

Precinct 5:

Rural



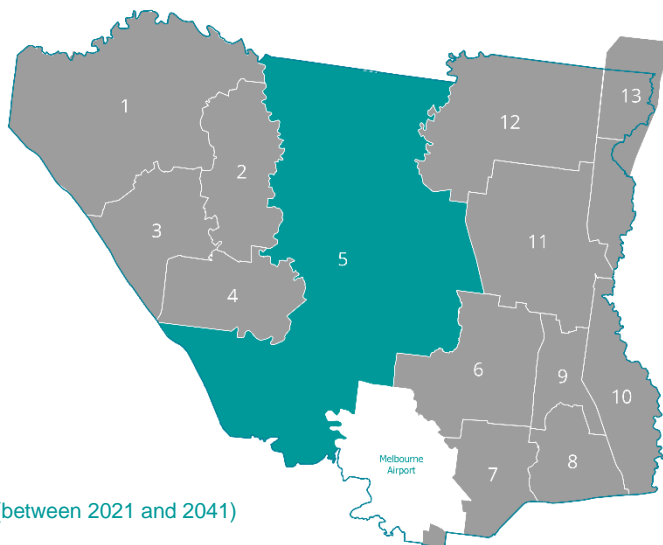
1,900¹ people



700 households



1.74% average annual grow rate² (between 2021 and 2041)



COMMUNITY PROFILE



Location and features: The Rural Precinct is in the centre of Hume and makes up around half the total area of the municipality. Whilst the surrounding Precincts have seen rapid and extensive population growth, the rural areas have largely remained the same despite experiencing a range of pressures. The township of Bulla represents a small, isolated pocket of existing urban development. The Precinct has an interface with the rural areas and relationship to the proposed Outer Metropolitan Ring Road, Bulla Bypass and the Melbourne Airport.



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

- Working in trades, middle-aged families owning acreages of land with large properties just outside the metro fringe (68% of households)
- Rural farmers and farm owners with below average income, living 10-40km away from the nearest town (13% of households).



Population characteristics: The median age of residents is 45 and the median weekly household income is \$1,931, 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, 20% of people are aged under 18 years, compared to 26% across Hume. Lone persons make up 15% of households.



Cultural diversity: 71% of residents were born in Australia and 19% were born overseas. The top overseas countries of birth are Italy (4%), Malta (1%), New Zealand (1%) and Croatia (1%). 70% of people speak mainly English at home and 19% use a language other than English. The top non-English languages used at home are Italian (4%), Arabic (3%) and Turkish (2%). Only 2% of people use another language at home and speak English 'not well' or 'not at all'.



Aboriginal and Torres Strait Islander people: There are 39 Indigenous persons, making up 2.1% of the population. This is higher than compared to Hume (0.8%) and Greater Melbourne (0.7%).

COMMUNITY PROFILE



Education and employment: 46% of residents aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 23%, Advanced Diploma or Diploma: 9% and, Bachelor Degree or higher: 14%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is 55%. The top industries of employment are 'construction' (21%), 'health care and social assistance' (10%), 'transport, postal and warehousing' (9%), and 'retail trade' (9%). Almost half of employed residents (47%) work within Hume. Only 3% of young people aged 15-24 years are not engaged in employment, education or training.

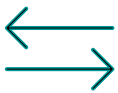


Health and Wellbeing: 5.5% of all residents have a disability. For those aged 0-64 years, the rate is 0.9%, much lower than compared to Hume at 4.3%. Three in ten residents (30%) have at least one long-term health condition, with the top three selected conditions being arthritis (9.4%), asthma (8.3%), and mental health issues (6.1%).



Community priorities and needs: Access to services in surrounding Precincts and facilities within the Bulla township that promote and enhance active participation and healthy living. The recent upgrade to the sports pavilion at the Bulla Recreation Reserve has provided the access to a modern facility with the capability of expanding services to the rural community. New residents to this Precinct⁴ indicate that the services they need now and into the future are predominantly community services such as libraries, leisure centres/pools, and sports clubs/reserves.

Compared to other Precincts, there were lower rates of respondents to Council's Community Indicators Survey⁵ who feel that there is a wide range of community and support groups in their area, that there is easy access to recreational and leisure facilities, and, that their neighbourhood has good facilities and services like shops, childcare, schools, libraries, etc.



Change in community profile: Around 1,900¹ residents live in this Precinct, with the number forecasted to grow to over 2,500 by 2041². From the small number of new households⁴ moving into the Precinct, 60% intend to stay in the area for over ten years or indefinitely. Population forecasts indicate that the community will continue to predominantly be the 'parents & homebuilders' (aged 35-49 years) group, with the fastest growth in the age groups 85+ years, and 5-9 years.

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

⁵ Hume City Council, Community Indicators Survey, 2016-2022

KEY DRIVERS AND CONSIDERATIONS: COMMUNITY INFRASTRUCTURE



Health and wellbeing: Opportunities to improve and maintain the health and wellbeing of the community in the next 5-10 years need to be explored. This includes maintaining and expanding access to health and wellbeing services and facilities/spaces.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Development: Bulla is a community that is between the major activity centres within Hume. It is transitioning from a rural service centre to a lifestyle location, less than 20 minutes from major services. There is a need to consider the wider role open space can play here, over and above a recreation destination for Bulla but also a respite area for travellers and a location for events and activities that serve a wider catchment.



Urban Heat Vulnerability 2018: Bulla and surrounds has a medium vulnerability to heat (3 out of 5), however becomes more vulnerable as it reaches higher density areas.



Urban Forest: Bulla has a predominantly high tree canopy coverage around 15–20%.



Conservation Value: The conservation values within this Precinct lie predominantly within School Lane Reserve and Bulla Recreation Reserve, behind the Bulla Hill (miniature) Railway, and Jacksons Creek – Glencoe Drive Reserve to the west of the Precinct.



Accessibility: This Precinct does not currently have any Walk Scores.* However due to the green wedge zone and rural living, most of this Precinct is highly dependent on cars. 40.4% of the properties in the Bulla and rural Precinct are within a 400m walkable catchment of open space. Currently, 87 lots in the township are outside 400m walk of current open space.

*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 very car dependant (errands require a car).