



*Darebin City Council
Economic and
Employment Profile*

May 2008

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Introduction

The *Darebin City Council – 2008 Economic and Employment Profile* is designed to provide both business and the community with a comprehensive and up-to-date set of data and analysis on the economic and employment profile of the City of Darebin.

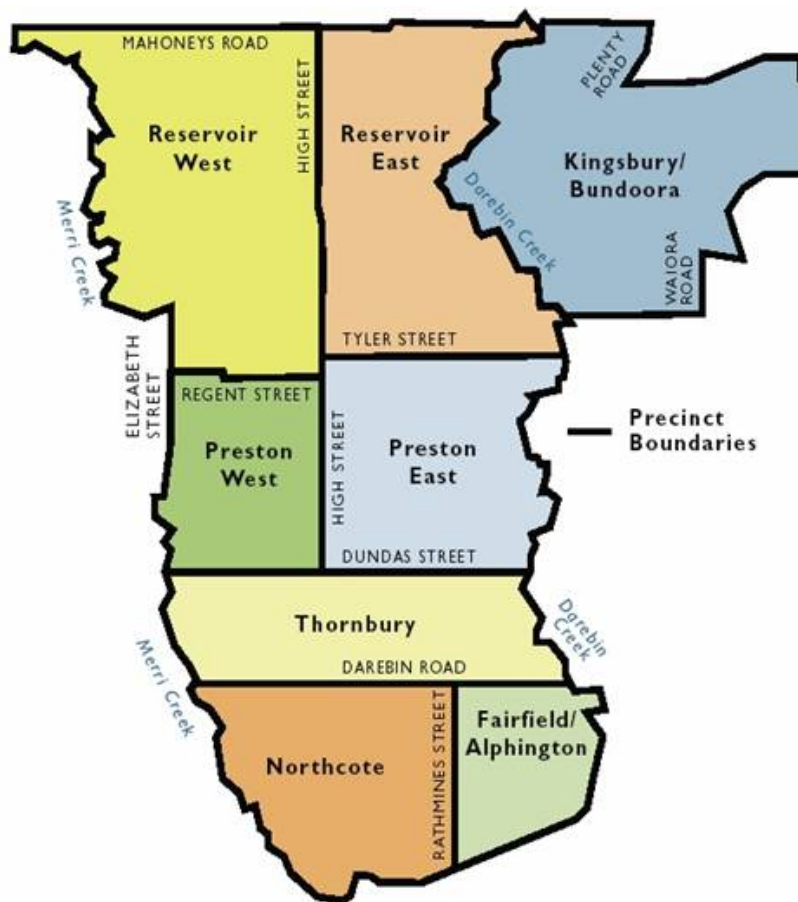
The document is comprised of a number of distinct sections:

- ⊗ ***Economic Centres*** - Provides an overview of the main shopping and industrial centres in the municipality, discussing the location and characteristics of each centre.
- ⊗ ***Human Capital*** - Outlines the main socio-economic and demographic characteristics of the population of Darebin, along with the employment profile of residents.
- ⊗ ***Local Workforce*** - Outlines the main socio-economic and demographic characteristics of the population employed in the City of Darebin.
- ⊗ ***Business Structure*** - Outlines the number and range of businesses in the municipality and the level of building activity occurring.
- ⊗ ***Interest Groups*** - Provides some specific data on a range of interest groups in the community, including indigenous persons, women and migrant populations.

Precinct structure

Darebin City Council has developed a set of administrative precincts, which serve as small areas for the analysis of demographic and socio-economic data. These precincts are comprised of *Australian Bureau of Statistics Census collector districts*, and are the smallest geographic level on which much of Council's demographic and socio-economic statistics are available.

The *Economic and Employment Profile* includes information on Darebin and its precincts. It also contains some comparative data with the Melbourne Statistical Division (MSD), which forms a commonly understood boundary for metropolitan Melbourne.



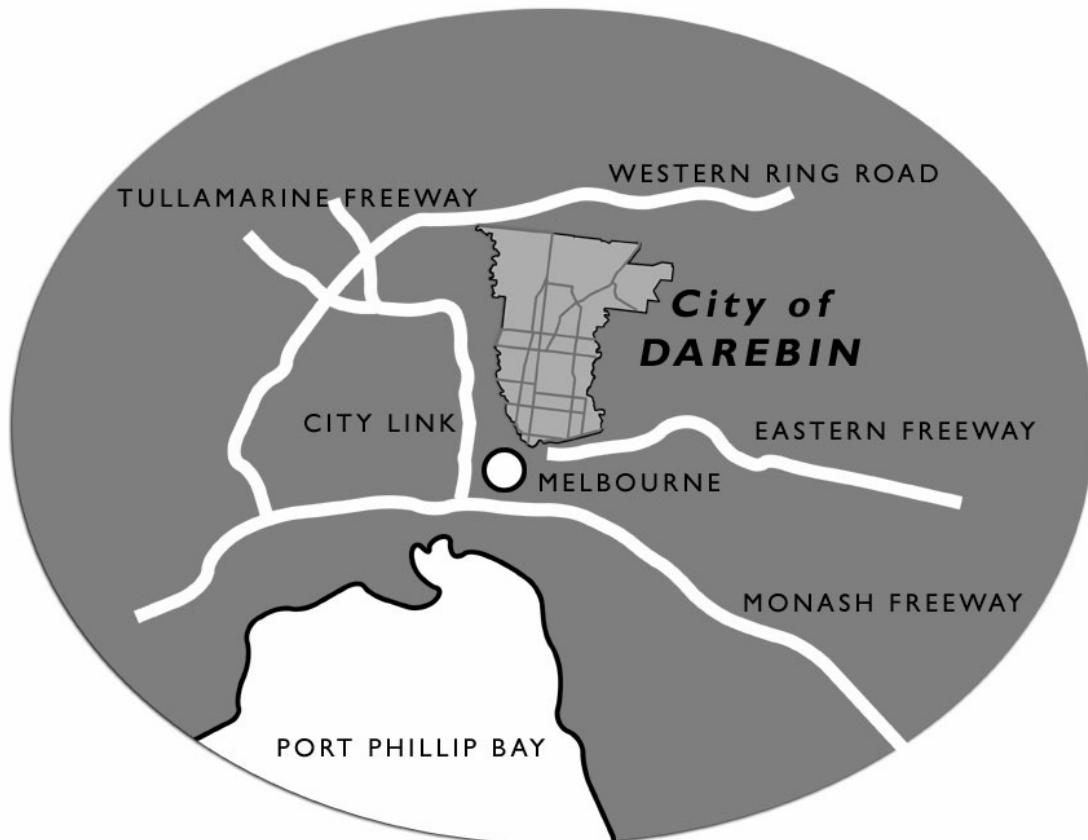
Darebin in context

The City of Darebin covers approximately 53 square kilometres and extends from Heidelberg Road in the south to Mahoneys Road in the north, bounded by Darebin Creek to the east and Merri Creek to the west.

Surrounding municipalities include Whittlesea to the north, Banyule to the east, Yarra to the south and Moreland to the west.

Darebin includes the suburbs of Northcote, Alphington, Fairfield, Thornbury, Preston, Reservoir and Kingsbury. It also includes parts of Bundoora, Macleod, Coburg and Alphington.

Darebin is located within 20 minutes of Melbourne Airport, the Melbourne CBD and Melbourne Port.



Economic centres

The City of Darebin contains a range of business centres that provide diverse retail and employment opportunities. Key economic centres include Northland Shopping Centre, Preston Central and Northcote (Rucker's Hill) Shopping centre as well as the Fairfield, Reservoir and Preston East industrial precincts. These economic hubs generate employment and economic growth for the City of Darebin.

Darebin is home to the Northland Shopping Centre, which provides a broad regional shopping and entertainment role. The centre includes many specialty and chain stores including large magnets such as Myer, Kmart and a number of supermarkets. The centre is complemented by Hoyts Cinemas and the adjacent Northland Homemaker Centre which includes large retail stores such as Freedom Furniture and The Good Guys.

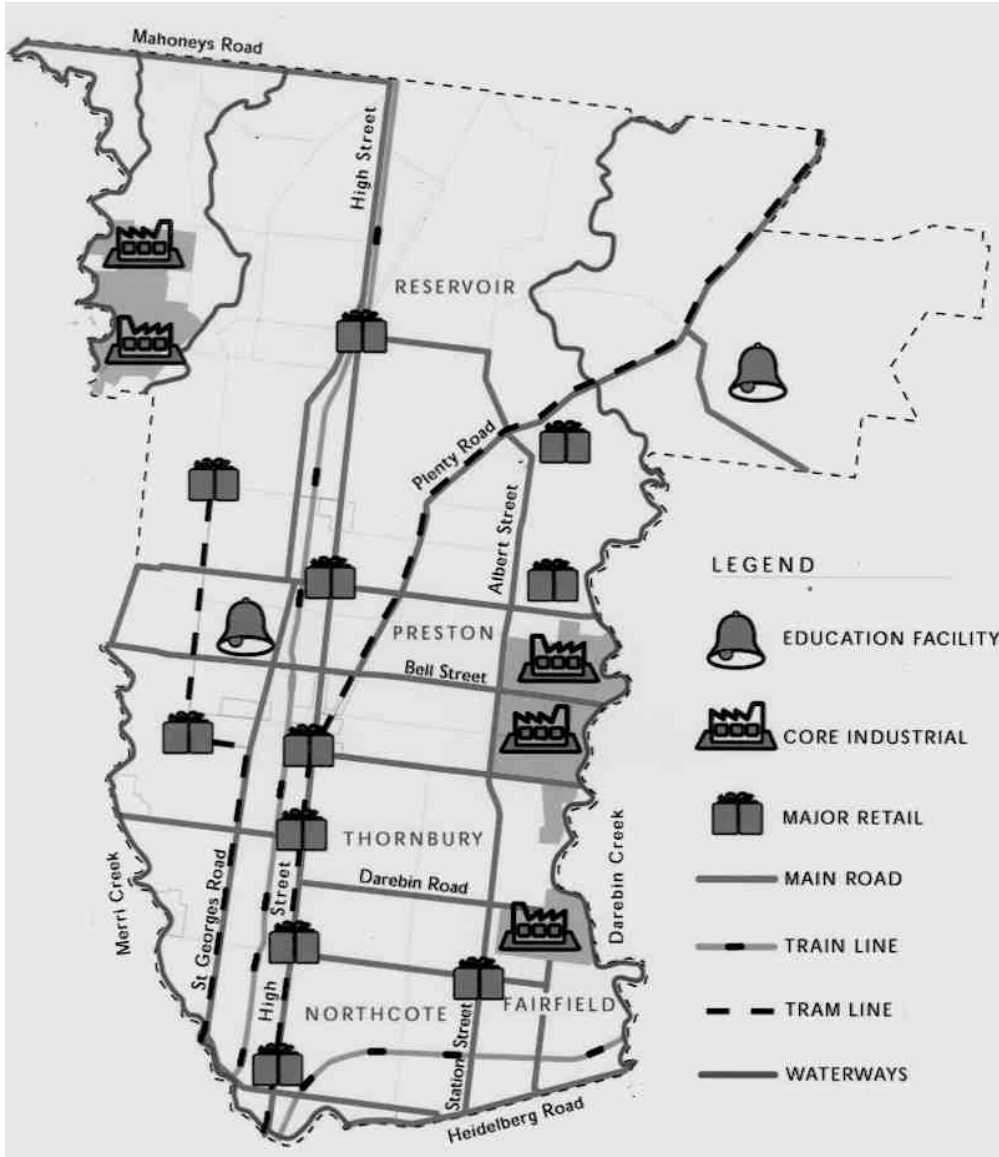
Preston Central, focused around High Street Preston and including the Preston Market, is a vibrant business and community hub. Preston Market has a regional role with its sale of fresh food that responds to the needs of the culturally diverse community of northern Melbourne. Preston Central also has a significant civic function, encompassing the Preston Town Hall and administrative office for the Darebin City Council, Preston Library, and Preston Police Station. Preston Central is also home to the Preston railway station, and is serviced by local bus routes.

Northcote Shopping Centre has a number of elements - the traditional strip shopping centre (High Street) and two free-standing centres, 'Northcote Central' and 'Northcote Plaza'. Northcote Central includes a supermarket and a range of specialty shops. Northcote Plaza is comprised of a K-Mart, a Coles supermarket and a range of specialty shops. The High Street strip shopping centre provides a diverse range of dining and retail opportunities and the assorted range of merchandise available reflect the creative character of the community.

Other centres of retail activity are generally focused on strip shopping centres; however they each have their own distinct characteristics. All centres in Darebin are easily accessed by public transport and most provide generously for car parking.

Darebin's strengths include the clustering of businesses that specialise in the manufacture and supply of footwear and clothing, automotive servicing and paper and plastics products. Darebin's highly developed industrial centres are located in the north-west and south-east of the municipality. Manufacturing industries are the single biggest employer in the municipality.

The City of Darebin is also home to La Trobe University and the Northern Melbourne Institute of TAFE (NMIT). These tertiary education institutions provide a range of educational, recreational and other facilities to both students and businesses from across metropolitan Melbourne. They are both well serviced by the public transport system and major arterial roads.



Northland Shopping Centre:

Location: Northland Shopping Centre is located on Murray Road Preston, adjacent to the Darebin Creek.

Characteristics: Northland Shopping Centre serves as a public transport hub for the region, with many buses including Northland on their route through Melbourne's north eastern suburbs. Northland incorporates a number of leading retailers, with magnet stores including Myer and K-Mart. The centres tenancy mix includes all of the major chain stores that consumers expect from a regional centre. The result is a convenient, consumer friendly centre that provides for both shopping and entertainment needs.

Preston Central:

Location: Preston Central is focused around High Street Preston, between Clinch Avenue and Bruce/David Streets.

Characteristics: The centre comprises a traditional retail strip in High Street which is surrounded by further economic, social, community and civic activity. Preston Central incorporates the Preston Market, which has a regional catchment and provides a wide range of fresh food from many cultures. Adjoining supermarkets, banks, clothes and food retailers on High Street combine to provide a diverse range of shopping opportunities. Within Preston Central are the Darebin City Council Offices (corner High and Gower Streets), the Preston Library, Preston Police Station, and the Preston Train Station. Preston Central provides convenient shopping and affordable products in a culturally vibrant atmosphere and is easily accessible by road, bus and Preston train station.

Northcote Shopping Centre (Rucker's Hill):

Location: Rucker's Hill Shopping Centre is divided into two sections:

- ⊗ Traditional strip shopping on High Street between Dennis Street and James Street.
- ⊗ Centre shopping at Northcote Plaza and Northcote Central on Separation Street.

Characteristics: By providing a range of quality goods and services, the Northcote Shopping Centre has become one of Darebin's major food and grocery outlets. The centre is accessible via road, tram and train (Northcote Train Station) and is adjacent to All Nations Park. The Northcote Town Hall serves as an impressive landmark on High Street, which is responding to the cultural and artistic needs of the community.

Reservoir Shopping Centre:

Location: Reservoir Shopping Centre is divided into two sections:

- ⊗ Reservoir Village comprising Edwardes Street and Spring Street
- ⊗ Broadway

Characteristics: Reservoir Shopping Centre is centred around the intersection of High Street, Broadway, Edwardes Street and Spring Street. The centre is accessible via road and train (Reservoir Train Station) that divides the centre into two elements. Reservoir Village shopping centre includes a Coles supermarket and boasts a number of cafes, retail clothing stores and community facilities including the Reservoir Civic Centre. Broadway is a traditional strip shopping centre that incorporates food retailing, offices and personal goods retailing.

Fairfield Shopping Centre:

Location: The Fairfield Shopping Centre is located on Station Street between Mitchell Street and Railway Place.

Characteristics: The Fairfield Shopping Centre is an attractive and open retail strip extending approximately 400 metres along Station Street. It is accessible via both road and train (Fairfield Train Station). This vibrant, highly pedestrianised centre is based strongly on food and grocery shopping, but also incorporates several cafes and restaurants, in addition to a number of clothing and soft goods outlets. This vibrant centre has a small library with a range of community facilities. Fairfield Shopping Centre is well known for FIDO, the six-metre dog statue adjoining Fairfield train station.

Thornbury Junction Shopping Centre:

Location: Thornbury Junction Shopping Centre is located on High Street focused around the intersection of Plenty Road and Dundas/Miller Streets.

Characteristics: The strip extends approximately 200 metres along High Street and is accessible via road, tram and train (Thornbury Train Station). The centre is currently undergoing revitalization and is developing a niche in food and arts retailing, as well as factory direct clothing and general office tenancies.

Thornbury Village Shopping Centre:

Location: Thornbury Village Shopping Centre is located on High Street between Woolton Avenue and Smith Street.

Characteristics: Thornbury Village consists of a 400-metre strip of retail outlets along High Street located near Clarendon Street. The centre contains a mix of retail shops and offices. The centre primarily offers shoppers fresh food and cafes, household appliances and hardware.

Westgarth Village Shopping Centre:

Location: Westgarth Shopping Centre is located on High Street between Westgarth Street and Union Street, Northcote.

Characteristics: Westgarth Village has a cosmopolitan atmosphere, with the Westgarth Cinema, a range of cafes and restaurants and several unique specialty shops. Located south of Rucker's Hill the strip extends approximately 200 metres and is accessible via road, tram and train (Westgarth Train Station).

Summerhill Plaza:

Location: Summerhill Plaza is located on Plenty Road between Gremel Road and Albert Street, Reservoir.

Characteristics: Summerhill Plaza is the combination of the Target Shopping Centre, Summerhill Village Shopping Centre and adjoining specialty shops. Major features of Summerhill Plaza include supermarkets (Coles and Safeway), restaurant and a Taberet. It offers shoppers a range of weekly shopping essentials, as well as personal and household goods.

Miller On Gilbert Shopping Centre:

Location: Miller on Gilbert Shopping Centre is located around the intersection of Miller Street and Gilbert Road, Preston/Thornbury.

Characteristics: Miller on Gilbert Retail Centre extends approximately 250 meters and is serviced by the tram en route to West Preston. Major tenants include locally owned and operated grocery and specialty stores. The centre offers an intimate retailing experience that services the local community of Thornbury and West Preston.

Regent Village Shopping Centre:

Location: Regent Shopping Centre is located around the intersection of Regent Street and Gilbert Road, Reservoir/Preston.

Characteristics: Adjacent to the J.S. Grey Reserve, the Regent Village Shopping Centre is accessible by tram. The centre's strengths include its established convenience shopping, offices, and a major furniture store and a clothing screen printer. Residential developments adjoining the centre will further stimulate the local economy and support a variety of retail outlets.

Reservoir Industrial Precinct:

Location: Reservoir Industrial Precinct is bounded by Broadhurst Avenue to the north, Banbury Road, Edwardes Street to Edgars Creek and Edgars Creek to the municipal boundary in the east, the municipal boundary to the south, and Newlands Road and then Merri Creek to Broadhurst Avenue to the west.

Characteristics: There are approximately 280 businesses in this established precinct with an emphasis on wood and paper manufacturing and motor vehicle servicing and repairs. The precinct is a major hub for employment in the City of Darebin. With the Western Ring Road, Melbourne Airport and Melbourne Ports all within easy reach the precinct provides affordable opportunities for both established and new businesses.

Preston East Industrial Precinct:

Location: Preston East Industrial Precinct is bounded by Murray Road between the western edge of the Northland Homemaker Centre and the municipal boundary (Darebin Creek) to the north; the eastern boundary is the municipal boundary (Darebin Creek), Murray Road and Dundas Street; Dundas Street between the municipal boundary and Albert Road forms the southern border, and Albert Road between Dundas Street and Gower Street forms the western border.

Characteristics: The Preston East Industrial Precinct provides excellent arterial road exposure and access, as Bell Street is the main east-west arterial road through the middle northern suburbs. The precinct is adjacent to Northland Shopping and Homemaker Centres that have a regional catchment across Melbourne's north. While being an established precinct, recent subdivisions have encouraged investment and high quality developments in the precinct.

Fairfield Industrial Precinct:

Location: Fairfield Industrial Precinct is bounded by: Darebin Road between Arthur Street and Grange Road and Ford Crescent between Grange Road and Darebin Road in the north; Darebin Creek from Ford Crescent to Abbot Street to the east; Abbott Street to Fulham Road, Fulham Road to Chingford Street, from Chingford Street to Edwin Street in the south, and Arthur Street from McGregor Street to Darebin Road to the west.

Characteristics: Fairfield Industrial Precinct is centred on the intersection of Darebin and Grange Roads and is adjacent to the John Cain Park. Darebin Road acts as a direct thoroughfare between the Darebin and Banyule municipalities, creating excellent exposure for the Fairfield Industrial Precinct. While the precinct is relatively small in comparison to Darebin's other industrial precincts, it incorporates a diverse combination of industries involved in both high level and high quality manufacturing.

HUMAN CAPITAL

The key economic resource in any predominately suburban municipality such as the City of Darebin is the local population. The size and characteristics of the local population will determine the potential retail structure of the region, will act as an attractor of industry requiring local labour, and will provide the rates revenue that underpins social infrastructure.

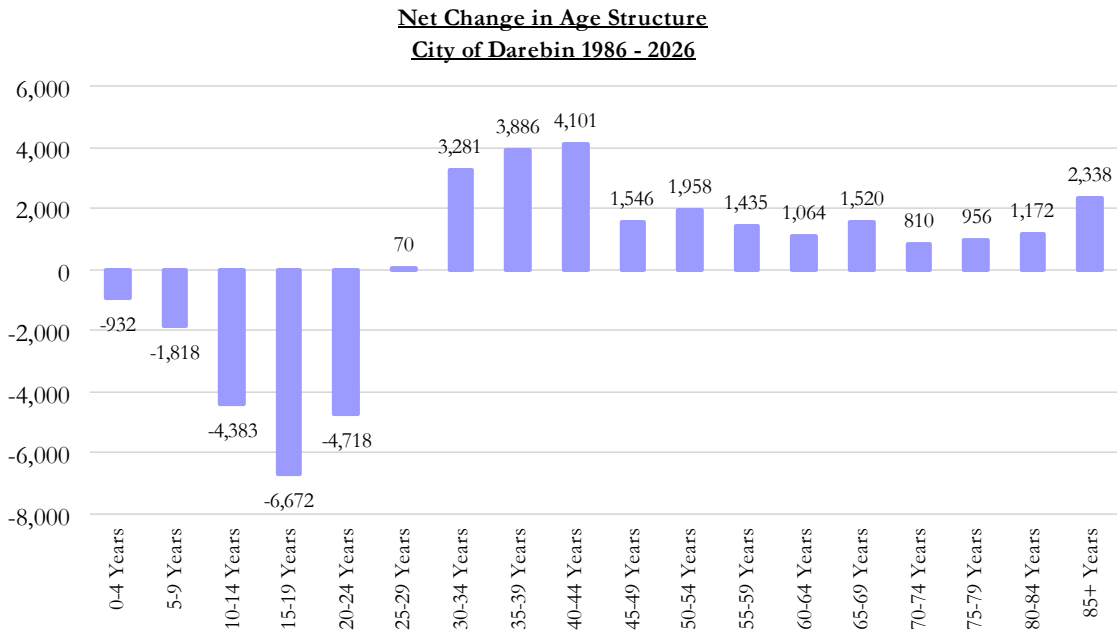
Population

According to the results of the *Australian Bureau of Statistics - 2006 Census of Population and Housing* the City of Darebin had a usual resident population of 128,068 persons, living in 48,581 (this figure excludes 'visitor only' and 'other not classifiable' dwellings) occupied dwellings across the municipality.

The population of Darebin is constantly changing, with a long term history of falling population from the 1980s to the early 2000s followed by projected increases over the next twenty years to mid-1980s levels. This change in the size of the population is critical as it shows that the total demand on infrastructure resulting from the changing population size, be it physical, retail, social or recreational needs will not in the next twenty years significantly exceed that experienced in the last twenty years. That said the mix of infrastructure necessary to meet the needs of the community may change.

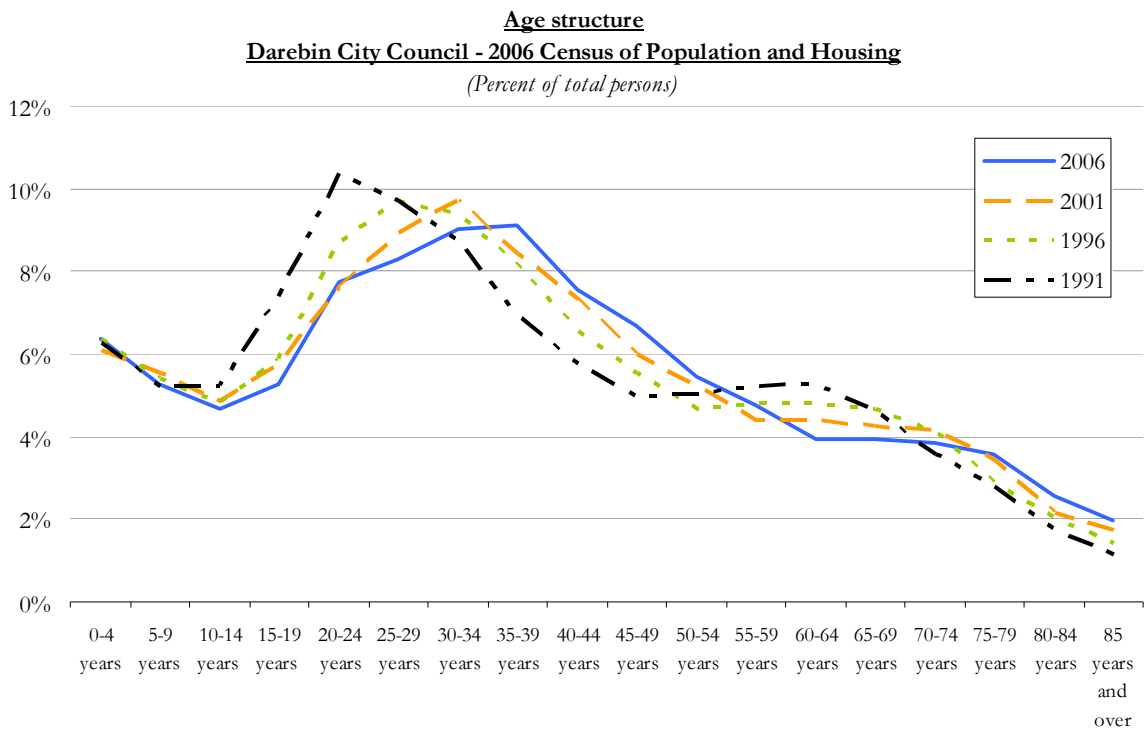
Age Structure

Although the population of Darebin will not change in size dramatically in the forty years between 1986 and 2026, the age structure composition of the population will change significantly. A significant decline in the population of adolescents and young adults is projected over the period, with wide ranging implications for the community, business and Council. The significant decline in adolescent and early young adults (15 - 24 years approximately) is due primarily to the ageing of existing populations in Darebin.



The results of the 1991, 1996, 2001 and 2006 *Census of Population and Housing* highlight the changing age structure of the population. The average age of the population of the municipality has increased by one year with each five-year *Census*, from 33 in 1991 to 36 in 2006.

The increases in the proportion of the population aged in their 30s is influenced by the influx of younger residents moving into the municipality, both into the new housing estates in northern Darebin, and the new medium and higher density housing development occurring primarily in southern Darebin.



Age structure
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons)

<i>Age range</i>	2006		2001	1996	1991
	<i>Number</i>	<i>Percent</i>			
0-4 years	8,182	6.4%	6.1%	6.4%	6.3%
5-9 years	6,726	5.3%	5.5%	5.4%	5.2%
10-14 years	6,003	4.7%	4.8%	4.8%	5.2%
15-19 years	6,737	5.3%	5.7%	5.9%	7.4%
20-24 years	9,928	7.8%	7.6%	8.7%	10.4%
25-29 years	10,604	8.3%	8.9%	9.7%	9.7%
30-34 years	11,551	9.0%	9.7%	9.4%	8.8%
35-39 years	11,662	9.1%	8.4%	8.2%	6.9%
40-44 years	9,682	7.6%	7.3%	6.5%	5.7%
45-49 years	8,545	6.7%	6.0%	5.6%	5.0%
50-54 years	6,952	5.4%	5.2%	4.7%	5.0%
55-59 years	6,086	4.8%	4.4%	4.8%	5.2%
60-64 years	5,070	4.0%	4.4%	4.8%	5.3%
65-69 years	5,063	4.0%	4.3%	4.7%	4.6%
70-74 years	4,901	3.8%	4.2%	4.1%	3.6%
75-79 years	4,553	3.6%	3.4%	2.9%	2.8%
80-84 years	3,295	2.6%	2.1%	2.0%	1.7%
85 years and over	2,528	2.0%	1.8%	1.4%	1.2%
Total	128,068	100%	122,821	121,267	123,398
<i>Median age</i>	<i>36 years</i>		<i>35 years</i>	<i>34 years</i>	<i>33 years</i>

Education

The educational qualifications of residents of the City of Darebin have also been undergoing significant change. The proportion of the population aged 15 years and over with no post-high school qualification has declined steadily over the fifteen years from 1991 to 2006, dropping from two thirds of the population in 1991 (66.1%) to just under half (47.2%) of the population in 2006.

At the same time, the proportion of residents with bachelor degrees has more than doubled, and the proportion of residents with postgraduate degrees has risen by over five fold.

The breakdown of the educational qualifications of the residents of Darebin is similar to the results for metropolitan Melbourne generally. One notable difference is the smaller proportion of residents of Darebin who have a certificate (11.1%) compared to the metropolitan Melbourne average.

Highest qualification
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons aged 15 years and over)

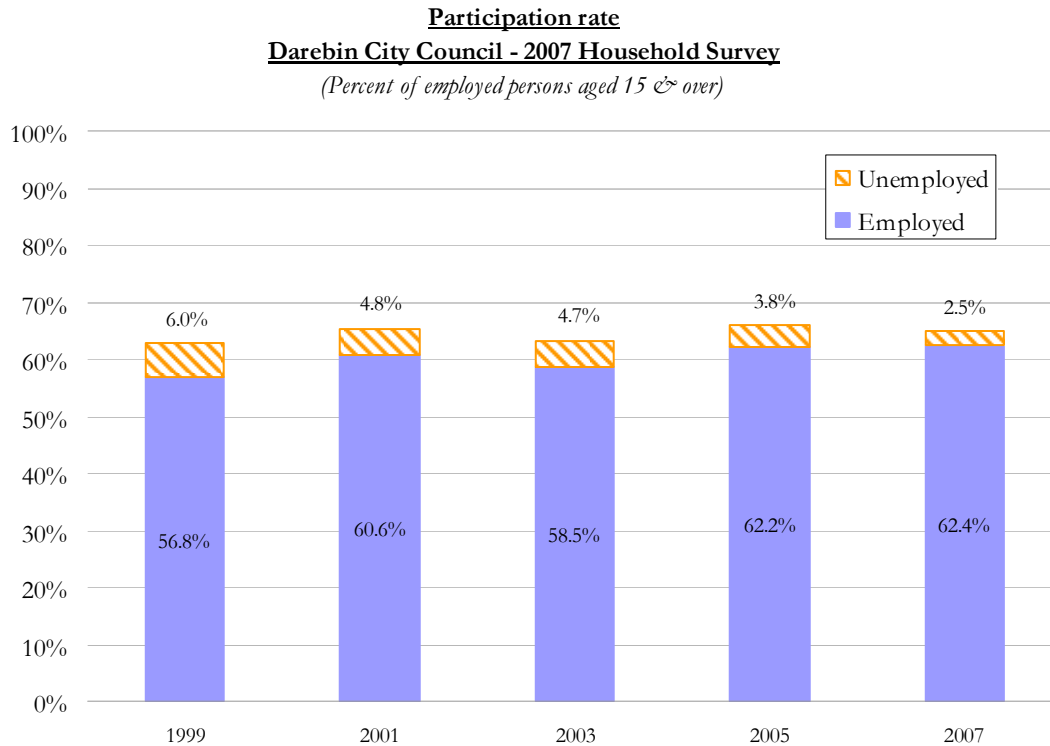
Qualification	2006		2001	1996	1991
	Number	Percent			
Postgraduate Degree	4,131	3.9%	2.0%	1.3%	0.7%
Graduate Diploma and Graduate Certificate	2,818	2.6%	2.3%	2.0%	1.3%
Bachelor Degree	16,002	14.9%	11.8%	8.6%	5.6%
Advanced Diploma and Diploma	6,702	6.3%	5.3%	4.6%	3.2%
Certificate	11,921	11.1%	11.0%	9.4%	9.6%
No further qualification	50,604	47.2%	56.2%	61.7%	66.1%
Not stated	14,979	14.0%	11.3%	12.4%	13.5%
Total persons aged over 15 years	107,157	100%	122,821	121,267	123,398

Highest qualification
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons aged 15 years and over)

Qualification	Darebin		MSD
	Number	Percent	
Postgraduate Degree	4,131	3.9%	3.3%
Graduate Diploma and Graduate Certificate	2,818	2.6%	2.0%
Bachelor Degree	16,002	14.9%	14.3%
Advanced Diploma and Diploma	6,702	6.3%	7.7%
Certificate	11,921	11.1%	14.1%
No further qualification	50,604	47.2%	45.8%
Not stated	14,979	14.0%	12.8%
Total persons aged over 15 years	107,157	100%	2,915,403

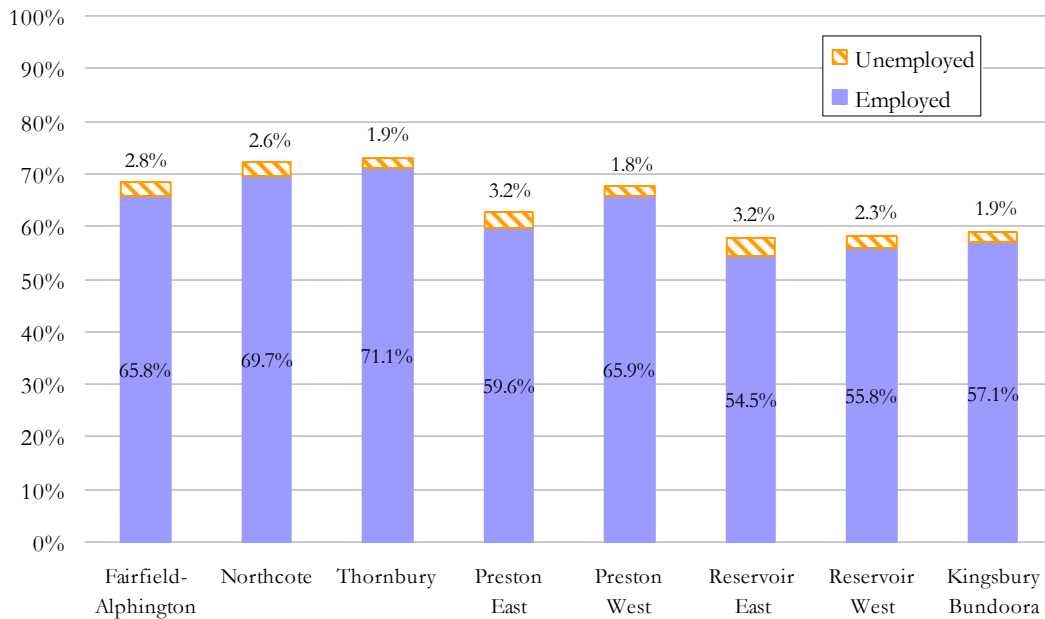
Participation Rate

The participation rate in employment in Darebin has increased slightly between 1999 and 2007, rising from 56.8% to 62.4%. Over the same period, the unemployment rate has declined significantly.



The southern precincts of Northcote, Fairfield-Alphington and Thornbury have the highest participation rates in Darebin, while Reservoir East and West have the lowest participation rates. This difference is one of a range of indicators that highlight the relative socio-economic disadvantage in northern Darebin compared to southern Darebin.

Participation rate by precinct
Darebin City Council - 2007 Household Survey
(Percent of persons aged 15 & over)



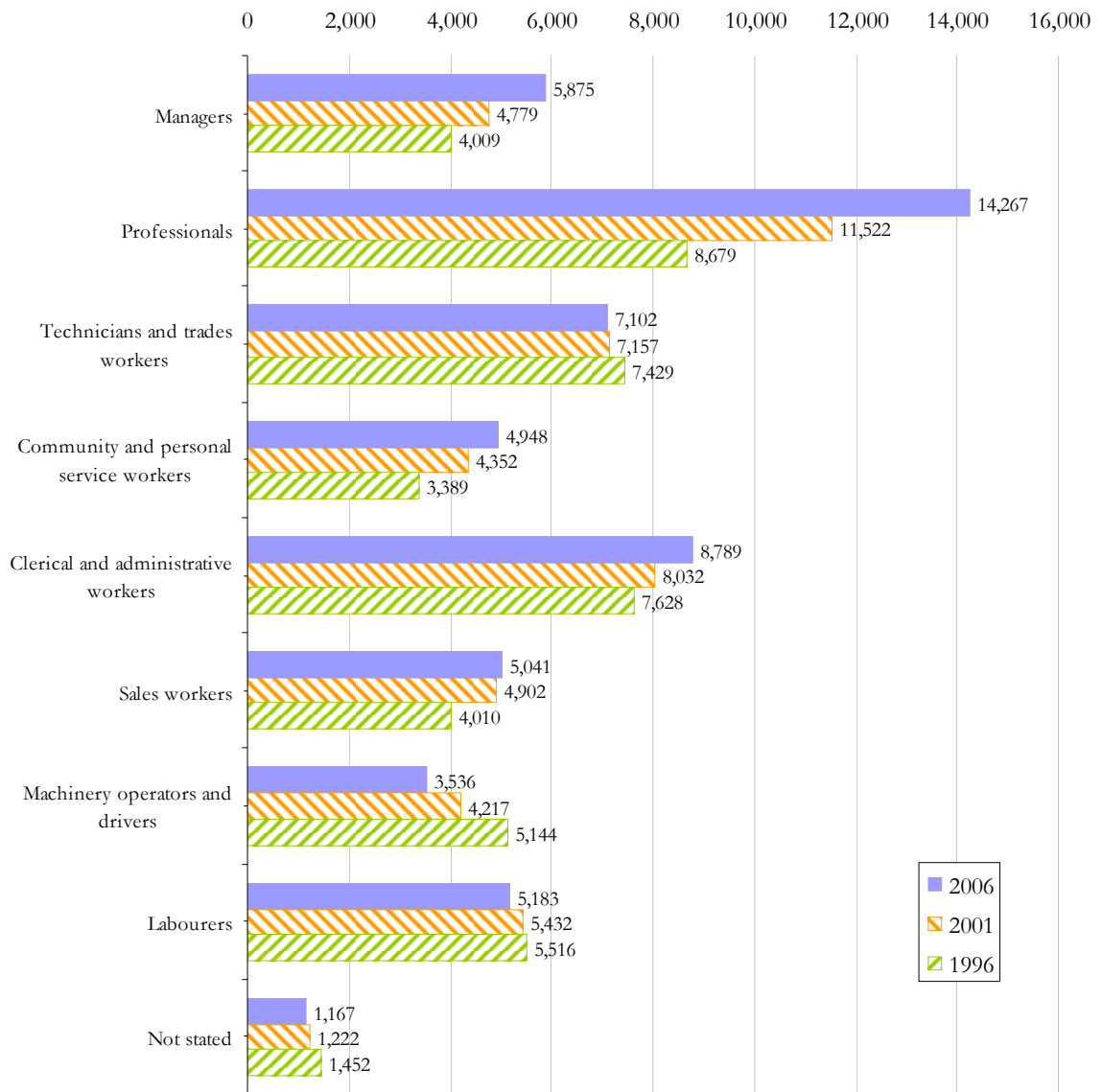
Occupation

The occupations of Darebin residents changed significantly over the ten years from 1996 to 2006. The proportion of residents employed as managers and professionals has increased, while the proportion of residents working in lower skilled positions as clerical and administrative workers, machinery operators and drivers, and labourers has declined. These changes highlight the shift away from ‘blue collar’ into more ‘white collar’ occupations for residents of the municipality.

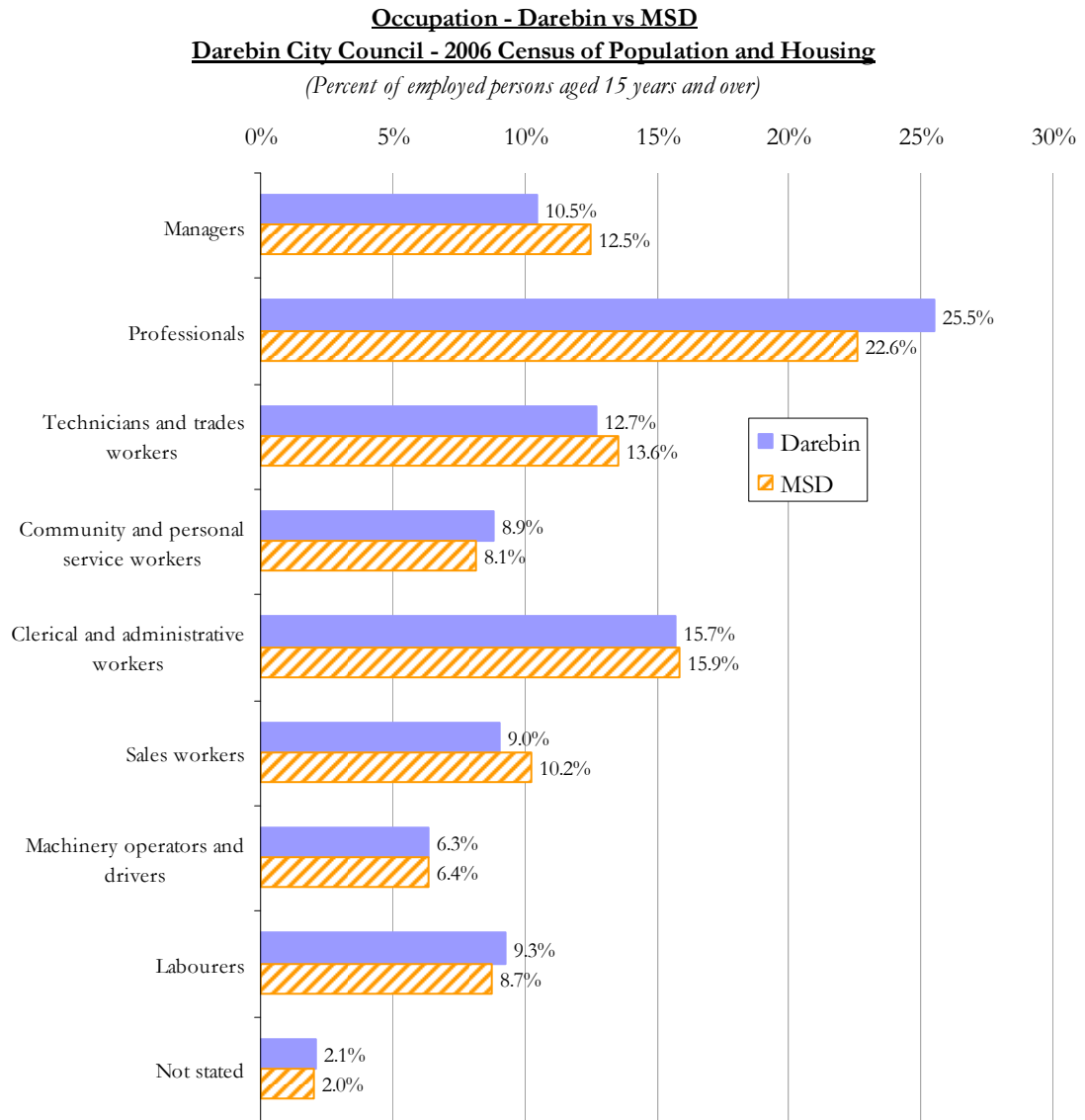
Occupation
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of employed persons aged 15 years and over)

Occupation	2006		2001	1996
	Number	Percent		
Managers	5,875	10.5%	9.3%	8.5%
Professionals	14,267	25.5%	22.5%	18.5%
Technicians and trades workers	7,102	12.7%	13.8%	15.6%
Community and personal service workers	4,948	8.9%	8.4%	7.1%
Clerical and administrative workers	8,789	15.7%	15.6%	16.1%
Sales workers	5,041	9.0%	9.4%	8.4%
Machinery operators and drivers	3,536	6.3%	8.2%	10.9%
Labourers	5,183	9.3%	10.5%	11.6%
Not stated	1,167	2.1%	2.4%	3.1%
Total	55,908	100%	51,630	47,486

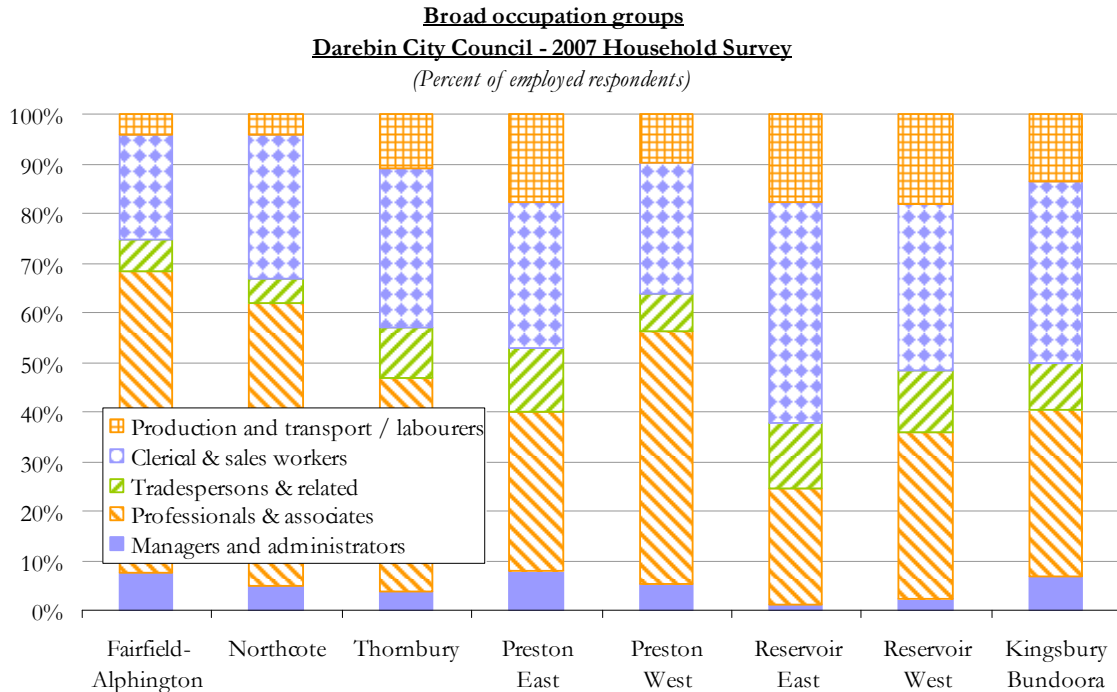
Occupation
Darebin City Council - 2006 Census of Population and Housing
(Number of employed persons aged 15 and over)



There are only a few points of difference between the occupational qualifications of residents of Darebin and residents across metropolitan Melbourne generally, as can be seen in the graph below.



The southern precincts of the municipality have a higher proportion of residents employed as professionals and associates, and a lower proportion of residents working in production and transport or as labourers, compared to residents in the northern precincts.



Industry of Employment

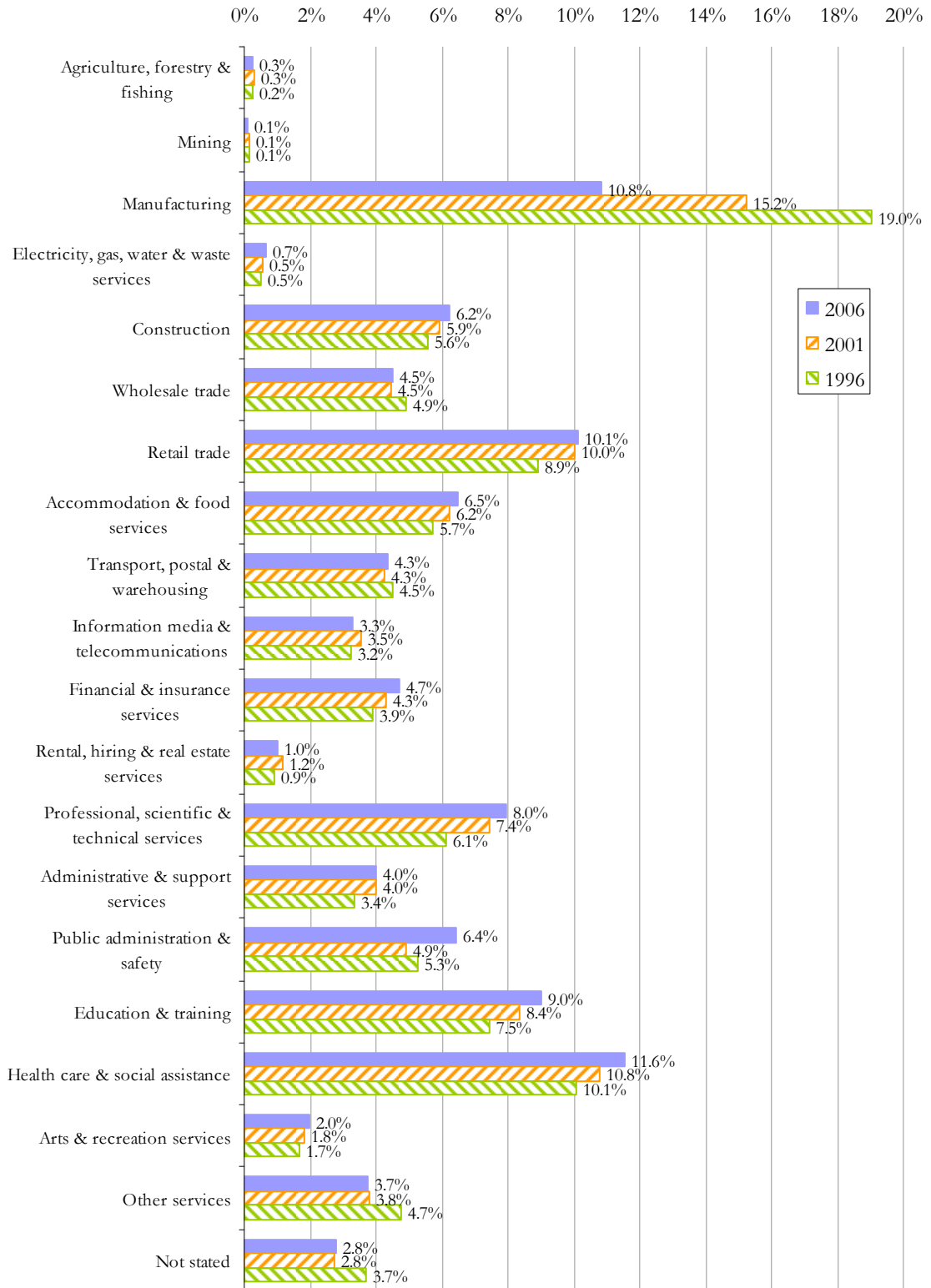
In 2006 the healthcare and social assistance industry was the largest industry of employment for residents of the City of Darebin (11.6%), followed by manufacturing (10.8%) and retail trade (10.1%).

The proportion of Darebin residents working in manufacturing has declined sharply over the ten years from 1996 to 2006, dropping from 19.0% to 10.8%. Over the same period, the proportion of residents working in professional, scientific and technical services, education and training, public administration and safety, financial and insurance services, and education and training has increased. The change in the industry of employment of residents further highlights the shift towards residents working in ‘white collar’ occupations and industries, and away from the traditional source of employment, consisting primarily of ‘blue collar’ jobs in manufacturing.

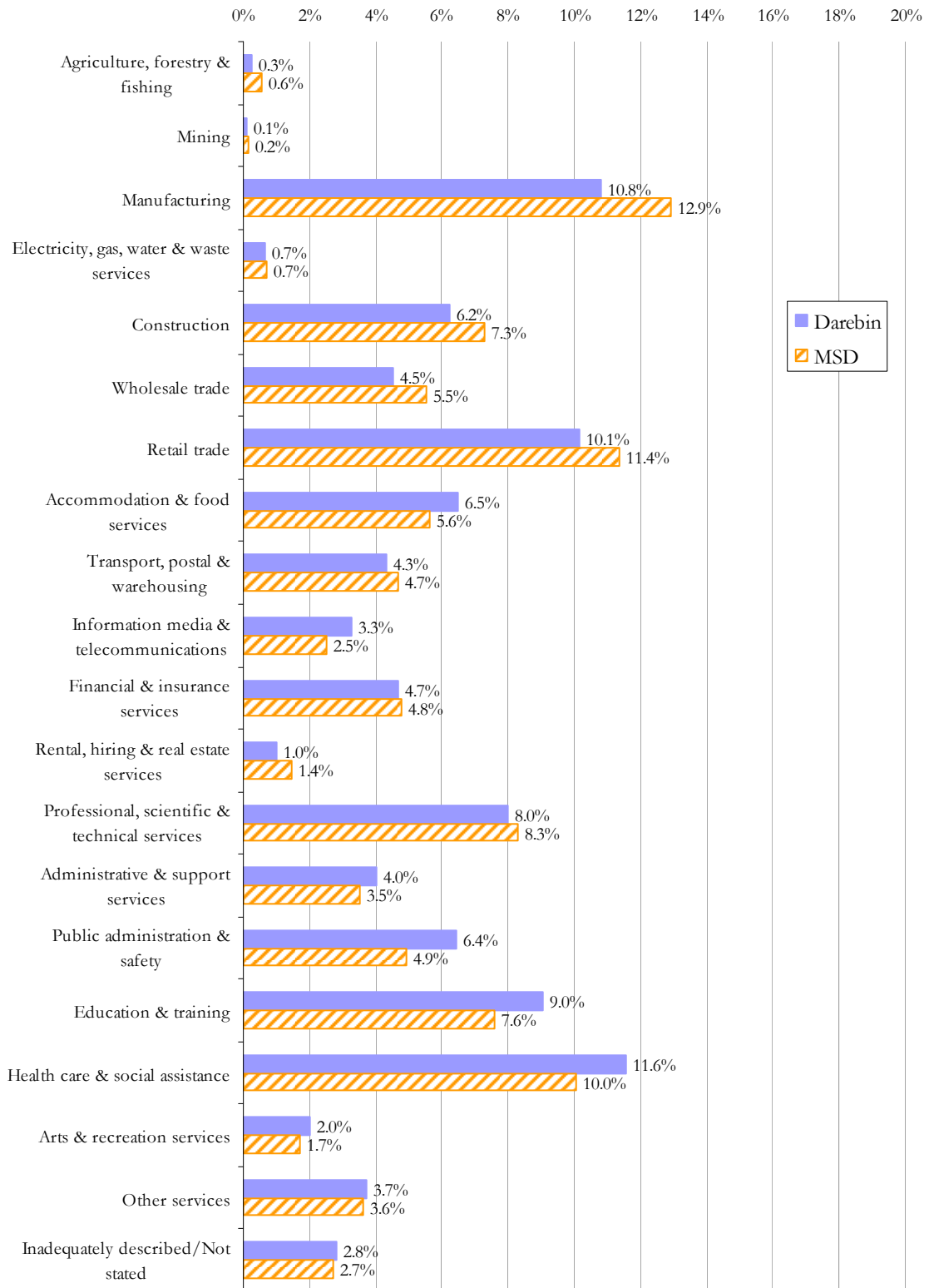
When compared with metropolitan Melbourne, residents of the City of Darebin are notably more likely to be employed in the healthcare and social services, education and training, and public administration and safety industries, compared to residents across metropolitan Melbourne generally.

Industry of employment
Darebin City Council - 2006 Census of Population and Housing

(Percent of employed persons aged 15 years and over)

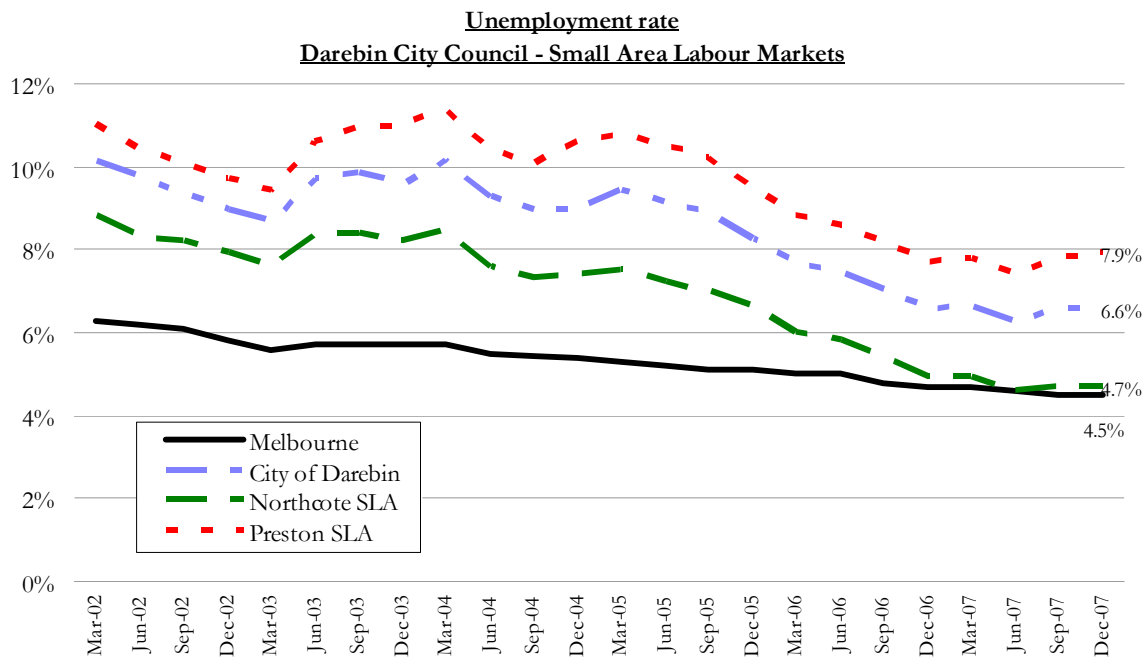
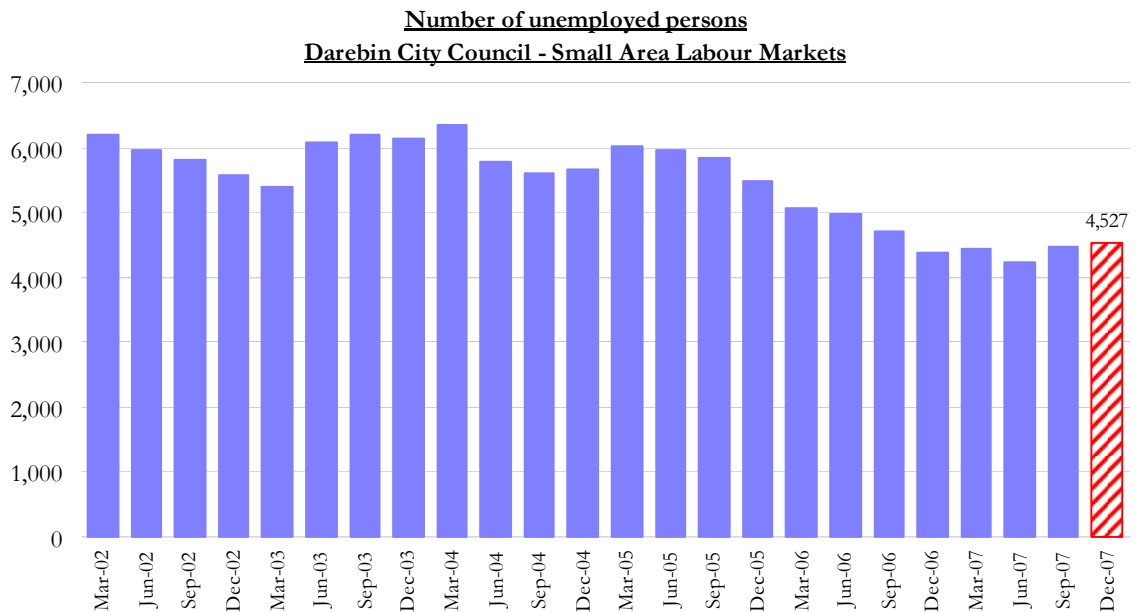


Industry of employment - Darebin vs MSD
Darebin City Council - 2006 Census of Population and Housing
(Percent of employed persons aged 15 years and over)



Unemployment

Unemployment in the City of Darebin has been in decline over the six year from March 2002 to December 2007. The decline in unemployment is evident in both the Northcote SLA (southern Darebin) and Preston SLA (northern Darebin). While the local unemployment rate has tended to be higher than the average unemployment rate for metropolitan Melbourne, it is notable that the unemployment rate in southern Darebin has declined to almost match the rate across metropolitan Melbourne. The difference in the unemployment rate in northern and southern Darebin is another indicator of the difference in the socio-economic status of the two halves of the municipality.



Retail trade

The *Darebin City Council - 2007 Household Survey* included a wide ranging question on retail trading patterns of residents of the municipality. Respondent households were asked to identify the shopping centres that they use most often for each of five types of shopping. The five types of shopping were:

- Daily shopping needs (e.g. bread, milk, snacks)
- Grocery shopping
- Clothing and other comparison goods (e.g. music, DVD, small electrical)
- Larger household goods (e.g. whitegoods, furniture)
- Dining out and entertainment (restaurants, nightclubs, bars, cinema)

Daily needs

Daily shopping needs or convenience shopping is linked closely to geography, with shoppers tending to shop close to home, close to work or study, or along the transport route from work to study to home. Results for this type of shopping are expected to remain relatively stable in the shorter term as it is convenience that is likely to be the major determinant of choice.

It is interesting to note that Preston Market has increased its share of the daily shopping needs market in Darebin from 15.7% in 1999 to 22.9% in 2007. This steady increase is likely to reflect the importance of the centre in the retail hierarchy of the municipality.

Edwardes Street Reservoir has also shown an increased utilisation in 2007 compared to previous years, with 20.3% in 2007 compared to 13.0% in 2005 and 17.0% in 2003.

Daily shopping needs
Darebin City Council - 2007 Household Survey
(Number & percent of total households)

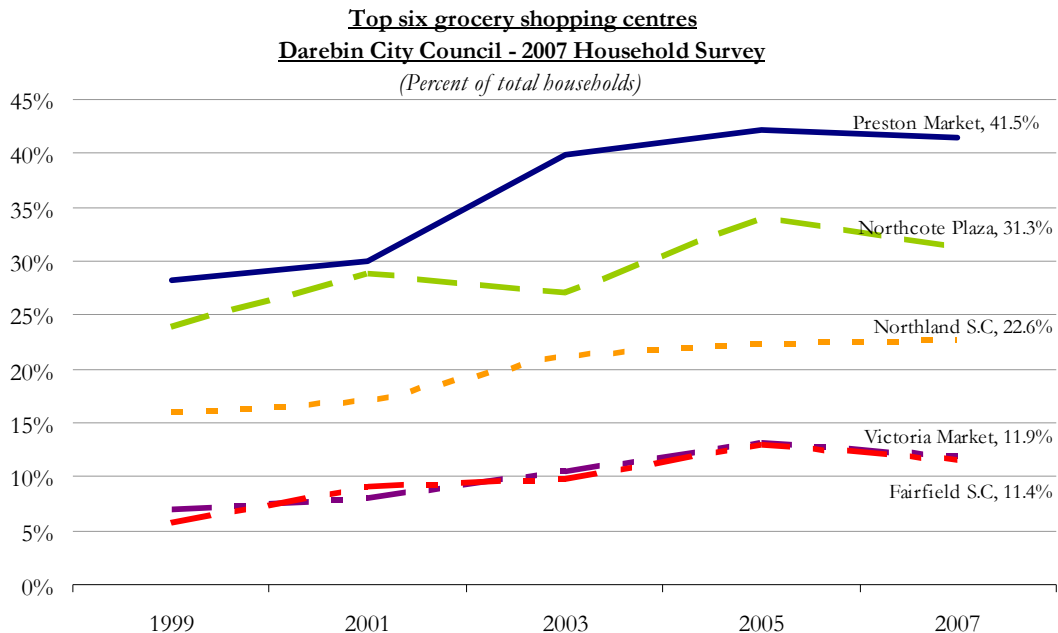
Location	2007		2005	2003	2001	1999
	Number	Percent	Percent	Percent	Percent	Percent
Preston Market	198	22.9%	21.7%	20.5%	18.5%	15.7%
Northcote Plaza	195	22.5%	22.4%	23.8%	23.8%	16.5%
Northland Shopping Centre	181	20.9%	21.9%	17.0%	13.6%	11.8%
Edwardes St, Reservoir	176	20.3%	13.0%	17.0%	12.6%	16.3%
Fairfield Shopping Centre	111	12.8%	16.2%	9.9%	12.7%	8.9%
The Broadway, Reservoir	97	11.2%	6.8%	8.1%	3.9%	5.3%
Preston District Centre	77	8.9%	9.0%	12.2%	10.3%	10.7%
High St, Thornbury (<i>Clarendon St</i>)	70	8.1%	8.4%	9.0%	4.9%	4.7%
Gilbert Road	60	6.9%	6.7%	3.1%	1.5%	2.5%
High St, Thornbury (<i>Dundas/ Plenty</i>)	54	6.2%	7.5%	7.2%	4.5%	4.1%
High St, Northcote	51	5.9%	5.6%	7.7%	4.3%	5.5%
Northcote Central	49	5.7%	7.2%	8.6%	7.6%	7.2%
Summerhill Shopping Centre	38	4.4%	6.7%	8.5%	4.5%	5.0%
CBD	29	3.3%	2.6%	0.9%	1.8%	1.0%
Queens Parade, Clifton Hill	27	3.1%	1.8%	1.8%	na	na
Victoria Market	26	3.0%	3.4%	3.5%	3.7%	3.9%
Ivanhoe Shopping Centre	25	2.9%	2.3%	2.3%	na	na
High St, Westgarth	23	2.7%	3.3%	2.9%	2.1%	1.7%
Epping Plaza	23	2.7%	1.9%	4.9%	2.5%	1.9%
Bundoora Shopping Centre	22	2.5%	3.5%	3.0%	0.0%	1.1%
Northland Homemaker Centre	19	2.2%	2.1%	4.0%	na	na
Sydney Rd, Coburg	18	2.1%	3.3%	3.3%	3.0%	2.8%
Brunswick St, Fitzroy	15	1.7%	0.8%	0.5%	0.9%	0.4%
Greensborough Shopping Centre	13	1.5%	0.9%	2.1%	0.6%	0.5%
Bell St, Preston	9	1.0%	1.4%	1.2%	0.1%	0.5%
Lygon St, Carlton	8	0.9%	0.8%	0.1%	na	na
Victoria St, Richmond	7	0.8%	0.3%	0.8%	na	na
Broadmeadows Shopping Centre	4	0.5%	0.7%	0.8%	0.6%	0.8%
Highpoint Shopping Centre	4	0.5%	0.4%	0.5%	0.6%	0.8%
Barkley Square, Brunswick	3	0.3%	0.8%	1.2%	1.3%	1.7%
Bridge Rd, Richmond	1	0.1%	0.5%	0.0%	na	na
Chapel St, Prahran	0	0.0%	0.1%	0.1%	na	na
Other shops	27	3.1%	3.1%	4.0%	na	3.9%
Total households	866		915	769	669	824

Grocery shopping

Preston Market remains far and away the most popular shopping centre in the City of Darebin for grocery shopping with 41.5% of households reporting using this centre for their weekly grocery shopping in 2007. This is almost identical to the 42.2% recorded in 2005. The fact that the utilisation of Preston Market has not increased again in 2007 after increasing with each previous *Household Survey* may suggest that the Preston Market is reaching its current potential market penetration in Darebin.

The other major grocery shopping centres in Darebin reported patronage rates similar to those reported in 2005. Northland Shopping Centre did post a very small increase again in 2007 to 22.6% from 22.2% in 2005 and just 15.8% in 1999.

As discussed with daily shopping needs, Edwardes Street Reservoir has increased its patronage from Darebin residents from 10.2% in 1999 to 16.6% in 2007.



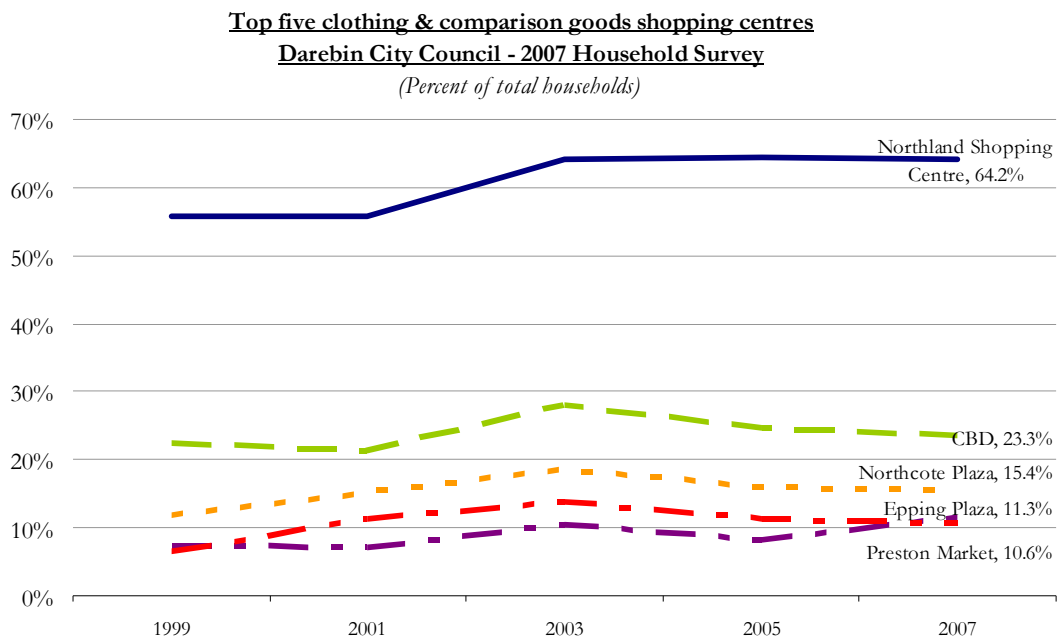
Grocery shopping
Darebin City Council - 2007 Household Survey
(Number & percent of total households)

Location	2007		2005	2003	2001	1999
	Number	Percent	Percent	Percent	Percent	Percent
Preston Market	359	41.5%	42.2%	39.8%	30.0%	28.3%
Northcote Plaza	271	31.3%	33.9%	27.1%	28.8%	23.8%
Northland Shopping Centre	196	22.6%	22.2%	21.2%	16.9%	15.8%
Edwardes St, Reservoir	144	16.6%	11.8%	12.4%	9.6%	10.2%
Victoria Market	103	11.9%	13.1%	10.4%	7.9%	6.9%
Fairfield Shopping Centre	99	11.4%	12.8%	9.6%	9.0%	5.6%
Preston District Centre	80	9.2%	10.5%	11.3%	12.3%	8.7%
Summerhill Shopping Centre	73	8.4%	7.8%	9.8%	5.7%	6.2%
High St, Thornbury (<i>Clarendon St</i>)	72	8.3%	9.1%	9.2%	7.5%	5.3%
High St, Thornbury (<i>Dundas/ Plenty</i>)	68	7.9%	9.0%	8.5%	5.2%	3.6%
Ivanhoe Shopping Centre	60	6.9%	6.9%	4.2%	na	na
High St, Northcote	48	5.5%	4.6%	5.5%	3.6%	4.2%
The Broadway, Reservoir	46	5.3%	5.3%	5.1%	2.8%	4.2%
Northcote Central	39	4.5%	8.5%	9.0%	9.4%	8.9%
Sydney Rd, Coburg	32	3.7%	6.6%	2.9%	2.8%	4.0%
Bundoora Shopping Centre	31	3.6%	4.4%	3.6%	na	1.5%
Epping Plaza	30	3.5%	3.0%	4.9%	2.5%	3.2%
Melbourne CBD	30	3.5%	1.8%	2.5%	1.2%	0.8%
Victoria St, Richmond	18	2.1%	2.6%	2.3%	na	na
Queens Parade, Clifton Hill	16	1.8%	1.1%	1.8%	na	na
Brunswick St, Fitzroy	14	1.6%	0.8%	1.3%	0.9%	0.5%
Northland Homemaker Centre	14	1.6%	0.7%	2.7%	na	na
Broadmeadows Shopping Centre	13	1.5%	0.3%	0.5%	0.9%	1.1%
Greensborough Shopping Centre	13	1.5%	2.1%	2.3%	0.7%	1.1%
Barkley Square, Brunswick	12	1.4%	1.5%	1.4%	1.8%	2.2%
High St, Westgarth	12	1.4%	1.9%	1.3%	1.2%	0.4%
Gilbert Road	10	1.2%	2.5%	0.1%	0.4%	0.6%
Lygon St, Carlton	9	1.0%	1.2%	0.5%	na	na
Bell St, Preston	6	0.7%	0.9%	0.9%	0.4%	0.6%
Bridge Rd, Richmond	5	0.6%	0.7%	0.3%	na	na
Highpoint Shopping Centre	4	0.5%	0.3%	0.5%	1.3%	1.6%
Chapel St, Prahran	3	0.3%	0.5%	0.3%	na	na
Other shops	35	4.0%	3.4%	3.4%	na	4.2%
Total households	866		915	769	669	824

Clothing and comparison goods shopping

Northland Shopping Centre remains the most popular shopping location for Darebin residents for clothing and other comparison goods shopping, with two-thirds of respondent households identifying the centre (64.2%). This result is identical to that reported in both the 2005 and 2003 *Household Surveys*.

The other major clothing and comparison goods shopping centres of interest remain the Melbourne CBD (23.3%), Northcote Plaza (15.4%), Epping Plaza (11.3%) and Preston Market (10.6%). Each of these reported results similar to those reported in the 2005 *Household Survey*.



Clothing and comparison goods shopping
Darebin City Council - 2007 Household Survey
(Number & percent of total households)

Location	2007		2005	2003	2001	1999
	Number	Percent	Percent	Percent	Percent	Percent
Northland Shopping Centre	556	64.2%	64.6%	64.2%	55.9%	55.8%
Melbourne CBD	202	23.3%	24.5%	28.0%	21.1%	22.2%
Northcote Plaza	133	15.4%	16.0%	18.4%	15.1%	11.8%
Epping Plaza	98	11.3%	8.0%	10.4%	7.0%	7.3%
Preston Market	92	10.6%	11.2%	13.7%	11.1%	6.3%
Bridge Rd, Richmond	84	9.7%	15.5%	12.5%	na	na
Highpoint Shopping Centre	69	8.0%	9.4%	7.9%	6.3%	6.9%
Brunswick St, Fitzroy	68	7.9%	10.6%	9.1%	5.5%	6.4%
Greensborough Shopping Centre	66	7.6%	6.9%	8.5%	5.5%	6.1%
High St, Northcote	56	6.5%	5.9%	6.1%	4.5%	4.2%
Northland Homemaker Centre	51	5.9%	4.3%	8.2%	na	na
Lygon St, Carlton	44	5.1%	6.0%	6.8%	na	na
Chapel St, Prahran	41	4.7%	6.5%	5.5%	na	na
Victoria Market	41	4.7%	6.0%	9.4%	4.6%	6.8%
Preston District Centre	37	4.3%	3.5%	8.3%	7.3%	6.1%
Queens Parade, Clifton Hill	35	4.0%	4.4%	4.4%	na	na
Northcote Central	34	3.9%	4.8%	7.3%	4.8%	4.2%
Ivanhoe Shopping Centre	33	3.8%	4.7%	3.9%	na	na
Summerhill Shopping Centre	30	3.5%	2.5%	4.2%	3.1%	2.5%
Sydney Rd, Coburg	29	3.3%	4.4%	4.2%	3.6%	3.5%
Edwardes St, Reservoir	27	3.1%	5.1%	6.4%	3.9%	5.5%
Fairfield Shopping Centre	26	3.0%	4.9%	4.7%	5.2%	3.9%
Broadmeadows Shopping Centre	25	2.9%	2.8%	3.5%	2.2%	2.3%
The Broadway, Reservoir	24	2.8%	2.3%	2.2%	2.4%	2.2%
Victoria St, Richmond	18	2.1%	1.6%	3.1%	na	na
High St, Westgarth	17	2.0%	1.9%	0.8%	1.0%	0.8%
Barkley Square, Brunswick	8	0.9%	0.7%	0.7%	1.0%	1.8%
Bell St, Preston	8	0.9%	1.1%	1.6%	1.0%	0.6%
High St, Thornbury (<i>Clarendon St</i>)	5	0.6%	2.1%	2.0%	1.5%	1.0%
High St, Thornbury (<i>Dundas/Plenty</i>)	4	0.5%	0.8%	1.7%	1.6%	1.6%
Gilbert Road	2	0.2%	0.7%	0.0%	0.4%	0.5%
Bundoora Shopping Centre	1	0.1%	0.8%	1.2%	na	0.5%
Other shops	28	3.2%	3.4%	2.5%	na	3.9%
Total households	866		915	769	669	824

Larger household goods shopping

The most popular centre for larger household goods shopping identified in the 2007 *Household Survey* remains the Northland Shopping Centre (37.8%) and Northland Homemaker Centre (37.4%). Relatively little variation in the result for these two centres is observed at the precinct level which reinforces the view that these centres operate as attractors for larger household goods shopping not only from across Darebin but also from across the broader region.

Melbourne CBD (9.2%), Epping Plaza (4.2%), Northcote Plaza (3.6%) and Bell Street Preston (3.6%) remain the other centres of interest for larger household goods shopping.

Given the nature of this form of shopping the concentration of patronage at Northland Shopping Centre and Homemaker Centre is to be expected and has been consistently reported as such over the life of the *Household Survey* program.

Larger household goods shopping
Darebin City Council - 2007 Household Survey
(Number & percent of total households)

Location	2007		2005	2003	2001	1999
	Number	Percent	Percent	Percent	Percent	Percent
Northland Homemaker Centre	327	37.8%	38.9%	37.0%	na	na
Northland Shopping Centre	324	37.4%	39.9%	34.5%	49.3%	43.2%
Melbourne CBD	80	9.2%	7.9%	12.0%	10.0%	10.9%
Epping Plaza	36	4.2%	2.2%	4.0%	1.6%	2.3%
Northcote Plaza	31	3.6%	5.9%	5.1%	3.6%	3.2%
Bell St, Preston	31	3.6%	3.4%	2.9%	1.3%	1.9%
Preston Market	25	2.9%	3.2%	3.0%	4.5%	2.1%
Greensborough Shopping Centre	22	2.5%	2.8%	3.0%	3.1%	2.8%
Preston District Centre	18	2.1%	2.8%	5.2%	4.8%	4.2%
Highpoint Shopping Centre	18	2.1%	2.8%	3.1%	2.5%	3.5%
Queens Parade, Clifton Hill	17	2.0%	2.3%	1.3%	na	na
Northcote Central	13	1.5%	2.4%	1.7%	1.3%	1.6%
Victoria St, Richmond	12	1.4%	1.9%	0.4%	na	na
The Broadway, Reservoir	10	1.2%	1.2%	0.9%	0.9%	0.5%
High St, Northcote	10	1.2%	4.8%	3.1%	2.7%	3.5%
Sydney Rd, Coburg	9	1.0%	1.3%	1.3%	1.3%	1.2%
Bridge Rd, Richmond	9	1.0%	1.5%	1.4%	na	na
High St, Thornbury (<i>Dundas/Plenty</i>)	8	0.9%	1.0%	0.9%	0.7%	0.6%
Victoria Market	7	0.8%	0.5%	0.7%	1.2%	1.2%
Edwardes St, Reservoir	6	0.7%	0.9%	1.3%	1.0%	1.3%
Brunswick St, Fitzroy	6	0.7%	0.4%	0.4%	0.6%	0.1%
High St, Westgarth	5	0.6%	0.9%	0.1%	0.4%	0.1%
Broadmeadows Shopping Centre	5	0.6%	0.1%	0.9%	0.4%	0.6%
High St, Thornbury (<i>Clarendon St</i>)	4	0.5%	1.8%	0.8%	1.2%	0.4%
Fairfield Shopping Centre	3	0.3%	0.7%	1.0%	0.9%	0.6%
Lygon St, Carlton	3	0.3%	0.5%	0.3%	na	na
Gilbert Road	2	0.2%	0.0%	0.0%	0.1%	0.1%
Bundoora Shopping Centre	2	0.2%	0.1%	0.1%	na	0.0%
Chapel St, Prahran	2	0.2%	0.2%	0.3%	na	na
Ivanhoe Shopping Centre	2	0.2%	0.2%	0.3%	na	na
Summerhill Shopping Centre	1	0.1%	0.4%	0.5%	0.9%	0.4%
Barkley Square, Brunswick	0	0.0%	0.1%	0.5%	0.1%	0.1%
Other shops	17	2.0%	1.6%	2.1%	na	2.5%
Total households	866		915	769	669	824

Dining out and entertainment

The results for dining out and entertainment shopping have remained relatively stable over the last six years. The centre most commonly visited by residents for dining out and entertainment remains Lygon Street in Carlton (23.2%).

Brunswick Street Fitzroy (21.1%) and Melbourne CBD (20.6%) are the other two major centres outside the municipality to attract a very large proportion of households. It is interesting to note that the proportion of households identifying Melbourne CBD has declined slightly with each *Household Survey* from a high of 26.6% in 2003 to 20.6% in 2007.

Both High Street Northcote (16.5% in 2007 up from 11.3% in 2003) and High Street Westgarth (14.3% in 2007 up from 10.3% in 2003) continue to increase patronage with each successive *Household Survey*. At the same time the proportion of households utilising Northland Shopping Centre for dining out and entertainment has dropped slightly with each *Household Survey*.

Dining out and entertainment
Darebin City Council - 2007 Household Survey
(Number & percent of total households)

Location	2007		2005	2003	2001	1999
	Number	Percent	Percent	Percent	Percent	Percent
Lygon St, Carlton	201	23.2%	24.0%	23.3%	na	na
Brunswick St, Fitzroy	183	21.1%	20.8%	20.2%	na	na
Melbourne CBD	178	20.6%	21.7%	26.6%	na	na
Northland Shopping Centre	146	16.9%	17.3%	22.0%	na	na
High St, Northcote	143	16.5%	12.9%	11.3%	na	na
High St, Westgarth	124	14.3%	11.6%	10.3%	na	na
Fairfield Shopping Centre	100	11.5%	13.7%	10.9%	na	na
Victoria St, Richmond	99	11.4%	10.4%	10.9%	na	na
Queens Parade, Clifton Hill	94	10.9%	10.1%	12.2%	na	na
Preston District Centre	53	6.1%	0.0%	5.2%	na	na
Bridge Rd, Richmond	48	5.5%	5.3%	5.9%	na	na
Chapel St, Prahran	44	5.1%	9.8%	8.5%	na	na
Sydney Rd, Coburg	40	4.6%	7.1%	3.6%	na	na
Ivanhoe Shopping Centre	38	4.4%	4.5%	4.2%	na	na
Preston Market	28	3.2%	3.4%	2.2%	na	na
High St, Thornbury (<i>Clarendon St</i>)	26	3.0%	4.2%	1.6%	na	na
High St, Thornbury (<i>Dundas/Plenty</i>)	25	2.9%	2.6%	2.5%	na	na
Edwardes St, Reservoir	21	2.4%	1.9%	2.6%	na	na
Victoria Market	21	2.4%	2.0%	1.0%	na	na
Epping Plaza	19	2.2%	2.1%	3.3%	na	na
Bell St, Preston	17	2.0%	2.6%	1.2%	na	na
Northcote Plaza	15	1.7%	1.9%	1.7%	na	na
Highpoint Shopping Centre	15	1.7%	2.2%	2.5%	na	na
Greensborough Shopping Centre	14	1.6%	1.1%	2.3%	na	na
Northland Homemaker Centre	13	1.5%	1.2%	2.2%	na	na
The Broadway, Reservoir	10	1.2%	0.9%	0.4%	na	na
Summerhill Shopping Centre	10	1.2%	1.4%	3.8%	na	na
Northcote Central	7	0.8%	1.0%	1.2%	na	na
Bundoora Shopping Centre	7	0.8%	1.0%	2.3%	na	na
Gilbert Road	6	0.7%	0.9%	0.0%	na	na
Broadmeadows Shopping Centre	5	0.6%	0.4%	0.9%	na	na
Barkley Square, Brunswick	2	0.2%	0.4%	0.4%	na	na
Other shops	24	2.8%	2.2%	1.4%	na	na
Total households	866		915	769	na	na

Journey to Work

The proportion of employed Darebin residents driving to work has remained relatively stable over the period from 1991 to 2006. While the proportion of Darebin residents who are working in the inner city and inner suburbs (the part of Melbourne best serviced by public transport) has been increasing, the proportion of residents driving has not declined.

Journey to work
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons aged 15 years and over)

<i>Journey to work</i>	2006		2001	1996	1991
	Number	Percent			
Train	6,629	11.9%	10.1%	8.4%	11.1%
Bus	1,051	1.9%	2.3%	2.7%	5.5%
Tram	2,457	4.4%	4.2%	3.9%	9.4%
Taxi	185	0.3%	0.3%	na	na
Car, as driver	29,678	53.1%	55.6%	57.2%	45.9%
Car, as passenger	2,524	4.5%	5.3%	6.6%	6.3%
Truck	551	1.0%	1.1%	na	na
Motorbike/scooter	296	0.5%	0.4%	na	na
Bicycle	1,742	3.1%	1.9%	na	na
Walked only	1,418	2.5%	2.1%	2.9%	3.2%
Other (inc ferry)	705	1.3%	0.9%	4.1%	4.4%
Worked at home	1,485	2.7%	2.7%	2.8%	2.3%
Did not go to work	6,082	10.9%	10.2%	9.3%	7.6%
Not stated	1,107	2.0%	2.8%	2.1%	4.3%
Total	55,910	100%	100%	100%	100%

There are a few interesting difference between the modes used by Darebin residents to travel to work, compared to residents across metropolitan Melbourne generally: Darebin residents are less likely to drive to work (53.1% compared to 60.9%), they're more likely to catch the train or tram, and they are almost three times as likely to cycle to work (3.1% compared to 1.1%).

Journey to work
Darebin City Council - 2006 Census of Population and Housing

(Number and percent of persons aged 15 years and over)

<i>Journey to work</i>	<i>Darebin</i>		<i>MSD</i>
	<i>Number</i>	<i>Percent</i>	
Train	6,629	11.9%	8.4%
Bus	1,051	1.9%	1.2%
Tram	2,457	4.4%	2.0%
Taxi	185	0.3%	0.2%
Car, as driver	29,678	53.1%	60.9%
Car, as passenger	2,524	4.5%	4.7%
Truck	551	1.0%	0.9%
Motorbike/scooter	296	0.5%	0.4%
Bicycle	1,742	3.1%	1.1%
Walked only	1,418	2.5%	3.0%
Other (inc. ferry)	705	1.3%	1.0%
Worked at home	1,485	2.7%	3.7%
Did not go to work	6,082	10.9%	10.5%
Not stated	1,107	2.0%	1.9%
Total	55,910	100%	1,685,963

Compared to employed Darebin residents, the transport profile of people working in the municipality shows some significant differences. People employed in Darebin are more likely to drive to work in the municipality (68.0%) compared to Darebin residents (53.1%) who are increasingly likely to work in the inner city or inner suburbs. People working in Darebin are also significantly less likely to catch the train compared to employees across metropolitan Melbourne generally.

Journey to work - persons working in Darebin
Darebin City Council - 2006 Census of Population and Housing

(Number and percent of persons employed aged 15 years and over)

<i>Journey to work</i>	<i>Darebin</i>		<i>MSD</i>
	<i>Number</i>	<i>Percent</i>	
Train	1,007	2.5%	8.9%
Bus	781	1.9%	1.2%
Tram	338	0.8%	2.0%
Taxi	87	0.2%	0.2%
Car, as driver	27,307	68.0%	61.2%
Car, as passenger	1,913	4.8%	4.6%
Truck	331	0.8%	0.7%
Motorbike/scooter	143	0.4%	0.5%
Bicycle	534	1.3%	1.2%
Walked only	1,157	2.9%	3.1%
Other (inc. ferry)	320	0.8%	0.9%
Worked at home	1,400	3.5%	3.9%
Did not go to work	4,274	10.6%	10.6%
Not stated	559	1.4%	1.2%
Total	40,151	100%	100%

Destination municipality of employment

The top three regions of employment of Darebin residents is primarily inner and inner-eastern Melbourne (48.6%), north-eastern and north-western metropolitan Melbourne (19.1%), and the City of Darebin itself (18.9%). These three locations represent three of the primary types of employment for residents of the City of Darebin: residents working in inner Melbourne are primarily the growing number of residents employed in professional, ‘white collar’ jobs; residents working in northern Melbourne are mostly working in ‘blue collar’ manufacturing and low-skilled technical jobs; residents working in Darebin are employed in a range of different industries across the municipality.

Between 2001 and 2007 two trends are clearly apparent: the proportion of residents working in the municipality has declined, while the proportion of residents working in inner Melbourne has increased. This trend is another indicator of the changing socio-economic status of residents of the municipality as they increasing shift into more highly skilled, professional employment.

Region of employment
Darebin City Council - 2007 Household Survey
(Number & percent of employed persons aged 15 yrs & over)

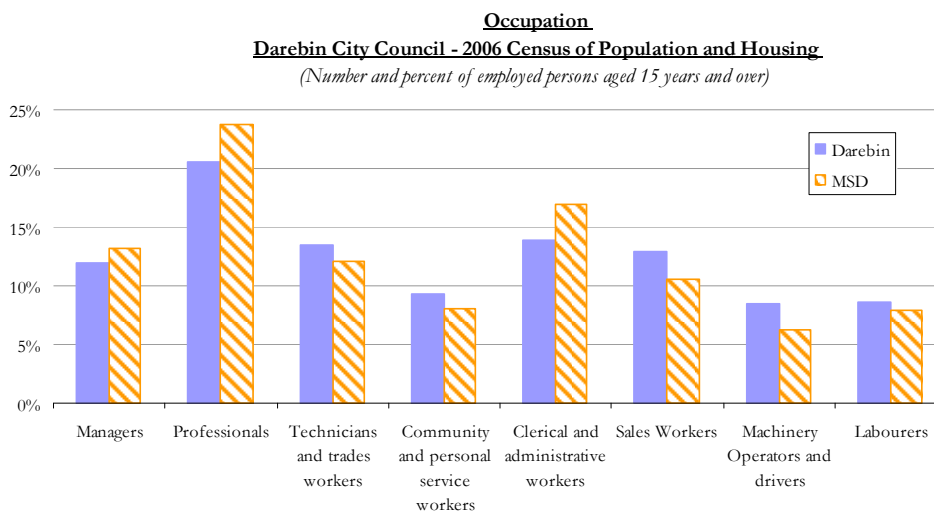
<i>Region</i>	<i>2007</i>		<i>2005</i>	<i>2003</i>	<i>2001</i>
	<i>Number</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>	<i>Percent</i>
Inner Melbourne	448	41.9%	40.7%	36.4%	35.4%
Inner Eastern Melbourne	72	6.7%	6.8%	5.9%	6.8%
Southern Melbourne	11	1.0%	0.9%	1.5%	0.9%
Outer Eastern Melbourne	2	0.2%	0.6%	2.0%	1.0%
South Eastern Melbourne	2	0.2%	0.5%	1.4%	0.2%
Mornington Peninsula	0	0.0%	0.4%	0.5%	0.1%
City of Darebin	202	18.9%	20.2%	20.8%	23.0%
North Eastern Melbourne	121	11.3%	6.6%	8.2%	8.8%
North Western Melbourne	83	7.8%	8.7%	7.4%	9.6%
Outer Western Melbourne	43	4.0%	4.1%	1.4%	4.1%
Various	80	7.5%	10.2%	14.5%	9.6%
Regional/rural Victoria	1	0.1%	0.2%	na	na
Interstate	0	0.0%	0.1%	na	na
International	2	0.2%	0.1%	na	na
Not stated / applicable	108		97	135	
Total	1,177	100%	1,174	799	886

Please note: result for "various" in 2003 is estimated figure

LOCAL WORKFORCE

Occupation

One in five people working in Darebin are employed as professionals, making it the largest single occupational group. While the proportion of professionals employed in metropolitan Melbourne (23.8%) remains higher than Darebin, the Darebin figures indicate a shift away from ‘blue collar’ into more ‘white collar’ occupations. The second most common occupational group in Darebin (13.8%) was clerical and administrative workers. This is in contrast to the higher rate (16.9%) of people in metropolitan Melbourne employed in the clerical and administrative sector.



A distinction worth noting concerns the proportion of people working as machinery operators and drivers, and labourers in Darebin (17.1%) compared to the metropolitan Melbourne average (14.3%). While manufacturing and blue collar employment is declining in Darebin, these industries still provide a significant source of local employment.

Industry of employment within the City of Darebin

The four industry groups which account for the largest number of employees in the City of Darebin are manufacturing (16.7%), retail trade (15.4%), education and training (13.4%), and health care and social assistance (10.1%). Manufacturing, retail trade, and health care and assistance are also the top three industries of employment across metropolitan Melbourne generally.

It is worth noting that northern Melbourne reported a significantly higher proportion of employees working in manufacturing (17.3%) than the metropolitan Melbourne average (13.7%). Manufacturing remains the largest single industry group within the City of Darebin (16.7%). It is also notable that the City of Darebin is home to a significantly larger proportion of education and training jobs (13.4%) than metropolitan Melbourne. This result is likely to be influenced by the presence of two large tertiary institutions in Darebin, the Northern Melbourne Institute of TAFE (NMIT) and La Trobe University Bundoora.

Employment in the City of Darebin
Australian Bureau of Statistics - 2006 Census of Population and Housing
(Number and percent of persons aged over 15 years employed in Darebin)

<i>Industry of employment</i>	<i>Darebin</i>		<i>MSD</i>	
	<i>Number</i>	<i>Percent</i>	<i>Number</i>	<i>Percent</i>
Agriculture, forestry and fishing	49	0.1%	8,131	0.5%
Mining	104	0.3%	2,446	0.2%
Electricity, gas, water and waste services	58	0.1%	11,661	0.8%
Manufacturing	6,649	16.7%	209,150	13.7%
Construction	2,136	5.4%	84,027	5.5%
Wholesale trade	2,716	6.8%	90,478	5.9%
Retail trade	6,137	15.4%	182,845	11.9%
Accommodation and food services	2,101	5.3%	88,298	5.8%
Transport, postal and warehousing	1,361	3.4%	72,530	4.7%
Information media/telecommunications	674	1.7%	40,673	2.7%
Financial and insurance services	755	1.9%	79,564	5.2%
Rental, hiring and real estate services	472	1.2%	23,794	1.6%
Professional, scientific, technical services	1,810	4.6%	136,766	8.9%
Administrative and support services	894	2.3%	50,427	3.3%
Public administration and safety	2,129	5.4%	81,499	5.3%
Education and training	5,314	13.4%	124,524	8.1%
Health care and social assistance	3,994	10.1%	160,814	10.5%
Arts and recreation services	581	1.5%	26,562	1.7%
Other services	1,791	4.5%	57,626	3.8%
Inadequately described	392		16,690	
Not stated	34		1,314	
Total	40,151	100%	1,549,747	100%

Income

A greater proportion of people employed in Darebin were likely to earn in the lower income bracket (\$399 per week or less) compared to people working across metropolitan Melbourne. Fewer people working in Darebin were likely to earn higher incomes (\$1,000 per week or more) compared to people employed in metropolitan Melbourne: the proportion of persons working in metropolitan Melbourne earning more than \$1,000 per week was significantly higher (32.1%) compared to workers across the Darebin municipality (23.6%).

Employment by weekly personal income
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons aged 15 years and over)

<i>Income</i>	<i>Darebin</i>		<i>MSD</i>
	<i>Number</i>	<i>Percent</i>	
Negative/Nil income	354	0.9%	0.8%
\$1-\$149 per week	2,235	5.6%	4.9%
\$150-\$249 per week	2,461	6.1%	4.8%
\$250-\$399 per week	4,454	11.1%	8.7%
\$400-\$599 per week	8,301	20.7%	16.8%
\$600-\$799 per week	7,033	17.5%	16.6%
\$800-\$999 per week	5,137	12.8%	13.8%
\$1,000-\$1,299 per week	4,902	12.2%	13.6%
\$1,300-\$1,599 per week	2,209	5.5%	7.3%
\$1,600-\$1,999 per week	1,096	2.7%	4.5%
\$2,000 or more per week	1,284	3.2%	6.8%
Not stated	683	1.7%	1.5%
Total	40,149	100%	100%

Employment by age grouping

Persons between the ages of 35 to 49 years were the most common age groups employed in Darebin (37.6%) compared to the metropolitan Melbourne average (36.7%). There was a marked difference between the proportion of persons in the age range of 50 to 59 years employed in Darebin (19.4%) and the metropolitan Melbourne average (18.2%). The proportion of persons below the age of 34 working in Darebin (36.7%) was expectedly lower than the metropolitan Melbourne average (38.8%).

Employment by age grouping
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons)

<i>Age range</i>	<i>Darebin</i>		<i>MSD</i>
	<i>Number</i>	<i>Percent</i>	
15-19 years	2,099	5.2%	5.1%
20-24 years	4,076	10.2%	10.2%
25-29 years	4,104	10.2%	11.4%
30-34 years	4,450	11.1%	12.1%
35-39 years	4,999	12.5%	12.5%
40-44 years	5,002	12.5%	12.3%
45-49 years	5,100	12.7%	11.9%
50-54 years	4,378	10.9%	10.2%
55-59 years	3,400	8.5%	7.9%
60-64 years	1,696	4.2%	4.2%
65-69 years	572	1.4%	1.4%
70-74 years	162	0.4%	0.4%
75 years and over	111	0.3%	0.3%
Total	40,149	100.0%	100.0%

Countries of birth

Australia continues to be the predominant country of birth for persons employed in both Darebin (67.2%) and metropolitan Melbourne (68.1%), however there are notably fewer Australian-born persons working across the municipality compared to metropolitan Melbourne. The leading countries of birth other than Australia for persons employed in Darebin include Italy (3.3%), Greece (2.3%), China (2.2%) and the United Kingdom (3.5%) contributing to a total proportion of 11.3% compared to metropolitan Melbourne's average of 8.9%. These figures are in line with the major groups of non-Australian born residents living in the municipality.

Employment by countries of birth
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons)

Country	Darebin		MSD
	Number	Percent	
Australia	26,970	67.2%	68.1%
Italy	1,339	3.3%	1.3%
Greece	942	2.3%	0.9%
China	882	2.2%	1.4%
United Kingdom	1,392	3.5%	5.4%
India	640	1.6%	1.8%
Viet Nam	720	1.8%	1.7%
Macedonia (FYROM)	609	1.5%	0.5%
Philippines	344	0.9%	0.9%
Lebanon	338	0.8%	0.3%
New Zealand	547	1.4%	2.0%
Other	4,540	11.3%	13.8%
Not stated	887	2.2%	2.0%
Total	40,150	100%	100%
English speaking countries	29217	72.8%	74.4%
Non-English speaking countries	10933	27.2%	25.6%

Journey to work

The primary mode of transport for both Darebin residents and residents across metropolitan Melbourne continues to be as the driver of a car. People employed in Darebin are more likely to drive to work (77.3%) compared to people working across metropolitan Melbourne (69.3%). Another significant difference is between people working in Darebin who use the train for their journey to work (2.9%) compared to people working in metropolitan Melbourne (10.1%). People working in Darebin are however more likely to use the bus as a mode of transport (2.2%) compared to the metropolitan Melbourne average (1.4%).

Method of journey to work - persons employed in Darebin
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of employed persons aged 15 years and over)

<i>Mode of transport</i>	<i>Number</i>	<i>Percent</i>	<i>MSD</i>
Car, as driver	27,307	77.3%	69.3%
Car, as passenger	1,913	5.4%	5.2%
Worked at home	1,400	4.0%	4.4%
Walked only	1,157	3.3%	3.5%
Train	1,007	2.9%	10.1%
Bus	781	2.2%	1.4%
Bicycle	534	1.5%	1.3%
Tram/light rail	338	1.0%	2.3%
Truck	331	0.9%	0.8%
Other	320	0.9%	1.0%
Motorbike/scooter	143	0.4%	0.5%
Taxi	87	0.2%	0.2%
Ferry	0	0.0%	0.0%
Method of travel not stated	559	1.4%	11%
Did not go to work	4,274	10.6%	1%
Total	40,151	100%	100%

Business counts by industry and number of employees

The four industry groups which account for the largest proportion of businesses in the City of Darebin are retail trade (19.8%), property and businesses (19.5%), construction (17.5%), and manufacturing (11.1%).

In 2006, one in five businesses in the City of Darebin were retail trade businesses. The property and business services industry was also a key industry, making up 19.5% of businesses. The strong presence of the property and business services and construction reflects the industrial restructuring in Melbourne and Darebin. In structural terms, the local economy has seen a decline in the importance of manufacturing in favour of property and business services and construction. While the manufacturing industry has been declining over recent years, the industry continues to have a strong presence and contributes to a total proportion of 11.1% of businesses across Darebin.

Of potential future importance is the continuing under-representation in the finance and insurance services industry which tends to be concentrated in commercial hubs, predominantly the CBD and some suburban commercial hubs.

Number of businesses by industry type and number of employees

City of Darebin postcodes, June 2006

(Number and percent of businesses by number of employees)

Industry	Non employing	1-4 employees	5-19 employees	20-49 employees	50-99 employees	100-199 employees	200+ employees	Total employing	Total
Agriculture, forestry & fishing	123	12	3	3	0	0	0	18	141
Mining	3	0	0	0	0	0	0	0	6
Manufacturing	345	219	189	66	27	15	6	522	867
Electricity, gas & water supply	3	3	0	0	0	0	0	3	3
Construction	1,233	609	159	30	6	3	3	810	2,043
Wholesale trade	261	162	123	33	15	9	3	345	606
Retail Trade	756	576	276	54	18	3	6	933	1,689
Accommodation, cafes, restaurants	105	81	60	33	6	3	0	183	291
Transport & storage	990	192	33	0	0	0	0	225	1,218
Communication services	132	57	6	3	0	0	0	66	201
Finance & insurance	462	102	24	9	0	0	0	135	597
Property & business services	2,157	663	183	45	15	9	3	918	3,069
Education	84	27	18	0	0	0	0	45	126
Health & community services	279	138	69	21	9	3	9	249	528
Cultural & recreational services	252	66	21	6	3	0	0	96	348
Personal and other Services	231	102	42	6	3	0	0	153	384
Total all industries	7,416	3,009	1,209	309	102	45	30	4,704	12,120

Industry	Non employing	1-4 employees	5-19 employees	20-49 employees	50-99 employees	100-199 employees	200+ employees	Total employing	Total
Agriculture, forestry & fishing	1.7%	0.4%	0.2%	1.0%	0.0%	0.0%	0.0%	0.4%	1.2%
Mining	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Manufacturing	4.7%	7.3%	15.6%	21.4%	26.5%	33.3%	20.0%	11.1%	7.2%
Electricity, gas & water supply	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Construction	16.6%	20.2%	13.2%	9.7%	5.9%	6.7%	10.0%	17.2%	16.9%
Wholesale trade	3.5%	5.4%	10.2%	10.7%	14.7%	20.0%	10.0%	7.3%	5.0%
Retail Trade	10.2%	19.1%	22.8%	17.5%	17.6%	6.7%	20.0%	19.8%	13.9%
Accommodation, cafes, restaurants	1.4%	2.7%	5.0%	10.7%	5.9%	6.7%	0.0%	3.9%	2.4%
Transport & storage	13.3%	6.4%	2.7%	0.0%	0.0%	0.0%	0.0%	4.8%	10.0%
Communication services	1.8%	1.9%	0.5%	1.0%	0.0%	0.0%	0.0%	1.4%	1.7%
Finance & insurance	6.2%	3.4%	2.0%	2.9%	0.0%	0.0%	0.0%	2.9%	4.9%
Property & business services	29.1%	22.0%	15.1%	14.6%	14.7%	20.0%	10.0%	19.5%	25.3%
Education	1.1%	0.9%	1.5%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%
Health & community services	3.8%	4.6%	5.7%	6.8%	8.8%	6.7%	30.0%	5.3%	4.4%
Cultural & recreational services	3.4%	2.2%	1.7%	1.9%	2.9%	0.0%	0.0%	2.0%	2.9%
Personal and other Services	3.1%	3.4%	3.5%	1.9%	2.9%	0.0%	0.0%	3.3%	3.2%
Total all industries	100%	100%	100%	100%	100%	100%	100%	100%	100%

Please note: this data covers postcodes 3070, 3071, 3072, 3073, 3078, 3083, 3085 and 3086

Interest Groups

Indigenous Persons

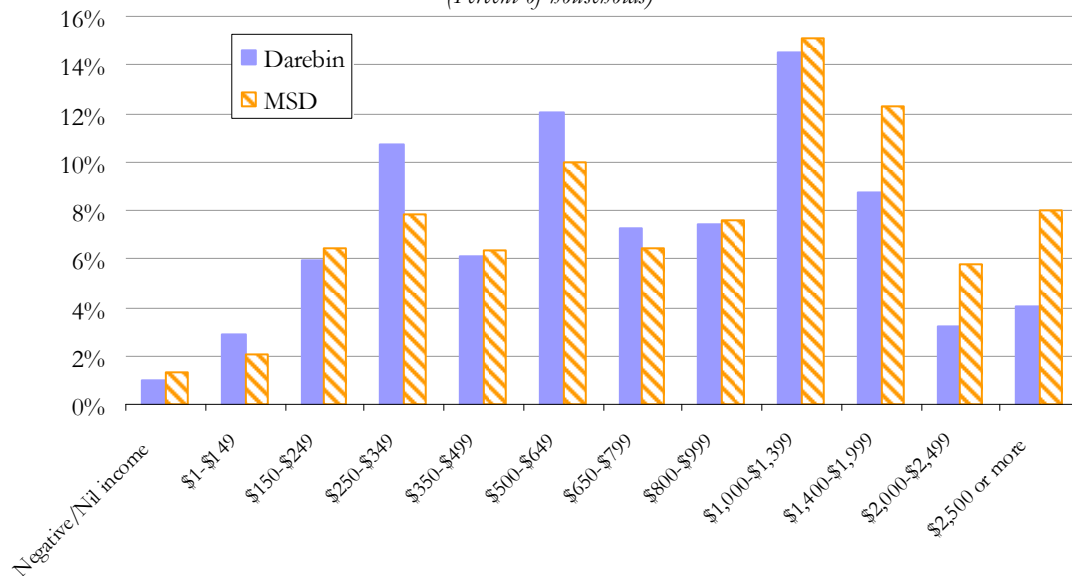
In 2006 a total of 1,087 residents reported that there were from an Aboriginal or Torres Strait Islander (ATSI) background. Darebin has the highest population of ATSI residents of the 31 municipalities in metropolitan Melbourne. As the table below illustrates, the age structure of Darebin’s ATSI population is markedly younger than non-indigenous residents.

Aboriginal and Torres Strait Islanders
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons)

<i>ATSI status</i>	<i>Darebin</i>		<i>MSD</i>
	<i>Number</i>	<i>Percent</i>	
Aboriginal/Torres Strait Islander	1,108	0.9%	0.4%
Non-Indigenous	118,068	92.2%	93.8%
Not stated	8,891	6.9%	5.8%
Total	128,067	100%	3,592,591

The Aboriginal and Torres Strait Islander (ATSI) population of Darebin has a higher proportion of low income householders, and a lower proportion of high income households, compared to the non-ATSI households in the municipality. This difference is most clearly evident in the significantly lower proportion of ATSI households who earn more than \$1,400 per week compared to non-ATSI households.

Household income by ATSI status
Darebin City Council - 2006 Census of Population and Housing
(Percent of households)



Non-English Speaking Background Residents

As the table below illustrates, the proportion of residents born in Australia has been declining since 1991, falling from 66.4% to 59.8% in 2006. The other major change apparent is the declining proportion of Italian and Greek born residents. These two groups primarily moved into Darebin in the 1950s and 1960s and they are generally ageing in place, with their numbers declining through natural attrition.

Two other communities of interest are the growing Chinese and Indian born communities in the municipality. The number of Chinese born residents has doubled over the fifteen year period from 1991 to 2006; over the same timeframe, the Indian born community has more than quadrupled in size, albeit from a relatively small baseline number.

Countries of birth
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons)

<i>Country</i>	<i>2006</i>		<i>2001</i>	<i>1996</i>	<i>1991</i>
	<i>Number</i>	<i>Percent</i>			
Australia	76,530	59.8%	60.9%	61.4%	66.4%
Italy	8,053	6.3%	7.4%	8.4%	9.5%
Greece	5,584	4.4%	5.0%	5.5%	6.2%
China	3,104	2.4%	2.1%	1.9%	1.2%
United Kingdom	2,799	2.2%	2.3%	2.4%	2.9%
India	2,462	1.9%	0.7%	0.6%	0.4%
Viet Nam	2,004	1.6%	1.6%	1.5%	1.1%
Macedonia (FYROM)	1,460	1.1%	1.4%	1.7%	na
Lebanon	1,404	1.1%	1.3%	1.4%	1.4%
New Zealand	1,337	1.0%	1.0%	0.9%	1.0%
Sri Lanka	715	0.6%	0.6%	0.5%	0.5%
Other	12,067	9.4%	10.0%	10.0%	6.5%
Not stated	10,548	8.2%	5.7%	3.8%	2.9%
Total	128,067	100%	122,821	121,267	123,398
English speaking countries	81,433	63.6%	64.9%	65.3%	67.3%
Non-English speaking countries	30,900	24.1%	29.4%	30.8%	29.9%

Compared to metropolitan Melbourne, the City of Darebin has a notably lower proportion of residents born in Australia (59.8% compared to 64.2%) or the United Kingdom, and significantly larger Italian, Greek and Chinese born communities. This data provides one indicator of the high level of cultural diversity found in the municipality.

Countries of birth
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons)

Country	Darebin		MSD
	Number	Percent	
Australia	76,530	59.8%	64.2%
Italy	8,053	6.3%	2.1%
Greece	5,584	4.4%	1.5%
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Viet Nam	2,004	1.6%	1.6%
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Lebanon	1,404	1.1%	0.4%
New Zealand	1,337	1.0%	1.5%
Sri Lanka	715	0.6%	0.9%
Other	12,067	9.5%	17.1%
Not stated	10,548	8.2%	2.9%
Total	128,067	100%	100%

Data from the 2006 Census shows the continuing decline in the proportion of Italian, Greek and Macedonian speakers in Darebin. The Arabic, Vietnamese and Chinese speaking populations continue to grow. Again, in conjunction with the country of birth data, the range of languages spoken at home by a large proportion of Darebin community provides another indicator of the high level of cultural diversity found in the City of Darebin.

Language spoken at home
Darebin City Council - 2006 Census of Population and Housing
(Number and percent of persons)

Language	2006		2001	1996	1991
	Number	Percent			
Speaks English only	69,711	54.4%	53.7%	52.9%	53.2%
Italian	12,809	10.0%	12.0%	14.1%	16.0%
Greek	10,893	8.5%	9.3%	10.1%	10.9%
Arabic	4,104	3.2%	3.7%	3.6%	3.0%
Mandarin	3,040	2.4%	1.8%	3.1%	na
Macedonian	2,715	2.1%	2.5%	1.4%	3.2%
Vietnamese	2,561	2.0%	1.9%	1.5%	1.0%
Cantonese	1,649	1.3%	1.3%	1.1%	na
Hindi	1,010	0.8%	0.4%	0.4%	0.3%
Spanish	672	0.5%	0.5%	0.5%	0.6%
Croatian	598	0.5%	0.6%	0.6%	0.6%
Other	9,851	7.7%	7.5%	7.1%	8.3%
Not stated	8,454	6.6%	4.8%	3.8%	2.9%
Total	128,067	100%	122,821	121,267	123,398

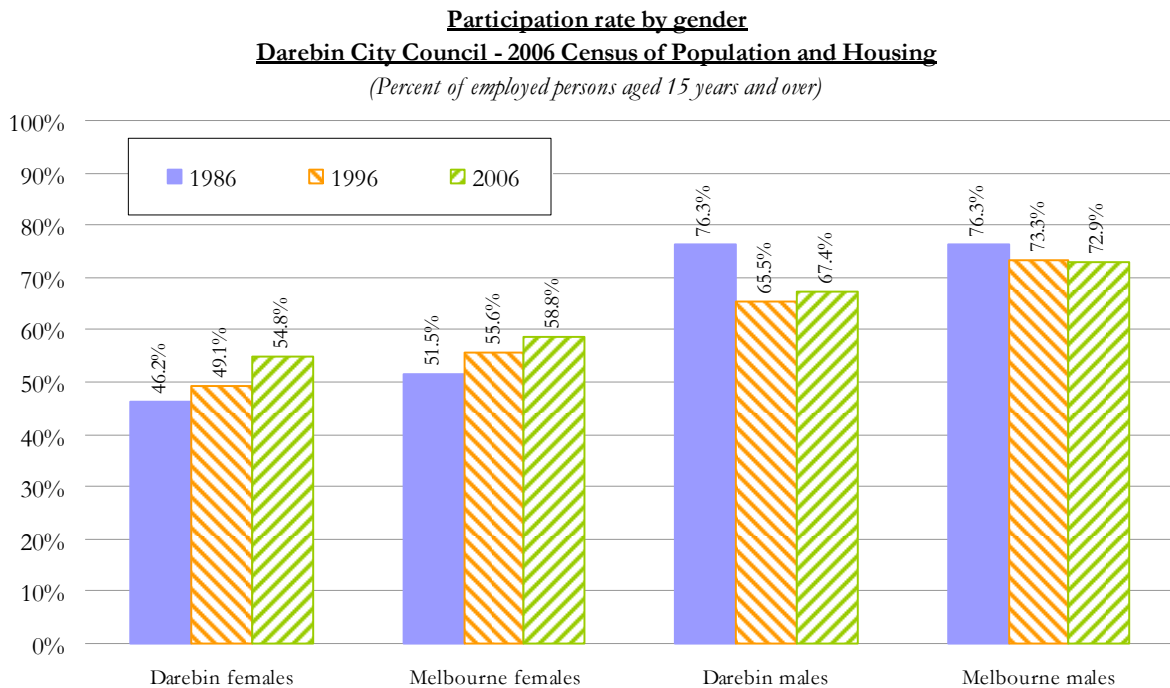
Language spoken at home
Darebin City Council - 2006 ABS Census of Population and Housing
(Number and percent of persons)

Language	Darebin		MSD
	Number	Percent	
Speaks English only	69,711	54.4%	68.1%
Italian	12,809	10.0%	3.3%
Greek	10,893	8.5%	3.2%
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Mandarin	3,040	2.4%	1.7%
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Hindi	1,010	0.8%	0.5%
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Croatian	598	0.5%	0.5%
Other	9,851	7.7%	10.3%
Not stated	8,454	6.6%	5.6%
Total	128,067	100%	100%

Women

The following graph highlights the differences in the participation rate of men and women in the work force in both Darebin and across metropolitan Melbourne. Women in Darebin have a lower participation rate than both women across Melbourne generally, and men both in Darebin and across Melbourne.

The other important trend to note in the graph below is that in the twenty years from 1986 to 2006 the participation rate for women in the workforce in both Darebin and across metropolitan Melbourne has been increasing, while the participation rate for men has remained comparably stable.



Glossary

Usual Resident Population	The count of persons from the ABS Census of Population & Housing, who reported usually being residents in a given area.
Estimated Resident Population	Number of persons estimated to reside in the area under normal circumstances.
Age Groups	Populations are usually broken into a number of subgroups based on age. This document uses the following basic categories when discussing life cycle age groups. Young Children Those aged 0 - 4 years Children Those aged 5 - 12 years Adolescents Those aged 13 - 19 years Young Adults Those aged 20 - 35 years Adults Those aged 36 - 45 years Middle aged Those aged 46 - 60 years Older Adults Those aged 61 - 75 years Elderly Those aged over 75 years
Statistical Local Area (SLA)	Unit of geographical measurement used by the ABS. SLA's are smaller than Local Government Areas (LGA's). Darebin is comprised of two SLA's, Northcote and Preston.
Participation Rate	The percentage of the population aged 15 years and over either employed or unemployed (looking for work).
Employment Types	Blue-Collar Generally refers to manual labour employment, including labourers, factory workers and tradespersons. White-collar Generally refers to the professions, management and other office type employment. Clerical/Sales Is generally considered white-collar employment, but is separated in some analysis in this report to differentiate between higher order employment such as management and lower order employment such as sales staff.
Unemployment	Defined in this report as per ABS definition. To be unemployed a person must be actively looking for work, and cannot be working at all.
Business Locations	ABS definition used for counting business's in a given geographical area. Defined as a single place of business, e.g shop, factory or office. A business may have multiple locations.

Labour Force	Refers to those persons aged 15 years and over, who are either employed or unemployed as defined by the ABS. Those not currently seeking employment, students and pensioners for example are not included in the labour force.
Comparison Goods	Comparison goods are those goods such as clothing, small electrical and music, which are often purchased following a comparison between different brands, retail outlets and prices.
Larger Household Goods	Larger household goods include items such as refrigerators, washing machines, television sets. They are goods that are purchased only occasionally and represent significant investments for the household.
NESB	Non-English Speaking background. Refers to individuals who have at least one parent born in a predominantly non-English speaking country.