

POSITION STATEMENT – POPULATION GROWTH

1. Introduction

The Committee for Ballarat is a visionary membership body that provides progressive and innovative leadership, enabling long-term social and economic benefits for an improved quality of life throughout Ballarat and the greater region.

Committee actively supports population growth within the Ballarat and the Central Highlands Region to create sustainable and vibrant communities. We will work with the 3 tiers of Government (local, State & Federal), members & key stakeholder groups on major projects that:

- inspires our community to connect with the environment and live sustainably
- promotes innovation across all sectors that will position Ballarat as a thriving city and region
- delivers quality health services to our growing regional community
- promotes leadership, diversity, social justice and well-being across our community
- stimulates business investment and business opportunities that lead to sustainable employment and economic growth
- delivers improved physical and virtual access to our regional community via road, rail & IT linkages



Ballarat is one of the fastest growing cities in Australia and is uniquely positioned to capitalise on this growth due to its close proximity / easy access to Melbourne and truly lay claim to the title “Capital of Western Victoria”.

With this population growth, there will be increasing demand on our water and energy resources and the flow –on effects to the volume of waste we generate. Committee will support and promote innovative and sustainable living solutions around 5 key areas: water, waste, energy, bio-diversity (protecting the natural environment) and intelligence.

Continued focus will be given to secondary and tertiary education segments, together with improving health care and patient outcomes within this growing community. The attraction and retention of high quality professionals in these sectors is required to support projected population growth.

Business investment, leading to sustainable employment within our region, is critical to deliver planned social and economic growth. Committee strongly supports the activation and commercialisation of the Ballarat West Growth Zone (BWGZ) as an unrivalled residential and employment precinct that will deliver 14,000 new home sites in 4 new suburbs (40,000 residents), 9,200 jobs and circa \$5bn of economic output over the next 30 years.

2. Australian Context

The Australian Bureau of Statistics (ABS) undertakes a five yearly survey of Australia’s population. This information is released via the Census publication “2011 Census of Population and Housing”. A full Census survey was undertaken in 2011, with the first wave of data released in June 2012.

ABS report that Australia’s estimated resident population (ERP) reached 22.7 million at 30 June 2012, increasing by

- State Profile

In 2012, just under one-third (32%) of Australia’s population resided in New South Wales, while one-quarter (25%) lived in Victoria.

All states and territories experienced population growth between 2011 and 2012, with the largest increases in Australia’s three most populous states. Victoria had the greatest growth (up 91,300 people), followed by Queensland (88,800) and New South Wales (82,600). Western Australia was close behind, increasing by 79,300 people.

Western Australia had the fastest growth, increasing by 3.4%, followed by Queensland (2.0%), the Australian Capital Territory (1.9%) and the Northern Territory (1.7%). The remaining states had growth below the Australian rate of 1.7%, with Victoria at 1.6%, New South Wales at 1.1%, South Australia at 1.0% and Tasmania at just 0.2%. In 2012, just over one-fifth of Australia’s population lived within Greater Sydney, while just under one-fifth lived in Greater Melbourne. Greater Melbourne had the largest population growth of any capital city, gaining 79,000 people. Greater Perth grew by 3.6%, which was the fastest growth of all capital cities in Australia. Greater Hobart experienced both the smallest (710 people) and slowest (0.3%) growth.

- Population Profile

A distinctive feature in the age distribution of Australia at June 2012 was the high representation of people aged 20 to 44 years residing in capital cities. People in this age group represented 38% of the combined capital city population, compared to 31% of the population in the rest of Australia. This reflects the attraction of younger adults to education, employment and other opportunities in capital cities.

In contrast, older adults aged 45 years and over made up a smaller proportion of the population in capital cities (37%) than in the rest of Australia (43%). Other key statistics (June 2012):

- the median age of the Australian population (the age at which half the population is older and half is younger) was 37.3 years. The median age of males was 36.4 years and the median age of females was 38.2 years.
- the total number of children under 15 years of age was 4.29 million. This accounted for 19% of the total population.
- there were 15.2 million people of working age (15 to 64 years). The proportion of the total population in this age group was 67%.
- there were 3.22 million people aged 65 years and over accounting for 14% of the total population.

3. Central Highlands Regional Context

The Central Highlands region consists of the municipalities of Ararat Rural City, Ballarat City, Hepburn City and the Moorabool and Pyrenees Shires.

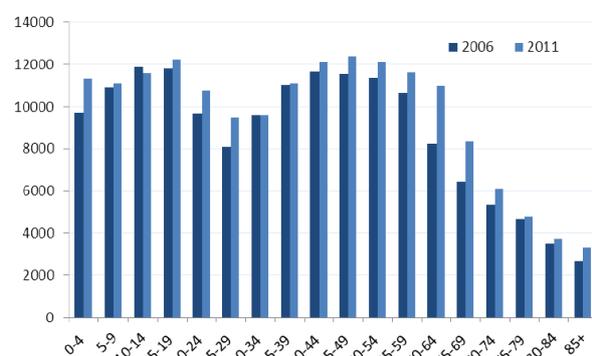
370,300 people or 1.7% since 30 June 2011.

The eastern area of the region which is within Melbourne's peri-urban hinterland has experienced strong population growth and this is projected to continue under the release of the State Government's Plan Melbourne strategy in October 2013. The western area of the region is comprised predominantly of rural areas with relatively low population growth.

• **Population Profile**

The residential population of the Central Highlands region in 2011 was 172,619 people, an increase of 8.8%, since 2006. The increase in population was primarily spread across the older age group and in Ballarat. The region's 60 years and older age group had the strongest growth in population (up 6,466 persons or 21.0%), while the age cohort of 10-14 years (down 305 persons) had the largest decline.

Figure 1: Population structure, Central Highlands region, 2006 and 2011

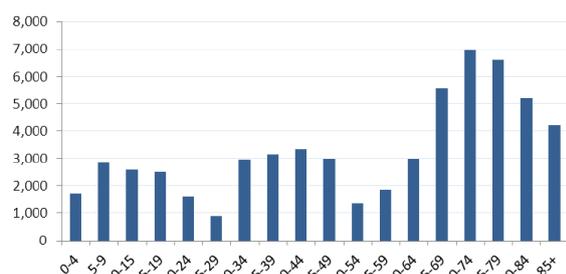


Source: ABS, Population by Age and Sex, Regions of Australia, 2011 (cat. no. 3235.0)

• **Population Forecast**

Total population in the Central Highlands region is forecast to grow at an annual rate of 1.4% from 2011 to 2031, while the rest of Victoria is expected to grow at 1.3% p.a. over the same period.

Figure 2: Forecast Population Growth by Age Cohorts, Central Highlands region, 2011 and 2031



Source: DPCD, Victoria in Future 2012

• **Employment Profile**

In 2011, there were a total of 78,176 workers employed in the Central Highlands region. Since 2006, employment in the region increased by 8,340 workers or 11.9%. The increase in employment over the period was driven predominantly by an increase in full-time employment (3,974 workers), while part-time employment also increased (3,897 workers). The increase in employment was largely led by strong employment growth in the healthcare (1,591 jobs), public administration (549 jobs), professional (538 jobs) and construction (451 jobs) sectors. However, the manufacturing (down 811 jobs) and agriculture (down 429 jobs) sectors experienced the largest decline in employment over the same period. The unemployment rate in the Central Highlands region was 5.4% in 2011, down from 6.1% in 2006. Participation rate increased marginally by 0.5% to



Table 3: Employment Indicators, Central Highlands region

Labour Force Profile	2006	2011
Total employed ('000)	69.8	78.2
Unemployment rate (%)	6.1	5.4
Participation rate (%)	62.1	62.6

Source: ABS Census and DSDBI analysis, 2011

• **Regional Planning & Areas of Focus**

Committee has made a number of submissions and representations to Regional Development Victoria's (RDV), Central Highlands Regional Growth Plan, which was released in September 2013.

Given the projected population growth forecasts in the plan, Committee will focus its work to:

- Support commercial activity which will encourage economic self-sufficiency and reduce trade leakage to Melbourne.
- Encourage local employment opportunities and provision of industrial land to support the population growth and economic opportunities.
- Identify opportunities for the expansion of existing industries, and the establishment of new industries, in the region which leverage off the region's competitive strengths including its workforce, research and knowledge infrastructure, and access to major markets.
- Exploit the regional significance of the Ballarat West Employment Zone (BWEZ) in providing land for manufacturing, freight and logistics, and commercial uses.
- Support infrastructure investment where it provides for the expansion or establishment of new industry and sustainable employment.
- Support opportunities for local energy generation from renewable sources in locations where amenity, landscape and environmental assets and values can be protected.
- Ensure that planning responds to its regional and inter-regional context, including capitalising on links to other centres and responding to growth pressures associated with proximity to Ballarat and Melbourne.
- Balance the development of a highly connected settlement network with the need to encourage the provision of services and business investment that enables local jobs.
- Support development and investment that is consistent with Ballarat's role as a regional city and the largest settlement in the Central Highlands.
- Encourage the development of Ballarat's CBD as a higher order activity centre with major employment, cultural, service and retail attractors.
- Provide appropriate social, physical and transport infrastructure to support growth.
- Encourage the provision of a wide range of health, education, retail, municipal and emergency services, including some higher order services and facilities.
- Improve the capacity and functioning of the region's transport networks.

62.6% over the same period.

4. Ballarat Context

Ballarat is one of Australia's largest inland cities and the third largest city in Victoria incorporating an area of 740 square kilometres. Ballarat has traditionally been a city that prospered on mineral and agricultural based resources, however this has changed.

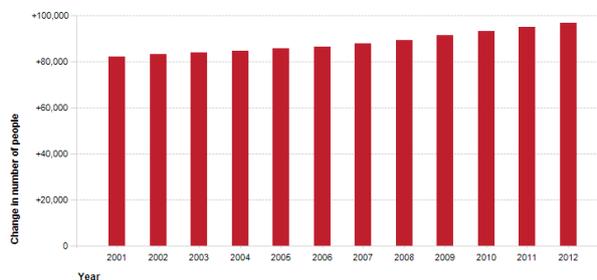
Manufacturing, tourism, health and community services, education and retailing are now the key industries in the city. These industries, along with the banking and finance sector and government services, are strengthening Ballarat's role as a regional service provider.

• Population Profile

The 2011 Census ERP data revealed Ballarat has a resident population of 95,007. This is an increase of 6,556 additional people residing in Ballarat over a five year period or equivalent to a net increase of 1,311 new residents moving to Ballarat every year.

Estimated Resident Population (ERP)

City of Ballarat



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by id the population experts



This is significantly strong growth as a proportion of our population and is higher than the state average, and higher than most comparable regional centres. In fact, Ballarat is the only Regional Victorian Town with a population growth rate in line with that of Metropolitan Melbourne (1.95% pa).

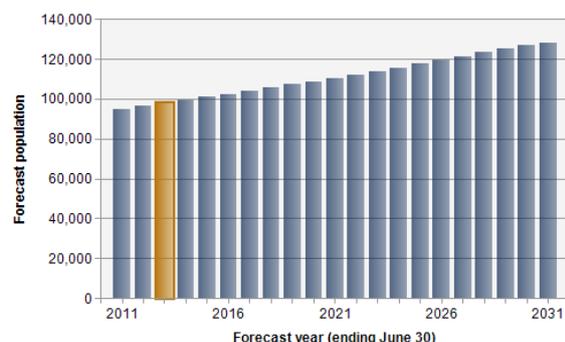
Ballarat has the highest population of young people (7,604) 12-17 years in the region which is on average 9% of the total population.

• Population Forecasts

In 2031, the population of the City of Ballarat is forecast to be 128,333, an increase of 39,882 persons (45.09%) from 2006. This represents an average annual growth rate of 1.5%.

It is the view of Committee that these growth projection rates are conservative.

Forecast population, City of Ballarat



Source – City of Ballarat website which is based on 2011 Census data

- Develop integrated freight precincts and related networks as a means of improving the distribution and collection of goods across the region.
- Provide social infrastructure that is well located and accessible in relation to residential development, public transport services, employment and educational opportunities.
- Provide multi-purpose, flexible and adaptable health and education infrastructure that can respond to changing & emerging community needs over time.
- Prioritise infrastructure investment that facilitates economic growth and urban development.
- Provide water, energy and utilities infrastructure in sequence with urban and agricultural development.
- **Employment Profile**

Australian Bureau of Statistics' 2011 Census, highlighted there were 38,399 people employed in urban Ballarat and more than 2.5 million people employed in Victoria on Census night in 2011. The Ballarat labour force is heavily concentrated in industries that are predominantly government run or funded. Indeed, about 31.3% of people employed in urban Ballarat work in industries that are predominantly government run or funded; and these industries comprise:

- health and social care (15.3%)
- education and training (9.9%)
- public administration and training (6.1%)

It would appear that the public sector's significant role as an employer in urban Ballarat is partially due to the following factors:

- Ballarat's population age profile is U shaped, with a relatively high number of young people aged under 24 years (education) and with a relatively high number of people aged at least 75 years (health care).
- Ballarat has a relatively high unemployment rate (6.7% in the December quarter of 2012), compared with the State average (5.5%).
- Ballarat's household incomes are low on average, compared with the State average.
- The establishment of state-wide and regional public administration services in Ballarat (e.g. State Revenue Office).
- Public sector organisations in urban Ballarat that provide services outside Urban Ballarat.

Other industries in urban Ballarat that employ a relatively large percentage of the total Ballarat workforce (compared to state-wide figures) include:

- retail trade (13.0% Ballarat vs 10.8% state-wide)
- construction (8.5% Ballarat vs 8.3% state-wide)
- accommodation / food (7.6% vs 6.1% state-wide)

Surprisingly, the percentage of the urban Ballarat workforce that is employed in the manufacturing industry (10.6%) is slightly lower than the state-wide figure (10.7%). This is despite the presence of some large long-standing manufacturers in Ballarat. Opportunities exist to promote private sector investment and involvement in Ballarat. Urban Ballarat has a relatively low percentage of its total workforce in the following industries (compared with state-wide percentages):

- wholesale trade;
- transport, postal and warehousing;
- financial, insurance; and
- professional, scientific, technical services industries.

• Local Planning & Areas of Focus

Committee supports regional development and investment that will consolidate Ballarat's position as the capital of Western Victoria over the next 20 years. The communities of Western Victoria will look to Ballarat to meet their higher order retail, service, business, institutional, entertainment, recreation and cultural needs. We advocate for planned economic growth and diversification to create a "high tech" and knowledge base regional economy. This includes higher education, health services, research, manufacturing, information technology and business services; which will grow, integrate and evolve to

generate significant new investment and highly skilled jobs.

Committee will promote the accommodation of a much larger and more diverse population as the local economy grows. The Ballarat jobs target equates to the creation of approximately 1,000 additional jobs every year for 20 years whilst population growth runs at 2%. This target was set in 2010, and in light of the actual jobs creation data, it is clear that job creation is in line with that target.

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plan: www.committeeforballarat.com/strategic_action_plan