

Precinct 2:

Lancefield Rd



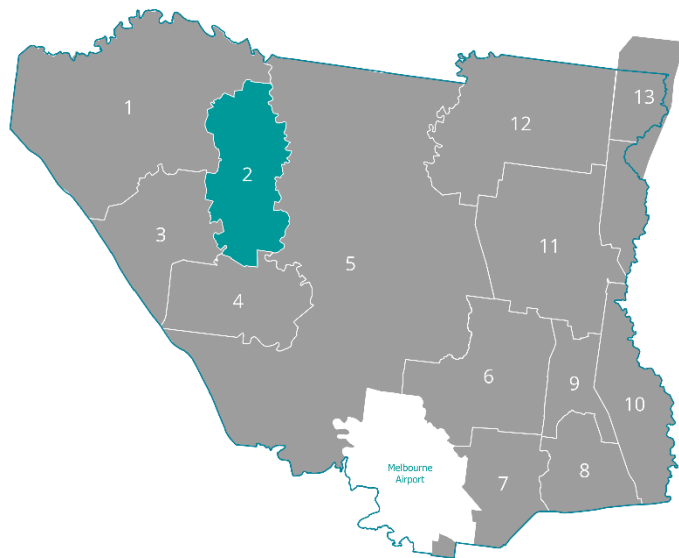
5,300¹ people



1,900 households



8.9% average annual grow rate



COMMUNITY PROFILE



Location and features: Lancefield Rd Precinct is largely framed by the twin creek corridors of Jacksons Creek and Emu Creek, with both Lancefield Road itself and the Melbourne-Bendigo Rail Line running roughly north-south. Lancefield Road forms the central spine to the Precinct and will be the primary connection when the Lancefield Rd Precinct Structure Plan (PSP)* areas are developed but will be a potential barrier to easy and safe movement east west, particularly when upgraded to 6 lanes. The Precinct is expected to slowly evolve from a rural-residential area into an urban community.



Household types (customer segmentations): The most common customer segmentation types in this Precinct are³:

- Gen X families with many children, living in metro-fringe areas, with high income (24% of households)
- Middle-aged, blue-collar couples living in outer-suburban/metro-fringe areas, with average income (17% of households)
- Older traditional families with older children, commuting from the metro-fringe with average to high incomes (14% of households)
- Younger blue-collar families with many children, living in new outer-suburban housing estates, with low to average income (14% of households).



Population characteristics: The median age of residents is 36 and the median weekly household income is \$1,935, above the Hume median of \$1,703. 'Parents & homebuilders' (aged 35-49 years) and 'older workers and pre-retirees' (aged 50-59 years) are the dominant age groups. In this Precinct, 27% of people are aged under 18 years, compared to 26% across Hume. Lone persons make up 19% of households.



Cultural diversity: More than four out of five residents (82%) were born in Australia and 15% were born overseas. The top overseas country of birth is England (3%). Almost nine in ten people (87%) speak mainly English at home and 8% use a language other than English. The top non-English languages used at home are Italian (1.4%) and Arabic (0.9%).

* A Precinct Structure Plan (PSP) is a land use and infrastructure plan to guide the development of an area over time. It sets out the intended future land uses, infrastructure and built form outcomes to be reflected by development applications. [Victorian Planning Authority, What is a Precinct Structure Plan?](#)

COMMUNITY PROFILE



Aboriginal and Torres Strait Islander people: There are 79 Indigenous persons, making up 1.5% of the population. This is higher than compared to Hume (0.8%) and Greater Melbourne (0.7%).



Education and employment: 54% of residents aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 26%, Advanced Diploma or Diploma: 12% and, Bachelor Degree or higher: 16%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is 66%. The top industries of employment are 'construction' (15%), 'retail trade' (12%) and 'health care and social assistance' (11%). Close to half of employed residents (46%) work within Hume. 9% of young people aged 15-24 years are not engaged in employment, education or training.



Health and Wellbeing: 6.2% of all residents have a disability. For those aged 0-64 years, the rate is 3.3%, lower than compared to Hume at 4.3%. However, for children aged 5-14 years, the rate of disability in the Precinct is higher (8.3%) when compared to Hume (4.8%). More than one third of residents (37%) have at least one long-term health condition, with the top three selected conditions being asthma (12.2%), mental health issues (11.5%) and arthritis (8.3%).



Community priorities and needs: New residents to this Precinct⁴ indicated that the services they need now and into the future are predominantly community services such as sports clubs/reserves, libraries, and leisure centres/pools. External service providers have stated there is sufficient capacity within existing service to meet the needs of the current community. Council should continue to engage with external service providers, to monitor service capacity and adequacy of services to respond to emerging community need.



Change in community profile: Over 5,300¹ residents live in this Precinct, with the number forecasted to grow to over 28,000² by 2041. 70% of new residents to the Precinct⁴ intend to stay in the area for over ten years or indefinitely, with 21% planning to stay five to ten years. The NHS shows that 'parents & homebuilders' (aged 35-49 years) and 'young workforce' (aged 25-34 years) are the dominant household types, couples without children are moving into the area. Forecasts indicate that the population will continue to predominantly be 'parents & homebuilders' (aged 35-49 years) group, with the fastest growth in the 25-34 years, 0-4 years, and 85+ years age groups.

Data Sources:

Australian Bureau of Statistics, 2021 Census - unless indicated otherwise, as noted below:

¹ Australian Bureau of Statistics, Estimated Resident Population, 2021

² Id, Hume City Population Forecasts, 2016-2041

³ Experian Mosaic Customer Segmentation Data, 2022

⁴ Hume City Council, New Household Survey, 2016-2020

KEY DRIVERS AND CONSIDERATIONS: COMMUNITY INFRASTRUCTURE



Growing and diverse community: There will be significant population growth for the next 20 years which will require an appropriate service delivery and infrastructure response to meet the growing demand. The growing population is anticipated to be more culturally diverse, as the new housing estates in Sunbury are attracting second and third generation residents from multicultural backgrounds.



Vulnerable and disadvantaged: A high proportion of the community are considered disadvantaged in the Goonawarra area. There will be a requirement to maintain services that support disadvantaged communities in highly accessible locations.



Changing community: The population profile in the Precinct is changing, with couples and families that are financially secure in their 30s and early 40s moving in who may not require early years services and/or are willing to travel to services in Sunbury that they know and already use.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Development: Hume's [Housing Diversity Strategy](#) has not identified any areas of increased density for this Precinct. Most growth is projected for the new urban areas under the Lancefield Road PSP area. There is a need to ensure the network of open space in the new areas under the Lancefield Road PSP connect to and service the older areas (Goonawarra and Rolling Meadows).



Urban Heat Vulnerability 2018: The majority of the Precinct has a high vulnerability to heat (4 out of 5). However, towards the south-west of the Precinct there is a lower vulnerability to heat (1-3).



Urban Forest: This Precinct has a low tree canopy coverage (<2%) with pockets of higher coverage (>20%) along Lancefield Road, towards The Nook and along the Skyline.



Conservation Value: The conservation values within this Precinct lie at The Nook and along The Skyline. This land contains Jacksons Creek waterhole and a significant amount of tree canopy coverage for the area. Grasslands along Jacksons Creek are also of conservation value.



Accessibility: Overall accessibility in this Precinct is good. 95% of new lots will be planned for within 400m of open space in the Lancefield Road PSP area. A Walk Score** is currently unavailable for this Precinct, but given the large area and larger lot sizes, lack of footpaths and lack of public transport services most activities would be undertaken by car, in order to access services available in Sunbury Central Precinct. All current households are within walkable access of current or planned open space, however improvements to footpath and shared path infrastructure should be considered to connect new and old Precincts together.

**A [Walk Score](#) is a number between 0 and 100 that measures the walkability of any address. A Walk Score close to 100 means that the address or suburb is not car dependant (errands do not require a car) while a score closer to 0 means that the suburb is very car dependant (errands require a car).