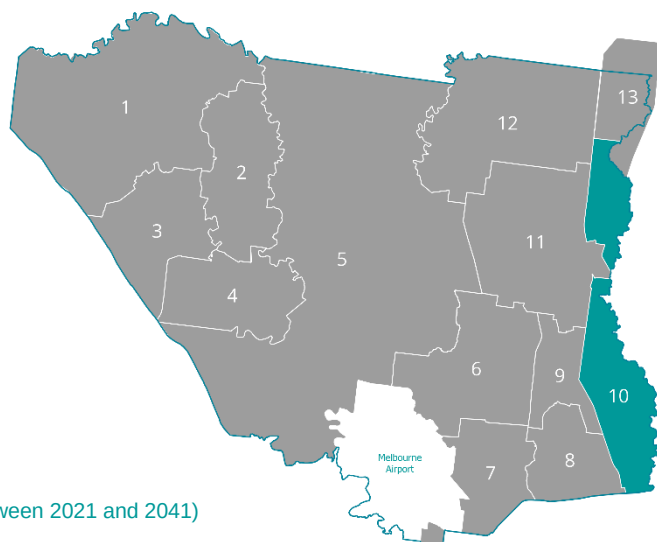


Precinct 10: Somerton



5,500¹ people



2,000 households



0.43% average annual grow rate² (between 2021 and 2041)

COMMUNITY PROFILE



Location and features: The Somerton Precinct is bounded by Donnybrook Road to the north, Merri Creek to the east, the Upfield train line to the west and Mahoneys Road/Ring Road to the south. The Precinct has two distinct areas, with the suburbs of Campbellfield and Somerton in the south and farming land to north within the suburb of Craigieburn. Campbellfield/Somerton is a residential area with an industrial corridor, taking advantage of its access to the Hume Highway and Metropolitan Ring Road.



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 (49% of households)
- Multicultural older couples living in outer-suburban areas for a long time, with low income but high property value (39% of households).



Population characteristics: The median age of residents is 37 and the median weekly household income is \$1,100, well below the Hume median of \$1,703. 'Parents & homebuilders' (aged 35-49 years) and 'young workforce' (aged 25-34 years) are the dominant age groups, followed by 'seniors' (aged 70-84 years) and 'older workers & pre-retirees' (aged 50-59 years). In this Precinct, 23% of people are aged under 18 years, compared to 26% across Hume. Lone persons are the second dominant household type, making up 25% of households, much higher than the Hume rate of 16%.



Cultural diversity: 46% of residents were born in Australia and 46% were born overseas. The top overseas countries of birth are Iraq (10%), Lebanon (8%), Italy (5%) and Turkey (4%). One quarter of people (25%) speak mainly English at home and two thirds of people (66%) use a language other than English. The top non-English languages used at home are Arabic (26%), Chaldean (7%), Italian (6%) and Turkish (6%). 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 29 Indigenous persons, making up 0.5% of the population. This is lower than compared to Hume (0.8%) and Greater Melbourne (0.7%).



Education and employment: 31% of residents 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: 12%), compared to 49% across Hume. This is the lowest rate across all the Precincts. The labour force participation rate (either working or looking for work) for residents aged 15+ years is low at 41% (compared to 59% for Hume). For those that are employed, the top industries of employment are 'retail trade' (13%), 'construction' (12%), and 'health care and social assistance' (10%). Around two out of five employed residents (42%) work within Hume. 17% of young people aged 15-24 years are not engaged in employment, education or training. This is higher compared to Hume (11%) and the highest rate across all Precincts.



Health and Wellbeing: 12.1% of all residents have a disability (compared to 6.9% across Hume). For those aged 0-64 years, the rate is 4.4%, similar to the Hume rate of 4.3%. Looking at those aged 25-64 years, 6.2% have a disability, compared to 4.3% for Hume overall. Three in ten residents (30%) have at least one long-term health condition, with the top three selected conditions being arthritis (8.2%), diabetes (7.7%) and mental health issues (6.8%).



Community priorities and needs: New residents to the Precinct⁴ indicated that the services they need now are predominantly a mix of healthcare, children's services, and community services such as immunisation, maternal and child health, and library services. Services or facilities that new households feel are missing or needed in their suburb include health infrastructure and public transport.

Compared to other Precincts, there are lower rates of respondents to Council's Community Indicators Survey⁵ who are involved in social groups and who feel that there is a wide range of community and support groups in their area. Also compared to other Precincts, more respondents⁵ identify the following local issues for Council to address: 'public transport services', and 'children's services / childcare / preschool / maternal and child health'.



Change in community profile: Around 5,500¹ residents live in this Precinct, with the number forecasted to grow to about 6,000² by 2041. Around two in five (40%) new residents to the Precinct⁴ intend to stay in the area for over ten years or indefinitely, while a further two fifths (40%) are unsure on their length of stay. Forecasts indicate that the population will continue to predominantly be 'parents & homebuilders' (aged 35-49 years) group. The Precinct will experience moderate growth with the fastest growth occurring in the 35-49 and 5-9 year age groups.

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: The small residential community of this Precinct generally choose to live close to work (within the significant industrial and manufacturing sector) where housing was affordable. There is a large proportion of young retirees due to major industry closing, plus elderly families, widowed and separated households. Social disadvantage is considered where unemployment and low incomes affect these residents.



Changing community: New multicultural families with younger parents (many who are separated or divorced) and young singles and couples are moving into the area due to the housing affordability. This means existing services will need to be maintained while optimising services in line with the changing community.



Accessibility and inclusion: Easy access to local services and facilities that are fit for purpose and meet the changing needs of the community and to ensure healthy ageing challenges should be addressed to enhance participation in community life.



Health and wellbeing: With high levels of poor health and the impact of people living alone, the provision of services and infrastructure that address these challenges are required. Maintaining access to fresh food within a walkable distance is also important for this community.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Heat Vulnerability 2018: Campbellfield is rated as having high sensitivity to urban heat events (5 out of 5).



Urban Forest: Campbellfield has low urban forest canopy at 2-5% canopy. A small pocket of 20% canopy exists at the Campbellfield Church site next to Seth Raistrick Reserve.



Conservation Value: The conservation values within this Precinct lie predominantly within the marram baba Upper Merri Creek Regional Parkland. This land contains significant remanent vegetation as well as grasslands and was culturally significant to the Wurundjeri people. There is a need to protect this corridor and seek to gain 30m buffer either side of the creek into public ownership, to ensure management of this significant corridor. There are also significant trees, on both private and public land across the Precinct that should be protected.



Accessibility: Campbellfield is a car dependant Precinct, with a Walk Score* of 49. There is low pedestrian accessibility within residential areas of Campbellfield due to the Upfield Rail Corridor, Sydney Road, cul-de-sac design and pockets of industrial development between residential areas. This limits safe pedestrian connection to open space. 71.9% of the Campbellfield's properties are within a 400m walkable catchment of open space, however, 538 lots are currently unable to access open space within a 400m walk of their dwelling.

* [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).