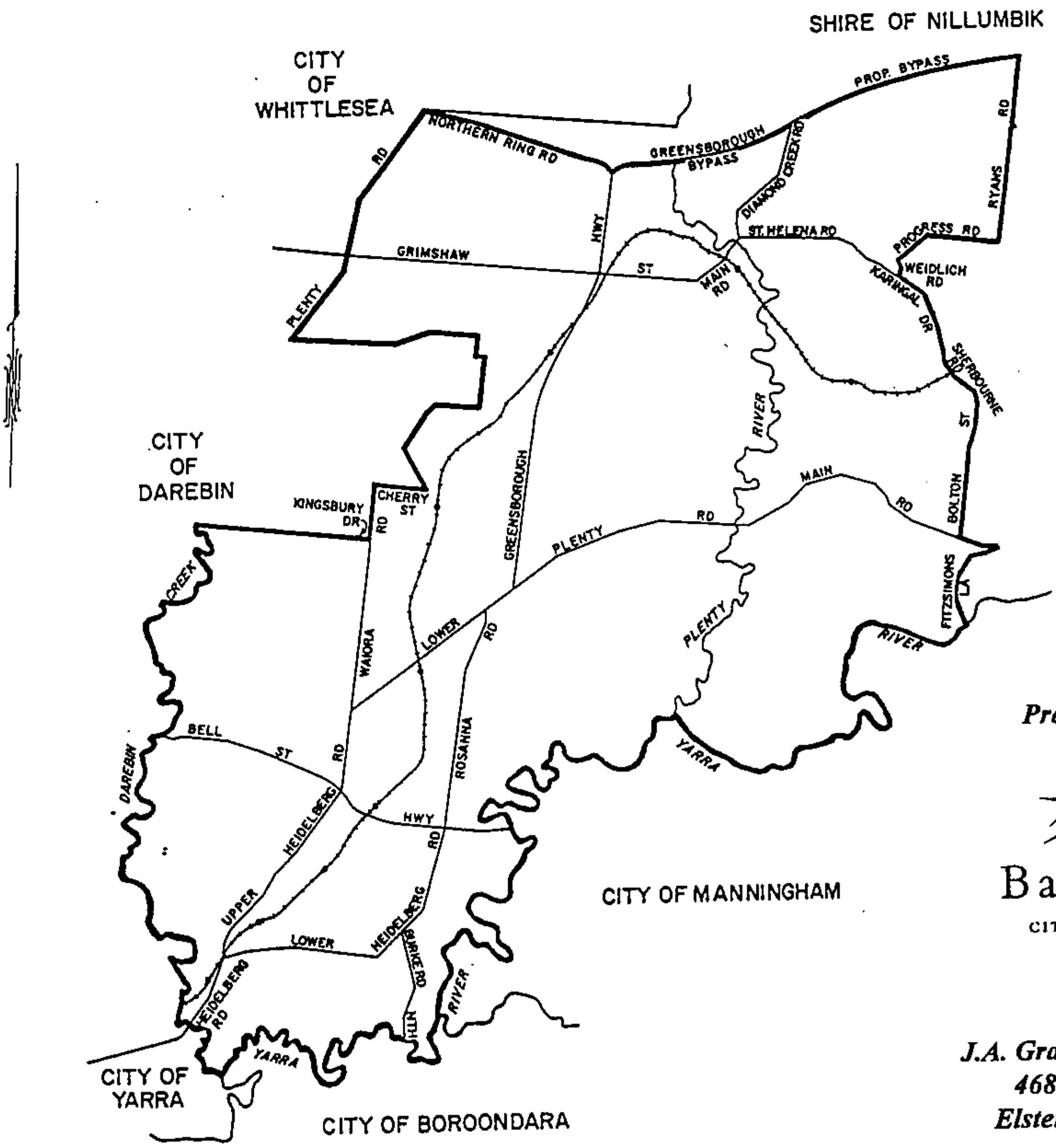
City of Banyule Economic & Transportation Profile

SEPTEMBER 1996



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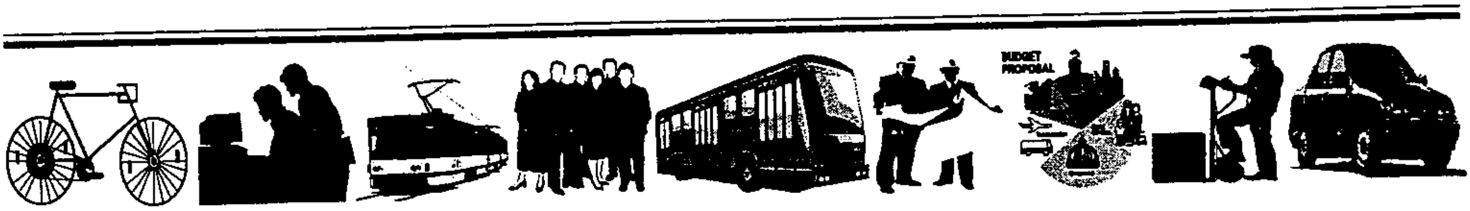

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Executive Summary

1. INTRODUCTION

The major objective of this economic and transportation profile document is to clearly define the context of decision making and planning for these two related areas of Council's responsibility. An understanding of relevant macro trends at the national, state and regional levels, together with an analysis of detailed local activity and trends, is a necessary building block in the process of developing relevant strategies for the future of Banyule.

It is clear from the outset that there is considerably more relevant information available about the economic development sector than there is for the transport sector. This arises primarily because all levels of government regularly provide published and unpublished data and information about economic policies, programs, jobs, major development projects and other indications of economic activity. However, this is not the case in the transportation field. Data releases are very limited. Because of the public transport ticketing system, route patronage levels can only be measured through surveys and these are done spasmodically. VicRoads counts traffic volumes on main roads when required.

The State and Federal governments' approach to transport policy is "mixed". There are some strategies aimed at improving public transport (ie. rail upgrades, premium stations, automated ticketing, improved timetabling, privatisation, etc) but the major expenditure items are for road construction (Outer Metropolitan Ring Road, Ringwood By-Pass, and the City-Link group of projects) and principal traffic route upgrades. At the local level most effort appears to be focussed on local traffic issues, the needs of the City's main activity centres and road maintenance[1].

As a result, while the proportion of the main study devoted explicitly to transportation data and issues is limited, the economic analysis has many implications for the future development of transport policy in Banyule.

2. THE BROAD ECONOMIC CONTEXT

All macro-economic forecasts point to two major trends:

i. The internationalisation of modern economies, and the fact that cities which are linked through their ports and airports, tourist destinations, businesses and related institutions, to the rest of the world, are likely to have a sound economic future (investment and job growth); and

ii. Most new jobs continue to be focussed on the services sectors, including services to people (hospitality, personal services, community services and retail) and services to business (finance, marketing, computing, printing, etc.).

However, the majority of new services jobs are forecast to be located in the inner suburbs/CBD, because this is where most service providers tend to locate. New retail jobs will be in the expanding or new regional centres and in the growing "superstore" category.

[1] See: NELA - Heidelberg Traffic Strategy - 2001. For the former City of Heidelberg. Sept. 1991 espec pp 46-52.

All levels of government in Australia now have an interest and an involvement in economic development and job growth. While the new Federal approach is not yet known, the intentions of the Victorian State government are clear. It is focussed on job creation through a range of programs and policies. Its metropolitan policy - *Living Suburbs* - is largely devoted to the goal of making Melbourne an easier place to do business through improved planning, permit approval, transport and other systems which may previously have inhibited growth and investment. Within that framework much of its attention and expenditure is directed at the inner suburbs and projects are within the CBD and the rest of the City of Melbourne, including Southbank. Most of these projects are aimed at the hospitality and events sector (e.g. the Casino, Exhibition Centre, Grand Prix and Museum), transport (City By-Pass/City Link), and the enhancement of the vitality and 'liveability' of the inner suburbs/CBD.

While all of Metropolitan Melbourne will be affected by these types of policies in some way (especially if Melbourne becomes an economically more active metropolitan area), it is difficult to pinpoint how Banyule will be specifically affected. Banyule will have significantly improved access via the Outer Metropolitan Ring Road to the airport and the other parts of western/central Melbourne. However, links to the south and the east will not be improved in the foreseeable future. Banyule is already heavily biased toward the community services (especially the health) sector, and is a moderately strong retail area. However, within the broad suite of government policy is a trend to reduce costs in the health services area (e.g. through de-institutionalisation, case management, hospital rationalisation, etc.) and this could impact on jobs in Banyule.

3. EMPLOYMENT SECTOR CONTEXT

Victoria, like the rest of Australia, went through an economic recession during the early 1990's. Unemployment rose sharply and investment dropped. There has been a resurgence in the economy since 1993/94, although many companies and government departments have been permanently downsized. Within this context we know that in Melbourne:

i. The industrial sector is not a big producer of new jobs, although the demand for space from manufacturers, transport, warehousing, distribution and others locating on industrially-zoned land is currently strong. Most new development is in the outer suburbs in the south/south-east, north (Hume Highway), and west (Outer Metropolitan Ring Road). The north-east suburbs do not appear to figure strongly in the metropolitan context, both because of the lack of strategic industrial sites in the former municipalities of Heidelberg (except for the West Heidelberg Industrial Estate which is recognised as a major manufacturing and production concentration), Preston, Diamond Valley or Eltham, and the fact that industrial land in the eastern part of Whittlesea has received limited investor attention. Proposed major new incentives to industrial development, such as the designation of the Port of Melbourne and the Melbourne Airport as major freight and manufacturing "hubs" will not advantage Banyule, although residents of Banyule will have easy access to the airport via the new northern sector of the Outer Metropolitan Ring Road.

ii. The office sector in Metropolitan Melbourne underwent a massive change during the 1980's. Between 1980 and 1993 office space increased by almost 300% (from 2.2 million m^2 to 6.25 million m^2) but the recession created a vacancy rate in the CBD and inner areas of over 25%. Vacancy rates are still high by historic standards and little new development is expected in the short term. However, the growth in demand for space will recover over time, more quickly in the middle suburbs, and more slowly in the centre, as governments continue to shed labour. There thus may be a demand for small scale professional, health and business services offices within activity centres in Banyule, as the economy moves further into the white collar tertiary and "quaternary" (knowledge-based) sectors.

iii. The retail sector in Melbourne contains 6.25 million m^2 of floorspace. Most (60%) is in the traditional strip and supermarket based centres and only 8-9% is in the regional centres. However, developers plan to build up to 750,000 m^2 of new retail space in existing or new regional centres and in the growing "superstores" category (e.g. Bunnings, Harvey Norman) in the 5 years from 1995 to 2000. As a result, the older strip centres will experience increased competition, especially in the southern and eastern suburbs. The CBD is increasing its attractiveness to shoppers and other visitors, especially at weekends and some suburban strip centres are developing niche markets (e.g. fashion or entertainment) and improving their marketing and competitiveness. The massive planned expansion of floorspace, coupled with the rise in Victoria's net expenditure on gambling (especially the electronic gaming machines), will place traditional retailing under threat, however, these strips still retain an important role at the local level.

iv. The hospitality sector is growing and will continue to grow as the result of both macro-trends and government policy. Most hospitality/event activity and jobs will remain based in the inner suburbs.

4. THE REGIONAL CONTEXT

The population growth that can be expected in the Banyule 'Region' of Darebin, Whittlesea (the eastern half) and Nillumbik (the former Shire of Diamond Valley part) is likely to total between 15,000 and 16,000 new dwellings and 45,000 to 56,000 new residents (depending on persons per household). These new residents will place an additional burden on local and regional roads, depending on whether they work in the CBD or the western suburbs. There is thus a clear link between demographic growth, the extent and location of economic development and transport issues. The latter two components can be influenced by the City in a number of ways, which are discussed below. (See Section 6. Recommendations.) In the Banyule region the workforce is expected to grow in the northern half of the region with a reduction in the south of the region.

This trend will be compounded by the fact that unemployment levels are traditionally much higher in the inner/middle suburbs than in the outer areas. It is thus the new residents in the north of the region who will be least affected by unemployment and who will demand transport to and from their places to work.

Overall about 40% of the regional workforce works in the Banyule region, and 60% commute elsewhere. Clearly, an increase of local/regional jobs could reduce inter-regional transport demand. Most residents who do not work in the region travel to the inner suburbs and particularly the City of Melbourne (about 15-20% of all regional workers). However, we learn from the 1991 census that only 15-16% of the City of Banyule's working population use some form of public transport to get to work.

Between 1986 and 1991 there was a growth in regional jobs of about 11,000 (i.e. in the former municipalities of Heidelberg, Diamond Valley, Eltham and Whittlesea). Most of this growth was in the white collar/services sectors of community services, recreation and personal services, wholesale and retail, and finance and property services. Construction, manufacturing and transport jobs also grew. However, the region was under-represented in most types of services jobs (compared to the MSD) except Health. This sector can however be affected by government policy and decision making.

The region received very low volumes of new construction investment in the period from January 1991 to June 1995. The region contained about 12.6% of the MSD's population, but on average only about 6% of the MSD's investment in shop and non-residential development. The only high spot was a large investment in shops in 1994/95 with the expansion of the Greensborough Shopping Centre.

Data from the June 1995 ABS Business Register suggests that job numbers in the region have grown from around 60,000 in 1991 to 67,000 in 1995. However, this job growth has only been sufficient to maintain the proportion of total MSD jobs in the region (at around 5%). The macro-trends which have affected the types of jobs available in Australia are evident in the Banyule region. The big increases in jobs in the region were in both finance, business and property services, and culture, recreation, personal and hospitality services, and these offset the losses (in % terms) in areas like health, manufacturing and other sectors affected by government policy, increased efficiency measures and privatisation.

Banyule is surrounded by areas with different types and scales of development opportunity. Nillumbik has limited capacity for job/economic growth. Darebin houses Latrobe University, which is the largest single employment and transport focus in the region. Job and student numbers are expected to increase on the Bundoora Campus and increased population will follow the residential development of the adjacent former institutional land. Retail growth (and competition with Banyule) will take place as two new superstores (Bunnings and Harvey Norman in the City of Darebin) are developed.

Whittlesea has very recently attracted considerable new retail, industrial and education/health investment. In addition, it contains up to 1800 hectares of vacant land which is or could be zoned for industrial/employment purposes (including 1500 ha. of unused or underutilised land zoned for extractive industry). It has ample space for job growth and that space is located to the north and west of the City of Banyule. Job growth in Whittlesea may have the potential to divert workforce flows along the Outer Metropolitan Ring Road and away from the congested north-south routes through Heidelberg, Rosanna and Ivanhoe.

5. THE LOCAL (BANYULE) ECONOMY

The City of Banyule's population appears to have 'peaked' at around 119,000 in 1991, and declined to 118,000 in June 1995. It contains 2 large retail/activity areas (Greensborough and Heidelberg/ Burgundy St) and many other centres - most of which are located along the Hurstbridge rail line. Three stations at these activity centres are B-grade premium stations. The main industrial area is in Heidelberg West (Waterdale Road) and there are 2 smaller industrially zoned areas accommodating mainly non-manufacturing activities in the areas of The Concord, Bundoora and Para Road/Sherbourne Road, Briar Hill.

Jobs in Banyule are dominated by 3 major employment sectors:

a. Retail and related jobs in activity centres, including personal services (hair, beauty), business services in small 'retail' offices (banks, insurance, business support), recreation, entertainment and hospitality.

b. The public and non-public health sectors including hospitals and health services (doctors of all types, dentists, nursing homes, etc.) and education (both public and private sectors).

c. Industrial jobs, including manufacturing, transport, construction, warehousing, motor/vehicle sales service and repairs, etc.

Based on estimates derived from the 1991 Journey-to-Work census there were approximately 27,000-30,000 jobs in areas which now make up the City of Banyule. The ABS Business Register for June 1995 shows that the City then contained approximately 36,000 jobs (ie. a growth of 6,000-9,000 jobs), and of these about 37% were in each of the activity centre group (a, above) and the public/non public health and education group (b, above) and the balance in the industrial group (c, above). The jobs in the activity centres are growing as the numbers in both health/education and industry tend to reduce.

Most jobs in Banyule (60%) are in the southern and western third of the City, and only 40% of local jobs are in the rest of the municipality. Data from the ABS at the postcode level shows that business service, health, education and retailing dominate in most areas, with the exception of Heidelberg West where manufacturing and construction services are important.

The largest single sub-sector of employment in Banyule is in 'hospitals and nursing homes', followed by retailing and education, support services to producers (e.g. surveying, engineering and other 'outsourced' services) and metals and vehicle parts manufacture.

6. RECOMMENDATIONS FOR CONSIDERATION

The preceding summary together with the more detailed analysis in the main report lead to a number of concepts worthy of further consideration in the fields of transport and economic development policy for Banyule. They are for discussion purposes only.

The City of Banyule has a number of strengths, weaknesses, opportunities and threats, and many of these have been either made explicit, or are implicit, in this analysis.

Strengths/Opportunities

- Banyule has a very "livable" environment and is already attractive to many business types likely to grow.
- It has a large number of activity centres.
- It has a good, basic public transport system.
- Road access to the west/north-west is set to improve dramatically with the completion of the Outer Ring Road.
- It has mostly low unemployment rates apart from specific areas, such as West Heidelberg.
- It is adjacent to Latrobe University (although this brings some problems as well) and large volumes of vacant employment land in Whittlesea.
- It already contains a large number of jobs in the potential growth sectors.

Weaknesses/Threats

- Banyule has a severe north-south road transport problem, and a 'solution' is not likely to emerge for some considerable time.
- It has limited land for new employment producing development.
- It has large numbers of jobs that can be affected by government policy, especially in the health area.
- It is in the established middle and outer suburban belt and forecasts suggest that these suburbs are unlikely to attract many new jobs in the future.

Within this context there are three major strategies worthy of consideration. Each of the strategies has a number of "components" and each component has a "plan of action" to implement it.

Strategy 1

Encourage the creation and development of more jobs in Banyule and in the north of Melbourne, so that transport demand is reduced on the north-south transport routes through the City. Examples of components and related plans of action are:

Component		**Action**	
1.1	Promote and develop the City's activity centres and facilitate job growth in them.	1.1	Implement 'Main Street' or 'StreetLIFE' programs and develop plans that can accommodate resultant increased demand for activity[2].
1.2	Promote the City's industrial area.	1.2	Improve the environment, parking, etc., of the industrial areas (already in progress at West Heidelberg).[3]
1.3	Promote the City as Melbourne's primary health care focus, containing a vast range of skills and services.	1.3	Conduct research into health care resources of the City/Region and develop these interests into an active interest group which promotes/defends the interests of the area.
1.4	Liaise with Whittlesea to assist with the promotion of its large, adjacent industrial areas.	1.4	Form a joint development liaison group with Whittlesea. Refer enquiries from developers who cannot develop in Banyule, to Whittlesea.
1.5	Support job growth in NREDO region, especially in northern part accessible to Banyule, via the Outer Metropolitan	1.5	Where appropriate, support NREDO efforts.
1.6	Fully exploit funding opportunities available for job growth projects via Federal and State Governments.	1.6	Identify all such opportunities and follow through (some already in progress).

2 Banyule has received funding through the StreetLIFE Program for the preparation of Business Plans for Greensborough & Montmorency, including better retail practice seminars.

3 The West Heidelberg Industrial Estate owners and tenants have recently appointed a Development Officer with funding made available by Banyule Council, to promote the estate.

Strategy 2

Promote the use of public transport, and improve the quality of the services, to reduce demand on roads, especially the north-south routes.

Component	**Action**
2.1 Promote the use of public transport in both Banyule and Nillumbik and involve activity centre businesses.	2.1 Form a joint public transport promotion group with Nillumbik, PTC/Met/DoT and activity centre operators. Promote public transport use (environment, cost and convenience). Provide information on *"how to use the system"* on an area-by-area basis and update regularly.
2.2 Encourage PTC to upgrade stations to Premium B status, and improve station parking and modal interchange.	2.2 Increased patronage is key to Premium B status. Promotion is thus vital. Identify additional parking areas and modal interchange sites at Banyule and Nillumbik stations.
2.3 Link stations at activity centres into those centres.	2.3 Develop plans for each relevant activity centre, with PTC, enabling passengers to easily access each centre.
2.4 Promote the use of public transport in east-west directions.	2.4 Identify any unmet needs for improved public transport to - a) Industrial areas; b) Latrobe University; and c) Employment areas to the west along the Outer Metropolitan Ring Road.

Strategy 3

Create an innovative and "open" culture in the administration of planning and economic development in Banyule (and elsewhere in the north-east) in order to stimulate, identify and facilitate local ideas on job growth, public transport or other relevant issues.

Component	**Action**
3.1 Stimulate local suggestions for solutions to problems	3.1 Conduct informed public consultation (possible next stage of strategy development).
3.2 Energise and train staff in relevant fields of expertise.	3.2 Ensure appropriate resources available. Develop library of literature on economic development, public transport development, and other relevant programs. Develop networks with other relevant organisations/people.

Finally, as listed above in 3.1, the next stage in the development of both the Economic and Transportation Strategies could well involve the conduct of informed public consultations. This Profile and the Executive Summary can form the basis of such consultation documents.

CHAPTER 1

INTRODUCTION

1. INTRODUCTION

Banyule City Council's Corporate Plan's key economic objective is to promote sustainable and appropriate development and maximise local and regional investment and employment opportunities. The key transport objective under the Corporate Plan is to develop an effective and integrated transport system that caters for anticipated local and regional needs.

The objective of this Economic and Transportation Profile is to provide a strategic background report which will contribute to the development of a proposed Economic Strategy and a Municipal Transportation Plan which are being developed to meet the objectives of the Corporate Plan. It will include information on:

- background on transport and economic issues;
- an understanding of the dynamics of the local economy;
- an understanding of how Banyule sits in the regional and State context;
- an understanding of how the above has an impact on Banyule;
- a correlation, if any, of economic and transport issues/factors;
- identification of issues that need to be addressed by Council.

The major output will be a report which:

- provides basic relevant demographic and socio-economic profile data at the municipal level in relation to travel patterns, journey to work, employment numbers, location and type, population structure, vehicle ownership patterns, business type and other appropriate economic and transport related indicators;[4]
- provides an analysis of relevant studies and reports as they relate to economic development and transportation issues within the City of Banyule;
- identifies and provides an assessment of the economic and transport strengths and opportunities within the City of Banyule;
- analyses the regional context within which Council operates, particularly placing all of the above in a policy context of metropolitan, sectoral, economic development and transportation policies which have emerged in the past 4-5 years and which are likely to impact on Banyule in the next 5-10 years;
- defines Council's role in relation to other key stakeholders, both locally and regionally;
- highlights the issues and needs for action with respect to transport, economic development and any other emergent problems or issues.

2. REPORT STRUCTURE

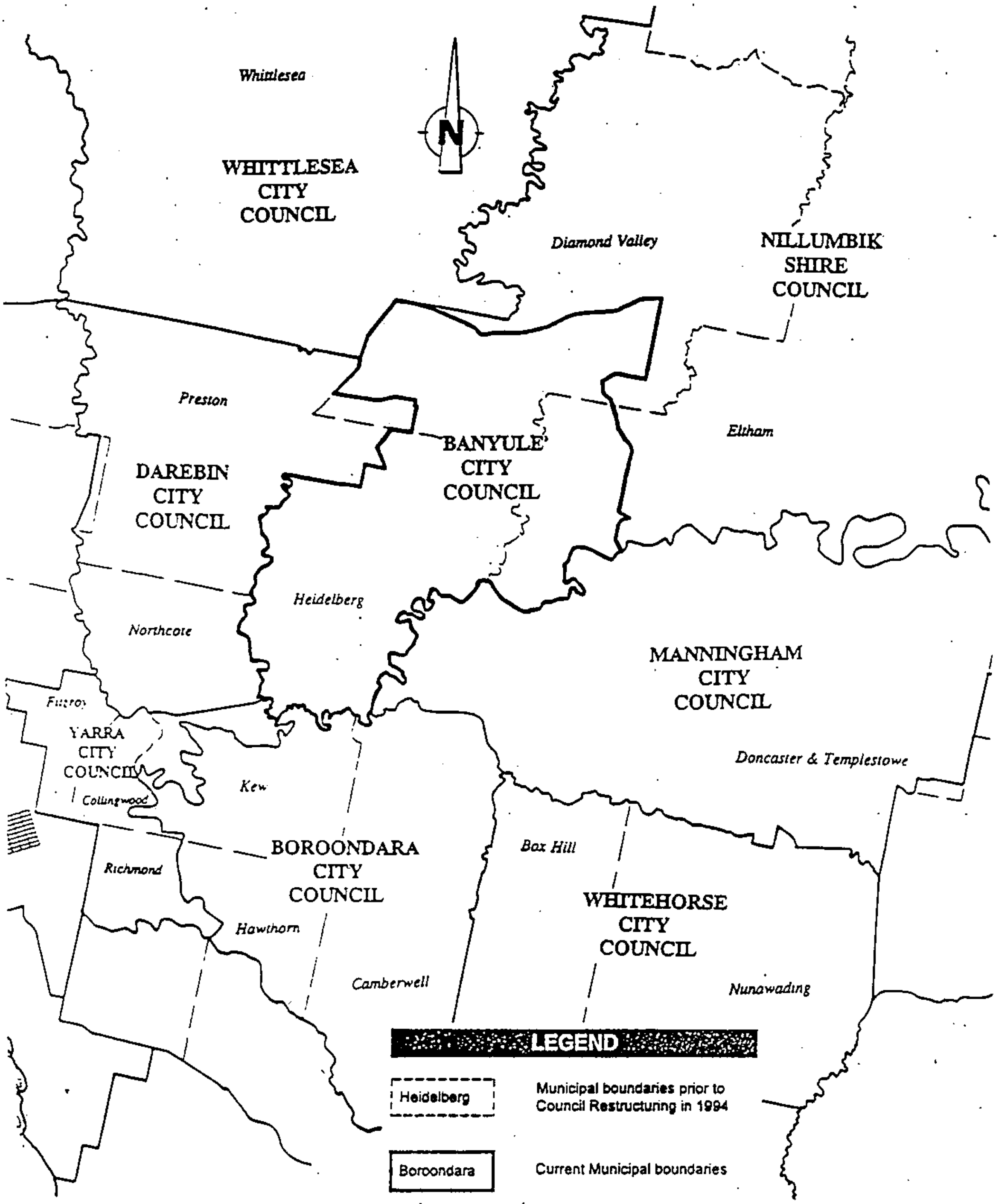
This Profile contains Chapters which detail:

- The Economic & Transport Planning Context. Chapter 2 examines a range of trends and forecasts, as well as reports which identify the relevant elements of the 'environment' within which the Banyule City Council is likely to be operating over the next 1-2 decades.

[4] Some of the data will be presented in detail in the report "Community and Housing Profile" and to avoid duplication only relevant summary data will be reproduced in this "Economic and Transportation Profile".

- The Regional Context. Chapter 3 details what development is now known about, or can be expected within the municipalities abutting Banyule, with special emphasis on transport and economic development factors. Foremost amongst these is population growth, employment and infrastructure.
- The Local Economy. Chapter 4 presents and analyses three historic and current data sets which provide information about the economy of Banyule. These data sets examine the changing job structure both at the municipal and the postcode area levels, where possible.

MAP NO. 1 CITY OF BANYULE MUNICIPAL BOUNDARIES



CHAPTER 2

THE CONTEXT OF ECONOMIC & TRANSPORT PLANNING

1. INTRODUCTION

The restructure of local government in Victoria, and the reduction of the numbers of municipalities from over 200 to 78 is part of a general reform package introduced by the current State Government. The major imperatives of that reform package have been clearly spelled out in *Living Suburbs. A Policy for Metropolitan Melbourne into the 21st Century.*[5] This document detailed 5 major 'directions' aimed at strengthening the vitality of the metropolitan area.

Direction 1. Provide a business environment conducive to sustainable long-term economic growth.

Direction 2. Build on Melbourne's strengths as an international transport, production and communications hub.

Direction 3. Strengthen links between Melbourne and regional Victoria to increase the competitiveness of the Victorian economy as a whole.

Direction 4. Enhance Melbourne's environment and liveability.

Direction 5. Create a more functional city by better managing Melbourne's infrastructure and urban development.

The policy is strongly focussed on the view that a strong economy and a city which is competitive, outward looking and attractive to business will create a prosperous and better society. *"Prosperity is based on 'liveability' - the knowledge, skills and creativity of its citizens; the quality of its infrastructure and environment; the sophistication of its economy and its positive climate for business."*[6]

Within this framework the Victorian Government sees itself as retaining the responsibility for setting the overall strategic direction of development. The role of local government is to "*take a stronger and more strategic approach to economic and social development, as well as playing a more effective role in land use planning and delivering value-for-money services to the community.*"[7]

As a result, all local Councils now have a clear mandate and a requirement to participate in the economic development process - the creation of jobs and local economic growth and hopefully, the reduction of local unemployment. The issue, for most local Councils embarking on the creation of an economic strategy, is to analyse the nature of their economy and identify the actions which are both locally effective and are within the resource capacity of the local Council. This position paper is oriented to that task.

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[5] Living Suburbs. Govt of Victoria, Dec., 1995.
[6] Living Suburbs. Govt of Victoria, 1995. Summary document.
[7] Living Suburbs. Govt of Victoria, 1995. Main document, page 11.

Living Suburbs is also concerned with transport policy (Direction 2) and sets out the broad strategic framework for the development of transport in Melbourne. A fundamental component of this strategy includes the management of freight, and this has been detailed in the *Freightway Melbourne* report.[8] Other major components relevant to Banyule include: the City Link; the Outer Ring Road from Greensborough to the Princes Highway west; investments in fixed-route public transport, including 'premium stations', automated ticketing and timetable improvements; privatisation of buses, and the creation of modal interchanges.

Historically the involvement of local government in transport issues and policy research formulation has been strong. However, the capacity of local Councils to impact on the strategic investment decisions of VicRoads, the Met and other lead organisations has not always been powerful. A major and long standing issue in the Heidelberg/Banyule area has been the pressure for improved north/south links.[9] However, according to "Living Suburbs", *"existing transport connections"* would provide the link between the Outer Metropolitan Ring Road at Greensborough and the Eastern Freeway, for the foreseeable future.[10]

Given this statement and the knowledge that economic growth, good transport systems, liveability, the quality of the urban environment and the management of infrastructure and urban development are all interrelated, then it is relevant to link economic and transport issues in this one paper. Quite clearly, planned residential development within and to the north of Banyule, the location of jobs and activity centres, and resultant traffic flows are all important issues which impact on the most appropriate strategies to be adopted by Banyule City Council. These need to be developed within the context of not only the Metropolitan Strategy, but policy at the national and regional levels.

2. KEY TRENDS IN THE ECONOMY

At the global and national levels some of the major "key trends" in economic development have been identified in the Spiller Gibbins Swan (SGS) *Northern Regional Economic Development Strategy*.[11] They point to issues such as:

- Expanded global trade and the increased capacity and need for Australian firms to trade internationally (ie. export).
- The internationalisation of investment - overseas firms now invest and locate in Melbourne.
- The impact of technology. There are lower demands for less skilled labour and higher demands for trained workers in knowledge industries.
- A reduced importance of raw materials and primary products and a need to value-add to such products.
- The emergence of 'networks' of interrelated firms within regions. These networkers tend to lead the economic growth of regions.

These major global trends have some clear indicators for the potential role in economic development at the local level - for example in assisting local industry to build and expand local networks or in linking the local unemployed to jobs via locally based education and training institutes.

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8 Freightway Melbourne. DJA Maunsell & Assoc. A Melbourne Transport Hub Study. Draft Final Report. DOT. July 1995.

9 See: NELA - Heidelberg Traffic Strategy - 2001., Sept. 1990, and City of Heidelberg - Traffic issues North/South Corridor, c. 1994.

10 Living Suburbs. Govt of Victoria. 1995, page 29.

11 Spiller Gibbins Swan, Melbourne's Northern Region Economic Development Strategy - New Edge. Sept., 1995, section 2.

At the national scale, research into the economy of the future has been a main focus of the Department of Employment, Education and Training (DEET). In its most recent publication *Workforce 2005*[12] DEET has suggested that:

- Most sectors of the economy are likely to grow, but at different rates.
- Some sectors will improve the productivity of their workers through improved labour practices or new equipment. As a result, in these sectors, job growth will be limited.
- Other sectors are more labour intensive and/or cannot replace labour with equipment, and job growth will be stronger.

In general terms strong job growth is expected in white collar, service and professional sectors, while there will be limited growth in jobs in the blue collar, trades and transport sectors.

Within this context it is important to note that the State Government has been presented with forecasts of both population and employment (jobs) changes in Metropolitan Melbourne.[13] These forecasts suggest that:

- Most new jobs will be in Community, Recreation & Personal Services, and the Wholesale & Retail sectors;
- Jobs in Manufacturing and Construction will decline absolutely;
- Between 1991-2011 there will be an increase of just under 400,000 new jobs in the MSD; and,
- Of these jobs 45% are forecast to be generated in the CBD-Inner Core-Inner Eastern Suburbs.

Significantly, the area described as the "Middle to Outer NE Suburbs" (i.e. the former municipalities of Heidelberg, Diamond Valley and Eltham) is likely to have the lowest volume of net new job growth of any of the seven areas of Metropolitan Melbourne (i.e. 2.4% of the total job growth in the MSD). The adjacent area (Outer Northern Suburbs) is forecast to accommodate only 6.5% of all net new jobs. This forecast is open to debate. It has been accepted as the basis of the City Link travel forecasts, but has also been challenged in a recent court action.[14] In addition, the former municipality of Heidelberg is on the fringe of the Inner Core Area and could share in some of the job growth forecast for that area. Nevertheless, at a strategic level the only known job forecasts for Metropolitan Melbourne at this time suggest a relatively strong growth in the north/north east sectors' population, and limited growth in jobs. This conclusion has some significant implications for both the economic development and transport portfolios in Banyule.

12 DEET (Department of Employment, Education and Training) Australia's Workforce 2005: Jobs in the Future. ASRS Canberra. Nov., 1995.

13 RATIO Consultants. Industry Sector Growth and Employment Location. Dec., 1994.

14 See: Age 10/4/96, page 7. "Link prospectus deceptive, court told."

3. THE POLICY CONTEXT

A. The Commonwealth Approach

At the time of writing, the new Commonwealth Government's policies had not been finalised or published and the new Government Department structure had not been confirmed. However that level of Government contributes locally and regionally through policies affecting infrastructure development, most notably in areas such as education, transport, housing and social planning.

a) Commonwealth Policy

In May 1994, the then Prime Minister announced in *Working Nation, the White Paper on Employment and Growth*, a number of major initiatives in relation to economic growth and the development of employment opportunities for regional Australia.

These included a $150 million program over four years to aid the establishment of Regional Development Organisations (ReDO's) and fund models of local and regional economic development best practice. Commonwealth involvement was based on reports such as *Developing Australia, A Regional Perspective, Report of the Taskforce on Regional Development*, (Commonwealth of Australia, December 1993), the Industry Commission Inquiry on Regional Industry Adjustment, (1993) and *Lead Local Compete Global* (McKinsey and Company, July 1994), which have argued that Australia's overall economic performance is affected by what happens regionally, in particular:

- The only way to improve regional performance is by giving each region the attention and support it requires.
- Local initiatives are more effective than ideas generated in Canberra.
- Internal Australian competition between regions can improve Australia's international competitiveness.
- The view that program delivery for a range of Commonwealth and State programs can be improved through appropriate regional structures.
- The view that the Commonwealth and States should be able to improve the information they have access to about regional Australia - and use that data more effectively.
- The view that an effective regional development policy will allow the Commonwealth to deliver the right programs of support to the right places and at the right time.

b) Commonwealth Regional Development Policy

The former Commonwealth's Department of Housing and Regional Development published guidelines in July 1994 which announced that the Commonwealth's policies would support:

- Appropriate organisations - including local government - and communities of interest as they:
  - identify the strengths and weaknesses of their region;
  - establish regional development organisations to act as effective partnerships between regional interests with a core group of business, union, local government and education and training representatives; and
  - prepare employment and economic development strategies for growth.
- The development of a "best practice" culture throughout regional Australia, entailing:
  - the development and application of best practice models on a regional basis;
  - assistance to centres of best practice; and

- skill development for those involved in regional and local economic development.
- Infrastructure projects, where:
  - regions will lead the development of infrastructure strategies;
  - projects are demonstrably in the national interest; and
  - financial and other "value-adding" commitments are made by other parties, particularly from the private sector.

Under this framework the Northern Regional Economic Development organisation (The NREDO or New Edge) recently completed its own economic strategy, which could form an important part of the context of operations for Banyule in the future. That Strategy Document has been reviewed, below, in Section 4. of this Chapter.

DEET also had a role in delivering elements of the Commonwealth's regional program. In May 1994 the then Prime Minister announced that the Department of Employment, Education and Training would become more regionally orientated and would establish some 60 Area Consultative Committees (ACCs) across Australia, involving employers, unions, education and training providers, community groups and other government agencies. They would be expected to produce:

- A positive community response to government efforts to reduce unemployment and increase employment
- Employment strategies linked to regional economic plans
- A better match between DEET services and the needs of the region
- Co-ordination to minimise governmental duplication and over-lap.

Although the intention by DEET was to "*establish and maintain strong links with REDOs*", to ensure that ACC regions are "*broadly aligned with the regions identified by the Regional Development Program*" and even to countenance ACCs applying for REDO status, those arrangements proved more difficult to put in place than initially envisaged.

Both the Regional Development Organisation and the Area Consultative Committee structures and processes are to be reviewed during 1996. For instance, in March 1996 the Commonwealth Government announced that it intended to establish *Regional and Community Employment Councils*. These new councils could "*build on and empower existing regional bodies including the ACCs where appropriate*" (Pathways to Real Jobs, The Federal Coalition's Employment and Training Policy, March 1996).

c) Other Commonwealth Programs

A variety of other former Commonwealth Government programs contained elements of local and regional economic development. The details of such programs and the strategies of the departments and agencies that support them have changed under the new Government. Banyule City Council will require a strategy for ensuring that its Economic Development staff is well informed about the current range of opportunities. Examples of some of the programs of the former Government are given below. Not all of them are guaranteed to continue.

The Department of Industry, Science and Technology (DIST) was an active supporter of initiatives to support small and medium enterprises. The Department had a history of working with local partners in such initiatives. The City of Moreland, for instance, hosts an *AusIndustry Network Broker*, the Richmond Chamber of Commerce provides a local shop front for a number of DIST activities and *EastNet*, a business network in the east of Melbourne, works closely with *AusIndustry* to promote the idea of export and import replacement as key opportunities for businesses in the region.

The Department of Employment, Education and Training (DEET) offered an extensive array of labour market development and support programs. The bulk of these were directed toward the plight of the long term unemployed. There was clear scope for local government involvement. The City of Banyule has undertaken a "New Works Opportunities" Program that is giving training and work experience to over 150 long term unemployed people. The Employment and Economic Development Corporation (based in the central area of Melbourne) intended to use DEET Commonwealth Business Incubator funds to work with local communities and funding was through the Office of Labour Market Adjustment (OLMA) Regional Program.

In *Creative Nation* the then Prime Minister announced a series of initiatives designed to maximise the economic and employment opportunities that the arts and emerging technologies, that could capitalise on artistic endeavour, could offer all Australians. Cities that supported their own "arts economy" and had good links with businesses in their community could take advantage of some of the support offered.

The Department of Tourism offered support to local and regional tourism development, most recently in the areas of cultural tourism and projects in aid of the national ecotourism strategy. Municipalities, regional development organisations and regional tourism networks were key participants in much of the economic development activity that flowed from these initiatives.

The Department of Housing and Regional Development (DHRD) managed the *Better Cities* program and the new *Local Government Development Program*. Through these, the former Commonwealth Government took a role in urban development and in improving the quality of the urban environment. Both offered significant economic development and reform opportunities to participating municipalities. The *Better Cities 1* group of programs focussed on the CBD and the Maribyrnong and Yarra River areas, and produced plans for the redevelopment of the Lynch's Bridge (now Kensington Bridge) and the two Australian Defence Industry's sites on the Maribyrnong at Sunshine and Footscray. This program also included input into the expansion of the Food Research Institute in Werribee, infrastructure improvements in the Werribee Technology Precinct, and the upgrade of the Melbourne-Geelong rail line

The *Better Cities 2* Program has now been abandoned following a review by the Federal Government since the Federal Election in March 1996.

The Commonwealth also exercises considerable influence over the development of national transport policies and, through a range of programs, has a history of working with local government to improve road and rail transportation. The Western Ring Road and the expansion of Melbourne Airport are two of the major examples in this category.

B The State Approach

The State Government has a strong commitment to economic development and the creation of jobs and wealth. It has detailed its approach in a range of documents including: *Development Framework for Victoria (Sept 1994)*; a range of Agenda 21 publications (quarterly updates) and *Planning a Better Future for Victoria, (August 1993 and 1994), Capital City Policy* and *Living Suburbs*. Other policies have been developed for the arts and culture, tourism and major events and regional development. Changes have been implemented in a range of areas including planning, local government, water supply and pricing, electricity privatisation and a host of other sectors, with the goal of improving economic efficiency, development and job growth.

The Department of Business and Employment has been re-badged *Business Victoria*. This reflects the government's desire to attract new industrial, commercial and tourism developments and to capitalise upon its "Main Events" strategy as a means of promoting investment and job growth.

Business Victoria has established an international presence and works to attract investment throughout Victoria, often in partnership with local government. The Employment Branch has recently announced support for towns and commercial precincts through its StreetLIFE program. This is a self-help program aimed at development of local leadership skills to address commercial and economic viability issues. Business Victoria can also be an important source of economic data and analysis for local industry and local initiatives. Banyule Council is an active participant in the StreetLIFE Program and in 1995/96 received funds for the preparation of Business Plans for two shopping centres and for a Business Development Seminar Program.

Agenda 21 and *Arts 21* are two key State policy statements. Both offer opportunities for partnerships between local government and State Government. Both are also significant because they place the idea of economic development at the centre of much government activity. For example, support for cultural and artistic endeavour is seen as worthwhile because, amongst other things, there are distinct economic benefits for all Victorians through improvements in, say, cultural tourism. Such themes are worthy of further examination by Banyule City Council as it develops its own approach to economic development.

In February 1995 the State Government listed eleven major infrastructure projects, many designed to promote the government's "Main Events" strategy, worth over $500 million with at least 5,500 new jobs being created through the construction phases.

Some of these policies and their impacts have had short-term negative effects, and some are opposed by sections of the community. However, there can be no doubt that the current government is actively and successfully pursuing a range of development opportunities, infrastructure development projects and other programs with the potential to bring economic benefits to Melbourne.

Amongst the latter are the massive City Link group of freeway extensions, including the Western and Southern By-passes and the widening of the Tullamarine Freeway. Some groups oppose these plans on environment and financial grounds. Supporters argue that the north west will benefit from improved access to the rest of Melbourne (and vice versa).

Other major investment/development programs initiated or facilitated by the State Government which could impact on job availability include:

- The Grand Prix circuit at Albert Park.
- The temporary and permanent casinos.
- The new Exhibition Centre.
- The new Museum of Victoria.
- The Tennis Centre expansion.

Further, Business Victoria now has a specialist branch dedicated to attracting new industrial projects to Victoria. Many of the projects that Business Victoria intends to facilitate will, if they are brought to Victoria, impact on Melbourne's northern region. They include plans for the expenditure of $1 billion by Ford, with a least 50% to be spent at Broadmeadows, and a range of other projects (Venture Industries, Leading Synthetics and others) in the Campbellfield/Somerton area.

As identified in the introduction to this Chapter, the State approach is embodied in its Metropolitan Strategy. Increasing local governments' capacity to facilitate economy growth was at the core of the State's reform process for local government and almost every Victorian municipality now assumes responsibility for such a function.

4. THE REGIONAL APPROACH - THE NEW EDGE STRATEGY

The NREDO - New Edge Strategy was funded by the Federal Government's Regional Development Program with contributions also from nine participating municipalities. The Strategy Report is divided into six parts which, taken together, establish a strategic framework for the fostering of economic development in the northern region.

The strategy is an extensive 20-section document which details not only data about the region, but also identifies a vision, and the region's key economic drivers and presents seven strategic "activity areas" which the authors believe are the key to regional economic growth. These seven activity areas are:

1. Tullamarine Airport. The international gateway.
2. Education.
3. Environmental/Amenity Enhancement.
4. Networking and Business Development.
5. Marketing and Promotion.
6. Transport and Communication.
7. Tourism.

The consultant team, through local consultations, generated a total of 50 development projects or opportunities in these seven activity areas, and evaluated them against the criteria of the potential benefit and the region's capacity to implement them. At the conclusion of these evaluations, eight projects were identified as both "beneficial" and "do-able". From Banyule's perspective, none of the 50 candidate projects or the eight selected projects which have a specific location are actually sited in Banyule.

Federal Funding for REDO's beyond 1998 will cease following a recent announcement to abolish the Regional Development Program.

Council has to date gained little benefit from membership of the organisation for a number of reasons. Firstly, although the NREDO has produced a comprehensive Regional Economic Development Strategy, none of the eight priority Action Plan areas have any direct relevance or assistance to Banyule Council, its industry/commerce or our community.

Secondly, the NREDO is very much focussed on the "Hume Corridor" and given the recent inclusion of the City of Greater Bendigo and the Shire of Mount Alexander as members, this focus away from Banyule will be more pronounced and potential benefits may be diluted.

Given the above, Council recently resolved to withdraw from the NREDO and utilise the NREDO funds to add value to its own economic development initiatives. In doing so, however, Council has retained the option of being involved in any future projects run by the NREDO if they are of direct benefit to Council.

5. THE METROPOLITAN NON-RESIDENTIAL CONTEXT

A. Introduction

Historical zoning decisions, the suburbanisation of people and jobs, physical geography, the availability of infrastructure services, as well as government policy, have all had a part to play in the creation of the existing patterns of non-residential land in Metropolitan Melbourne.

Industrially zoned land accommodates most of the activity and jobs in sectors such as manufacturing, transport, warehousing and distribution, construction (off-site activities), most wholesale and some retail activity, electricity, gas and water depots, and all of those other activities which cannot (or should not) be located in commercial, residential or other inappropriate zones. There are very large volumes of industrially-zoned land in Melbourne, the majority of which is in:

- The inner, middle and outer western suburbs (Footscray, Altona, Laverton, Deer Park, Werribee, etc.);
- The north-west, and northern suburbs (Tullamarine, Campbellfield, Thomastown, Coburg, Preston and West Heidelberg);
- The outer east (Blackburn, Croydon and Knox);
- The south-east (Oakleigh, Moorabbin, Clayton, Braeside, Dandenong, and Hallam); and
- The inner region (Port Melbourne, South Melbourne and North Melbourne).

Commercially-zoned land accommodates most of the activity and jobs in sectors such as retail, offices, some wholesaling, community services, personal services (including the growing hospitality sector) and many of those businesses and services which require access to people (e.g. doctors, banks, vets, solicitors, accountants, etc.).

Traditionally, the non-residential land market has been analysed as three major sectors - industrial, offices, and retail. However, a fourth broad market has been recognised in the past decade - the hospitality/tourism sector.

The former three sectors are not easily analysed. They are, however, the subject of numerous reports by the major real estate agencies of Melbourne, and their publications are drawn on heavily in the following sections. However, it is important to note that these agencies and their clients are primarily interested in non-residential property as a commodity rather than as the locations for jobs. As a result, lease yields, sales and "pre-commitments" are important elements in their reports. Nevertheless the reports do identify market demand and sentiment, which are important to this study.

B The Industrial Sector

Melbourne is one of Australia's prime industrial locations and its position is being strengthened by many recent and planned infrastructure projects. Richard Ellis[15] cite seven road and rail upgrade projects worth $3 billion to be completed between 1994 and 2000. These are important influences on both industrial development and investment returns. These projects include the City Link, Outer Metropolitan Ring Road and National Rail Grid developments. The Richard Ellis report also refers to the potential impact of the recommendation of the *Freightway Melbourne* study. This

[15] Richard Ellis Research. Melbourne Industrial Property Market Bulletin. Spring, 1995.

Study has identified a central area, "Port Hub Zone". This zone, together with the "Airport Hub Zone" are to be designated for priority investment, integrated management and improved transport productivity.

The development of new industrial property peaked in 1989/90, and dropped to less than a quarter of those high levels in 1993/94. There is now a resurgence of demand and almost all of the new/planned development for 1995/96 is in the middle to outer suburbs - especially in the west (Altona, Laverton, Laverton North) and the east/south-east (Notting Hill, Rowville, Braeside, Hallam). According to Colliers[16] 76% of all new leases and pre-commitments were from firms involved in warehousing, distribution and transport - mainly in the outer south, east and west. Manufacturing and specialised High-tech accounted for only 24% of the areas leased or sold.

In their review of the Melbourne (non-residential) property market Richard Ellis[17] note that a range of factors are now driving the industrial market. They include:

- Companies are becoming more efficient.
- They are consolidating on strategic sites near to their clients and with good access to transport links.
- They need appropriate, modern buildings for their operations.

Clearly, the Banyule region has some advantages as a strategic location, especially in Whittlesea. While the focus is shifting from manufacturing to warehousing, the demand for industrial property is not diminishing.

C The Office Sector

Melbourne has 3 major locations within the office sector - (i) Melbourne CBD, (ii) the surrounds to the CBD - Southbank, St Kilda Road and South Melbourne, and (iii) suburban centres, including both the inner areas - Prahran, South Yarra, Kew, Hawthorn and the middle suburbs of Box Hill and Doncaster etc.

As at July 1993 (the latest reliable data) Colliers[18] estimate that for buildings with 900m^2 plus of office space, the total supply in specified areas was:

- CBD - 3.5 million m^2
- St Kilda Road, City fringe and South Melbourne - 1.8 million m^2
- Suburbs - 0.95 million m^2

Between 1980 and 1993 total stock in Melbourne increased from 2.2 to 6.25 million m^2. Non CBD additions were important during the 1980's, and there was a boom in construction in the CBD during 1991 and 1992 (adding 1 million m^2). By 1993/94 the recession raised vacancy rates to 26% of CBD space and 19% in other areas. Overall there was in excess of 1.5 million m^2 of vacant office space in Melbourne in 1993/94. Since then the middle suburban vacancy rates declined to around 9% and the inner suburb rates to 10% during early 1995[19]. By July 1995 CBD vacancy rates were 22%[20]. Very little new office space is expected to be constructed in the

16 Colliers Jardine Real Estate Research. "Melbourne Industrial Property Market Report". Nov., 1995.

17 Richard Ellis Real Estate. "Market Update, 1996". Unpublished notes of breakfast meeting. Feb., 1996.

18 Colliers Jardine Real Estate. "Melbourne Suburban Office Property Report". Dec., 1993.

19 Richard Ellis Real Estate. "Suburban Inner Melbourne Office Market Bulletin". Autumn, 1995.

20 Colliers Jardine Real Estate. "Melbourne CBD, St Kilda Rd & Southbank Office Property Markets". Nov., 1995.

CBD/surrounds over the next 2-3 years.

Within the office sector, properties are classified according to the quality of the offices (Premium, A, B, C or D grades). Generally the higher grades have the lowest vacancy rates because they represent best value for money for tenants and the market is very competitive. Older (C and D grade) properties are often recycled for housing, education, or serviced apartments, and drop out of the office market.

Average vacancy rates are forecast to drop to under 10% within 6-8 years (early next century) but premium space to 5% within 2-3 years[21]. The major reasons for this are:

- Continued growth in demand from office users (banks, finance companies, insurance and other white collar sectors).
- Increase office workspace ratios (more m^2/worker).
- Continued growth in the Victorian economy and the emergence of new office users.

However, the reduction in the public sector workforce, in the short term, will tend to raise CBD vacancy rates as both the State and Federal governments shed labour and/or transfer to the private or semi-private sector, and/or relocate to the suburbs. As a result, Richard Ellis[22] believe that the CBD office sector in Melbourne is in a *consolidation phase* but will show gradual improvement over the next few years. They describe the suburban market as being in "*relatively good shape*" - with some areas having higher rentals than the CBD. Demand for offices in Boroondara is strong, as it is in the inner suburbs such as Richmond - where car parking is easier than in the city. They also note that "*the District Centre Policy, which has been essentially dispensed with, means that offices can now be developed in locations which are more attuned to market requirements rather than government policy*"[23].

D The Retail Sector

There was approximately the same volume of retail space as office space in the MSD in 1995 - 6.2 million m^2. Of this stock the CBD has 0.45 million m^2 (7.3%) and the main regional shopping centres 0.5 million m^2 (7.9%). The older strip shopping centres and subsequent supermarket based strips contained 60% of all stock (3.74 million m^2). This last category lost about 3000 m^2 in the early 1990's, as some shops in the strip centres were converted to non-residential functions[24].

"In the past, new supply (of retail floor space) has been controlled by planning restrictions..... These restraints are slowly dissipating due to the progressive attitude of the State government Planning Minister and the expansion of major tenants such as David Jones, Big W, K Mart, and Franklins." [25]

[21] Ibid.
[22] Richard Ellis Real Estate. Ibid ref. 12 above.
[23] Ibid pg. 41.
[24] Colliers Jardine Real Estate. "Melbourne Retail Property Market Report". Aug., 1995.
[25] Ibid pg.2.

There is concern (by some agents) that the planned expansions of the major freestanding centres, the rapid expansion of "superstore" sites and other retail developments will produce very large volumes of new floorspace - estimated at 750,000 m^2 between 1995 and 2000. Historically only 100,000-200,000 m^2 has come on stream in most previous 5 year periods. These expansions and new developments will increase freestanding centre floorspace by one third, and more than double the number of superstores (Bunnings, Officeworks, Harvey Norman, Toys'R'Us, etc.). This will have an ongoing impact on the smaller strip centres.

The CBD is seen to be a favoured location for fashion, luxury and recreational items, and Richard Ellis point to:

- Increased pedestrian activity in the CBD.
- Increased weekend train, tram and car park use in the CBD.
- Increased events, conferences, exhibitions, festivals etc, as well as the development of Southbank.
- Increases in central area promotion and marketing.
- Improved CBD marketing for shoppers/visitors population.
- Improved management of the CBD by the State and local government e.g. Swanston Walk.[26]

They also note that some strips are showing signs of improvement as they develop a specialist niche range and reputation (e.g. Chapel Street, Prahran for fashion) and organise promotional campaigns. In addition, some shoppers find the large centres too big, and seek more convenience in the smaller, more accessible strip centres.

However, the potential oversupply, especially in the middle-eastern suburbs, will put pressure on all strip centres in Melbourne.

Finally, the latest Richard Ellis report[27] notes the potential impact of gambling on the availability of discretionary (usually retail-oriented) expenditure. Net expenditure (ie. gambling losses) has increased in Victoria from $0.5 billion to $2.4 billion between 1985 and 1995, almost solely due to the introduction of the casino and electronic gaming machines (EGMs). Most of the growth ($1.5 billion) has been in the past 4 years and this expenditure "*is roughly 4 times the turnover of a regional shopping centre*"[28]. Traditional retailing is therefore under some threat.

E The Hospitality Sector

In a recent study by the Victorian Tourism Industry Training Board this sector (comprising tourism destinations, cafes, restaurants, hotels, accommodation and events) is credited with an employment level of 110,000 in Victoria, and is growing strongly. The inner region of Melbourne houses 43% of all jobs in this sector, and generates 59% of all takings from accommodation. Most new or planned tourism/hospitality venues and major events are based in the inner region. Future job growth will be strong, with between 7000 and 8000 people to be employed in the Crown Casino alone, by mid-1997. The hospitality sector thus has a relatively straightforward distributional pattern with a focus on the CBD and inner suburban areas which are easily accessible to international and domestic visitors.

26 Richard Ellis Real Estate. "Melbourne Retail Market Bulletin". Autumn, 1995.
27 Richard Ellis Real Estate. "Market Update 1996".
28 Op cit pg. 17.

6. CONCLUSIONS

This broad overview of the economic policy context shows that:

a. Both the Federal and State governments have been actively encouraging and enabling the creation of investment, jobs and economic growth. However, within Melbourne much of the focus is on the inner suburbs.

b. Strong job growth is forecast to be in the services and white collar sectors, especially in wholesale and retail, communication, finance, education, health, personal services and accommodation and restaurants. This continues recent trends.

c. Within Melbourne there are 4 major non-residential sectors:

   i. Industrial land is in relatively strong demand from transport and warehousing groups and other sectors not suited to commercial and office zones.

   ii. The office sector has high vacancy rates which are expected to diminish slowly. Little new construction is likely in the short term except in the suburbs.

   iii. The retail sector is likely to experience oversupply from new/planned projects to the year 2000. Competition will be strong between the CBD, strip centres and the major regional/sub-regional centres. All will compete for income with the gambling sector.

   iv. The hospitality sector shows strong growth prospects especially in the central area of Melbourne. This is supported by the policies/projects of the State government and the Melbourne City Council.

CHAPTER 3

THE REGIONAL CONTEXT

1. INTRODUCTION

The regional context is important to the City of Banyule, because what happens in the areas surrounding the City may well have positive or negative impacts on what happens inside the City. In addition, data about the north/north east of Melbourne can also shed light on the broader regional context, of which Banyule is part.

Banyule is within the 'North Eastern Labour Force Region' (the former municipalities of Northcote, Preston, Whittlesea, Heidelberg, Diamond Valley & Eltham) used by the Commonwealth for many statistical purposes. However, at times it may also be useful to assess what may be happening in areas to Banyule's east and south (i.e. Doncaster and Templestowe, now Manningham, and Kew, Hawthorn, Camberwell now Boroondara). In other cases (i.e. Business Register data) it is more relevant to analyse data for a smaller regional area. Thus, within this chapter a number of different definitions of the region are used. The 'region' used for analytical purposes is defined in each section below.

Map 2 shows the current and former metropolitan/municipal boundaries, pre and past local government restructuring in 1994.

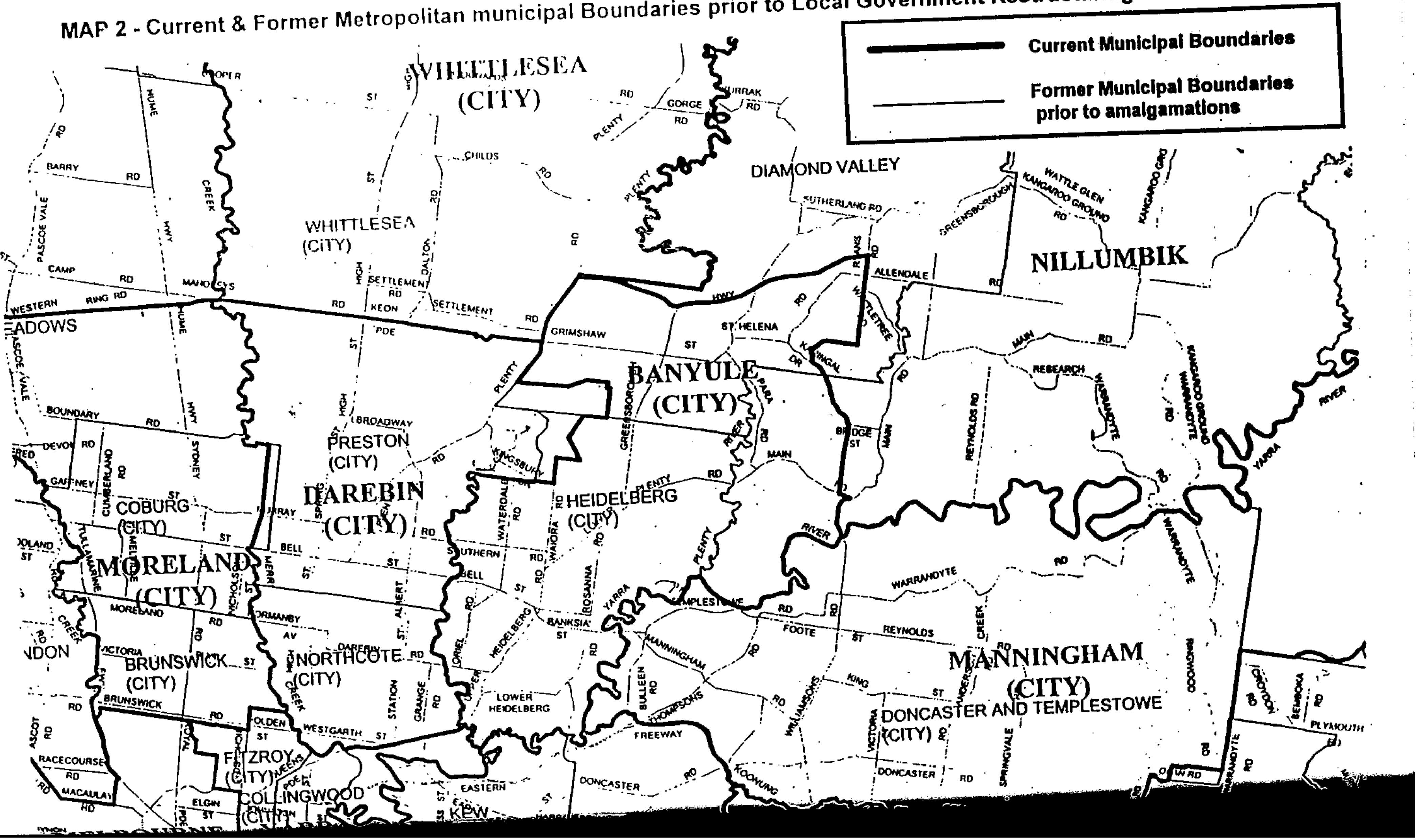
2. REGIONAL POPULATION DATA AND FORECASTS

Due to amalgamations and boundary changes of local municipalities, the deficiencies in the ABS Population and Housing census and the relatively poor population monitoring systems of Councils in the past, it is not always easy to be accurate about the numbers of residents currently in each municipality. Nevertheless the former Department of Planning and Development (DPD) has produced a set of current estimates and forecasts to the year 2011 which are considered to be 'reasonable'. However, as is the case with all estimates and forecasts, it is sometimes difficult to define all relevant factors including:

- The accuracy of the base year data (usually 1991 - the last census).
- Additional dwelling construction up to the present and population inflow (new dwellings less demolitions).
- Births, deaths and migration, especially in future years.
- The type and annual rate of net new housing/unit development over the forecast periods.

In the north, for example, a number of new residential developments have come on stream, or are likely to be developed in the next few years. The major examples include the Bundoora-Mont Park Precinct, the Janefield Development, Streeton Views Estate, in addition to the planned new subdivisions in Mill Park, South Morang and Greensborough/Diamond Creek (the DPD notes that all of these developments are already included in their forecasts). Of particular concern to the study is the potential for increased population and households and traffic growth from the north of Banyule. Elsewhere in the region the potential for population growth is relatively limited.

MAP 2 - Current & Former Metropolitan municipal Boundaries prior to Local Government Restructuring in 1994



The City of Boroondara (to the south) is unlikely to experience growth in either households (generators of traffic) or population. In the longer term (to 2011) population may well decline by up to 10%. The City of Manningham (to the south east) has limited pockets of land available for urban growth and it too is expecting the population to decline slightly (by 2-3% up to 2011).

As shown in Table 1, the Shire of Nillumbik (consisting of the former Shire of Eltham and parts of the former Shire of Diamond Valley) is expected to grow in population. The "Eltham parts" of Nillumbik were considered to be fully developed by 1994[29] so that all of the expected growth in Nillumbik is in the former Shire of Diamond Valley. The DPD forecasts are for a growth of up to 200-300 dwellings per annum to 2011, producing a net population growth in Nillumbik of 7,000 persons[30]. The 3000 new dwellings from 1996-2011 will produce approximately 9,000 people. The 'net' increase arises from a thinning of the balance of the population.

In Darebin (formerly Northcote/Preston) most of the growth forecast will be generated from the development of Gresswell-Mont Park (115 ha, 750 dwellings), Bundoora Repatriation Hospital (46 ha, 600 dwellings), Kingsbury Centre/Larundel (30 ha, 380 dwellings) and the Janefield Development (between 250-1,200 dwellings, depending on alternative uses for the site). These development areas will accommodate between 2,000-3,000 new dwellings over the next decade and "house" most of the expected 3,800 new households in Darebin between 1996-2011. The balance is expected to come from re-development of housing/industry for medium density development in the developed parts of Darebin. In total, however, Darebin's population will not increase as the thinning of population in the established areas compensates for growth in the new areas. However, there will be growth in population in that part of Darebin (i.e. Mont Park) adjacent to the northwest part of Banyule generated by these 2,000-3,000 new dwellings.

In Whittlesea population growth is expected to be substantial between 1996 and 2011. The DPD has estimated the growth in new households to total approximately 18,000 and a population increase of 54,000, taking Whittlesea to 158,000. These forecasts, as well as the size of the existing Whittlesea population, are the subject of debate. Future development levels depend on factors such as the costs of land servicing and the price of land. However, even at recent historic low levels of development Whittlesea has averaged 800 new dwelling commencements per annum since 1990 - resulting in 12,000 possible commencements from 1996-2011, and approximately 36,000 - 42,000 persons. Discussions with Whittlesea planners suggest that 75-80% of all expected residential development in the next 1-2 decades will be focussed on the Mill Park/South Morang/Plenty Road corridor (adjacent to Banyule) and the balance in Epping (further to the west). The conservative estimate is thus for 10,000 new dwellings in the eastern part of north Whittlesea by 2011.

Finally, within Banyule itself the major new source of net new dwellings is the Streeton Views Estate, Yallambie. This has a potential total yield of 510 lots. It has been largely developed (as at June 1996) and will not be mentioned in the forecasts for planned future development.

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29 DPD Municipal Housing Statements - Targets and Projections to 2010. Feb 1994.
30 DPD Victorian Demographic Forecasts. Paper 7.

Table 1. Estimated dwelling and population growth in selected parts of the Banyule Region 1996-2011

LGA	Estimated Dwelling Growth	Population Growth 3 Pph*	Population Growth 3.5 Pph*
Nillumbik (former Shire of Diamond Valley part)	3,000	9,000	10,500
Darebin (new subdivisions in Latrobe/ Janefield areas)	a) 2,000 b) 3,000	6,000 9,000	7,000 10,500
Whittlesea (Mill Park/Sth Morang)	10,000•	30,000	35,000
Total above areas	a) 15,000	45,000	52,500
	16,000	48,000	56,000

* Pph - Persons per household • Conservative Estimate

Thus, within the short-to-medium planning horizon of the next 15 years the Banyule region can expect the influx of a minimum of 15,000-16,000 new households and between 45,000-56,000 people. This is a clear illustration of sector/regional suburbanisation, with growth on the fringe or outer-area pockets of land, and a thinning of population closer to the centre of Melbourne.

Without the growth from Streeton Views, Janefield and the land adjacent to Latrobe University, the populations of the former municipalities of Northcote, Preston and Heidelberg would have fallen by 10,000[31].

Clearly, this outer suburban growth will place an additional burden on transport systems within and through Banyule, especially if the new populations in and to the City's north travel to work in the CBD, the inner east and the south east of Melbourne. At the same time, the number of households in the already developed areas is not expected to decline, so that there will be limited reduction in existing transport demands from these areas.

3. THE WORKFORCE

Peak hour travel demand is dominated by the journey to work. The size of the workforce is thus another important indicator of likely peak hour demand. The size of the workforce is also indicative of the likely level of demand for jobs and the scale of the task required to create local jobs for local people.

The size of the workforce is commonly assessed by counting the numbers of males aged 15-64 and females aged 15-59. This is then modified by applying the "participation rate", i.e. the proportion of people in the workforce age groups who are actively seeking work. In general this ranges around 65-70% of the population of working age. Data and forecasts from the DPD Demographic Forecasts have been used for this purpose.

Factors including the addition of new population through dwelling construction, deaths, births and the ageing of the population produce workforce population estimates of widely different scales in the north east of Melbourne. If we assume that the participation rate remains constant over time then the demand for jobs by Banyule's residents will diminish by 7,000+ , but this will be offset by a growth of 8,000 in Darebin and Nillumbik. The big change in the regional pattern will arise from the growth in population in Whittlesea, and as we have seen above, most of that growth will be in those areas of Whittlesea adjacent to Banyule. (Refer Table 2.)

31 DPD Victorian Demographic Forecasts. Paper 3.

Table 2. Estimates of the growth of the populations of working age - Banyule and surrounding LGA's 1996-2011 (Males 15-64 and Females 15-59)

LGA	1996	2011	Change No.	Change %
Banyule	76,984	69,672	- 7,312	-9.5
Darebin	82,882	84,815	1,933	2.3
Nillumbik	37,079	42,961	5,882	15.9
Whittlesea	71,532	106,632	35,100	49.1

This conclusion has implications for both transport and the desirable locations of jobs in and for the north of Melbourne, ie. more job seekers will be located in the northern part of the region and it may be desirable to create jobs there, rather than in the south of the region.

4. UNEMPLOYMENT DATA

The size of the actual workforce in an area is diminished by the local rates of unemployment. Historically, the North Eastern ABS Labour Force Region has sat on the boundary between the eastern suburbs - with single digit unemployment rates and the north western and western suburbs with double digit unemployment. Data from select periods are presented in Table 3 below.

Table 3 Select ABS Unemployment Estimates North East and Other Regions

Region	Oct 94	Feb 95	Oct 95	Feb 96
North East	9.3	9.9	9.0	10.5
Inner East	6.1	7.1	5.5	8.1
North Western	12.1	14.5	13.7	11.8
Melb Stat. Div.	9.0	10.5	8.7	10.0

Source: ABS 'Maps and Stats' Labour Economic Office Oct 95 and Feb 96.

The patterns are difficult to interpret, although it is clear that the North East region tends to follow the MSD rate and is consistently higher than in the adjacent Inner East Region.

More localised data are available from DEET (refer Table 4) and these show the significant variations over both time and space that have existed within the region in recent years.

Table 4 Local Unemployment Rates - DEET Estimates 1990 - 1995

Former LGA	June 1/4 1990	June 1/4 1992	June 1/4 1994	June 1/4 1995
Heidelberg[32]	5.4	10.1	8.3	6.9
Diamond Valley	2.3	7.7	6.1	4.9
Eltham	2.2	7.0	5.3	4.3
Northcote	9.9	19.8	15.4	13.4
Preston	10.2	20.4	15.3	13.2
Whittlesea	5.1	13.9	10.9	9.0

32 Unemployment rates are likely to vary considerably within Heidelberg, e.g. between the public housing areas and the balance of the former City. However, no data is available to confirm this view.

Clearly the lowest local rates are in the east and north of the region, while the inner and western parts of the region have rates 2-3 times higher. Unemployment is, in the context of the 1990's, dependant upon an individual's level of qualifications more than access to jobs. However, from Banyule's perspective, low unemployment levels in the former municipalities of Diamond Valley, Eltham and Heidelberg, together with some workforce growth, in those areas, will continue to impact on transport systems.

5. JOBS IN THE REGION

Information from the ABS Population and Housing Census is translated into a separate Journey-to-Work data set. Information about where people live and where they work provides the basis for this data set. Non-returns, the fact that some people have no fixed workplace (drivers, travelling sales, etc.) and holiday/unemployment tend to understate jobs by at least 10%. Nevertheless, the Journey-to-Work data are the best source for information about jobs.

Table 5 shows:

a. LGA workforce sizes in 1991;

b. the jobs in each LGA; and

c. what percentage of the workforce works in own or other local LGAs.

Table 5 1991 Journey to Work Data

Select former LGA's	Workforce	Jobs		Employees from within the Region*	
		No.	% w'force	No.	%
Heidelberg	23,041	20,600	89.5	12,073	52.4
Diamond Valley	26,083	7,318	28.0	6,018	23.1
Eltham	18,155	7,232	39.8	5,932	32.7
Whittlesea	35,935	25,348	70.4	15,525	43.2
Total above	103,214	60,500	58.5	39,548	38.3

* This column shows how many residents from the 4 LGAs listed work in those 4 LGAs.

The table indicates that in 1991 there was a workforce in the 4 LGAs listed of 103,000, an 60,000 jobs. Of these 60,000 jobs about 40,000 were taken by residents of these 4 LGA (and therefore 20,000 by other persons). On average 38% of the workforce in each LGA wa able to work 'locally' and 62% commuted elsewhere. Most local jobs were taken by loc residents, especially in the former municipalities of Diamond Valley and Eltham (6,000 out of the 7,000 available).

6. MAJOR ORIGINS AND DESTINATIONS

The 1991 Journey to Work data can be produced as a matrix which lists every former LGA both an origin and a destination. Each LGA can be examined to assess where its workers to work and where the occupants of the jobs come from. These flows can be mapped. Ta 6 identifies the major destination areas of workers residing in the 4 former LGAs Heidelberg, Diamond Valley, Eltham and Whittlesea. The areas are grouped into f destination areas -

1. The 4 former LGAs of the Region;
2. The Inner suburbs including the City of Melbourne;
3. The Inner Northern and Western Suburbs (Coburg, Preston, Essendon, Altona Footscray); and

4. The Inner Eastern Suburbs (Kew, Hawthorn, Camberwell, Prahran and Malvern).

These four areas generally account for 80-90% of the measurable flows within and out of the region.

Table 6. Major Destinations of the Region's Workforce 1991

	1	2		3	4
Former LGA	Own Region*	Inner Area	(City)	Inner North & West Suburbs	Inner East Suburbs
Heidelberg	35.5	36.6	(21.0)	10.9	5.5
Diamond V.	42.0	28.8	(16.3)	11.2	3.8
Eltham	43.0	27.1	(16.2)	7.4	4.9
Whittlesea	35.0	33.7	(15.0)	10.5	2.1

* As per Table 5

In most cases the second single most important destination for the region's workforce (after its own region) is Melbourne (city and surrounds) and this highlights the potential for increased public transport for the journey to work. Relatively few workers required access to the inner east/south east suburbs in 1991.

When the four regional LGAs are looked at as destinations the major flows are within the area, with some contributions of relevance from other LGAs. For example:

- Heidelberg — 20,600 jobs - 12,000 filled by regional residents.

  Other major contributions were -
  - Doncaster - 1,605 residents took jobs
  - Preston - 1,091 " " "
  - Northcote - 699 " " "
  - Camberwell - 497 " " "
- Diamond Valley — 7,300 jobs - 6,000 filled by regional residents.
  - Doncaster - 310 residents took jobs
  - Preston - 135 " " "
- Eltham — 7,200 jobs - 6,000 filled by regional residents.
  - Doncaster - 368 residents took jobs
- Whittlesea — 25,000 jobs - 15,500 filled by regional residents.
  - Doncaster - 677 residents took jobs
  - Camberwell - 282 " " "

(Balance of in-commuters from north western and western suburbs)

As a result, there is some inflow of commuters to and through the Banyule region from the east/south east, but these numbers are limited.

7. REGIONAL JOB STRUCTURE 1986-1991

Within the Banyule region (i.e. the former municipalities of Heidelberg, Diamond Valley, Eltham and Whittlesea) it is valuable to compare the size and structure of the job/employment market over time and compare that with changes at the MSD level. This data is detailed in Appendix 1 and summarised in Tables 7A and 7B.

The data from Table 7A - shows that there was job growth in this region of 11,000 and that most of the growth was in -

- Community Services - up 3,621 jobs to 30% of total jobs.*
- Wholesale/Retail - up 3,000 jobs to 20% of total jobs.
- Construction - up 1,100 jobs to 7.7% of total jobs.
- Finance, Business and Property Services - up 1,100 jobs to 7.3% of total jobs.

Most sectors grew, although the above four sectors account for approximately 80% of regional job growth from 1986-1991.

A comparison of Tables 7A and 7B shows that the contribution of manufacturing jobs in the MSD and the Banyule region followed exactly the same path. Jobs declined from 22% to 19.0% in both areas. The biggest differences are seen in the availability of both producer and consumer services jobs in the Banyule region compared with the MSD. The latter had 13.5% of jobs in Property, Finance and Business Services, compared to 7.3% regionally, 21.2% in Wholesale/Retail (cf 19.8%) and 6.3% in Recreation and Personal Services (cf 5.0%).

Table 7A. Regional and MSD Job Structures 1986-91 - The Banyule Region

	1986		1991		Change	
	No.	%	No.	%	No.	%
Agriculture	626	1.28	634	1.05	8	1.28
Mining	97	0.20	64	0.11	-33	-34.02
Manufacture	10943	22.33	11722	19.40	779	7.12
EGW	463	0.94	717	1.19	254	54.86
Construction	3536	7.22	4681	7.75	1145	32.38
W'sale/Retail	9038	18.44	11959	19.80	2921	32.32
Transp/Store	860	1.76	1149	1.90	289	33.60
Communication	610	1.24	685	1.13	75	12.30
Fin/Prop.	3311	6.76	4429	7.33	1118	33.77
Pub. Admin	2335	4.77	2704	4.48	369	15.80
Comm. Serv.	14508	29.61	18129	30.01	3621	24.96
Rec & Pers	1839	3.75	3036	5.03	1197	65.09
Other/NS	834	1.70	499	0.83	-335	-40.17
Total	49000	100.00	60408	100.00	11408	23.28

* In spite of the large reductions in employment in the mental health industry in Diamond Valley between 1986-1991. See Appendix 1 Table B.

Table 7B. Regional and MSD Job Structures 1986-91 - The Melbourne Stat. Division

	1986%	1991%	Change %
Agriculture	0.7	0.7	-
Mining	0.2	0.2	-
Manufacturing	22.9	19.0	-3.9
EGW	1.7	1.1	-0.6
Construction	5.0	5.4	0.4
Wholesale/Retail	20.6	21.2	0.6
Transport/Store	4.6	4.7	0.1
Communication	2.0	2.2	0.2
Finance/Property	11.3	13.5	2.2
Public Admin.	5.6	5.4	-0.2
Community Serv.	19.1	18.9	-0.2
Recreation & Per.	5.0	6.3	1.3
Other NS	1.6	1.1	-0.5
TOTAL	100.0	100.0	-

* Tables based on journey-to-work data. There are minor differences in job structure at the MSD level between this source and the results obtained by using the data from the Population and Housing Census. However, the trends and scales are the same.

The Region's jobs are thus dominated by the community services sector, with emphasis on the health area. However, this is the only white collar sector which is on a par with jobs in the balance of the MSD. Clearly, a dependence on a sector which can be seriously affected by government policy changes has many disadvantages, especially if those changes are focussed on cost and staffing reductions.

8. POST 1991 CONSTRUCTION DATA

Changes in the structure of jobs in the Banyule region have been illustrated in Section 7. In this section the ongoing changes via the analysis of non-residential construction data are examined. This shows the sectors within which investment in new buildings and major alterations and additions have taken place. The data is assembled by ABS, via Council records, and is published quarterly. The sectors covered are factories, shops, offices, other business premises (warehouses, transport depots, etc.) and public sector construction (hospitals, schools, TAFE, other public buildings). The data is for the value of work done in $m's and is included as Appendix 2. The data is summarised in Tables 8 and 9.

Table 8. Value of Work Done - Total Non-Residential Construction ($m's)

Former LGA	1991	1992	1993	1994	1st half 1995	Av/ Annum (Σ÷4.5)
Heidelberg	13.6	9.3	19.8	17.2	7.1	14.9
Diamond V.	15.6	10.3	9.0	74.3	51.3	35.7
Eltham	3.7	2.6	1.6	2.9	1.0	2.6
Whittlesea	33.9	26.1	24.4	33.5	28.2	32.5
Northcote	3.4	6.4	4.3	4.2	5.1	5.2
Preston	36.9	25.8	33.4	32.2	15.3	31.9
Total	107.1	80.5	92.5	164.3	108.0	122.8
MSD	2511.7	1911.9	1488.8	1747.5	1037.9	
Region as % of MSD	4.3	4.2	6.2	9.4	10.4	

Table 9. Percentage of Value of Work Done in Banyule region of MSD 1991-1995

	1991	1992	1993	1994	1/2 1995
Total Non-Res. Construction	4.3	4.2	6.2	9.4	10.4
Public Sector Non-Res. Const	6.0	7.4	7.1	8.6	4.4
Factories	2.5	3.4	6.1	5.3	8.5
Offices	1.0	1.3	2.0	3.5	2.7
Shops	3.6	2.5	5.5	23.3	30.9
Other Bus. Premises	6.8	6.3	7.1	5.9	3.0

During the 1991-1995 period the six LGA's included in Tables 8 and 9 contained approximately 401,000 - 410,000 people or 12.6% of the MSD population. Using this as a guide it is clear that the levels of investment in 'plant' in the employing sectors has remained below that level for all years in four of the five categories listed. The only exception was in shops - and this is accounted for by the large sums spent in the former Shire of Diamond Valley, at Greensborough, in recent years. Clearly, the levels and proportions of expenditure in offices and in other business premises are particularly weak, and the region may not, as a result, have fared well in job growth in the period since 1991. Continued population growth and limited productive investment is likely to increase the job-workforce imbalance and add to the numbers of commuters seeking jobs elsewhere, as well as travel to areas where both consumer and producer services are more plentiful.

9. THE PLENTY VALLEY EMPLOYMENT STRATEGY

The Plenty Valley Employment Strategy, produced in 1992 by Wilson, Sayer, Core, was commissioned by the former cities of Preston and Whittlesea, and the Shire of Diamond Valley[33]. While only part of Banyule (i.e. Diamond Valley) and part of the wider Banyule region is covered by the strategy document, it is of some relevance to this report.

The basic premise of the Wilson, Sayer, Core strategy document is that, regardless of any Government policy or economic development strategy, most outer suburban growth regions of Melbourne will develop along very similar lines in terms of employment growth, employment structure and the demand for non-residential land. On this basis the authors predicted that local jobs in the Plenty Valley will employ 30% of the workforce by the year 2011, because this

[33] Wilson, Sayer, Core Pty Ltd. Plenty Valley Employment Strategy. April 1992.

is the average rate likely to be experienced by the other growth areas such as Frankston, Lilydale, Berwick/Pakenham, Werribee and Melton/Sunbury.

It is then assumed that the structure of the jobs in the Plenty Valley will also replicate the structure in these other growth areas.

As a result of this assumption the authors forecast:

- The structure of jobs in the Plenty Valley by industry;
- The structure of jobs by occupation;
- The types of premises likely to be required to house these jobs; and
- The volume of land (ha.) required by the premises identified in item c) above.

They forecast that in Preston, Whittlesea and Diamond Valley (i.e. Plenty Valley) between 1991 and 2011 up to 700 ha. of land for industry (manufacturing), offices, retail and other uses will be demanded by the market.

They were not able to say, in the report, how much land was available (ie. useable, zoned, serviced/serviceable land) in the region. However, the report notes that:-

- *"Preston has little vacant employment land.*
- *Diamond Valley has only about 30 ha. zoned for industry. The Shire does need to address the adequacy of land for industrial activity to service residential and commercial development.*
- *Whittlesea has plenty of land zoned for industry. It should ensure that the land is available and serviced as required."*

Whether the method or the results of the WSC study are considered valid, or not, it is commonly accepted that the new residential populations require a range of services and a supply of manufactured products. Jobs thus move to the suburbs to service these populations. As a result, there will be a demand for additional zoned and serviced land in the Plenty Valley region, which may be in the order of 700 ha. over the period to 2011.

10. ABS BUSINESS REGISTER DATA

The ABS maintains a register of all known business locations which employ PAYE staff. The 'Business Register' records data on the employment sizes of all locations, which are listed according to their ANZSIC coding (ANZSIC = Australian & New Zealand Standard Industry Classification, which is somewhat different from the old ASIC - Australian Standard Industry - classification). The Register does not include small, sole-proprietor businesses and has some difficulty in immediately identifying new or recently closed businesses and losses of jobs in existing businesses. However, the register is continuously updated and the ABS releases 'snap-shots' of the state of the register at six monthly intervals. To date (mid '96) the ABS has not re-coded the data to reflect the new municipal boundaries in Victoria.

It is useful to compare the 1991 Journey to Work data (from the Census) with 1995 Business Register data. However, two caveats are worth mentioning:

a. ANZSIC is slightly different from ASIC and comparison between some industries is difficult.

b. The Journey to Work data has tended to under-report jobs. Non-returns of census forms, people on holiday or ill represent some of the under-reporting. In addition those in 'mobile' jobs e.g. transport drivers, sales people etc. had no fixed LGA of work. As a result it is generally accepted that the 1991 data is up to 10% lower than it should be.

Bearing these comments in mind, a number of tables have been produced showing the post 1991 change in jobs in the Banyule Region.

Table 10. Aggregate Job Changes 1991-1995

Former Municipality	1991 (Journey-to-Work)	1995 (Business Reg.)
Heidelberg	20,702	25,020
Diamond Valley	7,318	11,425
Eltham	7,232	8,438
Whittlesea	25,348	21,764
Total Region	60,600*	66,647
Total MSD	1,175,734*	1,340,751
Region % MSD	5.15%	4.97%

* Probably under-reporting of 10%, bringing the total to around 66,000. The ratio - region as % MSD - will remain constant, however.

Table 10 shows us that job numbers appear to have increased in the former City of Heidelberg and Shire of Diamond Valley, to have grown slightly in Eltham, but decreased in Whittlesea. However, the proportion of the MSD's jobs in the region has diminished marginally (from just over, to just under, 5% of the total). Over this same time period jobs in the centre of the MSD (especially in the City of Melbourne and in South Melbourne) have increased quite substantially - by about 40,000 - and this has increased the share of MSD jobs from 29% to 30.5% in that area. As a result, in recent years commuting to the inner areas of Melbourne has increased.

In Table 7A above, the structure of jobs in the Banyule region (Heidelberg, Diamond Valley, Eltham and Whittlesea) for 1991 was identified, from Journey to Work data, using ASIC groups. Table 11 (below) compares the 1991 data with the 1995 Business Register data (using ANZSIC groups).

Table 11. Changes in Job Structure in the Banyule region (1991-1995)
(The former municipalities of Heidelberg, Diamond Valley and Eltham)

1991		1995		Comments
ASIC	%	ANZSIC	%	
Agriculture	1.1	Agriculture	-	No data due to confidentiality
Mining	0.1	Mining	-	No data due to confidentiality
Manufacturing	19.4	Manufacturing	19.2	Minor decline in %
Elect., Gas, Water	1.2	Elect., Gas, Water	-	No data due to confidentiality
Construction	7.8	Construction	8.2	Slight increase in %
W'sale & Retail Trade	19.8	Wholesale Trade Retail Trade	5.8 14.0	W'sale/Retail separated by ANZSIC. Size of sector main- tained in 1995 at 19.8% of jobs
Transport & Storage	1.9	Transport & Storage	2.2	Small growth
Communication	1.1	Communication	-	No data due to confidentiality
Finance, Prop. & Business Services	7.3	Finance & Insurance Prop. & Bus. Services	2.5 9.7	Large increase from 7.3% to 12.2% of workforce
Public Admin.	4.5	Gov't. Admin.	-	No data
Community Services	30.0	Education Health & Comm. Serv.	8.4 17.9	Decline of jobs from 30.0% to 26.3% - due to Gov't policy
Recreation & Personal Services	5.0	Cultural & Rec. Serv. Personal & Other Accom., Cafe, Restr.	1.9 2.6 3.0	Large increase from 5.0% to 7.5%. Note the emergence of Accom. & Restr. etc., as a new category

The data in Table 11 shows that changes are taking place in the known and recorded jobs available in the region. Clearly, the health sector continues to lose jobs as the result of government cost savings and de-institutionalisation. Meanwhile moderately strong job growth emerged in the business services and the personal services sectors (as forecast by DEET and others). Manufacturing has retained its relative strength in the region (at 19% of jobs) while construction and transport have also increased. Retail and wholesale jobs are also important to the region.

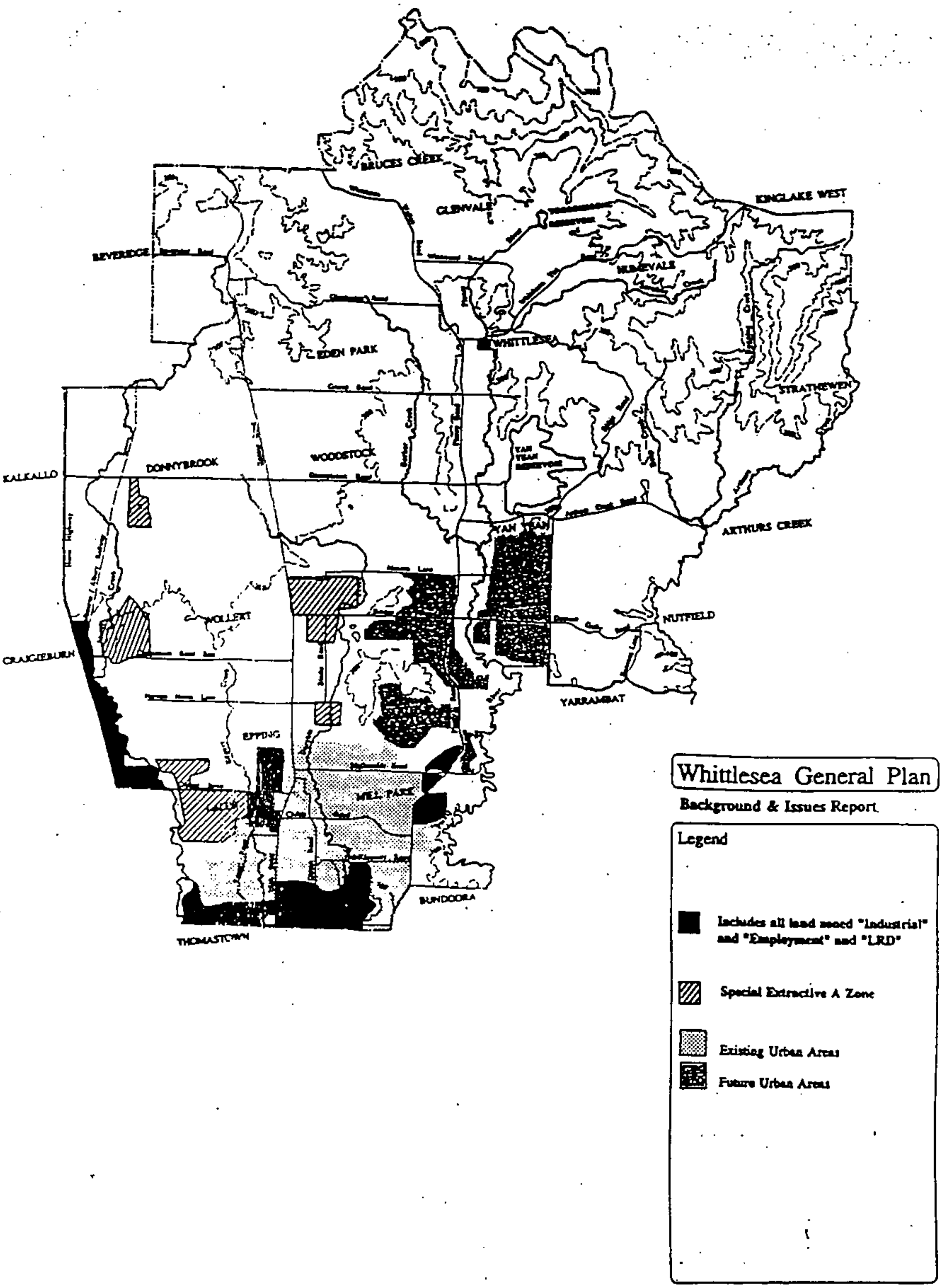
11. ECONOMIC DEVELOPMENT IN SURROUNDING AREAS.

None of the municipalities surrounding Banyule has yet developed a municipal economic development strategy.

The former City of Whittlesea, however, produced a comprehensive *General Plan* in 1994, which included an economic development section. Since then, however, the new City of Whittlesea no longer includes much of the industrial land on the east side of the Hume Highway and west of the Merri Creek (i.e. the Somerton area) which now forms part of the new City of Hume. Nevertheless, the new municipality of Whittlesea still contains very large areas of 'Industrial', 'Employment' and 'La Trobe Research and Development' (LRD) as well as Extractive zones which could be rezoned for industrial type uses. In aggregate these zones contain over 300 ha. of land zoned industrial which is vacant, and almost all of the 1,500 ha. of extractive land is unused or under utilised. (See Map 3).

Consideration is being given to rezoning some or all of this land, along Cooper Street, for industrial development, although it is not known what other constraints may affect such a rezoning, at this stage.

MAP 3 - City of Whittlesea General Plan



Whittlesea has attracted some job growth in the very recent past including:

- The recent opening of Epping Plaza - containing 115 shops and creating 400-500 new retail and related jobs. Bunnings will be developing a new megastore on adjacent land.
- Industrial development at 'Dreamhaven Court' in Epping - creating 200-250 jobs.
- The expansion of RMIT in Plenty Road.
- Mill Park shopping centre expansion.
- Hospital development - Cooper Street.

Clearly, the City of Whittlesea has a very significant development potential, given its location adjacent to the Outer Metropolitan Ring Road (soon to be completed), the Hume Highway and the proposed F2 Freeway, linking the Hume Freeway to the Outer Metropolitan Ring Road and its large tracts of vacant and appropriately zoned land.

Opportunities for large scale employment growth in Darebin are limited. The major single job focus there is at La Trobe University. Currently (1996) the Bundoora campus employs a total of 4,000 staff, directly through 3,500 academic and support staff and indirectly through a further 500 on the existing Research & Development (R&D) Park. Total student numbers are now 13,000 (10,500 EFTSU) but this number is expected to rise to 16,000 (13,000 EFTSU) by 1997/8[34].

The City of Darebin is preparing an economic strategy which will be focussed on job creation and policies aimed at enhancing the opportunities of local residents in obtaining those jobs. Darebin is anticipating the opening of two new megastores (Harvey Norman-Bell Street and Bunnings-opposite Northland) in the next 12 months.

The Shire of Nillumbik is focussed on environmental and related issues, and its interest is in job creation based on tourism and the 'environmental' sector. However, the capacity for job growth is limited.

12. CONCLUSIONS

The Banyule Region is undergoing continual change as the metropolitan and regional economy changes in line with the rest of Australia. White collar jobs are increasing in importance as new business and personal services develop, retail and wholesaling remains strong and the manufacturing sector is diminishing.

Within this broad context Banyule is surrounded by a range of different neighbours, covering the spectrum from older, manufacturing oriented areas (Darebin) to the outer areas, one of which is planning for large scale economic growth and another which has limited job growth potential. On Banyule's border is La Trobe University which is undergoing job and student growth

[34] Data supplied by University. EFTSU = Equivalent Full Time Student Units.

Chapter 4

DEVELOPMENT IN THE CITY OF BANYULE

1. INTRODUCTION

The City of Banyule consists of the former City of Heidelberg (less the Mont Park/Bundoora Health Precinct), the Montmorency and Lower Plenty districts of the former Shire of Eltham and the Greensborough, Watsonia and Bundoora districts of Diamond Valley. It covers an area of 63 km and contains an estimated resident population (ERP) in June 1995 of 118,309[35]. As shown in Table 12 it has grown from 114,909 in 1986, a total of 3,400 over the past nine years. The Heidelberg part of Banyule declined by 2,300 (64,000 to 61,700) and the Diamond Valley and Eltham parts increased by 5,700 (50,900 to 56,600). In 1991 Banyule had an ERP of 119,400 thus illustrating a decline in the past four years of just over 1,000 people. The ERP estimates are generally considered a better count of the usual number of residents in any SLA/LGA, since they attempt to identify those residents who may be absent from their homes on census night (ill, in hospital, on holiday, away on business, in prison, etc.) or who did not fill in a census form for other reasons. The 1986 and 1991 census figures, therefore, are somewhat lower than the ERP figures.

Table 12. 1986 & 1991 Census and ERP Comparisons*, City of Banyule

	1986	1991
ERP	114,909	119,400
Census	113,636	114,030
Difference No.	-1,273	-5,370
%	-1.1	-4.5

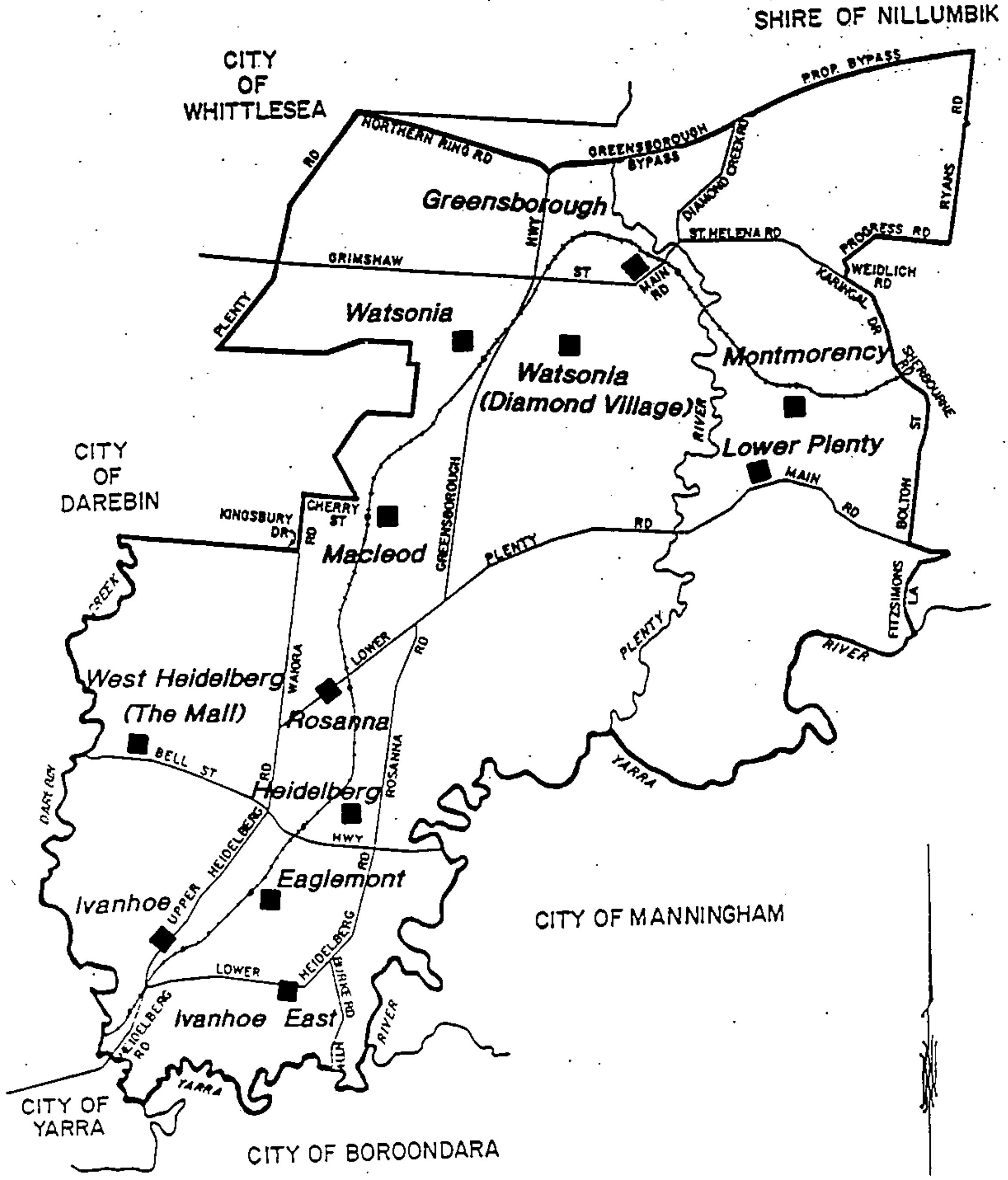
* 1981 ERP not available for the new LGA's

As a result, much of the 1991 census data should be considered a 95.5% sample of Banyule's true population and much of the data derived from it may well be a 4.5% undercount. This problem arises because of the increasing reluctance of a small % of the population to complete their census forms, as well as the increased mobility of people who may be on holiday elsewhere during the winter months. (The 1991 census was on August 8.)

Map No. 4 outlines major shopping centres, industrial areas, main traffic routes and the Melbourne-Hurstbridge Railway line.

35 ABS - Estimated Resident Population in SLAs, Victoria. June 1994 and prelim., June 1995. Cat. 3203.2., March 1996.

MAP 4 - City of Banyule Major Shopping Centres, Industrial Areas, Main Roads & Railways



CITY OF BANYULE

As shown in Map 4, the main areas of retail economic activity in Banyule are the shopping centres located along the Hurstbridge Railway line which transverses the City from southwest to northeast:

- Darebin
- Ivanhoe
- Eaglemont
- Heidelberg
- Rosanna
- Macleod
- Watsonia
- Greensborough
- Montmorency

Other large activity centres (not located on the railway line) are:

- East Ivanhoe
- Lower Plenty
- Aqueduct Road (under construction)
- The Bell Street Mall, West
- Heidelberg
- Diamond Village (Nepean Street, Watsonia)

The major activity centre within Banyule is the Greensborough District Centre which comprises a strip shopping centre and the Greensborough Plaza retail complex. There is also a considerable number of smaller groups of shopping centres within the municipality that tend to contain up to 8-10 shops.

The municipality also has the following areas of significant industrial activity:

- West Heidelberg Industrial Estate , West Heidelberg
- Para Road/Sherboume Road, Briar Hill
- The Concord/Clements Avenue, Bundoora

The municipality is considered to be well provided with public transport, particularly through an extensive bus network and a train service that runs through the middle of the municipality. The Melbourne-Hurstbridge railway line contains three stations which have been classified by the Public Transport Corporation (PTC) as 'premium' stations (Ivanhoe, Heidelberg and Greensborough). Both bus and rail connectivity and frequency are currently under review by Council.

A number of main roads run both east-west (Banksia/Bell Streets and Grimshaw Street) and north-south (Greensborough/Lower Plenty/Rosanna/Lower Heidelberg/Burke Road North) across the municipality. As a result, significant through traffic problems exist and Council's Corporate Plan places high emphasis on addressing this issue, by assessing alternative routes, such as the metropolitan ring road (part of the northern boundary of the municipality abuts the Western Ring Road, however this terminates at Greensborough). In addition, Council's Corporate Plan seeks to encourage the use of public transport.

The City of Banyule thus appears to have the broad characteristics of a well-established, (almost) fully developed middle-suburban area, although in the north the city abuts the north east hills and semi-rural residential areas. The local economy is dominated by three major employment sectors:

a. Retail and the range of other activities associated with suburban strip and other shopping centres - personal services (hair, beauty, etc.), both purpose built and 'retail' offices (e.g. banks, insurance, accountancy, doctors, dentists, etc.), recreation, entertainment and food (cafes, restaurants).

b. Industrial, including the range of users of industrial land - manufacturing, transport, warehousing, depots, motor vehicle servicing and repair, peripheral sales and other large retail uses not suited to commercial zones.

c. The public sector, with special emphasis on the health sector. Banyule houses Heidelberg Repatriation Hospital, Austin Hospital, Diamond Valley Community Hospital and Warringal Private Hospital, and until the 1994 boundary changes, most of the medical/hospital establishments in Bundoora (i.e. Mont Park, Plenty, Gresswell and Macleod). Education is also a strong employer, with quite large numbers of state and non-state schools in the City.

2. CENSUS DATA - TRANSPORT ISSUES

Data from the 1981-1991 Censuses of Population and Housing have been separately analysed in the City's Community and Housing Profile. However two issue areas also require some comment in this document.

A. Car Ownership Levels

- In 1991 over 10% of all households in Banyule did not have access to a private vehicle (car) and of these the largest numbers were in Heidelberg Heights, West Heidelberg, together with those suburbs containing high proportions of elderly citizens (i.e. 70 years and over).
- In 1991 over 16% of all households had access to 3+ cars, and 70% of these households were in the north of the City (Bundoora, Greensborough and Montmorency) and the east (Viewbank).

As a result some parts of Banyule were disadvantaged in terms of their access to cars, whilst in others residents felt the need for multiple car ownership. The improvement of public transport services could thus be of value to both groups of residents.

B Public Transport Patronage

Between 1981 and 1991 the use of public transport modes for the Journey to Work decreased by 16%. It grew in those areas where there was some population (and workforce) growth, in the north of the City and did not decline in those areas which had access to the railway line and the stations that are located in the City of Banyule.

The presence of the rail system and its many local stations, coupled with the fact that central Melbourne job numbers are growing, points to the potential for a possible revival in public transport use in Banyule.

3. 1991 JOURNEY TO WORK DATA

The ABS has based all of its 'historic' data on the 'old' LGA's of Heidelberg, Diamond Valley and Eltham, and it is not possible to accurately redraft data to isolate the jobs and development which were in those parts of Diamond Valley and Eltham in previous time periods but which are now in Banyule. However, all of Heidelberg is in Banyule (except the Mont Park and associated health precinct), as well as most of the commercial and industrial development of Diamond Valley (except the Civic and TAFE development north of the Greensborough By-pass, and at Diamond Creek, Yarrambat and settlements to the north). Only a small part of Eltham is now in Banyule ie. Montmorency and Lower Plenty (retailing) and industrial land and a small amount of retailing at Briar Hill.

Using the data from the 1991 Journey to Work census as a guide we know that:

- Most jobs in the former City of Heidelberg were in Banyule, except those in the Mont Park Health Precinct. These jobs were running down during the 1980's and we shall assume that 20,000 out of 20,600 were in Heidelberg.
- Based on assumptions about the distribution of jobs in the former Shire of Diamond Valley, we have estimated that 75% of those jobs (i.e. 5,550 out of 7,300) were in the areas that are now in Banyule (see Appendix 3).

- Few jobs in the former Shire of Eltham were in Banyule. Assume 10% of the 7,232 jobs, i.e. 720.

As a result, in 1991, it is estimated that there were approximately 26,600 jobs in Banyule. There may be an inherent undercount of 10%, resulting in a net total of up to 29,000 jobs. Most of these were in:

a. Retail and related activities;

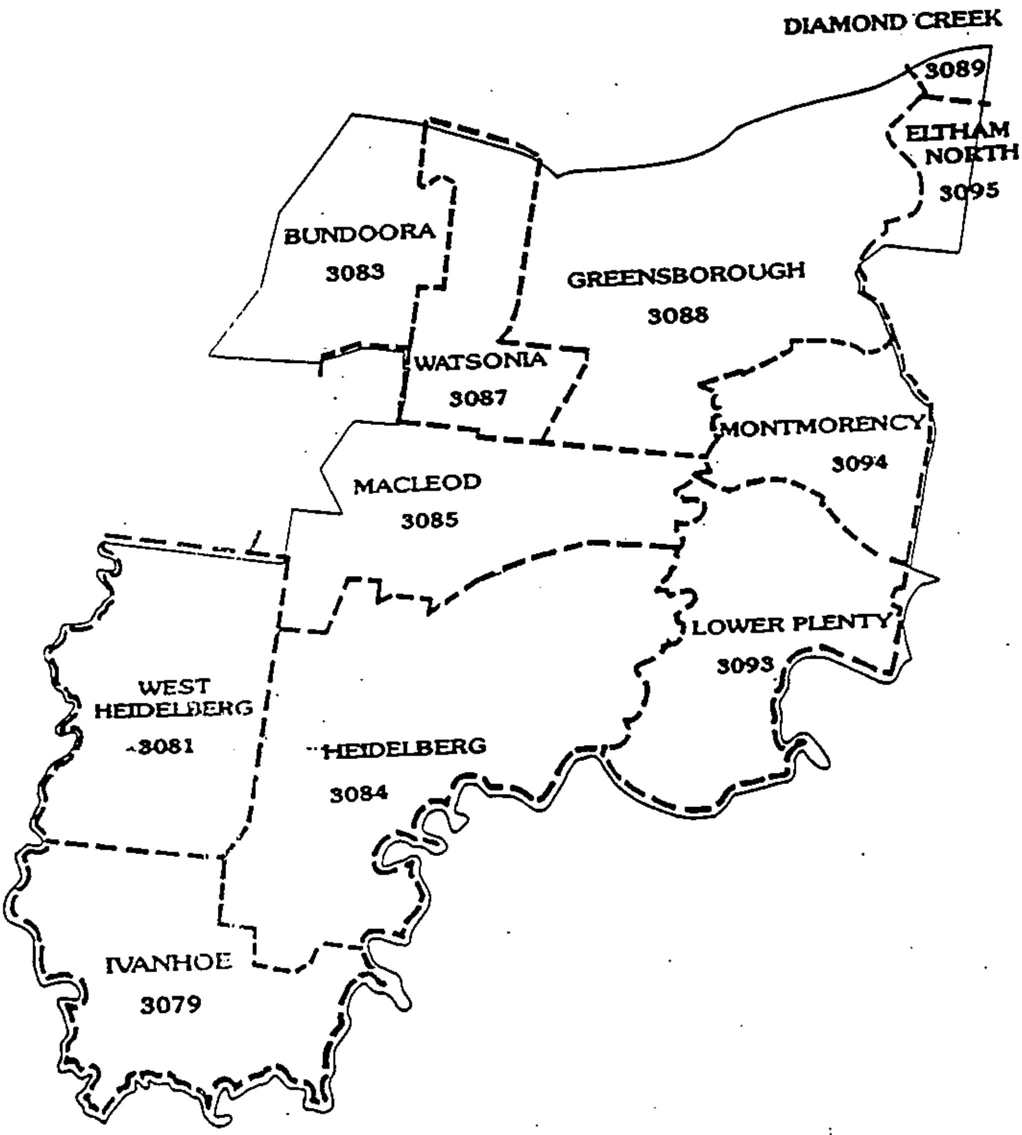
b. Community Services jobs; and

c. Manufacturing and related jobs.

4. 1995 BUSINESS REGISTER DATA - CITY OF BANYULE

The ABS has not retabulated its business register data to reflect the new municipal structure. As a result, data for the City of Banyule can only be assembled by identifying the postcodes which make up the city and aggregating the data. Luckily, Banyule is made up of postcodes which reasonably approximate to the city's boundaries or can be adapted to 'fit'. (Map No. 5)

MAP 5 - City of Banyule Postcode Boundaries



The ABS has supplied data which covers all of postcodes:

- Ivanhoe 3079
- West Heidelberg 3081
- Watsonia 3087
- Heidelberg 3084
- Macleod 3085
- Lower Plenty 3093
- That part of Bundoora 3083 which was in the former Shire of Diamond Valley
- Montmorency 3094 (excludes small part of Banyule near Ryans Rd)
- Greensborough 3088 (excludes small part of Banyule near Ryans Road and includes some areas of Greensborough - north of the By-pass now in Nillumbik).

The last postcode (3088) includes employment in the Diamond Valley Civic building and the Northern Metropolitan TAFE.

Table 13 thus shows that the job types usually found in retail/activity centres and in public use zones are approximately equal. The largest single source of jobs in Banyule is the health and community sector (28%), followed by the retail sector (14%).

Overall, these mainly white collar groups of jobs provided over 73% of all jobs in Banyule. Jobs which are based on industrially zoned land provided less than 26% of jobs, with Manufacturing being the largest sector in that group (13%).

Clearly, the groupings used are not as clear cut as suggested in Table 13 e.g. retailers do operate from industrial land (especially vehicle retailers) while some offices associated with construction or transport can be in retail areas. Nevertheless the table is a useful guide on the demand for land from job producing activities.

Table 13. 1995 Business Register Estimates Total Employment - City of Banyule

(Note: the ANZSIC Divisions have been grouped together to reflect their predominant land use occupancy ie. industrial land users and commercial land users are grouped together.)

ANZSIC*	Employment No.	Employment %
Industrial Zone Users		
C. Manufacturing	4575	12.7
E. Construction	2487	6.9
F. Wholesale Trade	1773	4.9
I. Transport & Storage	524	1.4
Sub Total Industrial	**9359**	**25.9**
Commercial Zone Users		
G. Retail Trade	5109	14.2
H. Accom., Cafes, Restr.	1008	2.8
J. Communication Services	803	2.2
K. Finance & Insurance	1008	2.8
L. Property & Business Serv.	3529	9.8
P. Culture & Recreation	754	2.1
Q. Personal & Other	1110	3.1
Sub Total Commercial	**13321**	**36.9**
Other Areas		
M. Gov't Admin. & Defence	599	1.7
N. Education	2480	6.9
O. Health & Community	10207	28.2
Sub Total Other Areas	**13286**	**36.7**
Total all Divisions	**36158**	**99.6**

* Excludes Agriculture, Mining & (Elect., Gas, Water) - no data due to confidentiality.

5. 1995 BUSINESS REGISTER - POSTCODE AREA DATA

The ABS has supplied detailed data for each of the postcodes which make up the City of Banyule. Total job numbers have been tabulated for each area. (Refer Table 14)

Table 14. 1995 Business Register - Employment by Postcode Area - City of Banyule

Area	Employment No.	Employment %
Ivanhoe 3079	4700	13.0
West Heidelberg 3081	8967	24.8
Rosanna 3084	8480	23.5
Sub Total	**22147**	**61.3**
Macleod 3085	2903	8.0
Watsonia 3087	1242	3.4
Greensborough 3088	5918	16.4
Lower Plenty 3093	572	1.6
Montmorency 3094	935	2.6
Bundoora 3083 (Diamond Valley part)	2441	6.7
Banyule Total	**36158**	**100.0**

Table 14 shows that within Banyule over 60% of all jobs are in the south and west one-third of the City, while there are only small numbers in the remainder of the municipality. This focus of local jobs thus contributes to the overall transport problems in Banyule, as locally bound commuters contribute to the flows through the City in a north/south direction.

Data has also been acquired for each postcode area at the 2 digit ANZSIC level. At this level there are 53 employment groups, enabling the employment structure to be seen in some detail The major features for each postcode have been brought out in Table 15 below.

Clearly, jobs in most parts of Banyule are strongly biased on the Community/Health/Education sector, together with those activities associated with the retail areas - retailing, business and related services and sales. West Heidelberg is the only area strong in trades jobs, and this area is a poor provider of most types of white collar jobs (e.g. retailing, business services, hospitality, etc.).

Ivanhoe and Macleod are dominated by the community services sectors (business services, health services and education) as are Rosanna and Watsonia, although the latter two also have a strong retailing sector. Montmorency and Bundoora are also dominated by the services sector and retailing however Montmorency also includes construction trade services in its small industrial areas and Bundoora has an emphasis on the motor vehicle retail and service. The Greensborough area is dominated by the activity centre (retail and services) plus community services. Lower Plenty has few jobs and most are in the hospitality sector.

Table 15. 1995 Business Register - Major Employment Groups by Postcode Area - City of Banyule

	3079	3081	3084	3085	3087	3088	3093	3094	3083
	Ivanhoe	W Heidelberg	Rosanna	Macleod	Watsonia	Greensborough	Lower Plenty	Montmorency	Bundoora
Total Jobs	4700	8967	8480	2903	1242	5918	572	935	2441
Total Locations	756	678	933	210	210	1001	151	260	311
Small Locations (< 5 persons)	584	387	737	167	161	746	128	218	224
Large Locations (>100 persons)	8	11	8	4	1	7	0	0	0
Major Employment Groups									
Accommodation, Cafes, Restaurants		281					127		
Business Services	117		792	272		369		85	
Community Services				152					501
Construction Trades		738						105	
Education	336		457	280	198	444		189	330
Food Retailing			552		166	934		76	188
Health Services	579	1772	3652	1688	283	671			
Household Services								65	
Machinery & Equipt Manufacture		1390							
Metal Products Manufacture		880							
Motor Vehicle Retail & Services		414							153
Personal & Household Goods (Retail)						969			
Property Services							73		

In addition to the detailed postcode data, data for the whole of Banyule at the 3 digit ANZSIC level has been acquired. There were 154 categories at this level, showing more precisely the types of jobs available in the City.

- The single largest employment sector in Banyule in July 1995 was "Hospitals and Nursing Homes" with 7240 jobs.
- Other sectors providing in excess of 1000 jobs were
  - School Education 2212
  - Supermarket & Grocery Stores 1228
  - Specialised Food Retail 1185
  - Community Care Services 1174
  - Installation Trade Services 1166

At this level of detail most of the categories employ relatively small numbers of people, especially within the very numerous manufacturing and business services sub-sectors. However, Banyule is strong in the metals and vehicles manufacturing sub-sectors, (about 1500 jobs), and 'other' business services sub-sectors, (about 750 jobs). These business sub-sectors include activities such as architecture, planning, surveying, engineering, security, pest control, cleaning, credit and other outsourced services to business.

6. CONCLUSIONS

The City of Banyule includes a wide variety of suburbs, ranging from the well established suburbs of Ivanhoe through to the areas of relatively recent development in St. Helena and Greensborough. Jobs in some suburbs are dominated by "industry" (e.g. Heidelberg), while in most areas the predominant job types are focussed on the activity centres (retail and related jobs) and the health and community sectors.

The City appears to be following some identifiable trends, which have been listed in previous chapters. Manufacturing and retail jobs are relatively static in number, and most of the job growth has been in the personal and business services sector. This is because many "producers" now out-source a range of services and because consumers purchase new personal and related services which are in demand or are developed for them.

Strategically the City needs to recognise these trends, as well as the implications contained in this report for issues such as the preferred locations of new jobs and the use and development of the local public transport system. These implications have been identified in the Executive Summary and the recommendations for consideration are within that summary.

Appendices

Appendix 1. JOURNEY TO WORK DATA 1986-1991

Heidelberg	1986		1991		Change	
	No.	%	No.	%	No.	%
Agriculture	13	0.07	36	60.17	23	176.92
Mining	4	0.02	6	0.03	2	50.00
Manufacture	3599	19.80	3222	15.66	-377	-10.48
EGW	88	0.48	42	0.20	-46	-52.27
Construction	1090	6.00	1328	6.46	238	21.83
W'sale/Retail	2726	15.00	3151	15.32	425	15.59
Transport/Storage	225	1.24	296	1.44	71	31.56
Communications	345	1.90	336	1.63	-9	-2.61
Finance/Property	1137	6.25	1633	7.94	496	43.62
Public Administration	1203	6.62	1494	7.26	291	24.19
Community Service	6807	37.45	8017	38.97	1210	17.78
Recreation & Personal	631	3.47	865	4.20	234	37.08
Other/NS	310	1.71	147	0.71	-163	-52.58
Total	18178	100.00	20573	100.00	2395	13.18

Diamond Valley	1986		1991		Change	
	No.	%	No.	%	No.	%
Agriculture	105	1.10	60	0.82	-45	-42.86
Mining	14	0.15	3	0.04	-11	-78.57
Manufacture	597	6.25	250	3.42	-347	-58.12
EGW	127	1.33	45	0.62	-82	-64.57
Construction	790	8.28	916	12.54	126	15.95
W'sale/Retail	2201	23.06	2009	27.51	-192	-8.72
Transport/Storage	151	1.58	151	2.07	0	0.00
Communications	114	1.19	75	1.03	-39	-34.21
Finance/Property	813	8.52	848	11.61	35	4.31
Public Administration	523	5.48	460	6.30	-63	-12.05
Community Service	3560	37.30	1977	27.07	-1583	-44.47
Recreation & Personal	449	4.70	444	6.08	-5	-1.11
Other/NS	101	1.06	65	0.89	-36	-35.64
Total	9545	100.00	7303	100.00	-2242	-23.49

Eltham	1986		1991		Change	
	No.	%	No.	%	No.	%
Agriculture	134	2.22	84	1.16	-50	-37.31
Mining	2	0.03	0	0.00	-2	-100.00
Manufacture	746	12.37	814	11.26	68	9.12
EGW	30	0.50	22	0.30	-8	-26.67
Construction	794	13.17	952	13.16	158	19.90
W'sale/Retail	1251	20.74	1711	23.66	460	36.77
Transport/Storage	125	2.07	109	1.51	-16	-12.80
Communications	62	1.03	108	1.49	46	74.19
Finance/Property	695	11.52	906	12.53	211	30.36
Public Administration	277	4.59	308	4.26	31	11.19
Community Service	1406	23.31	1540	21.29	134	9.53
Recreation & Personal	414	6.86	608	8.41	194	46.86
Other/NS	95	1.58	70	0.97	-25	-26.32
Total	**6031**	**100.00**	**7232**	**100.00**	**1201**	**19.91**

Whittlesea	1986		1991		Change	
	No.	%	No.	%	No.	%
Agriculture	374	2.45	454	1.79	80	21.39
Mining	77	0.51	55	0.22	-22	-28.57
Manufacture	6001	39.36	7436	29.39	1435	23.91
EGW	218	1.43	608	2.40	390	178.90
Construction	862	5.65	1485	5.87	623	72.27
W'sale/Retail	2860	18.76	5088	20.11	2228	77.90
Transport/Storage	359	2.35	593	2.34	234	65.18
Communications	89	0.58	166	0.66	77	86.52
Finance/Property	666	4.37	1042	4.12	376	56.46
Public Administration	332	2.18	442	1.75	110	33.13
Community Service	2735	17.94	6595	26.07	3860	141.13
Recreation & Personal	345	2.26	1119	4.42	774	224.35
Other/NS	328	2.15	217	0.86	-111	-33.84
Total	**15246**	**100.00**	**25300**	**100.00**	**10054**	**65.95**

Appendix 2. CONSTRUCTION DATA 1991-1995

2.1. Value of Work Done - Public Sector Non-Residential Construction $M's

Former Municipality	1991	1992	1993	1994	1/2 1995	Av/Annum (Σ/4.5)
Heidelberg	7.2	4.1	0.9	1.8	3.1	3.8
Diamond Valley	9.0	4.9	2.4	3.9	0.6	4.6
Eltham	0.3	0.3	0.2	0.1	-	0.2
Whittlesea	17.0	13.2	5.6	9.8	8.0	11.9
Northcote	0.9	2.3	0.5	0.5	-	0.9
Preston	11.9	10.5	16.3	17.2	2.0	12.9
Total	46.3	35.3	25.9	33.3	13.7	34.3
MSD	774.0	475.4	366.7	387.3	310.6	
Region as % MSD	6.0	7.4	7.1	8.6	4.4	

2.2 Value of Work Done - Factories $M's

Former Municipality	1991	1992	1993	1994	1/2 1995	Av/Annum (Σ/4.5)
Heidelberg	1.8	1.0	-	1.0	-	0.8
Diamond Valley	0.1	0.3	0.3	-	-	0.2
Eltham	0.1	0.1	0.5	0.4	0.5	0.4
Whittlesea	4.4	3.2	4.9	3.8	2.6	4.2
Northcote	0.1	-	0.2	0.1	1.4	0.4
Preston	1.9	8.9	4.7	3.1	2.6	4.7
Total	8 4	13.5	10.6	8.4	7.1	10.7
MSD	330.4	400.9	172.9	158.6	83.2	
Region as % MSD	2.5	3.4	6.1	5.3	8.5	

2.3. Value of Work Done - Offices $M's

Former Municipality	1991	1992	1993	1994	1/2 1995	Av/Annum (Σ/4.5)
Heidelberg	2.5	1.0	1.2	2.7	1.3	1.9
Diamond Valley	0.5	2.6	1.5	3.3	0.6	1.9
Eltham	0.5	0.2	0.1	-	-	0.2
Whittlesea	6.0	3.5	2.2	3.4	0.8	3.5
Northcote	0..2	0.8	0.2	0.3	0.8	0.5
Preston	2.4	1.5	3.1	1.2	1.5	2.2
Total	12.1	9.6	8.3	10.9	5.0	10.2
MSD	1,227.0	729.3	413.4	311.6	182.3	
Region as % MSD	1.0	1.3	2.0	3.5	2.7	

2.4 Value of Work Done - Shops $M's

Former Municipality	1991	1992	1993	1994	1/2 1995	Av/Annum (Σ/4.5)
Heidelberg	0.2	0.1	0.6	1.5	0.4	0.6
Diamond Valley	1.3	0.2	3.2	66.4	50.2	27.0
Eltham	0.5	0.5	0.1	0.1	0.4	0.4
Whittlesea	1.3	1.5	1.8	2.0	13.8	5.6
Northcote	0.8	0.2	1.3	0.8	0.6	0.8
Preston	3.9	1.8	2.9	8.3	7.4	5.4
Total	8.0	4.3	9.9	84.1	72.8	39.8
MSD	221.3	170.6	180.7	360.3	235.6	
Region as % MSD	3.6	2.5	5.5	23.3	30.9	

2.5 Value of Work Done - Other Business Premises $M's

Former Municipality	1991	1992	1993	1994	1/2 1995	Av/Annum (Σ/4.5)
Heidelberg	1.4	0.7	0.2	1.0	0.2	0.8
Diamond Valley	0.9	0.7	0.6	3.0	-	1.2
Eltham	-	1.2	0.5	0.7	0.1	0.6
Whittlesea	4.0	3.0	4.2	3.9	4.3	4.3
Northcote	0.3	2.6	0.6	1.0	0.7	1.2
Preston	2.9	1.6	4.0	3.5	0.4	2.8
Total	9.5	9.8	10.1	13.1	5.7	10.9
MSD	139.2	154.4	141.6	223.2	187.9	
Region as % MSD	6.8	6.3	7.1	5.9	3.0	

Appendix. 3. Assessment of jobs in the former Shire of Diamond Valley which are now in Banyule.

Assume:

- Agriculture (60) not in Banyule
- Mining (3) not in Banyule.
- all Manufacture (250) in Banyule
- all EGW (45) in Banyule
- 50% Construction (est. 450) in Banyule
- 1,900 of Retail jobs in Banyule (as per 1991 Retail Census for Greensborough)
- all Transport & Storage (151) in Banyule
- all Communication (75) in Banyule
- all Finance (848) in Banyule
- all Public Admin in Nillumbik (460)
- 75% Community Services in Banyule (est. 1,500)
- 75% Recreation & Personal Services in Banyule (est. 330)

Total Diamond Valley in Banyule = 5,549 jobs out of 7,303 or 75%.