12.3%	45
2006	12.9%	44
2005	13.6%	43

POPULATION CHANGE

	1996	2001	2006	2011
Share of Population				
Age 0-19	33.4%	32.1%	30.7%	29.4%
Age 20-29	16.3%	14.4%	14.1%	15.1%
Age 30-54	37.7%	38.3%	37.2%	35.8%
Age 55+	12.6%	15.2%	18.0%	19.7%
Population Change (average between years)				
Age 0-19		1,215	1,047	2,531
Age 20-29		-183	662	2,449
Age 30-54		2,685	1,670	3,096
Age 55+		2,421	2,893	3,407
Average Annual Growth		2.1%	1.9%	3.1%

Average Temperature

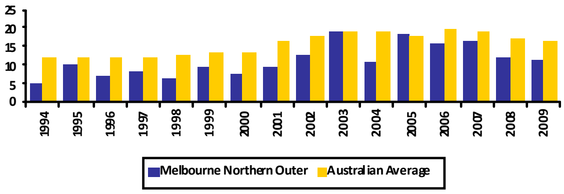


PATENT APPLICATIONS

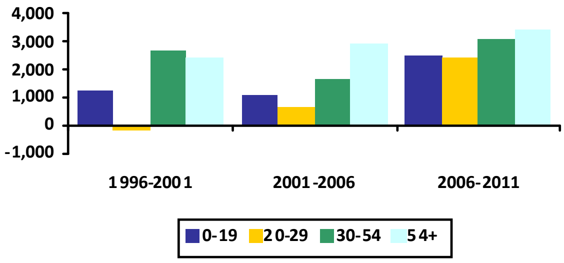
	No	Aust Avg	Rank
Average p.a. (1994-2009)	37.08	3,109.81	26
Average p.a. per capita	11.34	15.69	23
Hi Tech p.a. (1994-2009)	7.92	864.69	26
Hi Tech p.a. per capita	2.38	4.33	22
Info. Tech p.a. (1994-2009)	1.79	342.17	31
Info. Tech p.a. per capita	0.54	1.70	35
Average per capita (1994-2001)	7.98	13.06	35
Average per capita (2001-2009)	14.17	18.09	20
2001-09 avg./1994-00 avg.	1.78	1.39	2

Note: Per capita = 100,000 people   2010 data not available

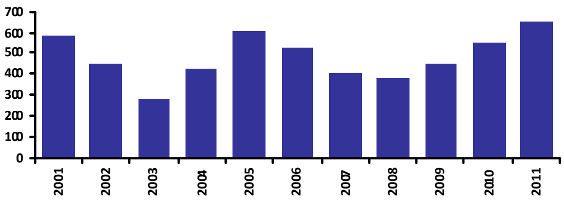
Patent Applications per 100,000 residents



Population Change by Age Group



Annual Rainfall



TEMPERATURE AND RAINFALL

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Temperature (Avg (C))	21	21	21	20	21	20	21	21	21	20	19
Rank	54	48	50	52	49	58	57	56	53	57	52
Rainfall (mm)	586	453	282	431	601	527	401	382	448	549	650
Rank	53	54	61	56	44	44	50	55	50	51	54

POPULATION

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Population	263	270	274	279	284	288	294	301	307	315	321	327	333	340	346	355	366	378	391	404

INNOVATIVE STARTUPS

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Startups	46.9	70.2	86.0	76.5	89.8	79.9	83.5	80.1	57.0	30.8	38.0	45.0	49.3	40.2	30.8	34.8	23.1	16.9	13.6
Rank	30	24	25	23	23	32	16	19	17	24	17	16	9	14	20	4	12	14	3

Note: (1) Data source Dun and Bradstreet database. The Dun and Bradstreet database does not represent all business entities.
(2) Counts are per 100,000 employed.

HOUSEHOLD WEALTH & DEBT

	Year			Rank			%Rank 1		
Indicator	2001	2006	2011	2001	2006	2011	2001	2006	2011
Wealth per Household ($cvm '000s)	394	449	619	34	48	29	21%	22%	27%
Value of Property and Unincorporated Business	369	436	646	21	36	20	35%	35%	46%
Value of Financial Assets	155	183	185	52	58	58	17%	18%	16%
Value of Household Liabilities	130	170	212	4	13	23	86%	68%	48%
Disposable Income after Debt Service Costs	83	92	96	21	21	44	68%	61%	46%
Household Debt Service Ratio	16%	19%	23%	5	16	10	86%	77%	87%
Household Debt to Gross Income Ratio	1.34	1.56	1.79	5	16	10	86%	77%	87%

RESIDENTIAL AND NON-RESIDENTIAL BUILDING CONSTRUCTION

	2002 -2004	2005	2006	2007	2008	2009	2010	2011	Percentage Increase 2006-08 to 2009-11
Value $m cvm per annum									
Residential	1,758	595	555	608	675	815	1,067	1,175	66%
Non Residential	1,044	373	402	552	755	688	612	633	13%
Total	2,802	968	957	1,160	1,430	1,503	1,679	1,809	41%
Value per capita $cvm									
Residential	1,791	1,752	1,603	1,713	1,847	2,159	2,726	2,904	51%
Non Residential	1,064	1,098	1,160	1,555	2,066	1,820	1,564	1,565	4%
Total	2,854	2,850	2,763	3,269	3,912	3,979	4,290	4,468	28%
Rank (value per capita)									
Residential	22	31	35	29	25	15	8	6	
Non Residential	14	16	22	14	9	10	17	17	
Total	19	26	29	24	14	12	13	10	

Note: (1) Percentage increase represents the increase (or decrease) of the last three years average when compared to the average of the three years prior to those.

EMPLOYMENT GENERATING CAPACITY

Indicator	Value	Rank
Commercial Floorspace Generating Capacity	8,699	10
% of National Employment Generating Capacity	2.51%	10
Ratio of Generating Capacity to Working Age Pop	1.12	39

MINING BOOM

		Production Impact					
Indicator	Construction (Annual Average)	Gross expansion (1 Year)	Gross crowding out (1 Year)	Net full crowding out (1 Year)	Net half crowding out (1 Year)	Net full crowding out (5 Years)	Net half crowding out (5 Years)
Industry Hours	0.86	0.24	-1.22	-0.98	-0.37	-4.79	-1.82
Local Industry Product	0.93	0.26	-1.26	-1.00	-0.37	-4.89	-1.83
Resident Employment	0.73	0.23	-1.04	-0.81	-0.29	-3.99	-1.45

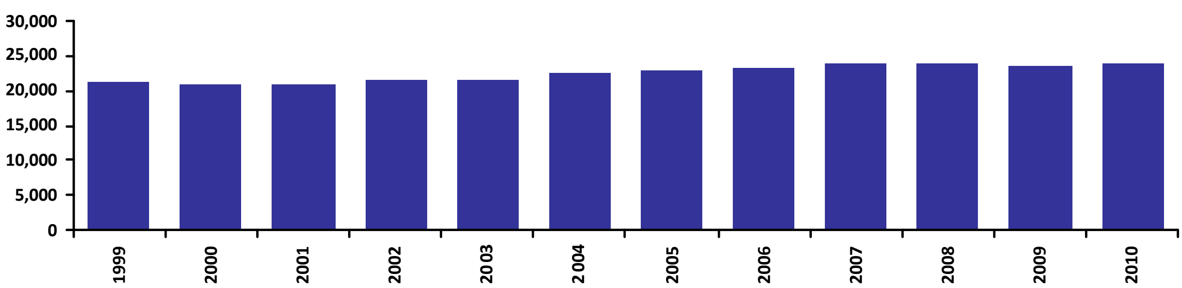
Note: Indicator values represent percent change from base case (where the base case excludes accelerated mining expansion).

CONSUMPTION

Indicator	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Growth
Consumption ($m cvm)	6,258	6,287	6,462	6,740	6,942	7,404	7,642	7,910	8,310	8,461	8,581	8,740	3.1%
Consumption Per Cap ($cvm)	21,258	20,903	21,030	21,403	21,627	22,613	22,952	23,285	23,997	23,842	23,472	23,906	1.1%
Consumption Per Cap Rank	29	36	43	44	45	43	45	45	47	51	54	53	61

Note: All years stated above are calendar years.

Consumption per capita



HOUSING

Housing Indicator	1991.3	1997.3	2001.3	2006.3	2008.2	2010.2	2011.2	1997.3 Rank	2011.1 Rank	Annual Growth 1997-11
Avg value of dwellings ($cvm '000s)	174.5	163.9	239.3	319.1	340.4	406.0	406.2	29	25	6.8%
Avg dwelling prices to household disposable income (%)	n/a	2.0	2.9	3.5	3.7	4.3	4.5	39	24	5.9%
Mortgage burden on average dwelling purchase (%)	n/a	16.3	23.1	27.6	29.8	34.5	36.0	39	24	5.9%
Greenfield construction costs to avg dwelling price (%)	n/a	n/a	n/a	1.2	1.2	1.0	1.0	n/a	41	n/a
Catchment dwelling purchase income support ($cvm)	53,485	60,034	65,030	77,626	80,669	77,937	78,503	30	33	2.0%
Dwelling affordability - average mortgage on existing dwelling to catchment income support (%)	n/a	21.8	29.4	32.8	33.7	41.6	41.3	34	23	4.8%
Dwelling affordability - average mortgage on new dwelling to catchment income support (%)	n/a	n/a	n/a	40.3	39.3	42.1	42.2	n/a	25	n/a
Community services available in catchment - hours/capita	131.4	147.0	151.5	159.2	164.7	169.3	169.3	22	16	1.0%
Adult population per dwelling	2.5	2.4	2.4	2.4	2.5	2.5	2.5	7	9	0.4%

NATIONAL BROADBAND NETWORK

Indicator	2015	2020	2025	2030	2035	2040	2015 Aust	2020 Aust	2025 Aust	2030 Aust	2035 Aust	2040 Aust
Functionality Relative to Requirements - Base Case	44.9	19.2	13.4	11.4	11.4	11.4	53.0	36.3	29.5	24.9	24.1	24.1
Functionality Relative to Requirements - NBN Case	44.9	98.0	98.0	97.0	97.0	97.0	73.9	92.8	92.6	91.1	91.0	91.0
Actual Productivity Extraction - percent (Base Case)	1.7	1.8	1.7	1.7	1.6	1.6	2.0	2.6	3.2	3.6	4.0	4.2
Actual Productivity Extraction - percent (NBN Case)	1.7	2.5	4.5	6.6	8.4	9.7	2.1	3.5	5.8	8.3	10.4	12.0
Industry Hours of Work (% of Base Case)	0.0	-0.1	-0.1	0.1	0.3	0.6	0.0	-0.1	-0.2	-0.3	-0.4	-0.4
Real Wages (% of Base Case)	0.0	0.6	2.5	4.7	6.8	8.3	0.0	0.7	2.2	4.2	6.0	7.4
Resident Income (% of Base Case)	0.0	0.6	2.2	4.3	6.3	7.8	0.0	0.6	2.1	3.9	5.6	6.9
Local Industry Product (% of Base Case)	0.0	0.5	2.4	4.8	7.1	8.9	0.0	0.6	2.0	3.8	5.6	7.0
Resident Employment (% of Base Case)	0.0	-0.1	-0.3	-0.4	-0.4	-0.3	0.0	-0.1	-0.3	-0.5	-0.6	-0.6
Consumption Expenditure (% of Base Case)	0.0	0.6	2.2	4.2	6.0	7.3	0.0	0.6	2.1	3.8	5.4	6.6

EMPLOYED, HOURS WORKED AND INCOME (UR=Place of Residence, JTW=Place of Work)

Indicator	1991.3	1996.3	2001.3	2006.3	2011.1	1991.3 Rank	1996.3 Rank	2001.3 Rank	2006.3 Rank	2011.1 Rank
UR Emp	113,026	133,604	151,731	173,637	200,231	25	25	23	23	23
UR Hours	49,996	59,857	65,494	74,339	83,581	25	25	24	23	22
UR Income	1,482	1,673	1,911	2,492	2,790	24	24	27	26	27
JTW Emp	109,833	119,299	126,880	142,181	168,865	21	23	23	23	20
JTW Hours	48,728	54,331	55,834	62,058	71,827	21	23	23	21	20
JTW Income	1,329	1,461	1,599	2,038	2,358	21	23	24	22	24
UR Avg Weekly Hours Per Employee	34.0	34.5	33.2	32.9	32.1	39	27	32	35	43
UR Avg Hourly Rate Per Employee ($cvm)	29.7	27.9	29.2	33.5	33.4	17	43	53	39	61
JTW Avg Weekly Hours Per Employee	34.1	35.0	33.9	33.6	32.7	36	11	20	13	32
JTW Avg Hourly Rate Per Employee ($cvm)	27.3	26.9	28.6	32.8	32.8	30	51	53	41	62

INDUSTRY GROUPS

		Place of Residence (UR)					Place of Work (JTW)				
		1991.3	1996.3	2001.3	2006.3	2011.1	1991.3	1996.3	2001.3	2006.3	2011.1
A	Agriculture, Forestry and Fishing	1,106	1,532	1,382	1,117	1,043	1,206	1,615	1,514	1,262	1,199
B	Mining	146	209	155	294	393	113	148	140	201	275
C	Manufacturing	24,937	29,263	28,802	28,910	31,379	33,253	34,846	33,296	32,934	34,864
D	Electricity, Gas, Water & Waste Services	1,349	1,097	1,131	1,578	1,213	1,458	1,118	1,091	1,529	1,588
E	Construction	7,328	9,164	12,171	17,995	23,059	7,476	8,744	11,032	15,640	20,212
F	Wholesale Trade	5,875	7,223	7,123	8,204	7,378	5,997	7,020	6,654	7,537	10,679
G	Retail Trade	13,841	15,206	19,173	19,381	20,583	10,513	10,936	13,281	13,339	15,679
H	Accommodation and Food Services	3,502	6,252	8,663	9,565	14,118	3,130	5,171	6,652	7,248	10,115
I	Transport, Postal and Warehousing	9,559	10,364	10,332	13,096	15,870	17,390	15,888	15,487	19,132	24,038
J	Information Media and Telecoms	2,834	2,821	3,353	3,491	3,836	1,029	1,045	1,188	1,261	1,293
K	Financial and Insurance Services	5,621	5,409	5,581	6,572	6,214	1,294	1,251	1,180	1,377	1,428
L	Rental, Hiring and Real Estate Services	1,545	1,218	1,871	2,314	2,507	1,334	1,017	1,447	1,795	1,861
M	Prof, Scientific & Technical Services	4,699	6,660	7,545	9,003	10,965	2,086	2,943	3,067	3,586	4,229
N	Administrative and Support Services	2,406	3,789	5,299	5,854	6,419	1,691	2,566	3,347	3,577	4,064
O	Public Administration and Safety	6,235	6,311	7,078	8,880	8,879	4,435	4,373	4,552	5,506	5,621
P	Education and Training	6,202	7,481	9,059	10,765	11,174	6,617	7,746	8,826	10,269	10,882
Q	Health Care and Social Assistance	8,814	11,415	13,676	16,225	19,851	5,916	7,333	8,263	9,518	11,549
R	Arts and Recreation Services	1,167	1,766	2,114	2,571	3,142	778	1,149	1,266	1,532	1,618
S	Other Services	5,860	6,423	7,222	7,822	12,209	4,115	4,389	4,596	4,938	7,671
	Total	113,026	133,604	151,731	173,637	200,231	109,833	119,299	126,880	142,181	168,865
	Hi Tech	13,496	16,833	17,230	19,642	22,102	13,398	14,651	13,802	15,170	16,088
	Hi Income	11,493	14,131	15,706	18,555	20,435	4,231	5,653	6,001	6,941	7,911
	Infrastructure Services	16,182	20,662	24,849	29,561	34,166	13,311	16,228	18,356	21,319	24,048

Appendix C: Gross product definition and data sources

Gross Product is identical with Gross Value Added for any geographic area. It comprises the sale value of goods and services produced in the region in a time period, less the costs of raw materials and other inputs purchased from other businesses, less taxes. The basic concept is very similar to the tax base for GST. Ideally, Gross Local Product would have the same definition as Gross National Product or Gross State Product. However, it is not possible to allocate the Gross Operating Surplus of corporate businesses (including any surplus of government enterprises) to LGAs. (The Gross Operating Surplus comprises corporate Gross Value Added less wages and related payments). Gross Local Product therefore comprises:

- employee compensation paid in respect of production in the LGA; plus
- gross value added by unincorporated enterprises in the LGA less employee compensation paid by those enterprises (equivalent to Gross Mixed Income generated in the LGA); plus
- imputed Gross Value Added of owner-occupied houses in the LGA.

Corporate businesses are those incorporated with shareholders, who ultimately control the company and are entitled to dividends when paid. Various other forms of legal incorporation, which lack the shareholder-dividend component, are not treated as incorporated, save that the definition includes branches of overseas companies and is extended by the ABS on an ad-hoc basis to include businesses organised as co-operatives, credit unions and mutual societies where these businesses maintain full accounts and operate in a manner similar to shareholder companies. The extension includes trusts whose chief activity is the holding of financial assets. All other businesses and non-profit-making organisations are excluded from the definition – these exclusions include partnerships, trusts which operate businesses (especially in the agricultural sector), community and philanthropic non-profit institutions and any other non-shareholder organisations not specifically transferred to the corporate sector. In all cases Gross Mixed Income generated by the organisation is calculated after employee compensation is paid. It will be noted that non-profit organisations are exempt from personal and corporation taxes so that the Gross Mixed Income they generate has to be estimated directly.

As regards organisations which generate taxable Mixed Income, the ABS definition is influenced by the definition used by the Tax Commissioner. This allows taxpayers to declare as business income any income in which compensation for the taxpayer’s labour is mixed with a capital return which is not legally separable from the labour return (as it is when incorporation requires the separation of employee compensation from dividends to shareholders). The Tax Commissioner allows the declaration of mixed income in respect of trusts operating in primary industry, but not otherwise. The ABS adjusts the net taxable income so declared back to Gross Mixed Income, adding back deductions declared by taxpayers, estimates for various non-taxable components and finally an estimate for understatement on tax returns. This is published by industry and postcode of taxpayer residence.

Control totals for Gross Local Product are available from the ABS State Accounts. NIEIR distributes the components as follows.

- Employee compensation by local employment by industry (Census JTW adjusted and updated) and earnings (Census JTW, also tax statistics imputed by industry from area of residence back to area of work by JTW).
- Gross taxable mixed income (including losses) generated by a similar process to employee compensation.

- Gross non-taxable mixed income by local employment in such industries, from Census JTW.

Data sources

- Labour Force
- Census
- Journey to Work Matrix
- Tax data
- NIEIR modelling.