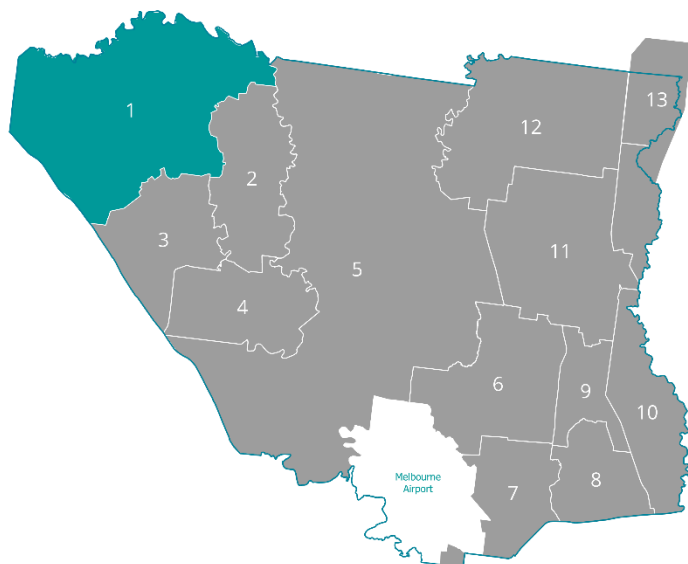


Precinct 1: Sunbury Rural



1,100¹ people



400 households



0.87% average annual growth

COMMUNITY PROFILE



Location and features: Sunbury Rural Precinct is bounded by the Calder Freeway at the West, Hume's local government border to the north and Jackson Creek on the east. Riddell Rd and Settlement Rd are other major roads that axes cross the Precinct. Sunbury Rural has a small residential area in the south-eastern pocket, with the remaining area rural living and agriculture. Significant natural features in the Precinct include several creeks, reserves and parklands, the Emu Bottom Wetlands and Penfield Airport. Notable, there is only one community facility within the Precinct, being the Sunbury Recovery Centre.



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

- Working in trades, middle-aged families owning acreages of land with large properties just outside the metro fringe (74% of households)
- Rural farmers and farm owners with below average income, living 10-40km away from the nearest town (18% of households)
- Middle-aged families owning huge houses in outer-suburban areas, with high income (5% of households).



Population characteristics: The median age of residents is 51 and the median weekly household income is \$2,392, well above the Hume median of \$1,703. 'Empty nesters and retirees' (aged 60-69 years) are the dominant age group, followed by 'older workers and pre-retirees' (aged 50-59 years). In this Precinct, 16% of people are aged under 18 years, compared to 26% across Hume. Lone persons make up 10% of households.



Cultural diversity: More than three quarters of residents (77%) were born in Australia and 16% were born overseas. The top overseas country of birth is England (3%). More than four out of five people (85%) speak mainly English at home and 8% use a language other than English. The top non-English languages used at home are Italian (2%), Greek (1%) and Spanish (1%). Only 1% of people use another language at home and speak English 'not well' or 'not at all'.



Aboriginal and Torres Strait Islander people: Indigenous persons make up 0.5% of the population in this Precinct. This is less than compared to Hume (0.8%) and Greater Melbourne (0.7%).

COMMUNITY PROFILE



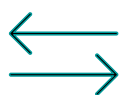
Education and employment: 55% of residents aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 22%, Advanced Diploma or Diploma: 13% and, Bachelor Degree or higher: 20%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is 62%. The top industries of employment are 'construction' (18%), 'health care and social assistance' (11%), and 'education and training' (10%). Half of employed residents (50%) work within Hume. Only 6% of young people aged 15-24 years are not engaged in employment, education or training.



Health and Wellbeing: 6.5% of all residents have a disability. For those aged 0-64 years, the rate is 1.8%, lower than compared to Hume at 4.3%. More than one third (35%) of residents have at least one long-term health condition, with the top three selected conditions being arthritis (11.4%), asthma (8.7%), and mental health issues (8.5%).



Community priorities and needs: New residents to the Precinct⁴ (based on a very small number of new households) 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.



Change in community profile: Over 1,100¹ residents live in this Precinct, with the number forecasted to grow to almost 2,900² by 2041. New residents to the Precinct⁴ intend to stay in the area for over ten years or indefinitely. Forecasts indicate that the population will continue to predominantly be 'parents & homebuilders' (aged 35-49 years) group, with the fastest growth in the age groups 85+ years and 15-19 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

Sunbury Rural Precinct is characterised by a small residential area with the majority being rural living and agricultural land. There has been little population growth over the past 5 years and small numbers of new households who have moved into the area and not considered a key driver.

There are no identified community infrastructure drivers for this Precinct.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Development: There is currently no development planned for the large rural residential lots within Sunbury Rural, in order to protect the environmental values of this part of Hume. Where there is development proposed in the Precinct, it is part of the Lancefield Road Precinct Structure Plan (PSP)*, east of Racecourse Road.



Urban Heat Vulnerability 2018: Sunbury Rural has predominantly a medium-high vulnerability to heat (3-4 out of 5) especially in the Melbourne Water owned land to the north and along Jacksons Creek with low canopy cover.



Urban Forest: As Sunbury Rural is partly outside the growth boundary, urban forest mapping is yet to be completed for this area. It is likely to be 15-20% tree canopy coverage along Emu Bottom Wetlands, Jacksons Creek, the Parkway Reserve and Albert Road/wuruwurrt biik Nature Reserve due to the remnant vegetation and Conservation Reserves.



Conservation Value: The conservation values within this Precinct lie predominantly within the Parkway Reserve, Albert Road/wuruwurrt biik Nature Reserve, Settlers Way Reserve and along Jackson's Creek north of Emu Bottom Wetlands. This land contains significant tree canopy coverage. Due to much of this Precinct forming part of the Green Wedge corridor, a pocket of conservation can also be seen west of Riddell Road.



Accessibility: Sunbury Rural is a car dependent Precinct indicating that almost all errands require a car. Due to the large lot sizes and large provision of open space, walkability was not measured for this Precinct.

* 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?](#)