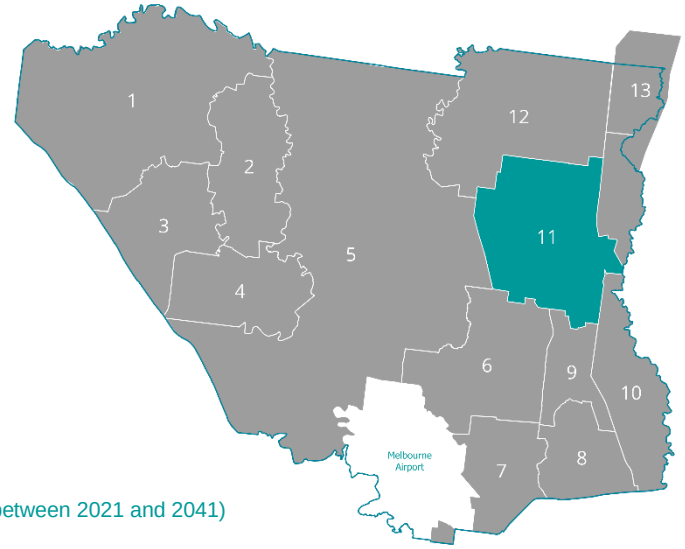
Precinct 11:
Craigieburn



78,000[1] people

24,000 households

1.23% average annual grow rate[2] (between 2021 and 2041)

COMMUNITY PROFILE

Location and features: The Craigieburn Precinct is located approximately 25km from Melbourne CBD in Hume's Northern Growth Corridor. It consists of Craigieburn and a small portion of Roxburgh Park in the most south-eastern area. This includes the Craigieburn Town Centre and Craigieburn Public Golf Course that are centrally located, the Craigieburn train line to the east, bounded by Mount Ridley to the north, Roxburgh Park and Greenvale Precincts to the south, and abuts the Rural Precinct to the west.

Household types (customer segmentations): The most common household types in this Precinct are[3]:

- Young first-home-owner families with very young children, recently moved into new housing estates, with above average income (31% of households)
- Blue-collar families from multicultural backgrounds, living in outer-suburban areas, with average to high income (20% of households)
- Gen X families with many children, living in metro-fringe areas, with high income (15% of households).

Population characteristics: The median age of residents is 31 and the median weekly household income is $1,788, slightly 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, 30% of people are aged under 18 years, compared to 26% across Hume. Lone persons make up 12% of households.

Cultural diversity: 47% of residents were born in Australia and 48% were born overseas. The top overseas countries of birth are India (12%), Iraq (10%) and Sri Lanka (3%). One in three people speak mainly English at home (34%) and 59% use a language other than English. The top non-English languages used at home are Punjabi (10%), Arabic (9%), Assyrian (5%) and Turkish (5%). Around 10% of people use another language at home and speak English 'not well' or 'not at all'.

Aboriginal and Torres Strait Islander people: There are 477 Indigenous persons, making up 0.6% of the population. This is slightly less than compared to Hume (0.8%) and Greater Melbourne (0.7%).

COMMUNITY PROFILE



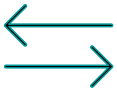
Education and employment: 52% of residents aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 14%, Advanced Diploma or Diploma: 12% and, Bachelor Degree or higher: 26%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is 62%. The top industries of employment are 'health care and social assistance' (14%), 'construction' (10%), 'transport, postal and warehousing' (10%), and 'manufacturing' (10%). Around two out of five employed residents (44%) work within Hume. 11% of young people aged 15-24 years are not engaged in employment, education or training.



Health and Wellbeing: 5.9% of all residents have a disability. For those aged 0-64 years, the rate is 3.1%, lower than compared to Hume at 4.3%. Almost one quarter (23%) of residents have at least one long-term health condition, with the top three selected conditions being asthma (6.2%), mental health issues (5.3%) and arthritis (5.1%).



Community priorities and needs: New residents to the Precinct[4] indicate that the services they need now and into the future are predominantly community services such as leisure centres/pools, libraries and sports clubs/reserves.



Change in community profile: Over 78,000[1] residents live in this Precinct, with the number forecasted to grow to around 100,000[2] by 2041. Craigieburn has seen significant growth and community change over the past 15 years. More than two fifths (45%) of new residents to the Precinct[4] intend to stay in the area for over ten years or indefinitely, and one quarter (24%) are not sure how long they plan to stay. Forecasts indicate that the population will continue to predominantly be in the 35-49 age group. However, the fastest growth will be in the age groups 50 years and above, and the 35-49 age group. New residents will 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

KEY DRIVERS AND CONSIDERATIONS: COMMUNITY INFRASTRUCTURE



Growing and diverse community: The community will continue to grow and diversify with the current rate of development and with the addition of the Craigieburn West Precinct Structure Plan (PSP)* area, the delivery of the proposed community centres will need to be flexibly designed to cater for the needs of the emerging community over time.



Vulnerable and disadvantaged: Some residents in the southern areas of the Craigieburn Precinct are considered to be disadvantaged, resulting in high demand and need for local and easily accessible social support services.



Changing community: Consecutive residential developments spanning north and west through the Precinct and the addition of the Craigieburn West PSP will significantly increase the population in the next 10 years, culturally diversifying the Precinct even further. Affordable spaces and places for the community to meet/gather will be essential to increase participation in the community and combat the complex life challenges this community experiences.



Accessibility and inclusion: The ability to easily access (both physically and financially) services and facilities, have well maintained and fit for purpose facilities which are flexible to the ever-changing community is vital to meet the needs and expectations of this community.



Health and wellbeing: The southern areas of Craigieburn experience poorer physical health ratings and high numbers of poor mental health. Services and programs which address chronic diseases and support the community to reach their full potential will be required.

***** 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?*

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Heat Vulnerability 2018: Urban heat is an issue in all parts of Craigieburn, with high levels of vulnerability (5 out of 5). Council will need to support an increase to the urban forest to mitigate the effects of urban heat.



Urban Forest: Craigieburn has low urban forest canopy at mainly less than 2%. A linear pocket of more than 20% tree canopy is situated in the Precinct along Aitken Creek. Small pockets of 2-5% and 5-10% are also situated around the Precinct mainly towards the north of the Precinct.



Conservation Value: The conservation value areas within Craigieburn are scattered throughout the Precinct. Mt Ridley Conservation Reserve connecting into Malcolm Creek Linear Park is the largest conservation area within the Precinct. Conservation value is also found along the Aitken Creek Corridor. These parks are highly valued by the community and will continue to experience high usage.



Accessibility: Overall accessibility in this Precinct is good with small areas of shortfall that can be addressed by improving footpaths, increasing tree canopy and securing open space that will be needed to service future infill development. 93.32% of the properties in the Craigieburn Precinct are within a 400m walkable catchment of open space.