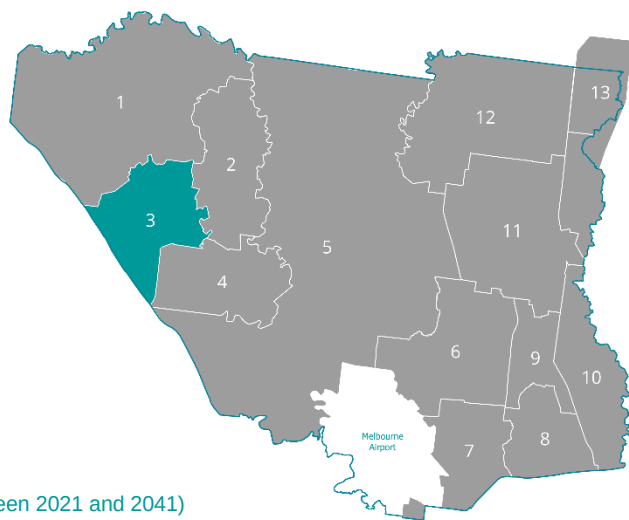


Precinct 3: Sunbury Central



29,000¹ people



11,600 households



1.38% average annual grow rate² (between 2021 and 2041)

COMMUNITY PROFILE



Location and features: Sunbury Central Precinct is bounded by the Calder Freeway at the West, Vineyard Road at the South and Jackson Creek on the East. Riddell Rd and Gap Rd cross the Precinct. There are many heritage listed sites that give this Precinct its historical character. The land along the western boundary has been identified for a future Precinct Structure Plan (PSP)* which is predicted to be developed in the next ten years, subject to the market driving the PSP process.



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

- Middle-aged, empty nester couples living in outer-suburban/metro-fringe areas, with above average income (19% of households)
- Older traditional families with older children, commuting from the metro-fringe with average to high incomes (17% of households)
- Gen X families with many children, living in metro-fringe areas, with high income (13% of households).



Population characteristics: The median age of residents is 37 and the median weekly household income is \$1,876, 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, 22% of people are aged under 18 years, compared to 26% across Hume. Lone persons make up 23% of households, much higher than compared to Hume (16%).



Cultural diversity: Around four in five residents (79%) were born in Australia and 18% were born overseas. The top overseas countries of birth are England (4%), India (2%) and New Zealand (2%). More than four out of five people (86%) speak mainly English at home and 9% use a language other than English. The top non-English languages used at home are Punjabi (1%) and Italian (1%). Only 1% 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?](#)



Aboriginal and Torres Strait Islander people: There are 369 Indigenous persons, making up 1.3% of the population. This is higher than compared to Hume (0.8%) and Greater Melbourne (0.7%).



Education and employment: 56% of residents aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 23%, Advanced Diploma or Diploma: 12% and, Bachelor Degree or higher: 21%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is 67%. The top industries of employment are 'construction' (13%), 'health care and social assistance' (12%), and 'education and training' (10%). Two out of five employed residents (40%) work within Hume. 9% of young people aged 15-24 years are not engaged in employment, education or training.



Health and Wellbeing: 6.7% of all residents have a disability. For those aged 0-64 years, the rate is 2.9%, lower than compared to Hume at 4.3%. However, for children aged 5-14 years, the rate of disability in the Precinct is higher (7.9%) when compared to Hume (4.8%). Almost two out of five residents (39%) have at least one long-term health condition, with the top three selected conditions being mental health issues (12.0%), asthma (11.4%) and arthritis (9.5%).



Community priorities and needs: Services that respond and support isolation and connection to community especially those ageing in place and access to support services, clean parks & leisure opportunities to enhance healthy living. Importantly, services that support a significant Aboriginal should be considered in future facilities/places development. New residents to the Precinct⁴ indicate that the services they need now and into the future include leisure centre/pools, sports club/reserves, and library services.



Change in community profile: Around 29,000¹ residents live in this Precinct, with the number forecasted to grow to over 40,000² by 2041. The Precinct's population is expected to steadily increase over time, with a significant increase projected when the Sunbury West PSP is gazetted. The NHS⁴ shows 'young workforce' (aged 25-34 years) are moving into the area, however the fastest growth will be in the age group 85+ years. Maintaining current service provision, while undertaking detailed service planning to respond to service provision demand, and meet the changing community need and expectations

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

KEY DRIVERS AND CONSIDERATIONS: COMMUNITY INFRASTRUCTURE



Growing and diverse community: The population is expected to grow in the next 10 plus years, mainly within the Sunbury West PSP area, which is expected to be more culturally diverse. There is a need to maintain capacity in existing services and infrastructure for existing communities and provide additional service for the growing community.



Vulnerable and disadvantaged: High concentration of disadvantaged and vulnerable residents (specifically within the Sunbury Central place area), who require targeted service provision to support lone person households and people with a disability. Need to explore opportunities that enhance existing services and optimise facilities to support this cohort of the community.



Changing community: The community is expected to age significantly over time with the fastest growth in the 85 plus age group. Enhanced and optimised service and infrastructure that support older people to age in place, maintain their mobility and participation in community life will be essential.



Accessibility and inclusion: Access to services and facilities/spaces which keep the community (particularly older people and people with disabilities) connected and able to participate in community programs and activities will be a priority for the community.



Health and wellbeing: Consideration for maintaining and expanding the health and wellbeing of the community in the next 5-10 years needs to be made, especially in regards to diseases and health concerns associated with ageing.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Development: Hume's [Housing Diversity Strategy](#) has identified high change areas around the Sunbury Central area (Horne Street and Station Street), radiating out to moderate change areas. This may place pressure on existing open space at Village Green and Sunbury Recreation Reserve and require Council to consider providing some neighbourhood open space in the centre of Sunbury.



Urban Heat Vulnerability 2018: Urban heat is an issue in Sunbury Central with most of the Precinct having a high vulnerability to heat (5 out of 5). North of Riddell Road, however, has a lower heat vulnerability (1-3 out of 5) due to the Blind Creek and Kismet Creek corridors.



Urban Forest: Sunbury Central has a mix of tree canopy throughout. The edges of the Precinct have a low tree canopy coverage (<2%) whilst the centre has a mix of tree canopy of around 2-10%. However, along the Blind Creek Trail and Sunbury Recreation Reserve tree canopy coverage increases significantly (>20%).



Conservation Value: Blind Creek Parklands and Stewarts Lane Nature Reserve provide a large tree canopy coverage and vegetation. Evans Street Grassland has many species of native grasslands and wildflowers. Darr Baneem Grassland is remnant of the endangered plains grassland vegetation type. Mount Holden Reserve has cultural significance to the Wurundjeri people.



Accessibility: Overall accessibility is good with small areas of shortfall that can be addressed with improved footpaths, increased tree canopy and securing open space to service future development. Sunbury Central is a somewhat walkable Precinct, as most errands can be undertaken on foot, while the western part of the Precinct is more car dependent. 233 properties are currently unable to access open space within a 400m walk of their dwelling.