



West Melbourne Small Area Demographic Profile

2013

www.melbourne.vic.gov.au



Market &
Social
Research
ISO 20252

 SAI GLOBAL

Contents

1.	Key findings	4
2.	Profile.....	5
2.1.	History and environment of West Melbourne.....	5
2.2.	Geography of West Melbourne small area	6
2.3.	Demographic profile.....	7
2.4.	Social profile	8
2.4.1.	Education	8
2.4.2.	Household and family structure	9
2.4.3.	Culture and language profile	9
2.4.4.	Internet connection at home	9
2.5.	Income profile	10
2.6.	Socio-economic Index for Areas (SEIFA)	11
2.7.	Housing	13
2.8.	Land use and business activity.....	14
2.9.	Workforce	15
2.10.	Future outlook.....	18
2.10.1.	Development activity	18
2.10.2.	Population projections	19

Disclaimer

While all due care has been taken to ensure that the content of this report is accurate and current, there may be errors or omissions in it and no legal responsibility is accepted for the information and opinions contained within.

In addition, as the report is based on historic information that is subject to revision and assumptions in preparing forecast figures that are both difficult to predict and liable to change, we do not guarantee the reports currency.

Data sources

Unless otherwise stated, all data in this report are based on the Australian Bureau of Statistics 2011 Census of Population and Housing.

City of Melbourne's own Census of Land Use and Employment (CLUE) 2010 database also utilised for various economic, land use and employment related analysis.

Forecast population estimates provided via 2011-2036 Population and Household forecasts, id Consultants, last updated October 2013.

Further information

For further information about this small area, another small area with the City of Melbourne or the municipality overall, see the City Research webpage found via the City of Melbourne homepage:

<http://www.melbourne.vic.gov.au/AboutMelbourne/Statistics/Pages/Statistics.aspx>

This link also contains other demographic reports related to various elements of the City of Melbourne and the small areas contained within it, such as: Workers Profile, Students Profile, High rise Dwellers profile, Younger Persons Profile, Older Persons Profile and Key Changes between 2006 & 2011 Censuses.

1. Key findings

The West Melbourne small area had the smallest number of residents relative to all the City of Melbourne's (the 'municipality') small areas, representing four per cent of the municipality's overall population.

There were 1750 dwellings in West Melbourne representing around three per cent of the municipality, with the most common dwelling type residential apartments (66%). Houses or townhouses comprised a further one third (34%) of dwelling types, which was twice the proportion of the overall municipality (15%).

The proportion of households renting (45%) was slightly lower than the municipality average (49%), while the proportion of households with a mortgage or owning their dwelling outright (30%) was slightly higher than the municipality average (27%).

The median age of 30 was slightly older than the municipality average of 28, and effectively mid-range relative to the other small areas with four small areas with an older average age and five small areas with a younger average age. The most common age range was 20 to 34 years (53%).

More than one third (37%) of West Melbourne's residents were born overseas with 30% speaking a language other than English at home. China was the most common country of birth outside Australia (4%), while Mandarin was the most common language spoken at home (7%).

The median weekly personal income of \$798 was around 12% higher than the municipality median of \$711. Around one quarter (23%) earned more than \$1250 per week.

West Melbourne's most common household type was a family household (46%), with lone person households accounting for 23% and group households comprising 17%.

West Melbourne scored higher than the overall municipality for all four SEIFA (Socio-Economic Index for Areas) metrics, suggesting minimal evidence of social disadvantage in the area.

Around 11,360 people worked in West Melbourne with the most common occupation 'clerical and administrative workers' (28%), followed by 'managers' (13%) and 'machinery operators and drivers' (13%). Nine in 10 (90%) workers lived outside the City of Melbourne but within Greater Melbourne.

Just under two thirds of workers (62%) drove a car to get to work, with public transport usage accounting for a further 28%.

West Melbourne's population is forecast to increase three-fold into 2036, with developments such as the proposed E-Gate in the current industrial section of West Melbourne accounting for this growth.

2. Profile

2.1. History and environment of West Melbourne

Residential area (west section)

West Melbourne's residential area is characterised by a dynamic mix of old and new housing, community facilities, retail and industry. Parts of West Melbourne — including streetscapes and buildings have recognised heritage value.

Similar to the neighbouring small area of North Melbourne, West Melbourne is under increasing pressure for residential development, especially on the CBD fringe.

Industrial area (east section)

West Melbourne's industrial area is an important resource in inner Melbourne. The area has excellent access to the airport, the wider metropolitan region, the Victorian road network and the Port of Melbourne via Dynon and Footscray Roads and the Dynon Rail Terminal.

2.2. Geography of West Melbourne small area

Figure 1: West Melbourne small area geography within City of Melbourne



The small area of *West Melbourne* includes the suburb of West Melbourne (post code 3003). This is split into West Melbourne (residential) to the east and West Melbourne (industrial) to the west. At present, no residents live in West Melbourne (industrial).

2.3. Demographic profile

Figure 2: Key metrics of West Melbourne residents

Key metrics	West Melbourne	City of Melbourne
Residential population	3744 (4% of City of Melbourne)	93,627
Younger residents (12-25 years)	26%	33%
Older residents (60 years and over)	7%	10%
Median age	30	28
Residents born overseas	37%	48%
Most common language spoken at home (other than English)	Mandarin (7%)	Mandarin (10%)
Weekly personal income <\$300	18%	26%
Weekly personal income >\$1250	23%	23%
Median personal weekly income	\$798	\$711
Higher education (university) students	13%	21%
Bachelor degree or higher	36%	40%

West Melbourne’s residential population of 3744 represents 4% of the City of Melbourne’s (the ‘municipality’) overall population.

With a median age of 30 years, West Melbourne had a slightly older median age than the municipality average of 28, but was below that of Greater Melbourne (36 years) and the whole of Australia (37 years).

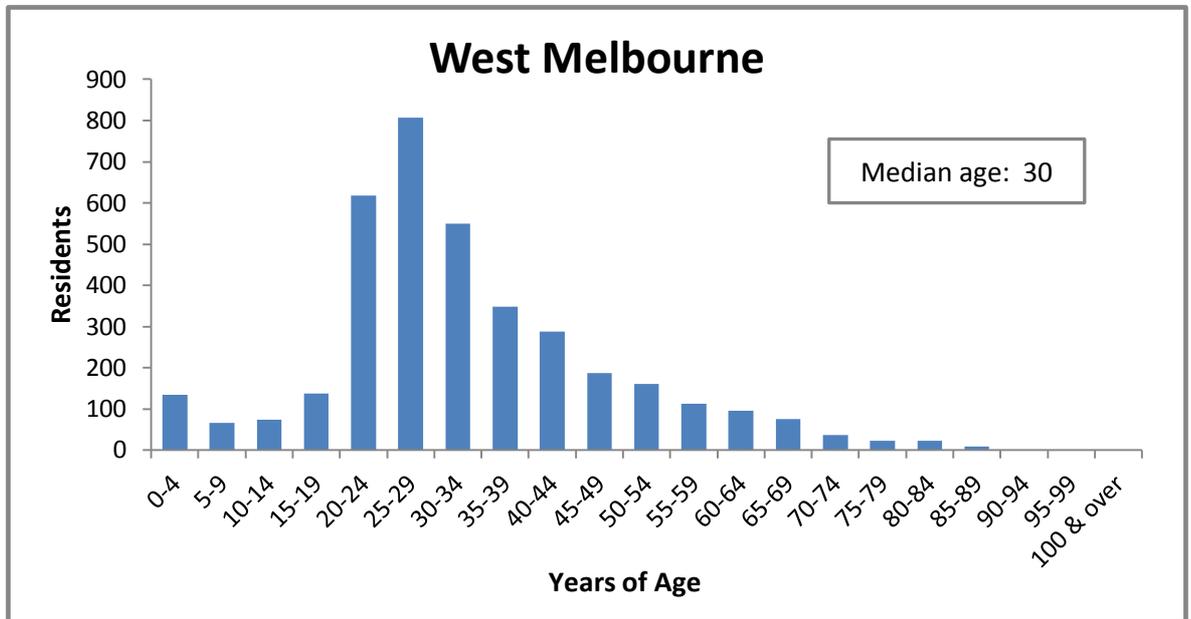
One quarter (26%) of West Melbourne’s residents were aged 12 to 25 years, a smaller proportion than the overall municipality (33%). West Melbourne was, however, a small area with a relatively young residential population with only seven per cent aged 60 and over, a proportion only higher than the Melbourne CBD small area (5%).

The most common age range of West Melbourne residents was 20 to 34 years, with more than half (53%) within this age range.

In comparison to the other small areas in the municipality, West Melbourne had a relatively mid-range level of personal income with five small areas earning more and four earning less. The median personal income of \$798 was lower than neighbouring small areas Kensington (\$921) and Docklands (\$1060), for example, but higher than other neighbouring small areas of North Melbourne (\$613) and Melbourne CBD (\$698).

One in eight (13%) West Melbourne residents were higher education students, again relatively mid-range when compared to the other small areas – but higher than the overall municipality average of 21%. Just over one third (36%) held a bachelor degree qualification or higher, which was slightly lower than the municipality average (40%).

Figure 3: West Melbourne age profile



As Figure 3 depicts, just over half (53%) of West Melbourne’s residents were aged 20 to 34 years. Seven per cent of residents were school-aged children (under 15 years), while a further seven per cent were aged 60 and over.

2.4. Social profile

2.4.1. Education

Around one in five (22%) West Melbourne residents were attending an educational institution, a lower proportion than the municipality average (30%).

Six in 10 (61%) of those students were higher education students, again a lower proportion than the municipality average of 70%.

One third (36%) of West Melbourne’s residents held a bachelor degree qualification or higher, a slightly lower proportion than the municipality average of 40%.

2.4.2. Household and family structure

Family households* accounted slightly less than half (46%) of household types in West Melbourne, making this the most common household type and with a higher proportion than the municipality average of 41%. 59% of those family households were a couple family with no children.

Lone person households comprised a further 23%, the lowest proportion among the municipality's small areas, with group households making up 17%.

**Note: a family is defined by the ABS as two or more persons, one of whom is at least 15 years of age, who are related by blood, marriage (registered or de facto), adoption, step or fostering, and who are usually resident in the same household.*

2.4.3. Culture and language profile

More than one third (37%) of West Melbourne's residents were born overseas, with four small areas containing a lower proportion and five small areas containing a higher proportion. The municipality average was 48%.

The most common countries of birth other than Australia included: China (5%), South Korea (4%), Malaysia (4%), England (3%) and New Zealand (3%).

The proportion of residents speaking a language other than English at home (30%) again positioned West Melbourne as essentially mid-range relative to the proportions in the other small areas, with four small areas containing a lower proportion and five small areas containing a higher proportion. The municipality average was 38%.

The most common languages other than English spoken at home included: Mandarin (7%), Cantonese (4%), Korean (4%), Italian (1%) and Arabic (1%).

2.4.4. Internet connection at home

Seven in 10 (70%) West Melbourne households had a broadband Internet connection, a proportion on par with the municipality average (71%).

Six per cent of households did not have an Internet connection, which was slightly lower than the municipality average (8%).

Only 1% of households maintained a dial-up Internet connection, 5% accessed the Internet via an other* connection type, and 17% of households did not provide an answer to this Census question.

** Note on Internet connection types:*

- *Broadband connection includes: ADSL, Cable, Wireless, Satellite, Fibre and Mobile connections*
- *Dial up connection includes: analogue modem and ISDN connections*
- *Other connection type includes: Internet access through mobile phones, etc.*

2.5. Income profile

Figure 4: West Melbourne income comparisons

Income (weekly)	West Melbourne	City of Melbourne
Median total personal income	\$798	\$711
Median total family income	\$2002	\$1962
Median total household income	\$1700	\$1352

The median total personal income for West Melbourne (\$798) was higher than the municipality average (\$711), and relatively mid-range compared to the other small areas with four areas with a lower average income and five areas with a higher average income.

Around one quarter (26%) of West Melbourne residents earned more than \$1250 per week.

West Melbourne's median family and household incomes were also higher than the overall municipality medians, suggesting that it is a relatively affluent small area in the City of Melbourne.

Figure 5: West Melbourne personal weekly income profile

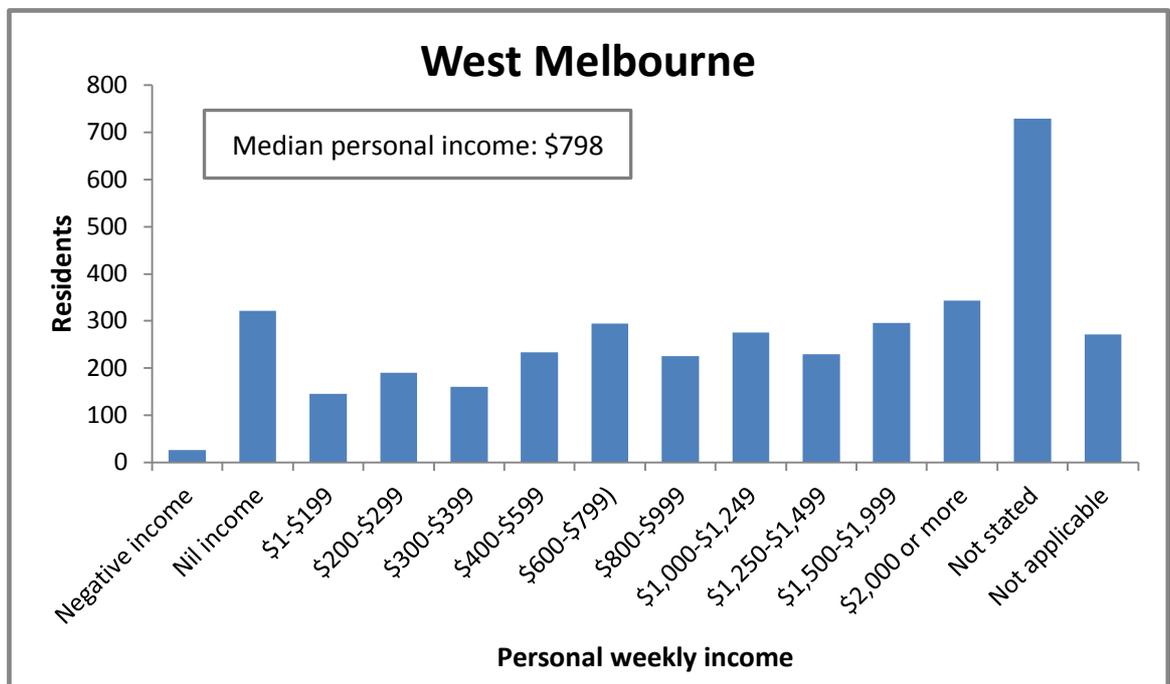


Figure 6: West Melbourne SEIFA Indexes

SEIFA 2011 Index	West Melbourne	City of Melbourne
Advantage and Disadvantage	1088	1051
Disadvantage	1065	1026
Economic Resources	926	870
Education and Occupation	1185	1175
Usual Resident Population	3746	93,627

Relative to the overall municipality, West Melbourne’s SEIFA scores were all higher. In terms of the other small areas, it was relatively mid-range with some scoring higher and some scoring lower.

With a median personal income of \$798, as discussed for Figure 4, the above average SEIFA scores suggest minimal evidence of social disadvantage apparent in West Melbourne.

2.7. Housing

Figure 7: West Melbourne Housing Statistics

Housing metrics	West Melbourne	City of Melbourne
Number of dwellings*	1750	58,733
Most prominent housing type*	Residential apartments (66%)	Residential apartments (67%)
Occupied private dwellings fully owned or being purchased	30%	27%
Occupied private dwellings rented	45%	49%
Unoccupied private dwellings	8%	12%
Median rent per week	\$450	\$400
Median mortgage per month	\$2383	\$2167

**Note: data sourced from CLUE 2010. All other data sourced from ABS 2011 Census*

There were 1750 dwellings in West Melbourne, representing around 3% of the municipality's overall dwellings. The most common dwelling type in West Melbourne were residential apartments, comprising around two thirds (66%) of all housing types – a consistent proportion with the overall municipality (67%). Houses or townhouses accounted for the remaining one third (34%) of dwelling types, which was more than double the proportion of the overall municipality (15%).

Just under half (45%) of households in West Melbourne were rented, a slightly lower proportion than the municipality average (49%). One in 10 (30%) dwellings was either fully owned or being purchased, a slightly higher proportion than the municipality average (27%).

The median weekly rental repayment of \$450 was the third highest of all the municipality's small areas behind only Docklands (\$503) and Southbank (\$496).

The median monthly mortgage payment of \$2383 was also slightly higher than the municipality average of \$2167 and only surpassed by Docklands (\$2700).

2.8. Land use and business activity

Figure 8: Land use and business activity profile

Land use and business metrics	West Melbourne	City of Melbourne	% Share
Business locations with employment	860	15,959	5%
Most prominent built space	Storage/Wholesale	Office	–
Most prominent industry by floor	Transport, Postal and Storage	Arts and Recreation Services	–
Most prominent industry by employment	Wholesale Trade	Business Services	–
Retail locations with employment	53	2575	2%
Commercial car parks	3	181	2%
Commercial car park spaces	189	64,887	0%
Café/restaurant/bistro	56	1951	3%
Food court	–	32	0%
Bar/tavern/pub/nightclub	4	252	2%
Office space (m ²)	147,487	5,204,070	3%
Vacant floor space (m ²)	150,706	3,092,962	5%

**Note: data in Figure 8 sourced from CLUE 2010*

West Melbourne contained five per cent of the municipality's business locations, with Wholesale Trade the most prominent industry type in terms of employment, narrowly ahead of Transport, Postal and Storage.

The most prominent built space was Storage/Wholesale, which accounted for more than one third (37%) of all built space in West Melbourne.

These data related to land and business activity for the small area of West Melbourne are unsurprising, considering the large land mass that the West Melbourne (industrial) section of the small area accounts for.

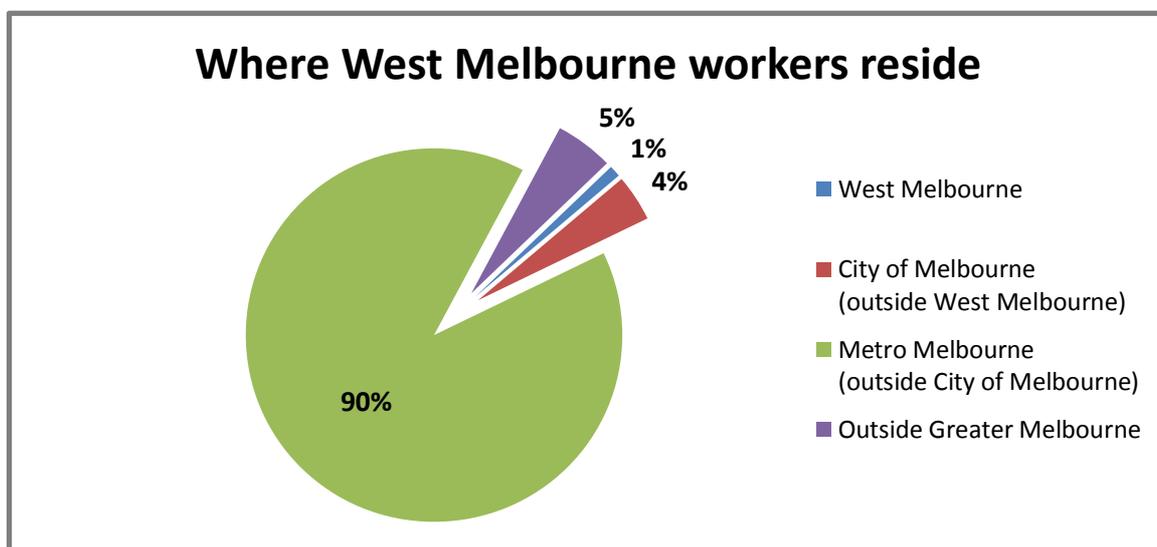
2.9. Workforce

Figure 9: Where West Melbourne residents work

Workplace location	West Melbourne resident
Work in West Melbourne	161
Work in Melbourne CBD	557
Work in City of Melbourne (outside West Melbourne or CBD)	467
Work outside City of Melbourne	762
Not stated	49
Total employed West Melbourne residents	1996

The most common workplace location for employed West Melbourne residents was outside the City of Melbourne (38%), with Melbourne CBD the next most common location with over one quarter (28%) working there. A further 8% worked in West Melbourne, while the remaining 8% worked in the City of Melbourne, but outside West Melbourne or Melbourne CBD.

Figure 10: Residential location of workers



West Melbourne workforce = 11,360

Nine in 10 (90%) West Melbourne workers lived outside of West Melbourne, but within Greater Melbourne. One in 20 (5%) commuted from outside Greater Melbourne to work in West Melbourne.

5% of West Melbourne’s workers lived within the City of Melbourne, made up of 1% who resided within West Melbourne and a further 4% who resided outside of West Melbourne but within the municipality.

Figure 11: Method of transport of workers to West Melbourne*

Method of transport	West Melbourne	City of Melbourne
Train	24%	39%
Car, as driver	62%	34%
Tram	3%	10%
Walked only	2%	5%
Bicycle	2%	4%
Car, as passenger	4%	4%
Bus	1%	2%
Motorbike/scooter	1%	1%
#Other transport method combinations	1%	1%
Total	100% (10,276)	100% (320,473)
<i>Public transport total (train, tram, bus)</i>	<i>28%</i>	<i>51%</i>

Workers who travelled to work on Census day = 10,276 (City of Melbourne = 320,473)

Workers who did not go to work, worked at home, not stated = 1082 (City of Melbourne = 39,857)

Other transport method combinations include: taxi, truck, ferry and other combinations, not accounted for in assumptions listed below.

Proportions include single methods of transport and combined methods of transport used by workers.

* When combinations of transport methods are used, the following assumptions have been applied:

- Train plus another method or methods are counted as *train journeys*
- Tram plus another method or methods not including train are counted as *tram journeys*
- Bus plus another method or methods not including train nor tram are counted as *bus journeys*
- Ferry plus another method or methods not including train, tram nor bus are counted as *ferry journeys*
- Bicycle plus another method or methods not including any public transport options are counted as *bicycle journeys*
- Car as driver plus another method or methods not including any public transport options nor a bicycle are counted as *car as driver*
- Car as passenger plus another method or methods not including any public transport options, a bicycle nor a car as a driver are counted as *car as passenger*
- Other plus another method or methods not including any public transport options, a bicycle nor car (either driver or passenger), are counted as *other*

Driving a car was the most common form of transport for West Melbourne workers (62%), with around one quarter (24%) catching a train. Compared to the municipality overall, half the proportion of workers in West Melbourne either walked or rode a bike to work (2% vs. 5% and 2% vs. 4% respectively). Overall, just over one quarter (28%) used some form of public transport to get to work in West Melbourne.

Figure 12: Key characteristics of workers in West Melbourne

Key metrics	West Melbourne	City of Melbourne
Number of job positions* (CLUE 2010)	15,250	428,721
Number of workers	11,360	360,330
Professionals	19%	22%
Managers	13%	8%
Labourers	7%	2%
Full-time	78%	75%
Part-time	17%	20%

**Note: Number of job positions sourced from CLUE 2010*

Workers located in West Melbourne contributed three per cent of the municipality’s total workforce, with around 11,3600 people employed in the area covering around 15,250 job roles.

Around one in five (19%) workers in West Melbourne were employed as Professionals, with Clerical and Administrative Workers accounting for the highest proportion of occupation types (28%).

One in eight (13%) were employed as Managers, with an equal proportion employed as Machinery Operators and Drivers.

More than three quarters of West Melbourne’s workers (78%) were employed in a full-time capacity.

2.10. Future outlook

2.10.1. Development activity

Figure 13: Development activity

Development activity	Under construction	Construction 0-2 years	Construction 3-5 years	Mooted	Total
Residential dwellings					
West Melbourne	352	652	761	749	2514
City of Melbourne	13,451	11,726	13,031	16,329	54,537
Student apartments					
West Melbourne	–	–	–	–	0
City of Melbourne	435	555	20	–	1010
Office (m²)					
West Melbourne	–	1702	370	–	2072
City of Melbourne	385,856	362,525	371,722	495,577	1,615,679
Retail (m²)					
West Melbourne	–	856	684	235	1775
City of Melbourne	38,476	30,786	33,489	55,041	157,792

Under Construction (the project was under construction at 27 May 2013). These projects will generally be occupied within the next year. Some larger projects may take longer before they are fully occupied.

Construction 0-2 years (the project is proposed to commence construction in the period 28 May 2013 – 27 May 2015). Projects reported as commencing construction in 0-2 years have usually received building approval and it is assumed that works will commence within two years.

Construction 3-5 years (the project is proposed to commence construction in the period 28 May 2015 – 27 May 2018). Projects reported as commencing construction in 3-5 years are usually in the process of obtaining planning approval, or approval has been granted subject to conditions that mean construction is unlikely to commence within two years.

Mooted. Projects reported as mooted are more speculative in nature. These sites are generally identified by developers as suitable for development, but planning proposals have not yet been lodged.

2.10.2. Population projections

Figure 14: West Melbourne population and household forecast

West Melbourne	2016	2021	2026	2031	2036
Residential population	5240	6988	10,268	13,502	16,696
Change in population (5 yrs)	-	1748	3280	3234	3194
% change in population (5 yrs)	-	33%	47%	31%	24%
Households	2,179	2,943	4,398	5,870	7,342
Change in households (5 yrs)	-	764	1,455	1,472	1,472
West Melbourne's share of municipality's population	4%	5%	6%	7%	8%
West Melbourne's share of municipality's households	3%	4%	5%	6%	7%

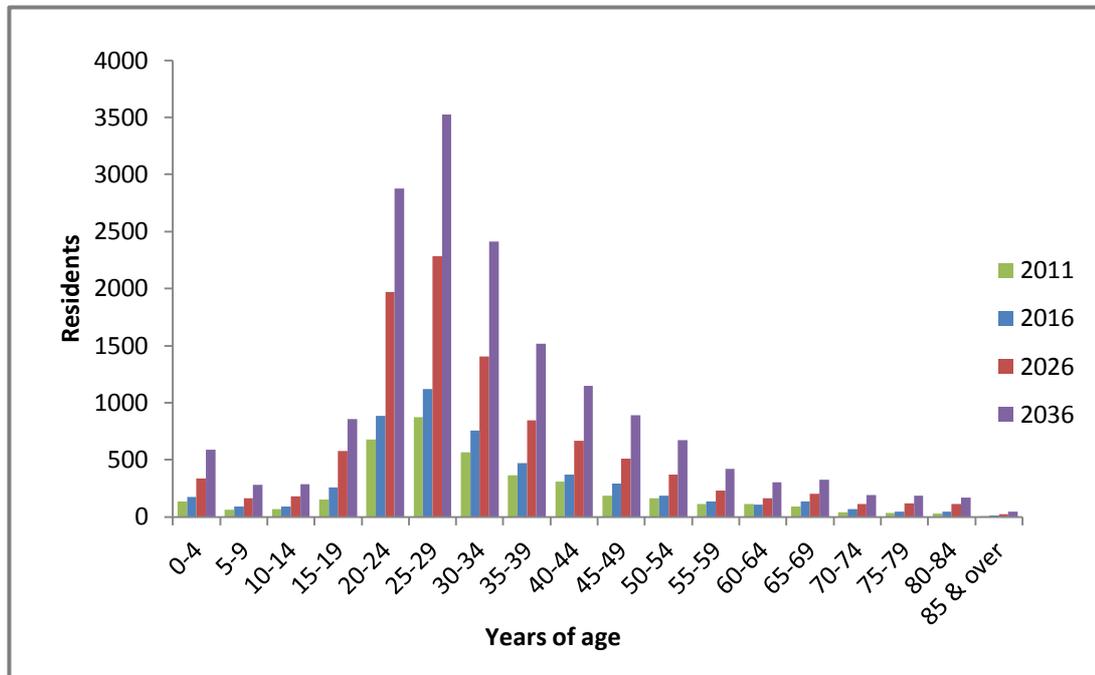
City of Melbourne	2016	2021	2026	2031	2036
Residential population	133,388	151,826	172,617	192,040	211,962
Change in population (5 yrs)	-	18,438	20,791	19,423	19,922
% change in population (5 yrs)	-	14%	14%	11%	10%
Households	63,100	72,693	83,187	93,269	103,614
Change in households (5 yrs)	-	9593	10,494	10,082	10,345

Note: data for Figure 14 sourced from id Small Area Population Forecasts 2011 to 2036, City of Melbourne

West Melbourne's share of the overall municipality's residential population and proportion of households are forecast to triple for both.

Proposed residential developments in the section of the small area currently known as West Melbourne (industrial), such E-Gate, result in an anticipated influx of residents at a higher rate than the overall growth rate anticipated for the municipality with just under 17,000 residents living in around 7300 households.

Figure 15: West Melbourne population forecast, by age group



Note: data for Figure 15 sourced from id Small Area Population Forecasts 2011 to 2036, City of Melbourne

West Melbourne residents aged 20 to 34 years currently comprise more than half (53%) of the population. Figure 15 above suggests that this age group will remain the most populous in 2026 and into 2036, with relatively consistent proportions of growth expected across the various age ranges.