ESSENTIAL ECONOMICS

Monitoring Land Use Planning Outcomes:

Assessment of Local Economic Impacts of Increased Residential Development in Activity Centres

FINAL REPORT

Prepared for

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by

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Authorship

Report stage	Author	Date	Review	Date
Draft report	Chris McNeill Julie Lim Will Keating Rob Weston	22 January 2018	John Noronha	22 January 2018
Final report	Chris McNeill	7 February 2018		

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Contact details

For further details please contact Essential Economics Pty Ltd at one of our offices:

96 Pelham Street
Carlton
Victoria 3053
Australia
PH +61 3 9347 5255
FAX +61 3 9347 5355

Level 26 / 44 Market Street
Sydney
New South Wales 2000
Australia
PH +61 2 9089 8654

EMAIL mail@essentialeconomics.com
WEB www.essentialeconomics.com

ABN 92 079 850 427

Our Reference: 17124

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EXECUTIVE SUMMARY

1. Background and Introduction

An 'activity centre' represents a concentration of retail, commercial, community and/or specialised activity within the urban fabric. Some of Greater Melbourne's oldest activity centres began life as town centres of independent urban areas or towns, before being consumed by the growing metropolis.

Promoting higher density forms of residential development in identified locations within identified activity centres has long been a key part of state and local planning policies. The co-location of residential population within established area of economic, employment and cultural activity – and often adjacent to existing public transport infrastructure – is seen as economically efficient and conducive to the building of stronger and healthier communities.

As higher density forms of residential development have become increasingly viable in a range of suburban activity centres, it has become important to understand the nature of the change, and the impact of that change.

The Department of Environment, Land, Water and Planning (DELWP) has commissioned Essential Economics to undertake a study of three activity centres; to undertake socio-economic research as to how they have changed, and to engage in stakeholder consultation to develop and understanding of how change has played out 'on the ground' and what the implications are of a growing residential population within activity centres.

Due to changes in geographical areas available for statistical analysis, the study was limited to the 2011 to 2016 period.

In conjunction with DEWLP staff, three activity centres were selected for analysis:

- Heidelberg Activity Centre (HAC), located in Greater Melbourne's middle north-east suburbs. Adjacent to the primary retail and commercial centre is a major health facility. In recent years, Heidelberg has experienced significant medium-rise residential activity.
- Moonee Ponds Activity Centre (MPAC), located in Greater Melbourne's inner to middle north-western suburbs. A major retail and commercial hub, the centre is increasingly characterised by medium and high-rise residential apartments.
- Oakleigh Activity Centre (OAC), located in Greater Melbourne's middle south eastern suburbs. A long-established retail and commercial centre, Oakleigh has undergone a revitalisation, partly due to its emerging reputation as a centre for Greek restaurants and bars. More recently, higher density residential development has emerged.

2. Headline Facts

Table ES.1 provides a series of headline facts comparing each activity centre and, where relevant, comparative figures for Greater Melbourne.

Table ES.1 Headline Facts – Heidelberg, Moonee Ponds and Oakleigh Activity Centres, and Greater Melbourne

	Heidelberg AC	Moonee Ponds AC	Oakleigh AC	Greater Melbourne
Resident Population (2016)	2,479	3,761	2,996	
Increase in Resident Population (2011-2016)	484	332	353	
Average Population Growth per annum (2011-2016)	4.4%	1.9%	2.5%	2.3%
Increase in Number of Dwellings (2011-2016)	348	203	112	
Increase in Resident Labour Force (2011-2016)	222	191	190	
Workforce (2016)	11,307	7,785	4,494	
Increase in Workforce (2011-2016)	1,645	1,171	1,181	
% Persons aged 20 to 34 years of age (2016)	33.5%	31.7%	30.8%	23.7%
% of persons with weekly income $1,250 or more	32.4%	36.2%	26.8%	24.9%
% of Labour Force Managers and Professionals	52.7%	51.1%	46.3%	38.2%

Source: ABS Census of Population and Housing (2011 and 2016)

As is evident in Table ES.1:

- Each activity centre experienced a significant increase in population and dwelling stock between 2011 and 2016
- As well as increasing in population, each activity experienced a significant increase in the number of persons working in the activity centre (Workforce)
- Compared to Greater Melbourne, a higher proportion of persons aged 20 and 34 years of age live in the activity centres
- A higher proportion of residents of the activity centre tend to earn more than $1,250 per week than the average for Greater Melbourne
- A higher proportion of residents of the activity centre tend to work as Managers and Professional than the average for Greater Melbourne.

3. Heidelberg Activity Centre (HAC)

The HAC can be described as a hybrid activity centre. As well as performing a traditional retail and commercial role, and increasingly a residential role, the HAC is also home to two major hospitals and ancillary health services. The scale of medical infrastructure is a major factor influencing the nature and development of the centre. Key findings from the analysis and consultation include:

- Significant population and dwelling growth over the study period.

- A sizeable and growing workforce, dominated by the health sector with more than 70% of the centre's workforce engaged in the health sector.
- A growing and well-educated residential labour force.
- Some anomalies within socio-demographic measures due to the establishment of an aged care facility within the activity centre.
- Uncertainty around the extent to which the medical precinct meshes with the traditional retail and commercial activities in the activity centre.
- Optimism from the business community that increased residential densities in the HAC will generate additional retail trade and opportunities.
- An ongoing absence of a night time economy within the HAC.
- Perceived difficulties in terms of car parking.
- A perceived under-provision of small areas of open space within the core retail area.
- Constraints in terms of traffic calming and amenity improvements in the HAC due to access requirements by emergency service vehicles requirements travelling to the hospital precinct.

4. Moonee Ponds Activity Centre (MPAC)

The MPAC can be described as a substantial, but traditional, activity centre; albeit one that is undergoing a major transformation in terms of high density residential development.

The centre incorporates a major redeveloped shopping centre with major anchor retail tenants, a traditional and well-regarded retail strip, significant commercial, institutional and cultural activities and train and tram-based public transport infrastructure.

The MPAC experienced an initial wave of higher density residential development around ten years ago. With major high density residential development currently under construction, and more proposed in the future, the centre can be expected to undergo a transformative rate of population growth in the future. Key findings from the analysis and consultation include:

- The residential population has increased and is becoming more educated, and more likely to be engaged in work as a 'Professional' in terms of occupation.
- A high level of connectedness to the Melbourne CBD and other areas of the inner-west.
- Proximity to a major area of quality open space (Queens Park), but perceived under-provision of small areas of open space within the main activity centre area.
- A degree of uncertainty amongst retailers based, in some instances, on difficult trading conditions influenced in part by perceived car parking and traffic congestion issues, and associated difficulties due to the high level of construction activity currently under way.

- Concern as to the extent to current residential apartment construction and the difficulties this may cause in terms of traffic congestion and car parking. Some retailers welcome new residential development, while others fear it will drive away existing customers. Retailers were also divided on the potential benefits of increased residential densities.

5. Oakleigh Activity Centre (OAC)

Although it has long served a sub-regional retail role, the OAC has in recent years emerged from the shadow of its near neighbour, the Chadstone Shopping Centre (Australia's largest stand-alone retail centre).

The OAC is increasingly known for its centrepiece – the Eaton Mall – a significant Greek culinary and cultural destination, which is drawing customers from well beyond the activity centre's natural retail catchment area.

More recently, the centre has seen medium and high density residential development activity emerging around the periphery of the centre. Key findings from the analysis and consultation include:

- The OAC is a traditional activity centre which has successfully developed a niche activity (Greek dining and culture) that now defines the centre at a regional and, increasingly, metropolitan level.
- The centre has been slow to develop (in comparison with many other similar centres) but has now cast off the shadow of Chadstone Shopping Centre and enjoys a well-earned reputation for dining and retail services.
- The OAC is experiencing higher density residential development similar to many other centres, albeit off a lower base.
- As with other activity centres, the residential base is becoming more highly educated and biased towards white collar professions.
- The centre's workforce is diverse and has experienced significant growth over the study period. Particularly notable is the increase in those engaged in the Accommodation and Food Services industry.
- There is a strong and active night time economy operating, based around Eaton Mall.
- The emergence of the food economy and the activity it delivers is regarded by other retailers as delivering positive benefits in terms of trade, safety and security.
- Business owners and operators generally expect positive impacts from an increased residential population in and around the OAC.
- Improvements in rail infrastructure are also seen as likely to provide a positive influence on the economic health of the centre.

6. Economic Impacts and Key Findings

A comparative analysis of selected characteristics highlights similarities and difference between the three activity centres, and Greater Melbourne. For example, the HAC is unique due to the health focussed nature of both its workforce and its residential labour force.

By comparison with a metropolitan average, residents in the three centres tend to be concentrated in the 20 to 34-year old age bracket, be more highly qualified and engaged in managerial and professional areas of work.

The increase in the residential population of the activity centres has resulted in an increase in the available retail spending, floorspace expansion and employment opportunities associated with additional spending.

Although not necessarily linked to residential growth, the three centres have all experienced substantial increases in workforce, with Oakleigh, for example, experiencing an expansion in employment in the Accommodation and Food Services sector.

Unit and Apartment prices in all three centres exceed the average for Greater Melbourne, though price growth is largely similar to the metropolitan average.

Traffic congestion and parking difficulties are seen as major issues, particularly in the HAC and MPAC with some retailers predicting a decline in trade due to parking in particular. Additional congestion and parking difficulties are seen as a direct result of the boom in apartment construction currently taking place in the MPAC.

Some businesses owners and managers also see positive impacts from an increase in residential development in the activity centres, with some pointing to actual – or expected – improvements in retail activity, as well as safety and security.

As residential development intensifies, Council rate revenue can be expected to increase. At the same time, the demand for Council services is likely to increase with considerations around the adequacy of car parking provision, open space and Council services increasing.

To date, the most significant areas of population growth have been amongst well-educated professional aged between 20-34. So far, it is unlikely this growth has translated to demand within the selected activity centres for child-related services such as maternal healthcare nurses and childcare facilities.

That said, demand for such facilities can come from residents beyond activity centres and for persons working within an activity centre, or using it as a transport hub. Moreover, as residential populations within the activity centres increase, the demand for a broader range of Council-based services is likely to also increase.

Finally, it should be noted that activity centres are fluid urban environments. Because a particular activity centre has long enjoyed a reputation for specialising in, for example, fashion retailing, does not mean it will remain this way in the future. As is evident in the Oakleigh Activity Centre, emergent strengths or themes can transform activity centres in unexpected but positive ways.

INTRODUCTION

Background

The Department of Environment Land Water and Planning (DELWP) has commissioned Essential Economics Pty Ltd to undertake a study which identifies economic impacts arising from increased residential development in selected metropolitan Activity Centres.

The outcomes of the study will provide DELWP with a better understanding of the impacts of increased residential development in activity centres on Council resources and revenues, as well as identifying associated business and economic development benefits.

The analysis is based on Case Studies of the following three activity centres:

- Heidelberg Activity Centre (City of Banyule)
- Moonee Ponds Activity Centre (City of Moonee Valley)
- Oakleigh Activity Centre (City of Monash)

These activity centres have been selected (in conjunction with DEWLP) as they represent:

- Centres experiencing residential growth,
- Each centre is relatively contained geographically ie does not form part of a contiguous set of centres
- Centres where economic impacts associated with increased residential development are likely to be influential at a localised level, noting centres located in inner-Melbourne are subject to multiple influences due to their relative proximity to Melbourne's CBD.

The findings of this report are underpinned by stakeholder consultation with Council officers, as well as with businesses owners and manager in each case study area; as well as field work and statistical analysis relating to micro and macro-economic trends in each activity centre.

Objective

The objectives of this study are:

- To identify and quantify increased local economic activity including demand for services, retail activity, business investment and confidence etc associated with increased residential development in activity centres
- To quantify increased demand for services provided by Council (such as rubbish collection) and the need for upgrades to local infrastructure (such as open space) as a result of increased residential development in activity centres.

This Report

This report contains the following chapters:

1 Introduction

2 Study Context

3 Heidelberg Activity Centre Assessment

4 Moonee Ponds Activity Centre Assessment

5 Oakleigh Activity Centre Assessment

6 Economic Impact and Key Findings

2 STUDY CONTEXT

2.1 Activity Centre Planning Overview

An Activity Centre represents a concentration of retail, commercial, community and/or specialised activity within the urban fabric. Some of Melbourne's oldest activity centres began life as town centres of independent urban areas or towns, before being consumed by the growing metropolis.

Today's activity centres come in various shapes and sizes. Some exist as traditional 'strip' retail and commercial centres, while many more recently development activity centres are planned to perform specific retail and commercial roles within a broader master planned community. Similarly, some activity centres are of such a scale as to represent 'regional' hubs with influence over catchments in the hundreds of thousands of people, while others are limited to a small row of shops that serve a local neighbourhood.

Although activity centres have traditionally been seen primarily as hubs of retail, commercial, cultural and institutional activity, the scale and continued growth of Greater Melbourne has led to a growing market for higher density residential outcomes in well-located areas. With many activity centres also anchored by train stations and/or tram lines and/or bus services, and with significant scope within many centres for more intensive forms of development, residential development within activity centres has been championed by government policy and, as apartment living has become increased acceptable to the residential population, embraced by property developers.

Activity Centre policy is articulated as part of State Planning Policy and at a local level, within relevant sections of relevant planning schemes.

State Planning Policy

Clause 11 of State Policy deals with Settlement and Clause 11.03 deals specifically with Activity Centres. The Objective of State Policy in regard to Activity Centres is:

> *To encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres which provide a variety of land uses and are highly accessible to the community.*

To achieve this objective, State Policy outlines a number of strategies, including:

> *Undertake strategic planning for the use and development of land in and around the activity centres.*
>
> *Give clear direction in relation to preferred locations for investment.*
>
> *Encourage a diversity of housing types at higher densities in and around activity centres.*

Reduce the number of private motorised trips by concentrating activities that generate high numbers of (non-freight) trips in highly accessible activity centres.

Improve access by walking, cycling and public transport to services and facilities for local and regional populations.

Broaden the mix of uses in activity centres to include a range of services over longer hours appropriate to the type of centre and needs of the population served.

Provide a focus for business, shopping, working, leisure and community facilities.

Encourage economic activity and business synergies.

Locate significant new education, justice, community, administrative and health facilities that attract users from large geographic areas in or on the edge of Metropolitan Activity Centres or Major Activity Centres with good public transport.

Locate new small scale education, health and community facilities that meet local needs in or next to Neighbourhood Activity Centres.

Ensure Neighbourhood Activity Centres are located within convenient walking distance in the design of new subdivisions.

Improve the social, economic and environmental performance and amenity of activity centres.

Local Policy

While State Policy sets out a general direction for the intensification of retail, commercial, cultural, institutional and, where appropriate, residential activity in designated activity centres, local policies provide guidance and direction at a local level. For example, a Structure Plan or Urban Design Framework may provide specific direction in relation to the scale of built form, type of land use and promote particular design and amenity outcomes.

2.2 Development Trends in Activity Centres

Every activity centre is different in the way it evolves and develops. Even so, a number of general development trends have been evident over the past 15 years. These include:

- The extent to which medium and high-rise residential development within activity centres is now considered commercial viable.
- The growth of medium-rise and multi-unit development in areas around activity centres.
- The extent to which medium and high-rise mixed-use development is now considered commercially viable.
- The extent to which rising land values (and therefore the retail value attributed to end-value development outcomes) has enabled basement car parking.

- The extent to which rising land values have enabled higher intensity development of relatively small single fronted sites.
- The packing up of larger strategic sites for major redevelopment.
- The growth in lifestyle-based retail activity, such as coffee shops, cafes and bars that support an increased residential and working population.
- An intensification of development in major anchor shopping centres in activity centres. For example, whereas in the past an enclosed shopping centre within an activity centre may have been a single level centre, there is now a trend towards multi-level centres that include more than one level of retail as well as commercial and, in some cases, residential development, above the primary shopping area.
- In some instances, activity centres have specialised in a particular activity such as fashion, food (including a particular type of cuisine), or nightlife.
- In some instances, an anchor use, such as a major health or education-related facility has influenced the type of activity within particular activity centres.
- The extent to which the intensification of development in activity centres has gradually shifted from largely inner urban centres to those located in what can be described as middle and, in some cases, outer suburbia.

For the most part, the development trends described are a function of significant increases in the underlying value of land which drives the commercial viability of undertaking more intensive development. Ongoing, and relatively high, population growth along with the sheer scale of Greater Melbourne’s urban footprint have both been key factors in the surge in land prices.

2.3 Case Studies to Assess Economic Impacts

One of the key challenges in undertaking the project was in selecting the specific activity centre to be assessed. This was carried out through consultation between the consultants and DELWP representatives. The project brief called for three specific activity centres to be assessed. In selecting three activity centres, the following factors were considered:

- Ensuring an appropriate geographic spread (i.e. ensuring the selected activity centres were not concentrated in a specific area of Greater Melbourne).
- Activity Centres needed to be identifiable stand-alone centres, and not part of a broader and connected grouping of commercial and retail activity.
- The selected activity centres needed to be diverse in function and form. For example, it was considered preferable to ensure the selected centres were not similar retail-based centres. Where possible, at least one of the selected centres would include a major institution and one would include some kind of area of specialty.
- The three selected activity centres needed a demonstrable level of residential activity to have occurred over the past 10-15 years. At the same, it was also considered important

to select activity centres that were considered to be at different stages of the development cycle.

The three activity centres selected were:

- Heidelberg Activity Centre (City of Banyule)
- Moonee Ponds Activity Centre (City of Moonee Valley)
- Oakleigh Activity Centre (City of Monash)

In selecting these centres the following high-level observations can be made:

- Heidelberg Activity Centre is located in Greater Melbourne's middle north-east suburbs. Adjacent to the primary retail and commercial centre is a major health facility. In recent years, Heidelberg has experienced significant medium-rise residential activity.
- Moonee Ponds Activity Centre is located in Greater Melbourne's inner to middle north-western suburbs. A major retail and commercial hub, the centre is increasingly characterised by medium and high-rise residential apartments.
- Oakleigh Activity Centre is located in Greater Melbourne's middle south eastern suburbs. A long established retail and commercial centre, Oakleigh has undergone a revitalisation, partly due to its emerging reputation as a centre for Greek restaurants and bars. More recently, higher density residential development has emerged.

2.4 Challenges and Qualifications in Data Analysis

As in many time series-based research projects, a number of challenges exist in terms of comparing spatial areas and associated data over time.

The most significant issue tends to involve changes to statistical geography areas made by the Australian Bureau of Statistics (ABS). This has proven to be the case in this research project. Whereas, the preference was to measure demographic and economic changes over a 10 year period (2006 to 2016), it became apparent during analysis that SA1 areas[1] (the basic statistical area measure) used to build an appropriate representation of the selected activity centres, had changed between 2006 and 2011. Accordingly, an analysis of statistical change between 2006 and 2016 (and 2011) provided, for the most part, a meaningless statistical comparison.

[1] Statistical Areas Level 1 (SA1) are geographical areas built from whole Mesh Blocks. The SA1s have generally been designed as the smallest unit for the release of census data. SA1s have a population of between 200 and 800 people with an average population size of approximately 400 people. There are 57,523 spatial SA1 regions covering the whole of Australia without gaps or overlaps.

Therefore, most data analysis is limited to the period 2011 to 2016. The result still provides a clear indication of trends and changes within the selected activity centres.

Another statistical challenge arose due to ABS Place of Work data no longer being provided by the ABS at SA1 level. Instead, Place of Work data is now provided at Destination Zone[2] level. As Destination Zones have remained consistent between 2011 and 2016, it was possible to provide a statistically comparable approximation with the Study Areas established to represent the activity centres.

2.5 Summary

Encouraging appropriate higher density forms of residential development within identified activity centres is a cornerstone of State and Local Planning Policy in Victoria.

An understanding of outcomes and impacts of residential development in activity centres is relatively limited. To understand these factors, three activity centres – Heidelberg, Moonee Ponds and Oakleigh – have been selected and appropriate study areas defined for trend analysis.

As with much statistical research, comparing defined spatial areas over time can be challenging due to changes to the areas in which statistics are collected. For the purposes of this study the best fit available data has been used to inform the analysis.

[2] Destination Zones are not an Australian Statistical Geography Standard (ASGS) structure and do not represent an Australian Bureau of Statistics (ABS) standard. They are used by the States and Territories and other users for the analysis of Place of Work Census data, commuting patterns and the development of transport policy.

3 HEIDELBERG ACTIVITY CENTRE ASSESSMENT

3.1 Activity Centre Overview

An overview of the Heidelberg Activity Centre (HAC) is provided at Clause 21.08-2 of the Banyule Planning Scheme. The HAC is described as having the following characteristics and attributes:

- *Major regional office, administrative and community uses are clustered between Rosanna Road and Dora/Jika Streets*
- *The activity centre is set within an undulating and vegetated urban landscape with mature trees on ridgelines and in streets. As such, many building facades and roof tops are highly visible from public domains and streetscapes in the valley and from the surrounding ridgelines. Burgundy Street forms the valley floor with easterly views to the Yarra River parklands and the Dandenong Ranges in the distant backdrop. The valley is edged by mature-treed ridgelines and streetscapes that are punctured by the Austin/Mercy Hospital complex.*
- *Several well-established residential neighbourhoods surround the precinct's core.*
- *Retail, schools, commercial and a mix of other land uses cluster around the Burgundy Street and Mount Street shopping streets, to the east of the train station.*
- *Medical and allied industries are anchored by and cluster next to the Austin/Mercy complex and the Warringal Private Hospital near the train station to the east; and along Bell Street towards the large Repatriation hospital site to the west.*
- *Bulky goods retailing and a mix of other land uses cluster along the Bell Street arterial road, to the west of Upper Heidelberg Road.*

The Heidelberg Activity Centre is a significant activity hub in Greater Melbourne's north-east. In many respects Heidelberg AC represents the archetypal multi-faceted activity node promoted by urban planners. Anchored by a railway station, the centre comprises a significant retail offering based around a main street setting (Burgundy Street), offices, a major hospital, schools and, more recently, the emergence of a significant high density residential market.

Moreover, based on Heidelberg AC's physical setting, current and proposed developments and so-called gentrification it can be reasonably assumed the centre will continue to intensify in terms of residential, commercial, retail and tertiary uses.

In terms of major retail operators, the HAC is anchored by four supermarkets; ALDI and Coles (both located in the Warringal Shopping Centre located on the north side of Burgundy Street), Woolworths, and Leo's Fine Food and Wine.

The east side of Lower Heidelberg Road is characterised by commercial and institutional uses, including Centrelink, various medical suites, Heidelberg Police Station and Heidelberg Magistrates' Court.

3.2 Local Planning Policy

Clause 21.08-2 also provides guidance and direction in regard to the ongoing and future development of the HAC. From a *Land Use and Economic Development* perspective, the following *Strategies* are considered relevant:

- *Establish development that creates a diverse range of dwelling sizes and types, including opportunities for affordable housing and apartments in mixed-use buildings.*
- *To promote the clustering of regional, commercial and administrative land uses within a Commercial & Community Services Precinct.*
- *Retain and improve Heidelberg's convenience shopping role and promote cultural and entertainment opportunities within the Heidelberg Shopping Centre Precinct.*
- *Strengthen the wide range of health care, family support and other health related professional services by promoting/locating:*
    - *Next to the Warringal and Austin/Mercy hospitals in the Medical Services Precinct and Heidelberg Railway Station Precinct.*
    - *Above ground floors in the Heidelberg Shopping Centre precinct.*
    - *Above ground floors in the Peripheral Retail Sales Precinct.*
- *Provide opportunities for higher dependency retirement care integrated with health care, family support and other health related professional services.*
- *Provide a range of small and medium sized bulky goods retailing to serve a regional catchment and residential development along Bell Street in the Peripheral Retail Sales Precinct.*

Built Form Strategies include:

- *Promote higher density development within the Burgundy Street valley, without compromising views from within the public realm, along and across the valley to the ridgelines*

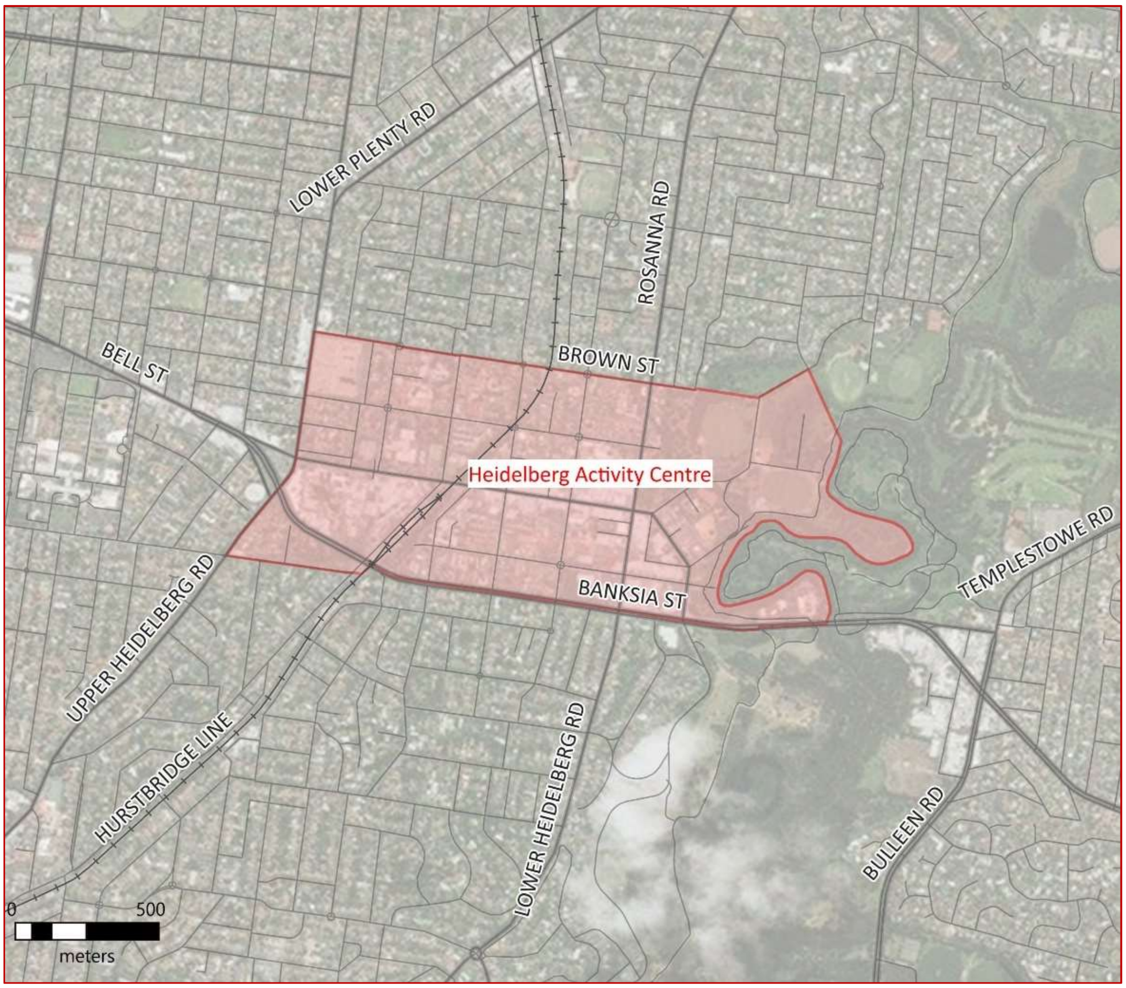
3.3 Study Area

For the purposes of this assessment, a Study Area has been defined (Figure 3.1) based on the core area of principal activity in the HAC, including the Austin/Mercy hospitals and emerging higher density precinct. The Study Area is broadly bounded by:

- To the <u>north</u>, Brown Street
- To the <u>east</u>, the Yarra River
- To the <u>south</u>, Banksia Street
- To the <u>west</u>, Upper Heidelberg Road

As noted, data is only available for specific areas defined by the ABS. For that reason, it is not possible to determine an area that reflects the preferred boundaries of the HAC. The Study Area comprises five SA1 areas and provides a reasonable approximation of the HAC, including the retail and commercial areas, health precinct, the emerging higher density residential area to the north and south of Burgundy Street, as well as the commercial, institutional and aged care uses east of Rosanna Road.

Figure 3.1 Heidelberg Activity Centre Study Area



Source: Essential Economics
Note: The Study Area comprises the following SA1 areas: 2119804, 2119805, 2119809, 2119810, and 2119814

3.4 Population Growth Trends

The HAC has experienced positive population growth of approximately 4.4% per annum, between the two years of measurement (2011 and 2016). This has resulted in a net increase of 484 persons (a net 24% increase from the population in 2011) over the period. A large share of this population growth has been within persons ages 55+ cohort, with the four age groups exhibiting the highest growth being above this age (an increase of +197, or 40.7% of the total increase). This is considered to be primarily attributable to the Streeton Park on Yarra, an independent living aged care home located at the eastern end of the Study Area, on the banks of the Yarra River. Streeton Park on Yarra, which houses between 120 and 140 residents, welcomed residents prior to the 2016 Census of Population and Housing.

Notwithstanding strong growth amongst older age cohorts, it is important to recognise that all age cohorts recorded growth between 2011 and 2016 as outlined in Tale 3.1.

Table 3.1: Heidelberg Activity Centre –Age Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
0-4 years	168	194	+26	2.9%
5-14 years	157	187	+30	3.6%
15-19 years	78	85	+7	1.7%
20-24 years	173	183	+10	1.1%
25-34 years	539	646	+107	3.7%
35-44 years	316	380	+64	3.8%
45-54 years	189	232	+43	4.2%
55-64 years	171	228	+57	5.9%
65-74 years	100	177	+77	12.1%
75-84 years	74	117	+43	9.6%
85 years and over	30	50	+20	10.8%
Total Persons	**1,995**	**2,479**	**+484**	**4.4%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 3.2 records the growth in different household types between 2011 and 2016. Although all household types experienced growth, it is evident the majority of growth occurred within three specific types; Couple families with no children, Couple families with Children and Lone Person Households.

Table 3.2: Heidelberg Activity Centre – Household Composition, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Couple family with no children	202	261	+59	5.3%
Couple family with children	172	216	+44	4.7%
One parent family	82	91	+9	2.1%
Other family	17	19	+2	2.2%
Lone person household	344	410	+66	3.6%
Group household	59	77	+18	5.5%
Total Households	**876**	**1,074**	**+198**	**4.2%**

Source: ABS Census of Population and Housing, 2011 and 2016

3.5 Socio-Demographic Trends

In 2016, 32.4% of the HAC's resident population recorded an income of $1,250 or more per week, an increase from 26.9% in 2011.

Over the same period, the proportion of the households recording a weekly income of $2,000 or more declined marginally from 25.7% in 2011, to 25.2% in 2016. Assuming inflation within the HAC has remained similar to the level of personal incomes, this net negative growth in household income can be attributed to the rise in lone person households (+66) and the growth in the elderly demographic (+140).

Table 3.3: Heidelberg Activity Centre – Individual and Household Income, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Share of persons with a weekly income of $1,250 or more	26.9%	32.4%	+5.5%	3.8%
Share of persons with a household weekly income of $2,000 or more	25.7%	25.2%	-0.5%	-0.4%

Source: ABS Census of Population and Housing, 2011 and 2016

Place of birth data indicates the proportion of the HAC's resident population born in Australia has decreased from 68.8% in 2011, to 63.0% in 2016. This is generally consistent with Australia-wide trends for larger cities, with relatively high levels of immigration coupled and below replacement level fertility rates acting to proportionally reduce the Australian-born population.

Table 3.4: Heidelberg Activity Centre – Place of Birth, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Share of population Australian born	68.8%	63.0%	-5.8%	-0.9%

Source: ABS Census of Population and Housing, 2011 and 2016

Table 3.5 relates to changes in the educational profile of residents of the HAC. It is clear there has been a steady increase in the level of tertiary education of residents with growth in those having completed a Bachelor Degree or a Postgraduate Degree particularly significant.

Table 3.5: Heidelberg Activity Centre – Highest Non-School Qualification, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Postgraduate Degree	174	264	+90	8.7%
Graduate Diploma and Graduate Certificate	73	87	+14	3.6%
Bachelor Degree	477	607	+130	4.9%
Advanced Diploma and Diploma	148	194	+46	5.6%
Certificate	162	218	+56	6.1%
Level of education inadequately described	27	14	-13	-12.3%
Level of education not stated	168	201	+33	3.7%
Total	**1,229**	**1,585**	**+356**	**5.2%**

Source: ABS Census of Population and Housing, 2011 and 2016

3.6 Residential Development Trends

Table 3.6 records the change in dwelling numbers and dwelling types between 2011 and 2016. In total, the number of dwellings increased from 1,010 dwellings to 1,358 dwellings (+348 dwellings), which broadly accords with the Study Area's increase in population and is consistent with observations that can be made about the extent of new apartment developments in the HAC over the study period.

Data relating to the categorisation of dwellings as Separate Houses, or as Medium density or High density must be treated with caution, as with the Census now being largely completed online, the nomination of these categories is undertaken by the individual completing the census form, rather than by a census collector who has been 'schooled' in how to define dwelling types.

In terms of the HAC, it can be reasonably concluded that Table 2.5 overstates the Medium-Density classification, and understates the High-density classification.

Even so, the HAC records 348 additional dwellings in 2016 to those recorded in 2011. It should be noted, 84 of these dwellings may relate to the Streeton Park on Yarra[3] aged care facility.

[3] The Streeton on Park aged care facility, opened in October 2015, comprises 84 dwellings and houses 130 residents.

Table 3.6: Heidelberg Activity Centre – Dwellings by Type, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Separate house	236	233	-3	-0.3%
Medium density	652	841	+189	5.2%
High density	122	281	+159	18.2%
Other	0	3	+3	-
Total Dwellings	**1,010**	**1,358**	**+348**	**6.1%**

Source: ABS Census of Population and Housing, 2011 and 2016
Notes: 'Separate house' includes all free-standing dwellings separated from neighbouring dwellings by a gap of at least half a metre.
'Medium density' includes all semi-detached, row, terrace, townhouses and villa units, plus flats and apartments in blocks of 1 or 2 storeys, and flats attached to houses.
'High density' includes flats and apartments in 3 storey and larger blocks.

Table 3.7 records the growth in car ownership per dwelling between 2011 and 2016. Notably, the most significant increase (+100) is in dwellings with one motor vehicle. The second highest growth (+46) is in dwellings with two motor vehicles. Again, this is generally consistent with the type of residential growth now being experienced in the HAC; noting medium and higher density residential dwellings limits the potential for growth in multi-vehicle households.

Table 3.7: Heidelberg Activity Centre – Car Ownership per Dwelling, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
No motor vehicles	133	151	+18	2.6%
One motor vehicle	458	558	+100	4.0%
Two motor vehicles	234	280	+46	3.7%
Three motor vehicles	23	41	+18	12.3%
Four or more motor vehicles	17	18	+1	1.1%
Not stated	72	105	+33	7.8%
Not applicable	80	207	+127	20.9%
Total	**1,017**	**1,360**	**+343**	**6.0%**

Source: ABS Census of Population and Housing, 2011 and 2016

3.7 Labour Force and Employment Trends

Resident Labour Force Trends

Trends relating to the resident labour force (i.e. persons living in the HAC) are broadly consistent with population trends. The total labour force (including HAC residents in work or looking for work) has increased between 2011 and 2016 by 222 persons (Table 3.8).

The participation rate – the labour force expressed as a percentage of the civilian population aged 15 years and over – has decreased from 66.7% in 2011 to 64.7% in 2016. It is probable that this is explained by the opening of a significant aged care facility in the Study Area.

Table 3.8: Heidelberg Activity Centre: Labour Force Trends, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Employed Full-time	714	845	+131	3.4%
Employed Part-time	295	371	+76	4.7%
Employed away from work	48	52	+4	1.6%
Employed Hours worked not stated	11	7	-4	-8.6%
Employed Total	**1,068**	**1,275**	**+207**	**3.6%**
Unemployed looking for Full-time work	35	37	+2	1.1%
Unemployed looking for Part-time work	24	37	+13	9.0%
Unemployed Total	**59**	**74**	**+15**	**4.6%**
Total labour force	**1,127**	**1,349**	**+222**	**3.7%**
Unemployment Rate	5.2%	5.5%	+0.3%	0.9%
Total Potential Labour Force	**1,569**	**1,910**	**+341**	**4.0%**
Labour Force Participation	66.7%	64.7%	-2.0%	-0.6%

Source: ABS Census of Population and Housing, 2011 and 2016, excludes Not Stated

Resident Labour Force Characteristics

Table 3.9 provides an overview of how the occupational characteristics of the labour force changed between 2011 and 2016. By some margin, the resident labour force's largest occupational category is that of Professionals which increased from 445 persons in 2011, to 518 persons in 2016.

The Labourer category experienced the highest proportional growth over the period, however it should be noted that this growth was from a low base.

Table 3.9: Heidelberg Activity Centre: Resident Population Occupational Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Managers	107	164	+57	8.9%
Professionals	445	518	+73	3.1%
Technicians & trades workers	93	113	+20	4.0%
Community & personal service workers	92	119	+27	5.3%
Clerical & administrative workers	155	166	+11	1.4%
Sales workers	74	97	+23	5.6%
Machinery operators & drivers	30	37	+7	4.3%
Labourers	35	67	+32	13.9%
Occupation inadequately desc./ not stated	10	12	+2	3.7%
Total	**1,041**	**1,293**	**+252**	**4.4%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 3.10 details the industry structure of those members of the resident labour force in employment. The principal characteristic evident is the diversity of industries in which the resident labour force is involved. The most significant (Health Care and Social Assistance) involves 21.5% of the engaged resident labour force, with Education and Training in second place with 10.9%.

In line with broader trends, the proportion of the labour force engaged in the Manufacturing sector and Wholesale Trade have declined.

Table 3.10: Heidelberg Activity Centre – Resident Population Industry Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Agriculture forestry and fishing	0	0	+0	-
Mining	0	4	+4	-
Manufacturing	73	50	-23	-7.3%
Electricity gas water and waste services	9	6	-3	-7.8%
Construction	51	70	+19	6.5%
Wholesale trade	28	25	-3	-2.2%
Retail trade	83	102	+19	4.2%
Accommodation and food services	56	84	+28	8.4%
Transport, postal and warehousing	33	43	+10	5.4%
Information media and telecommunications	29	25	-4	-2.9%
Financial and insurance services	42	61	+19	7.7%
Rental hiring and real estate services	19	12	-7	-8.8%
Professional, scientific and technical services	130	133	+3	0.5%
Administrative and support services	33	45	+12	6.4%
Public administration and safety	56	68	+12	4.0%
Education and training	117	139	+22	3.5%
Health care and social assistance	242	274	+32	2.5%
Arts and recreation services	17	23	+6	6.2%
Other services	36	55	+19	8.8%
Inadequately described\Not stated	15	53	+38	28.7%
Total	**1,069**	**1,272**	**+203**	**3.5%**

Source: ABS Census of Population and Housing, 2011 and 2016

Jobs Located in the Heidelberg Activity Centre (Workforce)

In terms of jobs located in the HAC, Tables 3.11 and 3.12 highlight corresponding trends in occupational and industry structure.

The scale of the HAC's workforce is immediately evident with 11,300 persons working in the HAC in 2016, an increase of 1,600 (or 17%) on the 2011 workforce. The most significant increases occurred in the occupational classifications of Professionals (+695 persons), Community and personal service workers and (+381) which, combined, accounted for 65% of the total increase.

Table 3.11: Heidelberg Activity Centre: Place of Work Occupational Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Managers	499	643	+144	5.2%
Professionals	5,390	6,085	+695	2.5%
Technicians & trades workers	659	756	+97	2.8%
Community & personal service workers	735	1,116	+381	8.7%
Clerical & administrative workers	1,363	1,512	+149	2.1%
Sales workers	469	490	+21	0.9%
Machinery operators & drivers	125	148	+23	3.4%
Labourers	347	487	+140	7.0%
Occupation inadequately des/ not stated	75	70	-5	-1.4%
Total	**9,662**	**11,307**	**+1,645**	**3.2%**

Source: ABS Census of Population and Housing, 2011 and 2016

In terms of industry sector classification (Table 3.12), the dominant sector was Health Care and Social Assistance which added 1,130 jobs between 2011 and 2016. This accounted for 72.1% of the total increase. This increase can be explained by recent facilities added to The Austin Hospital such as the Olivia Newton John Cancer & Wellness Centre and improvements to the Heidelberg Repatriation Hospital.

Table 3.12: Heidelberg Activity Centre: Place of Work Industry Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Agriculture forestry and fishing	3	8	+5	21.7%
Mining	0	0	+0	-
Manufacturing	70	33	-37	-14.0%
Electricity gas water and waste services	5	17	+12	27.7%
Construction	118	108	-10	-1.8%
Wholesale trade	168	156	-12	-1.5%
Retail trade	619	628	+9	0.3%
Accommodation and food services	293	393	+100	6.0%
Transport, postal and warehousing	10	17	+7	11.2%
Information media and telecommunications	11	21	+10	13.8%
Financial and insurance services	96	79	-17	-3.8%
Rental hiring and real estate services	14	21	+7	8.4%
Professional, scientific and technical services	337	406	+69	3.8%
Administrative and support services	100	90	-10	-2.1%
Public administration and safety	287	379	+92	5.7%
Education and training	371	454	+83	4.1%
Health care and social assistance	7,017	8,149	+1,132	3.0%
Arts and recreation services	16	19	+3	3.5%
Other services	96	109	+13	2.6%
Inadequately described\Not stated	23	137	+114	42.9%
Total	**9,654**	**11,224**	**+1570**	**3.1%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 3.13 provides an overview of changes in the educational profile of the HAC workforce. It is noticeable that the rate of growth of those members of the workforce with postgraduate qualifications (9.0 % per annum) is significantly higher than overall workforce (3.8% per annum).

Table 3.13: Heidelberg Activity Centre: Place of Work Highest Level of Schooling Achieved, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Postgraduate Degree	963	1,482	+519	9.0%
Graduate Diploma and Graduate Certificate	804	1,008	+204	4.6%
Bachelor Degree	3,635	4,146	+511	2.7%
Advanced Diploma and Diploma	990	1,119	+129	2.5%
Certificate	917	1,216	+299	5.8%
Level of education inadequately described	142	85	-57	-9.8%
Level of education not stated	211	193	-18	-1.8%
Total	**7,662**	**9,249**	**+1,587**	**3.8%**

Source: ABS Census of Population and Housing, 2011 and 2016

3.8 Stakeholder Consultation

Discussions with Banyule Council

A meeting was held with Banyule Council (Council) officers. The following key issues, challenges and opportunities were identified:

- Banyule Council's civic offices are based in Greensborough. Additional Customer Service Centres are based in Ivanhoe and Rosanna. In this regard, Heidelberg does not have an 'in-centre' connection with Banyule Council.
- Council notes the presence of the Austin and Mercy Hospitals as providing a genuine point of differentiation from other activity centres of similar scale. In Council's opinion, few businesses in the HAC have fully leveraged the retail and commercial opportunities generated by the presence of major regional health facilities adjacent to the HAC's core retail.
- Council notes there has been a proportional increase in service-based businesses in the HAC, at the expense of goods-based retail businesses.
- Council also notes an increase in the vibrancy of the HAC with an increase in the number of food and beverage businesses, but also notes a complete absence of a night-time economy. In this regard, the HAC is considered to effectively shut down at the end of normal business hours with the exception of supermarkets and several established restaurants and takeaway food outlets.
- Council believes there is a variety of commercial floorspace options within the HAC which provides opportunities for an increase in the diversity of businesses active in the HAC.
- Council expressed the view there is insufficient commercial office floorspace in the HAC. There is a challenge in providing incentives for the developers of commercial (office) floorspace within the HAC. Council believes the demand for medical-related floorspace in the HAC has 'crowded out' other users of office space.
- Council perceives there is a lack of localised passive open space (or green areas) within the HAC.
- Council notes that car parking, or a lack thereof, is seen as a key issue by traders in the HAC. Council has introduced a parking plan and is investigating the potential for Council-developed multi-level parking facilities on Council-owned land in the HAC.
- Council sees residential development within the HAC as having had a marginal impact on Council infrastructure.
- Council also believes the higher density forms of residential development in the HAC have generally had a positive impact in terms of improving the overall perception of the centre.

- Council regards the Heidelberg Railway Station as an example of tired and outdated infrastructure within the HAC. Council believes there is an opportunity to package up State government-owned land (VicTrack) around the Heidelberg Railway Station to leverage investment in exchange for improvements to the public realm.
- Several local traffic issues create specific problems for the HAC. These include:
  - Emergency vehicles (primarily ambulances) having priority along Burgundy Street for reasons of access to the Austin and Mercy Hospitals. This limits the ability of Council to undertake traffic calming measures to improve the amenity of the HAC.
  - A number of no-through road laneways are used for the purposes of garbage collection services and may potentially represent a noise and access issues as residential development intensifies.

Discussions with Business Owners and Managers

Stakeholder consultation extended to informal discussion with a number of retail business owners and managers in the HAC. Key points from these conversations include:

- Customers from the Austin and Mercy hospitals precinct are not as significant as might be expected. Most custom is limited to lunchtime periods.
- Similarly, restaurants and cafes do not benefit from the medical precinct as much as many believe. This is put down to the availability of cafes and food catering within the hospital precinct itself.
- Foot traffic in the HAC is lower than in other activity centres. One business manager put this down to the lack of a ‘big draw’ or interesting shops (eg a major department store or a strip of restaurants/cafes/bars that might attract a greater number of people to the centre).
- Several businesses expressed hope that higher density residential development would deliver additional patronage in the future, though the impacts are yet to be realised. One business stated that residential development within the HAC was a key reason for opening in the centre.
- The availability of car parking was regarded as problematic.

3.9 Heidelberg Activity Centre - Key Findings

The HAC can be described as a hybrid activity centre. It provides a traditional retail and commercial and, like many other activity centres in attractive locations in Greater Melbourne’s middle ring of suburbs, is home to an emergent higher density residential market.

The presence of health-care facilities of metropolitan significance within the activity centre however, shape and influence the centre in a profound manner. Key findings from the analysis and consultation include:

- Significant population and dwelling growth over the study period.

- A sizeable and growing workforce, dominated by the health sector.
- A growing residential labour force, increasingly dominated by highly educated occupations.
- A skewing of demographic characteristics due to the establishment of an aged care facility within the HAC.
- Uncertainty as to the extent to which the medical precinct has meshed with the traditional retail and commercial activities in the activity centre.
- Optimism from the business community that increased residential densities in the HAC will generate additional retail trade and opportunities.
- An absence of a night time economy within the HAC.
- Availability of car parking is regarded as significant issue by the business community.
- There is a perceived under-provision of small areas of open space.
- Constraints exist in relation to traffic calming and street-based amenity improvements in Burgundy Street, due to that street's role in providing access to the health precinct for emergency vehicles.
- The HAC is expected to accommodate significant future residential growth.

4 MOONEE PONDS ACTIVITY CENTRE ASSESSMENT

4.1 Activity Centre Overview

Moonee Ponds Activity Centre (MPAC) is located in the City of Moonee Valley, 6.5kms north-west of Melbourne's Central Business District. The MPAC enjoys strong road and public transport links to the broader metropolitan area, with a train station, two separate tram routes and a bus terminal intersecting within the centre.

The centre is organised around Puckle Street, which serves as the east-west axis, and Mount Alexander Road, which provides a north-south axis. The majority of retail activity is located west of Mount Alexander Road, north and south of Puckle Street. The recently redeveloped Moonee Ponds Central Shopping Centre, provides a central focus for retail activity, particularly larger format retail operators, and funnels retail activity north of Puckle Street.

Puckle Street itself represents a traditional retail shopping strip with narrow shop frontages. In the blocks north and south of Puckle Street, less fragmented land holdings have provided development opportunities for larger format retail operators, commercial development opportunities and, more recently, apartment developments.

Moonee Ponds Railway Station is located at the western end of Puckle Street's core retail strip. Some additional retail and commercial activity exists to the west of the railway line, before giving way to primarily residential built form.

At the northern end of the MPAC (on the east side of Mount Alexander Road) is Queens Park, a major area of open space (approximately 8ha), which incorporates a lake, European-style landscapes and recreational facilities. Also, east of Mount Alexander Road is the Moonee Valley Racecourse, a state significant horse racing facility. The racecourse itself is the subject of a redevelopment plan which will see a significant area at its western end development for high density residential purposes. In time, this will provide an additional population increase of several thousand residents to the MPAC.

A major high density residential development is presently under construction on the north side of Hall Street. The so-called Mason Square development will incorporate more than 1,000 apartments and result in a further 2,000 residents living within the MPAC.

In terms of major retail operators, the MPAC includes Kmart (discount department store), ALDI and Coles (supermarkets) within the Moonee Ponds Central Shopping Centre, as well as a Woolworths supermarket, located in Pratt Street, south of Puckle Street

Major commercial anchors within the MPAC include the Australian Taxation Office and Foxtel.

4.2 Local Planning Policy

Clause 21.07-1 of the Moonee Valley Planning Scheme deals specifically with the Moonee Ponds Activity Centre, describing the c entre as follows:

> *The central hub of Moonee Ponds functions as a regional retail centre and the major centre for professional and financial services in Melbourne's northwest region. Its proximity to key tourism venues, good public transport and a community with a high level of disposable income are significant competitive advantages*

In terms of Strategy, Clause 21.07 provides the following key direction:

> *Ensure that any proposed use or development within the Moonee Ponds Activity Centre is generally consistent with the Moonee Ponds Activity Centre Structure Plan 2010.*

The Structure Plan (June 2012) provides general direction and guidance for the future development of the MPAC with:

- a Structure Plan providing an overall vision for the centre
- a Built Form Plan identifying specific sites or areas that are heritage protected, interface issues to be addressed, and preferred heights for specific sites
- Precinct Plans identifying a strategic direction for specific sub-precincts of the MPAC.

4.3 Study Area

For the purposes of this assessment, a Study Area has been defined (Figure 4.1) based on the core area of principal activity in the MPAC, including the core retail and commercial area and emerging high-density residential precinct. The Study Area is broadly bounded by:

- To the north, Grandison Street, The Strands and Bent Street
- To the east, McPherson Street, Stuart Street and Ngarveno Street
- To the south, Addison Street, Montgomery Street, Browning Street and Eglinton Street
- To the west, Mantell Street and Laura Street

As noted, data is only available for specific areas defined by the ABS. For that reason, it is not possible to determine an area that reflects the preferred boundaries of the MPAC. The Study Area comprises eight SA1 areas and provides a reasonable approximation of the core MPAC area and surrounding neighbourhood where higher density residential development has been occurring.

Figure 4.1 Moonee Ponds Activity Centre Study Area

Source: Essential Economics
Note: The Study Area comprises the following SA1 areas: 2011605, 2011607, 2011611, 2111615 2011623, 2111624, 2111625, and 2111628

4.4 Population Growth Trends

The MPAC has experienced positive population growth of approximately 1.9% per annum, between 2011 and 2016. This has resulted in a net increase of 332 persons, with the population increasing from 3,430 in 2011, to 3,760 in 2016.

It is important to recognise the variation in recorded growth for differing age cohorts between 2011 and 2016. Between 2011 and 2016, the MPAC experienced population growth across most population age cohorts. The largest increase occurred within the 25-44 age group, with more than half the overall increase in population.

Table 4.1: Moonee Ponds Activity Centre – Age Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
0-4 years	178	198	+20	2.2%
5-14 years	251	289	+38	2.9%
15-19 years	134	132	-2	-0.3%
20-24 years	302	322	+20	1.3%
25-34 years	793	866	+73	1.8%
35-44 years	513	613	+100	3.6%
45-54 years	459	458	-1	0.0%
55-64 years	328	380	+52	3.0%
65-74 years	215	256	+41	3.6%
75-84 years	182	161	-21	-2.4%
85 years and over	74	86	+12	3.1%
Total Persons	**3,429**	**3,761**	**+332**	**1.9%**

Source: ABS Census of Population and Housing, 2011 and 2016.

Table 4.2 records the growth in different household types between 2011 and 2016. Although all household types experienced growth (other than One parent families which remained constant), it is worth noting that ‘Other family’ grew at an accelerated rate of 6.3%. This may be attributable to its low initial value, as well as the shift of Census collection methodology for 2016. Overall however, it is difficult to discern a specific trend in terms of household composition.

Table 4.2: Moonee Ponds Activity Centre – Family Housing Composition, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Couple family with no children	381	422	+41	2.1%
Couple family with children	352	381	+29	1.6%
One parent family	100	100	+0	0.0%
Other family	28	38	+10	6.3%
Lone person household	447	503	+56	2.4%
Group household	137	147	+10	1.4%
Total Families	**1,445**	**1,591**	**+146**	**1.9%**

Source: ABS Census of Population and Housing, 2011 and 2016

4.5 Demographic Trends

In 2016, 36.2% of the MPAC’s resident population recorded an income of $1,250 or more per week, an increase from 30.7% in 2011.

Over the same period, the proportion of the households recording a weekly income of $2,000 or more increased marginally from 34.2% in 2011, to 34.6% in 2016.

Table 4.3: Moonee Ponds Activity Centre – Individual and Household Income, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Share of persons with a weekly income of $1,250 or more	30.7%	36.2%	+5.4%	3.3%
Share of persons with a household weekly income of $2,000 or more	34.2%	34.6%	+0.3%	0.2%

Source: ABS Census of Population and Housing, 2011 and 2016

Changes to the place of birth share of the population born in Australia indicate an increase in non-Australian born residents living within the MPAC in 2016 compared with 2011. This is in keeping with the trends of larger Australian cities, with higher levels of migration since the turn of the decade and lower birth-rates leading to declines such as the one identified here.

Table 4.4: Moonee Ponds Activity Centre – Place of Birth, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Share of population Australian born	70.1%	65.4%	-4.7%	-1.4%

Source: ABS Census of Population and Housing, 2011 and 2016

Table 4.5 records the growth in car ownership per dwelling between 2011 and 2016. Notably, the most significant increase (+115) is in dwelling with one motor vehicle. Curiously, the second highest growth (+24) is in dwellings with four or more motor vehicles.

Table 4.5: Moonee Ponds Activity Centre – Car Ownership per Dwelling, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
No motor vehicles	272	273	+1	0.1%
One motor vehicle	626	741	+115	3.4%
Two motor vehicles	392	399	+7	0.4%
Three motor vehicles	94	87	-7	-1.5%
Four or more motor vehicles	15	39	+24	21.1%
Not stated	127	129	+2	0.3%
Not applicable	131	198	+67	8.6%
Total	**1,657**	**1,866**	**+209**	**2.4%**

Source: ABS Census of Population and Housing, 2011 and 2016

Between 2011 and 2016, there was an additional 286 people with non-school Qualifications living in the MPAC. The majority of these new respondents stated they had either a Postgraduate (+117) or a Bachelor Degree (+115).

Table 4.6: Moonee Ponds Activity Centre – Highest Non-School Qualification, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Postgraduate Degree	205	322	+117	9.5%
Graduate Diploma and Graduate Certificate	123	134	+11	1.7%
Bachelor Degree	716	831	+115	3.0%
Advanced Diploma and Diploma	251	328	+77	5.5%
Certificate	327	332	+5	0.3%
Level of education inadequately described	30	13	-17	-15.4%
Level of education not stated	257	235	-22	-1.8%
Total	**1,909**	**2,195**	**+286**	**2.8%**

Source: ABS Census of Population and Housing, 2011 and 2016

4.6 Residential Development Trends

Table 4.7 records the change in dwelling numbers and dwelling types between 2011 and 2016. In total, the number of dwellings in the MPAC increased from 1,680 dwellings to 1,883 dwellings (+203 dwellings), which broadly supports the Study Area's increase in population. It should be noted, the period 2011 to 2016, appears to represent a period that follows the initial wave of apartment development in the MPAC, and precedes the delivery of the next major phase of apartment development (eg. Mason Square).

Data relating to the categorisation of dwellings as Separate Houses, or as Medium density or High density must be treated with caution, as with the Census now being largely completed online, the nomination of these categories is undertaken by the individual completing the census form, rather than by a census collector who has been 'schooled' in how to define dwelling types.

In terms of the MPAC however, changes in dwelling types appear to be logical, with the number of separate houses decreasing and the number of medium and high-density dwellings increasing.

Table 4.7: Moonee Ponds Activity Centre – Dwellings by Type, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Separate house	820	712	-108	-2.8%
Medium density	551	763	+212	6.7%
High density	298	369	+71	4.4%
Other	11	39	+28	28.8%
Total Dwellings	**1,680**	**1,883**	**+203**	**2.3%**

Source: ABS Census of Population and Housing, 2011 and 2016
Notes: 'Separate house' includes all free-standing dwellings separated from neighbouring dwellings by a gap of at least half a metre.

'Medium density' includes all semi-detached, row, terrace, townhouses and villa units, plus flats and apartments in blocks of 1 or 2 storeys, and flats attached to houses.
'High density' includes flats and apartments in 3 storey and larger blocks.

4.7 Labour Force and Employment Trends

Resident Labour Force Trends

Trends relating to the resident labour force (i.e. persons living in the MPAC) are broadly consistent with population trends. The total labour force (including in MPAC residents in work or looking for work) has increased between 2011 and 2016 by 191 persons (Table 4.8).

The participation rate – the labour force expressed as a percentage of the civilian population aged 15 years and over – has increased from 68.0% in 2011 to 70.2% in 2016.

Table 4.8: Moonee Ponds Activity Centre – Labour Force Trends, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Employed Full-time	1,327	1422	+95	1.4%
Employed Part-time	523	587	+64	2.3%
Employed away from work	84	59	-25	-6.8%
Employed Hours worked not stated	20	30	+10	8.4%
Employed Total	**1,954**	**2,098**	**+144**	**1.4%**
Unemployed looking for Full-time work	48	69	+21	7.5%
Unemployed looking for Part-time work	29	55	+26	13.7%
Unemployed Total	**77**	**124**	**+47**	**10.0%**
Total labour force	**2,031**	**2,222**	**+191**	**1.8%**
Unemployment Rate	3.8%	5.6%	+1.8%	8.0%
Total Potential Labour Force	**2,810**	**2,984**	**+174**	**1.2%**
Labour Force Participation	68.0%	70.2%	+2.2%	0.6%

Source: ABS Census of Population and Housing, 2011 and 2016

Resident Labour Force Characteristics

Table 4.9 provides an overview of how the occupational characteristics of the labour force changed between 2011 and 2016. The resident labour force's largest occupational category is that of Professionals which increased from 619 persons in 2011, to 726 persons in 2016.

Notably, the Machinery operators and drivers category experienced the highest proportional growth over the period, though it should be noted that this growth was from a low base.

Table 4.9: Moonee Ponds Activity Centre – Resident Population Occupational Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Managers	314	397	+83	4.8%
Professionals	619	726	+107	3.2%
Technicians & trades workers	173	197	+24	2.6%
Community & personal service workers	168	164	-4	-0.5%
Clerical & administrative workers	316	321	+5	0.3%
Sales workers	202	189	-13	-1.3%
Machinery operators & drivers	33	62	+29	13.4%
Labourers	100	121	+21	3.9%
Occupation inadequately des/ not stated	33	19	-14	-10.5%
Total	**1,958**	**2,196**	**+238**	**2.3%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 4.10 details the industry structure of those members of the resident labour force in employment. The principal characteristic evident is the diversity of industries in which the resident labour force is involved. The most significant (Professional, technical and scientific services) involves 12.7% of the engaged resident labour force, with Health Care and Social Assistance in second place with 12.0%.

Table 4.10: Moonee Ponds Activity Centre – Resident Population Industry Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Agriculture forestry and fishing	0	10	+10	-
Mining	0	6	+6	-
Manufacturing	99	106	+7	1.4%
Electricity gas water and waste services	23	23	+0	0.0%
Construction	116	144	+28	4.4%
Wholesale trade	69	51	-18	-5.9%
Retail trade	202	192	-10	-1.0%
Accommodation and food services	132	159	+27	3.8%
Transport, postal and warehousing	119	104	-15	-2.7%
Information media and telecommunications	48	68	+20	7.2%
Financial and insurance services	130	138	+8	1.2%
Rental hiring and real estate services	25	27	+2	1.6%
Professional, scientific and technical services	228	274	+46	3.7%
Administrative and support services	60	81	+21	6.2%
Public administration and safety	156	152	-4	-0.5%
Education and training	177	173	-4	-0.5%
Health care and social assistance	208	260	+52	4.6%
Arts and recreation services	34	64	+30	13.5%
Other services	56	55	-1	-0.4%
Inadequately described\Not stated	13	76	+63	42.4%
Total	**1,895**	**2,163**	**+268**	**2.7%**

Source: ABS Census of Population and Housing, 2011 and 2016

Jobs Located in Activity Centre

In terms of jobs located in the MPAC, Tables 4.11 and 4.12 highlight corresponding trends in occupational and industry structure.

A significant number of persons are employed within the MPAC (7,785 persons in 2016), an increase of 1,171 (or 17.7%) on the 2011 workforce. The most significant increases occurred in the occupational classifications of Community and personal service workers (+393), and Professionals (+312) which, combined, accounted for 60.2% of the total increase.

Table 4.11: Moonee Ponds Activity Centre – Place of Work Occupational Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Managers	727	891	+164	4.2%
Professionals	1,542	1,854	+312	3.8%
Technicians & trades workers	508	704	+196	6.7%
Community & personal service workers	708	1,101	+393	9.2%
Clerical & administrative workers	1,888	1,728	-160	-1.8%
Sales workers	835	929	+94	2.2%
Machinery operators & drivers	36	66	+30	12.9%
Labourers	261	395	+134	8.6%
Occupation inadequately des/ not stated	109	117	+8	1.4%
Total	**6,614**	**7,785**	**+1,171**	**3.3%**

Source: ABS Census of Population and Housing, 2011 and 2016

In terms of changes in industry sector classification (Table 4.12), the dominant sector was Health Care and Social Assistance which added 390 jobs between 2011 and 2016. This accounted for 25.6% of the total increase. Other significant sectors included Retail trade (+164), Accommodation and food services (+164), Professional scientific and technical services (+160), Public administration and safety (+190), and Education and training (+175).

In contrast, there were significant decreases in the number of persons engaged in the Manufacturing sector (-49) in Public Administration and Safety (-166).

In total these factors made up 55.9% of the increase in jobs. It is very important to note the increase in inadequately described/not stated is likely a result of the changed Census methodology for 2016, and may skew results significantly.

Table 4.12: Moonee Ponds Activity Centre – Place of Work Industry Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Agriculture forestry and fishing	7	3	-4	-15.6%
Mining	0	0	+0	-
Manufacturing	149	100	-49	-7.7%
Electricity gas water and waste services	0	0	+0	-
Construction	155	259	+104	10.8%
Wholesale trade	64	57	-7	-2.3%
Retail trade	849	1,013	+164	3.6%
Accommodation and food services	480	644	+164	6.1%
Transport, postal and warehousing	61	73	+12	3.7%
Information media and telecommunications	83	192	+109	18.3%
Financial and insurance services	252	235	-17	-1.4%
Rental hiring and real estate services	38	28	-10	-5.9%
Professional, scientific and technical services	412	572	+160	6.8%
Administrative and support services	807	641	-166	-4.5%
Public administration and safety	1,628	1,818	+190	2.2%
Education and training	209	384	+175	12.9%
Health care and social assistance	775	1,165	+390	8.5%
Arts and recreation services	85	100	+15	3.3%
Other services	251	291	+40	3.0%
Inadequately described\Not stated	17	273	+256	74.2%
Total	**6,322**	**7,848**	**+1,526**	**4.4%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 4.13 provides an overview of changes in the educational profile of the MPAC workforce. It is noticeable that the rate of growth of those members of the workforce with postgraduate qualifications (9.1% per annum) is significantly higher than overall workforce (4.5% per annum).

Table 4.13: Moonee Ponds Activity Centre – Place of Work Highest Non-School Qualification, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Postgraduate Degree	419	648	+229	9.1%
Graduate Diploma and Graduate Certificate	255	321	+66	4.7%
Bachelor Degree	1,696	2,073	+377	4.1%
Advanced Diploma and Diploma	762	971	+209	5.0%
Certificate	971	1,191	+220	4.2%
Level of education inadequately described	63	53	-10	-3.4%
Level of education not stated	165	141	-24	-3.1%
Total	**4,331**	**5,398**	**+1,067**	**4.5%**

Source: ABS Census of Population and Housing, 2011 and 2016

4.8 Stakeholder Consultation Findings

A meeting was held with Moonee Valley Council (Council) staff representatives. The following key issues, challenges and opportunities were identified:

- Council expressed ongoing concerns regarding the scale and what it believes will be negative impact of the Mason Square redevelopment. Traffic, parking and congestion impacts were specifically noted.
- Council considers public transport infrastructure to be limited and at capacity, and insufficient to cater for a growing population in the MPAC.
- Council regards the street network in the MPAC as old and narrow, and incapable of absorbing additional traffic demands placed on it by high rise residential development.
- The availability of car parking is perceived to be an issue by residents and traders.
- Notwithstanding Queens Park (at the northern end of the MPAC), the MPAC is perceived to lack areas of green space within the activity centre itself. Mt Alexander Road is seen to act as a significant barrier between the activity centre and Queens Park.
- Mirvac (a major land owner in the MPAC) has expressed concerns about the noise made during garbage collection and are concerned about reaction from current and future residents.
- Loading docks in a number of retail premises are located too close to residents and create amenity and noise issues. Council believes this will worsen as developments, such as Mason Square are completed.
- Council has recorded an increase in the number of restaurants and cafes in the MPAC over recent years and the MPAC Has a vibrant night time economy.

Stakeholder consultation extended to informal discussions with a number of retail business owners and managers in the MPAC. Key points from these conversations include:

- For tenants in the recently expanded Mirvac-owned Moonee Ponds Central shopping centre, longer trading hours (including weekend trading) and increased foot traffic has generated additional business.
- In response to changes in trading hours in Moonee Ponds Central, some businesses on Puckle Street and elsewhere have also expanded their hours of operation.
- Several businesses noted there were very few long term businesses remaining in the MPAC. It was noted that several long term businesses had closed in recent years.
- In contrast other business owners believe the MPAC is trading well and remains optimistic about the future.
- Several businesses also noted a shift towards higher volume/lower price businesses in the MPAC.
- To date, businesses have not observed an increase in trade as a result of residential development in the MPAC, though several remain hopeful that major apartment developments presently under construction will have a positive impact on the retail environment of the MPAC.
- Several businesses located in Puckle Street and south of Puckle Street observed that trading conditions have worsened in the past few years as a result of car parking conditions Note: several noted a change in parking restrictions from two hours to one hour has negatively impacted on business). The same businesses also noted that ongoing construction activity in the MPAC had negatively impacted on parking and, as a result, business.
- In contrast, one business owner noted that car parking had been regarded as an issue in the MPAC for more than 40 years, and the centre had expanded over that period.
- One business owner noted the MPAC faced competition from regional-level centres such as Highpoint and Watergardens that did not exist 30 years ago.
- One business owner noted an increase in the number of franchise brands (at expense of independent small businesses) in the MPAC, particularly since the development of Moonee Ponds Central.
- One business owner noted the significant benefit of having the railway station embedded within the MPAC.

4.9 Moonee Ponds Activity Centre - Key Findings

The MPAC can be described as a substantial, but traditional, activity centre; albeit one that is undergoing a major transformation in terms of high density residential development.

The centre incorporates a major redeveloped shopping centre with major anchor retail tenants, a traditional and well-regarded retail strip, significant commercial, institutional and cultural activities and train, tram and bus-based public transport infrastructure.

The MPAC experienced an initial wave of higher density residential development around ten years ago. With major high density residential development currently under construction, and more proposed in the future, the centre can be expected to undergo a transformative rate of population growth in the future. Key findings from the analysis and consultation include:

- The Moonee Ponds Central redevelopment has re-shaped the retail environment and shifted pedestrian flows north of Puckle Street.
- The residential population is becoming more educated, and more likely to be engaged in work as a 'Professional' in terms of occupation.
- The MPAC is regarded as well-connected to the city and within the inner-west.
- Although Queens Park plays a major role in providing open space, there is a perception the MPAC requires additional small areas of open space within the heart of the activity centre.
- The MPAC appears to be going through a period of uncertainty from a retail perspective with traders divided on the present health of the retail sector in the centre.
- Retailers were also divided on the potential benefits of increased residential densities. Some retailers believe the current wave of high-density residential development will provide benefits, while others believe additional traffic congestion and parking difficulties will drive the existing customer base from the MPAC.
- The availability of car parking is considered a major constraint in attracting 'everyday' shoppers to the MPAC.

5 OAKLEIGH ACTIVITY CENTRE ASSESSMENT

5.1 Activity Centre Overview

The Oakleigh Activity Centre (OAC) is a well-established activity centre, located 14 kilometres south-west of Melbourne's Central Business District within the City of Monash. ,The centre represents an important part of the historical, cultural, economic and physical environment of the south-east.

The core activity area is situated largely to the east of Warrigal Road, between Atherton Road and the Melbourne – Dandenong railway line. Over time however, retail and commercial development has expanded to incorporate the north side of Atherton Road and the west side of Warrigal Road.

More recently, the OAC has become a centre of medium and higher density residential development, particularly along Warrigal Road and along the Atherton Road axis.

Although just over one kilometre from Australia's largest stand-alone shopping centre (Chadstone), the OAC has experienced a resurgence over the past fifteen years, based to a significant degree on the centre's reputation as a hub for food. Specifically, the emergence of Eaton Mall as a Greek-themed indoor and outdoor dining strip has firmly placed the OAC on Greater Melbourne's culinary map.

The southern part of the activity centre is anchored by Oakleigh Railway Station and the Oakleigh Central shopping centre, which includes Coles and Woolworths supermarkets, as well as a range of specialty shops. North of Portman Street, development is more traditional in terms of built form.

The activity centre environs accommodate several schools and, and acts as a focus for education, as well as retail

The activity centre has excellent access to public transport with trains travelling frequently to Melbourne, Dandenong and Pakenham. It is also a focal place for various bus routes to many of Melbourne's south eastern suburbs, and has a large taxi rank. The area to the north of Atherton Road includes many significant community resources such as public open space, and places for community activities and meetings.

5.2 Local Planning Policy

Clause 21.06 of the Monash Planning Scheme deals with Activity Centres, and Clause 21.06-3 sets out Objectives, strategies and implementation for several centres, including Oakleigh.

Objectives (include):

- *To promote and facilitate the hierarchy of activity centres as the most efficient and equitable framework to provide the range of civic, retail, recreational, residential,* *entertainment, health, educational, restaurant and other service requirements of the community.*

- *To enhance and promote the Oakleigh Activity Centre as a key focus for convenience, multi-cultural and culinary shopping and community services.*
- *To promote high rise residential development within the Glen Waverley Principal and Oakleigh Major Activity Centres, to support ongoing economic prosperity, social advancement and environmental protection.*

Oakleigh Major Activity Centre

- *Encourage medium to high rise development (4-8 storeys) within the Oakleigh Major Activity Centre that results in integrated housing, workplaces, shopping, recreation and community services and provides a mix and level of activity that attracts people, creates a safe environment, stimulates interaction and provides a lively community focus.*
- *High rise development should be located adjacent to the Oakleigh railway station*
- *Enhance the Oakleigh Major Activity Centre by encouraging retail uses with an emphasis on a food theme and multi-cultural focus for the community and the development of shop-top housing and offices located above ground level in appropriate locations.*

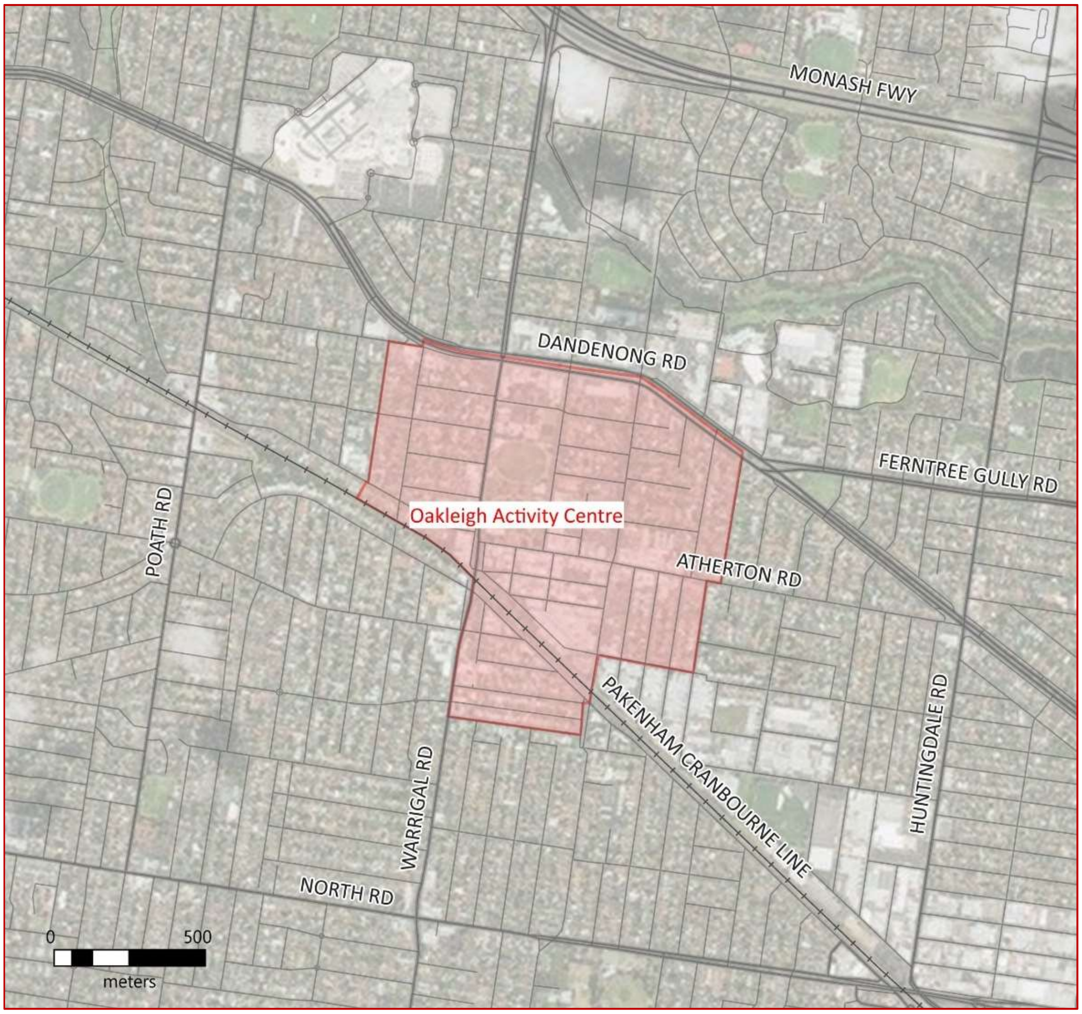
5.3 Study Area

For the purposes of this assessment, a Study Area has been defined (Figure 3.1) based on the core area of principal activity in the OAC, as well as the centre's environs to a distance of around 400 metres. The Study Area is broadly bounded by:

- To the <u>north</u>, Dandenong Road
- To the <u>east</u>, Tamar Grove and Westminster Street
- To the <u>south</u>, Burlington Street and Queens Avenue
- To the <u>west</u>, Warrigal Road and Chapman Road

As noted, data is only available for specific areas defined by the ABS. For that reason, it is not possible to determine an area that reflects an exact preferred boundary for the OAC. The Study Area comprises six SA1 areas and provides a reasonable approximation of the OAC, including the retail and commercial areas, community precinct, and those areas experiencing higher density forms of residential development.

Figure 5.1 Oakleigh Activity Centre Study Area



Source: Essential Economics
Note: The Study Area comprises the following SA1 areas: 2118006, 2118007, 2132613, 2132625, 2132628, and 2132631

5.4 Population Growth Trends

The OAC has experienced positive population growth of approximately 2.5% per annum, between the two years of measurement. This has resulted in a population increase of 353 persons between 2011 and 2016. In terms of population growth, the most significant age cohort is that of persons aged 45-54, which accounted for 26.3% of the total population increase.

Although the increase if off a low base, it is also noteworthy that the increase in the 85+ age was 17% per annum over the five-year period to 2017.

Table 5.1: Oakleigh Activity Centre – Age Structure, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
0-4 years	169	166	-3	-0.4%
5-14 years	243	307	+64	4.8%
15-19 years	131	148	+17	2.5%
20-24 years	293	278	-15	-1.0%
25-34 years	585	643	+58	1.9%
35-44 years	396	434	+38	1.8%
45-54 years	290	383	+93	5.7%
55-64 years	232	268	+36	2.9%
65-74 years	157	180	+23	2.8%
75-84 years	121	132	+11	1.8%
85 years and over	26	57	+31	17.0%
Total Persons	**2,643**	**2,996**	**+353**	**2.5%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 5.2 records the growth in different household types between 2011 and 2016. Although all household types experienced growth other than group households, it is noticeable that the highest actual growth occurred in Couple families with children (+43). Overall, the dwelling increase (+78) was relatively low and it is difficult to draw conclusions in regard to trends.

Table 5.2: Oakleigh Activity Centre – Family Housing Composition, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Couple family with no children	252	259	+7	0.5%
Couple family with children	280	323	+43	2.9%
One parent family	120	121	+1	0.2%
Other family	32	39	+7	4.0%
Lone person household	268	300	+32	2.3%
Group household	81	69	-12	-3.2%
Total Families	**1,033**	**1,111**	**+78**	**1.5%**

Source: ABS Census of Population and Housing, 2011 and 2016

5.5 Socio-Demographic Trends

In 2016, 26.8% of the OAC's resident population recorded an income of $1,250 or more per week, an increase from 20.4% in 2011.

Over the same period, the proportion of the households recording a weekly income of $2,000 or more improved from 23.1% in 2011, to 27.0% in 2016. This broad improvement in both categories is at a higher rate of growth than inflation, reflecting a modest increase in real income in the OAC.

Table 5.3: Oakleigh Activity Centre – Individual and Household Income, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Share of persons with a weekly income of $1,250 or more	20.4%	26.8%	+6.5%	5.7%
Share of persons with a household weekly income of $2,000 or more	23.1%	27.0%	+3.9%	3.1%

Source: ABS Census of Population and Housing, 2011 and 2016

Changes to the place of birth demographics suggest that a higher proportion of residents living within the OAC in 2016 were born outside of Australia compared to 2011. This is in keeping with the trends of larger Australian cities, with higher levels of migration since the turn of the decade and lower birth-rates leading to declines such as the one identified here.

Table 5.4: Oakleigh Activity Centre – Place of Birth, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Share of population Australian born	52.9%	51.5%	-1.5%	-0.6%

Source: ABS Census of Population and Housing, 2011 and 2016

Table 5.5 records the growth in car ownership per dwelling between 2011 and 2016 in the OAC. Notably, there is a very significant reduction in the number of homes with four or more motor vehicles (-74.8%). Growth among other categories was relatively flat, with all but no growth in the No motor vehicles category.

Table 5.5: Oakleigh Activity Centre – Car Ownership per Dwelling, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
No motor vehicles	157	159	+2	0.1%
One motor vehicle	452	485	+33	1.4%
Two motor vehicles	299	313	+14	0.9%
Three motor vehicles	61	82	+21	6.1%
Four or more motor vehicles	163	41	-122	-24.1%
Not stated	53	82	+29	9.1%
Not applicable	94	110	+16	3.2%
Total	**1,279**	**1,272**	**-7**	**-0.1%**

Source: ABS Census of Population and Housing, 2011 and 2016

Between 2011 and 2016, there was an additional 265 people with non-school qualifications living within the Oakleigh AC. The majority of these new residents stated they had either a Postgraduate (+80) or a Bachelor Degree (+131); this makes up a combined 79.6% of the total. This indicates that residents living within the AC are more likely to hold higher paying jobs.

Table 5.6: Oakleigh Activity Centre – Highest Level of Schooling Achieved, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Postgraduate Degree	198	278	+80	7.0%
Graduate Diploma and Graduate Certificate	60	70	+10	3.1%
Bachelor Degree	511	642	+131	4.7%
Advanced Diploma and Diploma	211	215	+4	0.4%
Certificate	215	253	+38	3.3%
Level of education inadequately described	13	25	+12	14.0%
Level of education not stated	180	170	-10	-1.1%
Total	**1,388**	**1,653**	**+265**	**3.6%**

Source: ABS Census of Population and Housing, 2011 and 2016

5.6 Residential Development Trends

Table 5.7 records the change in dwelling numbers and dwelling types between 2011 and 2016. In total, the number of dwellings increased from 1,150 dwellings to 1,262 dwellings (+112 dwellings), which broadly supports the Study Area's increase in population.

Data relating to the categorisation of dwellings as Separate Houses, or as Medium density or High density must be treated with caution, as with the Census now being largely completed online, the nomination of these categories is undertaken by the individual completing the census form, rather than by a census collector who has been 'schooled' in how to define dwelling types.

This appears to be the situation in the OAC, where an increase in the number of Separate houses and decrease in the number of Medium density dwellings, appears improbable over the period 2011 to 2016.

Table 5.7: Oakleigh Activity Centre – Dwellings by Type, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Separate house	521	673	+152	5.3%
Medium density	603	445	-158	-5.9%
High density	19	140	+121	49.1%
Other	7	4	-3	-10.6%
Total Dwellings	**1,150**	**1,262**	**+112**	**1.9%**

Source: ABS Census of Population and Housing, 2011 and 2016

Notes: 'Separate house' includes all free-standing dwellings separated from neighbouring dwellings by a gap of at least half a metre.
'Medium density' includes all semi-detached, row, terrace, townhouses and villa units, plus flats and apartments in blocks of 1 or 2 storeys, and flats attached to houses.
'High density' includes flats and apartments in 3 storey and larger blocks.

5.7 Labour Force and Employment Trends

Resident Labour Force Trends

Trends relating to the resident labour force (i.e. persons living in the OAC) are broadly consistent with population trends. The total labour force (including in work or looking for work) has increased between 2011 and 2016 by 190 persons (Table 5.8).

The rate of unemployment within the OAC is noteworthy, with an increase from 6.3% to 8.9% over the two Census years – significantly higher than the broader area averages.

The participation rate – the labour force expressed as a percentage of the civilian population aged 15 years and over – has marginally increased from 62.7% in 2011 to 63.0% in 2016.

Table 5.8: Oakleigh Activity Centre – Resident Population Labour Force Trends, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Employed Full-time	828	907	+79	1.8%
Employed Part-time	424	477	+53	2.4%
Employed away from work	44	43	-1	-0.5%
Employed Hours worked not stated	23	29	+6	4.7%
Employed Total	**1,319**	**1,456**	**+137**	**2.0%**
Unemployed looking for Full-time work	50	69	+19	6.7%
Unemployed looking for Part-time work	39	73	+34	13.4%
Unemployed Total	**89**	**142**	**+53**	**9.8%**
Total labour force	**1,408**	**1,598**	**+190**	**2.6%**
Unemployment Rate	6.3%	8.9%	+2.6%	7.0%
Total Potential Labour Force	**2,130**	**2,403**	**+273**	**2.4%**
Labour Force Participation	62.7%	63.0%	+0.3%	0.1%

Source: ABS Census of Population and Housing, 2011 and 2016

Resident Workforce Characteristics

Table 5.9 provides an overview of how the occupational characteristics of the labour force changed between 2011 and 2016. By some margin, the resident labour force's largest occupational category is that of Professionals which increased from 388 persons in 2011, to 475 persons in 2016 (32.8% of workforce in 2016).

Notably, the Managers category experienced the highest proportional growth over the period (8.6%), despite a considerable starting proportion – this may indicate a trend towards managerial roles for residents of the Oakleigh AC.

Table 5.9: Oakleigh Activity Centre – Resident Population Occupational Structure, 2011 and 2016

Occupation	2011	2016	Change 2011-2016	AAGR 2011-2016
Managers	128	193	+65	8.6%
Professionals	388	475	+87	4.1%
Technicians & trades workers	160	154	-6	-0.8%
Community & personal service workers	103	125	+22	3.9%
Clerical & administrative workers	196	181	-15	-1.6%
Sales workers	156	151	-5	-0.6%
Machinery operators & drivers	45	44	-1	-0.4%
Labourers	84	99	+15	3.3%
Occupation inadequately desc. / not stated	26	22	-4	-3.3%
Total	**1,286**	**1,444**	**+158**	**2.3%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 5.10 details the industry structure of those members of the resident labour force in employment. The resident labour force is engaged to a similar degree in a wide range of industries. The most significant by a small margin (Professional, technical and scientific services) involves 13.3% of workers resident in the OAC.

In line with broader trends, the proportion of the labour force engaged in Manufacturing (-24) and Wholesale Trade (-26) have declined.

Table 5.10: Oakleigh Activity Centre – Resident Population Industry Structure, 2011 and 2016

Industry	2011	2016	Change 2011-2016	AAGR 2011-2016
Agriculture forestry and fishing	0	4	+4	-
Mining	0	0	+0	-
Manufacturing	111	87	-24	-4.8%
Electricity gas water and waste services	20	10	-10	-12.9%
Construction	70	94	+24	6.1%
Wholesale trade	60	34	-26	-10.7%
Retail trade	173	162	-11	-1.3%
Accommodation and food services	83	102	+19	4.2%
Transport, postal and warehousing	40	36	-4	-2.1%
Information media and telecommunications	53	44	-9	-3.7%
Financial and insurance services	88	99	+11	2.4%
Rental hiring and real estate services	19	14	-5	-5.9%
Professional, scientific and technical services	134	192	+58	7.5%
Administrative and support services	58	71	+13	4.1%
Public administration and safety	54	59	+5	1.8%
Education and training	139	159	+20	2.7%
Health care and social assistance	130	157	+27	3.8%
Arts and recreation services	27	15	-12	-11.1%
Other services	25	42	+17	10.9%
Inadequately described\Not stated	18	60	+42	27.2%
Total	**1,302**	**1,441**	**+139**	**2.0%**

Source: ABS Census of Population and Housing, 2011 and 2016

Jobs Located in Activity Centre

In terms of jobs located in the OAC, Tables 5.11 and 5.12 highlight corresponding trends in occupational and industry structure.

The OAC’s workforce is recorded as 4,494 persons in 2016, an increase of 1,181 (or 35.6%) on the 2011 workforce. The most significant increases occurred in the occupational classifications of Community and personal service workers (+276), and Professionals (+257) which, combined, accounted for 45.1% of the total increase.

Table 5.11: Oakleigh Activity Centre – Place of Work Occupational Structure, 2011 and 2016

Occupation	2011	2016	Change 2011-2016	AAGR 2011-2016
Managers	446	533	+87	3.6%
Professionals	667	924	+257	6.7%
Technicians & trades workers	288	430	+142	8.3%
Community & personal service workers	463	739	+276	9.8%
Clerical & administrative workers	598	679	+81	2.6%
Sales workers	587	755	+168	5.2%
Machinery operators & drivers	88	101	+13	2.8%
Labourers	152	298	+146	14.4%
Occupation inadequately des/ not stated	24	35	+11	7.8%
Total	**3,313**	**4,494**	**+1,181**	**6.3%**

Source: ABS Census of Population and Housing, 2011 and 2016

In terms of industry sector classification (Table 5.12), the dominant sector was Accommodation and Food Services which added 191 jobs between 2011 and 2016. This accounted for 17.0% of the total increase. Other significant growth sectors included Retail trade (+111), Professional scientific and technical services (+116), Health Care and Social Assistance (+106), and Education and training (+101). In total these factors made up 38.7% of the increase in jobs.

Table 5.12: Oakleigh Activity Centre – Place of Work Industry Structure, 2011 and 2016

Industry	2011	2016	Change 2011-2016	AAGR 2011-2016
Agriculture forestry and fishing	0	0	+0	-
Mining	0	0	+0	-
Manufacturing	104	105	+1	0.2%
Electricity gas water and waste services	0	0	+0	-
Construction	99	141	+42	7.3%
Wholesale trade	49	35	-14	-6.5%
Retail trade	745	856	+111	2.8%
Accommodation and food services	230	421	+191	12.9%
Transport, postal and warehousing	102	92	-10	-2.0%
Information media and telecommunications	96	192	+96	14.9%
Financial and insurance services	155	197	+42	4.9%
Rental hiring and real estate services	137	194	+57	7.2%
Professional, scientific and technical services	359	475	+116	5.8%
Administrative and support services	114	145	+31	4.9%
Public administration and safety	232	328	+96	7.2%
Education and training	273	374	+101	6.5%
Health care and social assistance	410	516	+106	4.7%
Arts and recreation services	33	45	+12	6.4%
Other services	153	205	+52	6.0%
Inadequately described\Not stated	24	115	+91	36.8%
Total	**3,315**	**4,436**	**+1,121**	**6.0%**

Source: ABS Census of Population and Housing, 2011 and 2016

Table 5.13 provides an overview of changes in the educational profile of the OAC workforce. It is noticeable that the rate of growth of those members of the workforce with postgraduate qualifications (14.0% per annum) is significantly higher than overall workforce (7.6% per annum). The large increase in higher education holders working in the OAC may suggest the quality and remuneration for work in the area is above average.

Table 5.13: Oakleigh Activity Centre – Place of Work Highest Non-School Qualification, 2011 and 2016

	2011	2016	Change 2011-2016	AAGR 2011-2016
Postgraduate Degree	164	316	+152	14.0%
Graduate Diploma and Graduate Certificate	87	135	+48	9.2%
Bachelor Degree	727	1,075	+348	8.1%
Advanced Diploma and Diploma	439	657	+218	8.4%
Certificate	598	764	+166	5.0%
Level of education inadequately described	49	46	-3	-1.3%
Level of education not stated	74	90	+16	4.0%
Total	**2,138**	**3,083**	**+945**	**7.6%**

Source: ABS Census of Population and Housing, 2011 and 2016

5.8 Stakeholder Consultation

Discussions with Monash Council

A meeting was held with Monash Council (Council) staff representatives. The following key issues, challenges and opportunities were identified:

- Heritage recognition of a number of buildings in the OAC and in the residential area surrounding the OAC, is likely to limit the extent of future urban consolidation. To date, residential development has been concentrated in the Mixed Use Zone (a relatively new zone applied in the OAC) and the Commercial 1 Zone. To the extent it can be accommodated, this is expected to continue in the future.
- The emergence of higher density forms of residential in and around the OAC has provided benefits for the retail area, particularly tenants in the Oakleigh Central shopping centre. Vacancy rates in the OAC have fallen in recent years.
- The availability of car parking is perceived as a key issue by businesses, residents and visitors to the OAC.
- To assist in addressing car parking difficulties, Council recently developed a multi-level car parking facility in Atkinson Street.
- Also related to car parking has been a noticeable increase in the demand for commuter parking within walking distance of Oakleigh Railway Station.
- The pedestrianised Eaton Mall remains highly successful and provides the OAC with a key attraction. Its success has provided benefits for other businesses in the OAC.
- Eaton Mall's reputation (and that of the OAC overall) as a central hub for Greek culture has drawn additional Greek businesses to the OAC.
- Traffic calming works in the OAC have created a more pedestrian friendly and safer environment

- Similarly, the creation of a night-time economy centred on Eaton Mall has provided a sense of vibrancy and improved safety in the OAC.
- To date, noise does not appear to have been an issue for residents in the OAC.
- Council has observed that several discount shops have closed in the last few years and been replaced by higher order retail businesses.
- Council notes the OAC will benefit from nearby level crossing removals and the modernisation of Pakenham-Cranbourne rail lines. There is significant activity around the railway station area which is also a central point for a well-functioning bus network.
- There are opportunities for land aggregation around the perimeter of the OAC, but much of the core area is protected from large format development outcomes due to small land areas and heritage overlays.
- The OAC enjoys a good reputation and is seen as having a varied mix of businesses.
- The OAC's supermarkets are regarded as conveniently located by car and by train.
- Ageing infrastructure of local and state government assets continues to be an existing issue. Capital works (or a contribution towards capital works) are frequently required as a condition of permit for new development.
- Council believes the proximity of Chadstone Shopping Centre caused the OAC to be a slow starter in terms of urban consolidation. This has worked to the OAC's advantage as it has developed at its own pace, found itself a niche in a broader urban context (Eaton Mall) and, as a result, is well regarded for its authenticity.

Discussions with Business Owners and Managers

Stakeholder Consultation also occurred by way of informal discussion with several business owners and managers during the consultant's field visit to the OAC. Key points from these conversations included:

- The significant growth in food related business – restaurants, cafes, coffee shops, delicatessens and other food-related businesses has been pronounced.
- The OAC has always been a solid performer, but is now a destination centre for visitors due to the popularity and reputation of Eaton Mall.
- The Greek community remains a strong presence in the OAC. If anything, it has become more focussed and has a stronger public profile than in the past.
- Retailers have noticed some improvement in trade due to more people living in close proximity to the OAC.
- The development of a night time economy has been very noticeable. Even at night time, car parking can be difficult to find.

5.9 Oakleigh Activity Centre - Key Findings

Although it has long served a sub-regional retail role, the OAC has in recent years emerged from the shadow of its near neighbour, the Chadstone Shopping Centre (Australia's largest stand-alone retail centre).

Historically a very traditional activity centre, anchored by convenience retail offerings and organised around Oakleigh train station, the centre is now largely defined by Eaton Mall, a pedestrianised precinct themed largely around Greek food. The Greek influence is deeply ingrained in retail and business in the OAC and Eaton Mall is now a regional drawcard, attracting visitors to the centre for its unique dining experience.

More recently, the centre has seen medium and high density residential development activity emerging around the periphery of the centre.

Key findings from the analysis and consultation include:

- The OAC is a traditional activity centre which has successfully developed a niche activity (Greek dining) that now defines the centre at a regional and metropolitan level.
- The centre has been slow to develop (in comparison with many other similar centre) but has now cast off the shadow of Chadstone Shopping Centre and enjoys a well-earned reputation for dining and retail services.
- The OAC is now experiencing higher density residential development similar to many other centres, albeit off a lower base.
- As with other activity centres, the residential base is becoming more highly educated and biased towards white collar professions.
- The centre's workforce is diverse and has experienced significant growth over the study period. Particularly notable is the increase in those engaged in the Accommodation and Food Services industry.
- There is a strong and active night time economy operating, based around Eaton Mall.
- The emergence of the food economy and the activity it delivers is regarded by other retailers as delivering positive benefits in terms of trade, safety and security.
- Business owners and operators generally expect positive impacts from an increased residential population in and around the OAC.
- Improvements in rail infrastructure are also seen as likely to provide a positive influence on the economic health of the centre.

6 ECONOMIC IMPACTS AND KEY FINDINGS

6.1 Comparative Analysis

Table 6.1 compares the three activity centres and Greater Melbourne across selected socio-economic measures. Key observations and conclusions include:

Rate of Population and Dwelling Growth

- The rate of population growth (4.4% p.a.) between 2011 and 2016 in the HAC, is significant higher than in the MPAC (1.9% p.a.) and the OAC (2.5%).
- The MPAC and OAC experienced similar rates of population growth between 2011 and 2016 to that of Greater Melbourne (2.3% p.a.).
- Similarly, the rate of dwelling growth in the HAC (6.1% p.a.) was significantly higher than in the MPAC (2.3%) and the OAC (1.9% p.a.), and Greater Melbourne (2.3% p.a.).

Age Profile

- The selected activity centres tend to have a higher proportion of persons aged between 20 to 34 years (between 30.8% and 33.5% in 2016) than the greater metropolitan area (23.7%).
- The age profile reflects the growth in the apartment market in the activity centre, and the over-representation of persons in their twenties and early thirties in the apartment market.

Household Composition

- Unsurprisingly, Couple Families with Children are under-represented in the selected activity centres compared with the average for Greater Melbourne (48.5% in 2016).
- Notably, the proportion of households identified as Couple families with children is significantly higher in the OAC (29.1% in 2016) than in the MPAC (23.9% in 2016) and the HAC (20.1%).

Income

- The share of persons with an income of $1,250 or more is significantly higher in the MPAC (36.2% in 2016) and the HAC (32.4% in 2016), than in the OAC (26.8% in 2016) and Greater Melbourne (24.9% in 2016).

Place of Birth

- The proportion of the population born in Australia has declined between 2011 and 2016 across all three selected activity centres, as it has for Greater Melbourne.
- The HAC and MPAC have a higher proportion of persons born in Australia (63% and 65.4% respectively, in 2016) than Greater Melbourne (59.8% in 2016).
- In contrast, the OAC has a lower proportion of persons born in Australia (5.15% in 2016) than the metropolitan average.

Labour Force

- The proportion of the resident labour force in the occupations of Professional and Manager are higher in the selected activity centres than in Greater Melbourne overall.

Workforce

- The proportional representation of key industry sectors amongst the workforce of the selected activity centres directly reflects the strengths and areas of specialisation of each centre.
- Healthcare and Social Assistance is greatly over-represented in the MPAC (72.6% in 2016) compared to the other centres and Greater Melbourne (12.7% in 2016).
- Education and Training in the OAC (8.4% in 2016) is similar to Greater Melbourne (9.3% in 2016).
- The OAC has experienced a significant increase in the proportion of the workforce engaged in Accommodation and Food Services sector (6.9% in 2011, to 9.5% in 2016). This trend is supported by the emergence of the centre as a centre for food.
- The industry composition of the workforce in the MPAC is most like that of Greater Melbourne.

Table 6.1 Selected Socio-economic characteristics, 2011 to 2016 (Heidelberg AC, Moonee Ponds AC, Oakleigh AC, and Greater Melbourne

	Heidelberg AC		Moonee Ponds AC		Oakleigh AC		Greater Melbourne	
	2011	**2016**	**2011**	**2016**	**2011**	**2016**	**2011**	**2016**
Rate of Growth (2011 to 2016)								
Population growth p.a.		4.4%		1.9%		2.5%		2.3%
Dwelling growth p.a.		6.1%		2.3%		1.9%		2.3%
Age Profile								
20-24 years	8.7%	7.4%	8.8%	8.6%	11.1%	9.3%	7.5%	7.4%
25-29 years	13.7%	13.1%	11.9%	11.1%	11.9%	11.1%	7.9%	8.1%
30-34 years	13.0%	13.0%	11.2%	12.0%	10.0%	10.4%	7.5%	8.2%
Household Composition								
Couple family with children	19.6%	20.1%	24.4%	23.9%	27.1%	29.1%	47.9%	48.5%
All other families	80.4%	79.9%	75.6%	76.1%	72.9%	70.9%	52.1%	51.5%
Income								
Share of persons with weekly income $1,250 or more	26.9%	32.4%	30.7%	36.2%	20.4%	26.8%	20.2%	24.9%
Place of Birth								
% of population born in Australia	66.3%	63.0%	70.1%	65.4%	52.9%	51.5%	63.3%	59.8%
Labour Force								
% of labour force Manager and Professionals	53.0%	52.7%	47.7%	51.1%	40.1%	46.3%	36.6%	38.2%
Workforce								
% in Retail Trade	6.4%	5.6%	13.4%	12.9%	22.5%	19.3%	11.1%	10.9%
% in Accommodation and Food Services	3.0%	3.5%	7.6%	8.2%	6.9%	9.5%	6.0%	7.0%
% in Professional, scientific and tech. services	3.5%	3.6%	6.5%	7.3%	10.8%	10.7%	9.6%	9.7%
% in Education and Training	3.8%	4.0%	3.3%	4.9%	8.2%	8.4%	8.5%	9.3%
% in Health care and social assistance	72.7%	72.6%	12.3%	14.8%	12.4%	11.6%	11.6%	12.7%

Source: 2016 Census of Population and Housing

6.2 Economic Impact Assessment

Assessing the economic impact of an increase in the residential population of activity can be undertaken with regard to a number of clearly measurable impacts, and other impacts which are difficult to measure in numerical terms but can be described.

Clearly, impacts are dependent on the quantum of growth (particularly over the course of the study period) but also earlier residential growth and growth that can be reasonably foreseen.

Increase in retail spending

The most identifiable and measurable impact is that of additional retail spending within activity centres by new residents. Table 6.2 provides an overview of additional retail spending in the three activity centres selected as part of the study.

Retail spending includes:

- Food, Liquor and Groceries (FLG), including spending at supermarkets and speciality food stores
- Food Catering, including spending at restaurants, café and takeaway food
- Non-food, including spending on apparel, homewares, bulky goods and general merchandise
- Retail services, including spending at hairdresser, beauty therapists, dry cleaners, etc.

Relevant assumptions include:

- Retail spending per capita has been assumed to be $15,000 (based on *MarketInfo* micro-simulation model which uses data from the ABS Household Expenditure Survey, ABS Population and Housing Census, and a range of other socio-economic indicators, and provides estimates of retail spending on a small area basis).
- Retail spending retained in the activity centre is higher in MPAC as the retail sector includes a broader range of non-convenience retail goods and services, including a discount department store.

Table 6.2 Additional Retail Spending as a result of Residential Growth in Activity Centres, 2011 to 2016

	Heidelberg AC	Moonee Ponds AC	Oakleigh AC
Additional population, 2011 to 2016 (No.)	484	332	353
Additional retail spending ($'000,000)	7.3	5.0	5.3
Retail Spending Retained in the Activity Centre (%)	55%	65%	55%
Retail Spending Retained in Activity Centre ($'000,000)	4.0	3.2	2.9
Supportable retail floorspace (m2)	666	540	485
Direct jobs (No.)	22	18	16
Assumptions			
Average Retail Spending Per Capita	15,000		
Retail Turnover ($/m2)	6,000		
Retail Floorspace Area/Job (m2/job)	30		

Source: Essential Economics

The conclusions drawn from Table 5.2 can be summarised as follows:

Heidelberg Activity Centre

- An additional $4.0 million per annum (2016 dollars) in retail expenditure over 2011 levels, occurring in the HAC as a result of population growth in the activity centre.
- Additional supportable retail floorspace[4] of 666m^2 is estimated to have been created in the HAC as a result of population growth in the activity centre (.
- 22 new direct retail jobs are estimated to have been generated in the HAC as a result of population growth in the activity centre.

Moonee Ponds Activity Centre

- An additional $3.2 million per annum (2016 dollars), in retail expenditure over 2011 levels, occurring in the HAC as a result of population growth in the activity centre.
- Additional supportable retail floorspace of 540m^2 is estimated to have been created in the HAC as a result of population growth in the activity centre.
- 18 new direct retail jobs are estimated to have been have been generated in the MPAC as a result of population growth in the activity centre

Oakleigh Activity Centre

- An additional $2.9 million per annum (2016 dollars) in retail expenditure over 2011 levels, occurring in the HAC as a result of population growth in the activity centre.
- Additional supportable retail floorspace of 485m^2 is estimated to have been created in the HAC as a result of population growth in the activity centre.
- 16 direct retail jobs are estimated to have been generated in the OAC as a result of population growth in the activity centre

It should be noted this high-level analysis does not take account of:

- Additional retail expenditure as a result of additional visitors from outside the activity centre (eg visitors to Eaton Mall in Oakleigh)
- Additional retail expenditure as a result of an increase in the activity centre workforce
- Losses in retail expenditure as a result of perceptions that an activity is becoming too congested or because easily accessible car parking is scarce.

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[4] Based on the assumption that $6,000 of additional retail expenditure generates an additional square metre of retail floorspace.

Employment growth and job creation

All three activity centres experienced solid growth in workforce numbers with the HAC and MPAC experiencing a 17% in the size of their workforce between 2011 and 2016, and the OAC increasing by 13.6%. Although workforce growth is not necessarily linked directly to residential growth within an activity centre, there are elements of workforce growth that can be linked to population growth; specifically place of work industry sector growth in Retail Trade and Accommodation and Food Services. In this regard, there has been growth in both sectors in all three activity centres, particularly in Accommodation and Food Services.

Table 6.3 highlights the significance of growth in the Retail Trade and Accommodation, and Food Services as a proportion of total workforce growth in the selected activity centres.

In both the Moonee Ponds and Oakleigh Activity Centres, growth in Retail Trade and Accommodation and Food Services played a significant role in total workforce growth and, although external factors (such as the growing popularity of Eaton Mall in Oakleigh) undoubtedly played a role in employment growth, it is reasonable to conclude that population growth in the activity centre themselves also influenced employment growth in these sectors.

In the Heidelberg AC, Retail Trade employment growth was subdued though the Accommodation and Food Services sector experienced a significant increase.

Table 6.3 Growth in Retail Trade, and Accommodation and Food Services Sectors in the activity centres (2011 to 2016)

	Retail Trade	Accommodation and Food Services	Total	Workforce Growth (2011-2016)	% of Total Workforce Growth (2011-2016)
Heidelberg AC	9	100	109	1,645	7%
Moonee Ponds AC	164	164	328	1,171	28%
Oakleigh AC	111	191	302	1,181	26%

Source: ABS Census of Population and Housing (2011 and 2016)

Changes in property prices

Changes in property prices reflect the strength and weakness of respective markets and it is no different in activity centres. Table 6.4 measures the change in median unit/apartment prices in the three suburbs in which the selected activity centres are based. Unit/apartment price is considered to be the relevant measure, as it is apartments that have been the primary dwelling type constructed in the three centres.

As is evident in Table 6.3, median unit/apartment price in the HAC and MPAC are higher than in the OAC and for Greater Melbourne. The rate of growth achieved over the 10 year period is slightly higher in the HAC and MPAC, than in the OAC and Greater Melbourne.

Table 6.4 Changes in Unit/Apartment Prices, 2006 to 2016

	Median Unit/Apartment Prices		Change (2006-2016)	
	2006	2016		
	$	$	%	% p.a.
Heidelberg	$332,500	$548,000	65%	5.1
Moonee Ponds	$310,000	$510,500	65%	5.1
Oakleigh	$349,000	$532,500	53%	4.3
Greater Melbourne	$305,000	$494,000	62%	4.9

Source: A Guide to Property Values, 2016 (Victorian Valuer General)

6.3 Specific Impacts at a Local Level

It is apparent from both field trips and stakeholder consultation that specific impacts and challenges exist at a local level that, although difficult to quantify, are shaping the direction of the selected activity centres.

Traffic Congestion and Car Parking

An almost universal concern, though less so in the OAC, is an increase in traffic congestion and difficulties in car parking. It is difficult to discern to what extent these difficulties are the result of more persons living in the activity centres, or whether it is a function of more persons visiting or working in the activity centres. It is likely to be a function of both.

It should be noted, ease (and cost) of car parking is generally cited as an issue in every activity centre whether they be large or small, or located in the city or in regional cities and towns.

The extent to which adequate parking is provided within residential apartment developments has been, and will be, much debated. There is a reasonable expectation however that most residents of apartment developments located within activity centres will move within the centre by foot, rather than by motor vehicle.

Concerns about traffic congestion and car parking were most significant in the MPAC, though specific parking and access issues were also identified in the HAC. These issues appeared to be less significant in the OAC.

Waste Removal and other Amenity Impacts

Deliveries to and from new dwellings located in the activity centres and, in particular, the issue of waste removal services was raised by stakeholders. This appears to be an emerging issue in that waste removal (as well as deliveries) is frequently undertaken from narrow access laneways behind developments, and often located just metres from neighbouring apartments and is said to cause noise concerns and disruption within the confined spaces.

Construction-related Impacts

Congestion, temporary removal of parking, noise, dust and other disruptive activities as a result of construction activities was cited by some stakeholders, particularly in the MPAC where the scale of current residential construction is most significant.

These negative construction impacts were said to offset any positive elements associated with additional residential development.

Positive Impacts of Residential Development

In addition to retail spending outcomes, the positive impact of additional residents in the activity centres was seen as providing new commercial and retail opportunities particularly in terms of the creation of a night time economy (eg. additional restaurants and bars that operate in the evenings) and the resultant increase in street-based activity, along with improvements in street level security and safety.

Increase in Council rates revenue

Increases in the number of residential dwellings and the number and scale of retail and commercial floorspace provides an increase in Council rate revenue which is used to cover the costs of increased Council services (such as waste removal, maintenance of local roads etc). Identifying the balance between rates revenues collected from new residential developments to the costs of providing specific council services to these properties was not possible during discussions with council officers, noting the complexities of municipal rates collection systems as well as rate capping (which limits rate revenues than can be collected).

Increased Demand for Open Space

Several stakeholders, including Council officers at the HAC and MPAC consultations, cited the need for additional 'pocket parks' or small areas of open space within the relevant activity centres to provide appropriate amenity, particularly with anticipated high levels of population growth within the activity centres.

The extent to which additional open space needs be provided is an open question, particularly in centres such as the MPAC and OAC where substantial areas of open space are located within, or adjacent to, the core areas of activity.

Increased demands on Council Services

As well as waste collection services and car parking, a range of Council provided services such as maternal healthcare, childcare, libraries, community and events centres, and active open space and sporting facilities are areas of consideration for activity centres where substantial residential growth is occurring.

Based on this study, and recent growth in the selected activity centres, it can be concluded that demand for a number of these services is likely to be limited. For example, population growth – particularly in the HAC and MPAC – has been concentrated in the 20 to 34-year old age group, with limited additional growth in persons of school age, suggesting that, to date, there is likely to be limited material demand for additional children-related infrastructure as a result of residential development within the centres.

This may change in the future, particularly in the MPAC where apartment development presently under construction is of significant scale as to produce potential substantive change.

To date, the impact of residential apartment development appears weighted towards increases in educated persons aged between 20 and 34, who are activity employed in white collar jobs. Arguably, this cohort draws less on Council provided services than other demographic cohorts.

6.4 Further Research

The extent to which activity centres – inner, middle and outer centres – can evolve and intensify such that they become major centres of population and employment, represents an open question in achieving the major metropolitan policy initiative of a more compact city.

To date there has been little time series analysis as to how activity centres are changing, as more intensive residential and non-residential is accommodated in centres, particularly those with convenient and established public transport infrastructure.

As is evident in this study, accurately measuring change over time is not always a simple process. Changes to geographical classification areas, and changes in the manner of data collection and presentation, means comparing 'like for like' over time can be difficult.

Even so, this report provides a basis on which future analysis can be undertaken to chart the ongoing evolution of three specific activity centres. For example, it is evident from the volume of residential construction activity presently underway or proposed in Moonee Ponds that the resident population in that centre will substantially increase by the time of the 2021 National Census of Population and Housing. The impact on the way the MPAC functions is likely to be transformative.

Accordingly, this report recommends that an ongoing longitudinal study be undertaken of the three selected activity centres to monitor and measure their ongoing evolution. This would include:

- Five year updates in line with the release of census information
- In depth analysis of socio-economic changes in the resident population
- Labour Force analysis
- Place of Work analysis, including if possible business counts (Note: business counts presently available at SA2 level)

- Ongoing stakeholder consultation.
- Particular areas of analysis and consultation should seek to establish and understand:
  - The extent to which the HAC medical facilities influence and connect with the primary retail area, and the extent to which medical professionals seek to reside in the HAC
  - The scale of population growth in the MPAC over the next 5 to 10 year period, and the impact this will have on basic Council services such as waste collection and open space.
  - Given significant anecdotal evidence concerning the mixed fortunes of traditional retail businesses in the MPAC, a broader business survey that catalogues the number of business, and attitudes about the centre is recommended. A second business survey should be undertaken approximately two years after the completion of the Mason Square developments to gauge the extent to which retail business change as a consequence of major concentrated population growth, and to gauge the change (if any) in business attitudes.
  - Additional research in the OAC should focus on the extent to which visitation to the centre (and Eaton Mall in particular) is captured from a broader regional and metropolitan market.