

Welcoming Cities

Data analysis

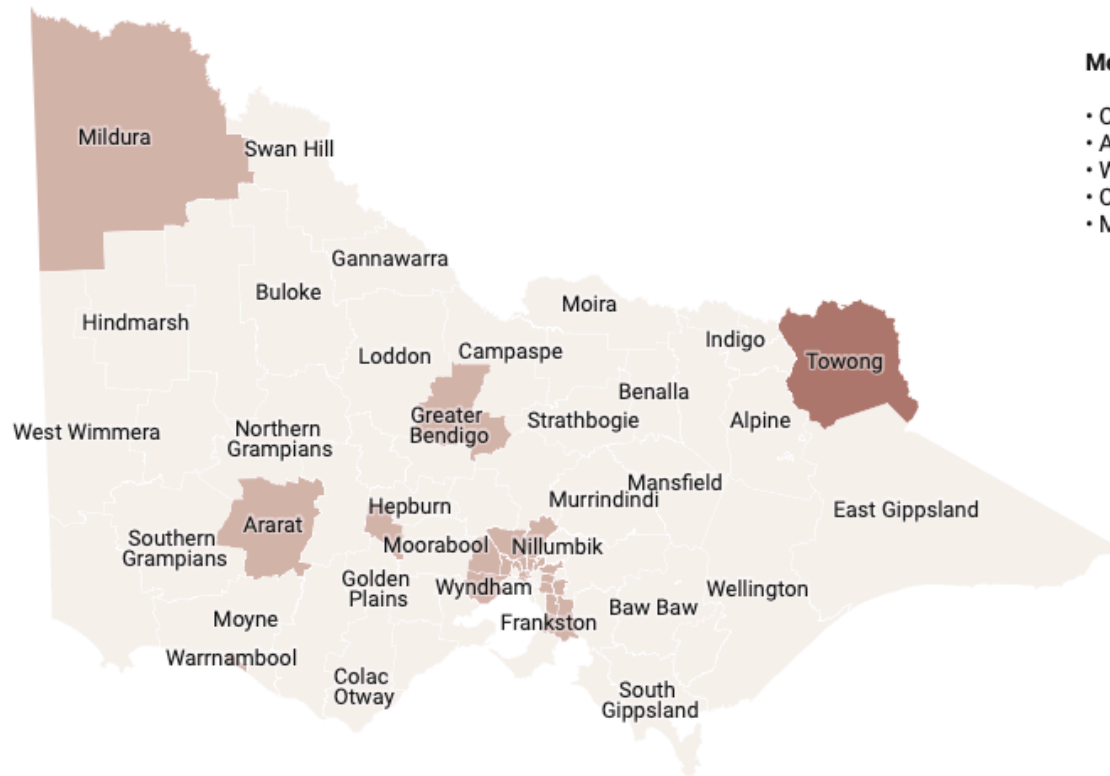
Towong



Welcoming Cities – Victoria

Victoria

Regional



Member Councils

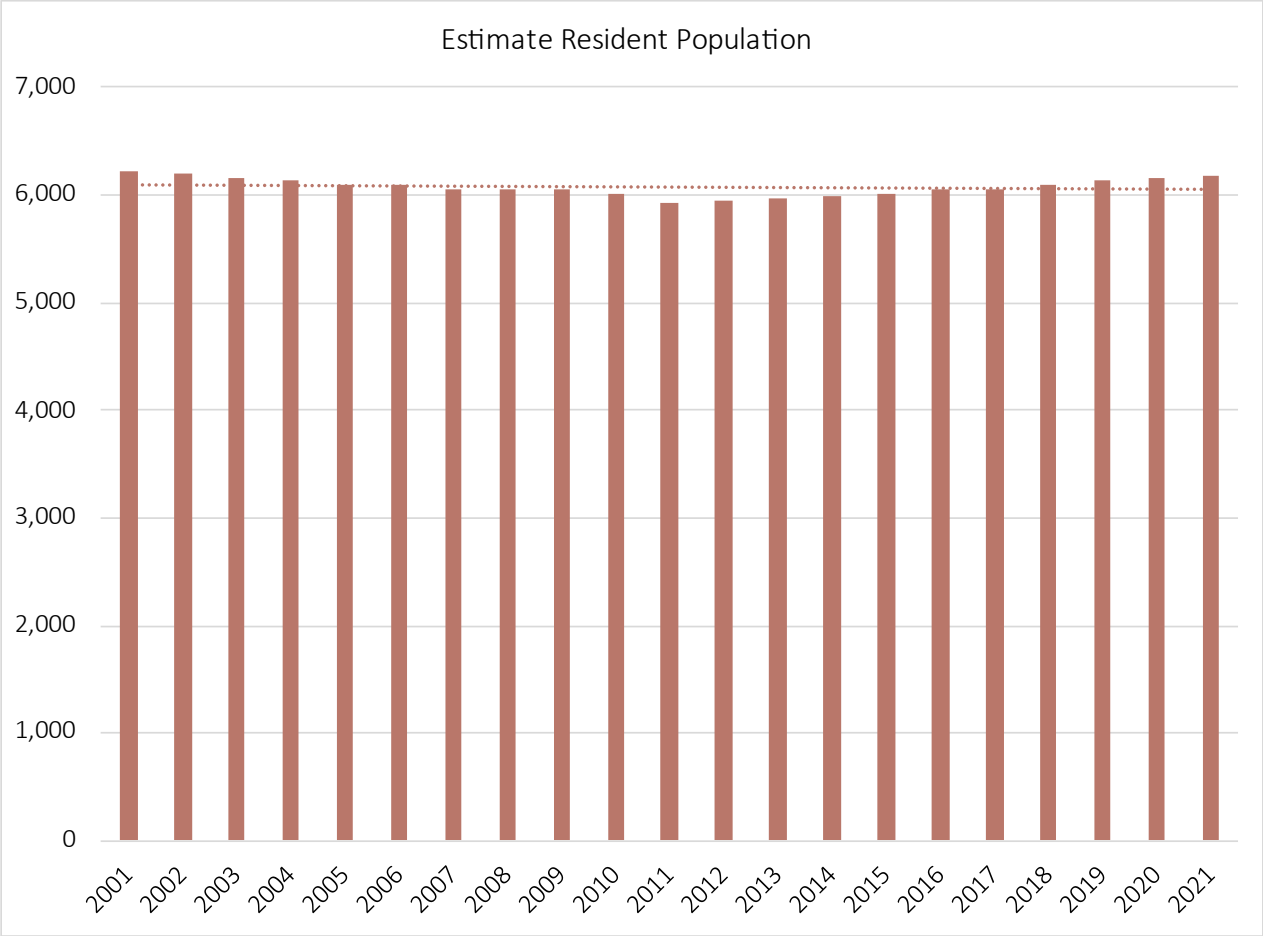
- City of Greater Bendigo
- Ararat Rural City Council
- Warrnambool City Council
- City of Ballarat
- Mildura Rural City Council

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

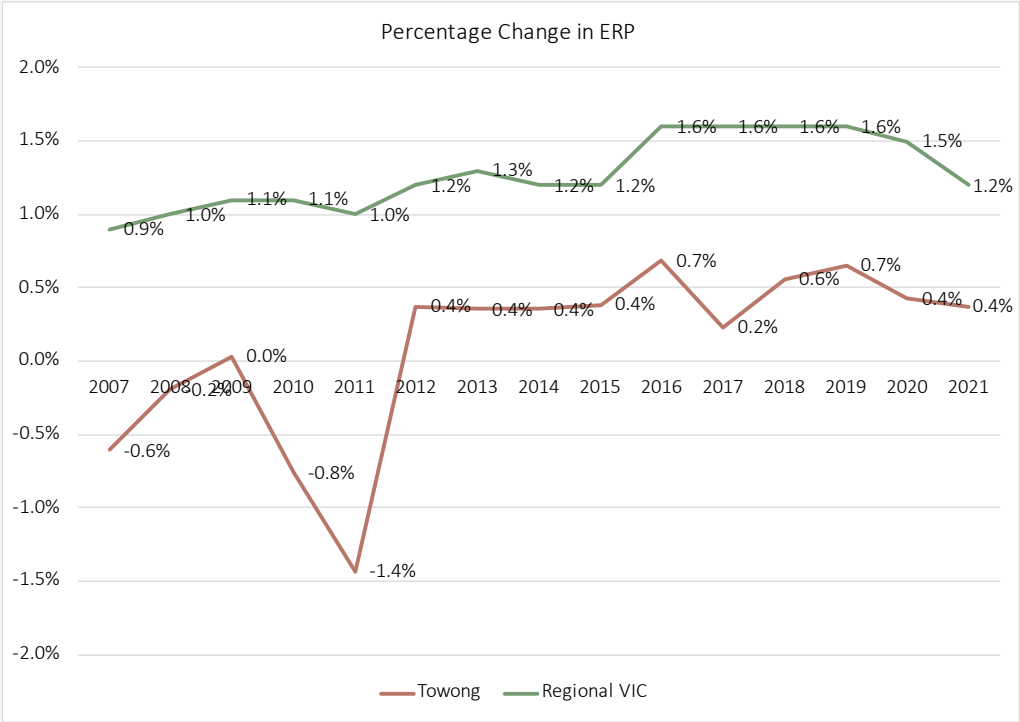


Community

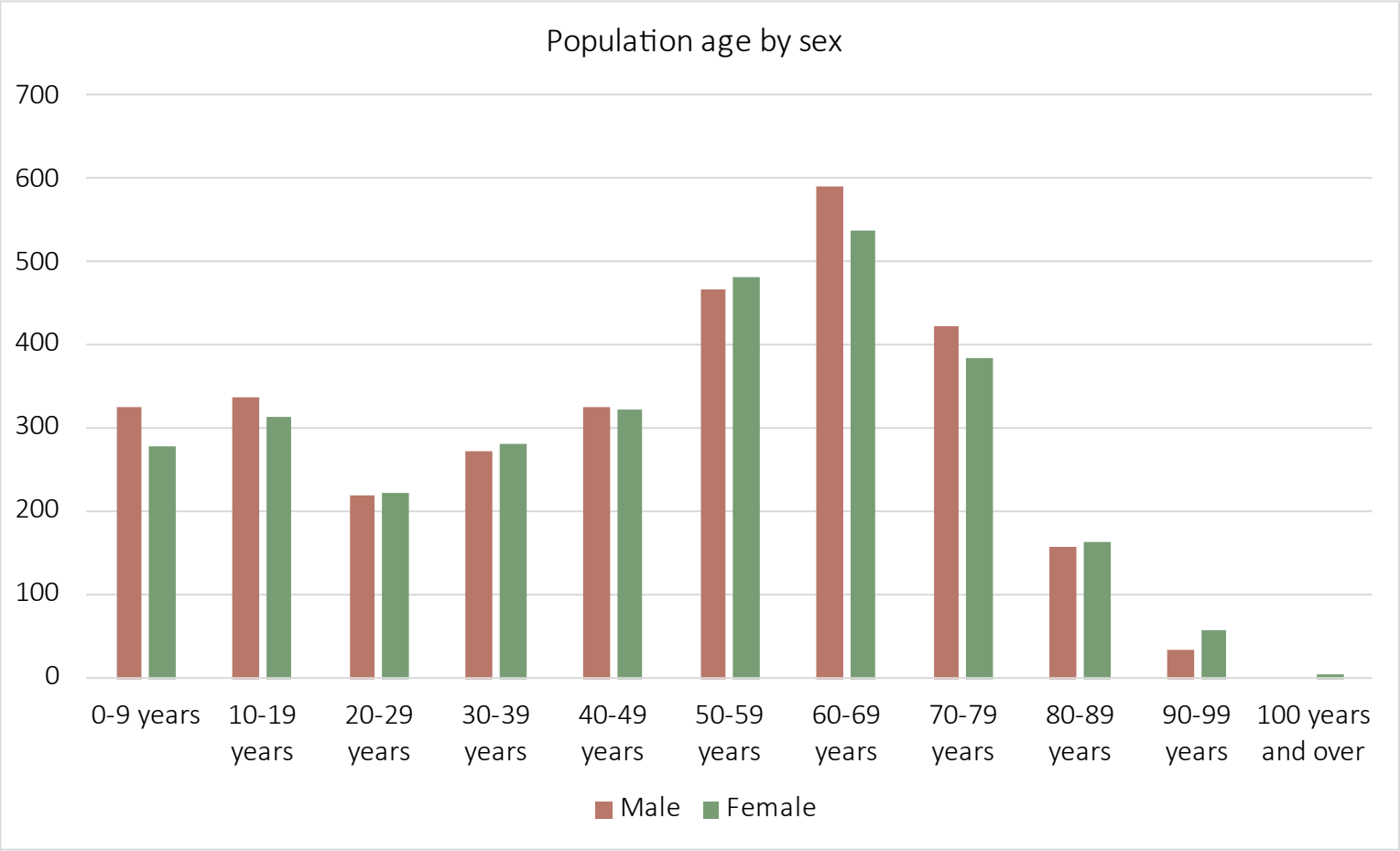
Estimated Resident Population



- Towong population growth rate is lower than of Regional VIC
- Average annual growth rate is approximately -0.1% (since 2007)

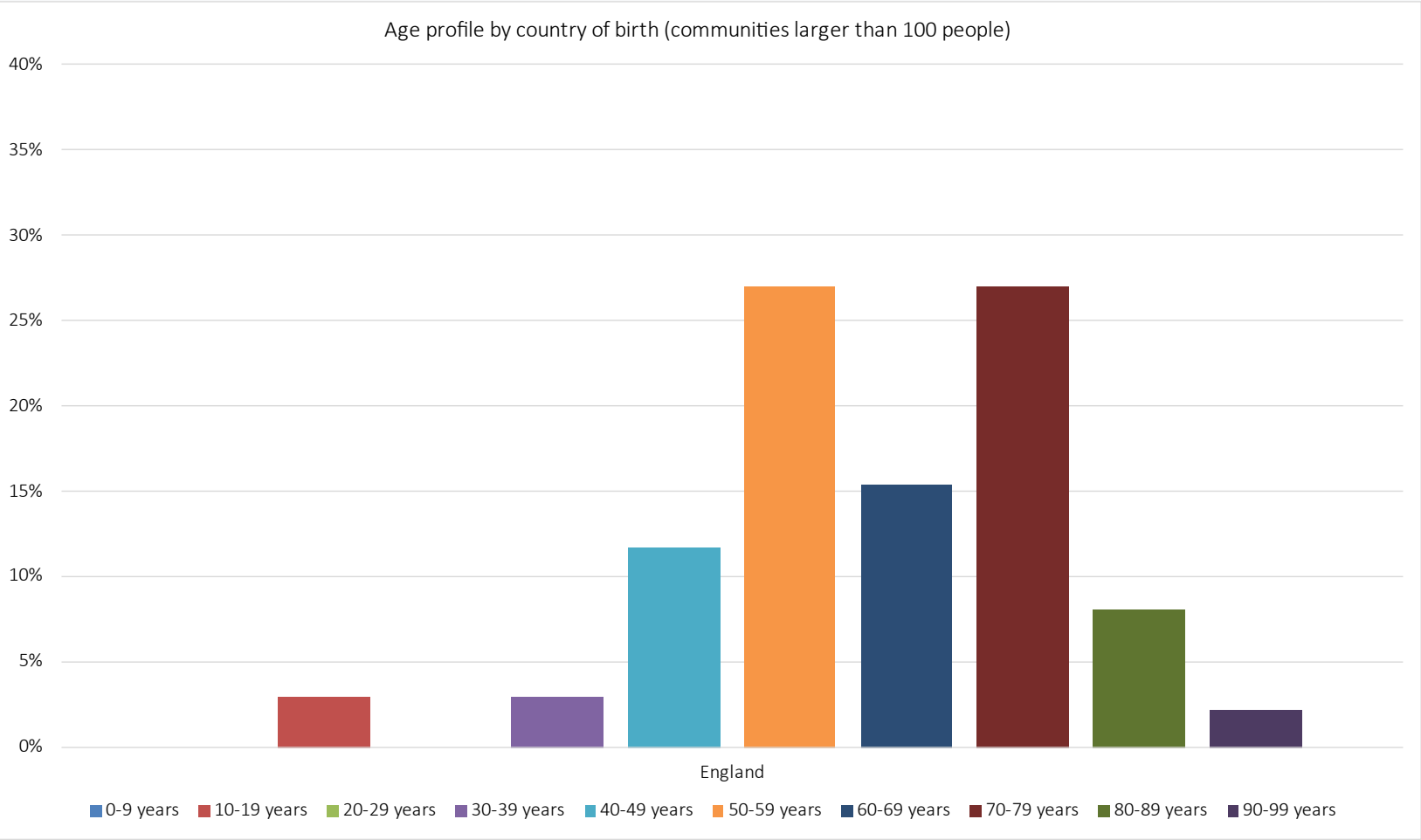


Population age profile



- 36.3% of population in Towong is under 40 years old.
- Towong median age (52) significantly higher than of VIC (38) and Australia (38).
- Sex ratio is 103.4 (males per 100 females)

Cultural Diversity – Country of Birth



- 8.3% of people residing in Towong were born overseas
- Communities larger than 100 ppl:
 - England (137)
- 53% of people born in England are over 60 years old.

Cultural Diversity - Languages spoken at home



Language	Number of speakers
German	23
Filipino	16
French	15

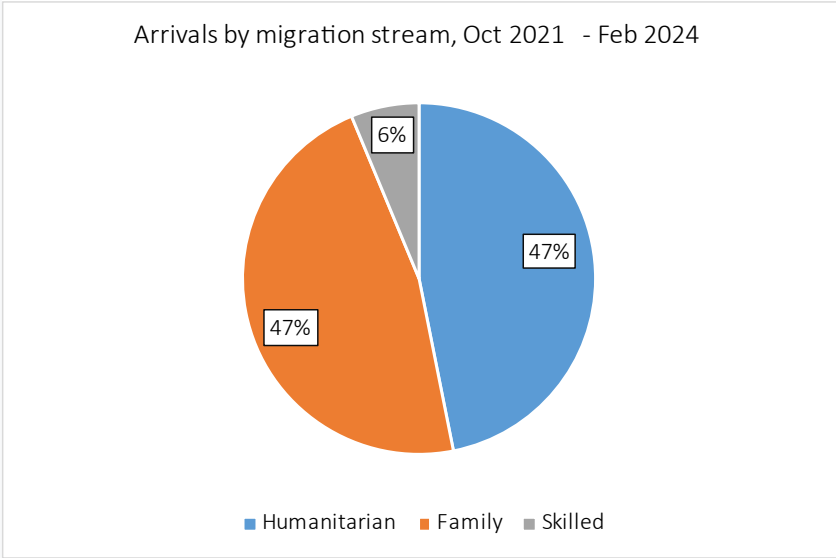
- 1.8% of the residents in Towong identify is either Aboriginal or Torres Strait Islander or both.
- 88.6% of the population of Towong reports speaking only English at home.

Cultural Diversity - Citizenship

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

- 68.2% of people born overseas are Australian citizens
- 89% of people living in Towong are Australian citizens

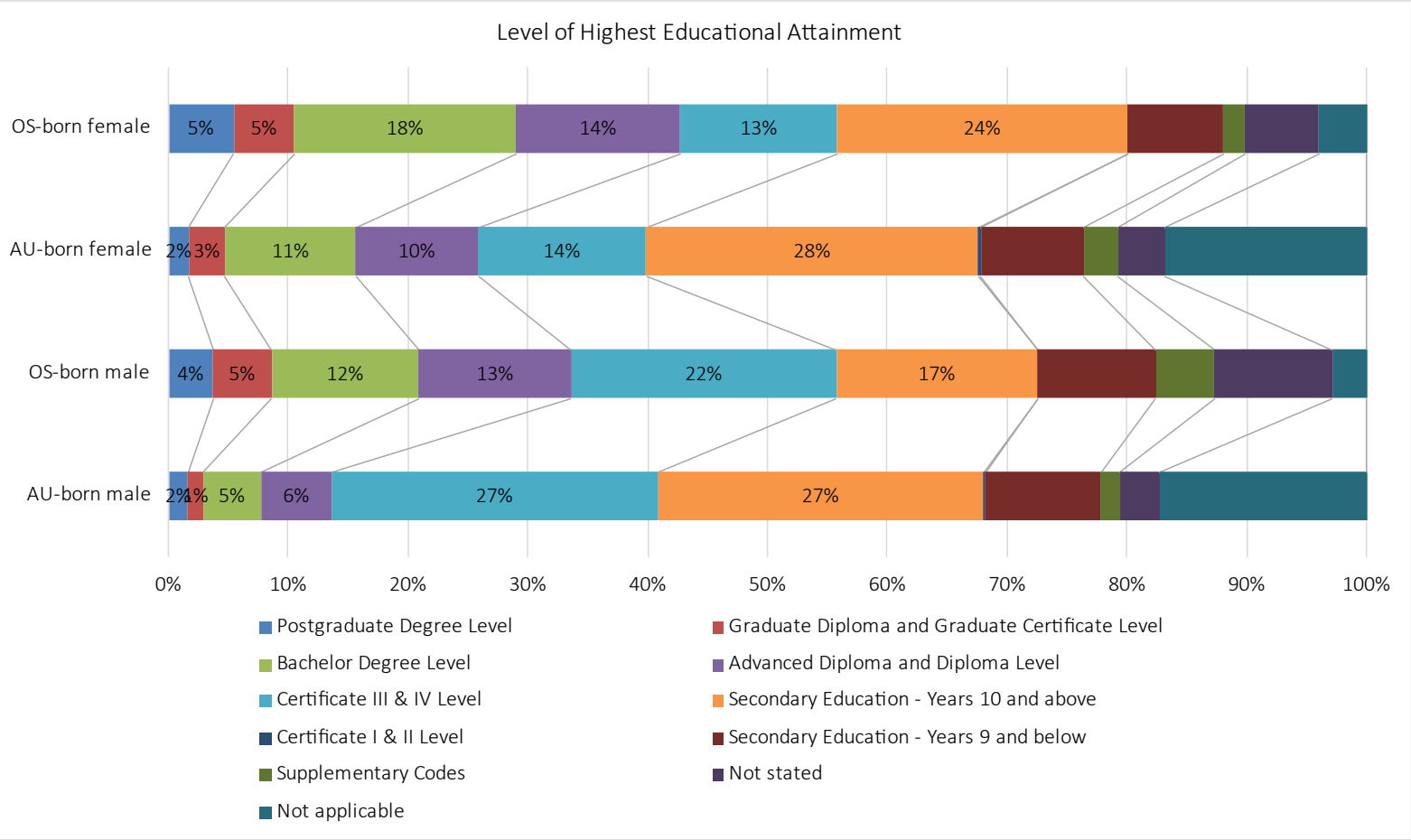
Settlers by migration stream



- Settlers in: Skilled (47%), Family (47%), Humanitarian (6%)
- There were less than 5 humanitarian settlers between September 2021 and February 2024

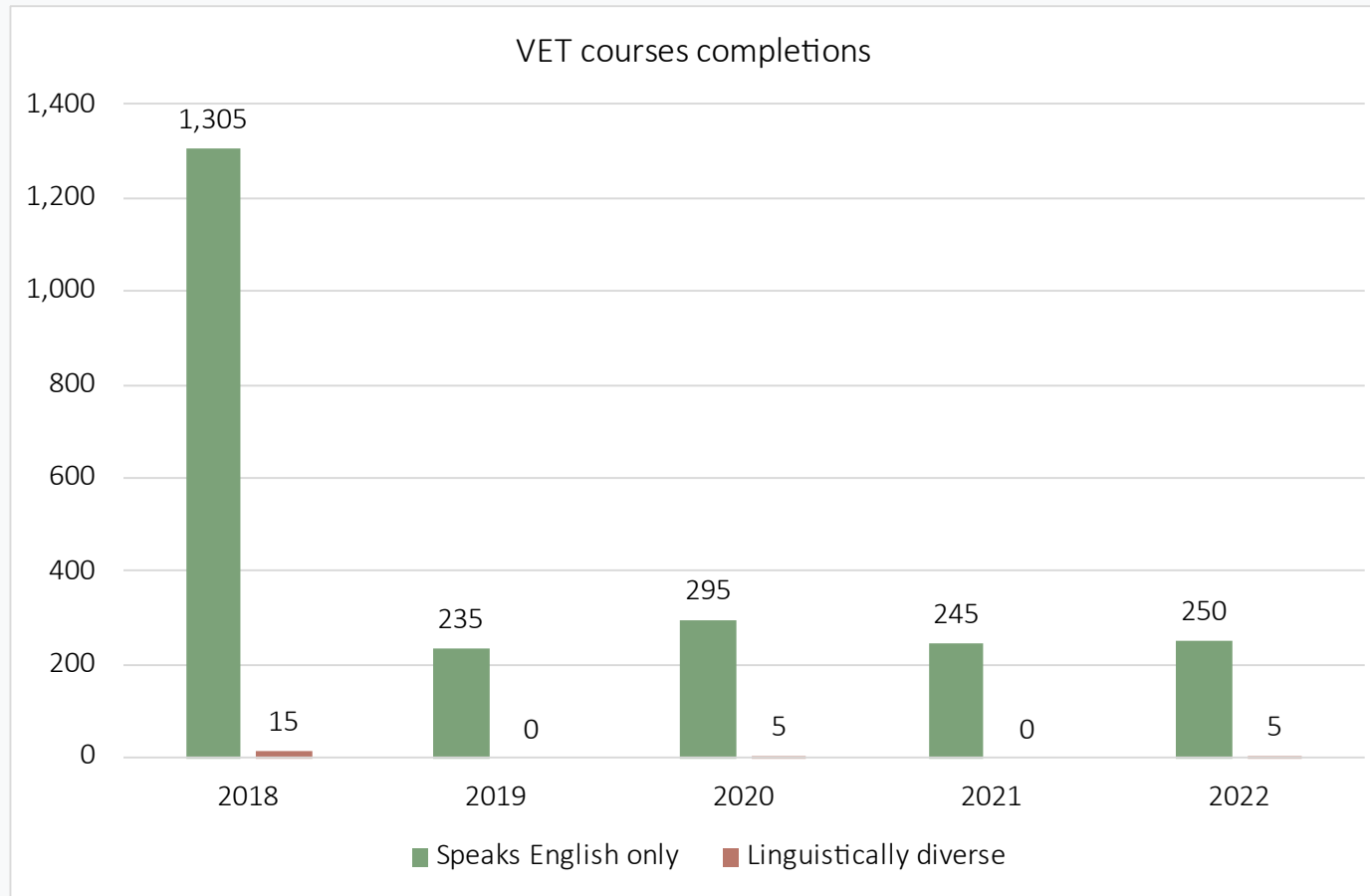
	Migration Stream			
Gender	Humanitarian	Family	Skilled	
Female	N/A	N/A	N/A	
Male	N/A	N/A	N/A	
Grand Total	<5	<20	<20	<45

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 (29%).
- 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:
 - Engineering & Related Technology
 - Health
 - Society & Culture

Long Term Health Condition and Need for Assistance

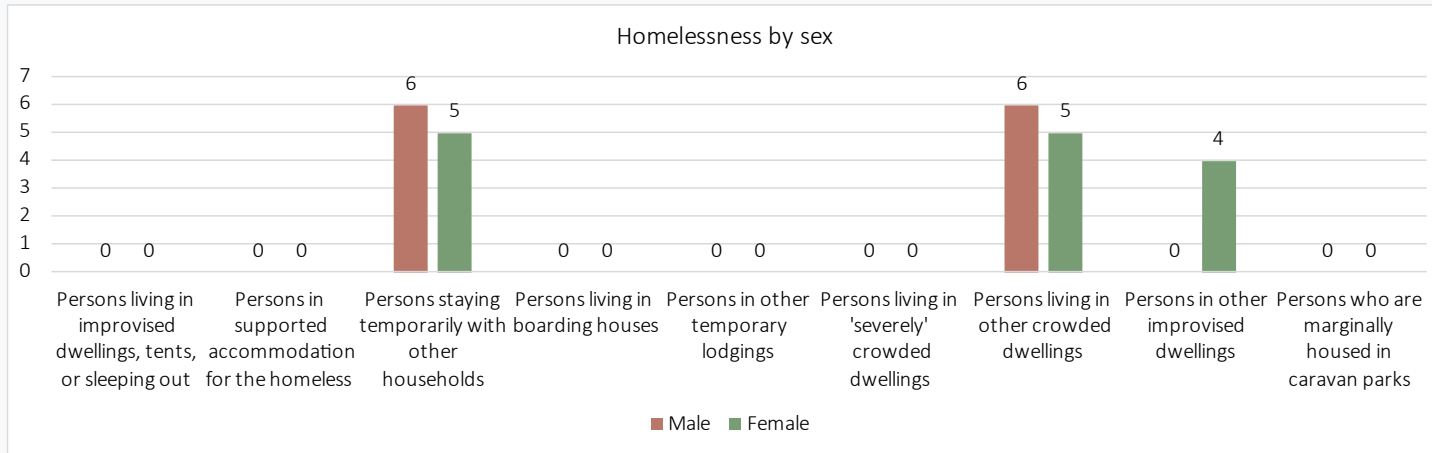
- 394 people have a need for assistance with core activities (1% have low English language proficiency).

Long-term health condition	Number of people total	% of total population
Arthritis	819	13%
Asthma	565	9%
Cancer (including remission)	266	4%
Dementia (including Alzheimer's)	54	1%
Diabetes (excluding gestational diabetes)	330	5%
Heart disease (including heart attack or angina)	351	6%
Kidney disease	71	1%
Lung condition (including COPD or emphysema)	159	3%
Mental health condition (including depression or anxiety)	630	10%
Stroke	70	1%
Any other long-term health condition(s)	495	8%

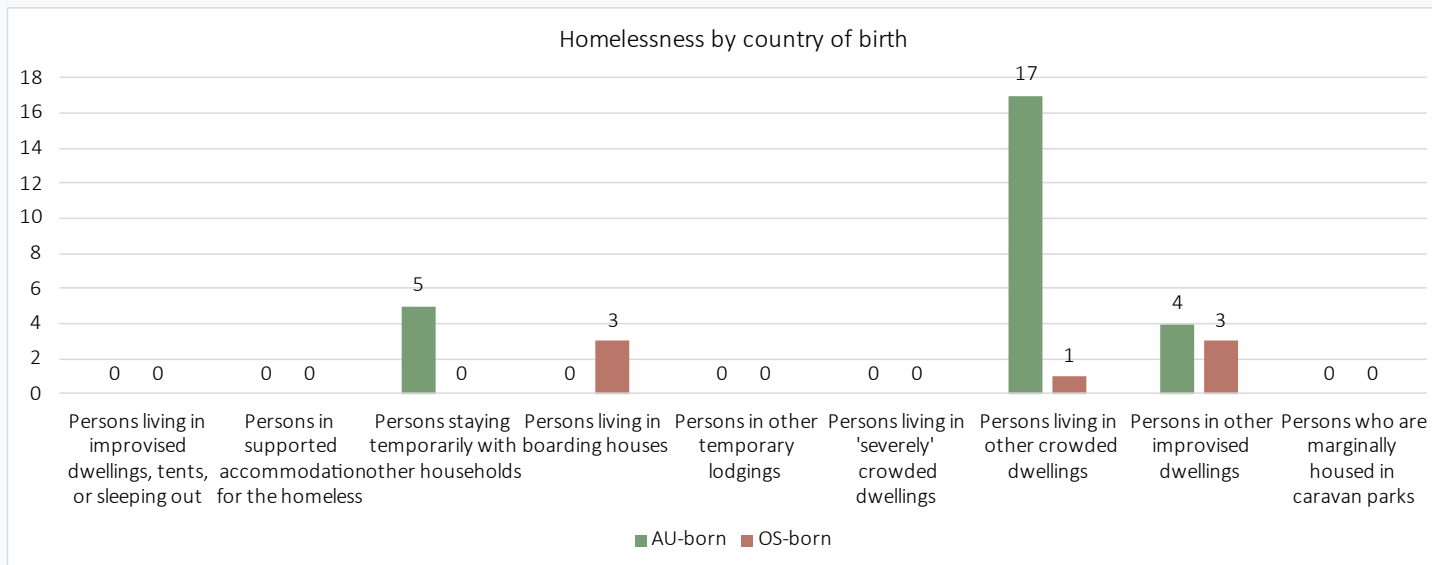
Benefit and Payment Recipients, Dec 2023

Type of support	Number of recipients
ABSTUDY (Living allowance)	0
ABSTUDY (Non-living allowance)	0
Age Pension	925
Austudy	5
Carer Allowance	155
Carer Allowance (Child Health Care Card only)	5
Carer Payment	85
Commonwealth Rent Assistance	230
Commonwealth Seniors Health Card	190
Disability Support Pension	235
Family Tax Benefit A	295
Family Tax Benefit B	205
Health Care Card	255
JobSeeker Payment	195
Low Income Card	40
Parenting Payment Partnered	10
Parenting Payment Single	50
Pension Concession Card	1,430
Special Benefit	0
Youth Allowance (other)	5
Youth Allowance (student and apprentice)	5

Homelessness Estimates

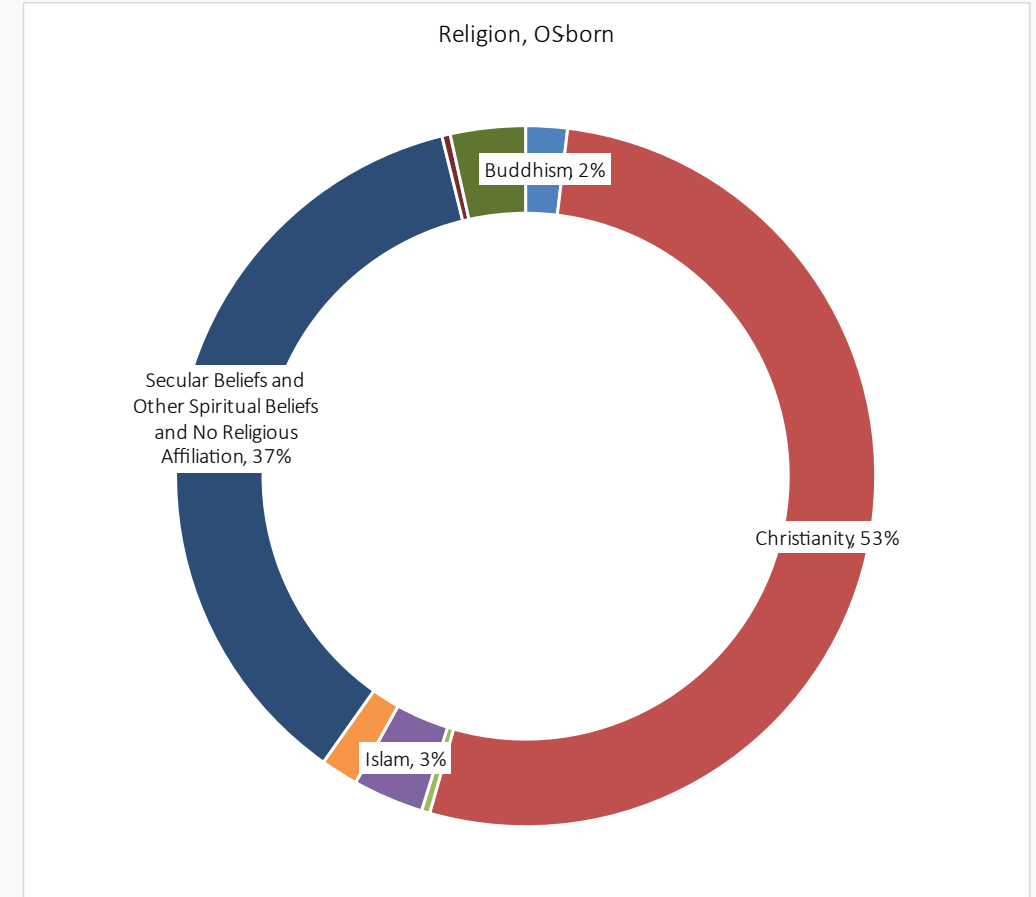
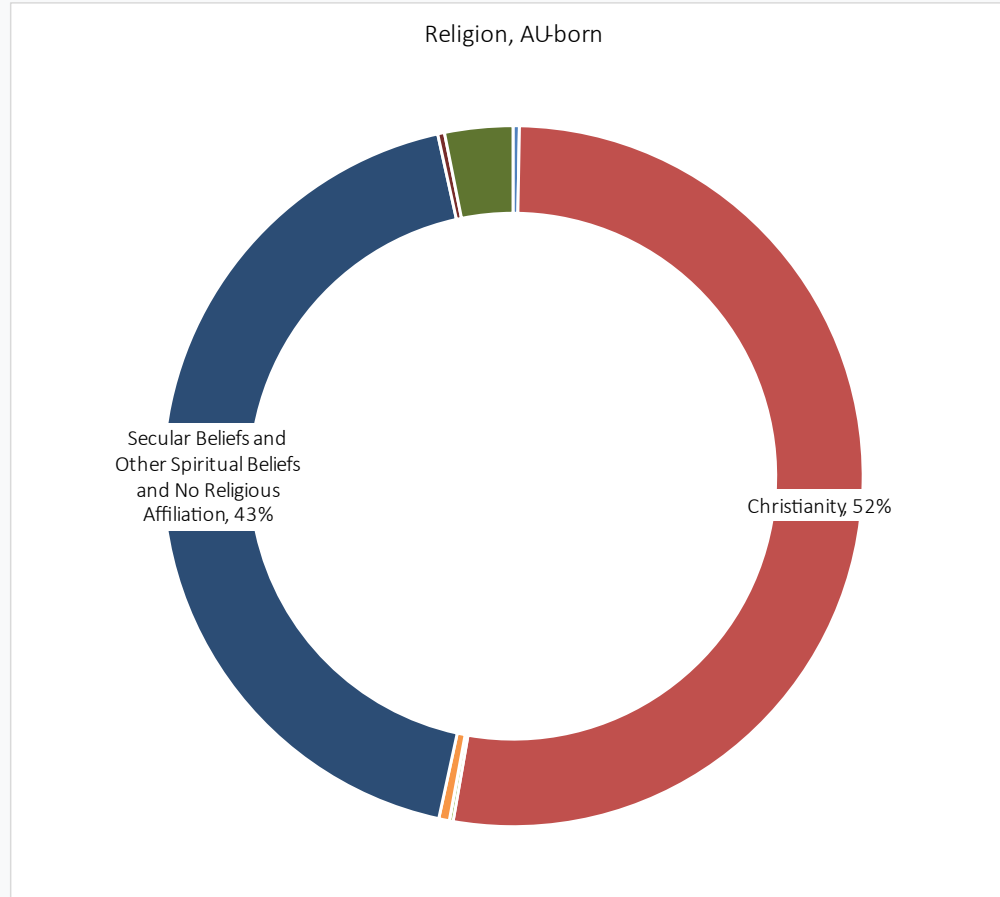


- 0.6% or 33 individuals of the population report being homeless
- There is a larger proportion of homeless amongst women than men.
- Proportion of homelessness in the Overseas born community is slightly higher than in Australia born one (0.5% for AU-born, 1.4% for OS-born)



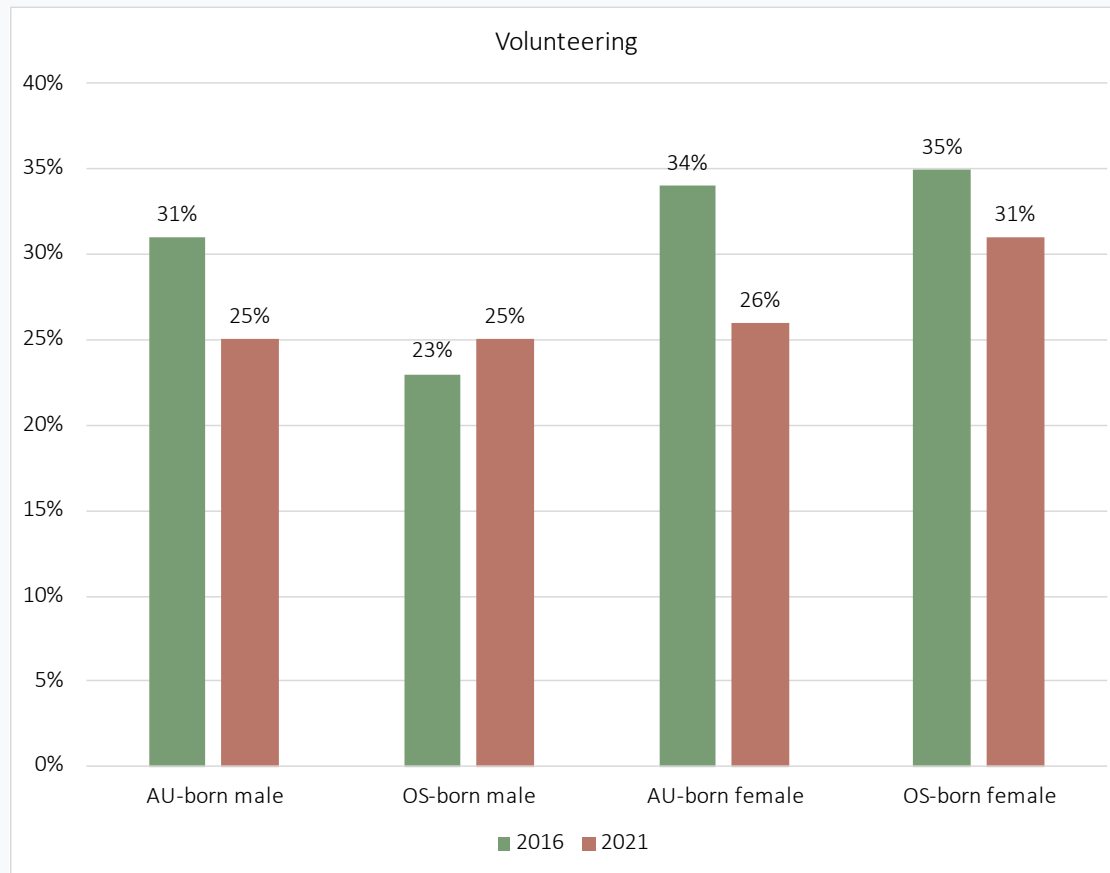
The sums of the indicators might differ in the graphs due to the CENSUS privacy protection data practices

Religious Affiliation



- 49% of individuals residing in Towong report their religion to be 'Christianity' and 39% report having 'Secular Beliefs and Other Spiritual Beliefs and No Religious Affiliation'.
- Individuals reporting all other religions represent over 1.7% of total population of Towong combined.

Volunteering



- 24% of residents of Towong report being a volunteer
- Women (especially OS-born) 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, ageing population and volunteering fatigue).
- There has been a slight increase in volunteering amongst OS-born male population.

Social Cohesion and Democracy



52.0

(+0.23% from national average 2022)
Social Cohesion Index



48.0

(1.63% from national average 2022)
Democracy Index

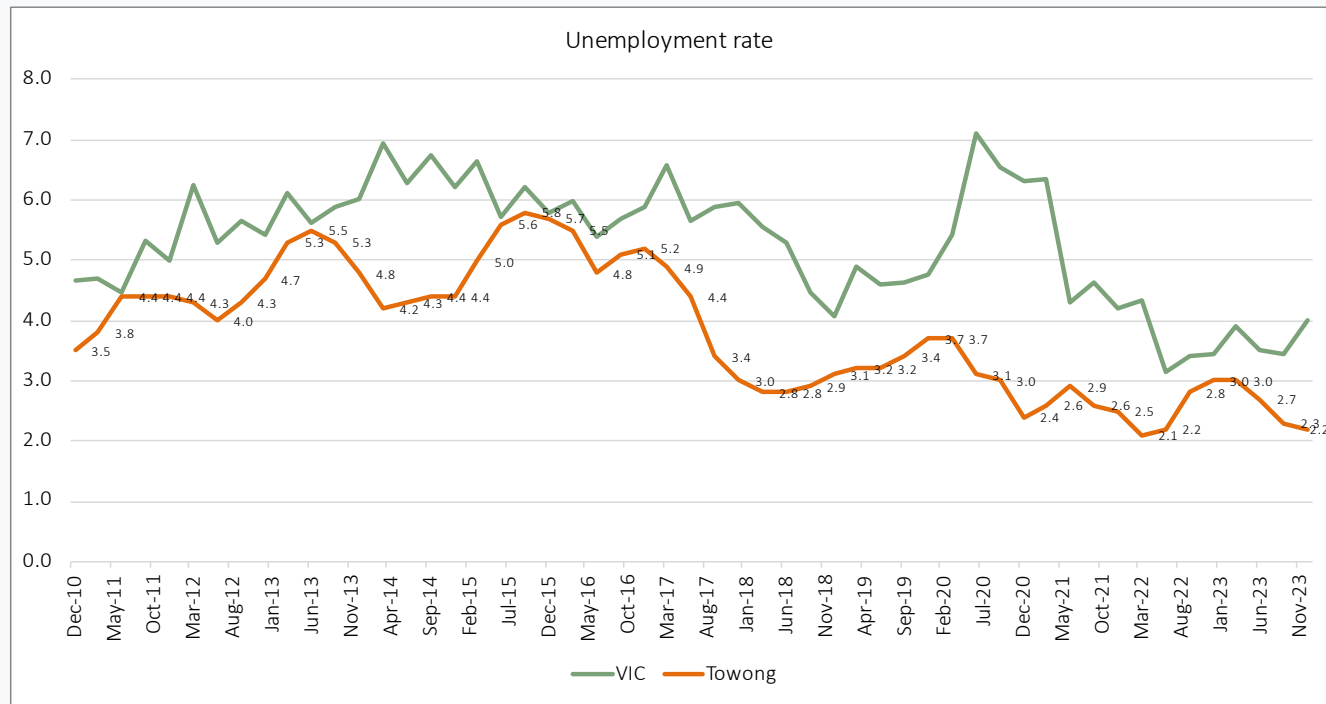


Domains	2021	2022	2023	Trend	National average
Sense of belonging	65.7	63.2	61.5		59.0
Sense of worth	58.3	58.0	57.9		56.2
Social Inclusion & Justice	52.4	52.0	51.7		47.4
Political Participation	36.6	38.9	39.7		32.4
Acceptance and Rejection	50.4	49.0	48.9		55.2



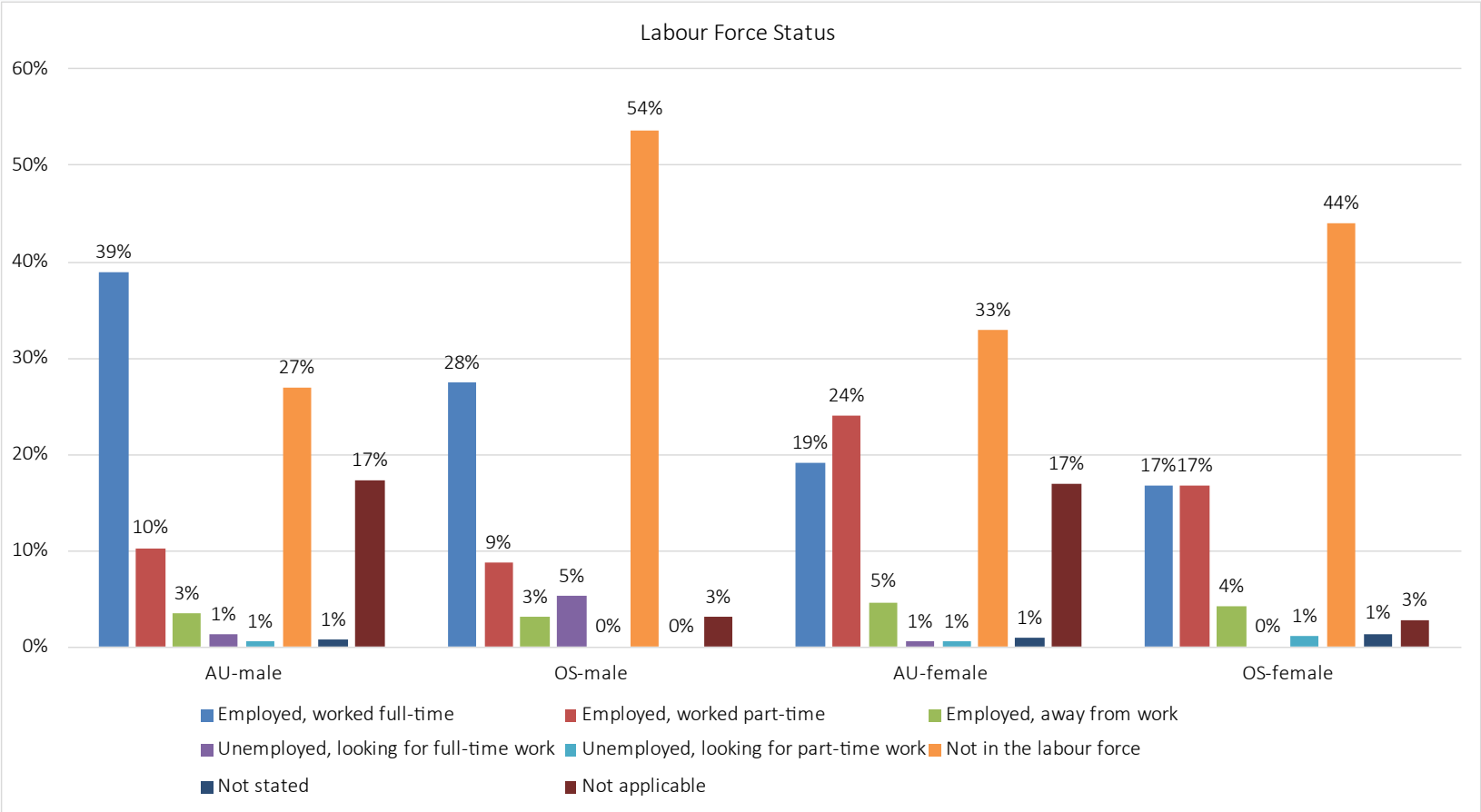
Economy

Unemployment rates 2011-2023



- Towong unemployment rates generally follow Victoria.
- Unemployment rate had a declining trend since 2015.

Labour force status



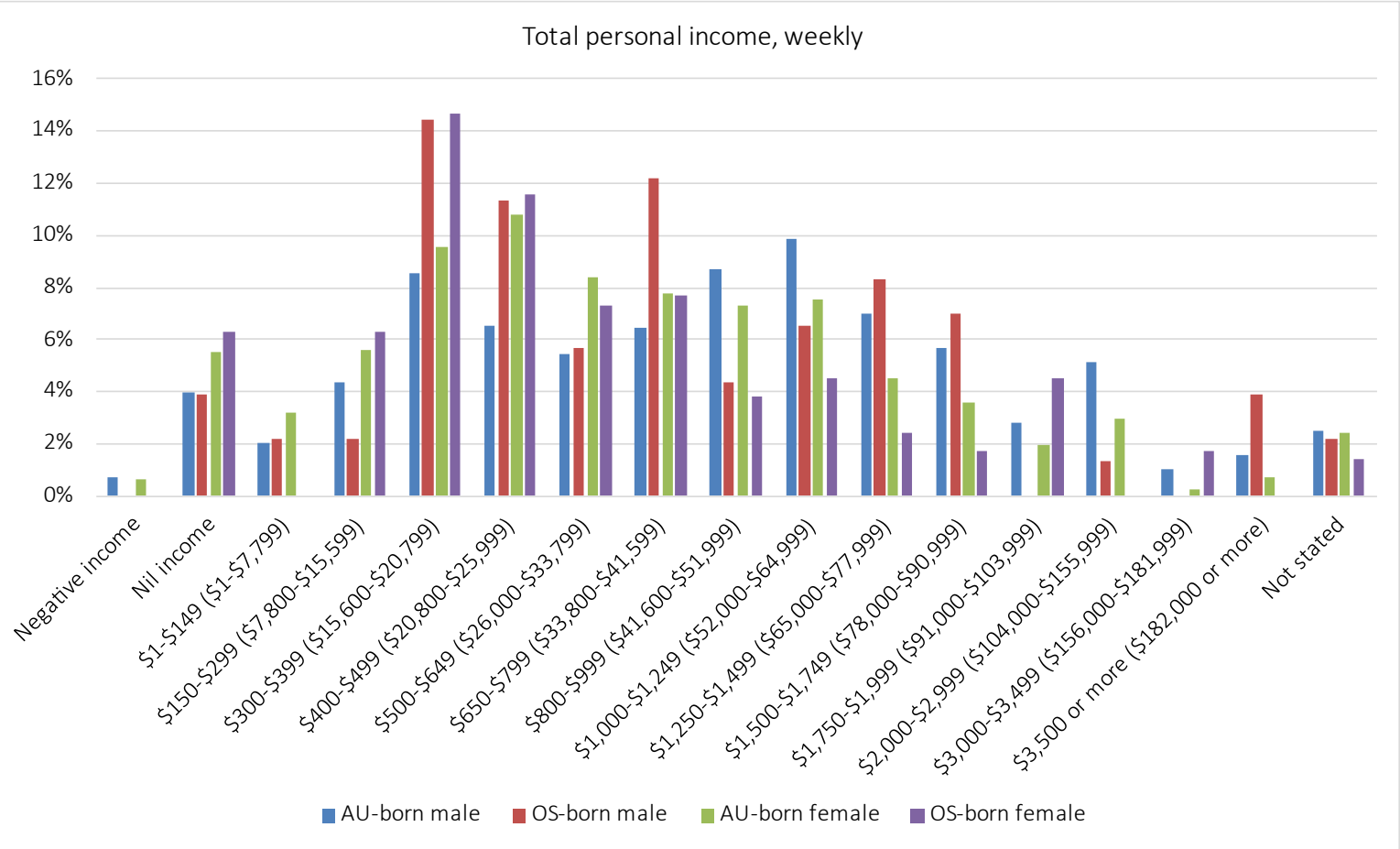
- Unemployment rate: 3.4%
- Participation rate: 56.4%

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 \(2021\)](#).

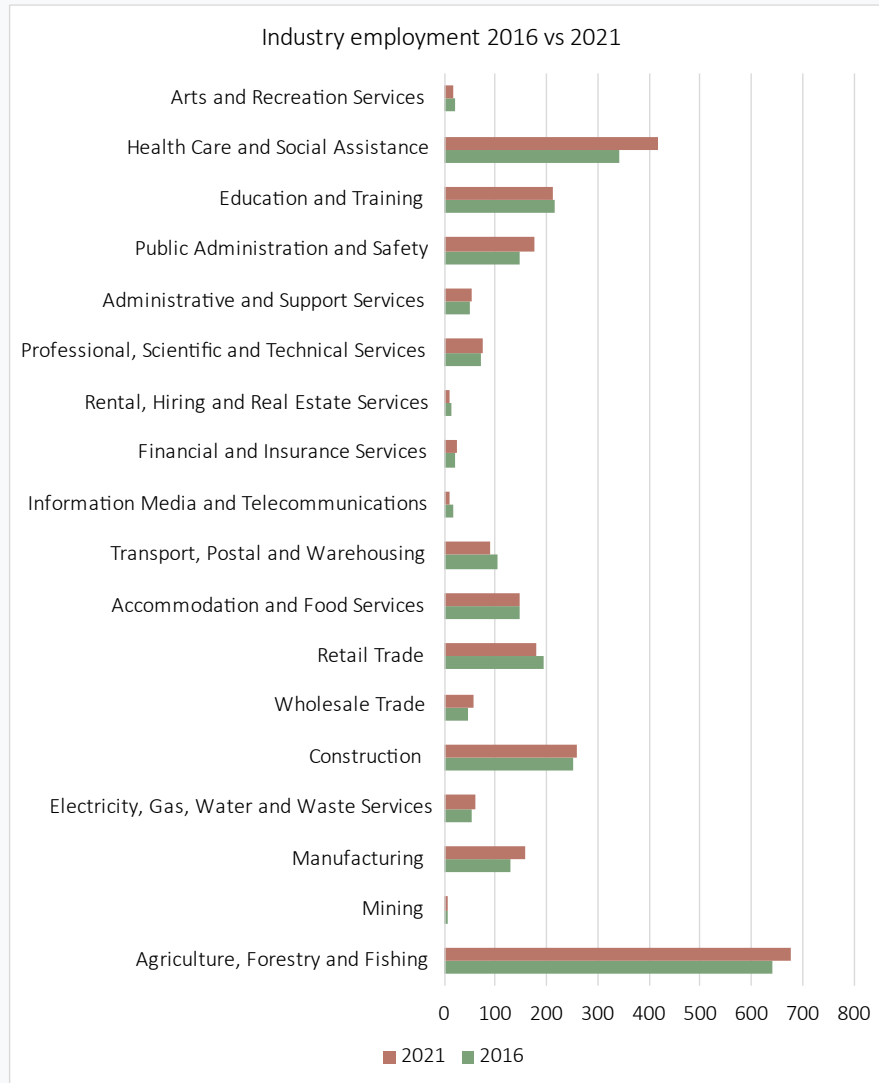
Total personal income, by place of birth, by sex



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

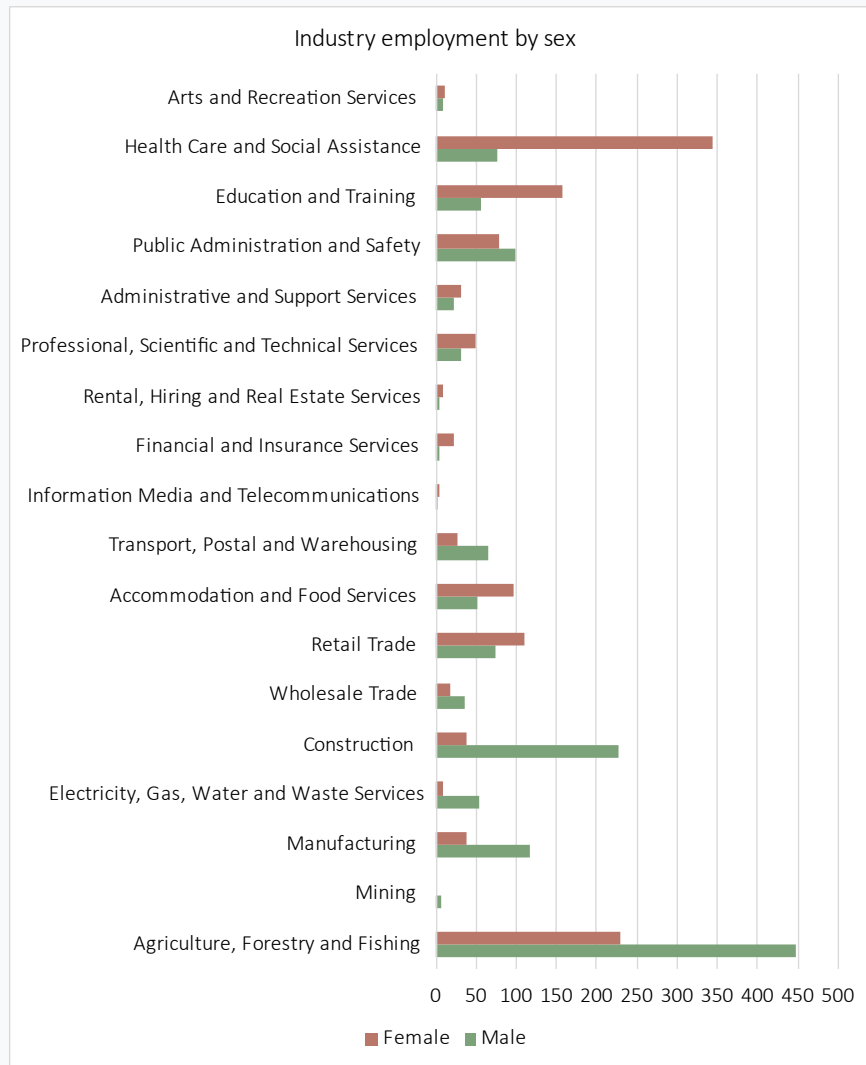
Cohort	% earning more than \$91,000 annually
AU-born male	11%
OS-born male	5%
AU-born female	6%
OS-born female	6%

Industry of Employment, 2016 vs 2021



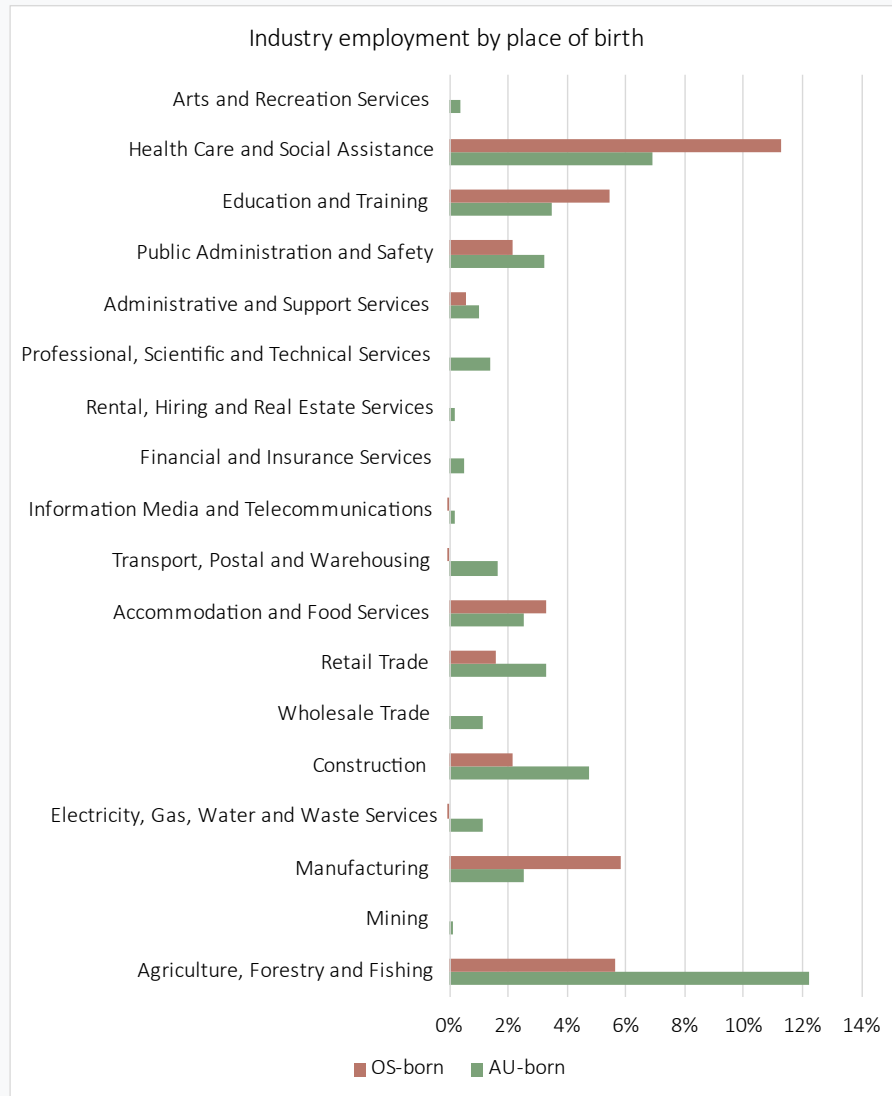
- Strongest growth:
 - Manufacturing (+24%)
 - Health Care and Social Assistance (+23%)
- Decline:
 - Information Media and Telecommunications (-50%)
 - Rental, Hiring and Real Estate (-40%)
 - Arts and Recreation Services (-14%)
 - Transport, Postal and Warehousing (-13%)
 - Retail Trade (-8%)
 - Education and Training (-1%)

Industry of employment by sex



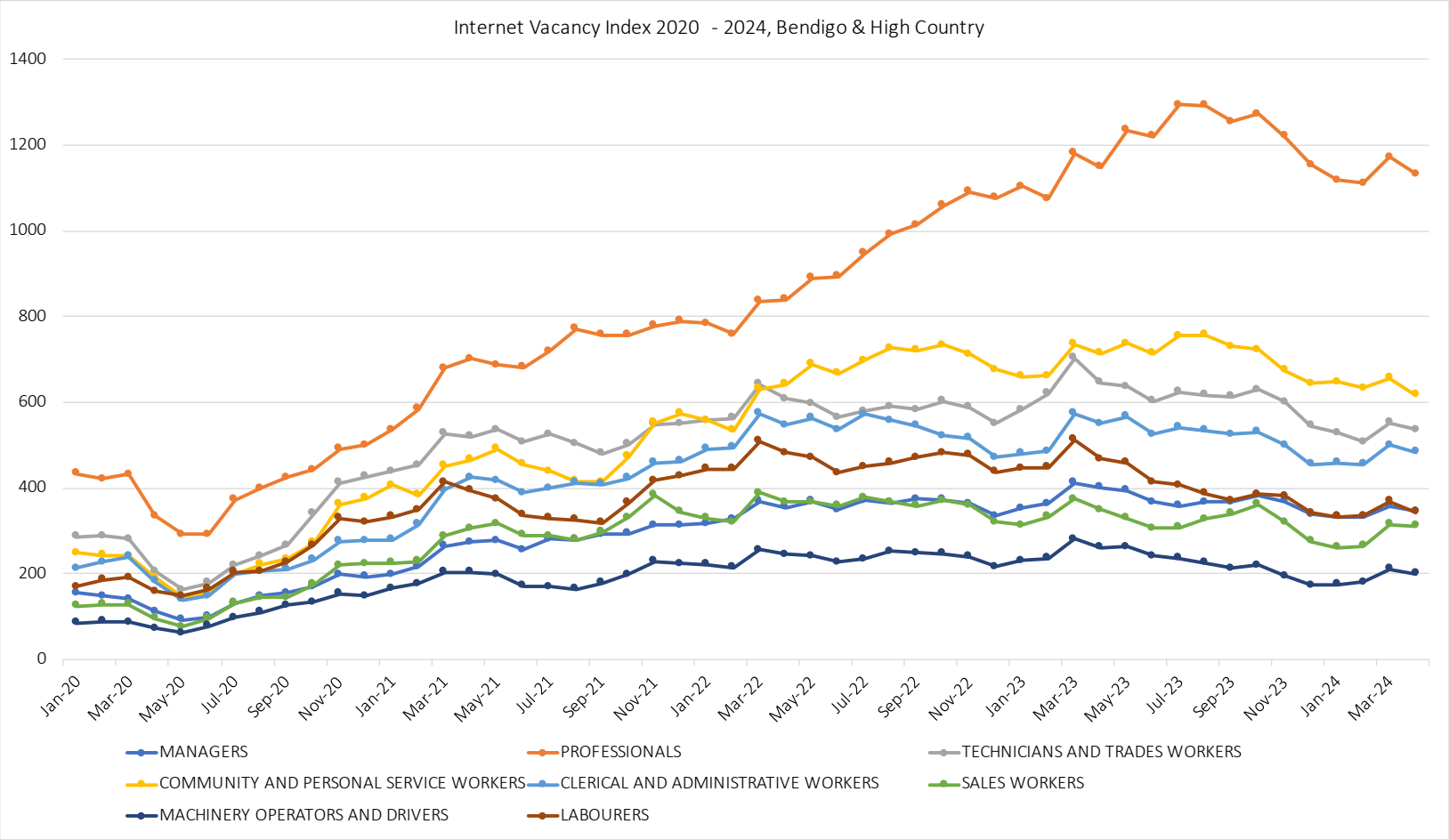
- Women are 5 times more likely to work in Financial and Insurance Services, 4 times more likely to work in Health Care and Social Assistance and 3 times more likely to work in Education and Training.
- Men are almost 6 times more likely to work in Electricity, Gas, Water and Waste Services and Construction and 3 times more likely to work in Manufacturing.

Industry of employment by place of birth



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

Jobs and Internet Vacancies



As of 28th of May 2024 in Towong:
● Top jobs listings: Healthcare, Hospitality & Tourism, Education

Tourism Statistics

Domestic Overnight	Visitors	Nights
Interstate	33000	87000
Intrastate	44000	119000

Top International markets:

- New Zealand
- Canada
- United Kingdom

Main reasons for visiting for Domestic Overnight:

- Holiday
- Visiting family and relatives

Key Stats	International	Domestic Overnight	Domestic Day	Total
Visitors	-	77000	-	195000
Nights	-	206000	-	216000
Average nights	-	3	-	3
Expenditure (M)	-	\$22	\$7	-
Spend per trip	-	\$287	\$62	-
Spend per night	-	\$107	-	\$104

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

Housing Needs



0.12%

Current Vacancy rate



4

Rental Stock available



15.6%

Rental population



- realestate.com.au has 18 houses and 1 apartment and unit listed for sale.

200

Current unmet need



13%

Current social and
affordable housing as a
proportion of need



11.7%

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	39	1%
Current dwelling is suitable	248	9%
Households reporting unutilized rooms	2009	76%

- 481 private dwelling were unoccupied on CENSUS night
- 76% or 2009 of occupied households have spare room capacity

Summary of data insights



- Average annual growth rate is approximately -0.1% (since 2007)
- Towong median age (52) significantly higher than of VIC (38) and Australia (38).
- 8.3% of people residing in Towong were born overseas
- 88.6% of the population of Towong reports speaking only English at home.
- 89% of people living in Towong are Australian citizens
- Low migrant intake
- Overseas born women have the highest proportion of people with Bachelor Degree or higher (29%).
- Significant decrease in volunteering since 2016, especially amongst AU-born female population
- The proportion of overseas-born women and Australia born women that earn less than their counterparts is higher
- Significant decline in industry growth
- Low vacancy rate despite 481 unoccupied dwellings
- 200 households do not have their housing needs met

Migrant settlement in Towong: SWOR analysis



Strengths	Weaknesses	Opportunities	Risks
<ul style="list-style-type: none">• Community is reported to having high levels of social cohesion• Proximity to Albury & Wodonga• High rates of certificate/degree qualifications amongst migrant population, especially women• Vast amount of productive farmland• Nature-based assets	<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• Low migration intake	<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• Attracting migrant workers to the agriculture industry• Implement welcoming workplaces practice to attract and retain diverse workforce• Investing in visitor economy• Implementing 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