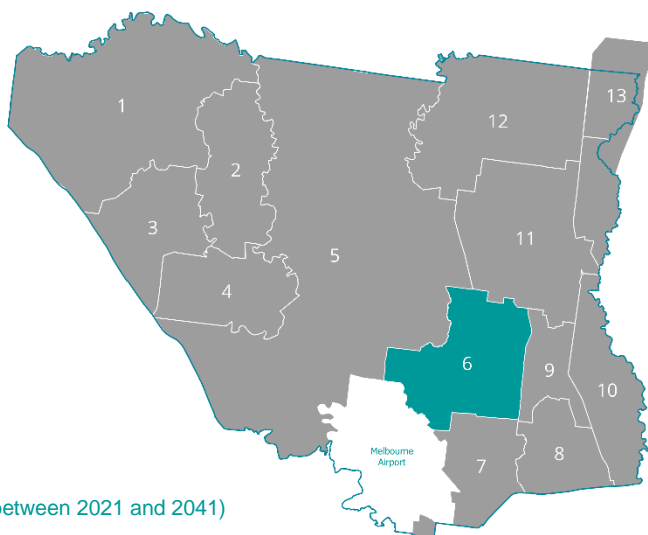


# Precinct 6: Greenvale



20,500<sup>1</sup> people



6,500 households



2.16% average annual grow rate<sup>2</sup> (between 2021 and 2041)

## COMMUNITY PROFILE



**Location and features:** The Greenvale Precinct has two distinct areas separated by Mickleham Road running north–south through the middle. The eastern section has established residential areas predominantly to the south, a major activity centre and the Greenvale Reservoir bordered by Aitken Boulevard and parkland. The western section is experiencing new residential development, which abuts the Green Wedge and the Woodlands Historic Park to the south of the Precinct.



**Household types (customer segmentations):** The most common customer segmentation types in this Precinct are<sup>3</sup>:

- Middle-aged, empty nester couples living in outer-suburban/metro-fringe areas, with above average income (31% of households)
- Middle-aged, traditional families with older children, owning large and expensive properties in outer-suburban areas with high income (23% of households)
- Young first-home-owner families with very young children, recently moved into new housing estates, with above average income (16% of households).



**Population characteristics:** The median age of residents is 34 and the median weekly household income is \$2,297, well above the Hume median of \$1,703. 'Parents & homebuilders' (aged 35-49 years) and 'young workforce' (aged 25-34 years) are the dominant age groups. In this Precinct, 25% of people are aged under 18 years, compared to 26% across Hume.



**Cultural diversity:** Almost two thirds of residents (64%) were born in Australia and 33% were born overseas. The top overseas countries of birth are Turkey (4%), Italy (4%) and Iraq (3%). Just over half of people (52%) speak mainly English at home and 44% use a language other than English. The top non-English languages used at home are Turkish (9%), Arabic (8%), and Italian (6%). Around 5% of people use another language at home and speak English 'not well' or 'not at all'.



**Aboriginal and Torres Strait Islander people:** There are 64 Indigenous persons, making up 0.3% of the population. This is less 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: 16%, Advanced Diploma or Diploma: 12% and, Bachelor Degree or higher: 26%), 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' (13%), 'retail trade' (11%), and 'health care and social assistance' (11%). Around two out of five employed residents (39%) work within Hume. 7% of young people aged 15-24 years are not engaged in employment, education or training.



**Health and Wellbeing:** 5.0% of all residents have a disability. For those aged 0-64 years, the rate is 2.0%, lower than compared to Hume at 4.3%. One quarter of residents (25%) have at least one long-term health condition, with the top three selected conditions being asthma (6.5%), arthritis (5.9%), and mental health issues (5.0%).



**Community priorities and needs:** New residents to the Precinct<sup>4</sup> indicate that the services they need now and into the future are predominantly community services such as leisure centres/pools, libraries and sports clubs/reserves. Primary schools, immunisation services and childcare are also of importance to new households<sup>4</sup> now and into the next five years. The need for such services was confirmed within the work undertaken for the development of the Greenvale West Community Centre and the delivery of a new primary school in 2020.

Compared to other Precincts, there are lower rates of respondents to Council's Community Indicators Survey<sup>5</sup> who feel that their neighbourhood has good facilities and services like shops, childcare, schools, libraries, etc.; that there is easy access to recreational and leisure facilities; and, that there is a wide range of community and support groups in their area. More respondents<sup>5</sup> also identified the following local issues for Council to address: Providing community services/facilities to meet demand/population growth/ Infrastructure, public transport services, recreation facilities, and library/learning centres.



**Change in community profile:** Over 20,500<sup>1</sup> residents live in this Precinct, with the number forecasted to grow to around 32,000<sup>2</sup> by 2041. Over half of new households<sup>4</sup> (56%) moving into the Precinct indicate they intend to stay in the area for over ten years or indefinitely and one fifth (19%) plan to stay for five to ten years. Forecasts indicate the population will continue to predominantly be 'parents & homebuilders' (aged 35-49 years) group, with the fastest growth in the 50 years and above age groups, as some of the 35-49 years age in place and new residents continue to move into the area over the next 10 to 15 years.

### Data Sources:

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

<sup>1</sup> Australian Bureau of Statistics, Estimated Resident Population, 2021

<sup>2</sup> Id, Hume City Population Forecasts, 2016-2041

<sup>3</sup> Experian Mosaic Customer Segmentation Data, 2022

<sup>4</sup> Hume City Council, New Household Survey, 2016-2020

<sup>5</sup> Hume City Council, Community Indicators Survey, 2016-2022

## KEY DRIVERS AND CONSIDERATIONS: COMMUNITY INFRASTRUCTURE



**Health and wellbeing:** There is a need to optimise current services and infrastructure to expand programs and activities that improve and maintain the health and wellbeing of the community. Services and programs aimed at residents aged 50 and above should be pursued in existing infrastructure.

## KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



**Urban Development:** Infill development is being undertaken under the Greenvale Central Precinct Structure Plan (PSP)\* and new open space is also being provided to meet the needs of new communities as the areas continue to develop. There is pressure on current sport facilities to expand (Greenvale Tennis Club and Barrymore Road soccer clubs in particular) due to growing population. A high proportion of dog owners means the area needs to provide suitable spaces for off lead and on lead dog play.



**Urban Heat Vulnerability 2018:** Greenvale has a medium to high vulnerability to heat with areas ranging between 3 and 4 out of 5 on the vulnerability scale.



**Urban Forest:** Greenvale has a high tree canopy coverage along Mickleham Road (<20%) and gets progressively lower as you reach the east of Greenvale (<2%). The tree canopy loss in Greenvale is high due to new development. The lot sizes here do not give the ability to save existing trees and trees are only being retained in the road reserve or parks. It is changing the character of Greenvale and increasing the areas vulnerability to urban heat.



**Conservation Value:** The conservation values within this Precinct lie predominantly within the Greenhaven Drive Reserve, parts of Greenvale Recreations Reserve (near Providence Road) and a small section of Yuroke Creek Reserve, near Adderley Drive.



**Accessibility:** Greenvale has a Walk Score\*\* of 21, where almost all errands require a car. 82.27% of the properties in the Greenvale Precinct are within a 400m walkable catchment of open space. However, 1465 lots are currently outside 400m walking distance. Most of the current walkable shortfall in Greenvale is due to the area undergoing development. Open space is planned for under the PSP process and therefore this shortfall is only short term. Most areas have proposed open space that will be available in the short to medium term to meet the local needs of these new residents.

\* 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?](#)

\*\* 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).