



GREATER SHEPPARTON 2030

BACKGROUND and ANALYSIS REPORT NO. 1: DEMOGRAPHIC PROFILE

Adopted by Council at Ordinary Council Meeting on 3 October 2006

coomes consulting



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Knowledge Creativity Performance
 Engineering Surveying Planning Urban Design Landscape Architecture
 Sustainability and Environment Agribusiness Project Management

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Abbreviations / Acronyms

ABS	Australian Bureau of Statistics
CBD	Central Business District – Shepparton city centre
GSCC	Greater Shepparton City Council
CMA	Catchment Management Authority
DEWR	Department of Employment and Workplace Relations
DPI	Department of Primary Industries
DSE	Department of Sustainability and Environment
GB-CMA	Goulburn-Broken Catchment Management Authority
G-MW	Goulburn-Murray Water
Greater Shepparton	Refers to the whole municipality of Greater Shepparton
MSS	Municipal Strategic Statement
SIR	Shepparton Irrigation Region
Shepparton	Refers to the urban area of Shepparton only
VPPs	Victorian Planning Provisions
WFP	Whole Farm Plan

1 Introduction

1.1 Greater Shepparton 2030 – Process and Outcomes

The Greater Shepparton City Council and the Department of Sustainability and Environment have prepared *Greater Shepparton 2030*, a blueprint for building sustainable economic activity and maximising the quality of life in the municipality over the next 30 years.

This plan will update the previous City of Greater Shepparton Strategy Plan 1996 which formed the basis for the current Municipal Strategic Statement (MSS). The MSS is the local strategy component of the Greater Shepparton Planning Scheme.

A key element of the preparation of this plan was the integrated planning approach, and the process and extent of community engagement involving all stakeholders. This engagement was achieved from a number of initiatives to obtain a depth of understanding of issues from both technical and personal perspectives. The feedback from the community consultation assisted in the development of visions for the municipality.

The methods of community engagement included an open invitation for community representatives to attend a number of advisory groups. These workshops covered the specialist topics of:

- Environment
- Heritage and culture
- Community services
- Infrastructure
- Transport
- Business and tourism
- Agriculture
- Recreation and open space
- Youth

In addition, specific workshops were held to discuss the townships of:

- Congupna
- Dookie
- Katandra West
- Merrigum
- Mooroopna
- Murchison
- Shepparton
- Tallygaroopna
- Tatura
- Toolamba
- Undera

Specialist input was also received from single purpose workshops with Councillors, Council officers and Regional Development agencies.

A number of individual interviews were held with representatives of key statutory agencies. In addition to community engagement, the preparation of the strategy involved detailed research and investigation of the main issues.

Current and emerging issues are considered, ranging from global issues such as world economics, global warming, energy sources and population migration.

Domestic issues are considered, including changes to the horticultural and dairy industries, potential for new rural enterprises, water distribution, the highway bypass, changes to road and rail freight patterns, and community development and settlement patterns.

This report also provides a profile of the city and the forecast population projections.

The key land use and development principles that together form the basis of a functioning city are:

- People (Demographic Profile)
- Settlement and Housing
- Community Life
- Environment
- Economic development
- Infrastructure

This grouping generally reflects the land use and development principles embodied in State and local documents including the Victorian Planning Provisions (VPPs), the Greater Shepparton City Council Plan and Melbourne 2030.

Attachment 1 contains a complete list of topics, a key direction for each topic, and a list of themes within each topic, that together comprise the policy coverage of *Greater Shepparton 2030*.

There is a background and analysis report for each of the above topics. This grouping is for ease of description of related sub-topics and for implementation by various public and private agencies. It is recognised that, in practice, these principles are intrinsically interrelated in a holistic view of the municipality.

Greater Shepparton 2030 contains objectives, strategies, and implementation suggestions for each of these topics. These were derived from a set of overarching sustainability principles, which have also driven Greater Shepparton's Council Plan.

In addition, some of the topics will contain framework plans. A framework plan will spatially map the preferred form of future use and development.

In line with the sustainability outcomes sought for the long term, the plan will contain triple bottom line assessments of opportunities and challenges for land use planning, social planning and economic analysis. This analysis will identify priority projects which will be included in *Greater Shepparton 2030: In Summary*, a summary document for the Greater Shepparton City Council.

The outputs of this Strategy will consist of a number of corporate and strategic planning documents for the municipality, including the Municipal Strategic Statement. The implementation of the Actions listed in the Strategy Plan will be undertaken in the context of the constraints of the Strategic Resources Plan as contained in the Council Plan 2004-2008.

The total package of documents comprising the *Greater Shepparton 2030* is shown in Figure 1.

GREATER SHEPPARTON 2030

THE COMPONENTS OF GREATER SHEPPARTON 2030

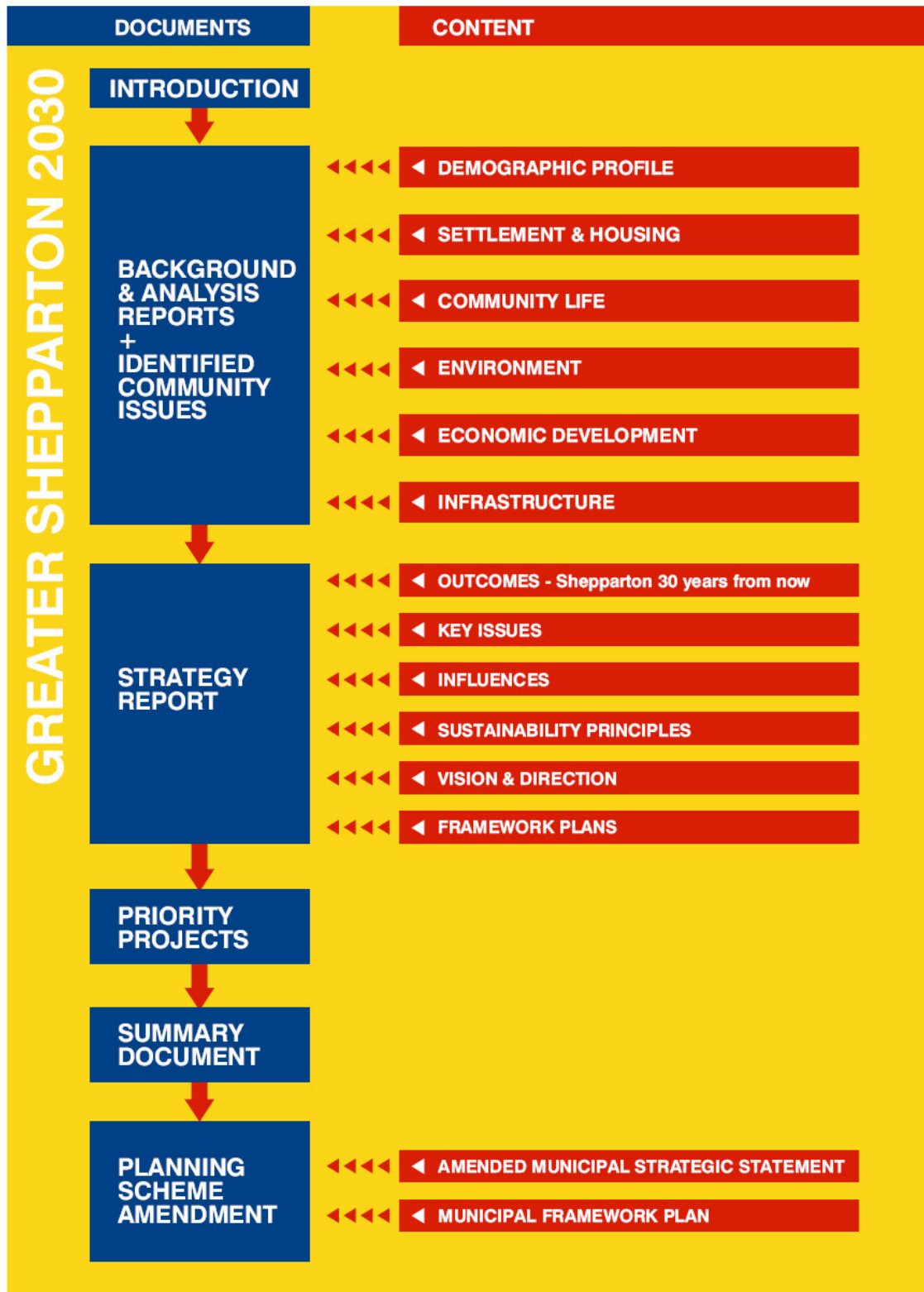


Figure 1: The Components of Greater Shepparton 2030

1.2 This Report – Demographic Profile

Greater Shepparton is situated in the heart of the Goulburn Valley in north central Victoria. The municipality covers around 2,422 square kilometres, and in 2004 had an estimated resident population of 60,403 people according to *Victoria in Future 2004* published by the Department of Sustainability and Environment.

Regarded as 'The Food Bowl of Australia', the wider Goulburn Valley region generates approximately 25% of Victoria's agricultural production. Greater Shepparton is characterised by a mix of urban and rural environments. The main population centres are Shepparton, Mooroopna, Tatura and Murchison.

Greater Shepparton has a significant indigenous community, reflective of the original settlement of the area. It also has an increasingly multi-cultural resident population with many eastern and southern Europeans settling in the region after World War II. Attracted by the temperate climate and fertile soils, these migrant communities established fruit and vegetable orchards. Over the last two decades, the majority of migrants to the region have come from the United Kingdom, New Zealand and the Netherlands. More recent migrants include people from the Middle Eastern countries who have settled within the municipality and Goulburn Valley region.

1.3 Structure of This Report

This report is divided into 8 sections:

Section 1 contains an introduction to the strategy plan, and a list of sustainability principles.

Section 2 contains population profiles of Greater Shepparton including age distribution, household sizes and income levels.

Section 3 contains labour force profiles including unemployment rates, industries of employment and journey to work patterns.

Section 4 contains a housing profile.

Section 5 contains detailed demographic profiles of the major townships, covering population, age distribution, income, place of birth and dwelling types.

Section 6 provides a commentary on the influences on the future composition of the population.

Section 7 contains ABS population and age distribution forecasts for the municipality to 2031.

Section 8 provides two growth rate scenarios and the implications for the areas of land designated for growth.

1.4 Sustainability Principles

There is widespread agreement that solving global problems means the adoption of policies and programmes that lead to sustainable development. Sustainable development is development that meets the needs of the present generation without compromising the ability of future generation to meet their needs.

Sustainability is not just an environmental consideration it has economic, social and environmental development perspectives and relevance.

The recently released statement of metropolitan planning policy – Melbourne 2030, has advanced a suite of principles as fundamental platforms to the attainment of sustainable development.

These principles, which start with sustainable practice, are equally applicable and relevant to the development of Greater Shepparton and are adopted as principles underpinning the strategy plan.

Principle	Outcome
Sustainability:	Sustainable economic, social and environmental development
Innovation:	Commitment to finding new solutions
Partnership and Inclusiveness:	Collaboration with others and considerations of their needs and aspirations
Leadership:	Leadership and encouragement of/in others
Equity:	Fairer access to benefits of growth and change
Adaptability:	Planning to change and being adaptable when faced with it
Integrated Planning:	Planning and implementation of actions undertaken through an integrated planning process

Knowledge Creativity Performance
Engineering Surveying Planning Urban Design Landscape Architecture
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2 Population Profiles

Population growth is often used as an indicator of the economic well being of a region. A healthy economy is able to retain and sustain existing residents whilst also attracting new residents to the region. For regional areas, this is particularly important because of the trend of rural to urban migration which has led to declining populations in many rural areas. Conversely, population growth stimulates the economy through increased demand for goods and services.

As at 30 June 2004, Greater Shepparton had an estimated resident population of 60,403 people. Along with most major regional Victoria cities, Greater Shepparton is predicted to grow strongly in both population and households over the 30 year projection period from 2001 to 2031. Growth is predicted to be above the Victorian average in all age groups, although the largest net increases will be in the older age ranges (*Victoria in Future 2004*, DSE 2004).

This chapter presents an examination of population trends in Greater Shepparton based on the 2001 Census of Population and Housing by the Australian Bureau of Statistics (ABS) and according to the three component statistical local areas (SLAs):

- Greater Shepparton Part A – Shepparton & Mooroopna urban centres
- Greater Shepparton Part B – East
- Greater Shepparton Part B – West

These SLA areas are shown in Attachment 2.

The chapter also provides information on the age profile of the population, average household sizes, population forecasts and income levels. Gaining an overall understanding of Greater Shepparton's population, both now and in the future, forms a basis for planning of housing developments, infrastructure, education and health services for the community.

2.1 Population Levels

Whilst the overall estimated resident population of the municipality has been updated since the previous Census, data based on the estimates by the ABS, as presented in the Regional Population Growth series (ref: 3218.0, 2001 – 2002) have been analysed for trends. The key observations from Table 1 are:

- In 2002 the majority of the population (77%) is concentrated in the Greater Shepparton C - Part A district; this includes the urban centres of Shepparton and Mooroopna. The eastern part of the municipality Greater Shepparton C – Part B comprises 7% of the population, whilst the western part is home to 16% of the population
- From 1996 to 2002, population levels of Greater Shepparton have been growing at a higher rate than regional Victoria and Victoria. Over this period, the average annual growth rate (aagr) for the municipality was 1.4%, compared to 0.9% for Regional Victoria, and 1.1% for Victoria as a whole
- Greater Shepparton C – Part A has experienced the strongest growth in population with an average annual growth rate of 1.8% over the 1996 – 2002 period, which is equivalent to an additional 4,570 residents. This was considerably higher than average annual growth rates for the western and eastern parts of the municipality

Table 1: Population Level and Growth, 1996-2002

	Gr Shepp C -Part A	Gr Shepp C -Part B East	Gr Shepp C -Part B West	Gr Shepp Total	Regional Victoria	Victoria	
Population Levels							
1996	41,140	4,190	8,850	54,180	1,276,880	4,560,160	
2001	44,880	4,090	9,190	58,160	1,333,100	4,804,730	
2002	45,710	4,090	9,220	59,020	1,348,440	4,872,540	
Population Growth							
1996 - 2002	persons pa	760	-20	60	810	11,930	52,060
	aagr	1.8%	-0.4%	0.7%	1.4%	0.9%	1.1%
2001-2002	persons pa	830	0	30	860	15,340	67,810
	aagr	1.8%	0.0%	0.3%	1.5%	1.2%	1.4%

Source: ABS, *Regional Population Growth*

Table 2 shows the population levels of the main urban centres in Greater Shepparton and the rate of population growth that the townships have experienced from 1996 to 2001. As expected, the Shepparton urban area (which does not equate to Greater Shepparton C – Part A) has had very high population growth (2.2% pa), and the townships of Dookie and Tatura have also experienced relatively high population growth compared to averages of Regional Victoria.

Table 2: Population Levels and Growth Rates for Towns in Greater Shepparton 1996/2001

	Census Population 1996	Census Population 2001	Average Annual Growth Rate 1996 - 2001
Shepparton	26,260	30,890	2.2%
Mooroopna	6,710	7,347	1.2%
Dookie	240	272	1.8%
Merrigum	470	493	0.7%
Murchison	700	707	0.1%
Tatura	2,880	3,162	1.3%

source: ABS *census of Population and Housing, 1996 and 2001*

In conclusion, although based on slightly different data and geographical areas, Table 1 and Table 2 illustrate that:

- population growth for Greater Shepparton since 1996 has been stronger than average for regional Victoria
- strongest population growth has occurred in urban centres, particularly in Shepparton
- population levels in some rural areas have declined; the trend of declining rural populations is in line with state and nation-wide trends.

2.2 Age Distribution

According to the 2001 *ABS Census for Population and Housing*, the age profile of Greater Shepparton is similar to the age profile of Regional Victoria and Victoria overall.

Table 3: Age Distribution 1991-2001

	Greater Shepparton		Regional Victoria		Victoria	
	1991	2001	1991	2001	1991	2001
0-14	25.2%	23.6%	24.2%	22.3%	22.1%	20.5%
15-24	15.6%	12.4%	15.4%	12.6%	16.2%	13.7%
25-39	23.2%	20.8%	22.5%	19.4%	24.1%	22.7%
40-59	21.7%	27.4%	21.5%	27.0%	22.4%	26.3%
60+	14.4%	15.7%	16.4%	18.8%	15.2%	16.8%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: *ABS Census of Population and Housing, 1991 and 2001*

The key observations from Table 3 are:

- In 2001 Greater Shepparton has relatively high proportion of young people (23.6% in the 0-14 age group), compared to Regional Victoria and Victoria
- In 2001 Greater Shepparton has a relatively smaller elderly population (15.7% in the 60+ age group) than Regional Victoria (18.8%) and Victoria (16.8%)

In comparing figures between the 1991 and 2001 Census for Greater Shepparton, the most significant change has been the increasing proportion of people aged between 40 and 59 years. In 1991, 21.7% of the population was aged between 40 and 59 years. In 2001, this age bracket comprised 27.4% of the population. This trend is mirrored across Regional Victoria and Victoria, and can be attributed to the ageing of the “baby boomers”. Over the next 20 years, Greater Shepparton is expected to experience an ageing population, which is likely to have significant implications for the delivery of health and community services. In response to the changing age demographics of the population, Greater Shepparton will have to continue to promote itself as an attractive location for first and second home buyers.

2.3 Household Size

Household size data often complements information about the age demographics of a population. In 2001, the average household size for Greater Shepparton was 2.7 people, similar to that for Regional Victoria (2.6 persons per household) and Victoria (2.7 pph). These figures are presented in Table 4.

Table 4: Mean Household Size 1991-2001

	1991	2001
Gr. Shepparton (C) - Pt A	2.8	2.6
Gr. Shepparton (C) - Pt B East	3.1	2.9
Gr. Shepparton (C) - Pt B West	3.0	2.7
Greater Shepparton Total	2.9	2.7
Regional Victoria	2.5	2.6
Victoria	2.3	2.7

Source: 1991 and 2001 ABS Census for Population and Housing

In 1991 the average household size in Greater Shepparton was 2.9 people. These figures show that there has been a decline in average household size, and this reflects wider societal and household formation trends. Declining household size will drive increases in households at a faster rate than the increase in total population and the implication of the trend is that there is a need to provide for new housing developments at a rate greater than shown population trends.

2.4 Income Levels

Data from the ABS Census for 2001 shows that households in Greater Shepparton have a higher median weekly income than Regional Victoria. In 2001, the median weekly household income for Greater Shepparton was \$700 - \$799, compared to \$600 - \$699 for Regional Victoria. This data is presented in Table 5.

Table 5: Household Income Indicator 2001

	Gr. Shepparton Part A	Gr. Shepparton Part B - East	Gr. Shepparton Part B - West	Gr Shepparton Total	Regional Victoria	Victoria
Median weekly Household income	\$600 - \$699	\$800 - \$999	\$700 - \$799	\$700 - \$799	\$600 - \$699	\$800 - \$999
Average per capita income Income	\$23,500	\$24,500	\$25,300	\$23,900	\$22,900	\$26,300

Source: ABS Census for Population and Housing, 2001

Differences in incomes across the study area are likely to be a reflection of a number of factors, namely; the economic activities in each local area, the returns to agriculture, locations of major employers, and other trends such as land and housing values.

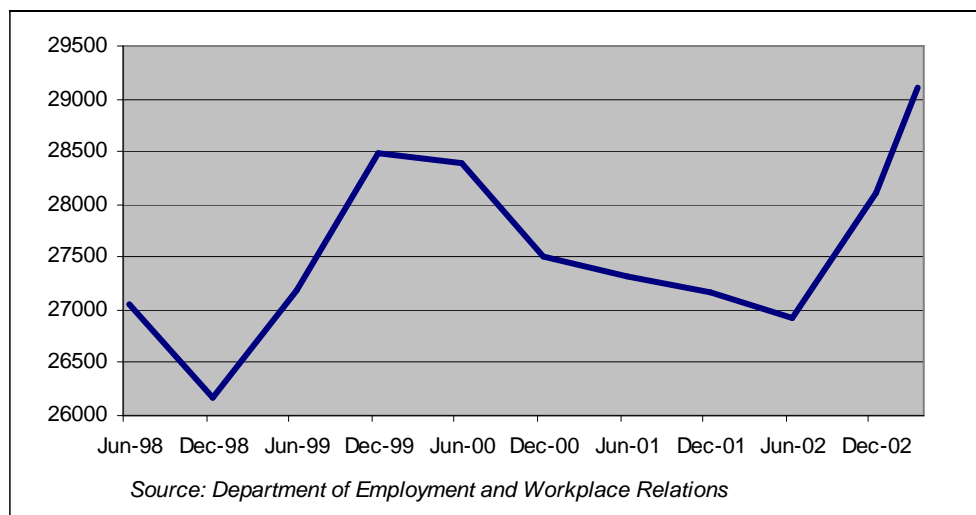
3 Labour Force and Employment

This chapter presents a summary of trends in the size of the labour force in Greater Shepparton and trends in the unemployment rate. The chapter also includes a description of the industry structure of employed residents, and details journey to work patterns.

3.1 Size of the Labour Force

Similar to population trends, the labour force provides a good indicator of the economic health of a region. When the economy is strong and the unemployment rate is low, the labour force tends to increase. This can be attributed to non labour force residents joining the labour force because of increased confidence in finding employment, or people migrating to the region in search of employment.

Figure 2: Labour Force for Greater Shepparton, June 1998 – December 2002



The Department of Employment and Workplace Relations (DEWR) publishes quarterly reports of labour force size and unemployment levels at a Statistical Local Area level. According to the March 2003 report, Greater Shepparton had a resident labour force of 29,100 people. The key observations from the report are:

- Over the five years between 1998 to 2003 the size of the labour force fluctuated, but overall, the size of the labour force increased
- Over the 12 month period from March 2002 to March 2003, Greater Shepparton experienced considerable growth in its labour force with an additional 1,820 people either employed or seeking employment.
- From March 2002 to March 2003 the average growth rate across the municipality was 6.5% per annum. This growth rate is considerably higher than averages for Regional Victoria (1.4%) and Victoria (2.0%)
- From March 2002 to March 2003 growth of the labour force was highest in Greater Shepparton C - Part A, with an additional 1,660 people joining the labour force (or 7.9% pa). It is assumed that the majority of this growth was concentrated in Shepparton and Mooroopna
- From March 2002 to March 2003 labour force growth rates for Greater Shepparton East and West were 0.7% and 3.3% respectively.

3.2 Unemployment Rates

Greater Shepparton had 1,879 people actively seeking employment which represents an unemployment rate of 6.5% (DEWR, March 2003). This is higher than the unemployment averages for Regional Victoria and Victoria at 5.9% and 5.7% respectively. Figure 3 shows that the unemployment rate fluctuated from June 1998 to June 2000 and since then has been steadily declining and converging to similar rates as Regional Victoria and Victoria.

Figure 3: Unemployment Rate

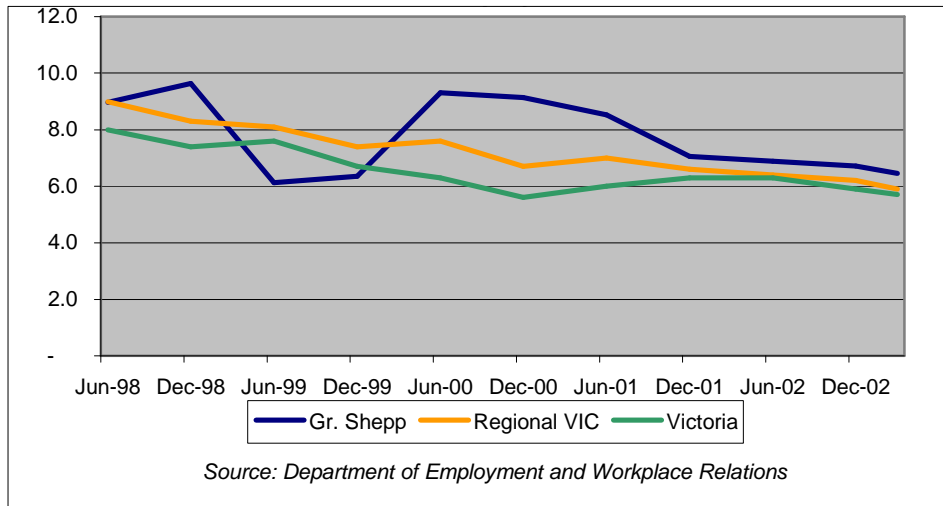


Table 6 shows the unemployment levels and rates across the three SLAs, for the period from June 1998 to March 2003. Over this period, Greater Shepparton Part A has a consistently higher rate of unemployment than the other two SLAs. This is normal, as large urban centres (eg Shepparton and Mooroopna) are more likely to experience higher unemployment levels than smaller townships. This is due to people, who are looking for work, migrating to the area because of increased employment opportunities associated with larger economies and also a higher provision of community job search facilities such as Centrelink.

Table 6: Unemployment Levels and Rates within Greater Shepparton 1998-2003

	Gr. Shepp - Part A		Gr. Shepp - Part B East		Gr. Shepp - Part B West		Gr. Shepparton	
	No.	%	No.	%	No.	%	No.	%
Jun-98	2,063	10	77	3.5	288	6.8	2,428	9.0
Dec-98	2,115	10.6	79	3.7	328	8	2,521	9.6
Jun-99	1,430	6.9	49	2.2	187	4.4	1,666	6.1
Dec-99	1,541	7.1	62	2.7	205	4.6	1,809	6.4
Jun-00	2,272	10.5	74	3.2	298	6.7	2,644	9.3
Dec-00	2,160	10.3	69	3.1	284	6.6	2,514	9.1
Jun-01	1,999	9.6	71	3.2	261	6.1	2,331	8.5
Dec-01	1,636	7.9	64	2.9	217	5.1	1,917	7.1
Jun-02	1,580	7.7	59	2.7	215	5.1	1,854	6.9
Dec-02	1,609	7.6	65	2.7	213	4.7	1,887	6.7
Mar-03	1,615	7.3	63	2.6	201	4.4	1,879	6.5

Source: Department of Employment, Workplace Relations and Small Business, Small Area Labour Markets Quarterly Reports

In comparing unemployment trends within the municipality the key difference include:

- Greater Shepparton Part A has a considerably higher unemployment rate than Greater Shepparton Part B East and Part B West. In March 2003, there were 1,615 people unemployed who lived in Greater Shepparton Part A, or 7.3% of the resident labour force.
- From June 1998 to March 2003, the average unemployment rate for Greater Shepparton Part A was 8.7%, whilst for Greater Shepparton Part B East and Part B West it was 3.3% and 5.7% respectively
- From June 2000 to June 2001, unemployment rates within each of the three SLAs increased. This corresponds with an overall uneasiness in the State and National economies because of September 11, collapse of Ansett and increasing world oil prices. The increase in unemployment also corresponds with a decrease in the labour force, indicating that either people moved out of the municipality to find employment elsewhere, or became discouraged and stopped looking for work.

Table 6 provides an examination of the geographical location of unemployment within Greater Shepparton, and although useful, in order to implement effective and targeted employment strategies a more comprehensive examination of unemployment is required. This could include an analysis of youth unemployment, hidden unemployment, underemployment and unemployment amongst minority and indigenous populations.

3.3 Industries of Employment for Resident Labour Force

Greater Shepparton's resident labour force is predominantly employed in the agricultural and manufacturing sectors, retail trade, and health and community services. Compared to averages for Regional Victoria, Greater Shepparton has a proportionately higher share of workers in agriculture, manufacturing, transport and storage, and retail trade.

Table 7: Residential Labour Force by Industry: 2001

	Gr. Shepp Part A (%)	Gr. Shepp Part B - East (%)	Gr. Shepp Part B - West (%)	Gr. Shepp (%)	Regional Vic (%)	Victoria (%)
Agric, Forestry and Fishing	6.6%	32.5%	30.5%	12.5%	11.2%	3.5%
Mining	0.1%	0.2%	0.1%	0.1%	0.4%	0.2%
Manufacturing	16.5%	10.3%	14.9%	15.7%	13.4%	15.3%
Elect, Gas and Water	1.3%	0.8%	2.6%	1.4%	1.1%	0.6%
Construction	6.3%	5.4%	4.3%	5.9%	6.7%	6.6%
Wholesale Trade	5.9%	5.4%	5.0%	5.7%	4.4%	5.6%
Retail Trade	18.7%	11.3%	10.5%	16.8%	15.3%	14.8%
Accomm, Cafes and Rest.	3.5%	1.9%	2.6%	3.3%	4.9%	4.3%
Transport and Storage	4.1%	3.5%	2.7%	3.8%	3.5%	3.8%
Communication Services	1.2%	1.1%	0.7%	1.1%	1.3%	2.0%
Finance and Insurance	2.5%	1.1%	1.0%	2.1%	2.0%	3.9%
Property and Bus. Services	6.8%	5.2%	5.4%	6.4%	6.6%	11.4%
Govt Admin and Defence	2.1%	1.7%	1.1%	1.9%	3.3%	3.0%
Education	6.8%	7.0%	4.6%	6.5%	7.5%	7.1%
Health and Comm. Services	11.0%	9.4%	7.7%	10.4%	10.8%	9.7%
Cultural and Rec. Services	1.4%	0.4%	1.2%	1.3%	2.0%	2.6%
Personal and Other Services	3.1%	1.7%	2.9%	3.0%	3.4%	3.3%
Not Classified	0.6%	0.0%	0.3%	0.5%	0.5%	0.6%
Not Stated	1.6%	1.5%	2.0%	1.6%	1.8%	1.8%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

source: ABS Census of Population and Housing, 2001

Table 7 shows the distribution of Greater Shepparton's resident workforce by industry type. However, these figures do not imply that the labour force is necessarily employed in jobs that are located in the municipality.

In comparing districts within the municipality key observations are:

- In Greater Shepparton Part B East and Part B West over 30% of the labour force is employed in the agriculture sector, whereas in Greater Shepparton Part A only 6.6% of the population is employed in this sector
- Detailed data from townships shows that in Shepparton and Mooroopna, Tatura and Merrigum a significant proportion of the labour force is employed in the manufacturing industry (21.4%, 17.3%, 24.5% respectively)
- In Shepparton and Mooroopna over 11% of the labour force works in health and community services. This confirms the importance of Shepparton as a leading provider of health services in the municipality and in the region
- In Greater Shepparton Part A the higher proportion of the labour force employed in the retailing (18.7%) shows the concentration of retail facilities in Shepparton and Mooroopna.

3.4 Journey to Work Patterns

Journey to work figures can be used to show the locations of jobs held by residents in Greater Shepparton. Table 8 provides an indication of commuting patterns, both within the municipality and to neighbouring regions. The data indicates that Greater Shepparton is able to provide employment for the majority (95%) of its resident labour force. This is partly due to its strong and diverse economy and the importance of Shepparton City as a source of employment for the region.

The majority of people (93.5%) who live in Greater Shepparton Part A also work there, whilst in Greater Shepparton Part B East and Part B West, over 30% of workers commute to Greater Shepparton Part A for work. This shows the important economic role of the Shepparton and Mooroopna urban centres. It also shows that people are choosing to live in smaller towns as an attractive and affordable lifestyle choice, and commute into Shepparton and Mooroopna for work.

Table 8: Journey to Work 2001

Destination :	origin:			
	Gr Shepp Part A	Gr Shepp Part B - East	Gr Shepp Part B - West	Greater Shepparton
Total Loddon	20	10	0	30
Campaspe (S) - Kyabram	170	10	270	450
Gr. Shepparton (C) - Pt A	15,350	1,050	970	17,370
Gr. Shepparton (C) - Pt B East	190	680	0	870
Gr. Shepparton (C) - Pt B West	880	40	2,170	3,090
Moira (S) - West	210	60	0	270
other	210	60	120	390
Total Goulburn	17,010	1,900	3,540	22,450
Wangaratta Central	20	0	0	20
Other	10	0	0	10
Total Ovens-Murray	30	0	0	30
Total Mallee	10	3	3	16
% labour force employed w ithin district of residence	93.5%	38.5%	69.1%	94.8%
% of labour force employed w ithin Gr Shepparton	96.3%	93.0%	88.7%	94.8%

Source: ABS Census for Population and Housing, 2001

4 Housing Profile

The typical house type in the municipality is a detached house (90%) on a large lot. Only 4.3% of the stock comprises flats or units.

House prices in the Greater Shepparton area are amongst the highest in regional Victoria outside of the Bellarine Peninsula and the Surf Coast.

Table 9: Review of Median Prices for Residential Land, Greater Shepparton

Accommodation type	Median price in \$
House	\$192,000
Unit/ apartment	\$169,000
Vacant block	\$ 87,000
Number of house sales	765

Source: "Know Your Town" DSE, 2004

The municipality also has relatively high proportions of publicly rented housing (5.2%) and privately rented housing (20.4%) compared to the regional Victoria average (3.9% and 16.6% respectively).

The largest concentration of public housing is at Parkside Estate, Shepparton and the neighbouring areas.

5 Town Profiles

This chapter provides summary demographic profiles for each of the main towns in Greater Shepparton. These towns include: Shepparton (city/urban area), Mooroopna, Tatura, Murchison, Merrigum and Dookie. Comparison statistics for Regional Victoria and Victoria are also provided. The information contained in these profiles was obtained from the 2001 ABS Census of Population and Housing.

5.1 Shepparton

Table 10: Demographic Features: Shepparton city/urban area

	Shepparton City	Regional Victoria	Victoria
<u>Population Indicators</u>			
Census Population Count in 2001	30,890	1,358,650	4,872,540
Average population growth rate pa 1996 - 2001	2.2%	1.0%	1.3%
<u>Income Indicators</u>			
Average Per Capita Income (\$)	23,700	22,900	26,300
Individual Income - % of persons earning \$800+ a week	13.8%	13.6%	18.8%
Average household size	2.7	2.6	2.7
<u>Age Distribution</u>			
0-14	23.5%	22.3%	20.5%
15-24	13.2%	12.6%	13.7%
25-39	21.7%	19.4%	22.7%
40-59	25.7%	27.0%	26.3%
60+	15.9%	18.8%	16.8%
<u>Place of Birth</u>			
Australia	84.2%	84.6%	70.6%
Major English Speaking Countries Born	3.1%	4.9%	6.6%
Other OS Born	12.7%	10.4%	22.9%
<u>Dwellings</u>			
% of Occupied Dwellings	93.0%	85.7%	90.4%
% of Unoccupied Dwellings	7.0%	14.3%	9.6%
<u>Dwelling Type</u>			
% of detached dwellings	85.5%	88.9%	78.6%
% of semi detached dwellings	4.8%	3.3%	8.4%
% of units/apartments	6.9%	5.9%	12.0%
% of other dwellings	2.8%	1.9%	1.1%

Source: ABS Census of Population and Housing, 2001

The key features to note about the population of Shepparton:

- From 1996 to 2003 Shepparton has experienced higher population growth rates than other urban centres in the municipality, and higher than averages for Regional Victoria and Victoria.
- Shepparton has a relatively young population and high proportion of people of working age
- Shepparton is a multicultural city. It has a higher proportion of residents who were born overseas when compared to Regional Victoria
- The average household size in Shepparton is higher than the average for Regional Victoria and Victoria
- Per capita income levels are higher than the average for Regional Victoria
- The proportion of unoccupied dwellings is considerably less in Shepparton than averages for Regional Victoria. This indicates a strong housing market, and also could reflect the location of holiday homes in other parts of Victoria
- The proportion of semi detached dwellings and units/apartments are higher than for Regional Victoria, which reflects Shepparton's status as a regional centre offering a range of housing types

5.2 Mooroopna

Table 11: Demographic Features: Mooroopna

	Mooroopna	Regional Victoria	Victoria
<u>Population Indicators</u>			
Census Population Count in 2001	7,347	1,358,650	4,872,540
Average population growth rate pa 1996 - 2001	1.2%	0.96%	1.25%
<u>Income Indicators</u>			
Average Per Capita Income (\$)	22,200	22,900	26,300
Individual Income - % of persons earning \$800+ a week	11.5%	13.6%	18.8%
Average household size	2.59	2.62	2.68
<u>Age Distribution</u>			
0-14	23.8%	22.3%	20.5%
15-24	13.7%	12.6%	13.7%
25-39	22.9%	19.4%	22.7%
40-59	24.4%	27.0%	26.3%
60+	15.2%	18.8%	16.8%
<u>Place of Birth</u>			
Australia	88.0%	84.6%	70.6%
Major English Speaking Countries Born	3.1%	4.9%	6.6%
Other OS Born	8.9%	10.4%	22.9%
<u>Dwellings</u>			
% of Occupied Dwellings	95.1%	85.7%	90.4%
% of Unoccupied Dwellings	4.9%	14.3%	9.6%
<u>Dwelling Type</u>			
% of detached dwellings	81.6%	88.9%	78.6%
% of semi detached dwellings	14.6%	3.3%	8.4%
% of units/apartments	1.3%	5.9%	12.0%
% of other dwellings	2.5%	1.9%	1.1%

Source: ABS Census of Population and Housing, 2001

The key features to note about the population of Mooroopna:

- Average population growth in Mooroopna over the 1996-2001 period has been 1.2%pa which is higher than the average for Regional Victoria (0.96%), but lower than the average for Shepparton (2.2%)
- Mooroopna has a relatively young population and relatively high proportion of people of working age
- Mooroopna has lower income levels than in Shepparton and when compared with Regional Victoria and Victorian averages. Only 11.5% of the population earn more than \$800 per week
- Mooroopna has a smaller average household size than in Shepparton
- The proportion of unoccupied dwellings is considerably lower than in Shepparton and Regional Victoria.

5.3 Tatura

Table 12: Demographic Features: Tatura

	Tatura	Regional Victoria	Victoria
Population Indicators			
Census Population Count in 2001	3,162	1,358,650	4,872,540
Average population growth rate pa 1996 - 2001	1.3%	0.96%	1.25%
Income Indicators			
Average Per Capita Income (\$)	23,100	22,900	26,300
Individual Income - % of persons earning \$800+ a week	13.9%	13.6%	18.8%
Average household size	2.58	2.62	2.68
Age Distribution			
0-14	21.8%	22.3%	20.5%
15-24	12.0%	12.6%	13.7%
25-39	20.8%	19.4%	22.7%
40-59	23.6%	27.0%	26.3%
60+	21.7%	18.8%	16.8%
Place of Birth			
Australia	82.2%	84.6%	70.6%
Major English Speaking Countries Born	3.3%	4.9%	6.6%
Other OS Born	14.6%	10.4%	22.9%
Dwellings			
% of Occupied Dwellings	89.6%	85.7%	90.4%
% of Unoccupied Dwellings	10.4%	14.3%	9.6%
Dwelling Type			
% of detached dwellings	85.8%	88.9%	78.6%
% of semi detached dwellings	3.1%	3.3%	8.4%
% of units/apartments	9.6%	5.9%	12.0%
% of other dwellings	1.5%	1.9%	1.1%

Source: ABS Census of Population and Housing, 2001

The key features to note about the population of Tatura:

- Population growth rates in Tatura from 1996 – 2001 have been higher than the average for Regional Victoria
- Tatura residents have similar per capita incomes to residents from Shepparton
- In Tatura there is a higher proportion of elderly people (21.7%) than in Shepparton (15.9%) and Mooroopna (15.2%)
- The resident population is multi-cultural with approximately 17% of the population being born overseas
- Tatura's average household size (2.58 persons) is smaller than average household sizes for Regional Victoria (2.62 persons) and Victoria (2.68 persons). This could be attributed to the higher proportion of elderly residents who live in the town who are more likely to live alone or in couples
- Proportion of unoccupied dwellings is considerably higher than Shepparton City and Mooroopna, but lower than average for Regional Victoria

5.4 Murchison

Table 13: Demographic Features: Murchison

	Murchison	Regional Victoria	Victoria
<u>Population Indicators</u>			
Census Population Count in 2001	707	1,358,650	4,872,540
Average population growth rate pa 1996 - 2001	0.1%	0.96%	1.25%
<u>Income Indicators</u>			
Average Per Capita Income (\$)	19,600	22,900	26,300
Individual Income - % of persons earning \$800+ a week	6.7%	13.6%	18.8%
Average household size	2.36	2.62	2.68
<u>Age Distribution</u>			
0-14	19.5%	22.3%	20.5%
15-24	9.4%	12.6%	13.7%
25-39	15.2%	19.4%	22.7%
40-59	25.3%	27.0%	26.3%
60+	30.6%	18.8%	16.8%
<u>Place of Birth</u>			
Australia	84.4%	84.6%	70.6%
Major English Speaking Countries Born	5.0%	4.9%	6.6%
Other OS Born	10.6%	10.4%	22.9%
<u>Dwellings</u>			
% of Occupied Dwellings	90.9%	85.7%	90.4%
% of Unoccupied Dwellings	9.1%	14.3%	9.6%
<u>Dwelling Type</u>			
% of detached dwellings	87.5%	88.9%	78.6%
% of semi detached dwellings	0.0%	3.3%	8.4%
% of units/apartments	6.4%	5.9%	12.0%
% of other dwellings	6.1%	1.9%	1.1%

Source: ABS Census of Population and Housing, 2001

The key features to note about the population of Murchison:

- From 1996 to 2001, Murchison had considerably lower population growth rate (0.1%) than other urban centres in Greater Shepparton, for example Tatura (1.3%) and Merrigum (0.7%)
- Murchison has a lower average per capita income rate (\$19,600 per annum), compared with all other towns in Greater Shepparton and averages for Regional Victoria
- Murchison's average household size is smaller than other urban centres in Greater Shepparton
- There is a significantly large proportion of elderly people in the town
- The proportion of unoccupied dwellings is high

5.5 Merrigum

Table 14: Demographic Features: Merrigum

	Merrigum	Regional Victoria	Victoria
Population Indicators			
Census Population Count in 2001	493	1,358,650	4,872,540
Average population growth rate pa 1996 - 2001	0.7%	0.96%	1.25%
Income Indicators			
Average Per Capita Income (\$)	20,300	22,900	26,300
Individual Income - % of persons earning \$800+ a week	6.9%	13.6%	18.8%
Average household size	2.67	2.62	2.68
Age Distribution			
0-14	24.4%	22.3%	20.5%
15-24	13.2%	12.6%	13.7%
25-39	18.9%	19.4%	22.7%
40-59	27.3%	27.0%	26.3%
60+	16.1%	18.8%	16.8%
Place of Birth			
Australia	83.1%	84.6%	70.6%
Major English Speaking Countries Born	3.2%	4.9%	6.6%
Other OS Born	13.6%	10.4%	22.9%
Dwellings			
% of Occupied Dwellings	97.2%	85.7%	90.4%
% of Unoccupied Dwellings	2.8%	14.3%	9.6%
Dwelling Type			
% of detached dwellings	97.7%	88.9%	78.6%
% of semi detached dwellings	0.0%	3.3%	8.4%
% of units/apartments	0.0%	5.9%	12.0%
% of other dwellings	2.3%	1.9%	1.1%

Source: ABS Census of Population and Housing, 2001

The key features to note about the population of Merrigum:

- Over the 1996 – 2001 period, population growth has been relatively small compared with the average for Regional Victoria
- Low income levels
- A relatively young population with a high proportion of people aged under 15
- Proportion of unoccupied dwellings is very low

5.6 Dookie

Table 15: Demographic Features: Dookie

	Dookie	Regional Victoria	Victoria
<u>Population Indicators</u>			
Census Population Count in 2001	272	1,358,650	4,872,540
Average population growth rate pa 1996 - 2001	1.8%	0.96%	1.25%
<u>Income Indicators</u>			
Average Per Capita Income (\$)	24,000	22,900	26,300
Individual Income - % of persons earning \$800+ a week	16.3%	13.6%	18.8%
Average household size	2.56	2.62	2.68
<u>Age Distribution</u>			
0-14	23.2%	22.3%	20.5%
15-24	18.9%	12.6%	13.7%
25-39	14.2%	19.4%	22.7%
40-59	25.3%	27.0%	26.3%
60+	18.5%	18.8%	16.8%
<u>Place of Birth</u>			
Australia	90.0%	84.6%	70.6%
Major English Speaking Countries Born	2.4%	4.9%	6.6%
Other OS Born	7.6%	10.4%	22.9%
<u>Dwellings</u>			
% of Occupied Dwellings	91.6%	85.7%	90.4%
% of Unoccupied Dwellings	8.4%	14.3%	9.6%
<u>Dwelling Type</u>			
% of detached dwellings	96.9%	88.9%	78.6%
% of semi detached dwellings	0.0%	3.3%	8.4%
% of units/apartments	0.0%	5.9%	12.0%
% of other dwellings	3.1%	1.9%	1.1%

Source: ABS Census of Population and Housing, 2001

The key features to note about the population of Dookie:

- Higher per capita income than other urban centres within the municipality
- Population growth rate was stronger than the averages for Regional Victoria and Victoria
- High proportion of residents are of a working age

6 Influences on the Future Composition of Greater Shepparton

Section 7.0 of this report provides population projections for the municipality. However it is acknowledged that projections can be quickly outdated depending on a number of influences on population growth and composition. These issues may be global or national factors such as:

- The national immigration policy and the potential for immigration laws to become more restrictive, or expansive. Australia currently has a policy for accepting skilled migrants in a number of employment sectors. Australia is viewed as a politically stable country with growth prospects, relative to many countries that have developing or fluctuating economies and/or political uncertainty or persecution. Migrants will also be attracted to Australia if their ethnic community is already represented in the migrant population.
- International and regional trade agreements that will impact on the ability of Australia to grow food exports, which will influence the type and process of food production and distribution and the human skills required to provide this.
- A return to smaller communities and the perceptions of danger in larger cities. The global threats of terrorism and the perceived degeneration of living in highly populated large cities may create a shift to smaller more integrated communities, outside the State capitals. Towns may provide such a feeling of community empowerment and involvement.
- The cost of housing and education in major Australian cities may be a contributing factor to falling birth rates. Given that these costs are major components of a family's budget, the regional centres with their other lifestyle attraction may look competitive.
- The knowledge based global economy makes borders irrelevant in many instances. Together with access to reliable communication infrastructure, skilled people are more flexible and not linked to a fixed office/workplace.
- Innovations in high speed transport to remote regional areas will allow populations to live in small regional communities but retain access to the larger facilities and services in the capital cities.
- A longer healthier retirement will see many 'lifestyle' retirees making a "sea change" to areas with good local facilities, pleasant weather and opportunities for leisure and part time employment.

The publication "Regional Matters: An Atlas of Regional Victoria" (2003) has identified a number of themes that are likely to impact on rural and regional Victoria in the future.

These trends provide a benchmark against which to assess the City of Greater Shepparton. The issues identified are:

- Regional growth and population change in parts of Victoria
- Ageing
- The changing face of agriculture
- Declining household size
- Skills in the workforce

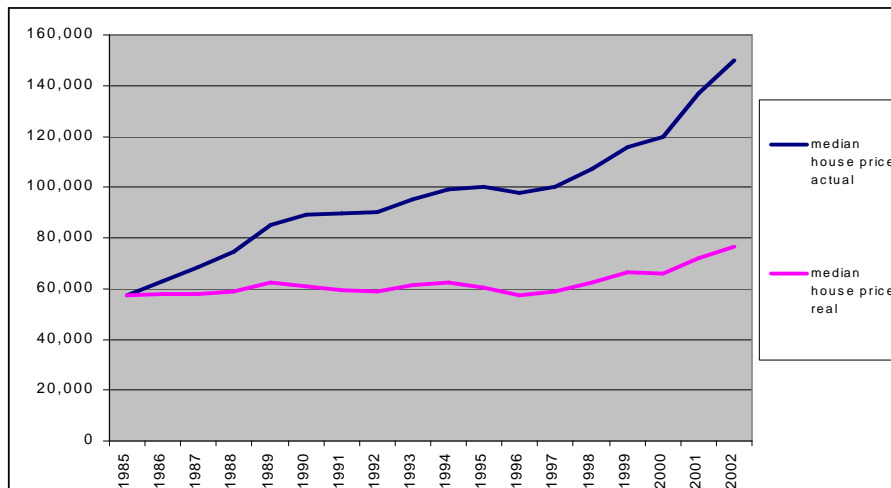
6.1 Regional Growth and Population Change

Greater Shepparton has not experienced the stagnation or population decline as much of rural and regional Victoria has over the last fifty years. Its population has consistently grown in the post war period, and its unemployment rate is lower than other major cities in Victoria outside of Melbourne.

This indicates that the municipality's economic base has been able to withstand events such as the restructuring of agriculture that started in the 1960s and changing mobility patterns, although there is no guarantee that this will continue.

This relative success is also reflected in median house prices for Greater Shepparton area which are in the first quartile of house prices in regional Victoria, and which have risen faster than inflation especially over the last four years.

Figure 4: Comparison of median house prices, Greater Shepparton, 1985 - 2002



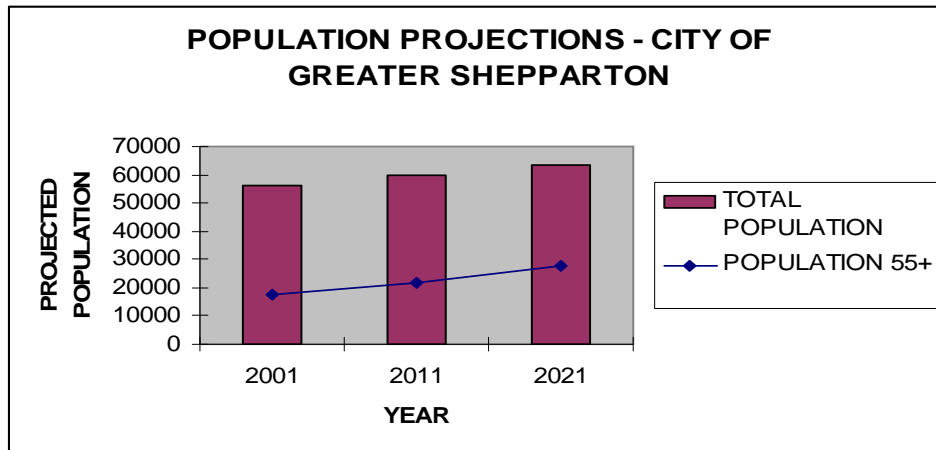
Whilst house prices are lower than other parts of Victoria, especially metropolitan Melbourne, this is an important potential advantage in terms of attracting new residents into the municipality when allied to the range of local services already provided.

6.2 Ageing

As with the majority of Victoria, it is clear that the Greater Shepparton population will continue to age. Based on DSE projections, it is indicated that the proportion of the population over the age of 55 years old will rise to close to 40% of the total population, more than twice the number of people of school age. Figure 5 over the page provides an indication of the projected proportion of the population aged over 55 years to 2021.

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Figure 5: Percentage of Greater Shepparton’ population over the age of 55



An ageing population will result in increases in the level of demand for services, particularly in the fields of health care but also in education and recreational facilities.

It is reasonable to assume that there will also be increased levels of demand for more appropriate forms of housing, including independent living and lower maintenance housing, typically unit housing or smaller homes.

Currently 92.3% of households own cars. With an ageing population, a larger proportion of the population will rely on public transport provision or will wish to be located close to public services. When this cannot be provided, there are obvious social and physical problems associated with isolation.

An ageing population also brings a number of opportunities. These include an increase in employment in areas such as recreational and community services as well as opportunities for volunteering and employment for those who are seeking to work reduced hours or on a flexible basis.

6.3 Declining Household Size

Household sizes across Victoria have fallen since the 1960s and are expected to fall from their current rate of 2.8 persons per household to 2.7 per household by the year 2021. Household size for Greater Shepparton is also estimated to be 2.7 persons per household which is slightly higher than the projection for Regional Victoria of 2.6 persons per household (refer Section 2.3 of this report).

In combination with an ageing population, it is reasonable to assume there will be increased demand for forms of housing that are more appropriate for smaller and older households including more unit development and smaller dwellings.

However, this needs to be balanced against a perceived preference for the traditional detached lot as reflected in current housing preferences.

6.4 The Changing Face of Agriculture

Greater Shepparton along with other municipalities along the Goulburn and Murray Rivers has seen an increase in agriculture related employment over the last twenty years¹ supported by irrigation and a growth in export markets. This has seen an increase in participation in agriculture, particularly in dairy farming. Nonetheless, the average age of farmers has increased.

6.5 Skills in the Workforce

Traditionally the strengths of the local economy of Greater Shepparton have been in the “brawn” sectors such as agriculture and manufacturing.

Figure 6: Proportion of population in agriculture or manufacturing related jobs

Employment by industry	Greater Shepparton (%)	Regional Victoria (%)
Agriculture, forestry & fishing	12.5	11.2
Manufacturing	15.7	13.4

It is reasonable to assume that numbers employed in both areas will decline for a number of reasons.

It is also reasonable to assume that there will be a substantial amount of restructuring in the workforce linked to an ageing population.

Current evidence of a shortage of key professionals in areas across a range of industries is likely to be exacerbated. The review of the age structure previously in this report gives testimony to a “brain drain” of young people who leave the municipality to be educated and not return.

If it is to avoid a mismatch in jobs sought and skills available, Council and other stakeholders will need to implement a range of strategies to help move from a “brawn” economy to a “brain” economy, and address the brain drain of young people from the municipality.

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¹ Regional Mattes: An Atlas of Regional Victoria” , DSE p23

7 Projections

7.1 Population Forecasts 2002-2030

Population forecasts are produced by the Department of Sustainability and Environment (DSE). In 2004 population forecasts were released based on the 2001 ABS Census for Population and Housing with assumptions and trends as determined by DSE.

Table 16: Population Forecasts, 2002-2030

		Greater Shepparton Part A	Greater Shepparton Part B East	Greater Shepparton Part B West	Greater Shepparton Total	Regional Victoria	Victoria
Population Levels							
2002		45,591	4,079	9,199	58,869	1,345,070	4,857,228
2003		46,306	4,080	9,214	59,600	1,357,986	4,917,394
2006		48,534	4,057	9,435	62,026	1,395,947	5,077,209
2011		52,253	3,992	9,777	66,022	1,456,657	5,331,614
2016		55,954	3,902	10,097	69,953	1,515,073	5,574,755
2021		59,721	3,805	10,421	73,947	1,574,404	5,810,560
2030		66,039	3,648	11,031	80,718	1,677,037	6,189,345
Population Growth							
2002-2003	persons pa	715	1	15	731	12,916	60,166
	aagr	1.5%	0%	0.2%	1.3%	1.0%	1.2%
2003-2006	persons pa	2228	-23	221	2426	37,961	159,815
	aagr	1.5%	-0.2%	0.8%	1.3%	0.9%	1.0%
2006-2011	persons pa	3719	-65	342	3996	60,710	254,405
	aagr	1.4%	-0.3%	0.7%	1.2%	0.8%	1.0%
2011-2016	persons pa	3701	-20	320	3931	58,416	243,141
	aagr	1.3%	-0.1%	0.6%	1.1%	0.8%	0.9%
2016-2021	persons pa	3767	-97	324	3994	59,331	235,805
	aagr	1.3%	-0.5%	0.6%	1.1%	0.8%	0.8%
2021-2030	persons pa	6318	-157	610	6771	102,633	378,785
	aagr	1.1%	-0.5%	0.6%	0.9%	0.7%	0.7%

persons pa = population growth by persons per annum

aagr = average annual growth rate shown as a proportion of total

(Source: Victoria in Future 2004, DSE)

The population forecasts for Greater Shepparton are based on application of the DSE growth rate to the 2002 estimated resident population. The DSE forecasts indicate that:

- From 2003 to 2030 Greater Shepparton’s population is expected to grow at a higher rate than the average for Regional Victoria and at a similar rate to the average for Victoria.
- In the short term (2003 – 2006), the municipality’s growth rate is forecast at 1.3% per annum, and is forecasted to then stabilise at around 0.9% until 2030. This trend is the same for Victoria and Regional Victoria.
- From 2003 to 2030 the municipality population is forecast to increase by an additional 21,849 persons
- Greater Shepparton – Part A is forecasted to continue to experience the highest population growth within the municipality. In 2003 the population was 46,306 people and in 2030 the population is forecasted at 66,039 people which represents an additional 19,733 people.
- The resident population in Greater Shepparton – Part B East will remain relatively stable, and Greater Shepparton - Part B West will experience marginally slower population growth than the average for Regional Victoria

7.2 Age Distribution Forecasts

As with overall population projections, age distribution forecasts are produced by the Department of Sustainability and Environment (DSE). In 2004 forecasts were released in Victoria in Future 2004, based on the 2001 ABS Census of Population and Housing with assumptions and trends as determined by DSE.

Table 17: Age Distribution Forecasts, 2001-2031

Age	Greater Shepparton				Victoria			
	2001	2011	2021	2031	2001	2011	2021	2031
0-14	23.1%	20.4%	18.1%	17.5%	20.8%	18.0%	16.2%	15.5%
15-24	13.4%	13.5%	12.3%	11.2%	13.8%	13.5%	12.9%	10.9%
25-39	21.8%	19.8%	19.3%	18.7%	22.9%	21.5%	21.0%	19.6%
40-59	25.1%	26.5%	25.6%	24.6%	26.4%	27.5%	26.8%	26.3%
60+	16.7%	19.8%	24.1%	27.9%	15.8%	19.5%	23.1%	27.7%
Total	100.0%	100%	100.0%	100%	100.0%	100.0%	100.0%	100.0%

(Source: Victoria in Future 2004, DSE)

Table 17 compares the changing age composition of Greater Shepparton with Victoria over the period from 2001 to 2031.

The main observations are as follows;

- In line with State and Nation-wide trends, Greater Shepparton is forecasted to experience a substantial increase in the proportion of people aged over 60 years. The proportion of people aged over 60 is forecasted to increase from around 17% in 2001 to 28% in 2030. This is similar to the average for Victoria, whereby in 2030

people in the age bracket over 60 are expected to account for around 27.7% of the population

- The increase in the proportion of elderly people coincides with a decrease in the proportion of people aged 0 to 14 and 15 to 24 years. In 2001 the proportion of people aged under 15 was around 23%, and in 2030 the proportion of people in this age group is forecasted to decrease to 17.5%. However, this is still higher than the average for Victoria
- The proportion of people of working age (15 to 60 years old) is expected to marginally decline in Greater Shepparton, which is similar to the average for Victoria.

8 Implications for the future

The population projections for Greater Shepparton estimate an additional 21,849 persons in the municipality in 2030. At over 93% the majority of the increased population, representing 20,448 persons, will reside in Greater Shepparton – Part A which includes the urban areas of Shepparton and Mooroopna.

The challenge is to develop a strategic framework to provide suitable land in appropriate locations for these additional households and increased employment opportunities. The designation of such land for urban development must be consistent with other land use policies, particularly the protection of productive agricultural land, and the protection and enhancement of environmental assets.

Background & Analysis Report No.2: Settlement and Housing, uses the demographic data and predictions contained in this report to forecast the demand for land for urban settlement until 2031, and then translates this demand into physical strategic framework plans.

This growth prediction is divided into two scenarios by estimating the make up of future housing stock by category, being low, medium and conventional density housing types. The scenarios for housing stock composition are for conservative change and major change in the composition of housing stock from now to 2031. This approach delivers four scenarios for future land estimates.

These scenarios can be reasonably incorporated into the strategic planning process for the townships by designating short term and long term residential development areas.

Attachment 1 – Greater Shepparton 2030- topics, directions and themes

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GREATER SHEPPARTON 2030 STRATEGY FRAMEWORK

Topic: SETTLEMENT	
<p>Direction: Commitment to growth within a consolidated and sustainable development framework</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Growth ▪ Housing ▪ Sustainable Design
Topic: COMMUNITY LIFE	
<p>Direction: Enhance social connectedness, physical and mental health and well being, education and participatory opportunities in order to improve liveability and a greater range of community services</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Health and social services ▪ Education and learning ▪ Recreation and open space ▪ Safe and accessible environments
Topic: ENVIRONMENT	
<p>Direction: Conservation and enhancement of significant natural environments and cultural heritage</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ The natural environment ▪ Floodplain management ▪ Sustainable/Best practice land management ▪ Cultural heritage ▪ Built heritage
Topic: ECONOMIC DEVELOPMENT	
<p>Direction: Promote economic growth, business development and diversification, with a focus on strengthening the agricultural industry</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Agriculture and rural land ▪ Commercial activity centres ▪ Industry ▪ Tourism
Topic: INFRASTRUCTURE	
<p>Direction: The provision and restructure of urban and rural infrastructure to enhance the performance of the municipality and facilitate growth</p>	<p>Themes:</p> <ul style="list-style-type: none"> ▪ Traffic and transport systems ▪ Urban services

Knowledge Creativity Performance
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Attachment 2 – ABS SLA areas

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