

Welcoming Cities

Data analysis

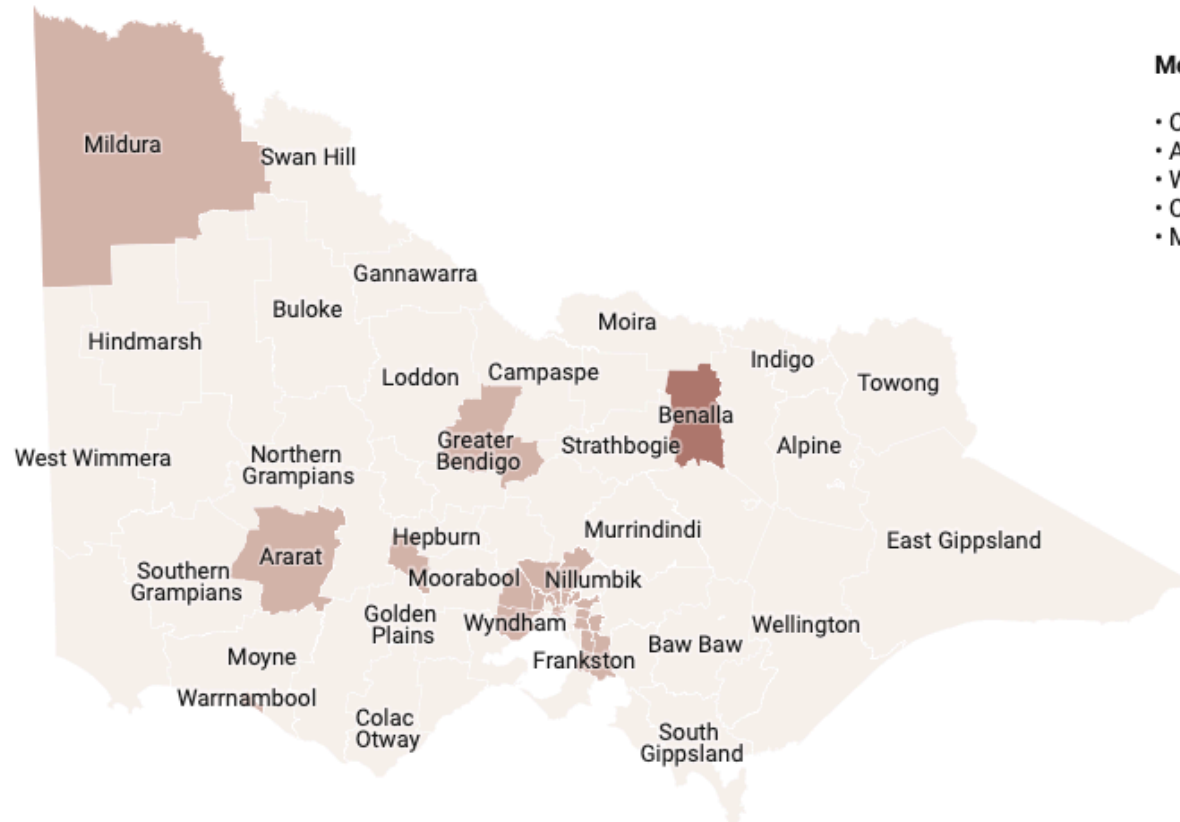
Benalla



Welcoming Cities – Victoria

Victoria

Regional



Member Councils

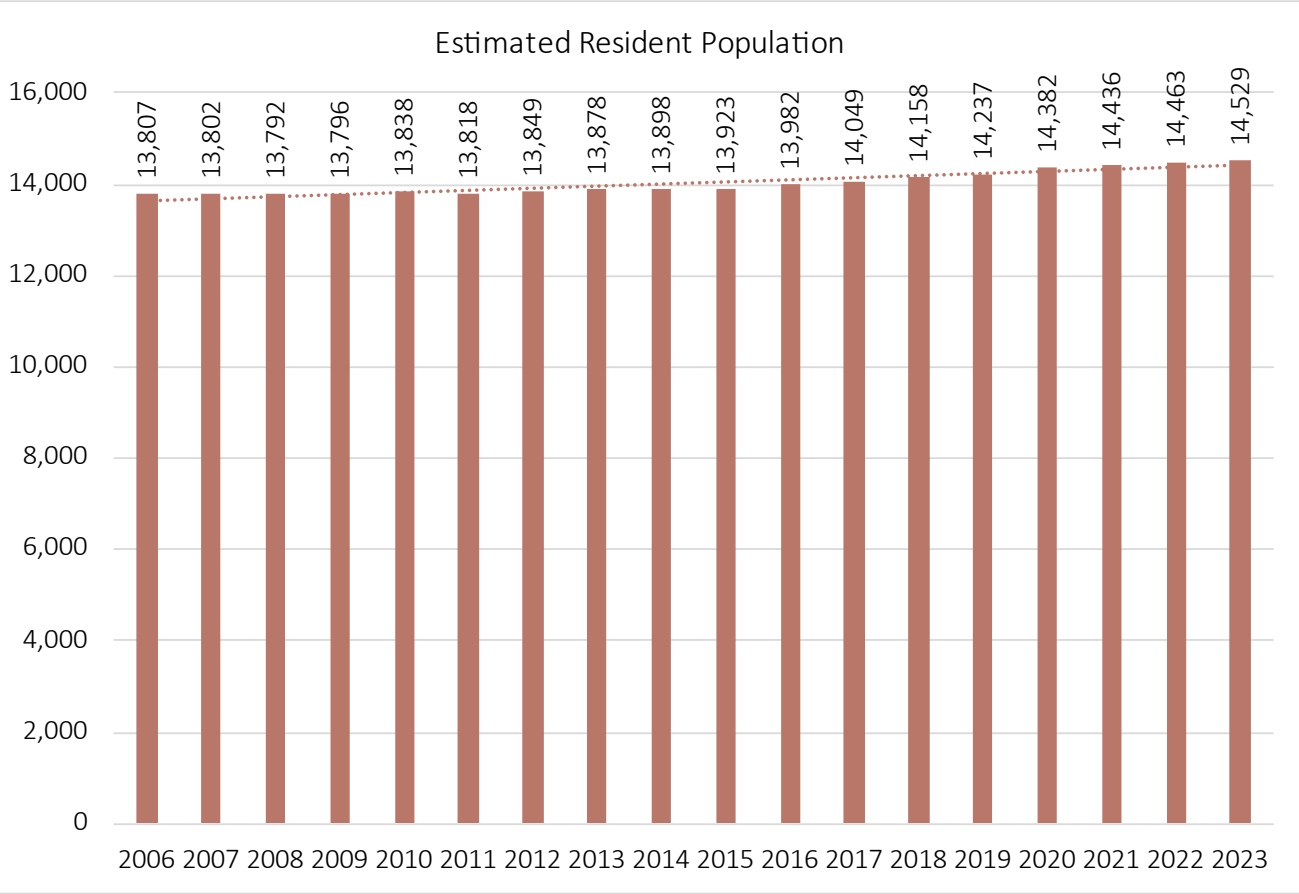
- City of Greater Bendigo
- Ararat Rural City Council
- Warrnambool City Council
- City of Ballarat
- Mildura Rural City Council

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

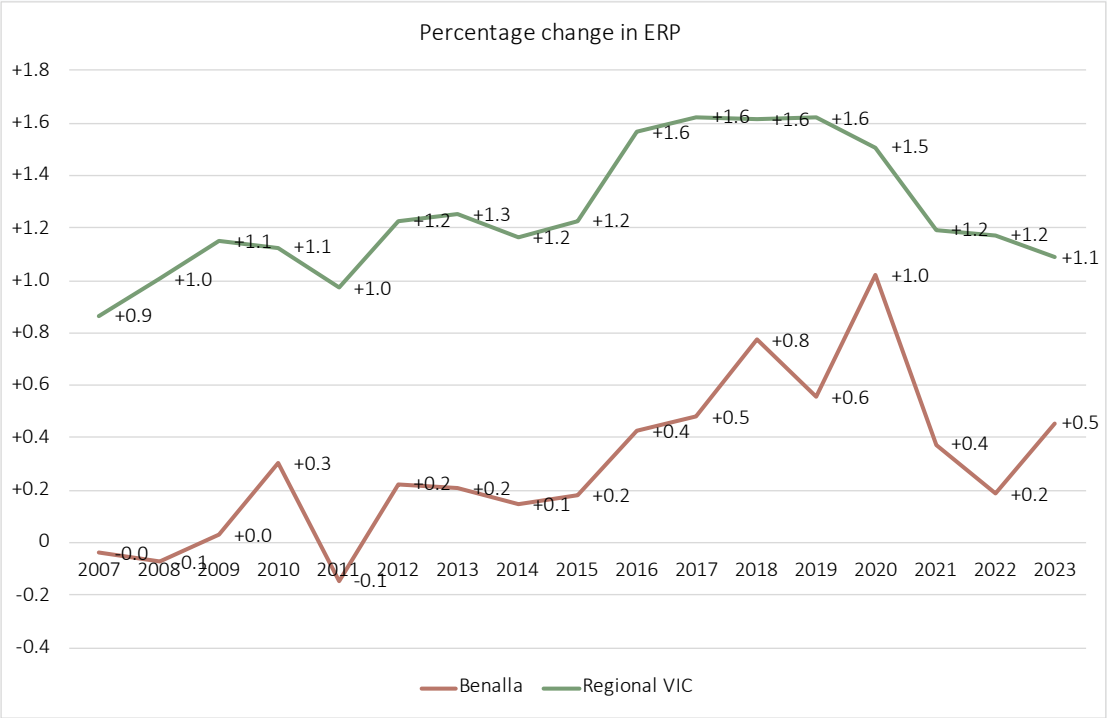


Community

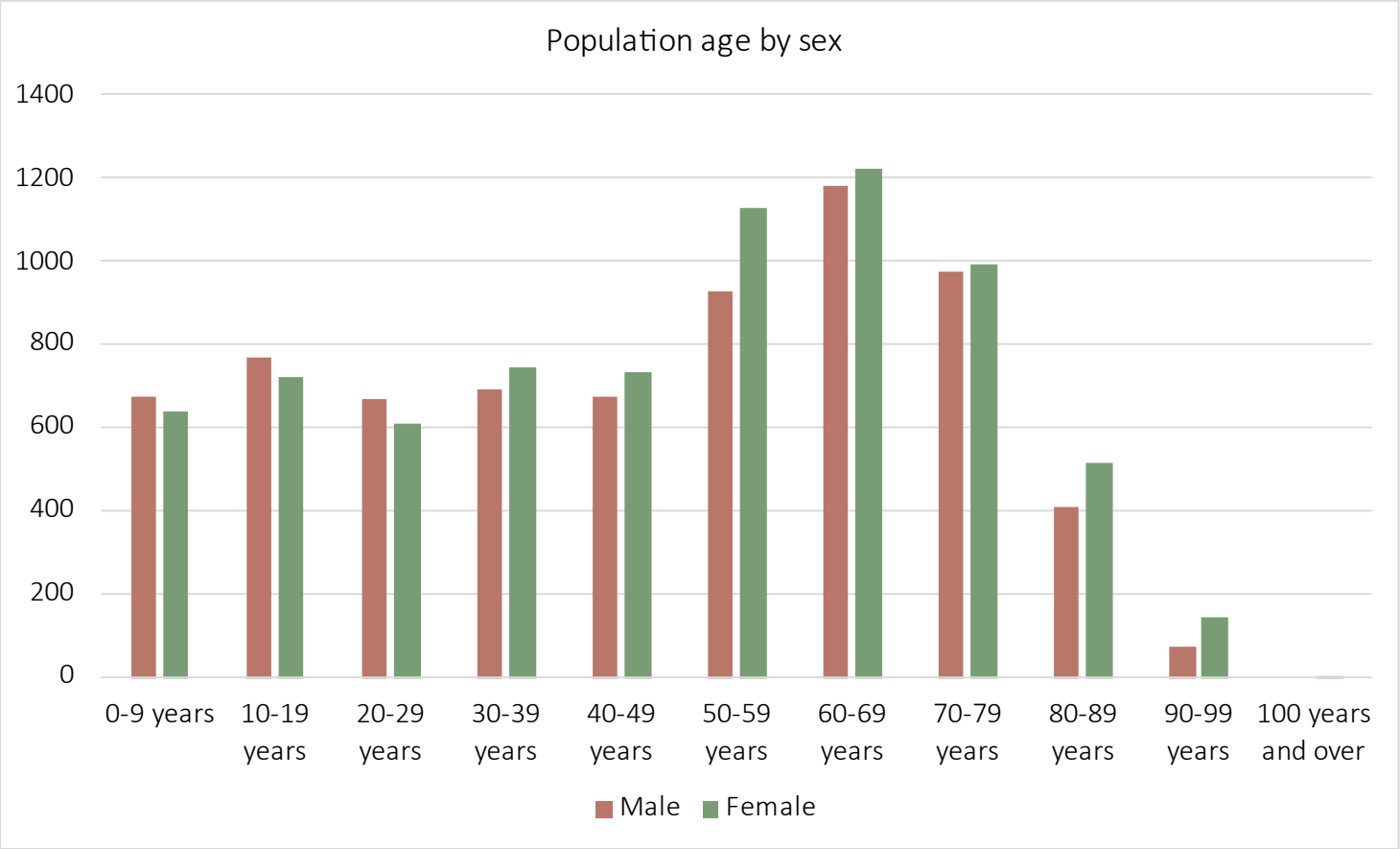
Estimated Resident Population



- Benalla population growth rate is lower than of Regional VIC
- Average annual growth rate is approximately 0.3% (since 2007)

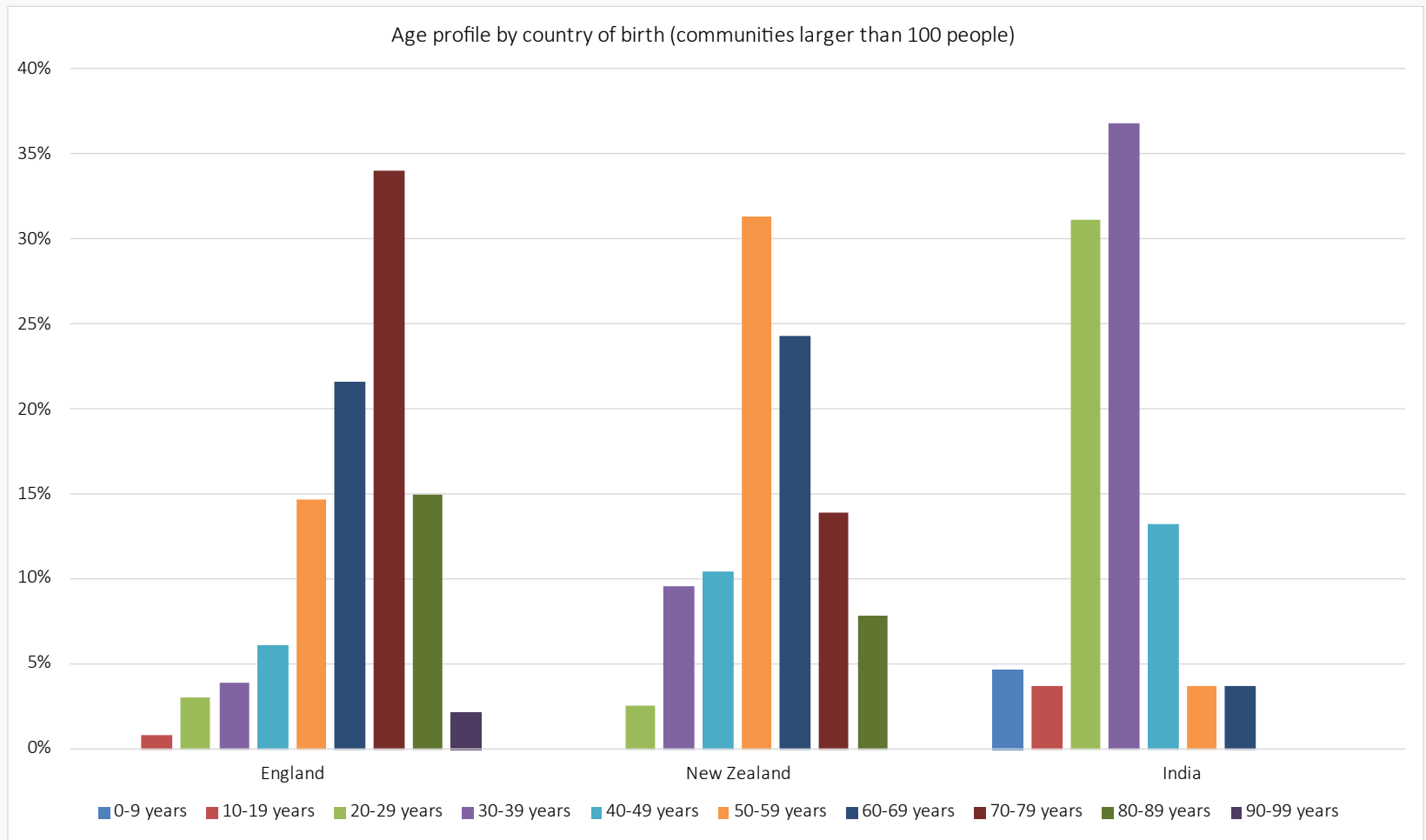


Population age profile



- 38% of population in Benalla is under 40 years old.
- Benalla median age (51) is significantly higher than of VIC (38) and Australia (38).
- Sex ratio is 94.4 (males per 100 females)

Cultural Diversity – Country of Birth



- 9.3% of people residing in Benalla were born overseas
- Communities larger than 100 ppl:
 - England (361)
 - New Zealand (115)
 - India (106)
- 73% of people born in England are over 60.
- 76% of people born in India are under 40.

Cultural Diversity - Languages spoken at home



Language	Number of speakers
Punjabi	41
German	34
Mandarin	33
Malayalam	31
Punjabi	41

Language	Number of speakers reporting low ELP	% reporting low English proficiency in the community*
Arabic	14	52%
Mandarin	12	36%

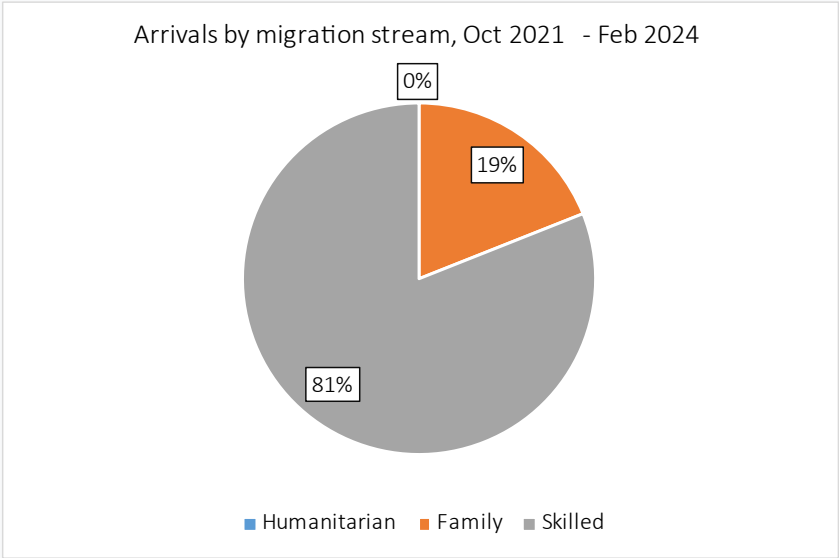
- 2% of the residents in Benalla identify as either Aboriginal or Torres Strait Islander or both.
- 88.1% of the population of Benalla reports speaking only English at home.
- Mandarin and Arabic speaking communities report highest level of low English proficiency.

Cultural Diversity - Citizenship

More than 80% in the community* hold Australian citizenship	Less than 40% in the community* hold Australian citizenship
Germany Netherlands	India New Zealand

- 62.9% of people born overseas are Australian citizens
- 88.8% of people living in Benalla are Australian citizens

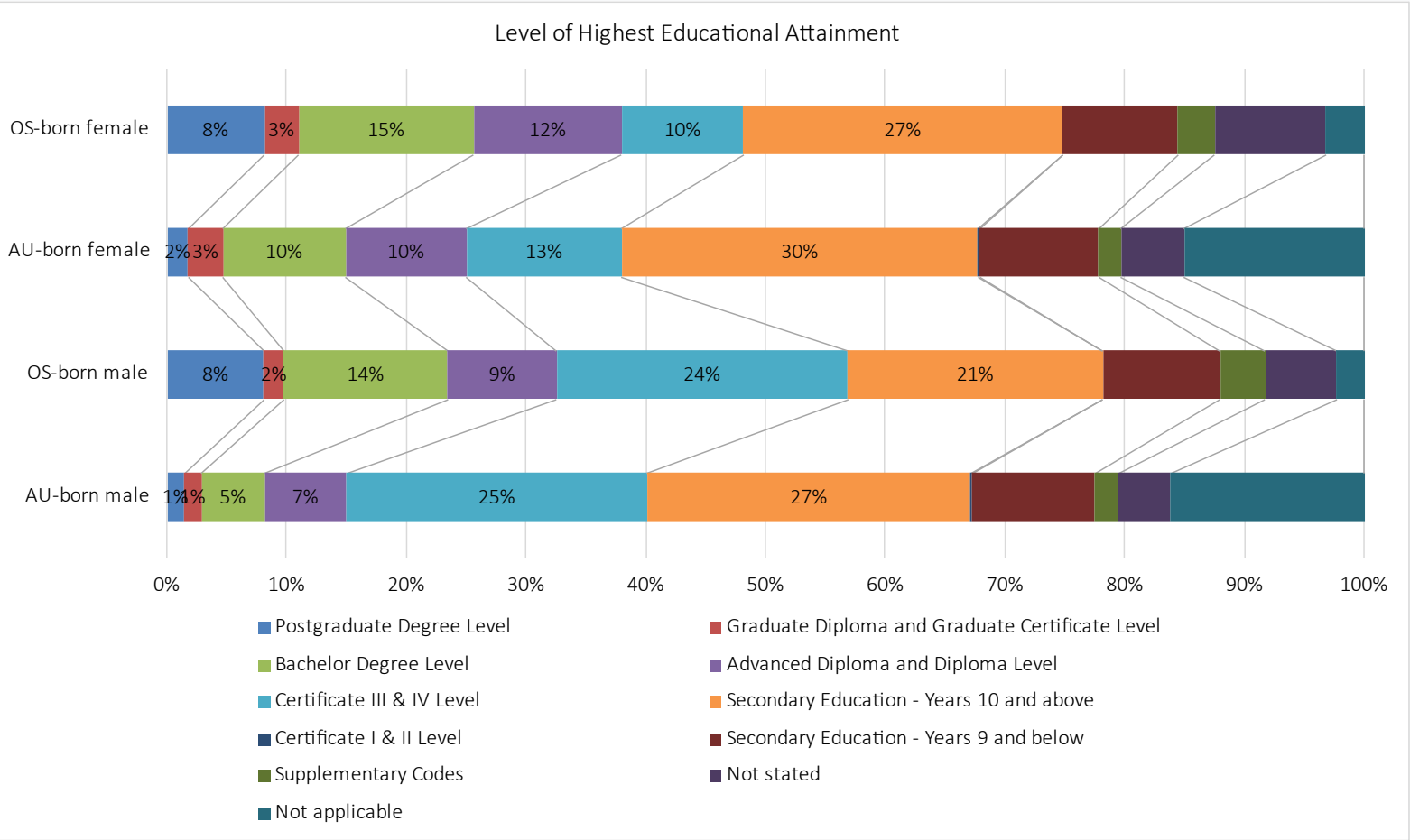
Settlers by migration stream



- Settlers in: Skilled (81%), Family (19%), Humanitarian (0%)
- There were no humanitarian settlers between September 2021 and February 2024

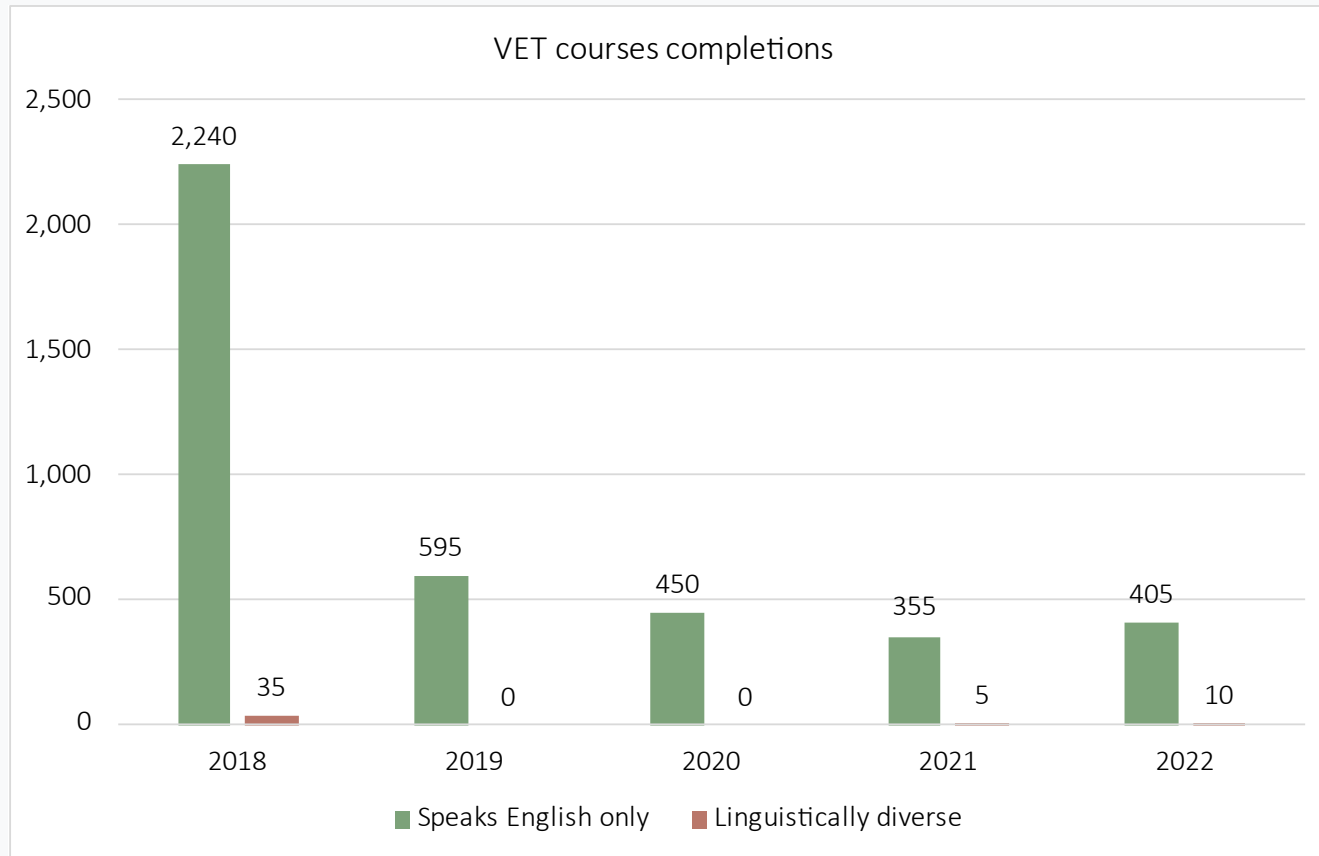
	Migration Stream		
Gender	Family	Skilled	
Female	<10	19	
Male	<5	28	
Grand Total	11	47	93

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 (26%).
- Australia born men have the lowest proportion of people with Bachelor degree or higher (8%).

VET students and courses



- Top fields of study in 2022:
 - Health
 - Management & Commerce
 - Society & Culture

Long Term Health Condition and Need for Assistance

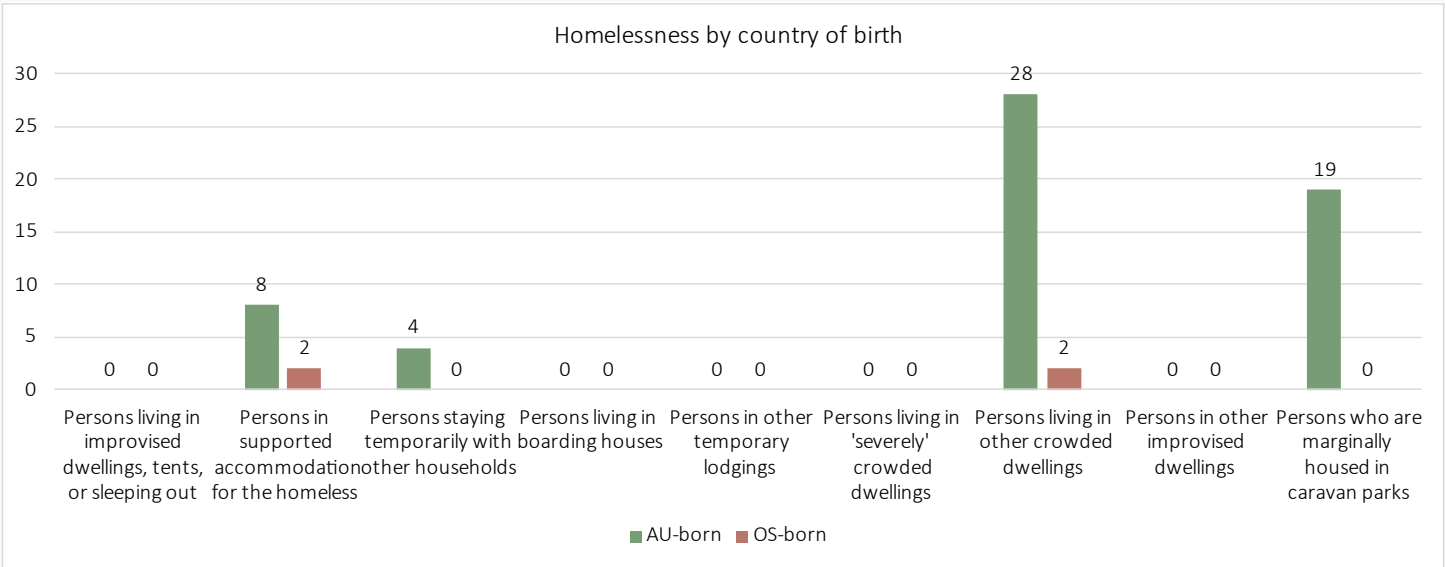
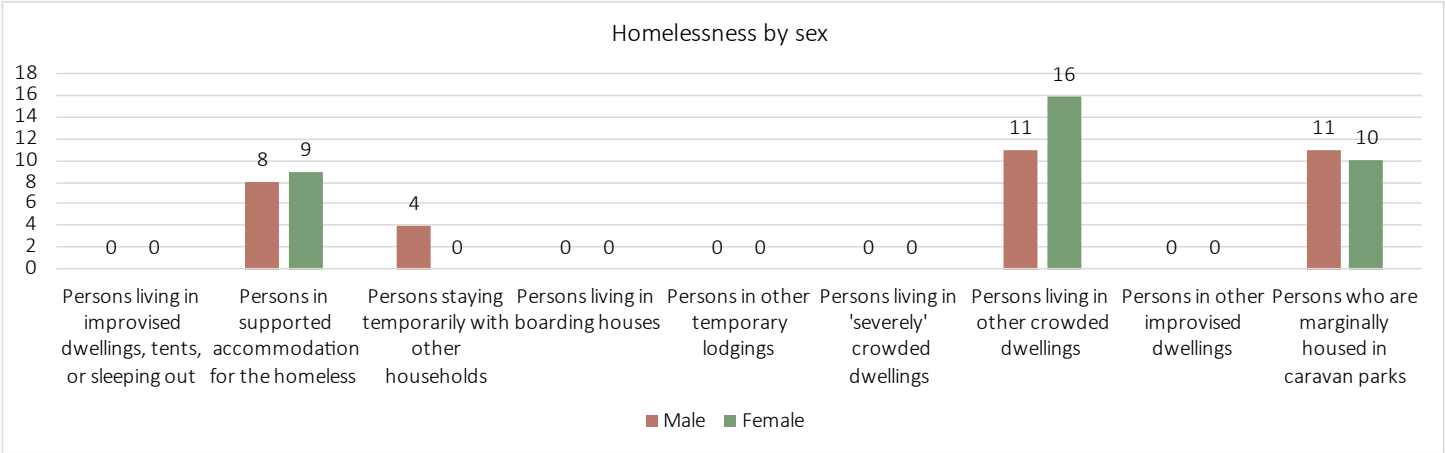
- 1136 people have a need for assistance with core activities (0.2% have low English language proficiency).

Long-term health condition	Number of people total	Number of people with low ELP	% of total population
Arthritis	1980	5	14%
Asthma	1584	3	11%
Cancer (including remission)	608	0	4%
Dementia (including Alzheimer's)	161	3	1%
Diabetes (excluding gestational diabetes)	969	10	7%
Heart disease (including heart attack or angina)	949	5	7%
Kidney disease	231	0	2%
Lung condition (including COPD or emphysema)	517	0	4%
Mental health condition (including depression or anxiety)	1656	0	11%
Stroke	239	0	2%
Any other long-term health condition(s)	1280	3	9%

Benefit and Payment Recipients, Dec 2023

Type of support	Number of recipients
ABSTUDY (Living allowance)	5
ABSTUDY (Non-living allowance)	5
Age Pension	2,575
Austudy	10
Carer Allowance	500
Carer Allowance (Child Health Care Card only)	10
Carer Payment	245
Commonwealth Rent Assistance	860
Commonwealth Seniors Health Card	425
Disability Support Pension	755
Family Tax Benefit A	830
Family Tax Benefit B	630
Health Care Card	730
JobSeeker Payment	535
Low Income Card	140
Parenting Payment Partnered	15
Parenting Payment Single	225
Pension Concession Card	4,175
Special Benefit	5
Youth Allowance (other)	50
Youth Allowance (student and apprentice)	15

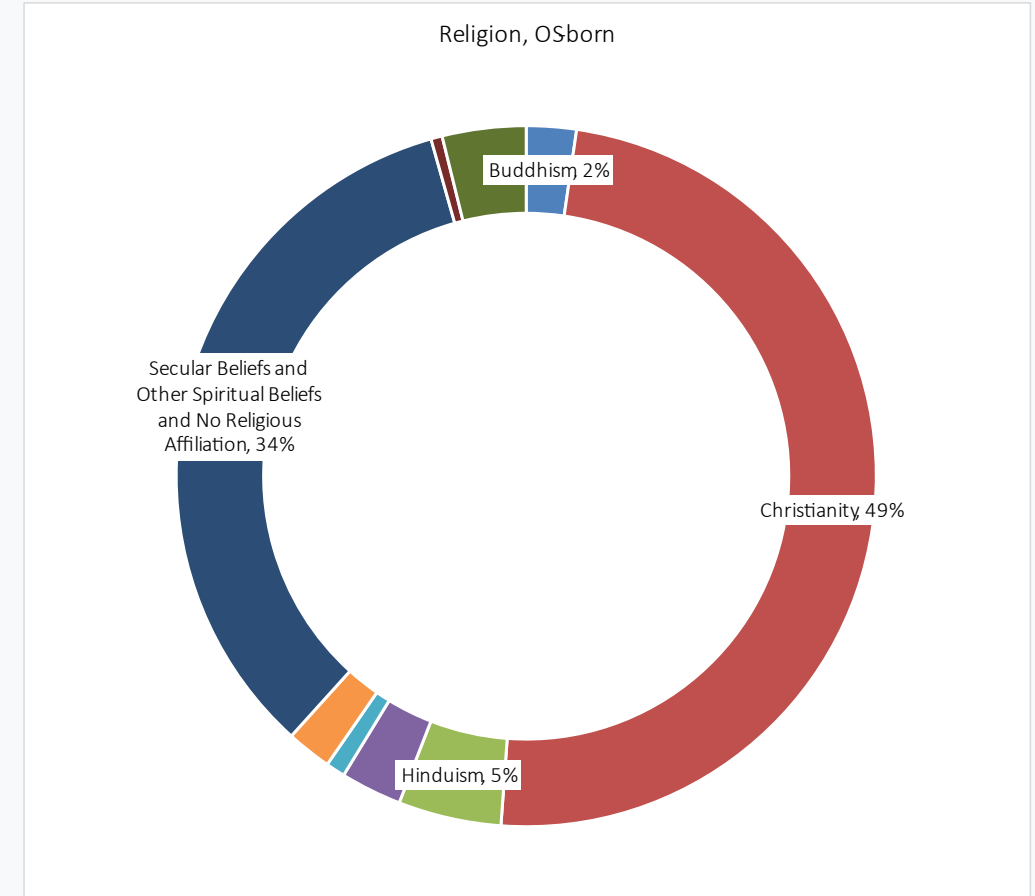
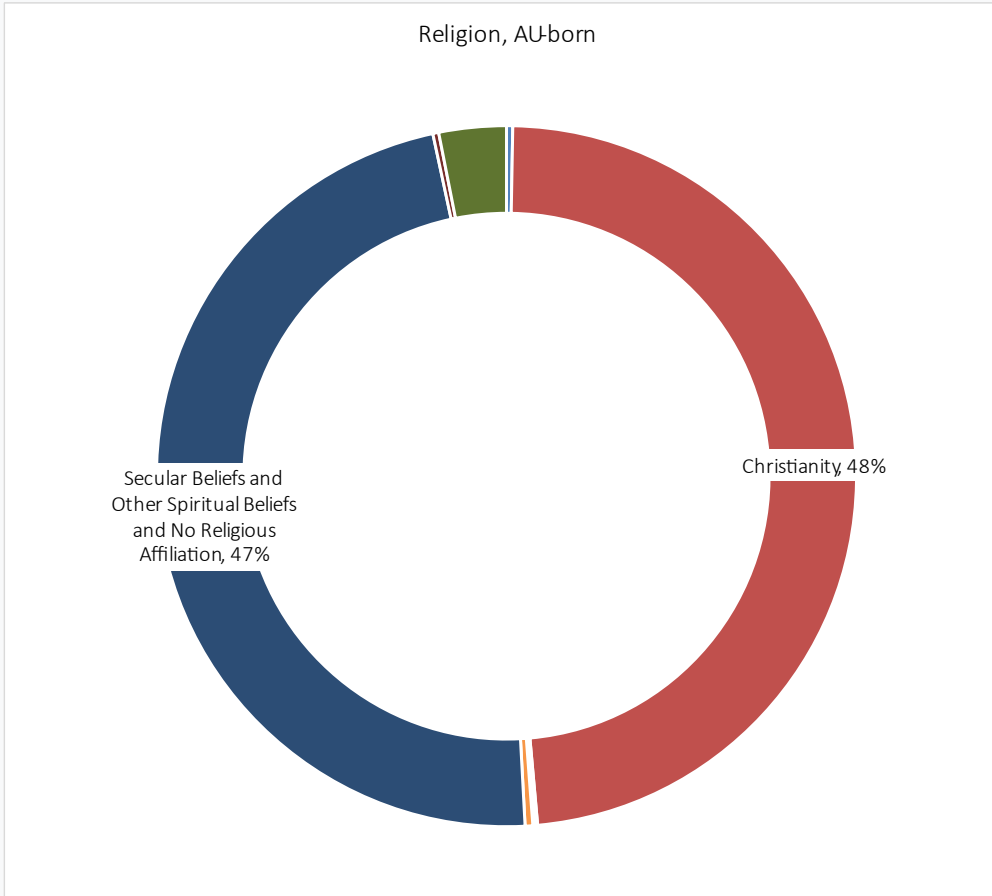
Homelessness Estimates



- 0.5% or 67 individuals of the population report being homeless
- There is the same proportion of homeless amongst men and women.
- Homelessness in the Australia born community is slightly higher than in overseas one (0.5% for AU-born, 0.3% for OS-born)

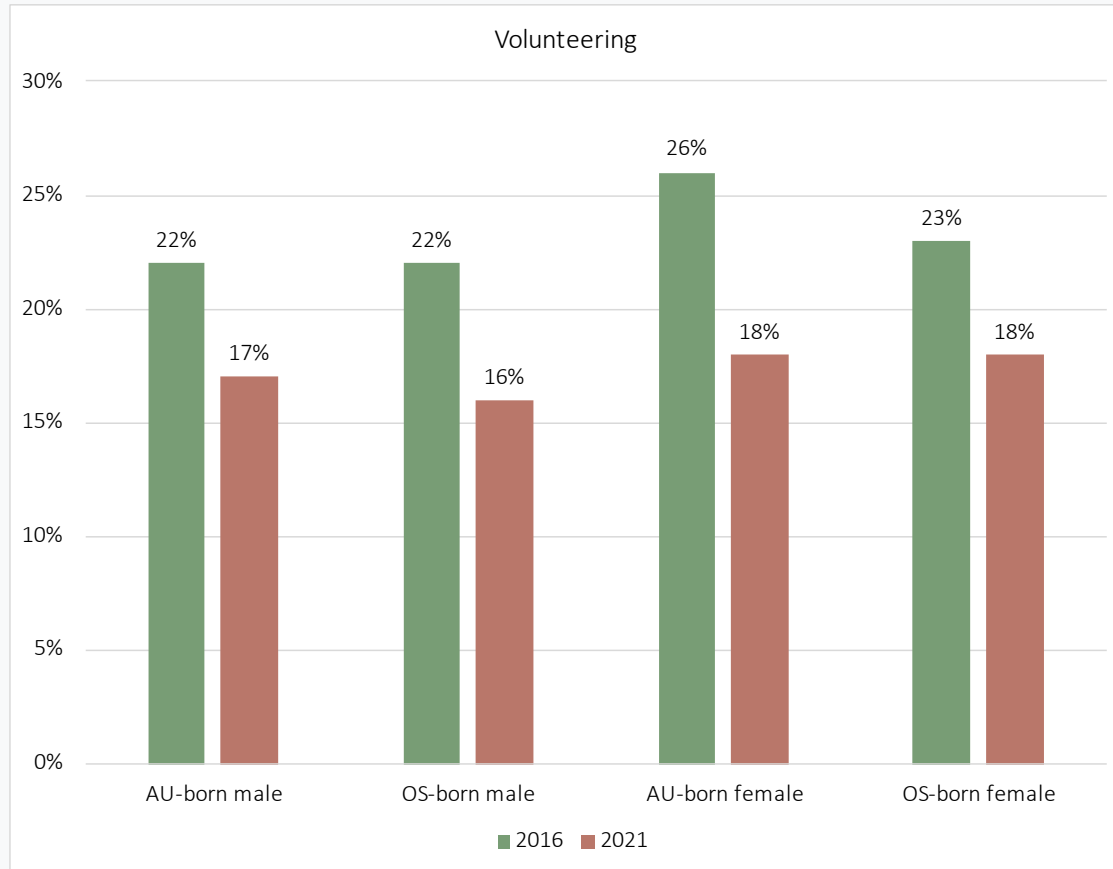
The sums of the indicators might differ in the graphs due to the CENSUS privacy protection data practices

Religious Affiliation



- 45% of individuals residing in Benalla report their religion to be 'Christianity' and 42% report having 'Secular Beliefs and Other Spiritual Beliefs and No Religious Affiliation'.
- Individuals reporting all other religions represent over 2.2% of total population of Benalla combined.

Volunteering



- 16% of residents of Benalla report being a volunteer
- Women are more likely to volunteer than men.
- There has been a significant decrease in volunteering since 2016, especially amongst AU-born female population (possibly due to the pandemic and volunteering fatigue).

Social Cohesion and Democracy



51.7

(-0.52% from national average 2022)
Social Cohesion Index



47.1

(-0.28% from national average 2022)
Democracy Index



Domains	2021	2022	2023	Trend	National average
Sense of belonging	63.5	62.1	61.0		59.0
Sense of worth	57.9	57.4	57.0		56.2
Social Inclusion & Justice	52.2	51.7	51.4		47.4
Political Participation	35.1	34.7	37.3		32.4
Acceptance and Rejection	52.7	50.2	50.1		55.2

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



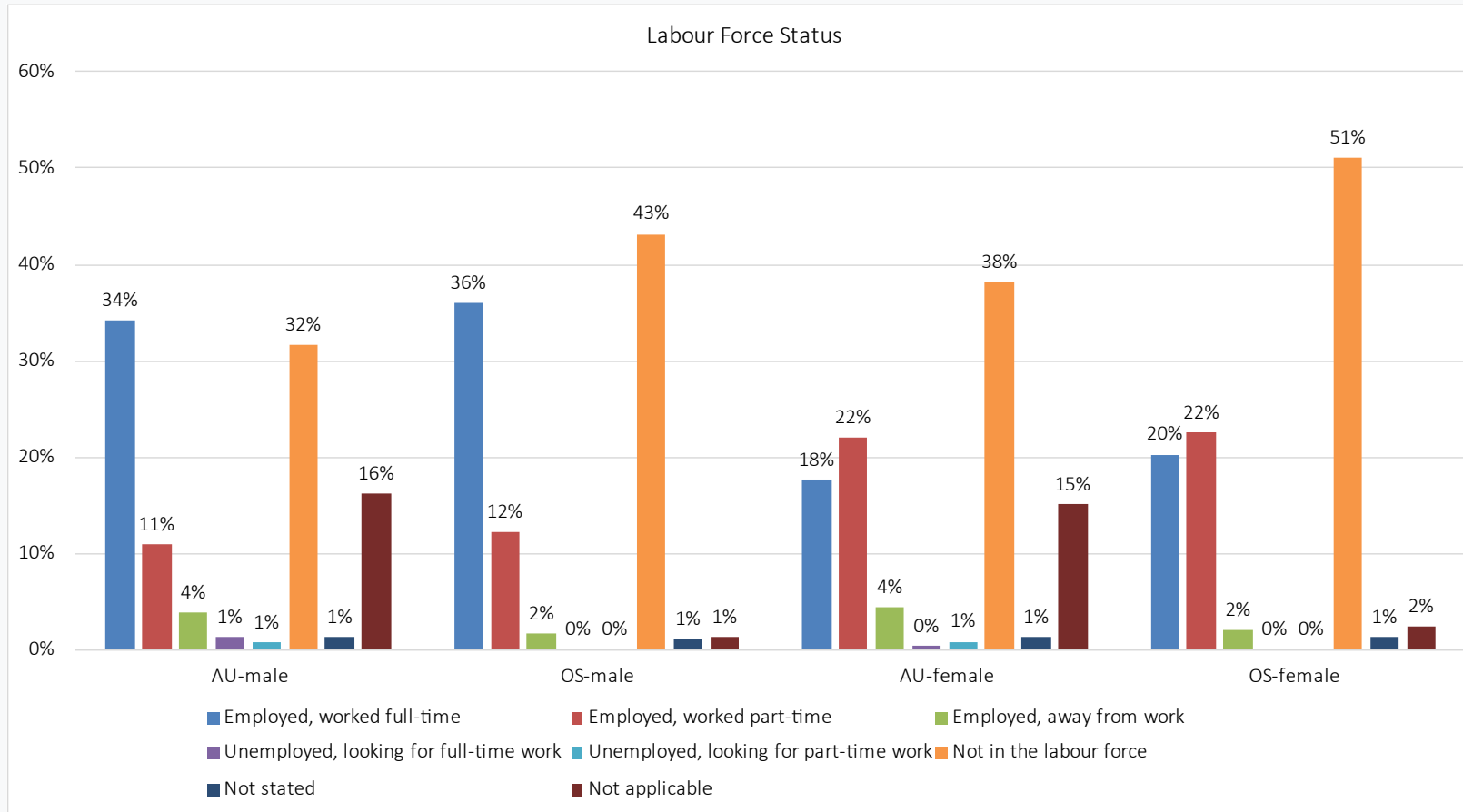
Economy

Unemployment rates 2011-2023



- Benalla unemployment rates do not often follow Victoria ones.
- Unemployment rate had a declining trend since 2013.

Labour force status



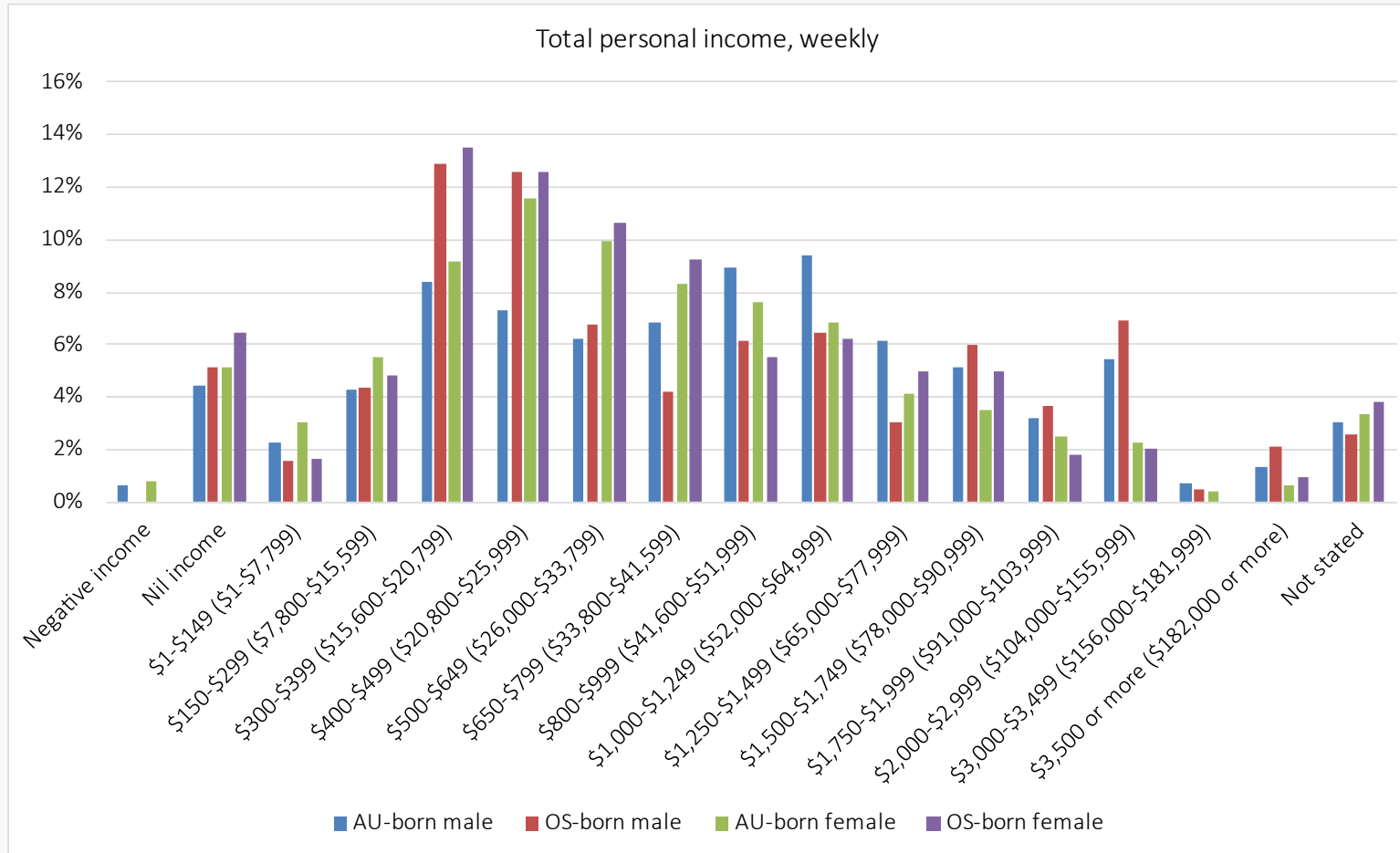
- Unemployment rate: 3.2%
- Participation rate: 51.7%

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 \(2021\)](#).

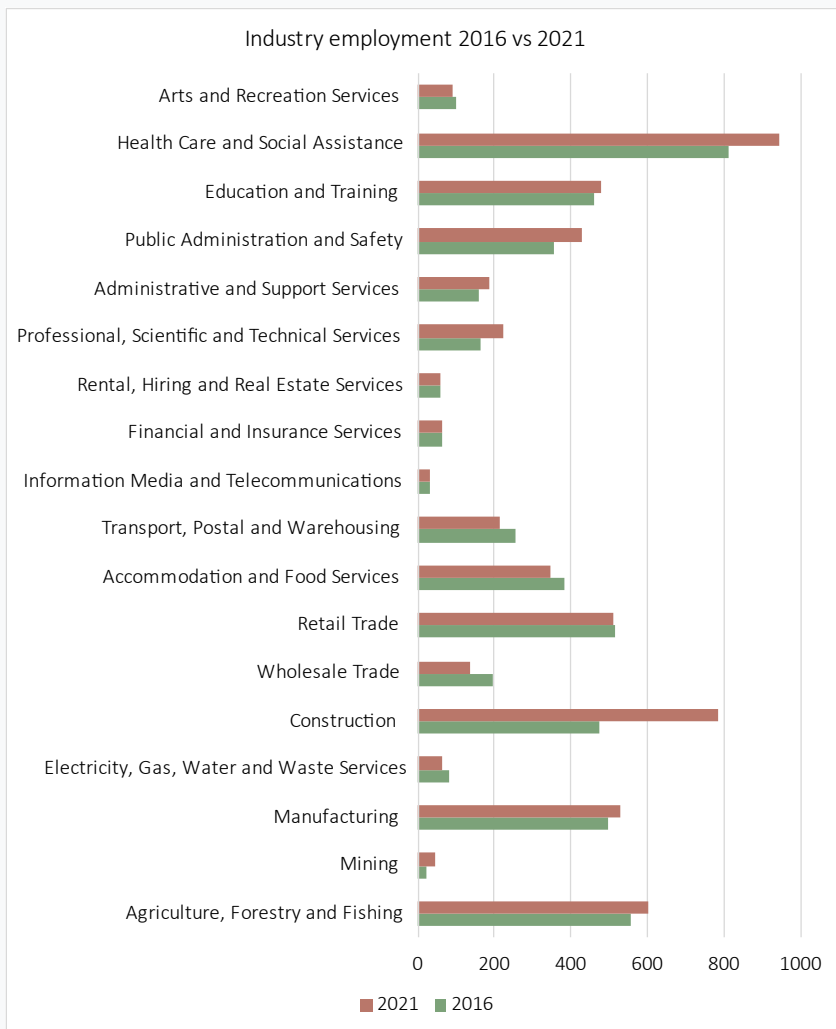
Total personal income, by place of birth, by sex



- 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.
- Overseas born man are more likely to earn high income than other cohorts.

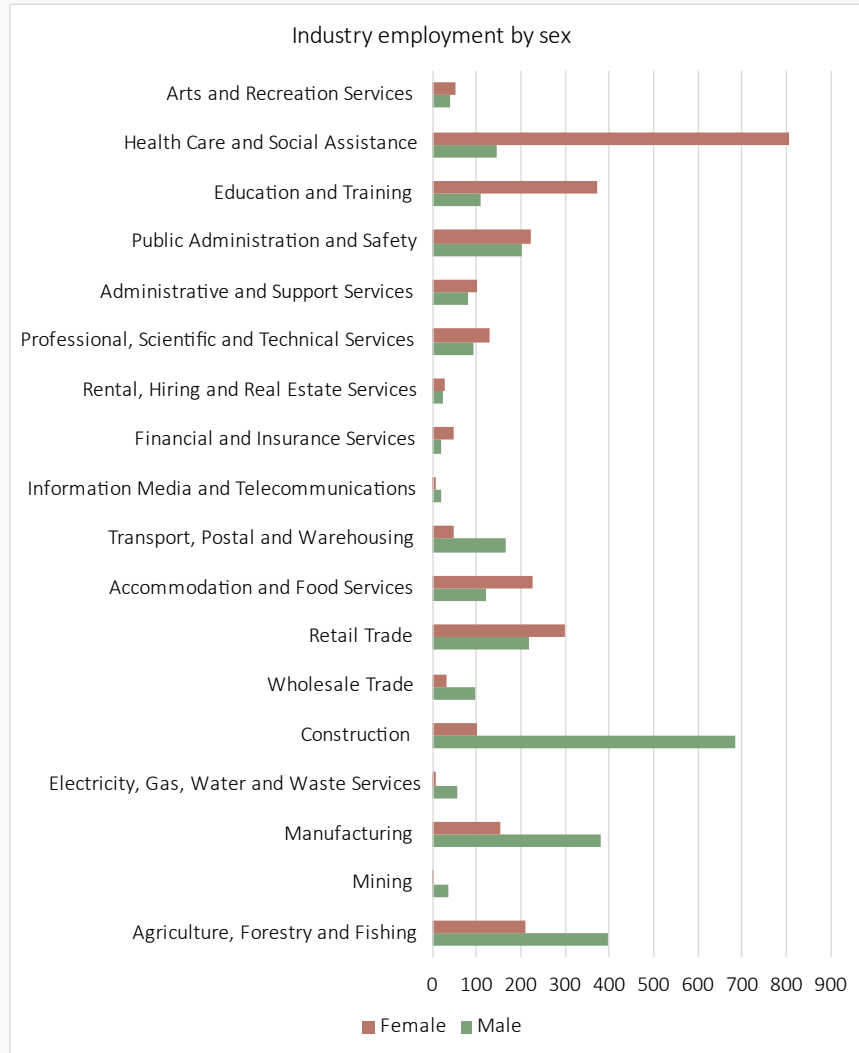
Cohort	% earning more than \$91,000 annually
AU-born male	11%
OS-born male	13%
AU-born female	6%
OS-born female	5%

Industry of Employment, 2016 vs 2021



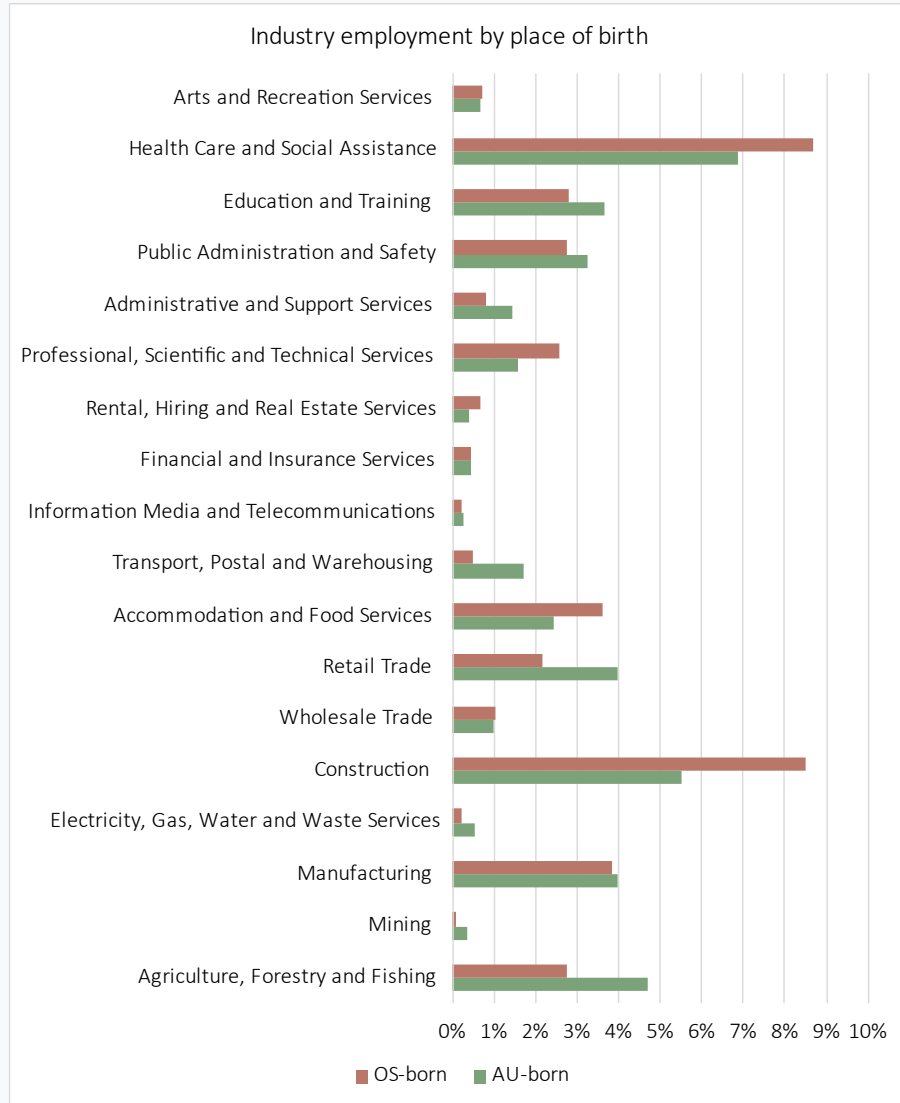
- Strongest growth:
 - Mining (+96%)
 - Construction (+65%)
 - Professional, Scientific and technical Services (+35%)
- Decline:
 - Wholesale Trade (-31%)
 - Electricity, Gas, Water and Waste Services (-23%)
 - Transport, Postal and Warehousing (-16%)
 - Accommodation and Food Services (-9%)
 - Arts and Recreation Services (-9%)
 - Financial and Insurance Services (-5%)
 - Rental, Hiring, and Real Estate Services (-3%)
 - Retail Trade (-1%)

Industry of employment by sex



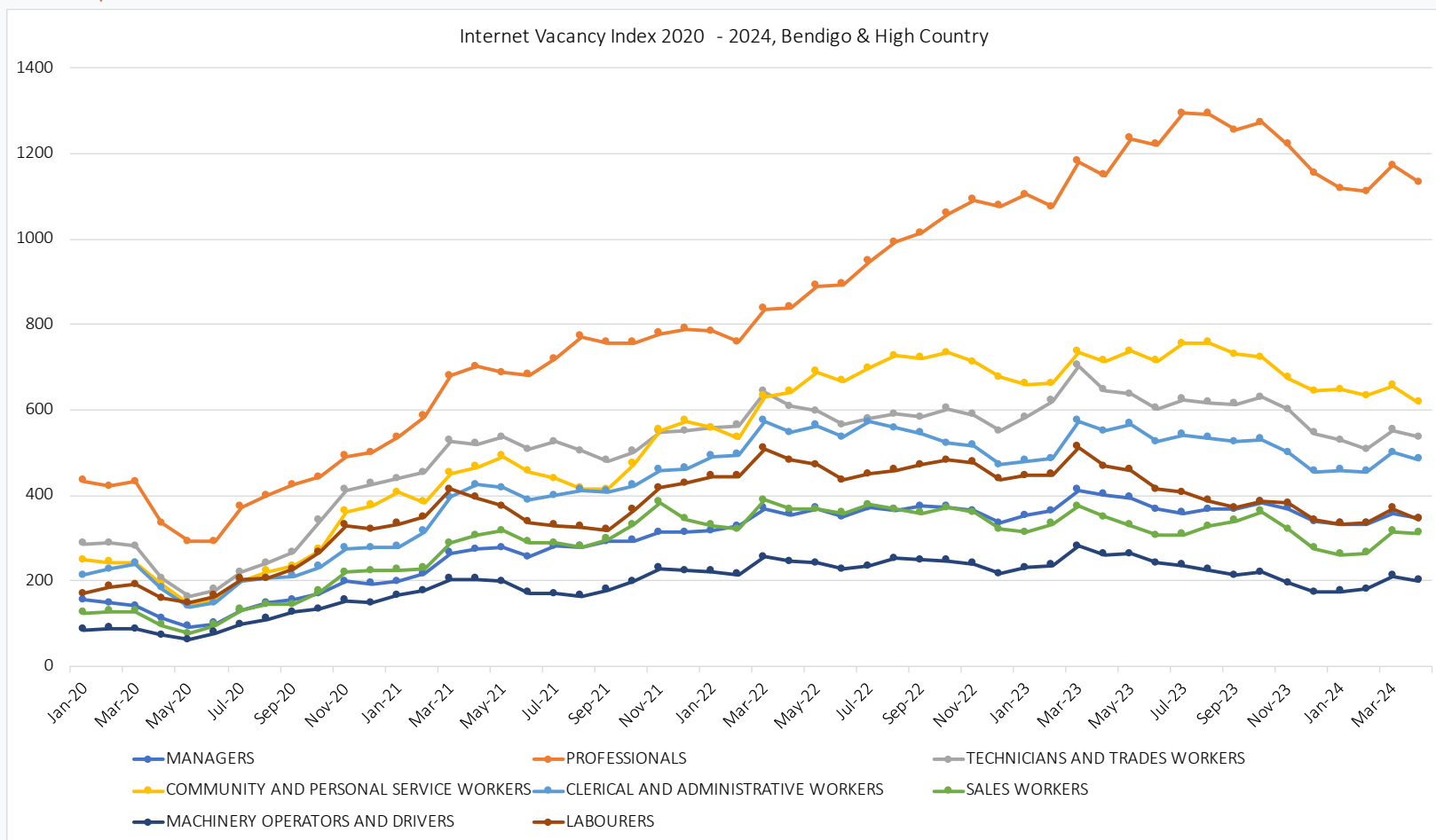
- Women are almost 6 times more likely to work in Health Care and Social Assistance and 3 times more likely to work in Education and Training.
- Men are almost 8 times more likely to work in Electricity, Gas, Water and Waste Services and 6 times more likely to work in Construction.

Industry of employment by place of birth



- Overseas-born individuals are more likely to work in:
 - › Accommodation and Food Services
 - › Health Care and Social Services
 - › Rental Hiring and Real Estate Services
 - › Professional Scientific and Technical Services.
- Australia-born individuals are more likely in every other industry.

Jobs and Internet Vacancies



As of 28th of May 2024 in Benalla:

- The average pay for jobs is **\$84K per year**.
- Entry-level positions start at **\$29K per year**, while the most experienced workers can earn up to **\$350K per year**.
- **373 companies** are currently advertising jobs including [GV Health](#), [Goodstart Early Learning](#), [UGL](#), [McDonalds](#) and [The Just Group](#).
- Top skills include: MANAGEMENT, DIALYSIS, CRITICAL CARE, TEACHING and TEAM PLAYER.

Tourism Statistics

Domestic Overnight	Visitors	Nights
Interstate	30000	91000
Intrastate	96000	216000

Top International markets:

- New Zealand
- China
- United Kingdom

Main reasons for visiting for Domestic Overnight:

- Holiday
- Visiting family and relatives

Key Stats	International	Domestic Overnight	Domestic Day	Total
Visitors	-	126000	218000	346000
Nights	-	307000	-	331000
Average nights	10	2	-	3
Expenditure (M)	\$2	\$29	\$17	\$48
Spend per trip	\$945	\$227	\$77	\$138
Spend per night	\$95	\$93	-	\$93

Note: Data is based on four year average from 2016 to 2019

0.56%

Current Vacancy rate



44

Rental Stock available



20.69%

Rental population



- Median price change for a house is 0.2% in 1 year and 15.1% in 2 years.
- Median weekly rent for a house is \$420 and \$320 for a unit.
- realestate.com.au has 104 houses and 4 apartments and units listed for sale.

400

Current unmet need



41%

Current social and
affordable housing as a
proportion of need



5.4%

Annual growth of social
and affordable housing
required



- The main source of unmet need is rent stress.
- 500 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	105	2%
Current dwelling is suitable	695	11%
Households reporting unutilized rooms	4927	76%

- 737 private dwelling were unoccupied on CENSUS night
- 76% or 4927 of occupied households have spare room capacity

Summary of data insights



- Benalla population growth rate is lower than of Regional VIC
- Benalla median age (51) is significantly higher than of VIC (38) and Australia (38).
- 9.3% of people residing in Benalla were born overseas
- 88.1% of the population of Benalla reports speaking only English at home.
- 88.8% of people living in Benalla are Australian citizens
- There were no humanitarian settlers between September 2021 and February 2024
- Overseas born women have the highest proportion of people with Bachelor Degree or higher (26%).
- 1136 people have a need for assistance with core activities (0.2% have low English language proficiency).
- There has been a significant decrease in volunteering since 2016, especially amongst AU-born female population
- Unemployment rate had a declining trend since 2013.
- Overseas-born women are likely to have lower income levels
- 8 industries have experienced decline in employment since 2016
- Low vacancy rate despite having 737 unoccupied dwellings
- 400 households do not have their housing needs met

Migrant settlement in Benalla: SWOR analysis



Strengths	Weaknesses	Opportunities	Risks
<ul style="list-style-type: none">• GRP of 962.82 million in 2022• Convenient location for business development and supply chain• Construction, manufacturing, health, retail and agriculture are the largest employers• High rates of certificate/degree qualifications amongst migrant population, especially women	<ul style="list-style-type: none">• Ageing population• Significant increases in rental prices and house market prices• Low vacancy rates and hidden accommodation• High rental prices for accommodation• Low socio-economic outcomes for women from migrant and refugee background despite their educational achievements• Decreased levels of volunteering• Lower than national social cohesion index	<ul style="list-style-type: none">• Strong continuous demand for skilled workers, especially in healthcare• Tapping into unutilised expertise of migrant and refugees by utilising welcoming practices within the work of council but also in workplaces• Implement welcoming workplaces practice to attract and retain diverse workforce• Implement welcoming initiatives to improve the attractiveness of the region	<ul style="list-style-type: none">• Growth in house prices/ reduced housing affordability• Decreased social cohesion and community engagement• Inability to meet community needs due to ageing population and low migration into the area.• Low population retention and lack of migration to the region