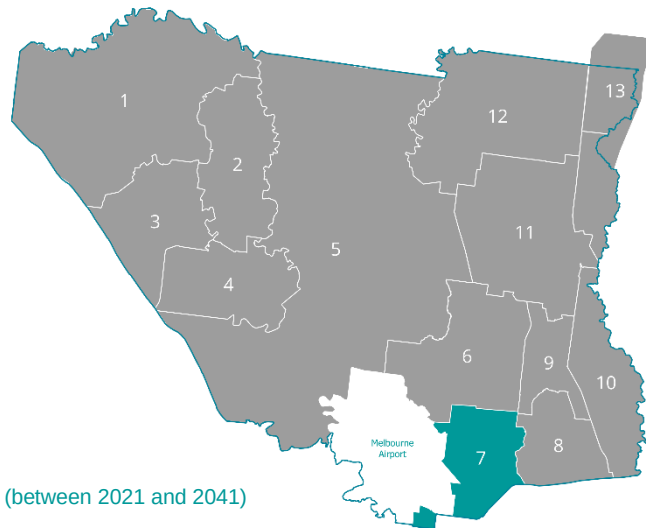


Precinct 7: Valley



25,000¹ people



10,000 households



0.48% average annual grow rate² (between 2021 and 2041)

COMMUNITY PROFILE



Location and features: The Valley Precinct is located 15km north-west of Melbourne's Central Business District. It is characterised by its undulating terrain and views into the Valley and Moonee Ponds Creek. It is bounded by Melbourne Airport to the west, Woodland Historic Park and Mickleham Rd to the North, the Western Ring Rd to the South and Moonee Ponds Creek to the east. This Precinct includes the suburbs of Tullamarine, Attwood, Westmeadows and Gladstone Park.



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

- Multicultural older couples living in outer-suburban areas for a long time, with low income but high property value (24% of households)
- Older, retired couples, sometimes with adult children or carers, who are long term resident in outer-suburban areas (12% of households)
- Gen X couples and sharers living in outer-suburban and regional areas, with low income and small properties (9% of households)
- Millennial families with young children, sometimes single parents, commuting from outer-suburban areas with average incomes (9% of households).



Population characteristics: The median age of residents is 40 and the median weekly household income is \$1,546, lower than the Hume median of \$1,703. The proportion of lone person households is much higher than compared to Hume (16%). 'Parents & homebuilders' (aged 35-49 years) and 'young workforce' (aged 25-34 years) are the dominant age groups. In this Precinct, 20% of people are aged under 18 years, compared to 26% across Hume. 31% of households are couples with children, 25% lone persons and 24% couples without children.



Cultural diversity: Almost two thirds of residents (64%) were born in Australia and 31% were born overseas. The top overseas countries of birth are Italy (3%), Syria (3%) and India (2%). Almost two thirds of people (63%) speak mainly English at home and 31% use a language other than English. The top non-English languages used at home are Arabic (7%), Italian (4%), Greek (3%) and Turkish (3%). Around 5% of people use another language at home and speak English 'not well' or 'not at all'.



Aboriginal and Torres Strait Islander people: There are 146 Indigenous persons, making up 0.6% of the population. This is slightly less than compared to Hume (0.8%) and Greater Melbourne (0.7%).



Education and employment: 46% of residents aged 25+ years have a Certificate III or higher level of education (Certificate III and IV: 18%, Advanced Diploma or Diploma: 11% and, Bachelor Degree or higher: 17%), compared to 49% across Hume. The labour force participation rate (either working or looking for work) for residents aged 15+ years is 58%. The top industries of employment are 'construction' (12%), 'health care and social assistance' (11%), and 'transport, postal and warehousing' (10%). Just over one third of employed residents (35%) work within Hume. 10% of young people aged 15-24 years are not engaged in employment, education or training.



Health and Wellbeing: 7.8% of all residents have a disability, slightly higher than the Hume rate of 6.9%. For those aged 0-64 years, the rate is 2.4%, lower than compared to Hume at 4.3%. Around one third of residents (34%) have at least one long-term health condition, with the top three selected conditions being arthritis (10.2%), asthma (8.6%), and mental health issues (8.1%).



Community priorities and needs: New residents to the Precinct⁴ indicate that the services they need now are predominantly community services such as sports clubs/reserves, libraries and leisure centres/pools. There are some differences between suburbs in the Valley Precinct with 'maternal & child health' services and primary schools a higher immediate need for residents in Attwood, and senior citizens centres/clubs, and 'aged & disability' services a higher immediate need for residents in Tullamarine.

Compared to other Precincts, a higher proportion of respondents to Council's Community Indicators Survey⁵ identified aged, disability and respite services as local issues for Council to address in the area.



Change in community profile: Around 25,000¹ residents live in this Precinct, with the number forecasted to grow to almost 28,000² by 2041. Over half of new residents to the Precinct⁴ intend to stay in the area for over ten years or indefinitely and one fifth (22%) plan to stay for five to ten years. Forecasts indicate the population will continue to predominantly be 'parents & homebuilders' (aged 35-49 years) group. The fastest growth will be in the age groups 70 years and over. Those aged 60 years and over will continue to account for around one quarter of the overall population for the area.

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: There is a high percentage of retiring and multicultural couples (aged 35-49 years) who are considered socio-economically disadvantaged, which is associated with the amount and concentration of social housing. Long term multicultural residents have strong connections to their neighbours and regularly participate in social groups and activities offered at local community facilities. Local services and programs that support the vulnerable/disadvantaged and older people are an important consideration.



Changing community: A survey of new residents to the Precinct⁴ indicated that younger people are moving into the area (i.e., 'young workforce' aged 25-34 years). These residents tend to be renters or first home buyers of small apartments and townhouses. Consideration needs to be given to services and infrastructure responses which support communities along their lifespan.



Accessibility and inclusion: Local services and facilities that are easily accessible are important for this Precinct due to its demographic profile and land topography which make it harder for people with mobility issues to access services and facilities. Many of the community travel (usually by active or public transport) to health and wellbeing services located in the Broadmeadows Precinct.



Health and wellbeing: Services and infrastructure that promote and support healthy lifestyles is a key driver within the Valley, with high rates of chronic disease (in older people) and high rates of obesity and physical inactivity among the younger cohort.

KEY DRIVERS AND CONSIDERATIONS: OPEN SPACE



Urban Development: Increased townhouse development is placing pressure on existing open space and limiting the usability of these spaces. With more people living in the area, Council needs to consider improving the design and layout of open space where possible to provide for the additional people living in the area, as well as potentially purchasing new land to enhance access to appropriate open space as the suburbs grow.



Urban Heat Vulnerability 2018: Both Tullamarine and Gladstone Park have high vulnerability to heat (5 out of 5), while Westmeadows and Attwood have a low urban heat vulnerability rating (2-3).



Urban Forest: Tullamarine has low tree canopy coverage, mostly ranging from 0-5%. Pockets of 10-15% coverage can be found at Tadstan Drive Reserve and the Essendon Football Club Training Facility. Westmeadows has a 10-20% tree canopy coverage (higher closer to the Moonee Ponds Creek) and lower heading into Attwood (2-5%). Gladstone Park has low tree canopy coverage of around 2-5% with lower coverage (<2%) towards the Moonee Ponds Creek and Western Ring Road and a higher tree coverage towards Westmeadows (15-20%).



Accessibility: The Valley Precinct has an average Walk Score* of 54, where some errands can be accomplished on foot. 96.7% of the Valley precinct's properties are within a 400m walkable catchment of open space. 416 lots are currently outside 400m walking distance.

*A [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 is very car dependant (errands require a car).