

# Welcoming Cities

Data analysis

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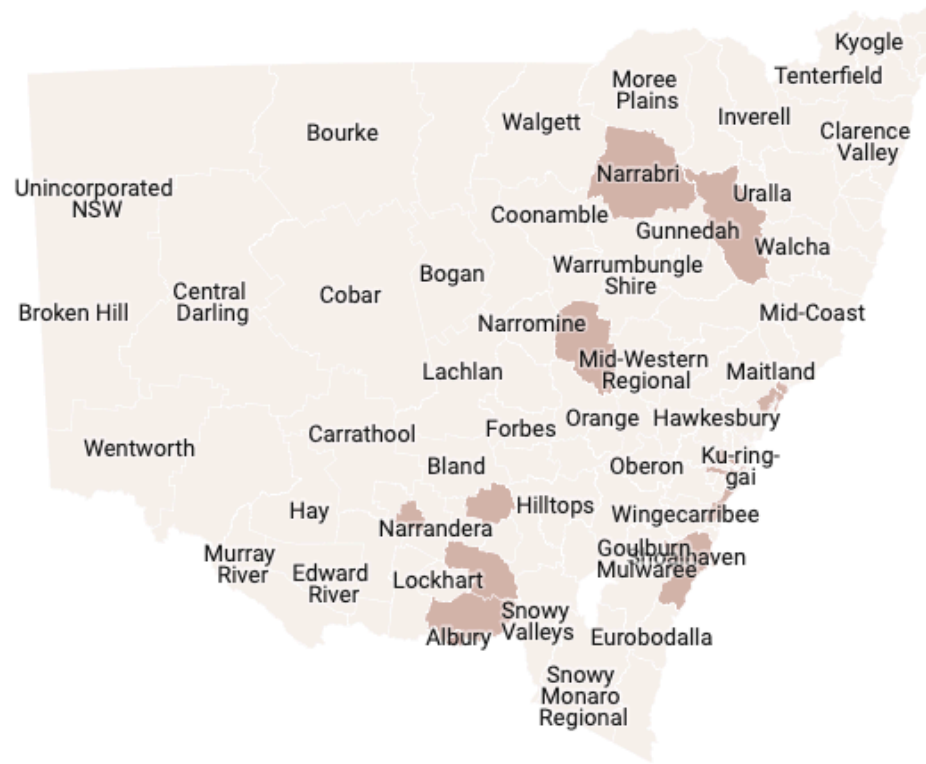
Albury & Wodonga



# Welcoming Cities – New South Wales

## New South Wales

Regional



### Member Councils

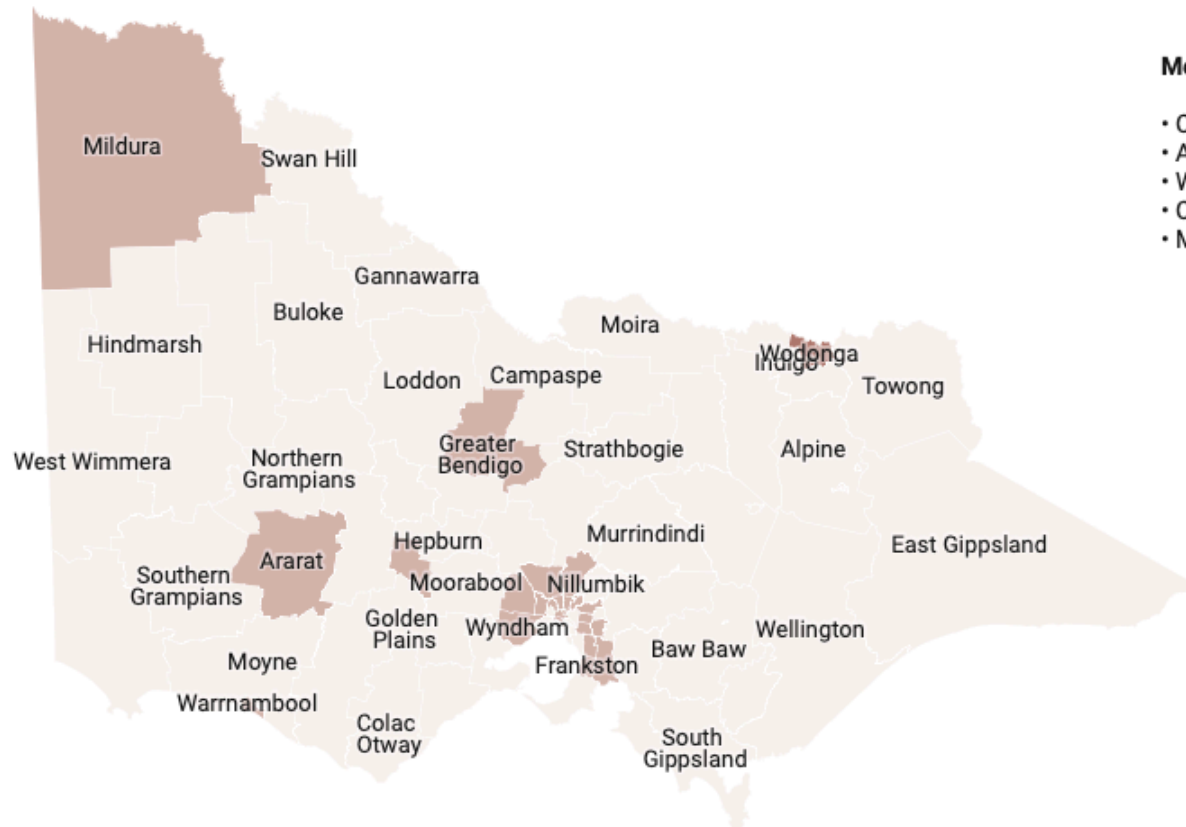
- Lake Macquarie City Council
- City of Newcastle
- City of Wagga Wagga
- Leeton Shire Council
- Wollongong City Council
- Greater Hume Shire
- City of Shoalhaven
- Temora Shire Council
- Tamworth Regional Council
- Dubbo Regional Council
- Albury City Council
- Narrabri Shire

21 councils have become member councils of Welcoming Cities in New South Wales, covering more than 33% of the state's population.

# Welcoming Cities – Victoria

## Victoria

Regional



### Member Councils

- City of Greater Bendigo
- Ararat Rural City Council
- Warrnambool City Council
- City of Ballarat
- Mildura Rural City Council

25 councils have become member councils of Welcoming Cities in Victoria, covering more than 52% of the state's population.



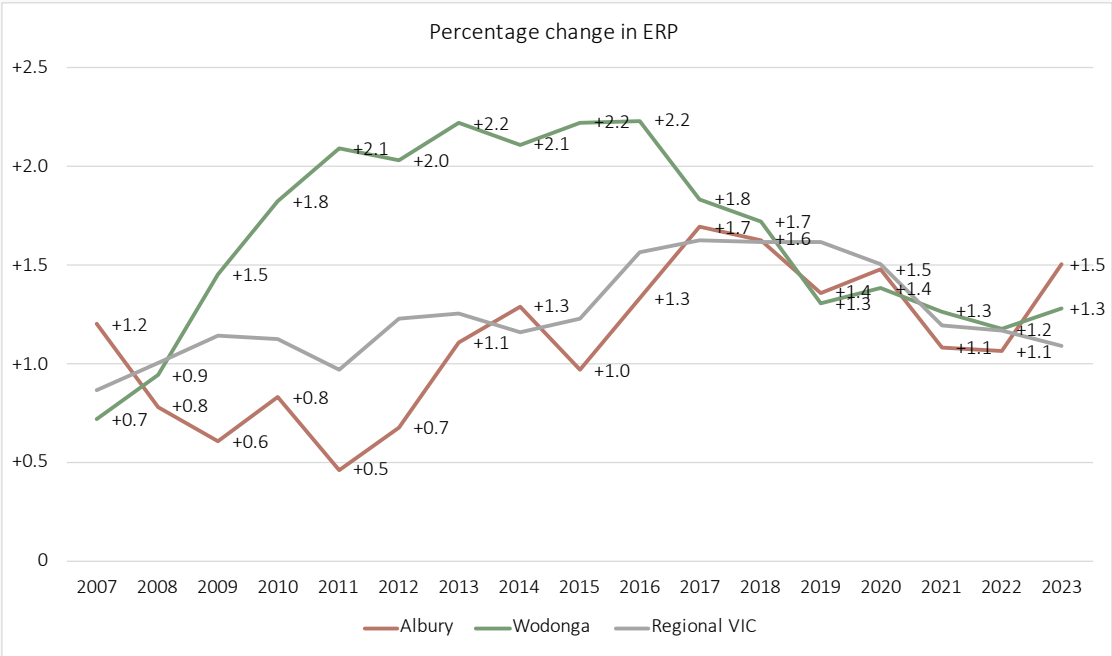
# Community

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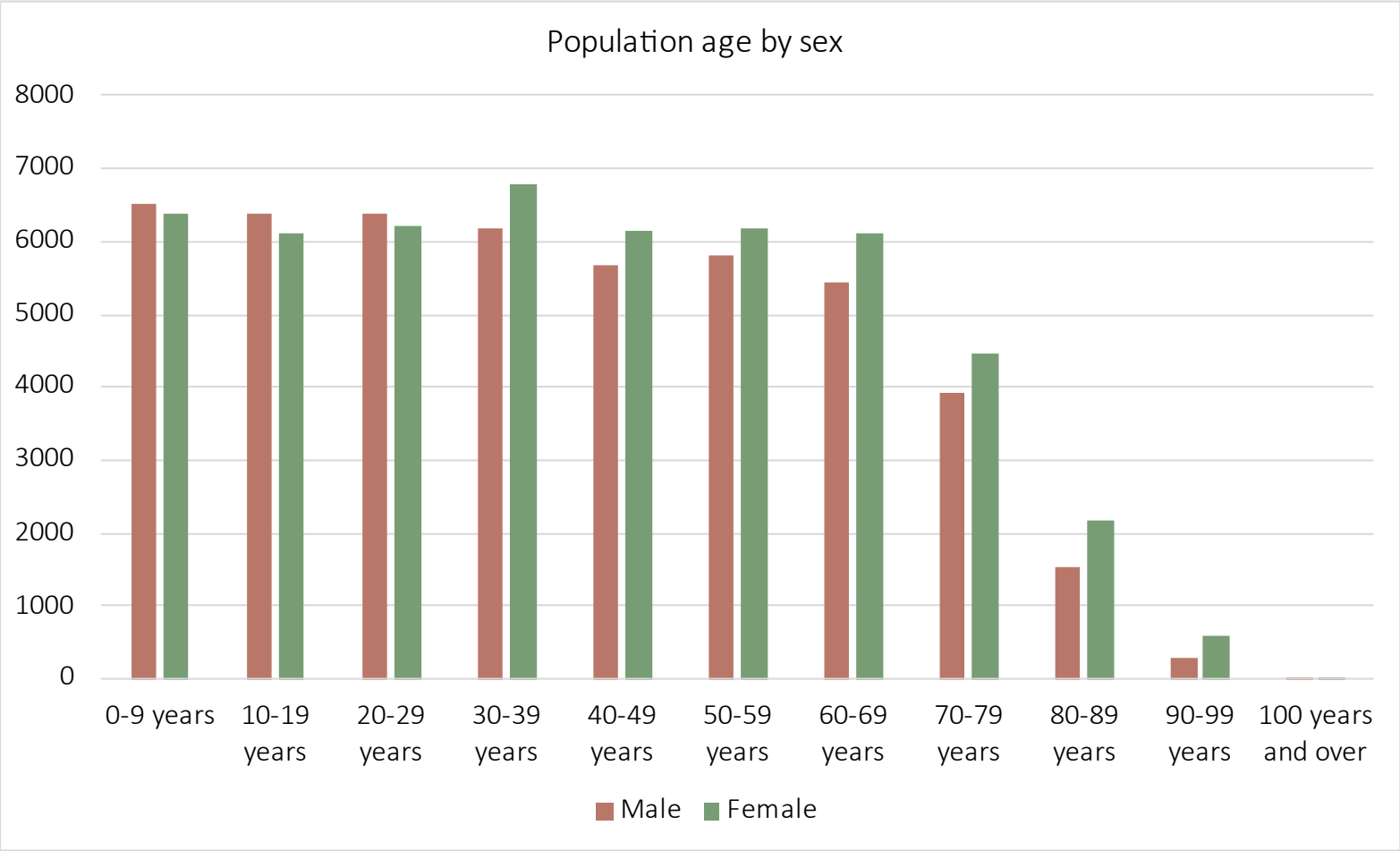
# Estimated Resident Population



- Wodonga population growth rate has a declining trend
- Albury population growth rate has an increasing trend
- Average annual growth rate is approximately 1.1% for Albury and 1.6% for Wodonga (since 2007)



# Population age profile

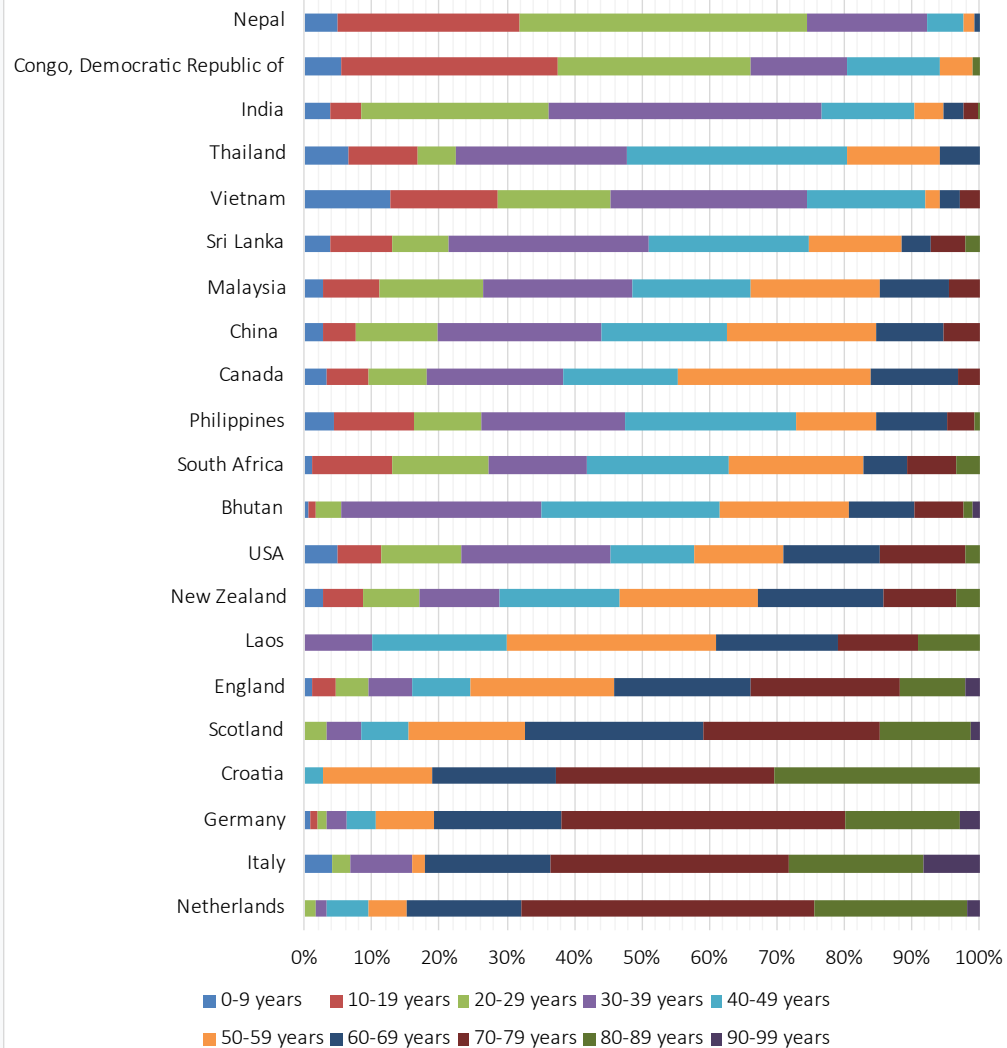


- 51.2% of population in Albury & Wodonga is under 40 years old.
- Albury median age (39) and Wodonga median age (39) are slightly higher than of NSW and VIC (38) and Australia (38).
- Sex ratio is 94.0 (males per 100 females)

# Cultural Diversity – Country of Birth



Age profile by country of birth in communities larger than 100 people



- 12% of people residing in Albury and Wodonga were born overseas
- Communities larger than 100 ppl:
  - England (1183)
  - India (1473)
  - New Zealand (991)
  - Philippines (704)
  - Germany (543)
- More than 60% of people born in Scotland, Croatia, Germany, Italy and Netherlands are over 60 years old.
- More than 60% of people born in Congo and Nepal are under 30.

# Cultural Diversity - Languages spoken at home



Language	Number of speakers
Nepali	1010
Punjabi	940
Swahili	449
Mandarin	337
Tagalog	316
Vietnamese	282
Hindi	272
German	225
Italian	223
Filipino	208

Language	Number of speakers	% reporting low English proficiency in the community*
Nepali	375	37%
Vietnamese	101	36%
Swahili	157	35%
Lao	36	29%
Mandarin	82	24%

- 3.6% of the residents in Albury & Wodonga identify as either Aboriginal or Torres Strait Islander or both.
- 86.8% of the population of Albury & Wodonga reports speaking only English at home.
- Nepali, Vietnamese and Swahili speaking communities report highest level of low English proficiency.



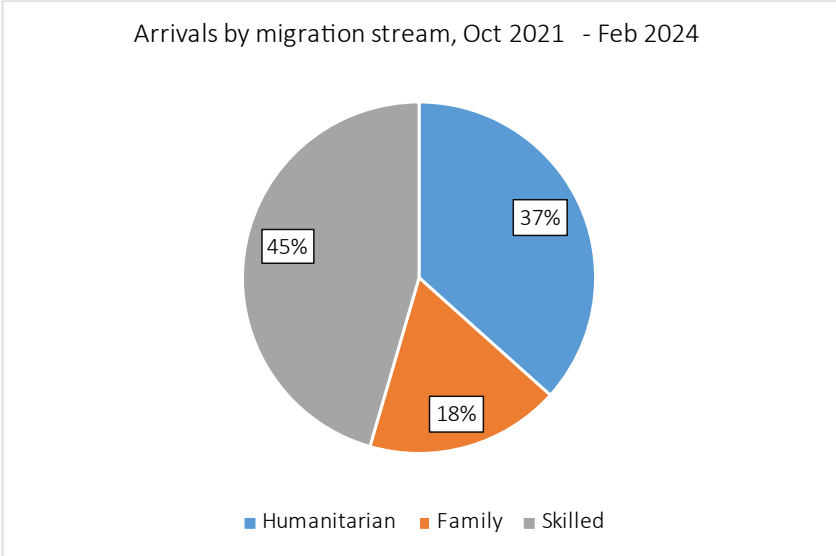
# Cultural Diversity - Citizenship

More than 80% in the community* hold Australian citizenship	Less than 40% in the community* hold Australian citizenship
Germany Bhutan Netherlands Croatia Laos Austria Bangladesh Wales Greece Papua New Guinea Serbia Poland	Democratic Republic of Congo Vietnam Republic of Congo

- 60.5% of people born overseas are Australian citizens
- 90% of people living in Albury & Wodonga are Australian citizens

\* In communities larger than 50 people  
Source: ABS CENSUS 2021

# Settlers by migration stream

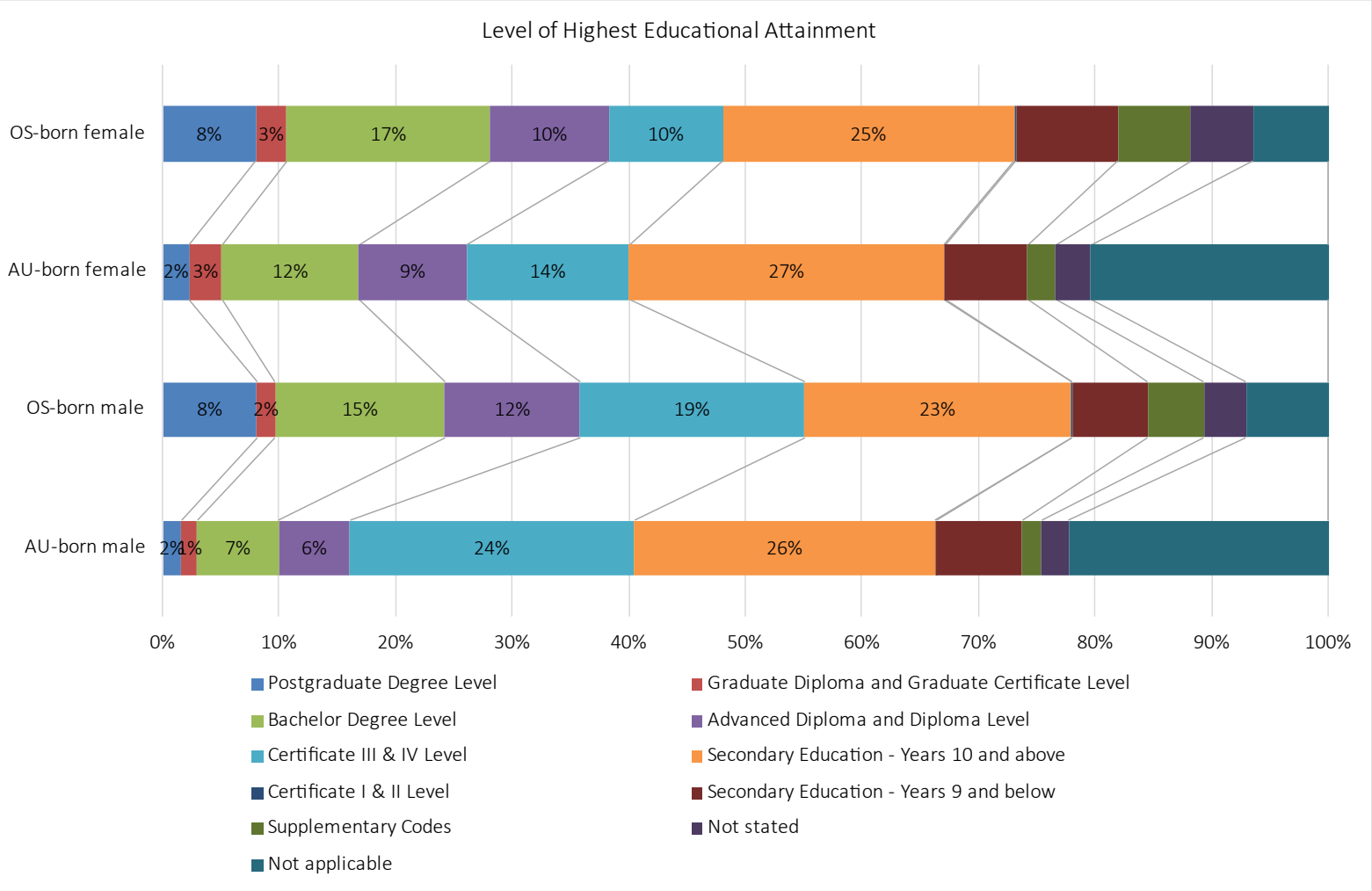


Country of birth of recent arrivals		
Humanitarian (>5)	Family (>5)	Skilled (>5)
Dem Republic of Congo Burundi Syrian Arab Republic Malawi Kenya	Philippines Thailand India Nepal United Kingdom Vietnam	India Philippines Sri Lanka Vietnam South Africa Zimbabwe Pakistan Spain United Kingdom

Gender	Migration Stream			
	Humanitarian	Family	Skilled	
Female	150	100	198	
Male	152	47	177	
Grand Total	302	147	375	824

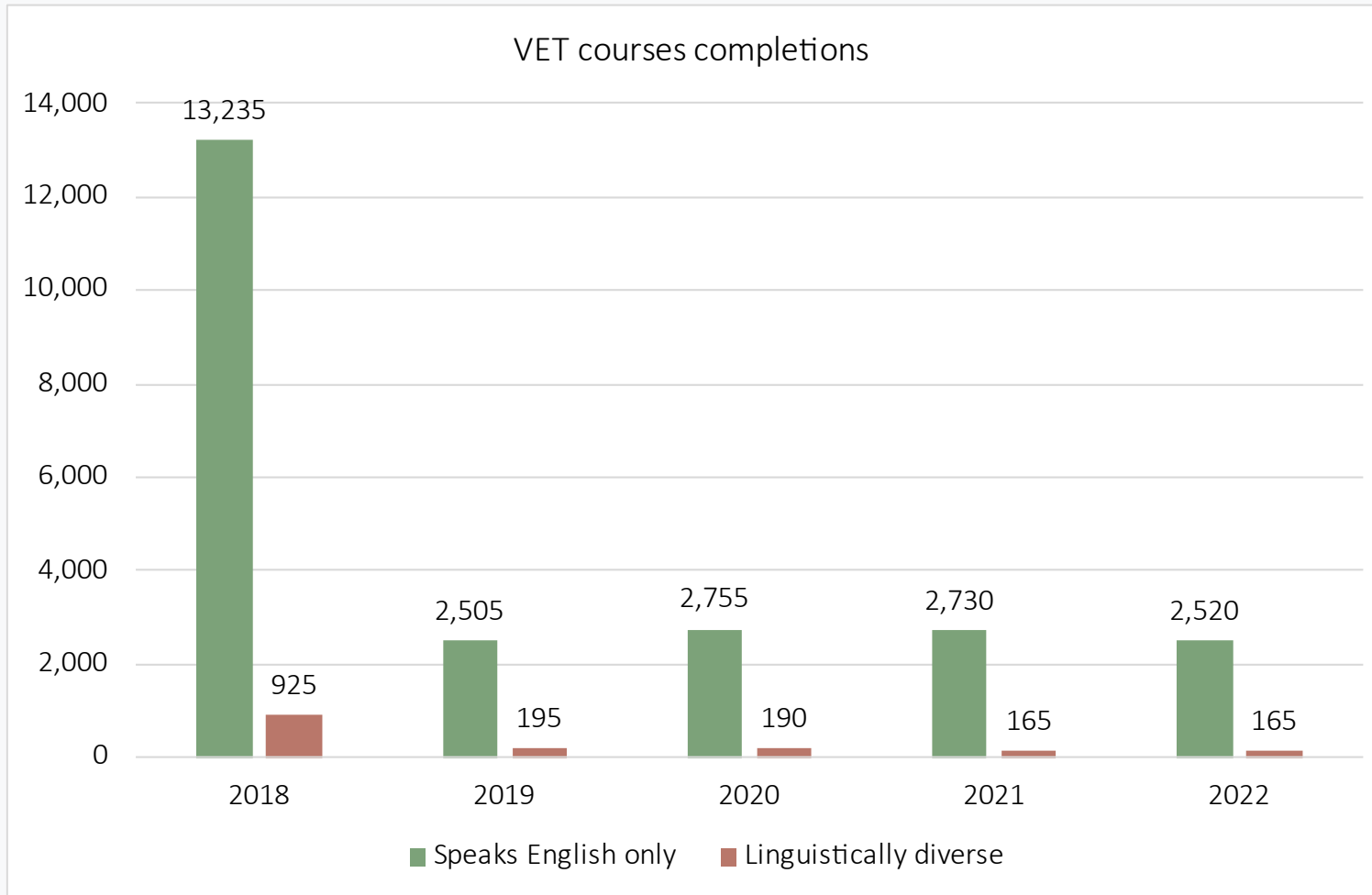
- 91.4% of Humanitarian Arrivals report ‘Poor’ or ‘Nil’ English proficiency
- 68% of Family Arrivals are women.

# General educational attainment by place of birth, by sex



- Overseas born individuals are more likely to hold Bachelors Degree or higher than Australia born individuals.
- Overseas born women have the highest proportion of people with Bachelor Degree or higher (28%).
- Australia born men have the lowest proportion of people with Bachelor degree or higher (10%).

# VET students and courses



- Top fields of study in 2022:
  - Engineering & Related Technologies
  - Health
  - Society & Culture

# Long Term Health Condition and Need for Assistance

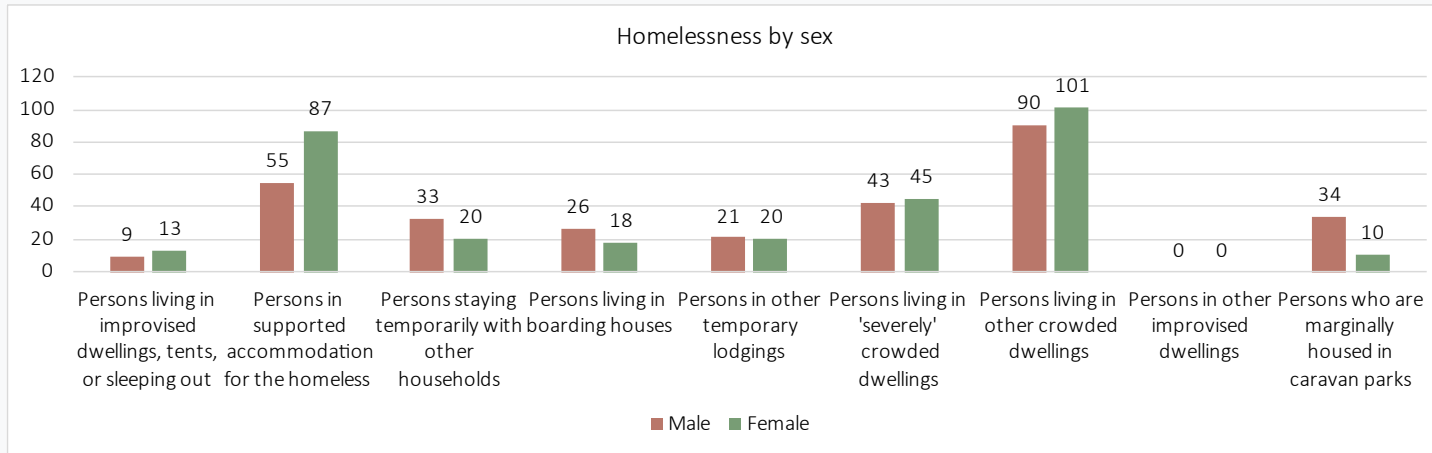
- 7047 people have a need for assistance with core activities (4% have low English language proficiency).

Long-term health condition	Number of people total	Number of people with low ELP	% of total population
Arthritis	10109	101	10%
Asthma	10436	59	11%
Cancer (including remission)	3380	24	3%
Dementia (including Alzheimer's)	788	19	1%
Diabetes (excluding gestational diabetes)	4945	120	5%
Heart disease (including heart attack or angina)	4677	52	5%
Kidney disease	1092	19	1%
Lung condition (including COPD or emphysema)	2221	27	2%
Mental health condition (including depression or anxiety)	12059	80	12%
Stroke	1122	4	1%
Any other long-term health condition(s)	8957	146	9%

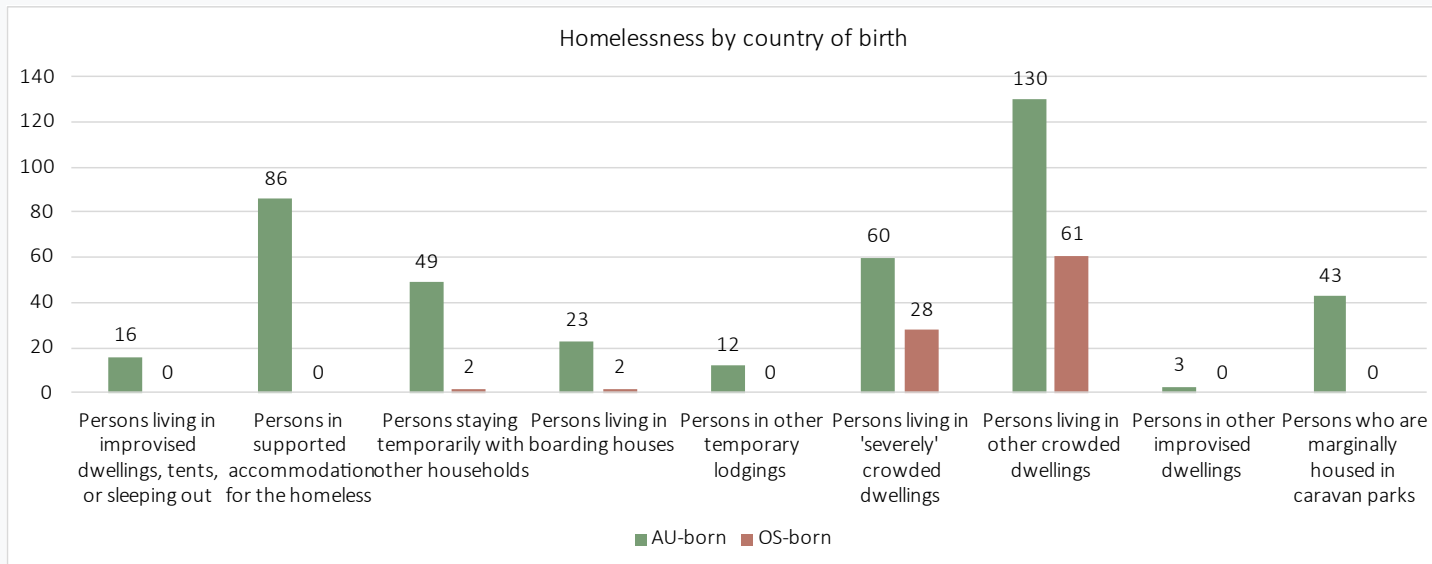
# Benefit and Payment Recipients, Dec 2023

Type of support	Number of recipients
ABSTUDY (Living allowance)	30
ABSTUDY (Non-living allowance)	100
Age Pension	11,790
Austudy	70
Carer Allowance	3,245
Carer Allowance (Child Health Care Card only)	45
Carer Payment	1,405
Commonwealth Rent Assistance	7,035
Commonwealth Seniors Health Card	2,015
Disability Support Pension	4,320
Family Tax Benefit A	6,525
Family Tax Benefit B	5,180
Health Care Card	5,315
JobSeeker Payment	3,485
Low Income Card	615
Parenting Payment Partnered	175
Parenting Payment Single	1,875
Pension Concession Card	21,640
Special Benefit	10
Youth Allowance (other)	440
Youth Allowance (student and apprentice)	285

# Homelessness Estimates

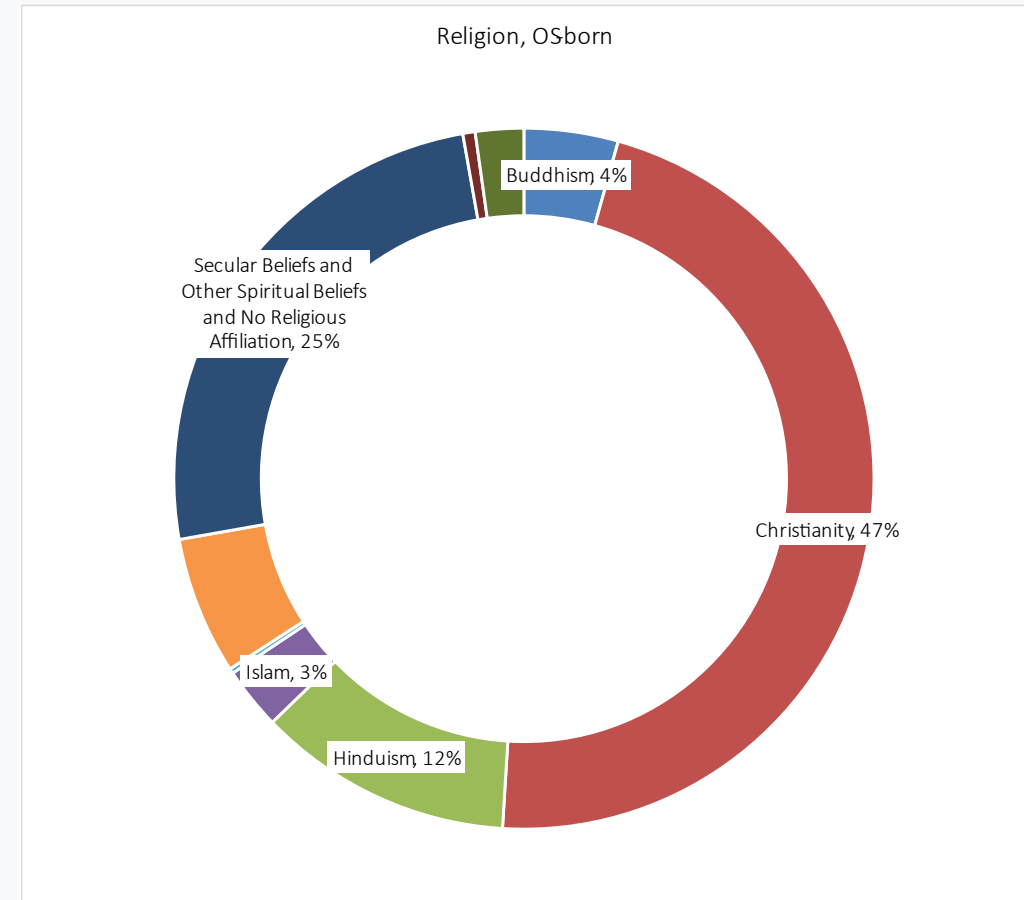
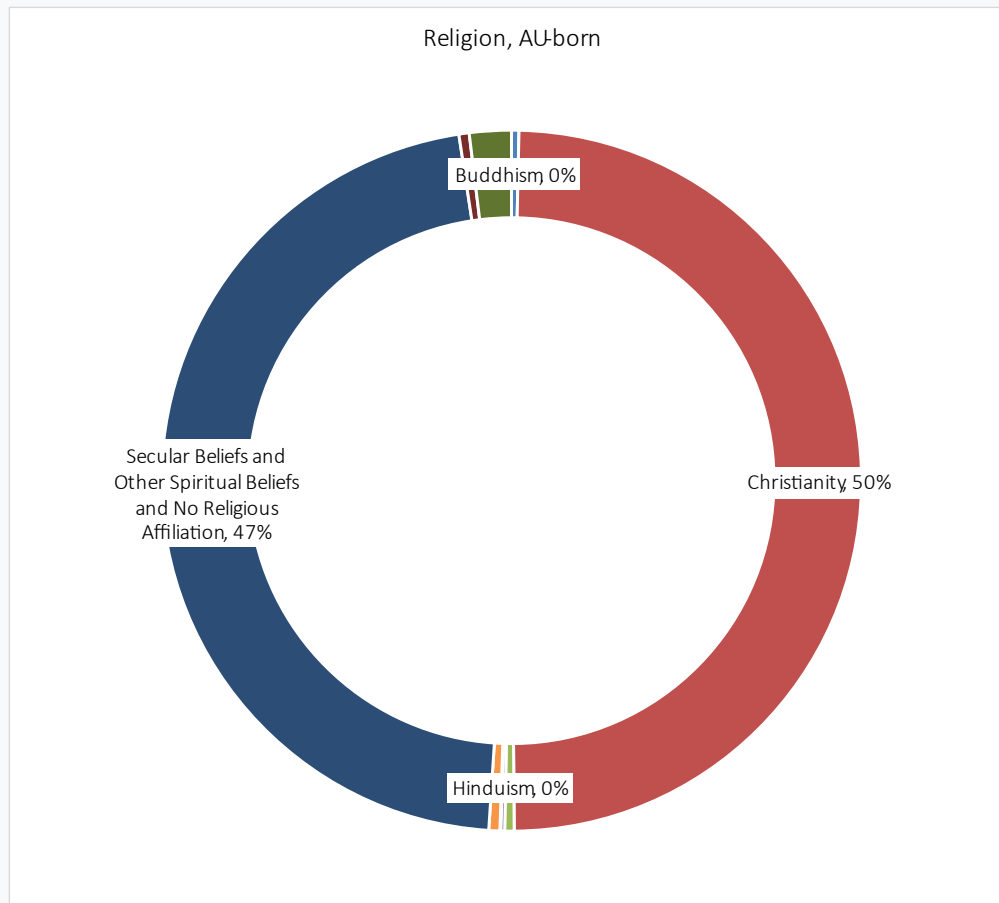


- 0.6% or 610 individuals of the population report being homeless
- There is the same proportion of homeless amongst women and men.
- Proportion of homelessness in the Overseas born community is slightly higher than in Australia born one (0.5% for AU-born, 0.8% for OS-born)



The sums of the indicators might differ in the graphs due to the CENSUS privacy protection data practices

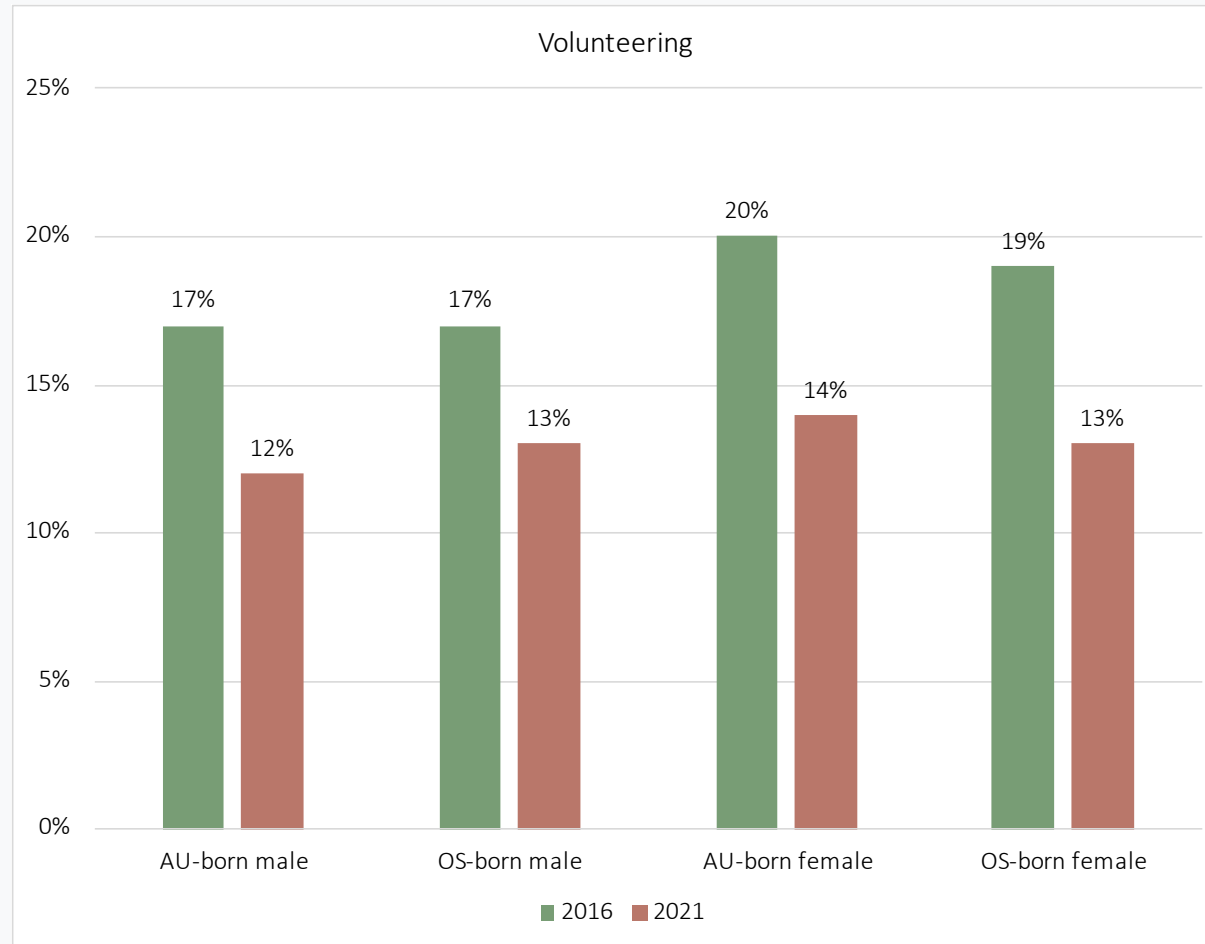
# Religious Affiliation



- 47% of individuals residing in Albury & Wodonga report their religion to be 'Christianity' and 41% report having 'Secular Beliefs and Other Spiritual Beliefs and No Religious Affiliation'.
- Individuals reporting all other religions represent over 4.8% of total population of Albury & Wodonga combined.



# Volunteering



- More than 12% of residents of Albury and Wodonga report being a volunteer
- Women are more likely to volunteer than men.
- There has a significant decrease in volunteering since 2016 (possibly due to the pandemic and volunteering fatigue).

# Social Cohesion and Democracy



Albury

Wodonga

**52.0**

**51.4**

(+0.15% from national average 2022)  
Social Cohesion Index

(-1.06% from national average 2022)  
Social Cohesion Index



**47.0**

**46.7**

(-0.49% from national average 2022)  
Democracy Index

(-1.13% from national average 2022)  
Democracy Index



Domains	Albury 2023	Wodonga 2023	Trend	National average
Sense of belonging	59.1	59.1		59.0
Sense of worth	55.7	55.7		56.2
Social Inclusion & Justice	51.3	50.7		47.4
Political Participation	34.4	36.2		32.4
Acceptance and Rejection	52.1	50.4		55.2

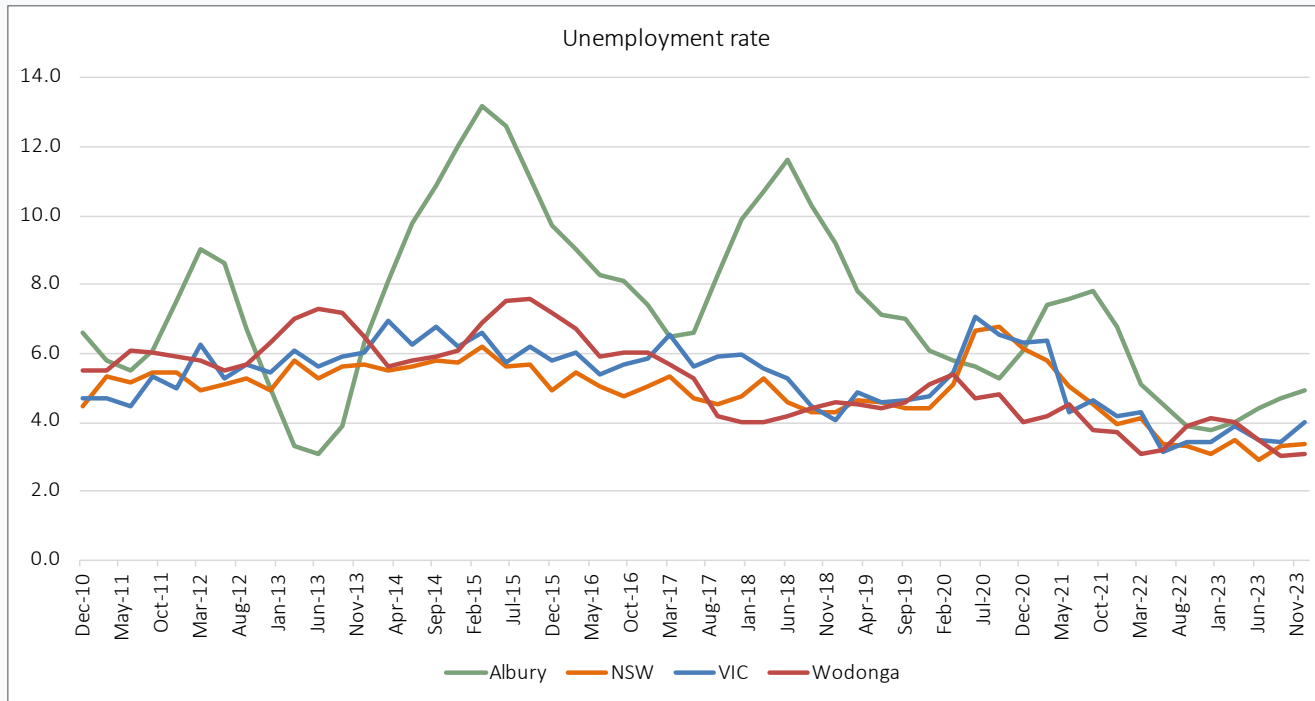
The color coding in the column 2023 indicated comparison to national average, red for lower, orange for the same, green for higher.



# Economy

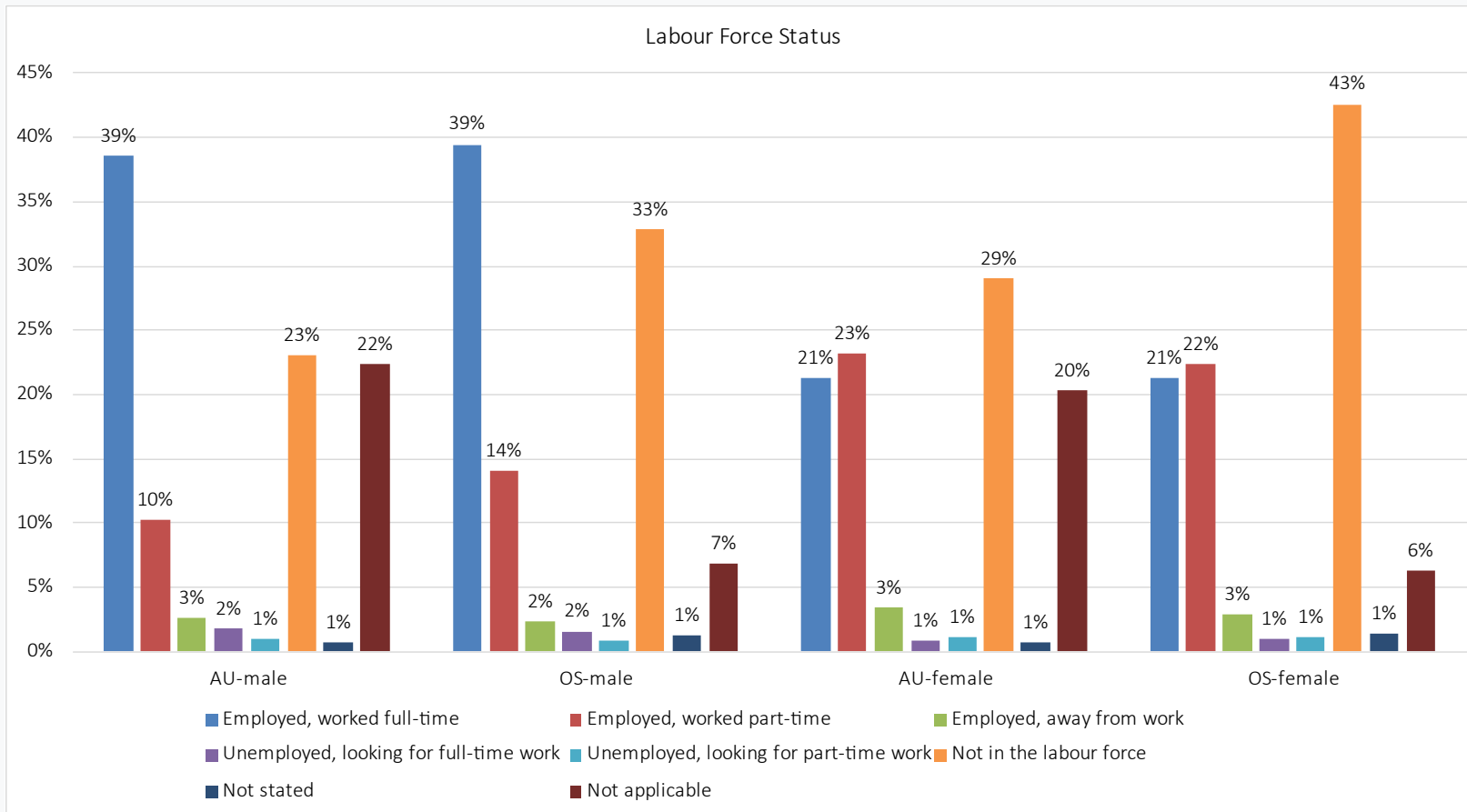
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# Unemployment rates 2011-2023



- Albury unemployment rates do not often follow NSW and VIC trends and have high variants.
- Wodonga unemployment rates generally follow NSW and VIC trends.
- Unemployment rates had a declining trend since 2015.

# Labour force status



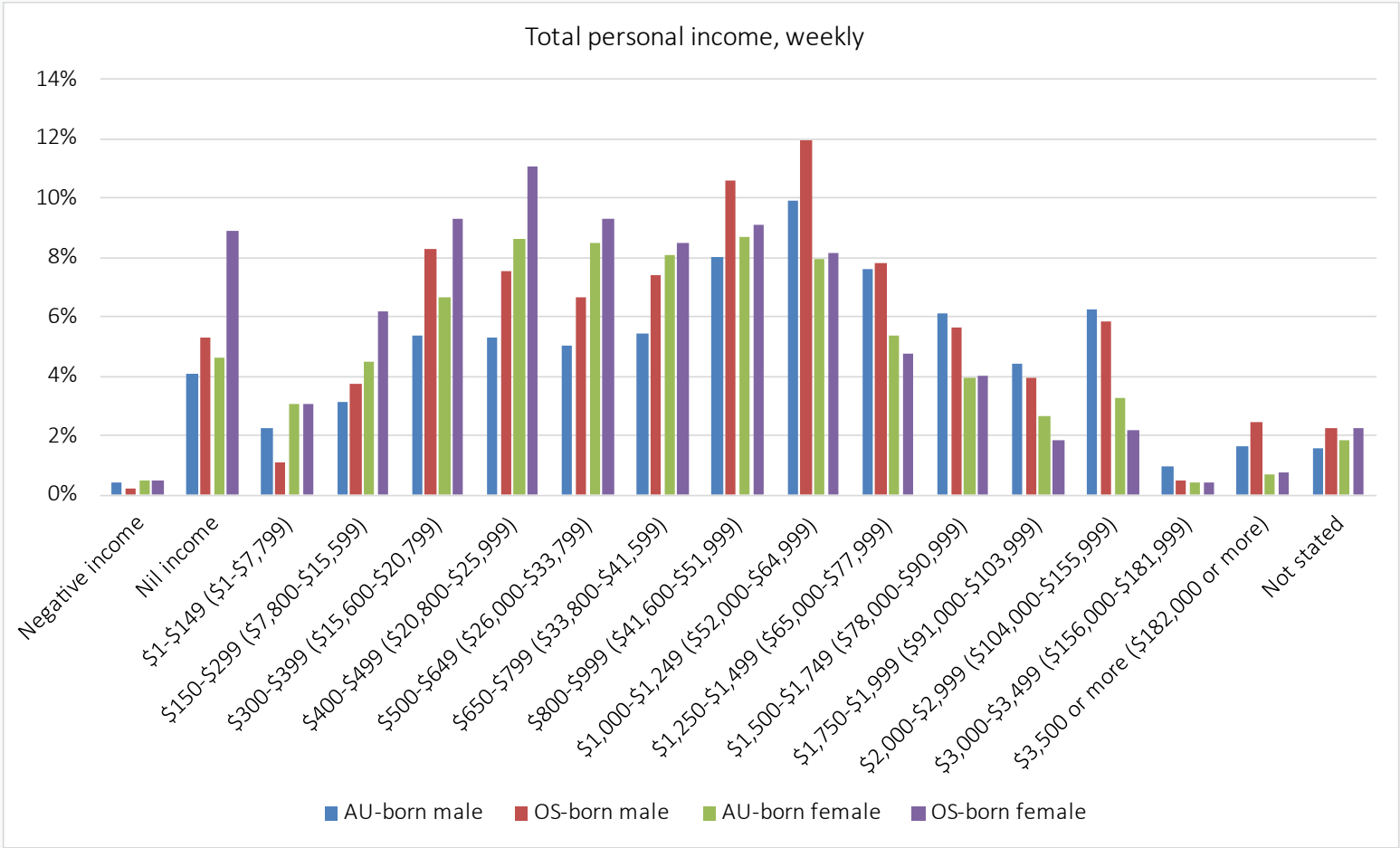
- Wodonga:
  - Unemployment rate: 4.1%
  - Participation rate: 62.5%
- Albury:
  - Unemployment rate: 4.0%
  - Participation rate: 62.2%

Note: The chart reflects the proportions of all residents who answered Census questions about labour force status.

- The participation rate refers only to people in the labour force: i.e. everyone who was either employed, or unemployed and looking for work.
- The unemployment rate refers only to people in the labour force who did not have work, but were looking for work.
- People not in the labour force are neither employed, nor looking for work.

For more detail on labour force definitions see [ABS \(2021\)](#).

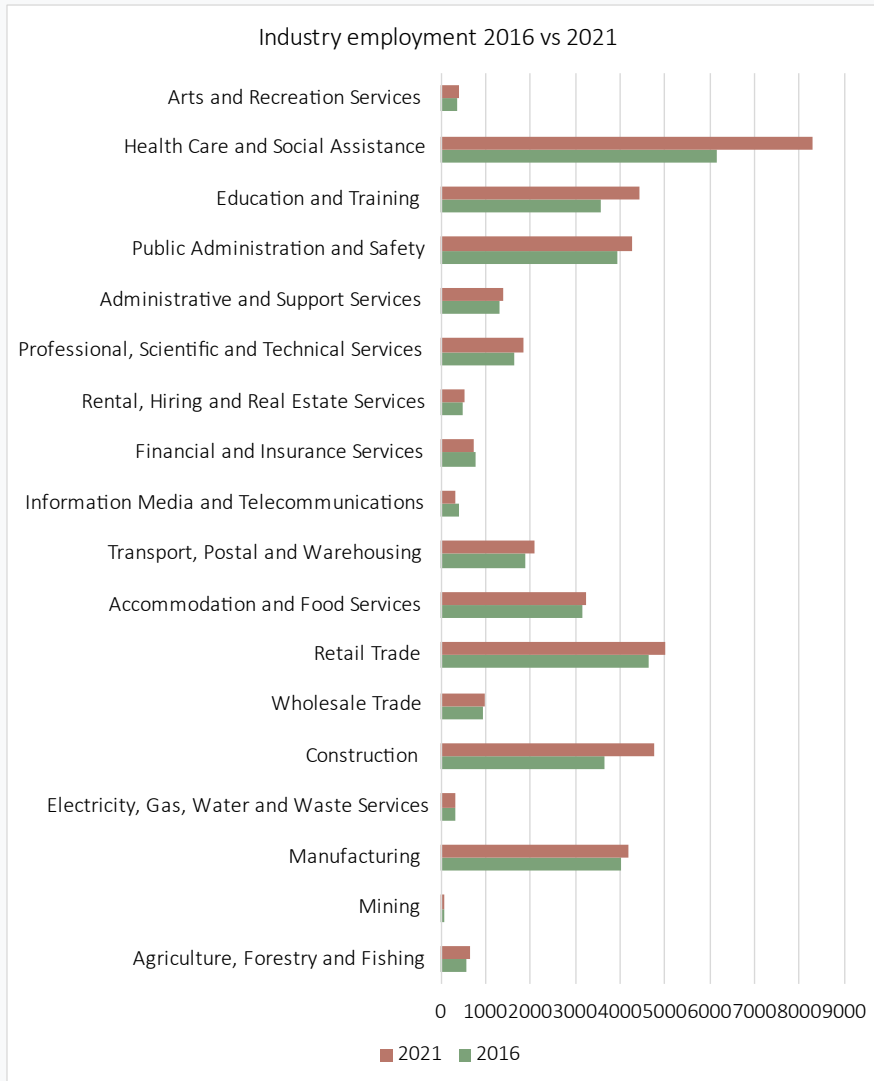
# Total personal income, by place of birth, by sex



- Women are more likely to be on negative or nil income.
- The proportion of overseas born women and Australia born women that earn less than their counterparts is higher.
- Men are more likely to earn high income than other cohorts.

Cohort	% earning more than \$91,000 annually
AU-born male	13%
OS-born male	13%
AU-born female	7%
OS-born female	5%

# Industry of Employment, 2016 vs 2021



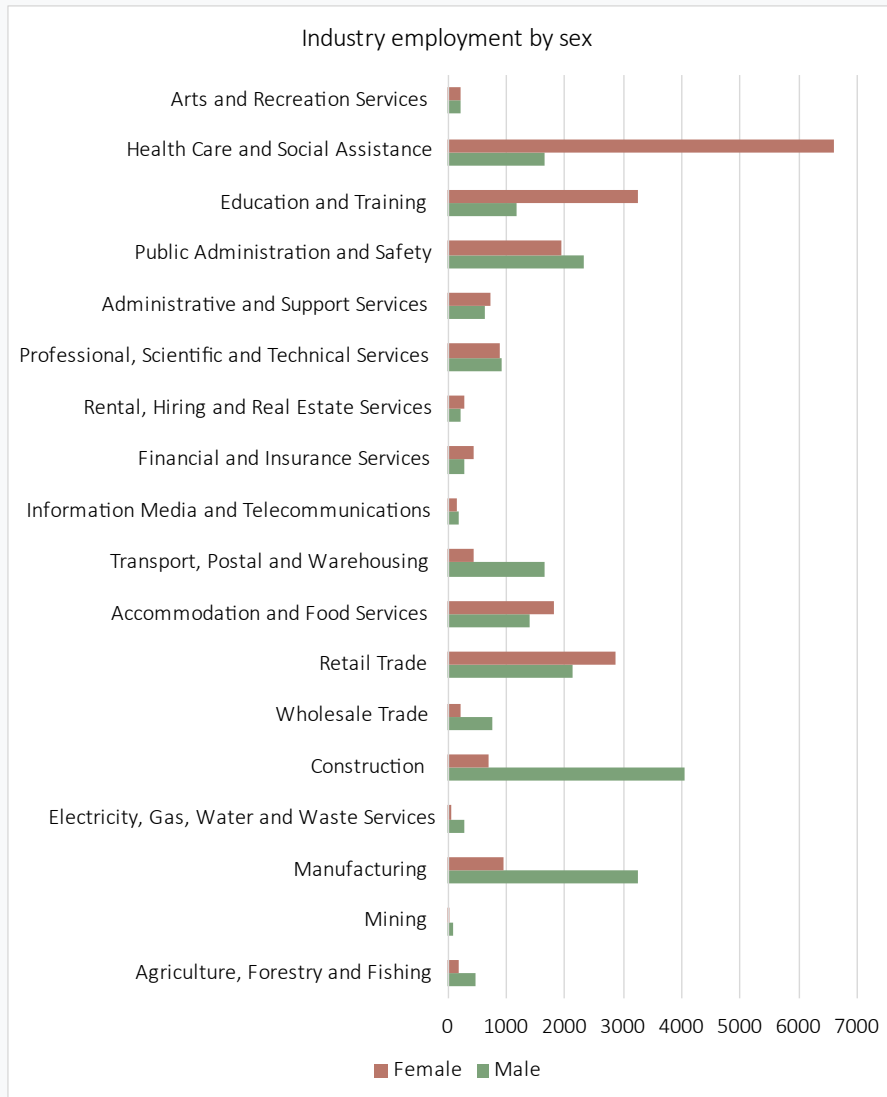
- Strongest growth:

- Health Care and Social Assistance (+35%)
- Construction (+29%)
- Education and Training (+24%)

- Decline:

- Information Media and Telecommunications (-20%)
- Financial and Insurance Services (-4%)

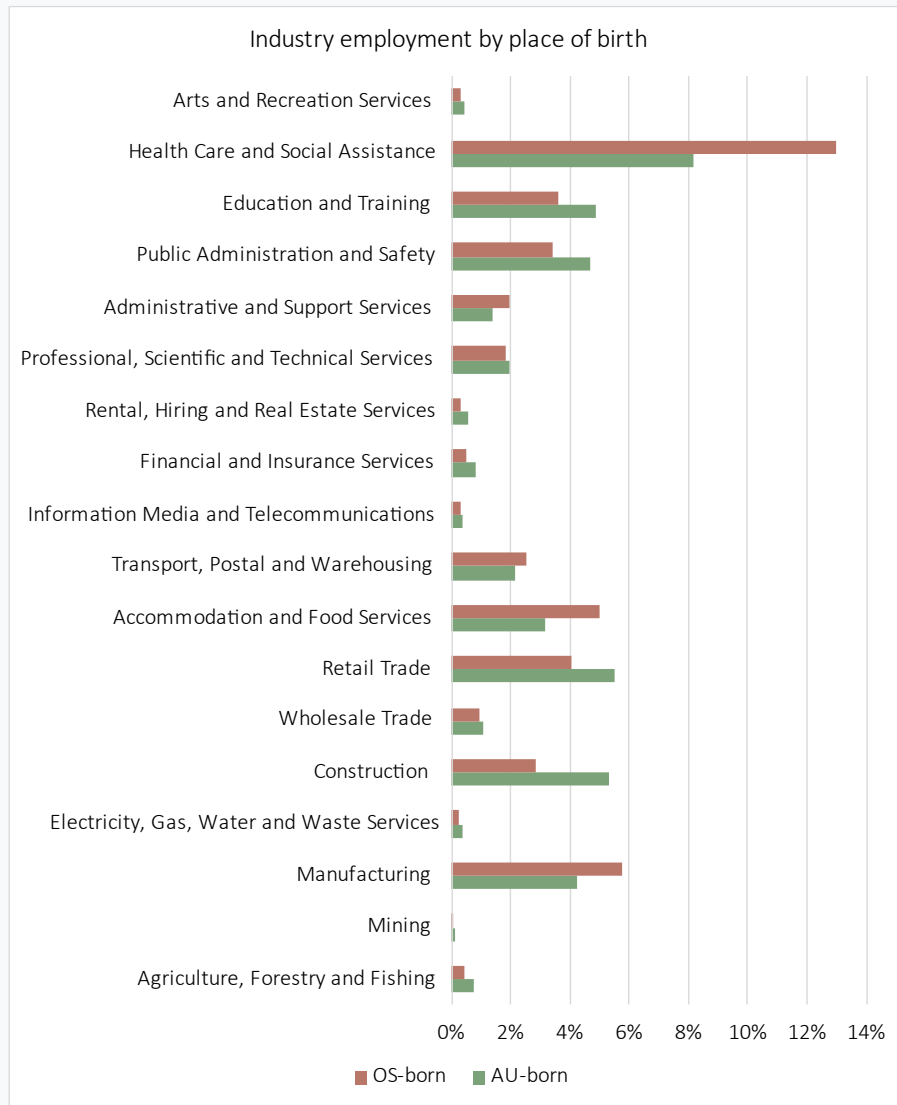
# Industry of employment by sex



- Women are almost 4 times more likely to work in Health Care and Social Assistance and 3 times more likely to work in Education and Training.
- Men are almost 9 times more likely to work in Mining, 6 times more likely to work in Construction, 4 times more likely to work in Electricity, Gas, Water and Waste Services and in Transport, Postal and Warehousing.



# Industry of employment by place of birth



- Overseas born individuals are more likely to work in:
  - › Health Care and Social Services
  - › Administrative and Support Services
  - › Accommodation and Food Services
  - › Manufacturing
- Australia born individuals are more likely in every other industry.

As of 28<sup>th</sup> of May 2024 in Albury:

- The average pay for jobs is **\$76K per year**.
- Entry-level positions start at **\$29K per year**, while the most experienced workers can earn up to **\$350K per year**.
- **556 companies** are currently advertising jobs including [Domino's](#), [Goodstart Early Learning](#), [The Just Group](#), [Programmed](#) and [Australian Health Professionals](#).
- Top skills include: MANAGMENT, HEALTHCARE, TRADING and OPERATIONS.

As of 28<sup>th</sup> of May 2024 in Wodonga:

- The average pay for jobs is **\$83K per year**.
- Entry-level positions start at **\$27K per year**, while the most experienced workers can earn up to **\$350K per year**.
- **161 companies** are currently advertising jobs including [The Just Group](#), [Coles](#), [Australian Broadcasting Corporation](#), [Hays](#), [Mars and Incorporated](#).
- Top skills include: TEAM PLAYER, TRADING, CONTINUOUS IMPROVEMENT, MANAGEMENT and LEADERSHIP.

# Tourism Statistics

Domestic Overnight	Visitors	Nights
Interstate	362000	907000
Intrastate	340000	753000

Top International markets:

- China
- New Zealand
- United Kingdom
- France

Main reasons for visiting for Domestic Overnight:

- Holiday
- Visiting family and relatives
- Other
- Business

## Albury

Key Stats	International	Domestic Overnight	Domestic Day	Total
Visitors	19000	505000	734000	1258000
Nights	168000	1164000	-	1332000
Average nights	19	2	-	3
Expenditure (M)	\$10	\$238	\$152	\$400
Spend per trip	\$561	\$472	\$207	\$318
Spend per night	\$62	\$205	-	\$187

## Wodonga

Key Stats	International	Domestic Overnight	Domestic Day	Total
Visitors ('000)	4000	196000	173000	373000
Nights ('000)	43000	495000	-	538000
Average nights	11	3	-	3
Expenditure (M)	-	\$69	-	
Spend per trip	-	\$351	-	
Spend per night	-	\$139	-	

# Housing Needs



## Albury

**1.17%**

Current Vacancy rate



**317**

Rental Stock available



**29.02%**

Rental population



## Wodonga

**0.78%**

Current Vacancy rate



**153**

Rental Stock available



**31.33%**

Rental population



### Albury:

- Median price change for a house is -6.95% in 1 year and 5.33% in 2 years.
- Median weekly rent for a house is \$460 and \$320 for a unit.
- realestate.com.au has 274 houses and 22 apartments and units listed for sale.

### Wodonga:

- Median price change for a house is 5.56% in 1 year and 20.96% in 2 years.
- Median weekly rent for a house is \$460 and \$325 for a unit.
- realestate.com.au has 238 houses and 17 apartments and units listed for sale.

# Housing Needs



## Albury

**1800**

Current unmet need

**34%**

Current social and  
affordable housing as a  
proportion of need

**6.2%**

Annual growth of social  
and affordable housing  
required

## Wodonga

**1000**

Current unmet need

**48%**

Current social and  
affordable housing as a  
proportion of need

**4.5%**

Annual growth of social  
and affordable housing  
required

- The main source of unmet need is rent stress.
- 3600 households are projected to have unmet housing needs by 2041 based on overall projected household for the region

# Hidden accommodation and Housing Suitability



	n	%
Households requiring larger dwelling	783	2%
Current dwelling is suitable	4991	12%
Households reporting unutilized rooms	31016	77%

- 3032 private dwelling were unoccupied on CENSUS night
- 77% or 31016 of occupied households have spare room capacity.





# Summary of data insights



- Wodonga population growth rate has a declining trend and Albury population growth rate has an increasing trend
- Albury median age (39) and Wodonga median age (39) are slightly higher than of NSW and VIC (38) and Australia (38).
- 12% of people residing in Albury and Wodonga were born overseas
- 86.8% of the population of Albury & Wodonga reports speaking only English at home.
- 90% of people living in Albury & Wodonga are Australian citizens
- Overseas born women have the highest proportion of people with Bachelor Degree or higher (28%).
- 7047 people have a need for assistance with core activities (4% have low English language proficiency).
- Proportion of homelessness in the overseas born community is slightly higher than in Australia born one (0.5% for AUborn, 0.8% for OS-born)
- There has a significant decrease in volunteering since 2016
- Overseas born women have lower socio-economic outcomes despite having higher education achievements
- Albury's average pay for advertised positions is lower than for Wodonga
- 2800 households do not have their housing needs met despite the presence of 3032 unoccupied dwellings

# Migrant settlement in Albury & Wodonga: SWOR analysis



Strengths	Weaknesses	Opportunities	Risks
 <ul style="list-style-type: none"><li>• GRP of 9.24 billion (10% increase since June 2022)</li><li>• High rates of certificate/degree qualifications amongst migrant population, especially women</li><li>• Community in Albury is reported to having high levels of social cohesion</li><li>• Strong Albury Wodonga visitor brand</li><li>• Holistic support for industry growth</li><li>• Albury and Wodonga are openly a welcoming and diverse city</li><li>• Council's effective work with culturally and linguistically diverse population</li></ul>	 <ul style="list-style-type: none"><li>• Significant increases in rental prices</li><li>• Low vacancy rates and hidden accommodation</li><li>• Skill shortages across major industries, especially in healthcare</li><li>• Low English language proficiency of recent arrivals may lead to isolation and decreased community participation</li><li>• Low socio-economic outcomes for women from migrant and refugee background despite their educational achievements</li><li>• Decreased levels of volunteering</li><li>• Lack of social housing that is needed to meet the current needs</li><li>• Community in Wodonga is reported to having lower levels of social cohesion</li></ul>	 <ul style="list-style-type: none"><li>• Strong continuous demand for skilled workers, especially in education, healthcare and construction</li><li>• Tapping into unutilised expertise of migrant and refugees by utilising welcoming practices within the work of council but also in workplaces</li><li>• Implement welcoming workplaces practice to retain diverse workforce</li></ul>	 <ul style="list-style-type: none"><li>• Growth in house prices/ reduced housing affordability</li><li>• Decreased social cohesion and community engagement</li><li>• Skills shortage may impact the quality of life in the city and drive people to leave the area</li><li>• The shortage of in language services may impact the levels of participation from CALD community and be a driving force for them to leave for a metropolitan area.</li></ul>