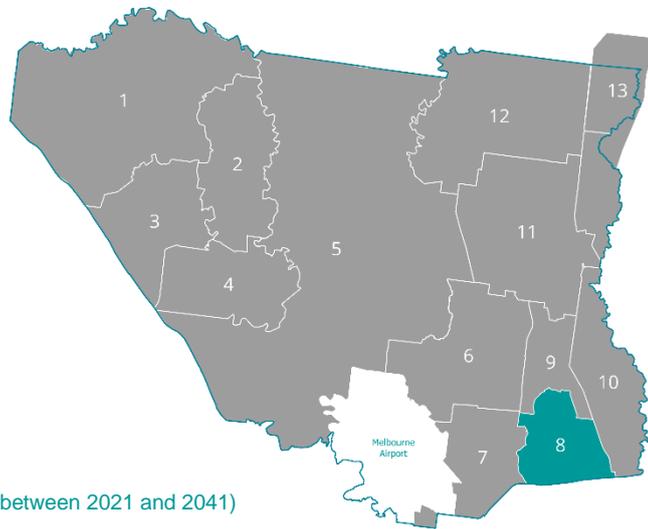


Precinct 8: Broadmeadows



28,000¹ people



10,000 households



1.54% average annual grow rate² (between 2021 and 2041)

COMMUNITY PROFILE



Location and features: The Broadmeadows Precinct consists of five diverse suburbs; Jacana, Broadmeadows, Dallas, the southern portion of Coolaroo and a small portion of Meadow Heights. Bounded by the Western Ring Road in the south, and Moonee Ponds Creek in the west and the Upfield railway line in the east. The Precinct includes Broadmeadows central and the Hume City Councils Main Administration Office.



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

- Multicultural families, sometimes single parents, living in outer-suburban areas with low income (68% of households)
- Multicultural older couples living in outer-suburban areas for a long time, with low income but high property value (23% of households).



Population characteristics: The median age of residents is 33 and the median weekly household income is \$1,148, well below the Hume median of \$1,703. Lone persons are the second dominant household type, making up 21% of households, much higher than the Hume rate of 16%. One parent families are also dominant, accounting for 17% of households, compared to 13% across Hume. '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: 44% of residents were born in Australia and 47% were born overseas. The top overseas countries of birth are Turkey (6%), Iraq (5%) and Lebanon (4%). Just over one quarter of people (28%) speak mainly English at home and three out of five people (60%) use a language other than English. The top non-English languages used at home are Arabic (17%), Turkish (12%) and Urdu (5%). Around 14% of people use another language at home and speak English 'not well' or 'not at all', much higher than compared to Hume overall at 8%.



Aboriginal and Torres Strait Islander people: There are 273 Indigenous persons, making up 1.0% of the population. This is slightly higher than compared to Hume (0.8%) and Greater Melbourne (0.7%).



Education and employment: Just over one in three residents (36%) aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 11%, Advanced Diploma or Diploma: 8% and, Bachelor Degree or higher: 17%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is low at 43% (compared to 59% for Hume). For those that are employed, the top industries of employment are 'health care and social assistance' (12%), 'construction' (11%), 'transport, postal and warehousing' (10%), and 'manufacturing' (10%). Around two out of five employed residents (42%) work within Hume. 14% of young people aged 15-24 years are not engaged in employment, education or training. This is higher compared to Hume (11%) and the second highest rate across all Precincts.



Health and Wellbeing: 10.3% of all residents have a disability (compared to 6.9% across Hume). For those aged 0-64 years, the rate is 4.7%, slightly higher than compared to Hume at 4.3%. Around three in ten residents (29%) have at least one long-term health condition, with the top three selected conditions being mental health issues (7.9%), arthritis (7.9%) and asthma (7.7%).



Community priorities and needs: New residents to the Precinct⁴ indicated that the services they need now are predominantly community services such as libraries, leisure centres/pools, and sports clubs/reserves. Preschool/kindergarten, childcare and playgroup are also of importance to new households within five years, more so for those living in Broadmeadows, Jacana and Dallas. While 'aged & disability' services are not identified as a high need by most new households surveyed across the Precinct, these services, together with senior citizens centres/clubs are identified as a need for those living in Coolaroo.

Compared to other Precincts, there are lower rates of Council's Community Indicators Survey respondents⁵ within the Broadmeadows Precinct who are satisfied with their overall health. Also compared to other Precincts, more respondents to the survey⁵ identified the following local issues for Council to address: 'Youth services and activities', and 'Aged, disability and respite services, activities or facilities.'



Change in community profile: Over 28,000¹ residents live in this Precinct, with the number forecasted to grow to around 38,000² by 2041. Just under two fifths (38%) of new residents to the Precinct⁴ intend to stay in the area for over ten years or indefinitely, and over one quarter (28%) are not sure how long they plan to stay. Forecasts indicate that the population will continue to predominantly be the 'parents & homebuilders' (aged 35-49 years) group, with the fastest growth in the age groups 70 years and over. It is noted that the different places within the Precinct are changing differently and at different paces, making place-based planning essential for the Broadmeadows Precinct.

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



Vulnerable and disadvantaged: Communities within this Precinct are considered to be some of the most socio-economic disadvantaged in metropolitan Melbourne, with high unemployment rates, humanitarian refugees and notable amount of developmentally vulnerable children, who are culturally diverse with comparatively low English proficiency.



Changing community: The community profile is not expected to change significantly, however, the community will age with compounding complex social issues. The demand and need to support healthy ageing, maintain capacity in existing services and facilities will be a priority over the next ten years.



Accessibility and inclusion: Access to services and community infrastructure (both from a physical and financial perspective) will be critical to supporting the diverse and multifaceted challenges this Precinct presents. Improving the ease of walkable catchments will increase access and respond to community need.



Health and wellbeing: Maintaining and improving services that support and improve health and wellbeing will be a priority into the future.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Development: High and moderate housing change in and around Broadmeadows will increase the demand for open space, especially as development continues to occur. Whilst there are Regional and District parks in close proximity, there are not enough local or neighbourhood parks to service current residents' everyday needs. The number of residents moving into this area will almost double in the next 10 years. There is a need to secure this land in the short term and develop it with the community in the medium to long term.



Urban Heat Vulnerability 2018: The area is identified as having high sensitivity to urban heat events, with a rating of 5 out of 5 in residential areas and 3 out of 5 in commercial and industrial areas.



Urban Forest: Broadmeadows has mostly 2-5% canopy cover. There are pockets of higher coverage along creek corridors, within existing reserves and within large undeveloped industrial lots.



Conservation Value: The conservation values within this Precinct lie predominantly within areas of scattered vegetation throughout Broadmeadows Valley Park, in particularly John Ilhan Memorial Reserve. Other areas of conservation value in Broadmeadows are Banksia Grasslands, Maygar Grasslands and Greybox Woodlands Reserve.



Accessibility: Broadmeadows is a car dependant Precinct, with a Walk Score* of 56. 84% of properties are within a 400m walkable catchment to open space, however, 1711 properties are not, which is the highest shortfall in the municipality of areas where there are no current proposals to address shortfall.

*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).