The G21 Geelong Region Alliance is a collaborative voice for the region that provides:

- A platform for the region to speak with one voice to all levels of government
- A forum to discuss ‘big picture’ regional issues across interest groups and municipalities
- Efficiency through facilitating multiagency collaboration and sharing of information and resources
- More resources from all levels of government and the private sector through the co-ordination and prioritisation of regional projects, and
- Alignment of the objectives of major regional organisations to achieve growth and sustainability.

G21 IS THE FORMAL ALLIANCE OF GOVERNMENT, BUSINESS AND COMMUNITY ORGANISATIONS, WORKING TOGETHER TO IMPROVE THE LIVES OF PEOPLE WITHIN THE GEELONG REGION ACROSS FIVE MUNICIPALITIES – COLAC OTWAY, GOLDEN PLAINS, GREATER GEELONG, QUEENSCLIFFE AND SURF COAST.

This document was prepared by Nancy Vaughan for the G21 Geelong Region Alliance

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1.0 INTRODUCTION

1.1 INTRODUCTION

The Greater Geelong Community Profile (2014) has been prepared by the G21 Geelong Region Alliance to provide an evidence-based resource for planning, priority project identification and implementation and advocacy for regional growth, health and wellbeing.

The profile has been prepared as a stand-alone document, but may also be read in conjunction with the G21 Region Profile (2014) which takes in the five local government areas that comprise the G21 region: Colac Otway, Golden Plains, Greater Geelong, Queenscliffe and Surf Coast.

A broad range of demographic, socio-economic, health, community and economic data is covered in the profile, including an update and expansion of many of the data elements contained in the G21 Health and Wellbeing Profile (2009). In addition, the profile presents updated data that is relevant to many aspects of key G21 planning documents, particularly the Geelong Region Plan (2007), and it complements the G21 Regional Growth Plan (2013).

The most current readily available data has been included in the profile, with the intention of providing a broad picture of key characteristics of the Greater Geelong region. As updated data becomes available from source agencies, data updates will be released as an addendum to the Greater Geelong Community Profile (2014).

The profile comprises two sections: 1) a written description of the key characteristics of the region - which includes description of specific indicators, identification of key strengths and challenges and identification of population groups and locations with characteristics of disadvantage, and 2) an extensive series of data tables, contained in the appendix, that support the written component of the profile and provide additional detail.
1.0 INTRODUCTION
1.2 GLOSSARY

AVOIDABLE MORTALITY
Avoidable mortality covers those causes of death that are potentially avoidable at the present time, given available knowledge about social and economic policy impacts, health behaviours, and health care. (The Public Health Information Development Unit)

CORE ACTIVITY NEED FOR ASSISTANCE
The Core Activity Need for Assistance variable was developed by the Australian Bureau of Statistics (ABS) to measure the number of people with a profound or severe disability - with a definition of: ‘those people needing help or assistance in one or more of the three core activity areas of self-care, mobility and communication, because of a long-term health condition (lasting six months or more), a disability (lasting six months or more), or old age’.

FAMILY INCIDENTS AND FAMILY VIOLENCE
Family violence is defined in the Victoria Police Code of Practice for Investigation of Family Violence in accordance with the Family Violence Protection Act (2008). Family violence is defined as any behaviour, whether a criminal offence or not, that in any way controls or dominates a family member and causes them to feel fear for their own, or other family members’ safety or well-being. It includes violent, threatening, coercive or controlling behaviour that occurs in current or former family, domestic or intimate relationships. Family means any family or family-like relationship, including current and former intimate partners, relatives, same-sex partners and carers.

In its statistical reports, Victoria Police use the term Family Incident while the Victorian Family Violence Database (which uses Victoria Police data) uses the term Family Violence Incident. These terms are both based on the definition above.

LABOUR FORCE
Labour force refers to population aged 15 years and over that is either employed or seeking employment.

LLEN (LOCAL LEARNING AND EMPLOYMENT NETWORK)
LLENs are made up of a range of groups and organisations including education and training providers, business and industry, community agencies, and parent and family organisations. The goal of each LLEN is to support young people, 10 - 19 years old, within its geographical boundaries by improving their participation, engagement, attainment and transition outcomes. There are 31 Local Learning and Employment Networks, or LLENs in Victoria.
### MEDIAN
The median is the middle value of an ordered set of values.

### MORTGAGE STRESS
Mortgage stress is where a household in the bottom 40% of income distribution spends 30% or more of household income on mortgage repayments.

### NOTIFIABLE INFECTIOUS DISEASES
Notifiable conditions are specified in Schedule 4 of the Public Health and Wellbeing Regulations 2009. In Victoria, the Department of Health conducts surveillance on infectious diseases to pinpoint outbreaks and to prevent the spread of infection. Notifications of conditions from medical practitioners and laboratories are the fundamental component of the surveillance. (Victorian Government Department of Health website 2014)

### REGIONAL VICTORIA
The part of Victoria not included in the metropolitan Melbourne area. This is also described as Non-metropolitan Victoria, rural Victoria, rest of Victoria and balance of Victoria in various source documents. Boundaries may vary a little between source agencies.

### RENTAL STRESS
Rental stress is where a household in the bottom 40% of income distribution spends 30% or more of household income on rent.

### STATISTICAL LOCAL AREA (SLA)
A Statistical Local Area is a geographic area defined by the ABS. The ABS and some other agencies provide information at the SLA level. A Local Government Area (LGA) is typically made up of one or more SLA.

### MODELLED ESTIMATE
Some data in the profile refers to modelled estimates from the Public Health Information Development Unit (PHIDU). These estimates were developed by the PHIDU using modelled survey data collected in the 2007-08 ABS National Health Survey (NHS) and known characteristics of the area. Note that numbers are estimates for an area, not measured events, and should be used only as indicator of likely levels of a condition or risk factor in an area. Further information about the description of modelled estimates is available at [www.publichealth.gov.au](http://www.publichealth.gov.au)
1.0 INTRODUCTION

1.3 ABBREVIATIONS

ABS  AUSTRALIAN BUREAU OF STATISTICS
ACSC AMBULATORY CARE SENSITIVE CONDITION
AEDI AUSTRALIAN EARLY DEVELOPMENT INDEX
CALD CULTURALLY AND LINGUISTICALLY DIVERSE
CCF CONGESTIVE CARDIAC FAILURE
COPD CHRONIC OBSTRUCTIVE PULMONARY DISEASE
DEECD DEPARTMENT OF EDUCATION AND EARLY CHILDHOOD DEVELOPMENT (STATE GOVERNMENT)
DPCD DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT (STATE GOVERNMENT)
DSE DEPARTMENT OF SUSTAINABILITY & ENVIRONMENT (STATE GOVERNMENT)
DTPLI DEPARTMENT OF TRANSPORT, PLANNING AND LOCAL INFRASTRUCTURE (STATE GOVERNMENT)
ERP ESTIMATED RESIDENT POPULATION
GP GENERAL PRACTITIONER
GRP GROSS REGIONAL PRODUCT
GVA GROSS VALUE ADDED
HACC HOME AND COMMUNITY CARE
IRSD INDEX OF RELATIVE SOCIO-ECONOMIC DISADVANTAGE
IVO INTERVENTION ORDER
LGA LOCAL GOVERNMENT AREA, E.G. SURF COAST SHIRE
LGBTI LESBIAN, GAY, BISEXUAL, TRANSGENDER AND INTERSEX
LLEN LOCAL LEARNING AND EMPLOYMENT NETWORK
PSA POLICE SERVICE AREA
SEIFA SOCIO-ECONOMIC INDEX FOR AREAS
SLA STATISTICAL LOCAL AREA
TAC TRANSPORT ACCIDENT COMMISSION
VHIS VICHEALTH INDICATORS SURVEY

The most current readily available data has been included in the profile, with the intention of providing a broad picture of key characteristics of the G21 region.

Demographic, health and community wellbeing data with gender and age bracket break-down has been used where it was available and statistically reliable. It is recommended that data contained in this report should be used in combination with other research and consultation, including consultation with local and regional health and community agencies.

Data for locations and population groups with smaller population numbers should be interpreted with particular caution. In many instances, actual numbers are very low and/or data has been aggregated over a number of years. Many agencies, including the Australian Bureau of Statistics, use random errors for small numbers to ensure privacy of individuals is protected. For this reason, small numbers (e.g. under 20) should be treated as an approximate guide only.

It has not always been possible to include time trend data in this profile, as methodology, geographic boundaries, indicator description or data availability have changed in some cases.

Data was correct and current at the time of writing, however much of the information contained in this profile is subject to regular change and review by the relevant agencies. When interpreting data, readers are urged to refer to the original source of the data where possible.
Greater Geelong is located in regional Victoria, to the south west of the Melbourne metropolitan area. Geelong is the second largest city in Victoria and plays a crucial role in the G21 region as the principal service centre for industry and business, health and education, and a wide range of higher order commercial and community services and facilities. Greater Geelong has good proximity and road and rail connections to Melbourne. The original inhabitants of the Geelong area are the Wadawurrung Aboriginal people.

In 2011, Greater Geelong had a usual resident population of 210,876 and approximately 65% of this population lived in the Geelong urban area. Other settlements in Greater Geelong include Anakie, Balliang, Barwon Heads, Batesford, Ceres, Clifton Springs, Drysdale, Lara, Ocean Grove, Portarlington and St Leonards. Greater Geelong is home to more than three quarters of the G21 Region population.

The municipality encompasses an area of 1,247 square kilometres in a mix of coastal, rural and urban communities. The coastline includes Corio Bay and coastal settlements from Portarlington to Breamlea. Rural areas have a range of primary producers and several national and state parks. Notable features of Geelong include the waterfront precinct, Deakin University, Narana Aboriginal Cultural Centre, the National Wool Museum, the Maritime Museum and the Geelong Performing Arts Centre.
2.0 THE REGIONAL PROFILE

2.1 THE GREATER GEELONG PROFILE

The Regional Profile comprises seven sections:

**DEMOGRAPHIC SUMMARY**
This section provides a broad description of characteristics of the current population and examines population change and projections.

**SOCIO-ECONOMIC STATUS**
This section includes information about overall socio-economic status through IRSD scores, income, transport, education, employment status and other factors.

**HEALTH**
This section includes information about health behaviours, prevalence of diseases and health conditions, and access to health services.

**STRONG COMMUNITIES**
This section includes information about community participation, facilities and services.

**ENVIRONMENT**
This section includes information about natural environment features, climate, water and climate change.

**SUSTAINABLE SETTLEMENTS**
This section includes information about urban settlement patterns and housing.

**INDUSTRY AND ECONOMY**
This section includes information about industries of employment and trends in this area, labour force characteristics, skill shortages, current and projected Gross Regional Product, tourism, and key growth areas. There are considerable interconnections between data elements across the sections.
2.0 THE REGIONAL PROFILE

2.2 DEMOGRAPHIC SUMMARY

KEY DEMOGRAPHIC FEATURES

- In 2011, the population was 210,876 and this comprised approximately 75% of the population of the total G21 Region population.
- Between 2006 and 2011, the population grew by a lower rate than the state or G21 region average (6.8% vs 7.7% and 8.5%).
- Locations that experienced the greatest population growth between 2006 and 2011 were Ocean Grove/Barwon Heads (17.7%) and Leopold (12.2%).
- Compared to state averages, Greater Geelong has a similar proportion of population aged 0 to 19 years (25.5% vs 25.1%), a lower proportion of population aged 20 to 49 years (38.9% vs 42.6%) and a higher proportion of population aged 50 years and over (35.9% vs 32.2%).
- Gender distribution is generally comparable to Victorian averages, with an overall distribution of approximately 49% males to 51% females.
- The population is projected to reach 288,806 by 2031, representing an increase of 72,969 persons.
- Between 2011 and 2031, the Greater Geelong population increased by 6.8% (13,398 persons) and this increase was lower than the increase seen across the G21 region (7.7%) and the state average (8.5%).
- The towns of Leopold (12.2%) and Ocean Grove-Barwon Heads combined urban area (17.7%) grew at a significantly higher rate than the Greater Geelong average.
- Between 2006 and 2011, the population aged 0 to 14 years is projected to increase by a much greater proportion than the state averages (29% vs 20%).
- Between 2011 and 2031, the population aged 15 - 24 years is projected to increase by a lower proportion than the state or regional Victoria average (15% vs 22% and 17% respectively).
- Couples with no children are the most common family type, making up 39% of all family types.
- There are approximately 1,800 Indigenous people living in Greater Geelong, accounting for 0.8% of the total population.
- Reflecting state average figures (46%), almost half (48%) of the Greater Geelong indigenous population is aged under 20 years, and
- Most people who live in Greater Geelong were born in Australia (79.5%).

Note that, not including population projection data, figures are from the 2011 census.

GROWTH CHALLENGES

The G21 Regional Growth Plan (2013) sets out eight critical challenges for the G21 Region that were identified by regional stakeholders:

- Delivering land, infrastructure and services for identified growth
- Planning for and adapting to climate change
- Accommodating population growth without negatively affecting the region’s unique environment and liveability
- Reducing dependence on cars
- Education and building skills
- Providing a variety of housing choices
- Managing land use conflicts, and
- Managing the expectations of the G21 community.

POPULATION DISTRIBUTION AND GROWTH

In 2011, Greater Geelong had a population of 210,876 and this comprised approximately 75% of the population of the total G21 Region population. Geelong is the largest urban area in the Greater Geelong municipality and G21 region and had a 2011 usual resident population of 143,921. Approximately 68% of Greater Geelong residents and 52% of all G21 region residents live in Geelong.

After Geelong, Ocean Grove had the next largest population (12,555) in 2011, followed by Lara (11,192) then Leopold (9,608) and Clifton Springs (7,153). Smaller settlements in Greater Geelong include: Drysdale (4,315), Barwon Heads (3,536), Portarlington (3,147), St Leonards (2,000), and Indented Head (920).

Between 2006 and 2011, the Greater Geelong population increased by 6.8% (13,398 persons) and this increase was lower than the increase seen across the G21 region (7.7%) and the state average (8.5%). The towns of Leopold (12.2%) and Ocean Grove-Barwon Heads combined urban area (17.7%) grew at a significantly higher rate than the Greater Geelong average.

In 2011, 79.4% of the Greater Geelong population aged five years and older had lived in Greater Geelong for more than five years. After Greater Geelong, the most common LGA that the population lived in five years ago was Surf Coast (0.8%), followed by Wyndham (0.6%), Golden Plains (0.5%) then Ballarat (0.4%).
AGE STRUCTURE

In 2011, Greater Geelong had a slightly older population than the Victorian average and the population is ageing slightly more rapidly over time. In 2011, the median age of the Greater Geelong population was 39 years, compared to the state average of 37. Between 2006 and 2011, the Greater Geelong median age increased from 38 years to 39 years, while the Victorian median age remained at 37 years.

In 2011, compared to Victorian averages, the age structure of the Greater Geelong population had the following characteristics:

- A similar proportion of population aged 0 to 19 years
- A lower proportion of population aged 25 to 34 years
- A slightly lower proportion of population aged 20 to 24 years and 35 to 49 years
- A slightly higher proportion of population aged 50 to 69 years, and
- A slightly higher proportion of population aged 70 years and over.

Between 2006 and 2011, generally reflecting state trends, the proportion of Greater Geelong population aged 50 years or less decreased (by 1.9%), while the proportion aged 50 years and over increased (by 1.5%).

‘Within regional Victoria there are distinct patterns of age-specific movement. Teenagers show a pattern of movement to the regional centres - mostly for education. Young adults have consistent patterns of net migration loss from regional areas as many move to Melbourne for education and employment. However, regional Victoria gains population from Melbourne in older age groups.’

DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT 2010 - REGIONAL VICTORIA: TRENDS AND PROSPECTS, F. MCKENZIE AND J. FRIEDEN, SPATIAL ANALYSIS AND RESEARCH BRANCH

GENDER

Gender distribution in Greater Geelong is generally comparable to Victorian averages, with an overall distribution of approximately 49% males to 51% females. Gender by age distribution also broadly follows the Victorian averages, which indicate birth proportions of approximately 51% males to 49% females, with a higher proportion of males enduring until the 25 to 29 years age group when the proportion of females becomes greater than the proportion of males. The proportion of females then steadily increases with age.

POPULATION PROJECTIONS

By 2031, State Government Victoria in Future 2014 population projections forecast that the population of Greater Geelong will reach 288,806 which is an increase of 72,969 (34%) from the VIF 2011 figure*. This growth rate is higher than the regional Victoria rate (25%) but lower than the state average rate (39%).

The G21 Regional Growth Plan (2013) provides clear directions for regional infrastructure, land supply and housing strategies to support regional livability and prosperity.

The 65 years and over age group is projected to increase by the greatest proportion (77%) between 2011 and 2031, representing an increase of 27,624 persons.

Between 2011 and 2031, the population aged 0 to 14 years is projected to increase by a greater proportion than the regional Victoria or state averages (29% vs 3% and 20% respectively). The population aged 15 - 24 years, however, is projected to increase by a smaller proportion than the regional Victoria or state average (15% vs 17% and 22% respectively); while the population aged 25 - 64 years is projected to increase by a greater proportion than the regional Victoria average (26% vs 16%) but a smaller proportion than the state average (31%).
**FAMILY STRUCTURE**

In 2011, the most common family type living in Greater Geelong was a couple family with no children (39%), followed by couples with children aged under 15 years (28%). Compared to state averages (37% and 31% respectively), Greater Geelong had a higher proportion of couple families with no children and a lower proportion of couple families with children aged less than 15 years.

Couple families made up 81% of all Greater Geelong families, which is a lower proportion than the state average (83%). Compared to the state average (16%), Greater Geelong had a slightly higher proportion (17%) of one parent families.

Between 2006 and 2011, Greater Geelong had a small increase in the proportion of one parent families (from 16% to 17%) and a small decrease in the proportion of couple families with children aged under 15 years (from 29% to 28%).

In 2011, same sex couples made up 0.4% (n=206) of all couples in Greater Geelong that were living in the same household. Greater Geelong had the same proportion of same sex couple households as the G21 region and regional Victoria (both 0.4%) but a lower proportion than Victoria (0.7%). Reflecting the pattern for regional Victoria, female same sex couples made up 63% of all same sex couples living in the same household in Greater Geelong, while males made up 37%.

**INDIGENOUS POPULATION**

The original inhabitants of Greater Geelong are the Wadawurrung Aboriginal people.

Greater Geelong had a relatively small proportion of population that identified as Indigenous at the 2011 census. In 2011, there were 1,788 Indigenous people living in Greater Geelong and this figure accounted for 0.8% of the total population compared to the regional Victoria average (1.5%) and Victorian average (0.7%).

Between 2006 and 2011, the number of Indigenous people living in Greater Geelong increased by 357 persons (a 25% increase). This increase may be partly attributed to an increase in the number of people who have self identified as Indigenous. Please refer to ABS 2077.0 Census of Population and Housing: Understanding the increase in Aboriginal and Torres Strait Islander Counts, 2006 - 2011 for further explanation of this topic.

Reflecting the Victorian Indigenous age structure (46%), almost half (48%) of the Greater Geelong indigenous population was aged under 20 years. In contrast to the age profile of the total population, the age structure of the Greater Geelong Indigenous population is characterised by a steady decline in population as the population ages. Only 3% of the Greater Geelong Indigenous population is aged 65 years and over, compared to 16.8% of the total Greater Geelong population.

The lower life expectancy for Aboriginal and Torres Strait Islander Australians can be attributed to a higher infant mortality rate, and a higher incidence of diseases such as diabetes mellitus, respiratory disorders, ear disease, eye disorders and some cancers, among Aboriginal and Torres Strait Islander peoples.
CULTURAL DIVERSITY

In both 2006 and 2011, most people who lived in Greater Geelong were born in Australia (79.5%). In 2011, after Australia, the next most common country of birth was the United Kingdom (4.8%) followed by New Zealand, Italy, Netherlands, Germany, Croatia, India, and the Philippines (between 0.5% and 1% each).

In 2010-2011, the rate of new settlers from overseas (280.7 per 100,000) was much lower than the state average (656.3 per 100,000), but higher than the regional Victoria average (189.5 per 100,000). Approximately one quarter of new settlers to Greater Geelong were under humanitarian permanent resident visas.

Compared to the state average (3.2%), only 1.3% of the Greater Geelong population did not speak English or did not speak English well and females were approximately 50% more likely than males to not speak English well or at all.

Christianity is the most common religious affiliation in Greater Geelong (63.3%), followed by Buddhism (1.0%) and Islam (0.8%). Approximately 25% of Greater Geelong residents stated they had no religious affiliation. Between 2006 and 2011, the proportion of people who reported they had no religion increased from 21.0% to 24.9%, while there were small increases in the proportion of population who stated that Buddhism, Islam, or Hinduism was their religion.

Data from the Diversitat 2012-13 Annual Report, which covers the Barwon South Western region, indicates that in 2012-13 the organisation supported 178 new cases or 411 clients through the Humanitarian Settlement Services (HSS) program representing 66 families and 112 single men.

Of the 178 new cases, some 47% (84 cases) arrived on a Protection Visa, 30% (54 cases) arrived on a Refugee Visa, 21% (38 cases) arrived on a Women at Risk Visa, and 1.1% (two cases) arrived on a Global Humanitarian Visa. Afghanistan and Pakistan were the most common countries of origin, accounting for 72% of new cases. Burma and Iraq were the next most common countries of origin, each accounting for 7% of new cases.

The most common issues addressed by Diversitat from new arrivals were: Life skills, document help, tenancy, mental health, migration issues, household management, health issues, accommodation, proposing family members, and education and training. Please refer to the Diversitat 2013 Annual Report for further details at www.diversitat.org.au.
Vichealth’s Position Statement on Health Inequalities (2005) states that socio-economic position is a major determinant of health inequalities and those experiencing socio-economic disadvantage generally have poorer health than those who are more advantaged.

Addressing Disadvantage in the G21 Region (Burkett, I, 2013) identifies high rates of unemployment, lower education levels, and high levels of low-skilled occupations as major contributors to disadvantage and lower household incomes in the G21 region’s most disadvantaged suburbs and towns. Additionally, Burkett explains that joblessness in many of the G21 region’s disadvantaged areas - at the smaller area level - is often complicated by other factors such as higher populations of people who have low English language proficiency or of people with severe disabilities.

**KEY STRENGTHS**

- Proximity to major employment markets in Geelong and Melbourne as well as the variety of high-level education and training opportunities and support services in these locations

Compared to state averages, the Greater Geelong population had:

- A higher proportion of residents that live near public transport (77.4% vs 74.3%)
- A lower proportion of residents experiencing transport limitations (22.9% vs 23.7%)
- A lower proportion of residents reporting food insecurity (3.9% vs 5.6%)
- A lower proportion of children identified as developmentally vulnerable in the: social competence; language and cognitive skills; and communication skills and general knowledge) AEDI domains*
- Locations such as Barwon Heads, Ocean Grove and Geelong that have a relatively low level of socio-economic disadvantage*

**KEY CHALLENGES**

Compared to state averages, the Greater Geelong population had:

- A higher proportion of children identified as developmentally vulnerable in the: physical health and wellbeing; and emotional maturity AEDI domains*
- Very high levels of relative socio-economic disadvantage in areas such as: Bell Park, Corio, Norlane, St Leonards, Thomson and Whittington, Breakwater and Newcomb
- Lower household and individual median incomes ($1,049 and $517 vs $1,216 and $561)
- A higher proportion of males and females aged 55 years and over, plus females in most age categories, that earned less than $400 per week*
- A higher proportion of population receiving most Centrelink benefits*
- A much lower proportion of population that has completed Year 12 (43.3% vs 51.7%)
- A lower proportion of population that has a bachelor university degree (11.5% vs 14.7%) or a post graduate university qualification (4.1% vs 6.1%) qualification
- Higher unemployment in December 2013 (6.4% vs 5.8%) with much higher rates in Corio-Inner SLA (9.5%) and Bellarine - Inner and Geelong SLAs (both 7.0%)
- A much higher proportion of females who work part-time (56% vs 49%), and
- A higher proportion of population aged less than 65 years with a severe disability# (3.3% of males and 2.6% of females vs 2.7% and 2.3% respectively).

* Please refer to the data tables in the Appendix for figures for this data set
# Core Activity Need for Assistance
NOTE: Some figures in this section have been rounded up to a whole number. Please refer to tables in the appendix for full details and notes on data, including rates per population, dates and other important information.
3.0 SOCIO ECONOMIC PROFILE

3.2 INDEX OF RELATIVE SOCIO-ECONOMIC DISADVANTAGE (IRSD)

The 2011 Social Economic Indexes for Areas (SEIFA) Index Of Relative Socio-Economic Disadvantage (IRSD) summarises a range of information about the economic and social conditions of people and households within an area and provides a useful snapshot that combines different socio-economic factors.

IRSD scores at the LGA level indicate that Greater Geelong is in the fifth decile of IRSD scores for Victorian LGAs and consequently has a medium level of relative socio-economic disadvantage.

However, examination of IRSD scores at the State Suburb level within Greater Geelong reveal a polarisation of relative socio-economic disadvantage levels in the municipality. Generally speaking, areas of highest levels of relative socio-economic disadvantage are focused in urban areas in the north and south east of the Geelong urban area plus in the far east of the municipality in Indented Head, St Leonards and Portarlington; while locations with the lowest levels of relative socio-economic disadvantage are focused along the southern coastal edge of the municipality.

Greater Geelong’s State Suburbs with IRSD scores in the 1st decile (most disadvantaged) of Victorian state suburbs include: Bell Park, Corio, Norlane, St Leonards, Thomson and Whittington. State suburbs in the 2nd decile are: Breakwater and Newcomb.

The ABS now provides IRSD score mapping, which may be accessed (via Google Earth) at [http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/2033.0.55.001mainfeatures100262011](http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/2033.0.55.001mainfeatures100262011)

# State Suburbs are an ABS approximation of localities gazetted by the Geographical Place Name authority in each State and Territory. The boundary of a state suburb may extend beyond the urban/town boundary and boundaries of many state suburbs changed between 2006 and 2011.

IRSD SCORE STATE DECILES (2011)

![IRSD Score State Deciles Chart](image)
3.0 SOCIO ECONOMIC PROFILE

3.2 INDEX OF RELATIVE SOCIO-ECONOMIC DISADVANTAGE (IRSD)

IRSD SCORE STATE DECILES FOR LGAS OF THE G21 REGION (2011)

IRSD SCORE STATE DECILES FOR STATE SUBURBS OF GREATER GEELONG AND DISTRICT (2011)

INCOME

Compared to state medians ($1,216 and $561), the Greater Geelong population had lower household and individual median incomes ($1,049 and $517) in 2011. Between 2006 and 2011, median household incomes in Greater Geelong increased by a slightly lower proportion than the state average (18.4% vs 19.0%); however median individual incomes increased by a greater proportion than the state average (27.0% vs 23.0%).

Greater Geelong males aged 55 years and over, together with Greater Geelong females in most age categories but particularly those aged 55 years and over, were more likely than state averages to have a gross weekly income of less than $400 per week.

Greater Geelong residents are more likely than the Victorian average to be receiving the following Centrelink benefits: Newstart, Age Pension, Carer Payment, Single Parenting Payment. In June 2012, more than 50,000 residents in Greater Geelong received the main categories of Centrelink benefits.

Not including variances for each benefit type, benefit payments range from approximately $250 per week for a single person with no dependents on the Newstart allowance to $375 per week for a single person receiving the old Age Pension, Disability Support Payment, Single Parenting Payment or Carer Payment.

EDUCATION

In 2011, Greater Geelong residents aged 15 years and over were considerably less likely to have completed Year 12 compared to the Victorian average (43.3% vs 51.7%). Reflecting state trends, Greater Geelong females (44.9%) were more likely than males (41.4%) to have completed Year 12. Also reflecting state trends, the proportion of residents that had completed Year 12 increased notably between 2006 and 2011, although the increase was slightly less than that seen across Victoria (a 7.0 vs 7.7 percentage point increase).

Greater Geelong residents were also less likely to hold a bachelor university degree (11.5% vs 14.7%) or a post graduate university qualification (4.1% vs 6.1%) than state averages.

Reflecting state trends, the proportion of Greater Geelong residents that held these qualifications increased between 2006 and 2011 and this figure increased by a similar number of percentage points to the state average (3.2 vs 3.6).

Compared to Victorian averages, Greater Geelong residents are more likely to have completed a Certificate III or IV level qualification as their highest level of post-school education (17.3% vs 14.0%). Reflecting these figures, students from schools in the Smart Geelong Local Learning and Employment Network (GRLLEN)* - which spans Greater Geelong, Queenscliffe, Surf Coast and the southern end of Golden Plains - who finished school prior to completing Year 12 in 2012 were much more likely to have gone on to an apprenticeship or a traineeship compared to state average figures.

School average absence days figures from 2009 for schools based in Greater Geelong are broadly equivalent to Victoria averages.

* Note: the Smart Geelong LLEN is now known as the Geelong Region LLEN

YOUTH ENGAGEMENT

In 2011, approximately 80% of all 15 to 19 year olds in Greater Geelong were fully engaged in work or study, slightly below the Victoria average of 82%. The most common form of engagement was full-time study (not working), and then working part-time while studying part-time.

Compared to state averages, Greater Geelong had a higher proportion of 15 to 19 year olds who were working part-time while studying full-time and who were working full-time (not studying); while it had a notably lower proportion who were studying full-time (not working).

The On Track survey completed annually by DEECD charts the activity of school leavers in the following year. Figures for the Smart Geelong LLEN* - which spans Greater Geelong, Queenscliffe, Surf Coast and the southern end of Golden Plains - indicate that 48% of students who completed Year 12 went to university and 14% entered Vocational Education and Training and that both of these proportions were lower than the Victorian averages (53% and 16% respectively).
The Smart Geelong LLEN had a higher proportion of Year 12 completers who went on to apprenticeships or traineeships (9% in total), and a notably higher proportion who went on to employment (22%) compared to state averages (7% and 18% respectively). *Note: the Smart Geelong LLEN is now known as the Geelong Region LLEN. Note: Data is based on the location of the school and not place of residence of the student in 2011. LGA level data is not reliable, due to the high proportion of students who travel to a school from a neighbouring or other LGA.

**CHILDHOOD DEVELOPMENT**

During the first year of primary school, the Australian Early Development Index (AEDI) measures five areas (or ‘domains’) of early childhood development: physical health and wellbeing, social competence, emotional maturity, language and cognitive skills and, communication skills and general knowledge. These five domains are closely linked to the predictors of good adult health, education and social outcomes. Children who fall into the lowest 10% of a domain are considered developmentally vulnerable. Children who fall into the lowest 25% of a domain are considered to be developmentally at risk.

In 2012, compared to state averages, Greater Geelong children were slightly less likely to be identified as developmentally vulnerable in all domains except Physical Health and Wellbeing and Emotional Maturity. Children were also less likely to be identified as developmentally at risk in all domains except Language and Cognitive Skills. Please refer to the data tables in appendix for all figures.

**EMPLOYMENT**

‘In the G21 Region, understanding the gaps and opportunities that exist for generating and targeting employment at a systemic level is a critical part of addressing disadvantage...’

- Addressing Disadvantage in the G21 Region (Burkett I, 2013)

The Geelong Region Plan (2007) also emphasises the importance of the connection between employment industries and vulnerable population groups ...

‘The most vulnerable sectors of the population are often reliant on jobs in lower skilled areas that are under pressure from low global wage levels and more likely to be lower paid and based on part-time, casual or contract work conditions.’

In December 2013, there were 7,446 unemployed people living in Greater Geelong. The Greater Geelong unemployment rate was 6.4% and this was higher than the state (5.8%) and regional Victoria (5.4%) averages. Between December 2012 and December 2013, unemployment in Greater Geelong decreased by 0.1 percentage points, compared to a 0.3 percentage point increase in the state average rate.

**GREATER GEELONG AND SLA BOUNDARIES**

Unemployment rates were highly localised within the municipality, with particularly high rates recorded in Corio-Inner SLA with a rate of 9.5%, as well as in Bellarine - Inner SLA and Geelong SLAs (both 7.0%). Greater Geelong - Part C SLA (3.2%) had the lowest unemployment rate, followed by the South Barwon - Inner (4.2%) and Newtown (5.0%) SLAs.

Map sourced from the 2009-2013 Geelong Health and Wellbeing Plan and adapted by author
In 2011, the proportion of total population aged 15 to 64 years participating in the labour force (people who are employed or seeking employment) in Greater Geelong was the same as the state average (72.1%) and had increased by 1.1 percentage points since 2006. Reflecting state trends, males were much more likely (76.9% vs 67.4%) to be participating in the labour force than females.

The Geelong Region Profile (2007) emphasises the importance of the connection between employment industries and vulnerable population groups ...

‘The most vulnerable sectors of the population are often reliant on jobs in lower skilled areas that are under pressure from low global wage levels and more likely to be lower paid and based on part-time, casual or contract work conditions.’

Greater Geelong residents were most likely to be employed in the industry sectors of Health Care and Social Assistance (13.6%), followed by Retail Trade (12.7%) then Manufacturing (11.3%). The proportion of workers employed in each of these industries was higher than state averages (11.6%, 10.8% and 10.7% respectively); while the proportion employed in the wholesale trade (3.3%); financial and insurance services (2.9%); and the professional scientific and technical services (5.0%) sectors was lower than the state averages (4.5%, 4.1% and 7.8% respectively).

Between 2006 and 2011, the number of Greater Geelong residents employed in the manufacturing sector decreased by 12.7% (1,572 fewer workers), while the number employed in the information media and telecommunications sector decreased by 8.3% (108 fewer workers) and the number in the wholesale trade sector decreased by 2.2% (71 fewer workers). Over the same period, notable employment growth was recorded in the Health Care and Social Assistance (28.6% increase with 2,892 more workers), the construction
sector (23.4% increase with 1,762 more workers) and the education and training sector (17.2% increase with 1,276 more workers).

In 2011, 37% of Greater Geelong residents were employed part-time and this was a higher proportion than the state average (33%). This difference is attributable to the much higher proportion of Greater Geelong females (56%) who worked part-time compared to Victorian females (49%). Greater Geelong males were equally as likely as the state average to work part-time (20%).

In 2011, the most common occupation for Greater Geelong residents was professionals (20%), followed by technicians and trades workers (16%). Compared to state averages, Greater Geelong residents were more likely to be employed as technicians and trades workers, community and personal service workers, sales workers, machinery operators and drivers, and labourers; while they were less likely to be employed as managers, professionals or as clerical and administration workers.

Compared to females, Greater Geelong males were much more likely to be employed as managers, technicians and trade workers, machinery operators or labourers; while females were much more likely than males to be employed as professionals, community and personal service workers, clerical and administration workers, and sales workers.
HOMELESSNESS

Homelessness is not just the result of too few houses. Its causes are many and varied. Domestic violence, a shortage of affordable housing, unemployment, mental illness, family breakdown and drug and alcohol abuse all contribute to the level of homelessness in Australia (FaHCSIA 2008).

The ABS has recently introduced a revised methodology for estimating homelessness which aims to improve accuracy of the count of homeless people as well as those considered to be at risk of being homeless. Data is not currently available at the LGA level but is available at the Statistical Area Level 2 (SA2) level. The combined SA2 data indicates that the Greater Geelong area had 631 homeless people in 2011. The greatest number of homeless persons was recorded in the Corio-Norlane SA2 (180 persons), followed by Grovedale SA2 (64 persons) and Geelong SA2 (62 persons). Some local agency workers report that figures are still likely to be an undercount of homeless persons due to the difficulty in locating homeless persons on census night.

The maps on the following page set out the SA2 boundaries in the Greater Geelong area.
DISABILITY

The core activity need for assistance concept was developed by the ABS to give an indication of the prevalence of population with a severe disability by identifying the proportion of population that requires assistance to conduct routine activities such as self-care, movement or communication.

In 2011, 3.3% of males and 2.6% of females in Greater Geelong aged less than 65 years had a core activity need for assistance. These figures were higher than the state averages (2.7% and 2.3%) and increased by approximately half a percentage point between 2006 and 2011.

Of the population aged 65 years and over in Greater Geelong, 15.8% of males and 21.3% of females had a core activity need for assistance. Both figures are similar to state averages (15.5% and 21.3% respectively).

As set out above, Greater Geelong males aged less than 65 years were more likely than females to have a core activity need for assistance; while females aged 65 years and over were notably more likely than males to have a core activity need for assistance.

Data prepared by the ABS for the Disability Policy and Research Working Group (DPRWG)*, indicates that in 2009 at the SLA level:

- Profound/severe disability was most prevalent in Greater Geelong - Part B SLA
- Moderate disability was most prevalent in Greater Geelong - Part C SLA
- Males were more likely than females to have an acquired brain injury disability, intellectual disability or sensory condition disability
- Females were more likely than males to have a physical disability
- Females had a slightly higher rate of psychological condition disabilities
- Acquired Brain Injury disability was most prevalent in Corio-Inner SLA for males; and in Corio-Inner and Geelong SLAs for females
3.0 SOCIO ECONOMIC PROFILE

3.2 INDEX OF RELATIVE SOCIO-ECONOMIC DISADVANTAGE (IRSD)

- Intellectual disability was most prevalent in Greater Geelong - Part B SLA for males; and Greater Geelong - Part B and Corio-Inner SLAs for females
- Physical disability and psychological condition disability were most prevalent in Greater Geelong - Part B SLA for males and females, and
- Sensory disability was most prevalent in Corio-Inner and Geelong SLAs for males and in Geelong SLA for females.

FOOD SECURITY
In 2008, some 3.9%* of Greater Geelong residents reported they had run out of food in the previous 12 months and couldn’t afford to buy more. This figure was lower than the state average (5.6%) and, at the Barwon South West region level, females were more likely than males to have run out of food in the previous 12 months and couldn’t afford to buy more.

*Note that figure has a relative standard error of between 25 and 50 per cent and should be interpreted with caution.
Greater Geelong residents were less likely than the state average to report the reason they could not always have the food they desired because 'some foods are too expensive' (20.8% vs 28.3%) and were equally as likely to report it was because they 'can’t always get the right quality' or 'can’t always get culturally appropriate food' (25.3% vs 25.5% and 6.9%* vs 6.8%). Residents were more likely to report they couldn’t always have the food they desired because they ‘can’t always get the right variety’ (14.2% vs 10.9%) and were less likely to state it was because of ‘inadequate and unreliable public transport’ (5.2%* vs 8.0%).

*Note that figure has a relative standard error of between 25 and 50 per cent and should be interpreted with caution.

GAMBLING

The Victorian Gambling Study, A Longitudinal Study of Gambling and Public Health - Wave Two Findings (DoJ, 2011) found that a number of variables were associated with the increased risk of ‘transitioning’ from a non-gambler/non-problem gambler to a low or moderate risk or problem gambler.

These variables were:
- Poor general health
- Poor psychological health
- Past year smoking
- Group households (that is, with non-relatives)
- One-parent families
- Speaking a language other than English at home
- Year 10 or lower education levels
- Betting weekly or greater on horse, harness racing or greyhounds, and
- Troubles with work, boss or superiors and an increase in the number of arguments with someone close.

The study also found that males are significantly more likely to be problem gamblers or moderate risk gamblers than females. For males, those aged 25-34 years have the highest prevalence of problem gambling, followed by those aged 50-64 years.

The 25-34 years age group also had the highest prevalence of problem gambling for females, along with the 35-49 years age group, closely by the 60-64 years age group. For both males and females, the lowest problem gambling prevalence was in the 65 years or older age group.

2008 data for the Victorian Government regions indicates that 0.37% of the Barwon South Western region population were problem gamblers and this figure was much lower than the state average (0.70%).

EGM VENUES AND EXPENDITURE

In 2012-13, there were 25 electronic gaming machine (EGM) venues in Greater Geelong and 1,351 EGMs in total. For each EGM venue in Greater Geelong, there are 7,151 adult residents, compared to the state average of one venue per 8,904 adult residents. Net expenditure per 1,000 adults was $605.26 compared to the state average of $549.50.

Note that all data is based on the location of the EGM and not the place of residence of the person who is gaming.
TRANSPORT

Access to public transport underpins equitable access to important health, community and education services as well as to employment hubs. People on low incomes, in certain age groups or with a disability typically have a greater reliance on public transport.

PROPORTION OF POPULATION REPORTING TRANSPORT LIMITATIONS (2011)

The proportion of population that lives near public transport is defined in the 2011 VicHealth Indicators Survey (VHIS) as those living within 400 metres of a bus or tram stop or within 800 metres of a train stop. The survey results indicate that Greater Geelong residents have a relatively high level of access to public transport, with 77.4% of residents living near public transport. This figure was higher than the Victoria average (74.3%) and almost double the regional Victoria average (44.3%).

In 2011, reflecting their relatively good access to public transport, Greater Geelong residents were less likely than the state average to report having experienced transport limitations (that their day to day travel had been limited or restricted for any reason) in the previous 12 months (22.9% vs 23.7%). Greater Geelong females were notably more likely than males to report they had experienced transport limitations (25.4% vs 20.4%).

Despite higher than average levels of access to public transport, 73.1% of Greater Geelong workers travel to work by motor vehicle compared to the state average of 67.4%; while just 5% travel to work using public transport which was less than half the state average (10.9%). Compared to state averages, Greater Geelong workers were also less likely to have walked or ridden a bicycle to work on the day of the census (2.8% vs 3.3% and 0.9% vs 1.2%).

In 2011, 36% of Greater Geelong households had one motor vehicle only. A further 38% had two motor vehicles, while 7% had no motor vehicle. Some 16% of households had three or more motor vehicles. Private motor vehicle ownership in Greater Geelong closely resembles Victorian averages.

THE G21 REGION PUBLIC TRANSPORT STRATEGY

Responding to many of the social and health aspects of public transport access, as well as key environmental and economic factors, the G21 Region Public Transport Strategy (2014) was released in September 2014 and sets out goals, long-term strategic directions and a four year Action Plan for public transport in the G21 region. The Strategy has the overall goal of increasing utilisation of public transport, and in turn: reducing traffic congestion, improving the environment and overcoming social isolation.

Developed in collaboration with G21 region stakeholders and the G21 region community, the strategy sets out four strategic objectives that reflect the different needs of communities across the G21 region:

- **Access for all.** The G21 region advocates that a base level of service should be available to all across the region, and that all services should be accessible to potential users.

- **A well connected region.** The G21 region seeks a public transport network that will serve the need for access to and between the region’s centres.

- **Urban public transport for an urban centre.** The G21 region supports developing a ‘go anywhere’ public transport network in Geelong by reshaping and simplifying the current network, and

- **Improving information, planning and partnerships.** The G21 region will take a leadership role in finding new ways to implement better public transport, sooner.
INTERNET CONNECTION

Fast and reliable internet connection provides important access to social, education, employment and recreational opportunities. In 2011, 66.3% of Greater Geelong households had a broadband internet connection, which was lower than the state average (70.0%).

Greater Geelong (22.8%) had a higher proportion of households that did not have any kind of internet connection compared to the state average (19.6%). Reflecting state trends, the proportion of households with a broadband internet connection increased substantially between 2006 and 2011 (66.3% up from 36.2%). Indigenous households in Greater Geelong were less likely to have a broadband connection than the total population.

As the map below indicates, Telstra mobile broadband availability and speeds are variable within Greater Geelong and the G21 region.

Areas shaded white do not have mobile broadband coverage but Telstra Mobile Satellite is available.

http://register.bigpond.com/check-availability.do
HEALTH

4.0
4.0 HEALTH

4.1 HEALTH

As well as being a fundamental goal for all communities, a healthy population underpins a strong and resilient region, reducing the strain on health and other services, maximising community strength and boosting labour force participation.

KEY STRENGTHS

Compared to state average figures, the Greater Geelong population has:

- A higher self-reported wellbeing score (79 vs 78)
- Higher levels of many aspects of community participation and citizen engagement*, including a higher proportion of population that volunteers (18.5% vs 17.7%)
- A lower proportion that report: inadequate sleep (29% vs 31%), being under ‘time pressure’ (40% vs 41%) or lacking time for family / friends (27% vs 28%); and a slightly higher proportion that report adequate work-life balance (58% vs 57%)
- A higher proportion that takes sufficient physical exercise (68% vs 64%) or that wears a hat (55% vs 53%) or sunglasses (84% vs 74%) when out in the sun, and
- Higher participation rates for pap tests (61.1% vs 59.2%).

KEY CHALLENGES

Compared to state average figures, the Greater Geelong population has:

- Lower life expectancy (M: 79.1 vs 80.3 and F: 83.7 vs 84.4) and a higher rate of avoidable deaths (178 vs 158)
- A higher rate of females aged 15-19 years who have had at least one child (10.8 vs 9.4)
- Higher rates of mental and behavioural problems (M: 10.5 vs 9.9 and F: 12.3 vs 11.6) or higher levels of psychological distress (14.0% vs 11.1%) but a much lower rate of Mental Health Care Plans prepared per population (7,804 vs 9,127)
- A much higher proportion of smokers (21% vs 16%) or people that consume alcohol at risky or high risk levels to short health (52% vs 45.3%) and a lower proportion consuming the recommended daily servings of vegetables (5% vs 7%) or fruit (42% vs 45%)
- A much higher proportion of females that are obese (22% vs 17%)
- Lower participation rates for mammograms (74% vs 76%), blood pressure checks (77% vs 80%), cholesterol (52% vs 57%) and blood glucose checks (47% vs 52%)
- A lower rate of GP services delivered (M: 430,301 vs 463,342 and F: 586,854 vs 625,699)
- A higher admission rate for dental conditions (M: 4.01 vs 2.88 and F: 4.56 vs 3.09) and longer waiting times to receive public general dental care treatment or denture care*
- A much higher rate of diagnoses of new malignant cancers (603.3 vs 513.2) with the rate much higher for males than females (856.0 vs 552.2); plus a higher rate of potentially avoidable deaths from lung cancer, colorectal cancer and other potentially avoidable cancers (22.6 vs 20.6; 14.0 vs 11.3; and 65.9 vs 61.4)
- A higher rate of potentially avoidable deaths from cardiovascular diseases (48.2 vs 39.8)
- A higher rate of COPD (2.5 vs 2.2), admissions for asthma (M: 2.3 vs 1.9 and F: 2.0 vs 1.9) and of potentially avoidable deaths from respiratory system diseases (12.0 vs 8.4), and
- A number of notifiable infectious diseases* have higher rates in Greater Geelong.

* Please refer to the data tables in the Appendix for figures for this data set

NOTE: where possible, figures in this section have been rounded up to a whole number. Please refer to tables in the appendix for full details and notes on data, including rates per population, dates and other important information.
It is important to note that, while LGA level health data may indicate a generally healthy population, good health is not shared equitably across population groups. Age, gender, socio-economic factors and location/access to services all play key roles in health behaviours, health status and health service access levels. Much of the data presented below is based on state-wide trends, due to limited health data availability or reliability with age, sex and other demographic breakdown.

AGE
A number of chronic health conditions become more prevalent with age, with the exceptions of asthma and type 1 diabetes. However many chronic disease risk factors, such as smoking and high levels of alcohol consumption, are typically more prevalent in younger age groups. Region or state level age breakdown of key health indicators suggest that:

- People aged 18 to 34 years are more likely to have asthma and are more likely to consume alcohol at risky/high risk to short term health
- People aged 25-54 years are more likely to consume alcohol at levels that are risky/high risk to long term health

- People aged 18-54 years are more likely to be smokers
- People aged 44 years and under are less likely to have had health checks or screening for blood pressure, cholesterol and blood glucose and are generally less likely to eat recommended daily intake of vegetables
- People aged 54 years and under are less likely to eat recommended daily intake of fruit compared to older population
- People aged 55 years and over are more likely to report having had cancer, heart disease, type 2 diabetes or osteoporosis, and
- The older a person is, the less likely they are to do 'sufficient' levels of physical activity.

GENDER

MALES
Greater Geelong males (compared to females) ...

- Living in Greater Geelong have:
  - Lower life expectancy (M:79.4 vs F:83.7 years)
  - Higher rates of ACSC admissions for: diabetes complications, COPD, asthma, congestive cardiac failure, convulsions and epilepsy, angina and cellulitis*
  - Higher rates of population aged 0 to 64 years that have a severe disability (M:3.3% vs F:2.6%) and were more likely to have an acquired brain injury, intellectual disability, or sensory disability*
  - Lower rates of volunteering (M:16.5% vs F:20.2%)
  - Higher rates of serious injuries from road traffic accidents (M:56% vs F:44%) and substantially higher rates of deaths from road traffic accidents (M:80% vs F:20%), and
  - Higher rates of self-reported diabetes (M:5.4 vs F:3.9) and heart disease (M:6.5 vs F:4.4)

- Living across the Barwon South West Region have:
  - Higher rates of malignant cancer diagnoses (M:12.7 vs F:9.2 per 1,000) and deaths (M:4.8 vs F:3.4 per 1,000)
  - Lower participation rates in blood pressure checks (M:73.0% vs F:82.0%) or a blood glucose checks (M:45.5% vs F:50.5%)
  - Lower GP service delivery rates (were less likely to visit a GP) (M:430,301 vs F:586,854 per 100,000)
  - Lower rates of recommended daily intake of vegetables (M:5.2% vs F:12.3%) or fruit (M:39.4% vs F:60.1%)
  - Higher rates of consuming alcohol at levels risky or high risk to short-term (M:66.1% vs F:43.4%) or long-term (M:8.2% vs F:4.3%) health, and
  - Higher rates of smokers (M:16.7% vs F:13.0%).
FEMALES

Greater Geelong females (compared to males) ...

• Living in Greater Geelong have:
  • Higher hospital admission rates for: dental conditions, pyelonephritis, iron deficiency anaemia, ear nose and throat infections, and dehydration and gastroenteritis.
  • Much higher rates of obesity (F:22% vs M:17.2%)
  • Higher rates of mental and behavioural problems (F:12.3% vs M:10.5%) - including mood (affective) problems (F:8.4% vs M:6.2%)
  • Higher rates of population aged 65 years and over that had a severe disability (F:21.3% Vs M:15.8%)
  • Higher rates of self reported asthma (F:10.0% vs M:7.8%)
  • Living across the Barwon South West Region have:
    • Lower rates of bowel cancer screening participation (F:29.6 vs M:34.3)
    • Lower participation in cholesterol checks (F:50.3% vs M:53.8%), and
    • Lower rates of sufficient levels of physical activity (F:57.3% vs M:62.5%).

SOCIO-ECONOMIC STATUS

The most socioeconomically disadvantaged people in communities often have the poorest health and lowest life expectancy, with health status generally improving with wealth.


The socio-economic status of an individual or community has a substantial influence on their health status. There are also complex and multi-layered interconnections between socio-economic status with age, gender, Indigenous status, location, disability and other population characteristics.

INDIGENOUS STATUS

The Health and Wellbeing of Aboriginal Victorians - Victorian Population Health Survey 2008 Supplementary Report reported that:

• In 2008 Aboriginal Victorians had a significantly higher prevalence of depression and anxiety, cancer, stroke and asthma, and were more likely to rate themselves as being of only fair or poor health compared with non-Aboriginal Victorians
• There were profound disparities between Aboriginal and non-Aboriginal Victorians in the social determinants of health, and
• Of the six disease-inducing behaviours evaluated, Aboriginal Victorians only fared worse in three compared with their non-Aboriginal counterparts: they were more likely to smoke, not eat enough fruit, and be obese if they resided in rural Victoria.

Victorian Population Health Survey 2008 Supplementary Report, DoH 2011
CULTURAL AND LINGUISTIC DIVERSITY (CALD) COMMUNITIES

Data from the Diversitat 2012-13 Annual Report, which covers the Barwon South Western region, indicates that in 2012-13 mental health and other health issues were among the most common issues addressed by Diversitat from new arrivals. Please refer to the Diversitat 2013 Annual Report for further details at www.diversitat.org.au.

The Burden of Disease Due to Health Inequalities Research Summary (VicHealth April 2008) reports that:

- Newly arrived refugees are among the population groups in Victoria that experience the most marked health inequalities
- Only 29% of Victorians born in non-English speaking countries with limited proficiency in English rated their health as excellent or very good. This compared with 53.1% of Victorians born in non-English speaking countries who were proficient in English and 63% of Victorians born in Australia, and
- Despite available health services, CALD communities are often reluctant to use them due to cultural differences, perceived racism and misunderstandings leading to the existing health disparities.

The health impacts of racism have also been explored and documented by VicHealth:

‘Racism can have a negative impact on health for a number of reasons. It can restrict people’s access to resources required for good health. It can also result in stress and negative emotions that have negative psychological and physiological effects and may cause injury through racially motivated assault. People who become worried about being racially discriminated against may experience anxiety. Past experiences of racism may cause social isolation of both individuals and communities, which can contribute to mental disorders.’

- Mental health impacts of racial discrimination in Victorian culturally and linguistically diverse communities Experiences of Racism survey: a summary (VicHealth, November 2012)
4.0 HEALTH

4.2 INEQUITIES IN HEALTH

LESBIAN, GAY, BISEXUAL, TRANS/TRANSGENDER AND INTERSEX (LGBTI)

‘There is great diversity of identities and experiences within and between LGBTI communities, influenced by age, ethnicity, geographical location, (dis)ability, migration experience, socioeconomic status, etc. LGBTI people are part of all other population groups, while also forming a specific marginalized population group, with specific health needs.’

- LGBTI People - Mental Health & Suicide – Briefing Paper, Revised 2nd Edition (National LGBTI Health Alliance, 2013)

'It is not possible to accurately estimate numbers of GLBTI community members as people often do not disclose and fear a homophobic or discriminatory response. However, in a research study while only 2% of the population identified as non-heterosexual, up to 15% have experienced same sex attraction or have had sexual contact with someone of the same sex.' - Smith, A.M.A., Rissel, C., Richters, J., Grulich, A. & De Visser, R.D. (2003). Sexual identity, sexual attraction and sexual experience in a representative sample of adults. Australian and New Zealand Journal of Public Health. 27(2): 138-145

People who are lesbian, gay, bisexual, transgender or intersex (LGBTI) have higher rates of mental health issues. Key figures set out in the LGBTI People - Mental Health & Suicide – Briefing Paper, Revised 2nd Edition (National LGBTI Health Alliance, 2013) include:

- The mental health of LGBTI people is among the poorest in Australia
- At least 36.2% of trans and 24.4% of gay, lesbian and bisexual Australians met the criteria for experiencing a major depressive episode in 2005, compared with 6.8% of the general population
- Lesbian, gay and bisexual Australians are twice as likely to have a high/very high level of psychological distress as their heterosexual peers (18.2% v. 9.2%)
- More than twice as many homosexual/bisexual Australians experience anxiety disorders as heterosexual people (31% vs 14%) and over three times as many experience affective disorders (19% vs 6%) – and the rates are higher across any age group, country of birth, income level, area of residence or level of education/ employment
- LGBTI people have the highest rates of suicide of any population in Australia
- 20% of trans Australians and 15.7% of lesbian, gay and bisexual Australians report current suicidal thoughts
- Same-sex attracted Australians have up to 14 x higher rates of suicide attempts than their heterosexual peers. Rates are 6 x higher for same-sex attracted young people (20-42% cf. 7-13%)
- The average age of a first suicide attempt is 16 years – often before ‘coming out’, and
- Indigenous LGBTI Australians, LGBTI migrants and refugees, LGBTI young people and LGBTI people residing in rural and remote areas are likely to be at particularly high risk of suicide, in line with tendencies of high risk identified in the population as a whole.
4.0 HEALTH

4.3 OVERALL HEALTH

**KEY HEALTH INDICATORS SNAPSHOT**

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>LIFE EXPECTANCY</th>
<th>WELLBEING SCORE</th>
<th>SELF-REPORTED AS GOOD OR EXCELLENT HEALTH (%)</th>
<th>RATE* OF AVOIDABLE DEATHS</th>
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<td></td>
<td>MALES</td>
<td>FEMALES</td>
<td></td>
<td></td>
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<td>78.6</td>
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<td>84.4</td>
<td>77.7</td>
<td>46.6</td>
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</tbody>
</table>

* Please refer to data tables in the appendix for full details, including sources and data notes.

**Compared to state average figures, the Greater Geelong population had a higher subjective wellbeing score (78.6% versus 77.7%) but was less likely to report their health as good or excellent (45.1% versus 46.6%).**

Avoidable death rates were higher in the Greater Geelong population (178.3) compared to the state average (158.3). Deaths from potentially avoidable causes are those deaths that may have been avoided through improved health behaviours, timely delivery of quality health care services, education and screening.

The life expectancy of Greater Geelong males born in 2007 is 79.1 years, while it is 83.7 years for Greater Geelong females. Both figures are slightly below state averages (80.3 years and 84.4 years respectively).

In 2011-12, the hospital admission rate for all ambulatory care sensitive conditions (ACSCs) was lower for Greater Geelong males (31.24 per 1,000) than the state male average (33.59 per 1,000); however the rate for females (32.35 per 1,000) was higher than the state female average (30.75 per 1,000).

**INFANTS AND CHILDREN**

In 2006-08, compared to the state average (6.6%), Greater Geelong had a slightly lower proportion (6.4%) of live births that were low birth weight (weighing less than 2,500 grams).

In June 2013, the proportion of Greater Geelong children who were fully immunised (92.5% and 94.1%) was higher than the state averages (90.5% and 92.7%) for the 12-<15 months and 24-<27 month key age groups. The proportion of children aged 60-<63 months who were fully immunised was slightly lower in Greater Geelong (91.7%) than Victoria (92.4%).

It should be noted that immunisation rates fluctuate between quarters and, in many quarters, immunisation rates for Greater Geelong have been higher than state averages. For more information about immunisation rates, please contact the City of Greater Geelong on 03 5272 5272.

The rate of teenage births in Greater Geelong was higher than the state average in three of the four years 2005 to 2008. Data from the 2011 census indicates that this trend has continued, with an approximate rate of 10.8 per 1,000 females aged 15 - 19 years having ever had a child, compared to the state average rate of 9.4.

**MENTAL HEALTH**

As well as strengthening the community, volunteering provides important social connection and other mental health benefits. The 2011 census results indicate that Greater Geelong had a slightly higher proportion of males (16.5%) and females (20.2%) that volunteered compared to state averages (15.9% and 19.5% respectively). In line with state trends, Greater Geelong females were more likely to volunteer than males; and, the proportion of population that were volunteers decreased very slightly between 2006 and 2011.

Other aspects of community and social connection are measured in the Indicators of Community Strength Survey (2008) and in the VicHealth Indicators Survey (2011). Results from these surveys indicate that Greater Geelong generally has a high level of community strength in the areas of community participation and citizen engagement.

Compared to Victorian averages, residents of Greater Geelong were more likely to report being involved in
their community as: members of clubs and groups; members of organised groups that have taken local action; attendees at local community events; attendees of arts activities or events; and to have participated in citizen engagement.

Greater Geelong residents were also more likely to report that they had opportunities to have a real say on issues that are important and that they feel valued by society; and were less likely to report that they participated in organised sport or parental participation in schools. Please refer to the data tables in the appendix for figures.

MENTAL HEALTH INDICATORS (VARIOUS) 

Greater Geelong residents were less likely to report that they had inadequate sleep (29.3% vs 31.0%), were under ‘time pressure’ (39.6% vs 41.3%) or they lacked time for family and friends (27.1% vs 27.6%) compared to state averages; and were slightly more likely to report that they had adequate work-life balance (57.8% vs 57.3%).

In 2007-08, compared to Victoria, Greater Geelong had a higher estimated rate of males and females with mental and behavioural problems (10.5 and 12.3 vs 9.9 and 11.6), including mood (affective) problems (6.2 and 8.4 vs 6.0 and 8.3). Reflecting state trends, Greater Geelong females were more likely than males to report they had mental and behavioural problems -
including mood (affective) problems. Mood (affective) problems include depressive disorders including major depressive disorder and bipolar disorder.

In 2011-12, the percentage of Greater Geelong population suffering high or very high levels of psychological distress was higher than the state average (14.0% vs 11.1%). Measures of psychological stress are not a diagnosis of mental health conditions but can help estimate population need for mental health services (ABS 2007-08).

Despite having higher rates of population with mental and behavioural problems, Greater Geelong had a much lower rate of mental health care plans prepared for them through the Better Access Program via GP referral in 2009-10 (7,803.7 vs 9,127 per 100,000 population). Greater Geelong also had a slightly higher proportion of registered mental health clients per population in 2011-12 (10.9 vs 10.3 per 1,000 population).

Between 2003 and 2007, there were 102 deaths of Greater Geelong residents attributed to suicide and self-inflicted injuries. The rate per 100,000 population was the same as the state average (11.0) and was lower than the regional Victoria average (13.3).

HEALTH BEHAVIOURS

Broadly speaking, unhealthy behaviours or chronic disease risk factors are more prevalent in Greater Geelong than Victorian averages. Greater Geelong residents, compared to state average figures, were much more likely to smoke or consume alcohol at levels that are risky or high risk to short term health; while they were less likely to consume the recommended daily servings of vegetables or fruit. However, Greater Geelong residents were more likely than the state average to take sufficient physical exercise. Please refer to table below for relevant figures.
4.0 HEALTH

4.3 OVERALL HEALTH

KEY HEALTH BEHAVIOURS SNAPSHOT (2011 - 12) *

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>CURRENT SMOKER</th>
<th>CONSUMES ≥ FIVE SERVES OF VEGETABLES PER DAY</th>
<th>CONSUMES ≥ TWO SERVES OF FRUIT PER DAY</th>
<th>TAKES SUFFICIENT PHYSICAL ACTIVITY</th>
<th>CONSUMES ALCOHOL AT RISKY OR HIGH RISK LEVELS FOR SHORT TERM HEALTH</th>
<th>CONSUMES ALCOHOL AT RISKY OR HIGH RISK LEVELS FOR LONG TERM HEALTH</th>
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<td>41.8</td>
<td>67.6</td>
<td>52.4</td>
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<td>45.3</td>
<td>63.9</td>
<td>45.3</td>
<td>3.3</td>
</tr>
</tbody>
</table>

* Please refer to data tables in the appendices for full details, including sources and data notes. *Estimate has a relative standard error of between 25 and 50 per cent and should be interpreted with caution. Please note that 2011/12 health behaviour figures for Regional Victoria were not available from the Preliminary VPHS Findings at the time of writing.

Compared to the state average (36.6%), Greater Geelong residents (42.4%) were more likely to have purchased alcohol in the last seven days and they spent the same amount ($44) on packaged liquor over seven days; while they spent less ($35 vs $42) on purchasing liquor in licensed premises in seven days.

High levels of alcohol consumption can lead to various types of alcohol-related harm, including alcohol-related injuries or deaths sustained from assaults and traffic accidents. Data from 2009-10 indicates that Greater Geelong had a lower than state average rate of alcohol-related hospital admissions (53.2 vs 55.3 per 10,000). However, the rate increased from 43.5 to 53.2 per 10,000 between 2005-06 and 2009-10. The rate per population of alcohol-related assaults that took place in Greater Geelong was similar to the state average (approx. 12.3 vs 12.7 per 10,000), as was the rate of alcohol-related serious road injuries (4.3 vs 4.1 per 10,000).

In 2011-12, Greater Geelong females were notably more likely to be obese than the state average (22% vs 17%), while the figure for males was equivalent to the state average (17.2% vs 17.4%). Both males and females living in Greater Geelong were more likely to be overweight than the state averages (46.4% vs 40.6% and 26.4% vs 24.6%).

Compared to Victorian average figures, sun protective behaviours were more common in the Greater Geelong population. Greater Geelong residents were more likely to wear a hat (54.7% vs 52.6%) and were much more likely to wear sunglasses (83.5% vs 74.0%) when out in the sun. Data for the Barwon South Western region indicates that men were more likely to wear a hat while women were more likely to wear sunglasses.
As well as personal choice, the rate of population that visits a GP may also be influenced by availability, cultural or gender characteristics, or affordability of local GP services as well as the health status of the population.

HEALTH CONDITIONS

AMBULATORY CARE SENSITIVE CONDITIONS

Ambulatory Care Sensitive Conditions (ACSCs) are those for which hospitalisation is thought to be avoidable with the application of public health interventions and early disease management, usually delivered in ambulatory setting such as primary care. High rates of hospital admissions for ACSCs may provide indirect evidence of problems with patient access to primary healthcare, inadequate skills and resources, or disconnection with specialist services.

Data for the Barwon South Western region indicates that males (34.3%) were more likely to participate in bowel cancer screening tests than females (29.6%). In the Barwon South Western region, males were also more likely to have had a cholesterol check (53.8% vs 50.3%); while females were more likely to have had a blood pressure check (82.0% vs 73.0%) or a blood glucose check (50.5% vs 45.5%) in the last two years.

Despite Greater Geelong having slightly more GPs per population than the state average, it had a lower rate of GP services delivered (430,301 vs 463,342 per 100,000 for males; and 586,854 vs 625,699 per 100,000 for females). Reflecting state trends, the GP service delivery rate to males was markedly lower than to females.
as a lower rate of admissions for congestive cardiac failure; pyelonephritis, and cellulitis. Please refer to the data tables in appendix for relevant figures.

The most common ACSC hospital admissions for Greater Geelong females were: diabetes complications, dental conditions and pyelonephritis with rates of 6.18, 4.56 and 4.11 (per 1,000 females) respectively. Compared to state average rates, Greater Geelong females had a higher rate of admissions for: dental conditions and COPD - while they had a slightly higher rate of admissions for: pyelonephritis; iron deficiency anaemia; ear, nose and throat infections; asthma; convulsions and epilepsy; and angina.

Greater Geelong females had a lower rate of ACSC admissions for: diabetes complications; congestive cardiac failure; cellulitis; and dehydration and gastroenteritis compared to state average rates. Please refer to the data tables in appendix for relevant figures.

Compared to females, Greater Geelong males had a higher rate of ACSC admissions for: diabetes complications, COPD, asthma, congestive cardiac failure, convulsions and epilepsy, angina and cellulitis.

Compared to males, Greater Geelong females had a higher rate of ACSC admissions for: dental conditions, pyelonephritis, iron deficiency anaemia, ear nose and throat infections, and dehydration and gastroenteritis.
In 2011, Greater Geelong had an estimated 11,238 persons with any form of diabetes and this represented approximately 5% of the population - compared to the state average of 4.5%. Between 2001 and 2011, the number of Greater Geelong persons with diabetes increased by 6,266 people (126%).

In 2008, Greater Geelong had the same proportion of population that reported having type 2 diabetes as the Victorian average (4.8%).

In 2007-08, the estimated rate of circulatory system diseases - including hypertensive disease - in the Greater Geelong population was higher than the state average (18.1 vs 17.3; and 11.2 vs 10.3 per 100 persons). Compared to state averages, however, in 2008 the Greater Geelong population (5.6%) was less likely to report having been diagnosed with heart disease by a doctor (6.7%). Despite this, the rate of potentially avoidable deaths from cardiovascular diseases - including ischaemic heart disease and cerebrovascular diseases - were higher than state averages between 2003 and 2007 (48.2 vs 39.8; 35.2 vs 27.8; and 10.0 vs 9.4 per 100,000 persons).

High cholesterol was also estimated to be slightly more common in the Greater Geelong population than the state average (5.6 vs 5.5 per 100 persons).

Over the period 2007 - 2011, the most commonly diagnosed cancer was prostate cancer, with an average of 239 cases diagnosed per year, followed by bowel (176 cases per year) and then breast (154 cases per year).

The rate of potentially avoidable deaths from lung cancer, colorectal cancer and other cancers in Greater Geelong was higher than state averages (22.6 vs 20.6; 14.0 vs 11.3; and 65.9 vs 61.4 per 100,000).

In 2007-08, prevalence of respiratory system diseases in Greater Geelong was marginally higher than the state average (27.7 vs 27.3 per 100 persons), however asthma appears to be slightly less prevalent in the Greater Geelong population (9.1 vs 10.7%). Potentially avoidable deaths attributed to respiratory system diseases, however, are notably more common in the Greater Geelong population (12.0 vs 8.4 per 100,000).

The Victorian Government’s Department of Human Services conducts surveillance of infectious diseases. It should be noted that this is a measurement of the diseases that are presented at medical practices and laboratories and not actual prevalence of a disease. Data is updated regularly on the Department’s website and should be referred to for the most up to date figures. Reported rates of HIV are not included in the LGA-level surveillance reports.

Notifiable conditions most commonly reported in the Greater Geelong population include: hepatitis C - newly acquired, hepatitis C - unspecified, campylobacter infection, salmonellosis, chlamydia trachomatis infection, influenza, and pertussis.

Compared to state averages, Greater Geelong had a higher rate of: hepatitis C - newly acquired, hepatitis C - unspecified, campylobacter infection, listeriosis, legionellosis, meningococcal infection, mycobacterium ulcers, Barmah Forest virus infection, chikungunya.
virus infection, dengue virus infection, Ross River virus infection, Q fever, chlamydia trachomatis infection, influenza, mumps, pertussis, and pneumococcal infection.

**DENTAL HEALTH AND SERVICES**

In 2011-12, males and females living in Greater Geelong (4.01 and 4.56 per 1,000 persons) had a much higher hospital admission rate for dental conditions compared to state averages (2.88 and 3.09 per 1,000 persons).

The rate of dental services/clinics per population in Greater Geelong is lower than the state average (0.18 vs 0.21 per 1,000 persons). Additionally, in the April - June 2011 quarter, the waiting time to receive general dental care treatment through the Victorian Government's Dental Health Program at Barwon Health - Belmont, Corio or Newcomb locations was almost three years (ranging from 32 months to 35 months across the sites) compared to the state average of 17 months. The Victorian Government's Dental Health Program provides emergency, general and denture care to eligible Victorians through community dental clinics in community health services, rural hospitals and the Royal Dental Hospital of Melbourne.

The waiting time to receive denture care treatment through the Victorian Government's Dental Health Program at Barwon Health - Belmont, Corio or Newcomb locations was almost three years (ranging from 32 months to 35 months across the sites) compared to the state average of 17 months. The Victorian Government's Dental Health Program provides emergency, general and denture care to eligible Victorians through community dental clinics in community health services, rural hospitals and the Royal Dental Hospital of Melbourne.
This section looks at some of the key characteristics of community strength in the G21 region. A person’s connection to and the attributes of the place in which they live are an important factor in determining health status.

### KEY STRENGTHS

Compared to state average figures, the Greater Geelong population has:

- A higher proportion that state their community has a pleasant environment (81.1% vs 80.0%) and that they feel safe when walking alone in their community during the day or night time (98.9% vs 97.1% and 75.8% vs 69.9%)
- A higher proportion that agree they live in an active community; and that there are a wide range of community and support groups (64.9% vs 55.0% and 64.8% vs 57.0%)
- A higher level of community strength in most areas of community participation and citizen engagement* and a higher proportion of population that believe they have opportunities to have a real say on important issues and that they feel valued by society (45.7% vs 41.0% and 56.3% vs 52.0%)
- A higher proportion who live near public transport (77% vs 74%); and a lower proportion that report experiencing transport limitations (23% vs 24%), and
- More affordable housing - with median housing loan repayments and rents (in 2011) below state averages ($1,517 vs $1,700 and $231 vs $277) and a higher proportion of rental housing in December 2013 classified as ‘affordable’ (25.8% vs 20.7%).

### KEY CHALLENGES

Compared to state average figures, the Greater Geelong population has:

- A slightly lower proportion that state their community has easy access to recreational and leisure facilities (82.7% vs 83.0%) or that agree it has good facilities and services (85.7% vs 87.0%)
- A lower rate of GPs per population, of services delivered by GPs per population, and a much lower rate of population receiving Mental Health Care Plans*
- A relatively low proportion of households that have a broadband internet connection, compared to the state average (66.3% vs 70.0%)
- A higher proportion of households experiencing rental stress (29.5% vs 25.1%)
- In 2012/13, higher rates of crime against the person, against property, and of reported family incidents - as well as greater increases in rates of crimes against the person, drug offences and of reported family incidents between 2011/12 and 2012/13*, and
- A relatively high proportion of fatalities from road traffic accident fatalities in Greater Geelong that are males and aged 18 to 25 years*.

Greater Geelong also experiences extreme population fluctuations in some towns, particularly coastal areas, accompanied by very high rates of unoccupied private dwellings in low season*.

* Please refer to the data tables in the Appendix for figures for this data set. NOTE: where possible, figures in this section have been rounded up to a whole number. Please refer to tables in the appendix for full details and notes on data, including rates per population, dates and other important information.
5.0 STRONG COMMUNITIES

5.2 COMMUNITY CHARACTERISTICS OF GREATER GEELONG

LOCATION & ACCESS TO SERVICES & FACILITIES

The Geelong Region Plan (2007), referring to the total G21 region, identifies key objectives for improving access to services and facilities. The broad objectives of connectivity and well-planned urban areas are also applicable to Greater Geelong.

‘Given that the region’s population is anticipated to almost double and include many more older people over the next 45 years, the challenge will be to ensure that all communities and sub regional areas are well linked to quality services and infrastructure. This will require well planned integrated transport systems, best practice urban design including access to quality open spaces and high standard recreational opportunities, communication networks and a high level of community engagement.’

Data from various community strength indicators suggest that, compared to state averages, Greater Geelong has:

- A slightly higher proportion of population that agreed their community has a pleasant environment, nice streets, is well planned and has open spaces (81.1% vs 80.0%)
- A notably higher proportion of population that agreed that where they lived had an active community, people do things and get involved in local issues/activities; and that their community has a wide range of community and support groups (64.9% vs 55.0% and 64.8% vs 57.0%)
- A slightly lower proportion of population that agreed that they had easy access to recreational and leisure facilities; or their community has good facilities and services like shops, childcare, schools and libraries (82.7% vs 83.0% and 85.7% vs 87.0%)
- A lower rate of GPs per population, a lower rate of services delivered by GPs per population, and a much lower rate of population receiving mental health care plans prepared by their GPs
- A relatively high level of access to public transport with 77.4% of residents living near public transport; and a relatively low level of population that reported experiencing transport limitations, and
- A relatively low proportion of households that had a broadband internet connection, compared to the state average (66.3% vs 70.0%).

A large proportion (73%) of Greater Geelong residents live and work in the same LGA. The next most common workplace location for Greater Geelong residents was City of Melbourne (4.5%), followed by Wyndham (2.2%) then Surf Coast (1.8%).

In 2012, the median house value in Greater Geelong was $360,000 compared to the Victorian median of $412,000; while the median value of a unit/apartment was $287,000 compared to the Victorian median of $400,000.

Median property values for houses and for units/apartments in Greater Geelong are lower than the medians for Victoria; however, between 2007 and 2012, median values increased by a greater proportion (30% and 25%) than the Victorian (27% and 23%) or regional Victorian (22% and 17%) figures.

In 2011, the median monthly home loan repayment for Greater Geelong households ($1,517) was lower than the state median ($1,700) while the median weekly rent ($231) was also lower than the state median ($277).

December 2013 data indicates that, compared to the state average (20.7%), Greater Geelong (25.8%) had a larger proportion of rental properties classified as affordable. However, in 2011, the proportion of Greater Geelong renting households experiencing rental stress was higher than the state average (29.5% vs 25.1%). The proportion of Greater Geelong mortgaged households experiencing mortgage stress, however, was lower than the state average (9.8% vs 11.4%).

Compared to state averages, Greater Geelong residents are more likely to fully own the home they live in (36% versus 34%) but are less likely to be purchasing their home (34% versus 36%) or renting (26% versus 27%).

Just over 13% of private dwellings in Greater Geelong were unoccupied at the 2011 census (which is conducted in August) compared to the state average (11.3%).

However, Greater Geelong is home to a number of coastal resort settlements that experience substantial population increases in the peak tourism season while
they typically have a high proportion of unoccupied dwellings in the low season. Such extreme population peaks can place significant pressure on community and other facilities, services and resources and the high proportions of empty dwellings in the low season can impact upon the cohesion, amenity and capacity of these communities.

Estimates of peak population in high tourist season indicate that the population of Indented Head increases by 477%; St Leonards increases by 397%; Portarlington increases by 345%; Barwon Heads/Breamlea increases by 183%, and Ocean Grove increases by 136%.

COMMUNITY PARTICIPATION AND SOCIAL SUPPORT

The VicHealth Indicators Survey 2011 - Selected Findings, (VicHealth 2012) reports that:

‘Rates of participation in citizen engagement activities were similar for males and females but showed a clear socioeconomic gradient, with participants who were employed, university educated, on higher incomes ($60,000+ per annum), speaking English at home, and not from CALD backgrounds having significantly higher rates of participation than the average Victorian. There were also geographical associations, with those living in inner metropolitan, regional and peri-urban areas having significantly higher rates of participation than those residing in growth and outer metropolitan areas’.

As set out in the Health section, residents of Greater Geelong were slightly more likely to be volunteers compared to the state average and the proportion of population that were volunteers decreased very slightly between 2006 and 2011.

Greater Geelong had a high level of community strength in the areas of community participation and citizen engagement, with relatively high proportions of population reporting they were involved in their community as: members of clubs and groups; members of organised groups that have taken local action; attendees at local community events; attendees of arts activities or events; and to have participated in citizen engagement.

Greater Geelong residents were equally as likely to report they could get help from friends, family or neighbours when needed, compared to the state average, and were more likely to report they could raise $2,000 in an emergency (90.7% vs 91.0% and 87.8% vs 85.0%)
LOCAL GOVERNANCE AND LEADERSHIP
Compared to state averages, residents of Greater Geelong were more likely to report that they were members of a decision-making board or committee or that they were members of organised groups that have taken local action (21.8% vs 17.0% and 47.1% vs 38.0%). They were also more likely to report they believed they had opportunities to have a real say on important issues and that they feel valued by society (45.7% vs 41.0% and 56.3% vs 52.0%).

CRIME AND SAFETY
CRIME RATES
In 2012/13, compared to state average figures, Greater Geelong had higher rates of crime against the person and of crimes against property. Between 2011/12 and 2012/13, the rate of crimes against the person and of drug offences increased by a higher proportion than the Victoria average.

Despite the higher crime rate against persons, Greater Geelong residents were more likely to report they felt safe when walking alone in their community during the day or at night time.

Victoria Police 2012 data for impounded vehicles indicate that compared to Victoria, Greater Geelong was over-represented in impoundments for offences for excessive speed, careless driving, racing, and evading police pursuit.*

* Please refer to tables in the appendix for all crime and family incident figures

FAMILY VIOLENCE
Note: Family Violence is defined in the Victoria Police Code of Practice for Investigation of Family Violence in accordance with the Family Violence Protection Act (2008). Family violence is defined as any behaviour, whether a criminal offence or not, that in any way controls or dominates a family member and causes them to feel fear for their own, or other family members’ safety or well-being. It includes violent, threatening, coercive or controlling behaviour that occurs in current or former family, domestic or intimate relationships. Family means any family or family-like relationship, including current and former intimate partners, relatives, same-sex partners and carers.

In its statistical reports, Victoria Police use the term Family Incident while the Victorian Family Violence Database (which uses Victoria Police data) uses the term Family Violence Incident. These terms refer to the same incidents (as defined above). Please note that the figures are for any family violence incidents attended by Victoria Police and may or may not involve violence and may not result in charges being laid.

Figures for the relationship between the gender of victim and gender of the perpetrator in the reported family violence incident figures set out below were not available from the data source: The Victorian Family Violence Database Volume 5: Eleven Year Trend Analysis (1999–2010). Similarly, the relationship between age of victim and relationship to perpetrator; or age of victim and sex of perpetrator (or visa versa) was not available.

For further information regarding family violence in Victoria, documents found at the following link may be useful: http://www.victimsofcrime.vic.gov.au/utility/for+professionals/research+reports/

VICTORIA POLICE FAMILY INCIDENT DATA
In 2012-13, the rate of reported family incidents was higher in Greater Geelong than the state average (1,174.3 vs 1,071.0 per 100,000). The rate of reported family incidents where charges were laid was also higher (504.2 vs 450.3 per 100,000) compared to the state average, as was the rates of incidents where children were present (340.1 vs 333.2 per 100,000). Between 2011-12 and 2012-13, the rate of family
incidents increased substantially (from 876.6 to 1,174.3 per 100,000) and this increase was similar to the state average increase (from 896.3 to 1,071.0 per 100,000).

In 2009-10, females accounted for 80% of family incident affected family members (victims) in Greater Geelong; while males accounted for 82% of those identified as the 'other party' (perpetrator).

The most common age ranges of victims of reported family incidents were 25 - 34 years and 35- 44 years (accounting for 26% each); while the most common age range of perpetrators in reported family incidents was 25-34 years (29%) closely followed by the 35-44 years (28%).

The most common relationship between victim and perpetrator in reported family incidents was a spouse/de factor/domestic partner, accounting for 52% of all reported incidents. Former spouse/de factor/domestic partner was the next most common relationship (17%). Please refer to data tables in appendix for further details.

ROAD ACCIDENTS

Between September 2007 and 2013, there were 1,344 hospitalisations that resulted from road accidents that occurred in Greater Geelong. The accidents were more likely than the state average to involve females (44% vs 42%), persons aged 0 - 17 years (11% vs 7%), or persons aged 60 years and over (22% vs 20%).

Road users involved in accidents were also more likely than the state averages to involve drivers of motor vehicles (51% vs 45%) or pedestrians (12% vs 11%); while accident types were more likely to be adjacent direction (20% vs 15%), pedestrians (11% vs 9%) or running off a straight road (24% vs 23%).

Between March 2007 and 2014, there were 60 fatalities that resulted from road accidents in Greater Geelong. Compared to state averages, fatalities were notably more likely to be males (80% vs 71%), persons aged 18 to 25 years (28% vs 22%), or persons aged 30 to 49 years (37% vs 27%).

Compared to state averages, fatalities were also more likely to be motor vehicle passengers (27% vs 20%) or pedestrians (17% vs 15%).

Fatal road accidents in Greater Geelong were much more likely to have occurred on a Saturday (28% vs 18%) or a Monday (17% vs 13%); and they were much more likely to have occurred between midnight and 6:00am (33% vs 16%) or between 8:00am and 10:00am (13% vs 9%).
Key Strengths

- Highly valued natural environments and high conservation value areas - especially coastal areas - making a significant contribution to the ecology of the area and the liveability values that attract residents and visitors
- Close proximity to Geelong and to Melbourne as major employment and services hubs - including high order education, health and commercial services
- 2012 median house and unit/apartment values are lower than state averages ($360,000 vs $412,000 and $287,000 vs $400,000), and
- In December 2013, the proportion of Greater Geelong rental properties classified as ‘affordable’ (25.8%) was greater than the state average (20.3%).

Key Challenges

- The impacts of substantial projected population growth on natural environments, community and public services and facilities, and on community strength
- Extreme bushfire risk in Breamlea and Anakie; Very High risk in St Leonards/ Indented Head and High risk in Lara and Ocean Grove
- The poor condition of most streams and rivers in the municipality
- Lower than state average 2013 rainfall in the Geelong urban area (452.9mm vs 608.5mm)
- The impacts of climate change on natural and built assets, the agricultural sector, population health and wellbeing, biodiversity, and infrastructure
- Assisting population to adapt to extreme heat conditions such as in January 2014
- A housing mix that is dominated by separate houses (85% vs 77%)
- High levels of households experiencing rental stress
- The environmental and social impact of extreme population fluctuations in some towns

Note: Some figures in this section have been rounded up to a whole number. Please refer to tables in the appendix for full details and notes on data, including rates per population, dates and other important information.
6.0 ENVIRONMENT

6.2 NATURAL FEATURES AND LAND USE

KEY ENVIRONMENTAL FEATURES
Greater Geelong encompasses an area of 1,247 square kilometres. The environment of the municipality is diverse and contrasting, featuring: coastal, rural, highly urbanised and industrial settings as well as a range of regional/local reserves as well as state and national parks, including the You Yangs Regional Park and part of the Brisbane Ranges National Park.

Bounded by Corio Bay and the Barrabool Hills, Greater Geelong has extensive basalt plain grasslands to the north that extend to the distinctive granite peaks of the You Yangs and the Brisbane Ranges. In the southeast, the undulating hills of the Bellarine Peninsula extend through to coastal dunes.

Many coastal reserves in Greater Geelong have high conservation values, including: Avalon Coastal Reserve, the Spit Wildlife Reserve, Breamlea foreshore, Buckley Park, Collendina, and Limeburners Bay including Shell foreshore. Other important parks and reserves in Greater Geelong include: Serendip Sanctuary, You Yangs Regional Park, part of the Brisbane Ranges National Park, Breamlea Flora and Fauna Reserve, Lake Connewarre Wildlife Reserve - which includes Lake Connewarre and Lake Reedy - a RAMSAR wetlands, and Salt Lagoon State Nature Reserve.

POPULATION GROWTH AND THE NATURAL ENVIRONMENT
By 2031, the state government’s Victoria in Future 2014 population projections estimate that the population of Greater Geelong will reach 288,806. Compared to the 2011 Greater Geelong population estimate from Victoria in Future*, this figure would represent an increase of 72,969 people across the municipality.

* VIF 2011 population estimates are based on specific methodologies and do not match 2011 census counts.

The Greater Geelong projected population increase (34%) is higher than the projected increases for regional Victoria (25%). Increase in population and visitors numbers, particularly in coastal townships, has the potential to impact upon the region’s valued and fragile natural assets, including coastal areas.

The Geelong Region Plan (2007) identifies significant concerns relating to the impact that population growth and increasing visitor numbers have on the natural environment, valued landscapes and the livability of the region and these comments have particular relevance to Greater Geelong ... ‘The coast line is the focus of development pressures and tourism use and includes the most fragile and vulnerable ecosystems in the G21 region. Traffic to coastal towns during busy weekends and peak holiday times is becoming extreme.’

The Draft Victorian Coastal Strategy (2013) also reinforces these concerns when describing the various pressures on fragile coastal areas from development ... ‘Our desire to be near and visit the coast creates pressure on the very aesthetic, cultural, and environmental values which attract us. Careful planning is required to meet these growing demands in a way that preserves the significant natural values and ecosystems of the coast.’

LAND USE
In 2008, more than 60% of land in Greater Geelong was used for dryland agriculture and plantations, while a further 9% was used for conservation and natural environments. Intensive uses - such as housing, manufacturing, commercial industry, mining, services and utilities and intensive agriculture and horticulture - accounted for some 24% of land in Greater Geelong.

GREATER GEELONG MAIN LAND USES (2008)

<table>
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<tr>
<th>LAND USE</th>
<th>GREATER GEELONG</th>
<th>VICTORIA</th>
</tr>
</thead>
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<td>Conservation and Natural Environments</td>
<td>11,680.3</td>
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<td>Production from Relatively Natural Environments</td>
<td>2,657.2</td>
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<tr>
<td>Production from Dryland Agriculture and Plantations</td>
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<tr>
<td>Production from Irrigated Agriculture and Plantations</td>
<td>3,566.7</td>
<td>2.9%</td>
</tr>
<tr>
<td>Intensive Uses*</td>
<td>30,552.5</td>
<td>24.6%</td>
</tr>
<tr>
<td>Water</td>
<td>478.0</td>
<td>0.4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>124,404.4</td>
<td>100%</td>
</tr>
</tbody>
</table>

ABS National Regional Profiles, ABS 2012

*Includes residential, manufacturing and industrial
With respect to land use zoning, as set out in the Greater Geelong Planning Scheme, the most common zones in the municipality are rural zones (62.0%); while residential land use zones make up 7.8% of the total and industrial zones make up 2.1%.

RIVER HEALTH
Greater Geelong is largely located within the Moorabool and Barwon river basins. In 2010, the condition of streams and rivers in and around the urban areas of Geelong was poor or very poor. Conditions in the northern parts of the municipality improved to moderate in some areas.

WATER USE
Barwon Region Water Corporation is Greater Geelong’s urban water corporation. Metred water consumption figures for 2008-09 and 2012-13 indicate that consumption increased by a substantial amount (13.1%) in the Bellarine Peninsula area* while it increased by a small amount in the Geelong urban area* (1.5%) over the period, compared to an increase of 4% across the total Barwon Region Water Corporation region.

* Bellarine Peninsula includes: Barwon Heads, Bellarine, Breamlea, Clifton Springs, Curlewis, Drysdale, Indented Head, Mannerim, Marcus Hill, Ocean Grove, Point Lonsdale, Portarlington, Queenscliff, St Leonards, Swan Bay, and Wallington.

Geelong urban includes: Anakie, Avalon, Balliang, Bamgarie, Bannockburn, Batesford, Birregurra, Fyansford, Gheringhap, Inverleigh, Leopold, Lethbridge, Little River, Marshall, Maude, Meredith, Modewarre, Moorabool, Moriac, Mount Moriac, Murgheboluc, She Oaks, Shelford, Staughton Vale, Sutherlands Creek, Teesdale, Thompson, Winchelsea, and Wurdiboluc.

Demand levels for drinking water in Geelong are projected to increase by 74% between 2012 and 2060, compared to an estimated 64% increase for the total Barwon Region Water Corporation region.
6.0 ENVIRONMENT

6.2 NATURAL FEATURES AND LAND USE

PROJECTED TOTAL DEMAND FOR DRINKING WATER (2012 - 2060)

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>PROJECTED CHANGE IN POPULATION</th>
<th>AGREED SERVICE LEVEL (ML/A)</th>
<th>% INCREASE IN ML/A</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
<td>2060</td>
<td>2012</td>
</tr>
<tr>
<td>Geelong</td>
<td>268,000</td>
<td>499,000</td>
<td>27,800</td>
</tr>
<tr>
<td>Barwon Water Total</td>
<td>290,962</td>
<td>527,130</td>
<td>34,044</td>
</tr>
</tbody>
</table>

Water Supply Demand Strategy 2012-2062, Barwon Water 2012
1. Normal levels (for 19 of 20 years) under Permanent Water Saving Plan

RAINFALL

In 2013, Geelong had an average annual rainfall of 452.8mm, while Barwon Heads had an average annual rainfall of 581.3mm. Both figures were below the Victorian 2013 average of 608.5mm.

MAXIMUM AVERAGE TEMPERATURES

Average January maximum temperatures in 2013 and 2014 at Geelong* (27.3°C and 26.0°C) were slightly cooler than metropolitan Melbourne averages (28.6°C and 27.3°C). Long term average January maximum temperatures for Geelong** were very slightly higher than the metropolitan Melbourne average (26.2°C vs 25.9°C).
HEATWAVES

In January 2009 and 2014, Victoria experienced heatwaves of unprecedented intensity and duration. Metropolitan Melbourne-based health service data from the 2009 heatwave has been analysed by the Victorian government and results indicate that it had a substantial impact upon the health and the death rate of the Victorian population.

Population groups most likely to have presented at a metropolitan Melbourne hospital emergency department with a heat-related health condition during the 2009 heatwave were: people aged ≥65 years (four times more likely than any other age group); people born in Australia; and people living alone in a private residence. Other key findings from the analysis of metropolitan Melbourne health services* include:

Ambulance Victoria metropolitan emergency case load:
- A 25% increase in total emergency cases and a 46% increase over the three hottest days
- A 34 fold increase in cases with direct heat-related conditions (61% in those ≥75 years)
- A 2.8 fold increase in cardiac arrest cases

Emergency Department presentations:
- A 12% overall increase in presentations, with a greater proportion of acutely ill patients and a 37% increase in those aged 75 years or older
- An almost 3 fold increase in patients dead on arrival (69% being ≥75 years)
Total all-cause mortality:

- There were 374 excess deaths (62% increase) over what would be expected, and
- The greatest number of deaths occurred in those ≥75 years.

*Health service delivery data from other regions from the January 2009 heatwave was not available.

EXTREME HEAT AND HEALTH

The analysis of the 2009 heatwave also resulted in the development of heat health temperature thresholds*. The threshold is the lower temperature limit above which heat-related illness and mortality increase. Thresholds differ by weather district, with higher thresholds set in areas where temperatures are typically higher and more common.

Greater Geelong is situated within the Central weather district, which has a heat health temperature threshold of a mean temperature# of 29-30°C, or a maximum temperature of 37 - 39°C. NOTE: In this profile and other G21 region profiles, due to the complexity of calculating daily mean temperatures across many months for numerous weather stations, the maximum temperature threshold has been used.

For two or more consecutive days of extreme heat, the threshold drops to a maximum temperature of 34 - 36°C. Data for the metropolitan Melbourne-based health services in the Central weather district from the 2009 heatwave, indicates that:

- Heat-related health service activity increased above expected levels within the first 24 hours of an extreme heat event
- Subsequent days of extreme heat resulted in an increase in service activity that was higher than the increase observed on the first day of an extreme heat event, and
- A lack of relief from the heat overnight appears to contribute to higher than normal levels of mortality during periods of extreme heat.

* For further information about heat health temperature thresholds refer to The population health impacts of heat: Key learnings from the Victorian Heat Health Information Surveillance System (Department of Health 2011)  

HEAT HEALTH THRESHOLD DAYS AT GEELONG

Between December 2012 and February 2014, Geelong recorded nineteen days that exceeded the maximum temperature threshold (37°C) for the Central district.

Over the same period, with respect to subsequent days that exceeded the maximum temperature threshold (34°C) following the first day of maximum temperature of 37°C or higher, Geelong had two events (1 x four-day events and 1 x two-day event) that exceeded the threshold for the Central district and these both occurred in January 2014.

HEAT HEALTH THRESHOLD DAYS AT GEELONG (GEELONG RACECOURSE WEATHER STATION)

<table>
<thead>
<tr>
<th>MONTH &amp; YEAR</th>
<th>SINGLE DAY EXTREME HEAT EVENTS (Max. of ≥37°C)</th>
<th>CONSECUTIVE DAY EXTREME HEAT EVENTS (Days of max. ≥34°C following a day of max. ≥37°C)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Days</td>
<td>No. of events in month</td>
</tr>
<tr>
<td>December 2012</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>January 2013</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>February 2013</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>March 2013</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>December 2013</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>January 2014</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>February 2014</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

Climate Data Online, Bureau of Meteorology - access at www.bom.gov.au accessed in March 2014

Further data, including historic records and records for other weather stations in the G21 region, is available from the Bureau of Meteorology.

NOTE: The City of Greater Geelong utilises an alternative heat health threshold methodology (from the Department of Health), which is based on calculating the mean of the maximum day time temperature and the minimum overnight temperature. This methodology was not used in this profile, or the other G21 Region profiles, due to the complexity of calculating mean temperatures over a large number of months and locations in the G21 region. Please contact the City of Greater Geelong for further information about heat health thresholds in Greater Geelong.
BUSHFIRE
A number of settlements in Greater Geelong have been assessed as having High, Very High or Extreme bushfire risk in accordance with the Victorian Fire Risk Register. Breamlea and Anakie have been assessed as having Extreme bushfire risk; while St Leonards / Indented Head has been assessed as having Very High risk and Lara and Ocean Grove as having High risk. Please refer to the CFA community guides for more information about bushfire risk in individual communities at: http://www.cfa.vic.gov.au/plan-prepare/community-information-guides/

CLIMATE CHANGE
Responding to the challenge of climate change is one of the 21 policies set out in The Geelong Region Plan (2007). The impacts of climate change on the G21 region are predicted to be complex and substantial, particularly with respect to the region’s many coast-based towns and tourist attractions - but also for the region’s substantial agricultural sector.

Current modelling for sea level rise projections indicate that parts of Geelong and Queenscliffe, as well as smaller areas in some small coastal settlements, will be impacted by rising sea levels and storm surges, bringing new risks to communities and shorelines from inundation and erosion.

More frequent and prolonged periods of extreme heat will have substantial impacts upon population health as well as economic productivity, while the increased frequency of bushfires and extreme weather events will have major impacts upon population health, agriculture, tourism, industry and community infrastructure and the region’s many businesses. Projected reductions in rainfall will mean less water is available for residential, agriculture and industry needs. Changes to temperatures and rainfall will also impact upon the region’s biodiversity.

The following information is drawn from the 2008 Climate Change in the Corangamite Region document and the G21 Regional Growth Plan Background Report (2012).

THE CORANGAMITE REGION CLIMATE BETWEEN 1998 AND 2007:
- Average annual temperatures were 0.3°C warmer than the 30 year (1961-1990) average
- Average minimum and maximum temperatures increased by roughly the same amount
- The average annual number of days over 30°C or over 35°C increased
- There were ten fewer cold nights (minimum temperature below 5°C) and three fewer frosts on average per year
- The region’s average rainfall was 12% below the 1961 to 1990 average*, and
- Rainfall decreases were greatest in autumn and winter, while average summer rainfall actually showed a small increase.

*Author note: Data from the Bureau of Meteorology indicates that between November 2010 and October 2013, most of the G21 region had higher than average annual rainfall.

THE PROJECTED CORANGAMITE REGION CLIMATE 1990 FIGURES VERSUS 2030 PROJECTION
- Average annual temperatures are projected to be around 0.8°C warmer
- The number of hot days (days over 30°C) is expected to increase
- Reductions in the total average annual rainfall of around 4% are expected
- Increases in potential evaporation and reductions in relative humidity are expected
- Small increases (0.8%) in solar radiation are expected.

THE PROJECTED CORANGAMITE REGION CLIMATE 1990 FIGURES VERSUS 2070 PROJECTION
- Further increases in temperature are expected and increases could be as high as 2.4°C.
- The number of hot days will continue to increase
- Rainfall totals will continue to drop - with greatest reductions likely in the Spring
- Conditions will become increasingly drier as potential evaporation continues to increase and relative humidity decreases.
SUSTAINABLE SETTLEMENTS

7.0
‘What we build and how we go about our lives has a profound impact on our health and wellbeing, both now and for future generations. Humans need to be physically active. How they get about in their daily lives can contribute to that daily physical activity quota if the built environment is conducive to walking and cycling activity.

There is now a proven link between people’s physical and mental health and the urban form of towns and cities. Furthermore, there is a strong overlap between the characteristics of a sustainable city and those required for active living. Both require street networks and higher urban densities that are supportive of walking, cycling and public transport; mixed uses; good streetscapes; a high-quality public realm; broad housing choice and extensive opportunities for social interaction.’

- Planning for Health Urban Environments, A quick guide to supportive Victorian planning clauses (Heart Foundation, November 2013)

The **Greater Geelong Urban Settlement Pattern**

In 2012, Greater Geelong had a population density of 169.0 persons per km², which is much higher than the state (23.5 persons p/km²) and regional Victoria (6.2 persons p/km²) averages.

Geelong is the largest urban area in the Greater Geelong municipality and G21 region. With a 2011 population of some 143,921, it accounts for 68% of the Greater Geelong population and 52% of the G21 region population. After Geelong, Ocean Grove has the next largest population (12,555), followed by Lara (11,192) then Leopold (9,608) and Clifton Springs (7,153). Smaller settlements in Greater Geelong include: Drysdale (4,315), Barwon Heads (3,536), Portarlington (3,147), St Leonards (2,000), and Indented Head (920).

Creating sustainable settlements is a key direction in **The Geelong Region Plan (2007)**. The direction is focused on consolidating residential development in easy to access ‘service hubs’ and providing more diversity in housing styles and sizes areas so that the current and future needs of the region’s population may be met by: improving physical activity and sustainable transport options; improved proximity and accessibility to key facilities and services; and diversifying housing choices – including affordable housing. Reducing the impact of population growth on the region’s natural environment, productive agricultural areas and valued landscapes is also a key objective as part of the direction.

‘Smart urban design has resulted in inter-generational living in choices of medium density housing in and around easy-to-access service hubs, with an increasing instance of walking and cycling to get to key destinations...’

The G21 Regional Growth Plan Background Report (2012) identifies key challenges associated with current G21 urban form. Many of these are pertinent to Greater Geelong:

- New housing development needs to be managed carefully, particularly in regard to the provision of physical and social infrastructure and the capacity of different services providers to fund and deliver services in multiple areas.
- The average number of lots per hectare across the region is low and there is a need to identify ways to increase the average housing density beyond 15 lots per hectare to achieve greater efficiency and utilisation of existing services, provision of additional services such as public transport and to accommodate growth.
- Housing stock is dominated by single detached dwellings and high housing costs in coastal areas; as such, there is a need to provide a broader diversity of housing types, including affordable housing, social housing, medium density housing, and increased rental stock to meet the existing and future needs of the population.
- Climate change, particularly in coastal settlements, limits opportunities for residential growth in some instances, and
- Providing future housing needs solely within greenfield-urban expansion areas is not sustainable over the next 40 years and will have significant negative impacts, including the viability of higher density housing projects.

**HOUSING**

The Geelong Region Plan (2007) identifies the lack of affordable and diverse housing options as a regional issue. In 2011, median mortgage repayments ($1,517 p/month) and rental payments ($231 p/week) in Greater Geelong were lower than state averages ($1,700 p/month and $277 per week respectively).

In December 2013, the proportion of Greater Geelong rental properties classified as ‘affordable’ (25.8%) was greater than the state average (20.3%) but much lower than the regional Victoria (58.1%) average. However, the proportion of Greater Geelong households (29.5%) in 2011 that were calculated to have rental stress was higher than both state (25.1%) and regional Victoria averages (26.8%).

The proportion of Greater Geelong households (9.8%) with mortgage stress in 2011 was lower than both state and regional Victoria averages (both 11.4%).

Between 2006 and 2011, median weekly rents in Greater Geelong increased by 44.4% which was lower than the state average increase (49.7%) but higher than the regional Victoria average increase (31.0%). Greater Geelong median monthly housing loan repayments increased by 37.9% over the same period and this increase was greater than both state (35.8%) and regional Victoria (30.0%) average increases.

Housing choices remain limited in the municipality. Separate houses accounted for 85.4% of all private occupied dwellings in 2011, while 9.3% were semi-detached or flats/units/apartments. The proportion of separate houses is higher in Greater Geelong than the state average (77%). Between 2006 and 2011, the proportion of housing that was separate dwellings decreased by a small amount (from 86% to 85%).

The VicHealth report *Precarious housing and health inequalities: what are the links?* (2011), defines precarious housing as housing that is: 1) unaffordable (high housing costs relative to income), 2) insecure of tenure (insecure tenure type and subject to forced moves), and 3) unsuitable (overcrowded, poor dwelling condition, unsafe, poorly located).

The report found that, on average, people living in precarious housing had worse health than people who were not precariously housed and that this relationship
existed regardless of a person’s income, employment, education, occupation and other demographic factors. Additionally, the report found that:

- The poorer people’s housing, the poorer their mental health
- Particular groups are more susceptible to precarious housing:
  - Lone parents and singles were much more likely than other household types to experience precarious housing
  - Young people were more likely than other age cohorts to be in precarious housing – more likely to be in unaffordable housing, private rental, overcrowded households, and to have experienced a forced move recently
  - Older private renters (that is, people older than 65 years) were particularly vulnerable to unaffordable housing: half were experiencing housing affordability stress
  - Children living with a lone parent were much more vulnerable to precarious housing than those living with two parents
  - As lone parents, young women and their children are particularly vulnerable to precarious housing, and
  - For lone young mothers, precarious housing creates or contributes to poor health.

In 2011, there were approximately 12,207 private dwellings in Greater Geelong that were unoccupied on the night of the census (in August 2011), representing 13.2% of all private dwellings. This proportion is greater than the state average (11.3%) but lower than the regional Victoria average (17.0%). The proportion of unoccupied private dwellings in Greater Geelong increased from 12.6% to 13.2% between 2006 and 2011.
Compared to state averages, Greater Geelong residents are more likely to fully own the home they live in (36% vs 34%) and are less likely to be purchasing their home (34% vs 36%) or renting (26% vs 27%).

Reflecting state trends, the proportion of residents who fully owned the house they lived in decreased (from 38% to 36%), while the proportion that was renting increased (from 24% to 26%) between 2006 and 2011.

### GREATER GEELONG SELECTED HOUSING DATA SNAPSHOT*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Geelong</td>
<td>10%</td>
<td>30%</td>
<td>26%</td>
<td>17%</td>
<td>$231</td>
<td>$1,517</td>
<td>36%</td>
</tr>
<tr>
<td>G21 Region</td>
<td>10%</td>
<td>28%</td>
<td>na</td>
<td>15%</td>
<td>na</td>
<td>na</td>
<td>37%</td>
</tr>
<tr>
<td>Regional Victoria</td>
<td>11%</td>
<td>27%</td>
<td>58%</td>
<td>17%</td>
<td>$190</td>
<td>$1,300</td>
<td>38%</td>
</tr>
<tr>
<td>Victoria</td>
<td>11%</td>
<td>25%</td>
<td>20%</td>
<td>12%</td>
<td>$277</td>
<td>$1,700</td>
<td>34%</td>
</tr>
</tbody>
</table>

* Please refer to data tables in the appendices for full details, including sources and data notes. na = not available

There were 3,453 occupied public housing properties in Greater Geelong in 2011. Comprising 17% of the total occupied rented dwellings, the proportion of rented public housing in Greater Geelong was significantly higher than the Victoria (12%) average and the same as the regional Victoria (17%) average. Public housing provides important affordable rental options for many people in the community. Between 2006 and 2011, the proportion of rented occupied private dwellings in Greater Geelong that were public housing properties decreased from 18% to 17%. The need to provide more public or social housing stock is identified in the **G21 Regional Growth Plan Background Report (2012)**.
ECONOMY AND INDUSTRY
The health of the Greater Geelong economy supports the ongoing health and wellbeing of the region’s population, particularly through providing diverse and plentiful employment opportunities and by supporting ongoing investment in a wide range of regional services and facilities for residents, workers and businesses.

### KEY STRENGTHS

- The role of Geelong as a major regional city providing employment opportunities and high order education, health, commercial and community services
- Access to regional, state, national and international markets via the access to high level air, sea, road and rail transport infrastructure
- Proximity to Melbourne, providing expanded employment opportunities for a growing population plus access to a wider range of suppliers, customers and support services for Greater Geelong businesses
- A strong coast-based lifestyle appeal that attracts new residents and visitors
- Presence of major educational institutions, with opportunities to develop human capital, address regional skill needs and support industries to adapt and thrive
- Compared to state averages, Greater Geelong has:
  - A higher rate of growth of labour force participation of population aged 15 years and over between 1996 and 2011 (2.4% vs 1.3%)
  - A slightly lower but comparable rate of patents registered per capita (16.4 vs 17.9) which was much higher than the regional Victoria average (9.8), and
  - Greater growth in median property values of houses and units/apartments between 2007 and 2012 (30% vs 27% and 25% vs 23%).

### KEY CHALLENGES

- Impacts of the past, current and future substantial changes to industry structure in Geelong, particularly recent major job losses in the manufacturing and energy sectors
- An apparent mismatch between labour force education levels and occupations with the needs of growing employment industries such as the health and education sectors
- Compared to state averages, Greater Geelong had:
  - Higher unemployment in December 2013 (6.4% vs 5.8%) with much higher rates in Corio-Inner SLA (9.5) and Bellarine-Inner and Geelong SLAs (both 7.0)
  - A much lower proportion of population that had completed Year 12 (43% vs 52%) plus a lower proportion with a bachelor degree (11.5 vs 14.7%); or a postgraduate degree, graduate diploma or graduate certificate (4.1% vs 6.1%)
  - Climate change impacts such as damage to infrastructure, buildings and natural assets as well as costs of increased pressure on health and emergency services.

**NOTE:** Some figures in this section have been rounded up to a whole number. Please refer to tables in the appendix for full details and notes on all data, including rates per population, dates and other important information.
Recent and scheduled major job cuts at Geelong-based businesses: Target (242 job losses in 2013), Ford (510 job losses by October 2016), Alcoa (800 job losses by July 2014) and Qantas heavy maintenance fleet (300 jobs lost in March 2014) are contributing to major direct and flow on job losses across the region. These job losses reflect the transitioning economy of the Geelong region, as manufacturing businesses continue to close down sites or relocate to developing nations that offer cheaper labour. A further 30 maintenance jobs were lost in May 2014 at the Shell refinery.

However, both Commonwealth and State Governments have recently contributed significant grants to support future employment opportunities in tourism, intensive agriculture and research. Examples include $50 million from the Commonwealth Government for an upgrade to the Great Ocean Road, $3 million from the Commonwealth Government for the Centre for Emerging Diseases and $7 million from the Commonwealth and State Governments for intensive agriculture in Golden Plains Shire.

The Regional Economic Profile G21 (2013) and the Draft G21 Economic Development Strategy (2014) contain comprehensive economic information and analysis that readers are recommended to refer to for further information on the topics below. The G21 Geelong Region Alliance also commissions REMPLAN to produce economic data and reports for the region and this information is available on the G21 website.

This section and the following Key Strengths and Key Weaknesses sections draw upon and consolidate relevant material identified in three key regional strategic documents: The Geelong Region Plan (2007), the Regional Economic Profile G21 (2013), the Draft G21 Economic Development Strategy (2012), and the G21 Regional Growth Plan (2013).
In April 2014, the Greater Geelong Gross Regional Product (GRP) was estimated to be $10,448.89 million#. Between 1997 and 2012, the municipality’s GRP had an average annual growth rate of 3.2%## which was slightly lower than the Victorian rate (3.3%) and higher than the regional Victorian rate (2.0%).

‘Much of the growth in GRP for the G21 region is attributable to increasing labour productivity and population growth. This analysis indicates that an important area of focus for the region will be efforts towards productivity improvements in key sectors and sustaining growth in labour force participation.’

- Regional Economic Profile G21 (2013)

# Figure sourced from REMPLAN estimates.
##Figures sourced from the Regional Economic Profile G21 (RDV 2013)
## 8.0 Economy and Industry

### 8.3 Industry Performance and Growth

#### Greater Geelong Gross Valued Added by Industry (December 2012 and April 2014)

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>DEC 2012 $M</th>
<th>APR 2014 $M</th>
<th>Change $M</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Forestry &amp; Fishing</td>
<td>$78.06</td>
<td>$70.82</td>
<td>-$7.24</td>
<td>-9.3%</td>
</tr>
<tr>
<td>Mining</td>
<td>$31.19</td>
<td>$35.62</td>
<td>$4.42</td>
<td>14.2%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$1,700.45</td>
<td>$1,781.25</td>
<td>$80.80</td>
<td>4.8%</td>
</tr>
<tr>
<td>Electricity, Gas, Water &amp; Waste Services</td>
<td>$214.49</td>
<td>$248.04</td>
<td>$33.56</td>
<td>15.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>$567.36</td>
<td>$591.33</td>
<td>$23.97</td>
<td>4.2%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>$376.86</td>
<td>$376.44</td>
<td>-$0.42</td>
<td>-0.1%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>$637.55</td>
<td>$665.28</td>
<td>$27.73</td>
<td>4.3%</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>$268.95</td>
<td>$269.76</td>
<td>$0.81</td>
<td>0.3%</td>
</tr>
<tr>
<td>Transport, Postal &amp; Warehousing</td>
<td>$343.64</td>
<td>$340.11</td>
<td>-$3.53</td>
<td>-1.0%</td>
</tr>
<tr>
<td>Information Media &amp; Telecommunications</td>
<td>$168.91</td>
<td>$180.78</td>
<td>$11.87</td>
<td>7.0%</td>
</tr>
<tr>
<td>Financial &amp; Insurance Services</td>
<td>$773.02</td>
<td>$755.24</td>
<td>-$17.78</td>
<td>-2.3%</td>
</tr>
<tr>
<td>Rental, Hiring &amp; Real Estate Services</td>
<td>$1,215.88</td>
<td>$1,306.31</td>
<td>$90.43</td>
<td>7.4%</td>
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<tr>
<td>Professional, Scientific &amp; Technical Services</td>
<td>$433.53</td>
<td>$447.88</td>
<td>$14.35</td>
<td>3.3%</td>
</tr>
<tr>
<td>Administrative &amp; Support Services</td>
<td>$194.44</td>
<td>$182.93</td>
<td>-$11.51</td>
<td>-5.9%</td>
</tr>
<tr>
<td>Public Administration &amp; Safety</td>
<td>$411.27</td>
<td>$410.18</td>
<td>-$1.08</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Education &amp; Training</td>
<td>$681.04</td>
<td>$725.21</td>
<td>$44.17</td>
<td>6.5%</td>
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<td>Health Care &amp; Social Assistance</td>
<td>$928.75</td>
<td>$919.12</td>
<td>-$9.63</td>
<td>-1.0%</td>
</tr>
<tr>
<td>Arts &amp; Recreation Services</td>
<td>$80.41</td>
<td>$72.88</td>
<td>-$7.53</td>
<td>-9.4%</td>
</tr>
<tr>
<td>Other Services</td>
<td>$174.47</td>
<td>$193.70</td>
<td>$19.23</td>
<td>11.0%</td>
</tr>
<tr>
<td>Total</td>
<td>$9,280.28</td>
<td>$9,572.88</td>
<td>$292.60</td>
<td>3.2%</td>
</tr>
</tbody>
</table>


Over the period, the GVA of the rental, hiring and real estate services sector increased by the greatest figure ($90.43 M); followed by the manufacturing sector ($80.80 M). The greatest proportionate increase was recorded in the electricity, gas, water and waste services sector (15.6%); followed by the mining sector (14.2%).

The GVA of the financial and insurance services sector decreased by the greatest figure ($11.51 M), then the health care and social assistance sector ($9.63 M). The greatest proportionate decrease was seen in the arts and recreation services sector (-9.4%) closely followed by the agriculture, forestry and fishing sector (-9.3%).
8.0 ECONOMY AND INDUSTRY

8.3 INDUSTRY PERFORMANCE AND GROWTH

PROJECTED GROWTH

‘As the low cost competitive positions of international players increases, industries at risk will need to transform economic output and employment into areas of comparative advantage to survive. This will require further investment to develop new product and service innovations, increased marketing effort and ongoing efficiency improvements linked to strategies, tactics and business models that are globally competitive.’

The Geelong Region Plan (2007)

‘Over the last 10 years the drivers of economic growth in Geelong have been the health care, education, construction and retail sectors. Geelong has many comparative strengths and natural advantages that will ensure growth into the future. Strengths include proximity to Melbourne, transport infrastructure and the diversity of our economy and labour force.’

- The G21 Regional Growth Plan (2013)

The Geelong Region Plan (2007) sets out an aspirational population target for the G21 region of 500,000 by 2051. This population would see an additional 221,137 people living in the region compared to the current population and would represent a 79% increase of the current population. The 2014 Victoria in Future population projections project that the population of the G21 region will reach 288,806 by 2031.

The G21 Regional Growth Plan (2013) provides clear directions for regional infrastructure, land supply and housing strategies to support regional livability and prosperity.

The Regional Economic Profile G21 (2013) includes projected economic data for 2031 for the entire G21 region*, including:

• The size and role of Geelong as a major regional city, together with historical trends, indicate that the bulk of economic, employment and output growth in the G21 region will largely be focused in and around Geelong

• The shift in the economy towards population-focused service sectors, such as health and education, is projected to continue over the next decades

• By 2031, it is projected that the health care, manufacturing, construction and professional services sectors will form the bulk of the Regional Industry GVA. Collectively, these sectors are projected to account for 44% of the regional GRP by 2031. While manufacturing is projected to decline over the period, it will remain important to the economy. The highest GVA growth is projected to be in the following sectors:
  - Health care and social assistance
  - Professional, scientific and technical services, and
  - Other high-growth sectors include public administration and safety, accommodation and food services, agriculture, forestry and fishing and construction.

• By 2031, the regional employment profile is projected to be heavily concentrated in the services sector, with the projected top five employment sectors being health care and social assistance, retail trade, construction, accommodation and food services, agriculture, forestry and fishing and construction.

• The fastest growing employment sectors will also be mostly those that are services oriented, with the highest projected annual average growth in employment projected to occur in the: arts and recreation, accommodation, retail trade, health care and professional services sectors; while employment in the manufacturing sector is projected to decline at an annual average rate of -1.8% over the time period.

The G21 Regional Growth Plan (2013) identifies the following key regional infrastructure objectives considered essential to support G21 population and economic growth:

• An efficient and equitable public transport, road and freight network

• Providing infrastructure and services for planned growth areas and infill development

• Development of a national transport and logistics precinct
8.3 INDUSTRY PERFORMANCE AND GROWTH

- Strengthening Central Geelong: Continue to develop Central Geelong as a major regional city and Victoria’s second city

- Land and infrastructure for existing, and future employment nodes

- The rollout of the NBN - constantly growing new technology over the next 40 years within the region is essential

- Building on the region’s capability in education, knowledge and research

- Maintaining and improving natural infrastructure

- Efficient and cost effective roll out of water infrastructure and services, and

- Develop and build new renewable energy sources.

EXPORTS AND IMPORTS

According to REMPlan estimates, the value of total regional exports for Greater Geelong in April 2014 was $9,389.47 million. Manufacturing comprised 80% of Greater Geelong’s regional exports, followed by financial and insurance services (3%), then education and training and health care and social assistance (both 2.5%).

In April 2014, according to REMPlan estimates, the total regional imports for Greater Geelong were valued at $8,963.09 million. Manufacturing comprised 76% of Greater Geelong’s regional imports, followed by construction (3.0%), and rental, hiring and real estate services (2.5%).

REGISTERED PATENTS

The rate of patents registered per capita can provide a useful indicator of innovation and technological change. In the decade of 2002 and 2012, the rate of patents per capita (per 100,000 persons) in Greater Geelong was 16.4, which was lower than the state average (17.9) but much higher than the regional Victoria average (9.8).

EMPLOYMENT

‘It is necessary to encourage investment in new technologies, research and development, best practice and collaboration to develop comparative advantages. Alternatively we must consider the transition of output and employment away from industries in decline into areas of comparative advantage.’

The Geelong Region Plan (2007)

Note that figures are based on usual resident population and not place of employment.

In 2011, a large proportion (73%) of Greater Geelong residents also worked in Greater Geelong. The next most common LGA of work for Greater Geelong residents was City of Melbourne (4.5%), followed by Wyndham (2.2%) then Surf Coast (1.8%). Reflecting state trends, the sectors that service the growing population - such as health and education - are becoming increasingly important as employers to the Greater Geelong population.

Recent and scheduled major job cuts at Geelong-based businesses: Target (242 job losses in 2013), Ford (510 job losses by October 2016), Alcoa (800 job losses by July 2014) and Qantas heavy maintenance fleet (300 jobs lost in March 2014) are contributing to major direct and flow on job losses across the region. These job losses reflect the transitioning economy of the Geelong region, as manufacturing businesses continue to close down sites or relocate to developing nations that offer cheaper labour. A further 30 maintenance jobs were lost in May 2014 at the Shell refinery.

However, both Commonwealth and State Governments have recently contributed significant grants to support future employment opportunities in tourism, intensive agriculture and research. Examples include $50 million from the Commonwealth Government for an upgrade to the Great Ocean Road, $3 million from the Commonwealth Government for the Centre for Emerging Diseases and $7 million from the Commonwealth and State Governments for intensive agriculture in Golden Plains Shire.

In 2011, the health care and social assistance sector employed the greatest proportion (13.6%) of Greater Geelong residents. Retail trade (12.7%) was the next
most common sector of employment, followed by manufacturing (11.3%).

Compared to Victorian averages, Greater Geelong residents was notably more likely to be employed in the: retail trade (12.7% vs 10.8%); construction (9.8% vs 8.3%); and education and training (9.1% vs 8.0%) industry sectors; while they were notably less likely to be employed in the professional, scientific and technical services (5.0% vs 7.8%), the agriculture, forestry and fishing (1.0% vs 2.3%); or wholesale trade (3.3% vs 4.5%) industry sectors.

Between 2006 and 2011, there was significant growth in the number of Greater Geelong residents employed across most sectors (excluding manufacturing and agriculture). The total number of Greater Geelong employed persons increased by 10.7% between 2006 and 2011 compared to the state average increase of 11.3%.

However, the number of Greater Geelong residents employed in the: agriculture, forestry and fishing; manufacturing; wholesale trade; and the information media and telecommunications industry sectors declined between 2006 and 2011, with the greatest decrease seen in the manufacturing sector (-1,572).

Between 2006 and 2011, the number of Greater Geelong residents working in the following sectors increased notably: health care and social assistance (2,892); construction (1,762); education and training (1,276); public administration and safety (940) and accommodation and food services (889).

The Greater Geelong resident workforce was more likely to work part-time (37%) than the state or regional Victorian average (33% and 36% respectively). The accommodation and food services; health care and social assistance; retail trade, administrative and support services and arts and recreation services sectors all had a particularly high proportion of jobs that were part-time (more than 50%). Between 2006 and 2011, the proportion of Greater Geelong workers who worked part-time increased from 35% to 37%.
## 8.3 INDUSTRY PERFORMANCE AND GROWTH

### GREATER GEELONG INDUSTRY SECTOR AND JOBS (2006 AND 2011)

<table>
<thead>
<tr>
<th>INDUSTRY SECTOR</th>
<th>2006 JOBS</th>
<th>2011 JOBS</th>
<th>CHANGE JOBS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, forestry and fishing</td>
<td>1,043</td>
<td>953</td>
<td>-90</td>
<td>-9%</td>
</tr>
<tr>
<td>Mining</td>
<td>164</td>
<td>291</td>
<td>127</td>
<td>77%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>12,357</td>
<td>10,785</td>
<td>-1,572</td>
<td>-13%</td>
</tr>
<tr>
<td>Electricity, gas, water and waste services</td>
<td>873</td>
<td>1,103</td>
<td>230</td>
<td>26%</td>
</tr>
<tr>
<td>Construction</td>
<td>7,545</td>
<td>9,307</td>
<td>1,762</td>
<td>23%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>3,216</td>
<td>3,145</td>
<td>-71</td>
<td>-2%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>11,780</td>
<td>12,100</td>
<td>320</td>
<td>3%</td>
</tr>
<tr>
<td>Accommodation and food services</td>
<td>5,507</td>
<td>6,396</td>
<td>889</td>
<td>16%</td>
</tr>
<tr>
<td>Transport, postal and warehousing</td>
<td>3,778</td>
<td>4,145</td>
<td>367</td>
<td>10%</td>
</tr>
<tr>
<td>Information media and telecommunications</td>
<td>1,308</td>
<td>1,200</td>
<td>-108</td>
<td>-8%</td>
</tr>
<tr>
<td>Financial and insurance services</td>
<td>2,083</td>
<td>2,785</td>
<td>692</td>
<td>33%</td>
</tr>
<tr>
<td>Rental, hiring and real estate services</td>
<td>1,110</td>
<td>1,208</td>
<td>98</td>
<td>9%</td>
</tr>
<tr>
<td>Professional, scientific and technical services</td>
<td>4,153</td>
<td>4,799</td>
<td>646</td>
<td>16%</td>
</tr>
<tr>
<td>Administrative and support services</td>
<td>2,681</td>
<td>2,864</td>
<td>183</td>
<td>7%</td>
</tr>
<tr>
<td>Public administration and safety</td>
<td>4,848</td>
<td>5,788</td>
<td>940</td>
<td>19%</td>
</tr>
<tr>
<td>Education and training</td>
<td>7,436</td>
<td>8,712</td>
<td>1,276</td>
<td>17%</td>
</tr>
<tr>
<td>Health care and social assistance</td>
<td>10,123</td>
<td>13,015</td>
<td>2,892</td>
<td>29%</td>
</tr>
<tr>
<td>Arts and recreation services</td>
<td>1,249</td>
<td>1,510</td>
<td>261</td>
<td>21%</td>
</tr>
<tr>
<td>Other services</td>
<td>3,175</td>
<td>3,442</td>
<td>267</td>
<td>8%</td>
</tr>
<tr>
<td>Inadequately described/Not stated</td>
<td>1,708</td>
<td>1,852</td>
<td>144</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>86,147</td>
<td>95,400</td>
<td>9,253</td>
<td>11%</td>
</tr>
</tbody>
</table>

2011 Census of Population and Housing, Expanded Community Profiles, ABS 2012
Tourism
Greater Geelong is located within the Tourism Victoria Geelong sub-region, which also takes in Queenscliffe. Data from the Tourism Research Australia publication: Regional Tourism Profiles 2011-12 indicates that in 2011-12:

• Visitors to the Geelong region spent approximately:
  - $102 per domestic day trip
  - $133 per night on domestic overnight trips, and
  - $77 per night on international overnight trips.

• In 2011-12 in the Geelong region, the average length of stay was 3 nights for domestic visitors and 18 nights for international visitors.

• In 2010-11 in the Geelong region, there were a total of 2,456 tourism businesses - comprising 1,443 businesses that employed staff and 1,014 businesses that did not employ staff.

• Geelong, followed by Ocean Grove - Barwon Heads were the most popular locations visited by domestic overnight visitors across the entire Geelong sub-region, and

• Geelong was also the most popular location visited by international overnight visitors, followed by Queenscliff.

City of Greater Geelong has also provided the following information about the tourism sector in Greater Geelong:

• Tourism contributes 3,355 jobs to Greater Geelong

• Visitors spend over $600 million each year

• 12% of all international visitors to regional Victoria visit Greater Geelong (544,000 nights)

• 11% of all domestic day trips to regional Victoria visit Greater Geelong (3 millions day trips)
8.0 ECONOMY AND INDUSTRY

8.3 INDUSTRY PERFORMANCE AND GROWTH

- 8% of all domestic overnight stays in Regional Victoria include Greater Geelong (2.8 million nights)
- The three largest international source markets to Greater Geelong are: United Kingdom (17%), New Zealand (17%), and China (11%)
- The most common purposes for visits to Greater Geelong are: visiting friends and relatives (44%), holidays (38%), and business (10%), and
- The most common activities undertaken by visitors to Greater Geelong are: eating out at restaurants (41%), going to the beach (23%) and shopping for pleasure (20%).

Information provided by City of Greater Geelong and taken from the quarterly National and International Visitor Survey undertaken by Tourism Research Australia (Australian Bureau of Statistics) for year ending 2013.

HUMAN CAPITAL

LABOUR FORCE PARTICIPATION

Labour Force participation is the total number of persons of working age who are either working or looking for work. The ABS defines the labour force to be “conceptually equivalent to the pool of labour available for the production of economic goods and services”.

Results from the 2011 census indicate that labour force participation in population aged 15 to 64 years is the same in Greater Geelong as the Victorian average (both 72.1%). The participation rate has increased since 2006 and this increase is the same as that seen in Victoria (both increased from 71.0%).

Between 1996 and 2011, the labour force participation rate for all population aged 15 years and over had an annual average growth rate of 2.4% for Greater Geelong residents. This rate was much higher than the Victorian increase (1.3%). (Regional Economic Profile G21, RDV July 2013).

EDUCATION

In 2011, Greater Geelong (43.3%) had a lower proportion of population aged 15 years and over that had completed Year 12 compared to the Victorian average (51.7%). Greater Geelong (11.5%) also had a lower proportion of population aged 15 years and over that had attained a bachelor degree compared to Victoria (14.7%); or a postgraduate degree, graduate diploma or graduate certificate (4.1% vs 6.1%).

Both Year 12 completion and university degree attainment rates have increased in Greater Geelong between 2006 and 2011, reflecting state trends.

OCCUPATION AND SKILL LEVELS

In 2011, the most common occupation for Greater Geelong resident workers was a professional (20% of employed persons) followed by technicians and trades workers (16%).

Workers living in Greater Geelong were more likely than the Victorian averages to be employed as: technicians and trade workers, community and personal service workers, sales workers, machinery operators and drivers, or labourers; while they were less likely to be employed as: managers, professionals, or clerical and administration workers. Please refer to data tables in appendix for all figures.

In 2011, the proportion of adult population with tertiary qualifications in science and technology in Greater Geelong (9%), was lower than the Victorian average (10%).

‘Skill gaps and shortages are a significant barrier to industry transition and economic growth. Global competition is increasing the need for local businesses to invest in developing new product and service innovations plus the need to increase efficiency and marketing effort to improve competitive positions. Attracting, developing and retaining the talent required to develop economic activity in these areas has become a critical issue for the region…

The capacity of businesses to realise transition is dependent on their ability to obtain and apply the high quality people, technological knowledge, capital and
resources that enable them to compete. Businesses will continue to gain comparative advantage by leveraging and enhancing the specialised skills, advanced technological knowledge, key infrastructure and the exceptional natural resources that the region has to offer.’

- The Geelong Region Plan (2007)

The City of Greater Geelong Skill Shortages Survey (2012) results reported that, across the total G21 region, there were 235 positions identified as current skill shortages and a further 345 positions reported as anticipated skill shortages for 2013.

The key skill shortages were reported as: professionals (77 positions – particularly health professionals); technicians and trades workers (62 positions – particularly automotive and engineering trades workers); machinery operators and drivers (48 positions – particularly road and rail drivers); and community and personal service workers (34 positions – particularly carers and aides).

BUILDING APPROVALS

‘Coastal towns have experienced unprecedented demand for residential development. Land prices are rapidly increasing, vacant lots are being developed, medium density housing is becoming prevalent and new subdivision is occurring where towns are able to grow.’

- The Geelong Region Plan (2007)

Building approvals are a useful indicator of general levels of economic activity, investment and employment. Between November 2012 and November 2013, there were 2,147 building approvals issued for new dwellings in Greater Geelong and this represented 76% of all G21 region residential building approvals.

Between November 2012 and November 2013, Greater Geelong residential building approvals had a total value of $603.62M, which represented 69% of the total value of all G21 region residential building approvals.

PROPERTY VALUES

In 2012, median property values for houses and for units/apartments ($360,000 and $287,000 respectively) in Greater Geelong were lower than the medians for Victoria ($412,000 and $400,000 respectively); however, between 2007 and 2012, median values increased by a greater proportion (30% and 25%) than the Victorian (27% and 23%) or regional Victorian (22% and 17%) figures.
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VICTORIAN HEALTH PROMOTION FUND, 2012 - COMMUTE TIME INDICATOR REVIEW - VICH E A LT INDICATORS SURVEY
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10.1 APPENDIX

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SOCIO-ECONOMIC PROFILE SECTION - TABLES
HEALTH SECTION - TABLES
STRONG COMMUNITIES SECTION - TABLES
ENVIRONMENT SECTION - TABLES
ECONOMY AND INDUSTRY SECTION - TABLES