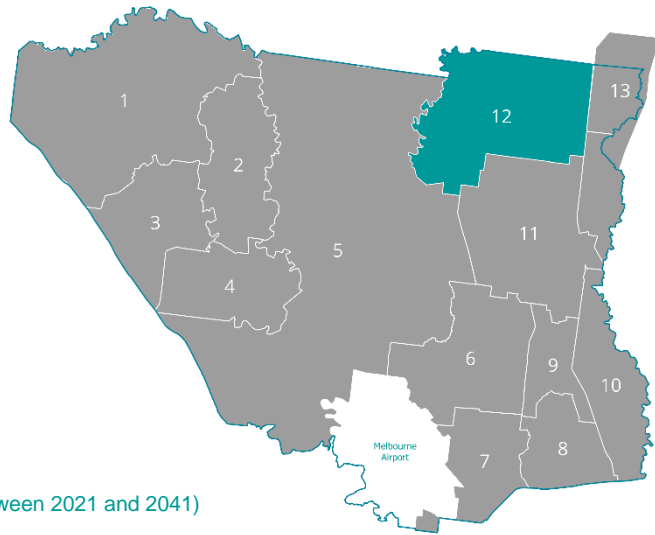


Precinct 12:

Merrifield



13,500¹ people



4,500 households



5.17% average annual grow rate² (between 2021 and 2041)

COMMUNITY PROFILE



Location and features: Merrifield Precinct was historically farm land, but is now characterised by strong population growth. Several housing estates are being development as part of the Merrifield West Precinct Structure Plan (PSP)* and the Linden Vale PSP, with plans of a business park to the east, on Donnybrook Road between Mickleham Road and Hume Highway. The western section is bounded by Oaklands Junction which has remains rural living and to the north is the Beveridge South West PSP which will be separated by Merrifield Park and the Outer Metropolitan Ring Road.



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

- Young first-home-owner families with very young children, recently moved into new housing estates, with above average income (74% of households)
- Middle-aged, empty nester couples living in outer-suburban/metro-fringe areas, with above average income (15% of households).



Population characters: The median age of residents is 29 and the median weekly household income is \$1,973, above the Hume median of \$1,703. 'Young workforce' (aged 25-34 years) and 'parents & homebuilders' (aged 35-49 years) are the dominant age groups. In this Precinct, 33% of people are aged under 18 years, compared to 26% across Hume. Lone persons make up 10% of households.



Cultural diversity: 49% of residents were born in Australia and 46% were born overseas. The top overseas countries of birth are India (17%), Iraq (7%), New Zealand (3%) and Philippines (3%). More than one third of people (37%) speak mainly English at home and 55% use a language other than English. The top non-English languages used at home are Punjabi (18%), Arabic (5%), Assyrian (4%) and Hindi (4%). Around 7% of people use another language at home and speak English 'not well' or 'not at all'.

* 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 90 Indigenous persons, making up 0.7% of the population. Similar to the rates for Hume (0.8%) and Greater Melbourne (0.7%).



Education and employment: 59% of residents aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 15%, Advanced Diploma or Diploma: 15% and, Bachelor Degree or higher: 29%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is 68%. The top industries of employment are 'health care and social assistance' (14%), 'transport, postal and warehousing' (13%), and 'construction' (11%). Around two out of five employed residents (42%) work within Hume. 12% of young people aged 15-24 years are not engaged in employment, education or training.



Health and Wellbeing: 3.1% of all residents have a disability. For those aged 0-64 years, the rate is 1.6%, much lower than compared to Hume at 4.3%. Less than one in five people (18%) have at least one long-term health condition, with the top three selected conditions being asthma (6.1%), mental health issues (4.6%) and diabetes (3.5%).



Community priorities and needs: New residents to the Precinct⁴ indicated that the services they need now and into the future are predominantly community services such as leisure centres/pools, libraries and sports clubs/reserves. Services or facilities that new households feel are missing or needed in their suburb include public transport and education infrastructure.

Compared to other Precincts, a lower proportion of respondents to Council's Community Indicators Survey⁵ feel that there are enough opportunities to participate in arts and related activities in their neighbourhood.



Change in community profile: Over 13,500¹ residents live in this Precinct, with the number forecasted to grow to around 37,000² by 2041. Almost half (48%) of new residents to the Precinct⁴ intend to stay in the area for over ten years or indefinitely, while 23% are not sure how long they intend to stay. Forecasts indicate that the population will continue to predominantly be the 'parents & homebuilders' (aged 35-49 years) group, with the fastest growth will be in the age groups 50 years and above, as some of the 35-49 year old 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:

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



Growing and diverse community: Mickleham has been one of the fastest growing communities in Australia, over the last five years. It has a higher percentage of under 18s and young people than other Precincts in Hume. Continued monitoring and localised service planning for this Precinct will be a priority to ensure that service delivery meets community need and expectation.



Changing community: The needs of the community will change at the same rate as the community grows. The demand for early year services and primary schools is currently high, though in the next 5+ years the demand for secondary and tertiary education and youth services will increase. The increase in the cultural diversity of the Precinct will require large meeting/gathering spaces to enhance neighbour and community connection.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Development: Development is currently being undertaken in accordance with the Merrifield West PSP and the Lindum Vale PSP.



Urban Heat Vulnerability 2018: Merrifield has a medium heat vulnerability (3 out of 5) to the north of the Precinct and a higher heat vulnerability (4 out of 5) to the south of the Precinct.



Urban Forest: Merrifield has low urban forest canopy at mainly less than 2%. Small pockets of 5-10% tree canopy can be found east of Rosehill Boulevard.



Conservation Value: Areas within the Merrifield Precinct that have conservation values mainly lie to the north of the Precinct in the Western Grasslands Nature Conservation Reserve, with both flora (red gums) and fauna values.



Accessibility: Due to the recent establishment of this Precinct, it does not yet have a Walk Score.** However, most errands within the Precinct would require a car until the neighbourhood activity centres are developed. 76.26% of Merrifield Precinct's properties are within a 400m walkable catchment of open space, while 1370 lots are not within a 400m walkable distance of open space. These lots are primarily on the fringes of the current development, and better connections should be planned to provide access to open space in the future.

**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).