

# Welcoming Cities

Data analysis

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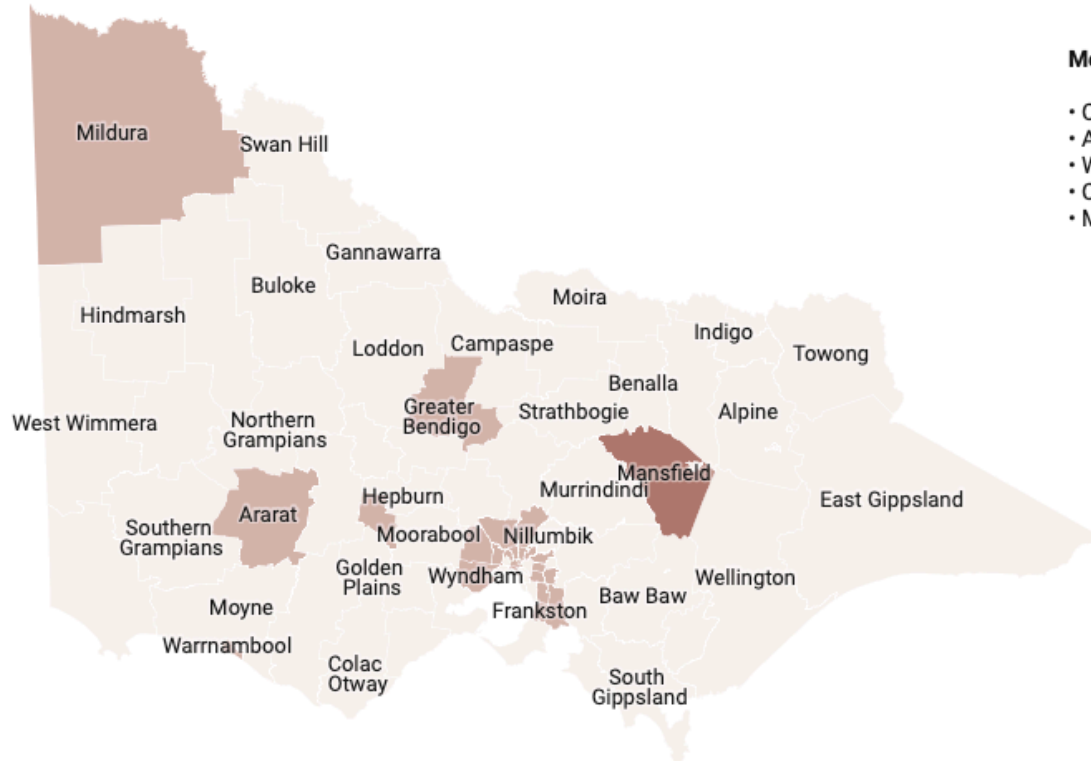
Mansfield



# 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

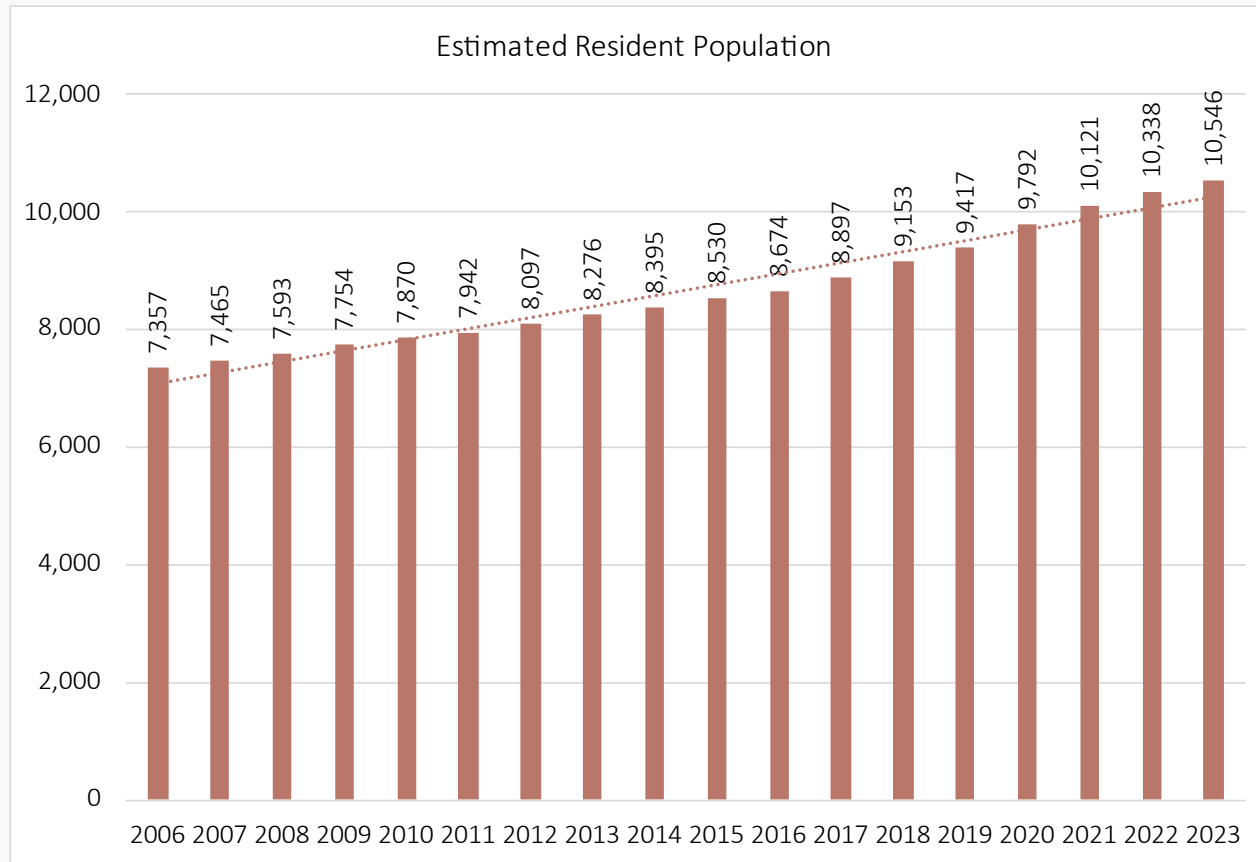
25 councils have become member councils of Welcoming Cities in Victoria, covering more than 52% of the state's population.

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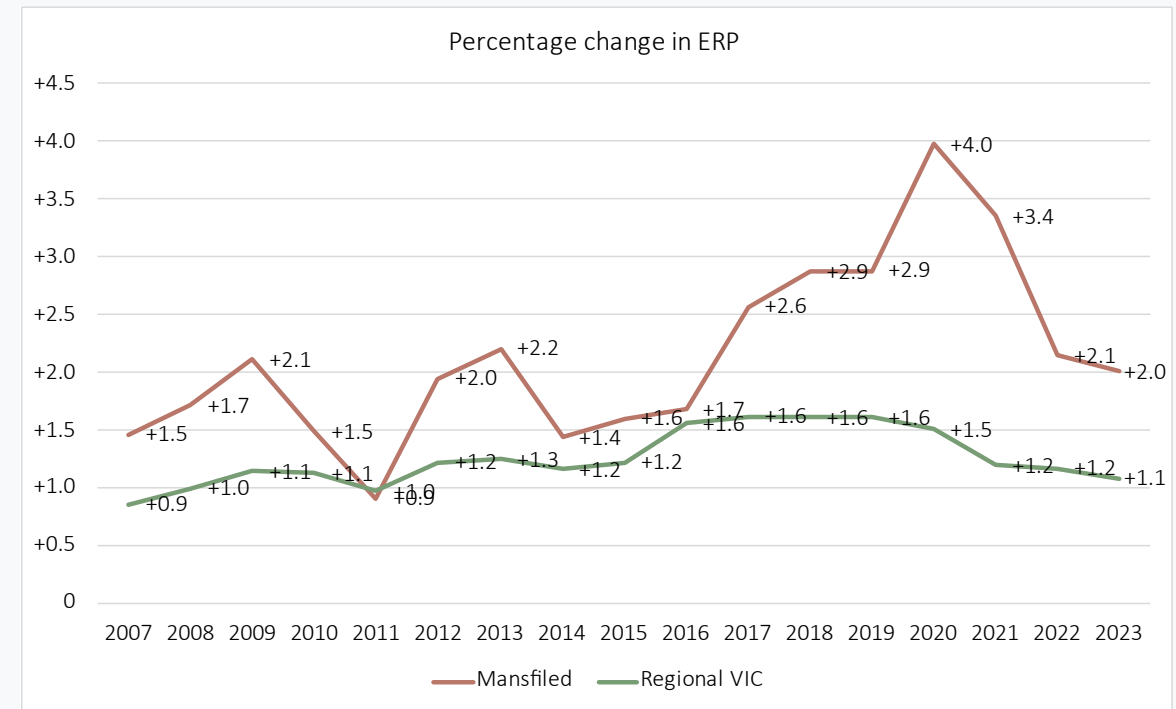
# Community

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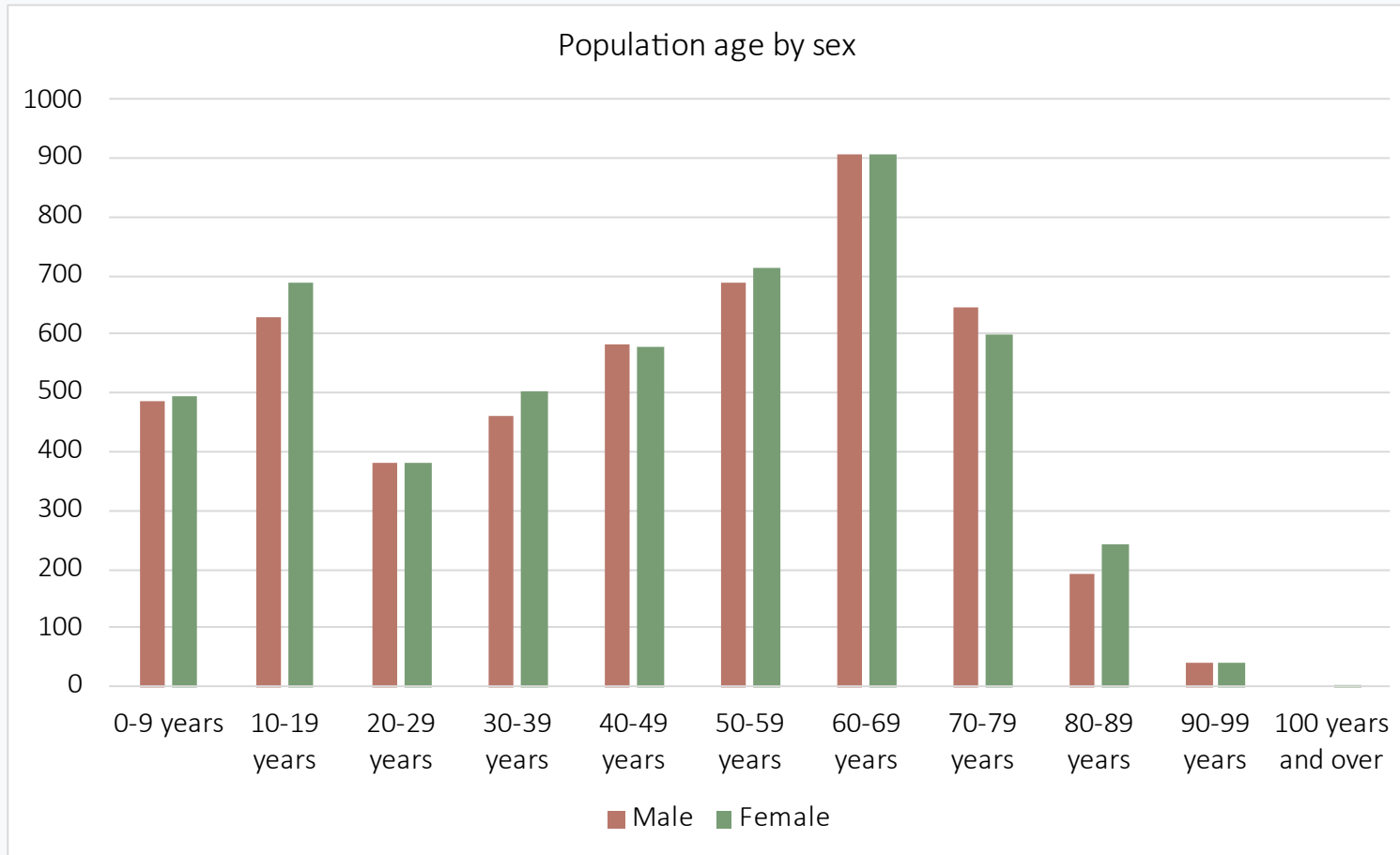
# Estimated Resident Population



- Mansfield population growth rate is higher than of Regional VIC
- Average annual growth rate is approximately 2.1% (since 2007)



# Population age profile

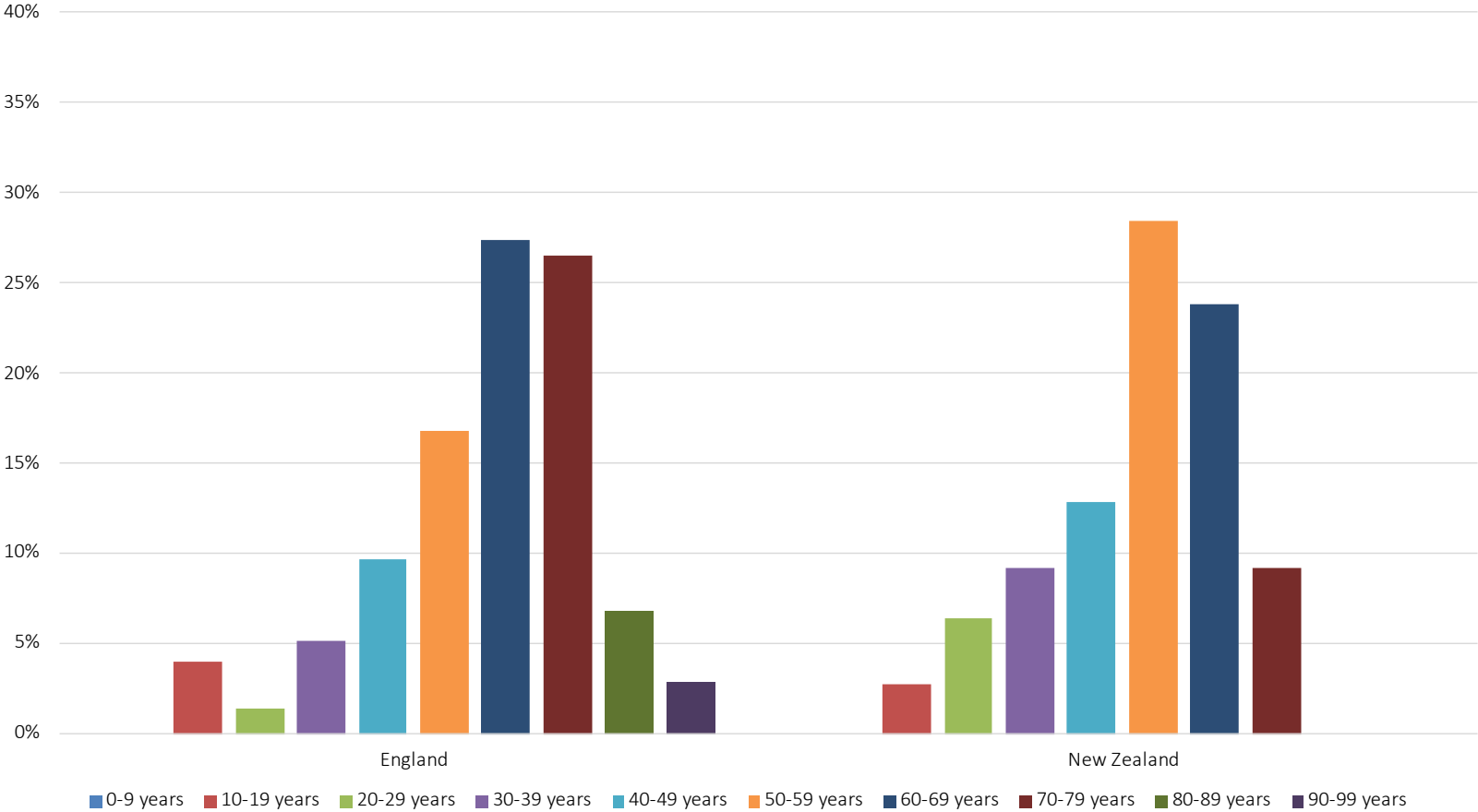


- 39.6% of population in Mansfield is under 40 years old.
- Mansfield median age (49) significantly higher than of VIC (38) and Australia (38).
- Sex ratio is 97.0 (males per 100 females)

# Cultural Diversity – Country of Birth



Age profile by country of birth (communities larger than 100 people)



- 11.3% of people residing in Mansfield were born overseas
- Communities larger than 100 ppl:
  - England (351)
  - New Zealand (109)
- 64% of people born in England are over 60 years old.

Source: ABS CENSUS 2021

# Cultural Diversity - Languages spoken at home



Language	Number of speakers
Mandarin	66
German	62

Language	Number of speakers	% reporting low English proficiency in the community*
Mandarin	6	9%

- 1.1% of the residents in Mansfield identify as either Aboriginal or Torres Strait Islander or both.
- 88.5% of the population of Mansfield reports speaking only English at home.
- Mandarin, Punjabi and Italian speaking communities report highest level of low English proficiency.

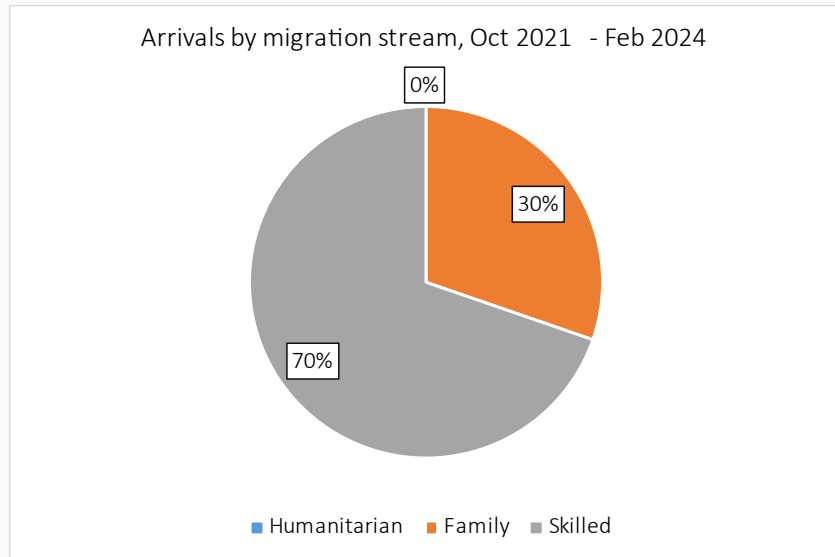
# Cultural Diversity - Citizenship

More than 80% in the community* hold Australian citizenship	Less than 40% in the community* hold Australian citizenship
England (78%)	N/A

- 65.7% of people born overseas are Australian citizens
- 89% of people living in Mansfield are Australian citizens



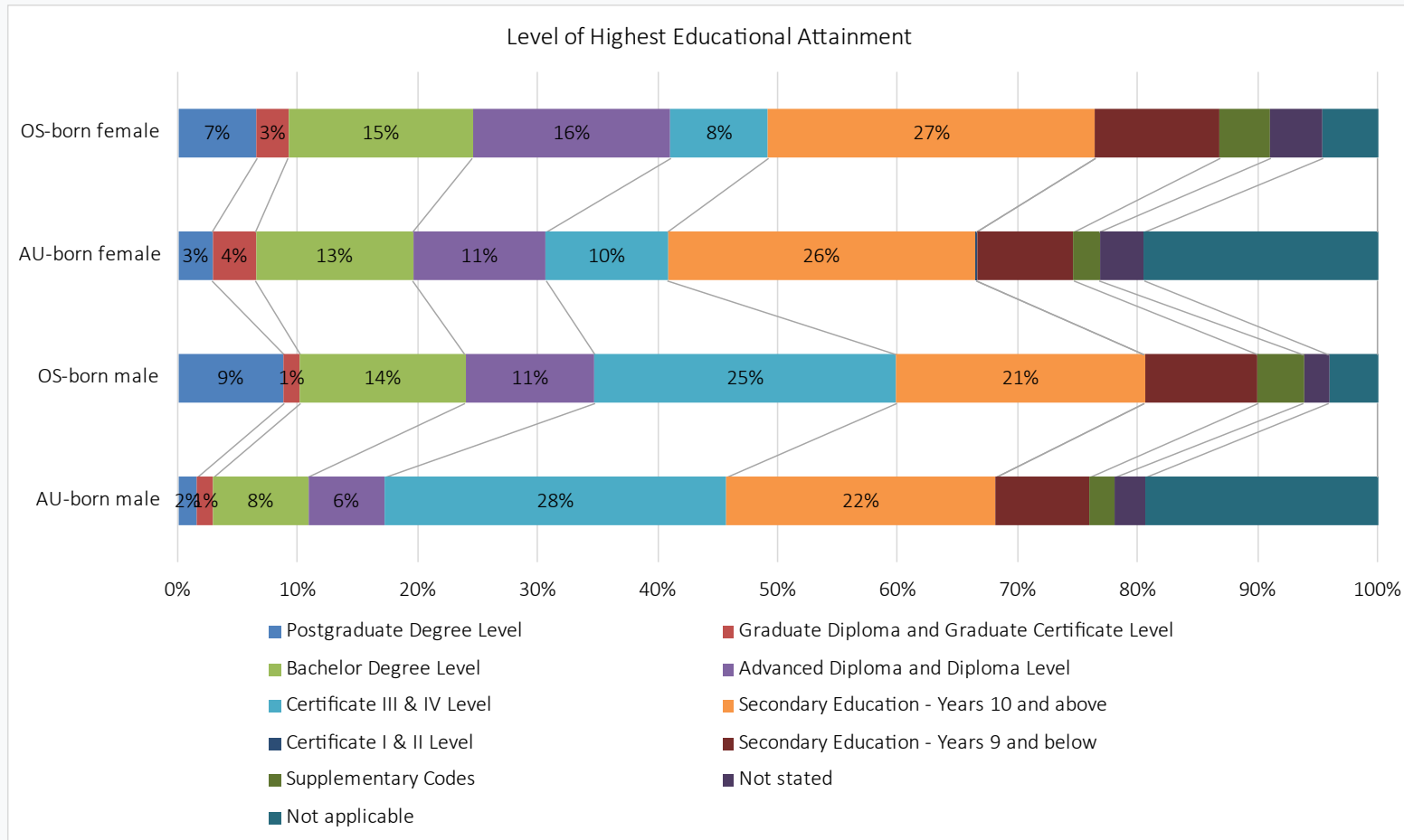
# Settlers by migration stream



- Settlers in: Skilled (70%), Family (30%), Humanitarian (0%)
- There were no humanitarian settlers between September 2021 and February 2024

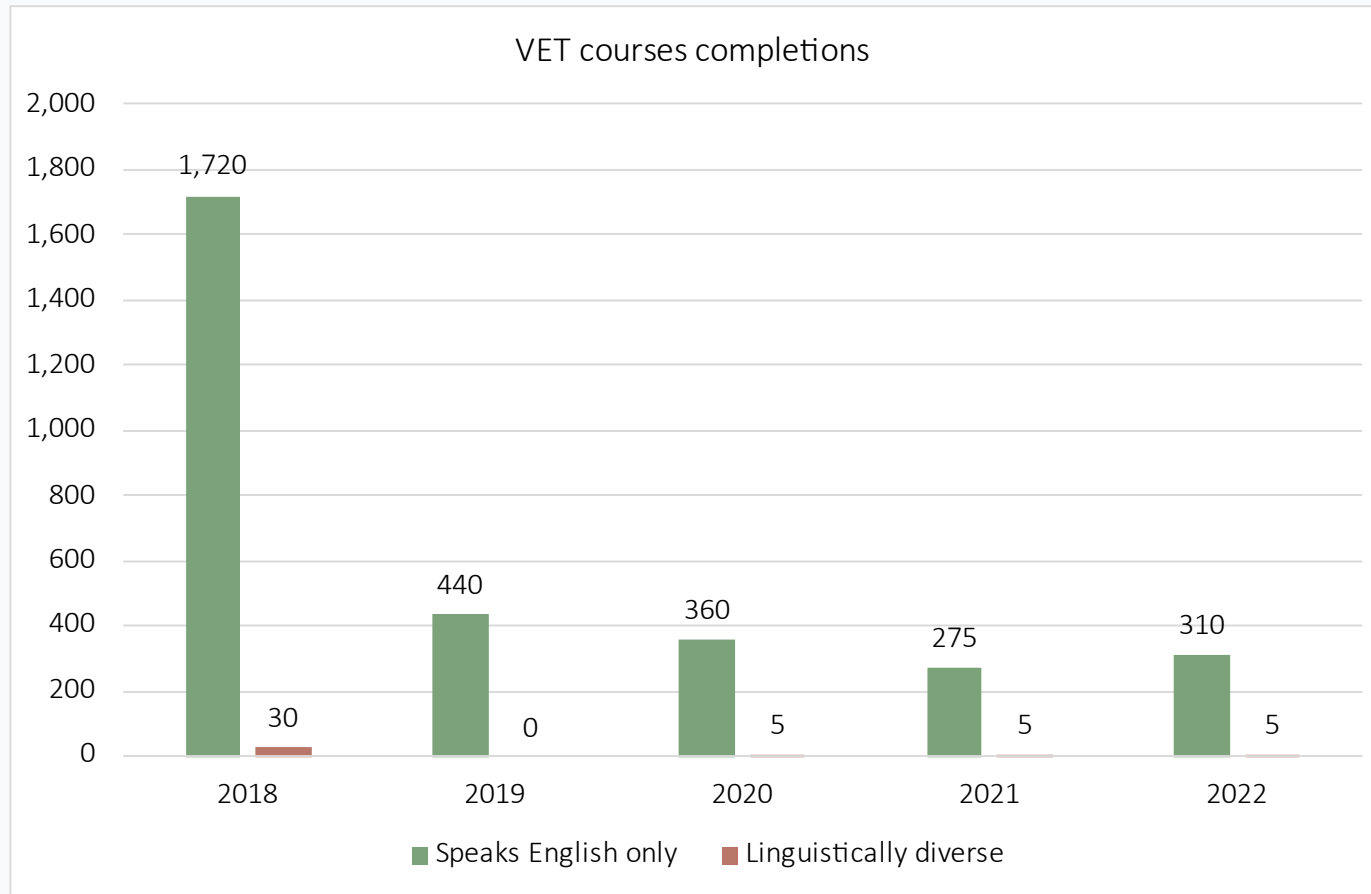
Gender	Migration Stream		
	Family	Skilled	
Female	<10	15	
Male	<5	8	
<b>Grand Total</b>	<b>10</b>	<b>23</b>	<b>33</b>

# 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 (25%).
- Australia born men have the lowest proportion of people with Bachelor degree or higher (11%).

# VET students and courses



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

# Long Term Health Condition and Need for Assistance

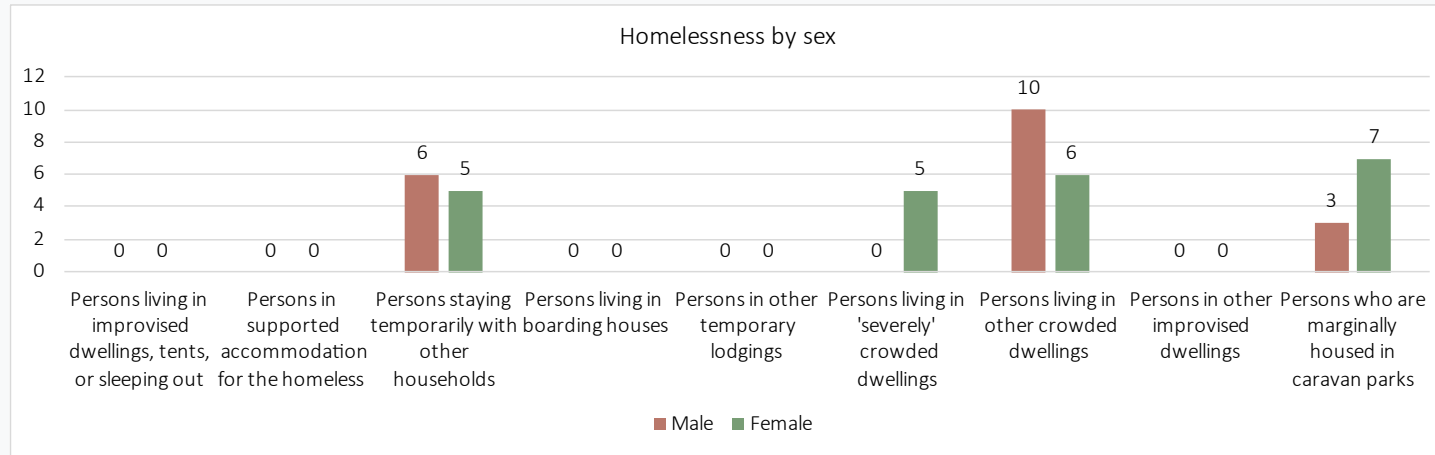
- 537 people have a need for assistance with core activities (1% have low English language proficiency).

Long-term health condition	Number of people total	% of total population
Arthritis	1066	10%
Asthma	824	8%
Cancer (including remission)	412	4%
Dementia (including Alzheimer's)	67	1%
Diabetes (excluding gestational diabetes)	451	4%
Heart disease (including heart attack or angina)	517	5%
Kidney disease	120	1%
Lung condition (including COPD or emphysema)	225	2%
Mental health condition (including depression or anxiety)	842	8%
Stroke	141	1%
Any other long-term health condition(s)	839	8%

# Benefit and Payment Recipients, Dec 2023

Type of support	Number of recipients
ABSTUDY (Living allowance)	0
ABSTUDY (Non-living allowance)	0
Age Pension	1,395
Austudy	5
Carer Allowance	190
Carer Allowance (Child Health Care Card only)	5
Carer Payment	80
Commonwealth Rent Assistance	270
Commonwealth Seniors Health Card	285
Disability Support Pension	245
Family Tax Benefit A	470
Family Tax Benefit B	325
Health Care Card	375
JobSeeker Payment	205
Low Income Card	110
Parenting Payment Partnered	10
Parenting Payment Single	90
Pension Concession Card	1,950
Special Benefit	5
Youth Allowance (other)	10
Youth Allowance (student and apprentice)	10

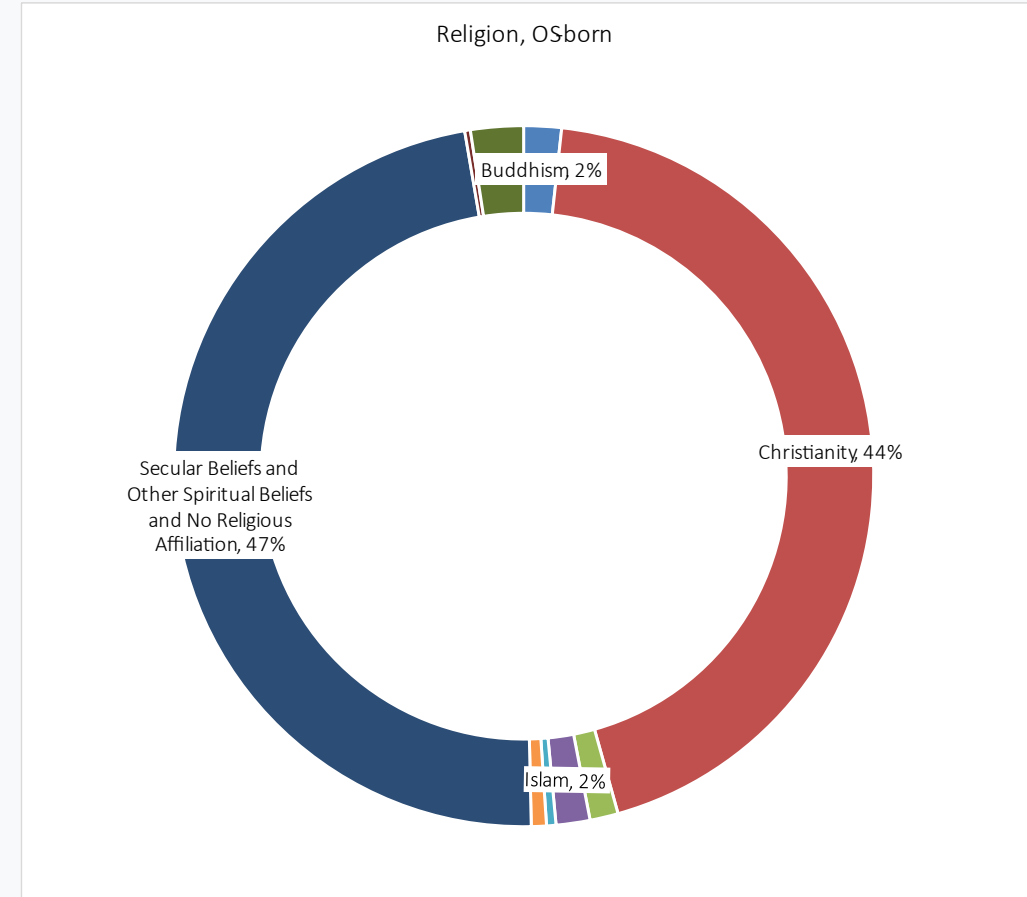
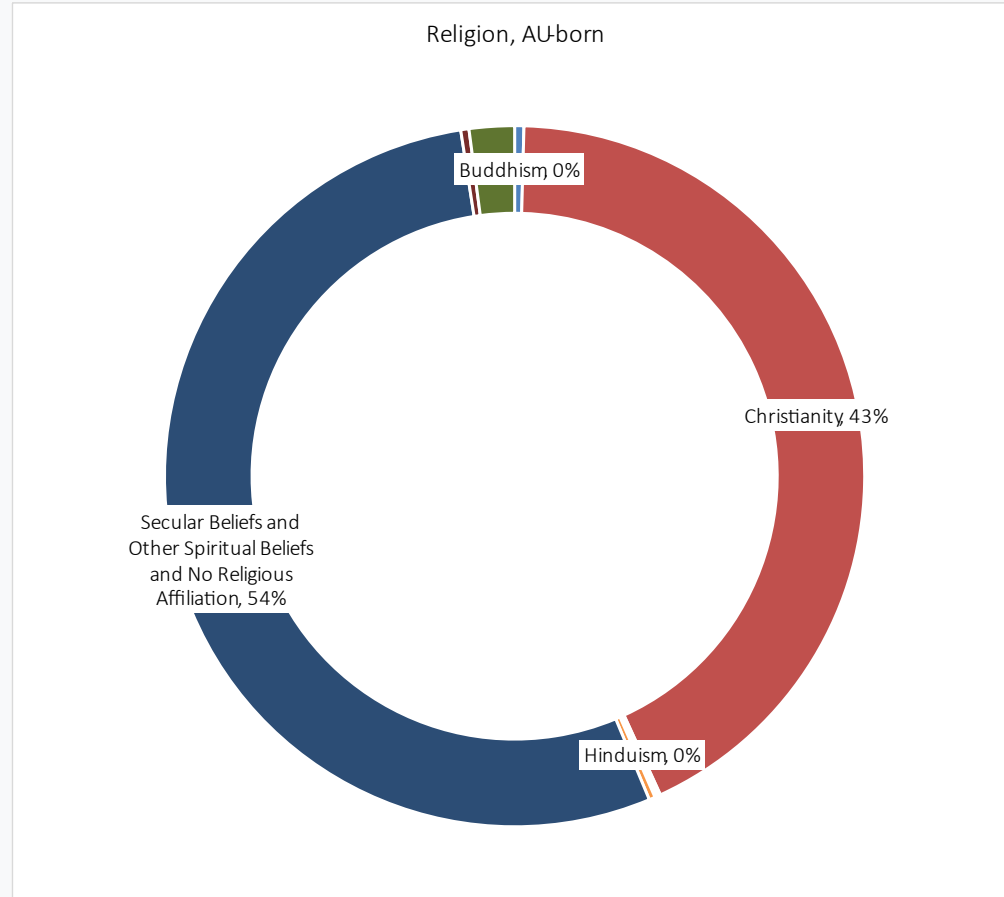
# Homelessness Estimates



- 0.4% or 44 individuals of the population report being homeless
- There is a larger proportion of homeless amongst women than men.
- OS-born residents report live in other crowded dwellings

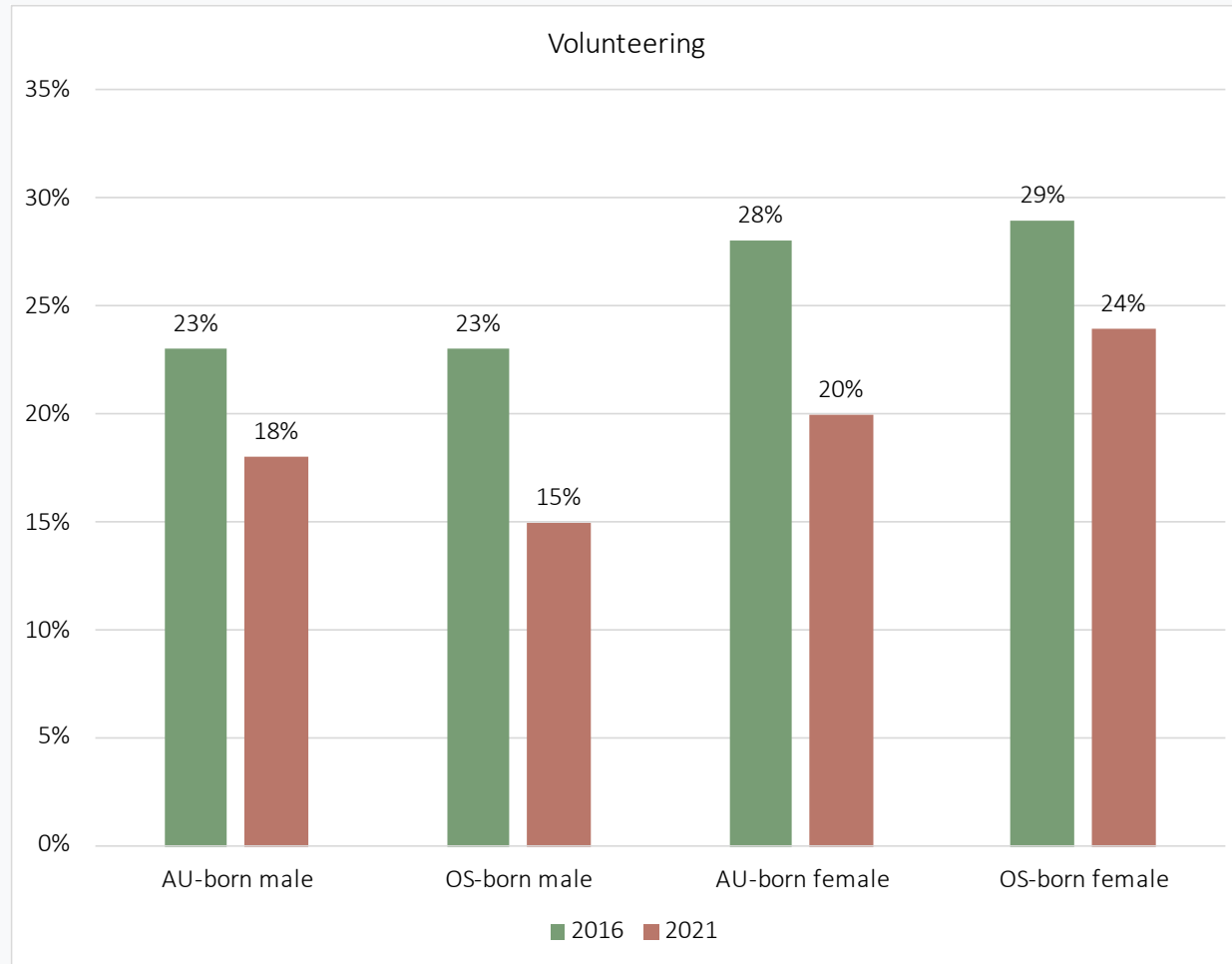
The sums of the indicators might differ in the graphs due to the CENSUS privacy protection data practices

# Religious Affiliation



- 40% of individuals residing in Mansfield report their religion to be 'Christianity' and 49% report having 'Secular Beliefs and Other Spiritual Beliefs and No Religious Affiliation'.
- Individuals reporting all other religions represent over 1.8% of total population of Mansfield combined.

# Volunteering



- More than 18% of residents of Mansfield report being a volunteer
- Women are more likely to volunteer than men.
- There has a significant decrease in volunteering, especially amongst AU-born female population (possibly due to the pandemic, ageing population and volunteering fatigue).



# Social Cohesion and Democracy



**52.2**

(+0.5% from national average 2022)  
Social Cohesion Index



**48.4**

(+2.47% from national average 2022)  
Democracy Index



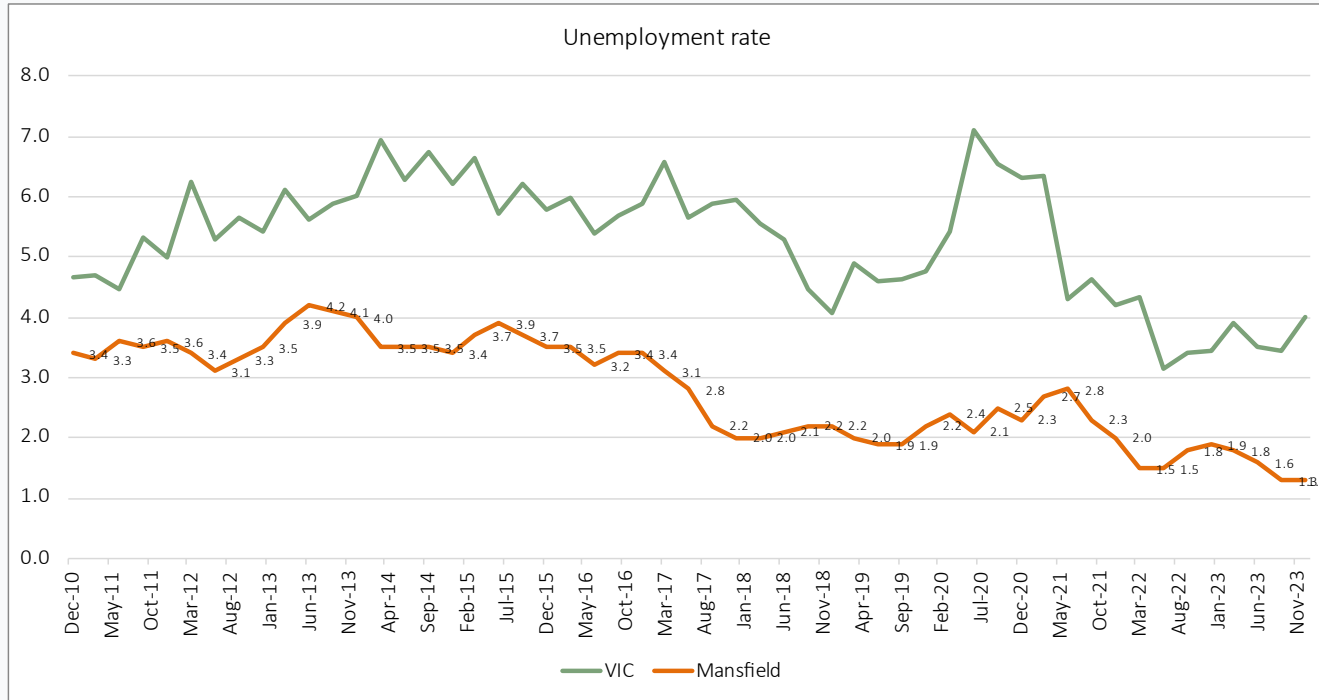
Domains	2021	2022	2023	Trend	National average
Sense of belonging	65.5	62.6	61.5		59.0
Sense of worth	58.4	58.3	58.1		56.2
Social Inclusion & Justice	52.8	52.2	51.9		47.4
Political Participation	38.0	39.6	40.6		32.4
Acceptance and Rejection	51.1	49.9	50.1		55.2



# Economy

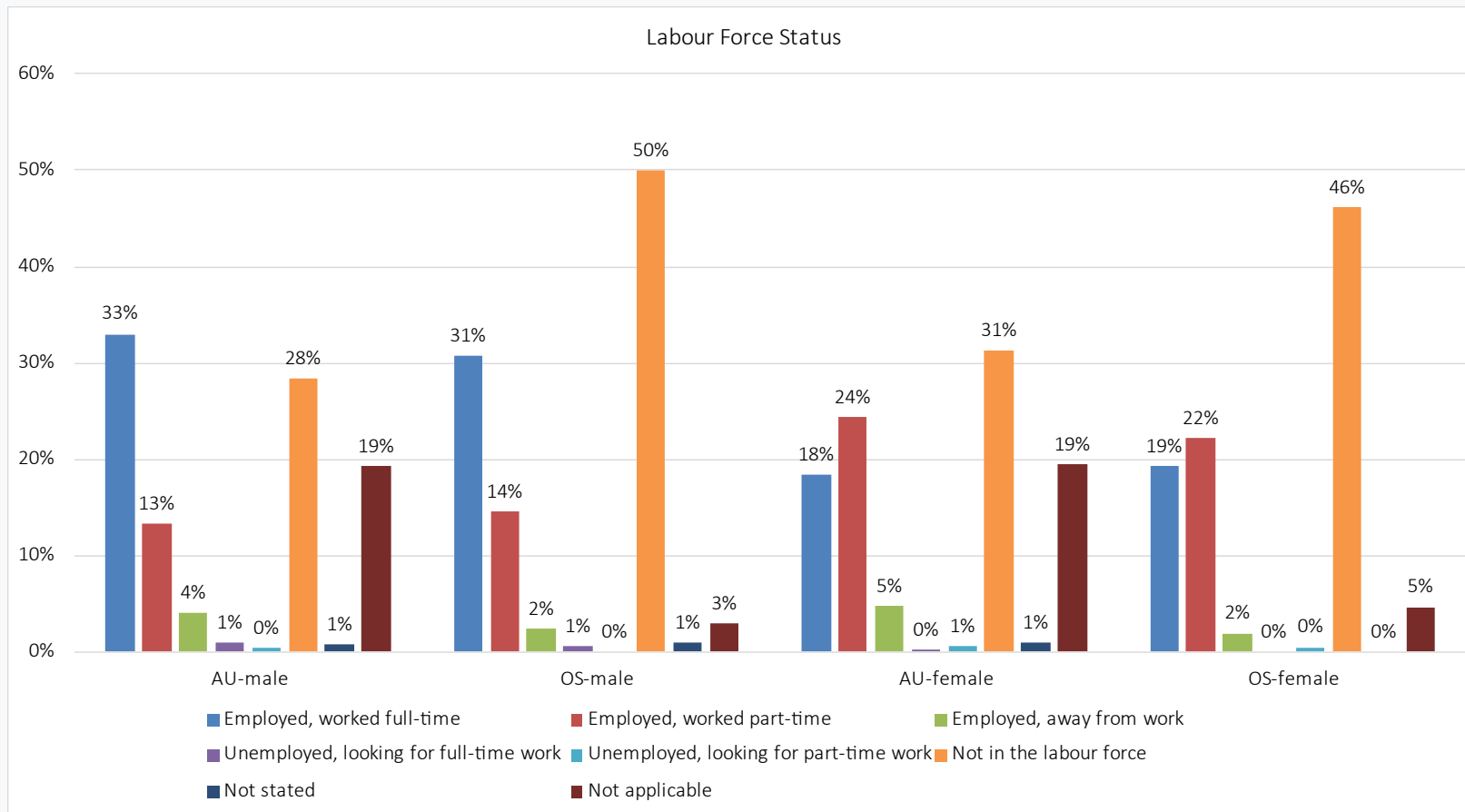
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# Unemployment rates 2011-2023



- Mansfield unemployment trend usually follows Victoria.
- Unemployment rate had a declining trend since 2013.

# Labour force status



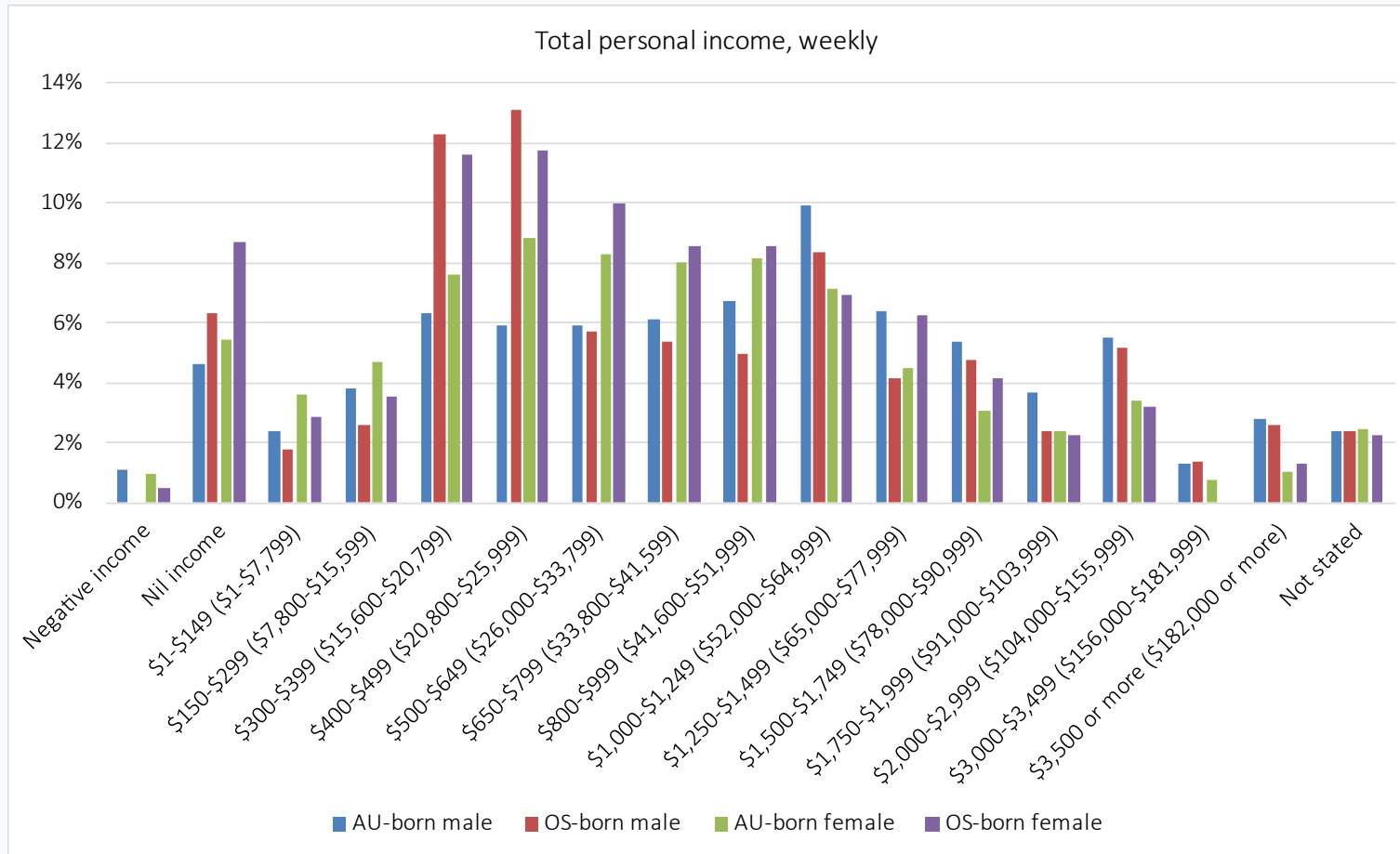
- Unemployment rate: 1.8%
- Participation rate: 55.6%

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 \(2021\)](#).

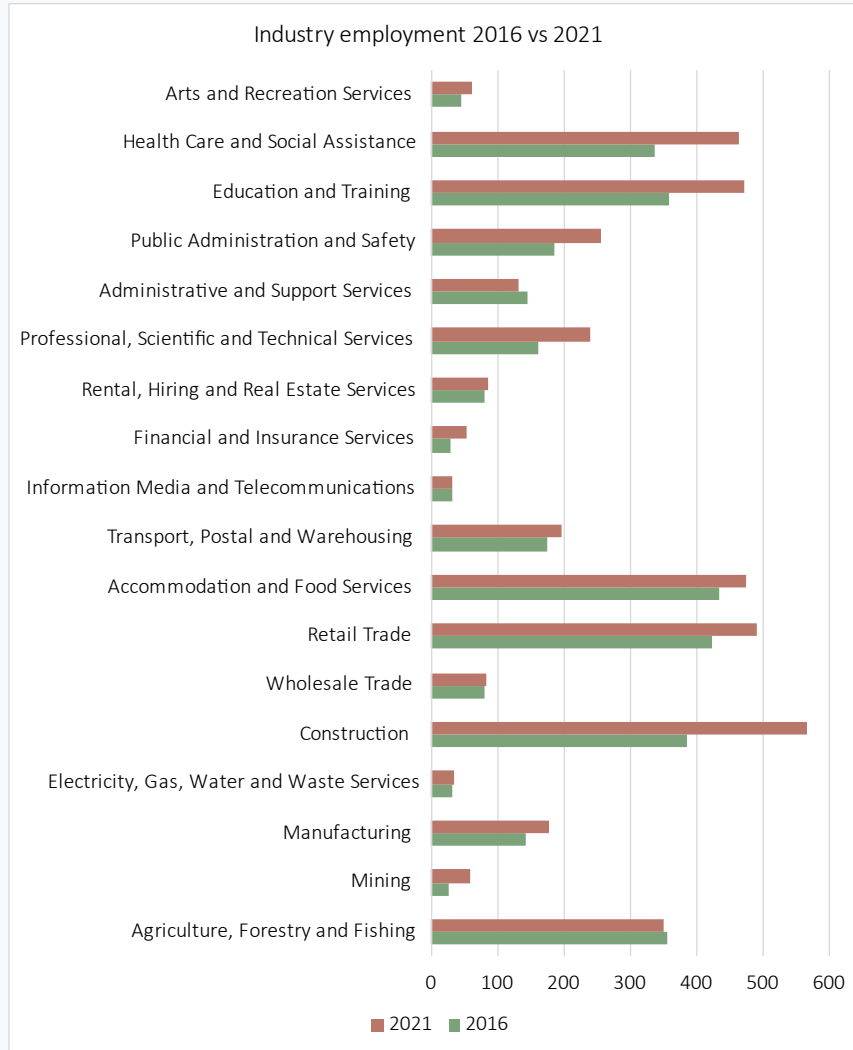
# Total personal income, by place of birth, by sex



- 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.
- Australia-born men are more likely to earn high income than other cohorts.

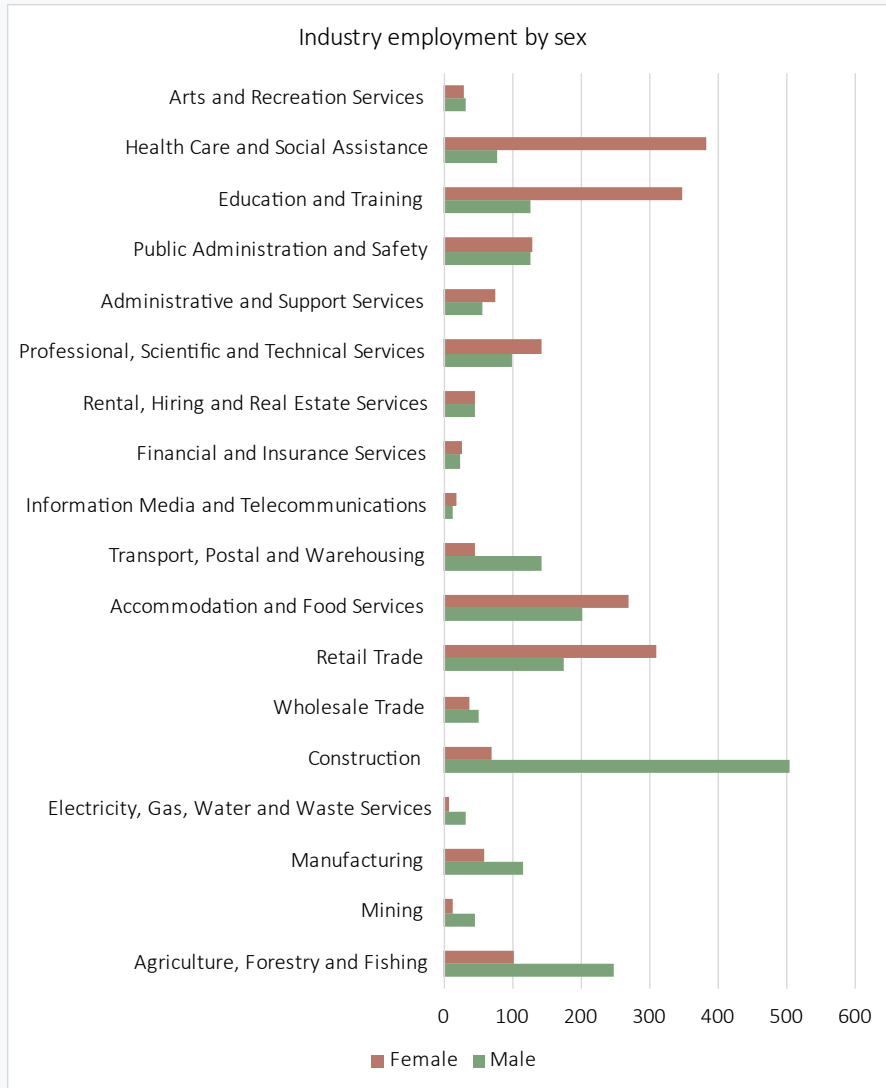
Cohort	% earning more than \$91,000 annually
AU-born male	13%
OS-born male	12%
AU-born female	8%
OS-born female	7%

# Industry of Employment, 2016 vs 2021



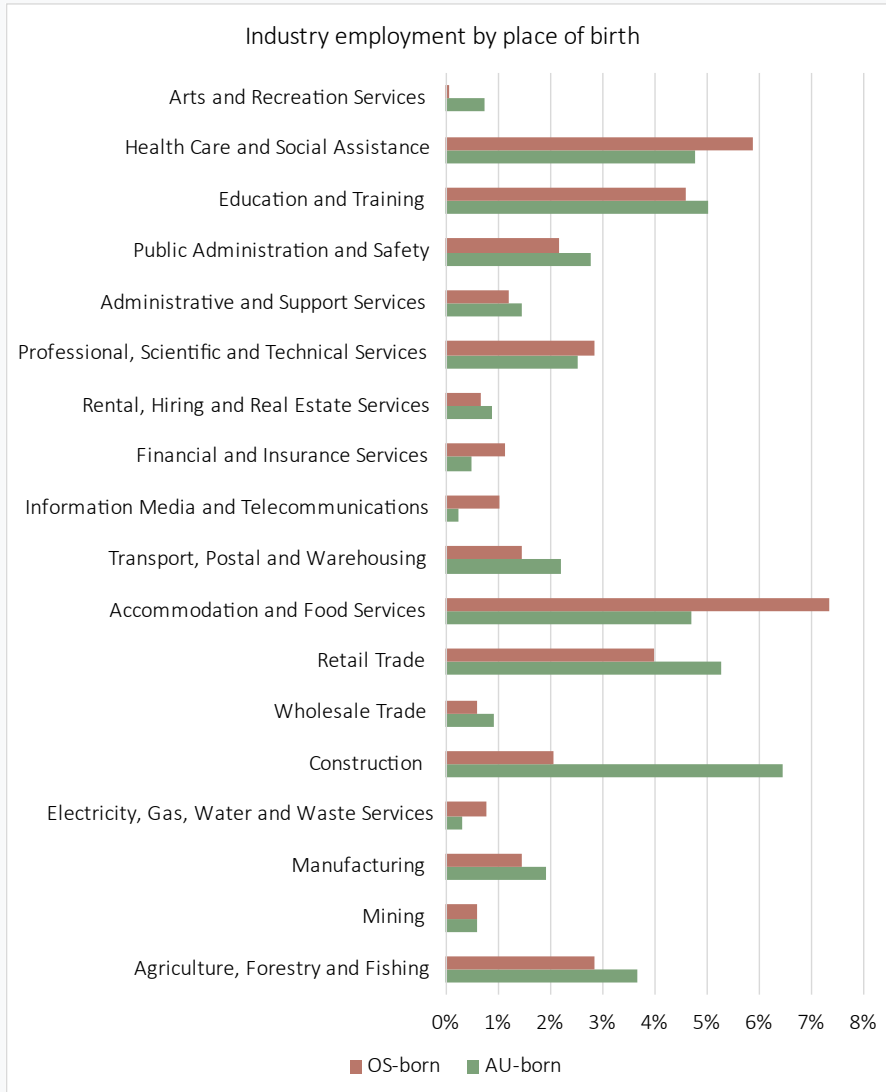
- Strongest growth:
  - Mining (+114%)
  - Financial and Insurance Services (90%)
  - Professional, Scientific and technical Services (+47%)
  - Construction (+47%)
- Decline:
  - Administrative and Support Services (-10%)
  - Agriculture, Forestry and Fishing (-1%)

# Industry of employment by sex



- Women are almost 5 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 7 times more likely to work in Construction, 4 times more likely to work in Electricity, Gas, Water and Waste Services and Mining.

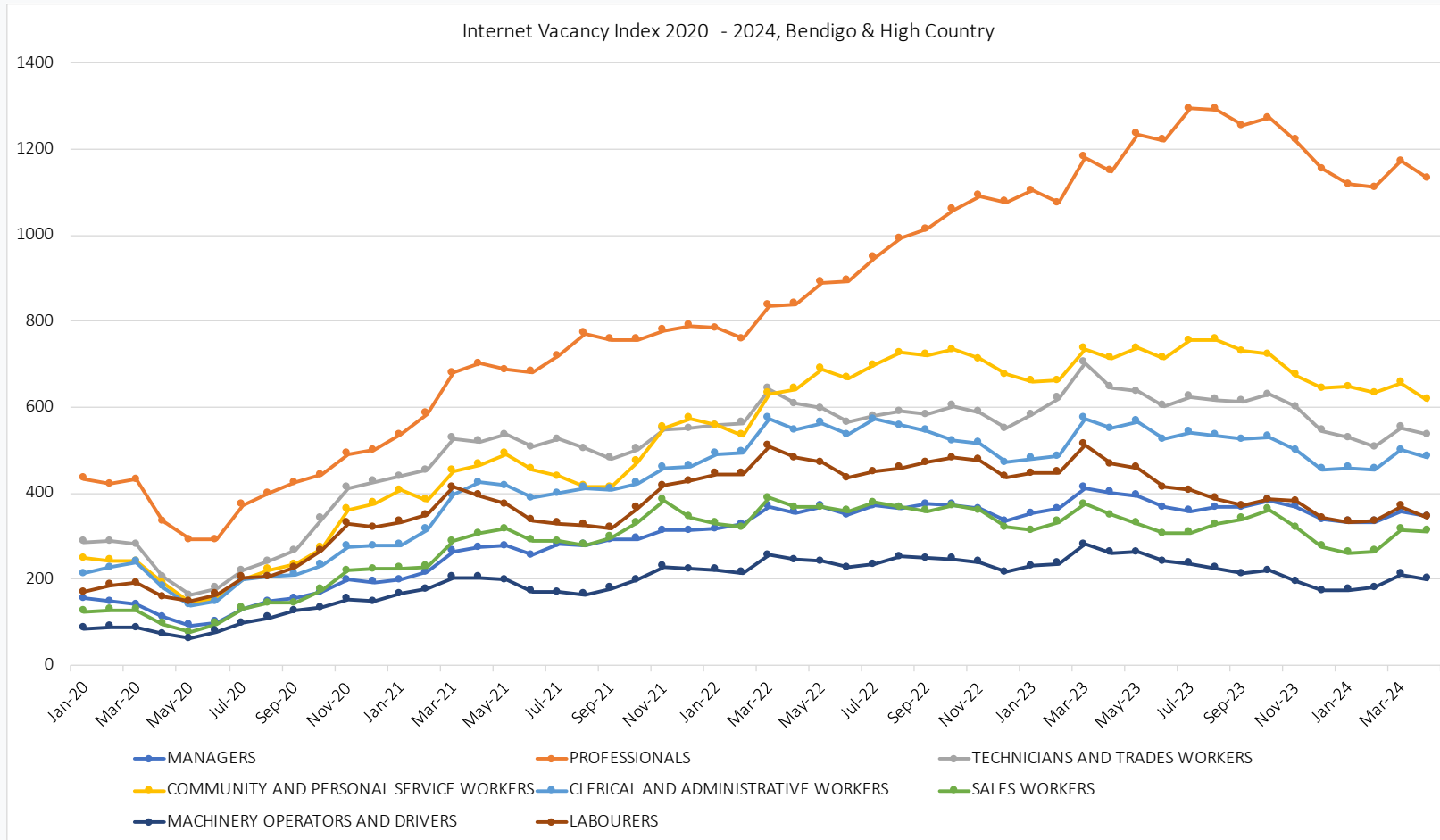
# Industry of employment by place of birth



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



# Jobs and Internet Vacancies



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

- 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**.
- **369 companies** are currently advertising jobs including [GV Health](#), [Goodstart Early Learning](#), [UGL](#), [McDonalds](#) and [The Just Group](#).
- Top skills include: MANAGEMENT, DIALYSIS, CRITICAL CARE, TEAM PLAYER and TEACHING.

# Tourism Statistics

Domestic Overnight	Visitors	Nights
Interstate	27000	98000
Intrastate	325000	839000

## Top International markets:

- New Zealand
- United States of America
- United Kingdom

## Main reasons for visiting for Domestic Overnight:

- Holiday
- Visiting family and relatives

Key Stats	International	Domestic Overnight	Domestic Day	Total
Visitors	3000	352000	220000	574000
Nights	30000	938000	-	968000
Average nights	11	3	-	3
Expenditure (M)	\$1	\$107	\$19	\$128
Spend per trip	\$482	\$305	\$86	\$222
Spend per night	\$43	\$115	-	\$112

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



**0.41%**

Current Vacancy rate



**32**

Rental Stock available



**11.47%**

Rental population



- Median price change for a house is 13.14% in 1 year and 19.93% in 2 years.
- Median weekly rent for a house is \$535 and \$420 for a unit.
- realestate.com.au has 144 houses and 23 apartments and units listed for sale.

**200**

Current unmet need



**25%**

Current social and affordable housing as a proportion of need



**8.1%**

Annual growth of social and affordable housing required



- The main source of unmet need is rent stress.
- 200 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	57	1%
Current dwelling is suitable	386	9%
Households reporting unutilized rooms	3188	75%

- 2300 private dwelling were unoccupied on CENSUS night
- 75% or 3188 of occupied households have spare room capacity

- Mansfield population growth rate is higher than of Regional VIC
- Mansfield median age (49) significantly higher than of VIC (38) and Australia (38).
- 11.3% of people residing in Mansfield were born overseas
- 88.5% of the population of Mansfield reports speaking only English at home.
- Low migration intake.
- Overseas born women have the highest proportion of people with Bachelor Degree or higher (25%).
- 537 people have a need for assistance with core activities (1% have low English language proficiency).
- There has been a significant decrease in volunteering, especially amongst AU-born female population
- Overseas born women are less likely to have higher income.
- Low vacancy rate despite 2300 unoccupied dwellings
- 200 households do not have their housing needs met.

# Migrant settlement in Mansfield: SWOR analysis



## Strengths

- Strong visitor economy
- High rates of certificate/degree qualifications amongst migrant population, especially women
- Community is reported to having high levels of social cohesion
- Proximity to Albury & Wodonga



## Weaknesses

- 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
- Low migration intake



## Opportunities

- Strong continuous demand for skilled workers, especially in healthcare and education
- 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
- Diversifying of the economy
- Implement welcoming initiatives to improve the attractiveness of the region



## Risks

- 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