

# Welcoming Cities

Data analysis

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Wangaratta



# 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.



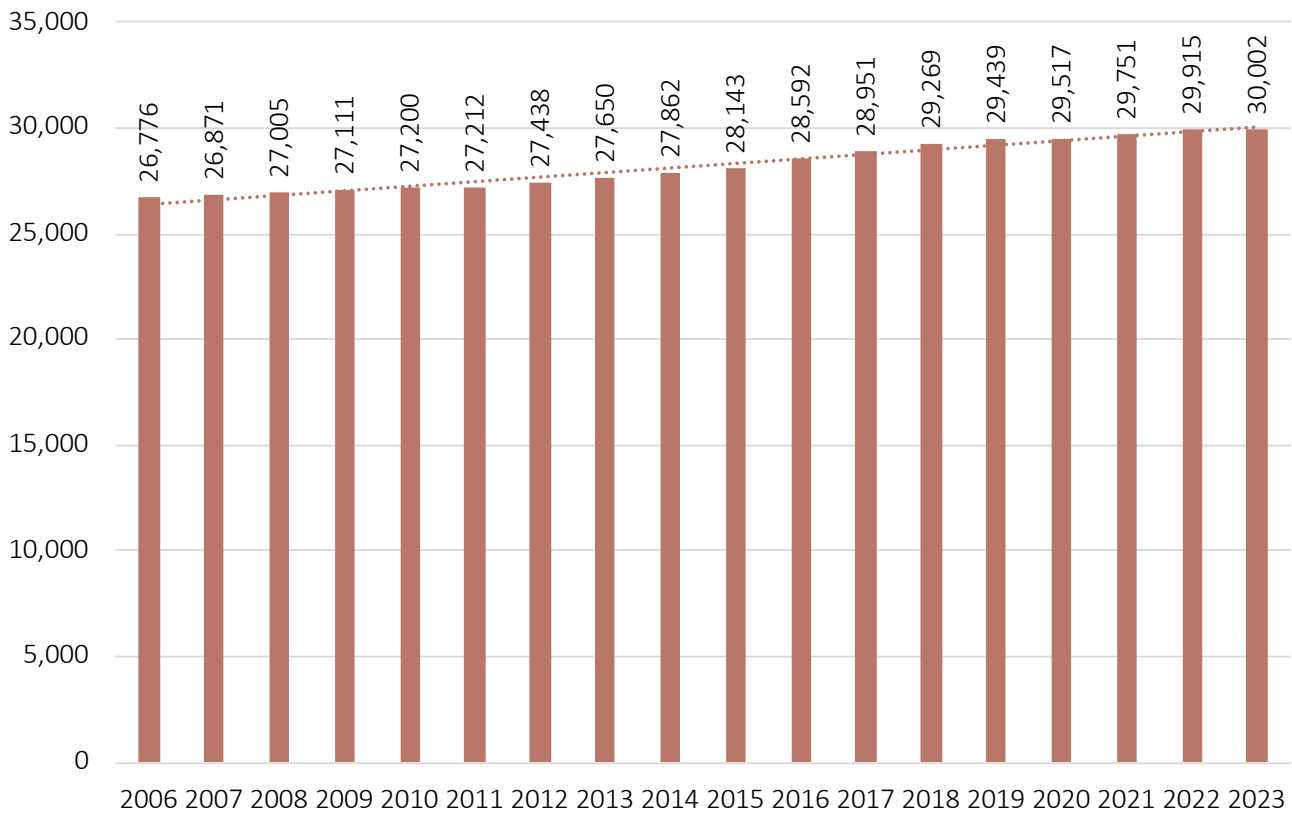
# Community

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# Estimated Resident Population

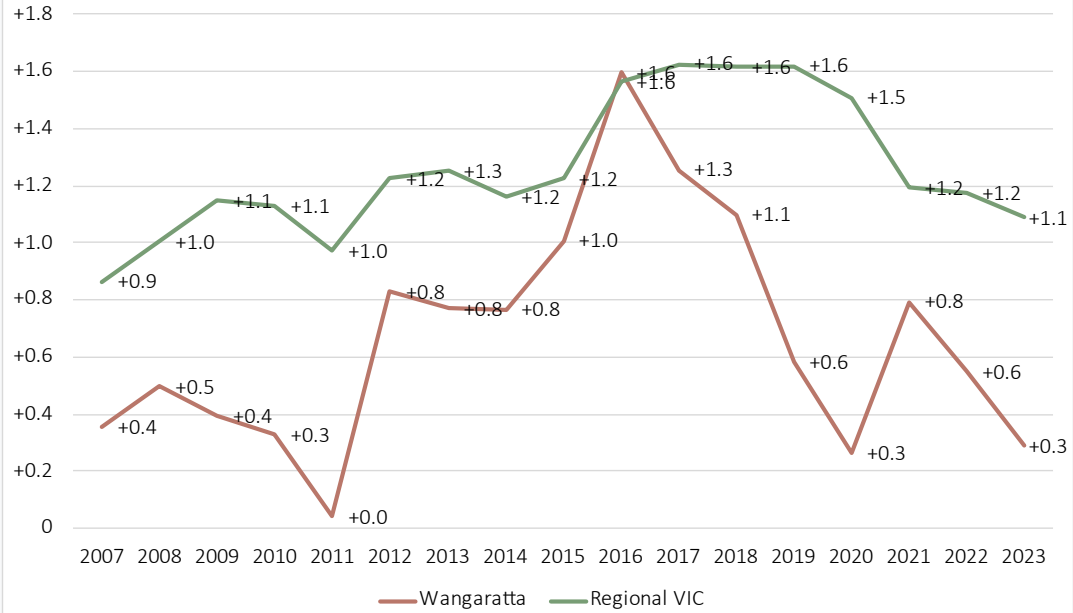


Estimated Resident Population

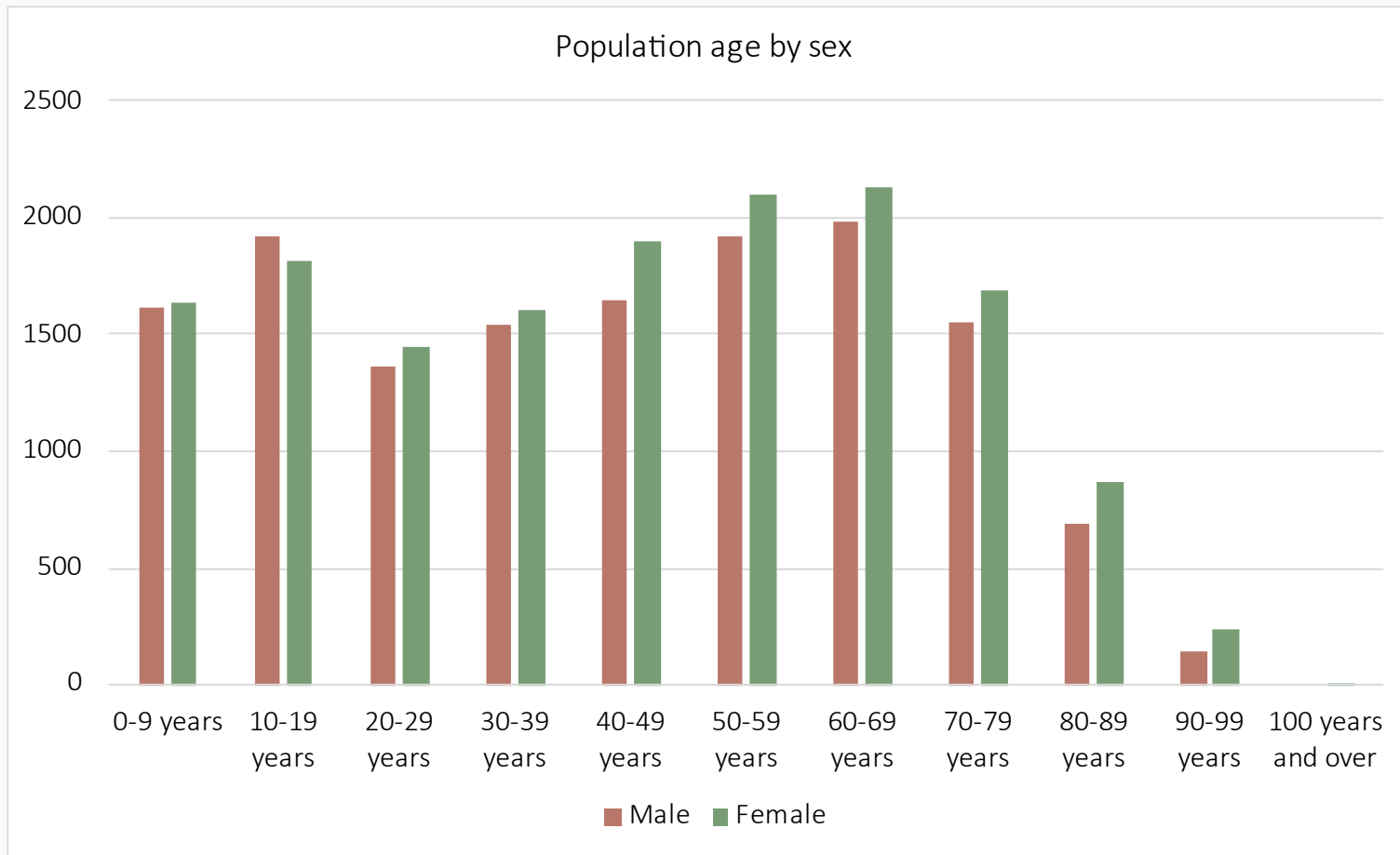


- Wangaratta population growth rate is lower than of Regional VIC
- Average annual growth rate is approximately 0.7% (since 2007)

Percentage change in ERP



# Population age profile

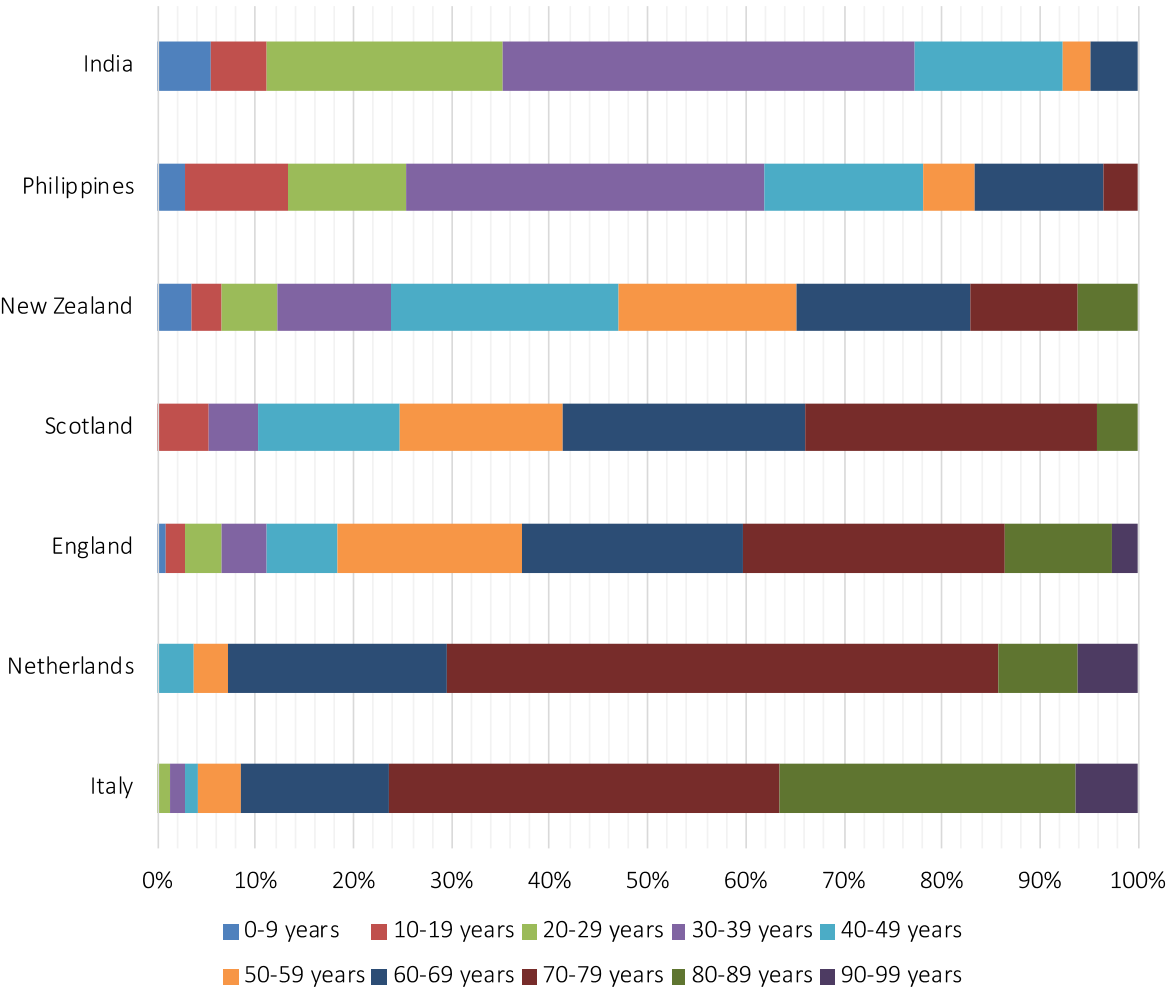


- 43.4% of population in Wangaratta is under 40 years old.
- Wangaratta median age (45) is significantly higher than one VIC (38) and Australia (38).
- Sex ratio is 93.2 (males per 100 females)

# Cultural Diversity – Country of Birth



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



● 9% of people residing in Wangaratta were born overseas

● Top 5 communities:

- England (561)
- Italy (288)
- New Zealand (198)
- Philippines (175)
- India (157)

● 93% of people born in Italy and 89% of people born in Netherlands are over 60.

● 61% of people born in Philippines and 71% of people born in India are under 40.

# Cultural Diversity - Languages spoken at home



Language	Number of speakers
Italian	414
Punjabi	75
Nepali	69
Mandarin	67
Thai	64
Filipino	64
German	55

Language	Number of speakers reporting low ELP	% reporting low English proficiency in the community
Thai	22	34%
Mandarin	9	13%
Italian	61	14%

- 1.8% of the residents in Leeton identify as either Aboriginal or Torres Strait Islander or both.
- 89% of the population of Wangaratta reports speaking only English at home.
- Thai speaking communities report highest level of low English proficiency.

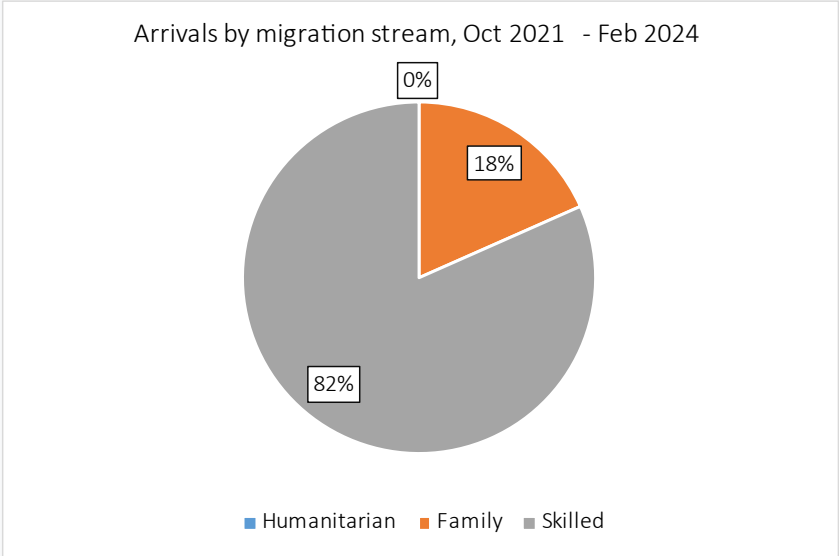
# Cultural Diversity - Citizenship

More than 80% in the community* hold Australian citizenship	Less than 40% in the community* hold Australian citizenship
Italy Netherlands Germany	Nepal

- 59.6% of people born overseas are Australian citizens
- 91% of people living in Wangaratta are Australian citizens



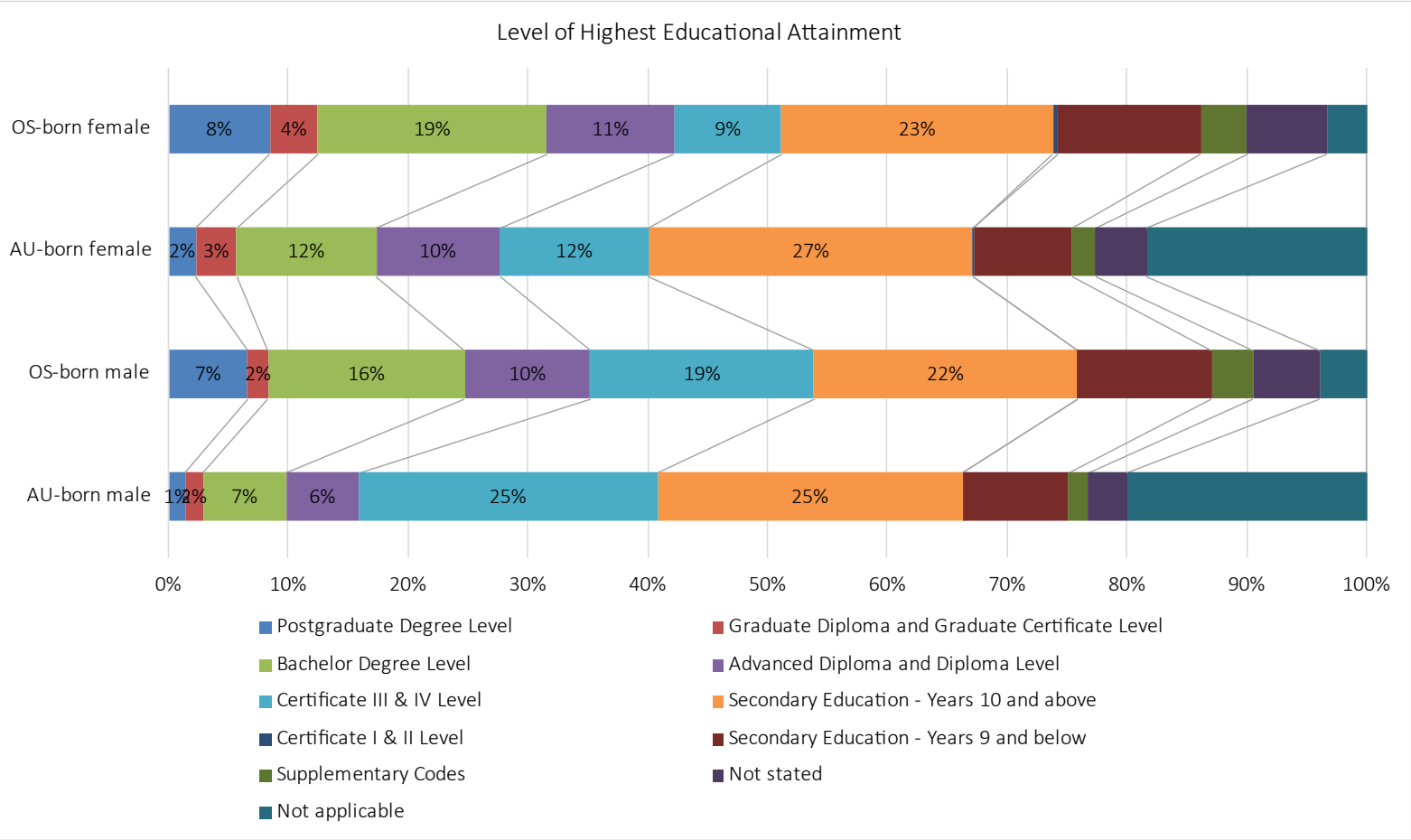
# Settlers by migration stream



- Settlers in: Skilled (82%), Family (18%), Humanitarian (0%)
- There were no humanitarian settlers between September 2021 and February 2024

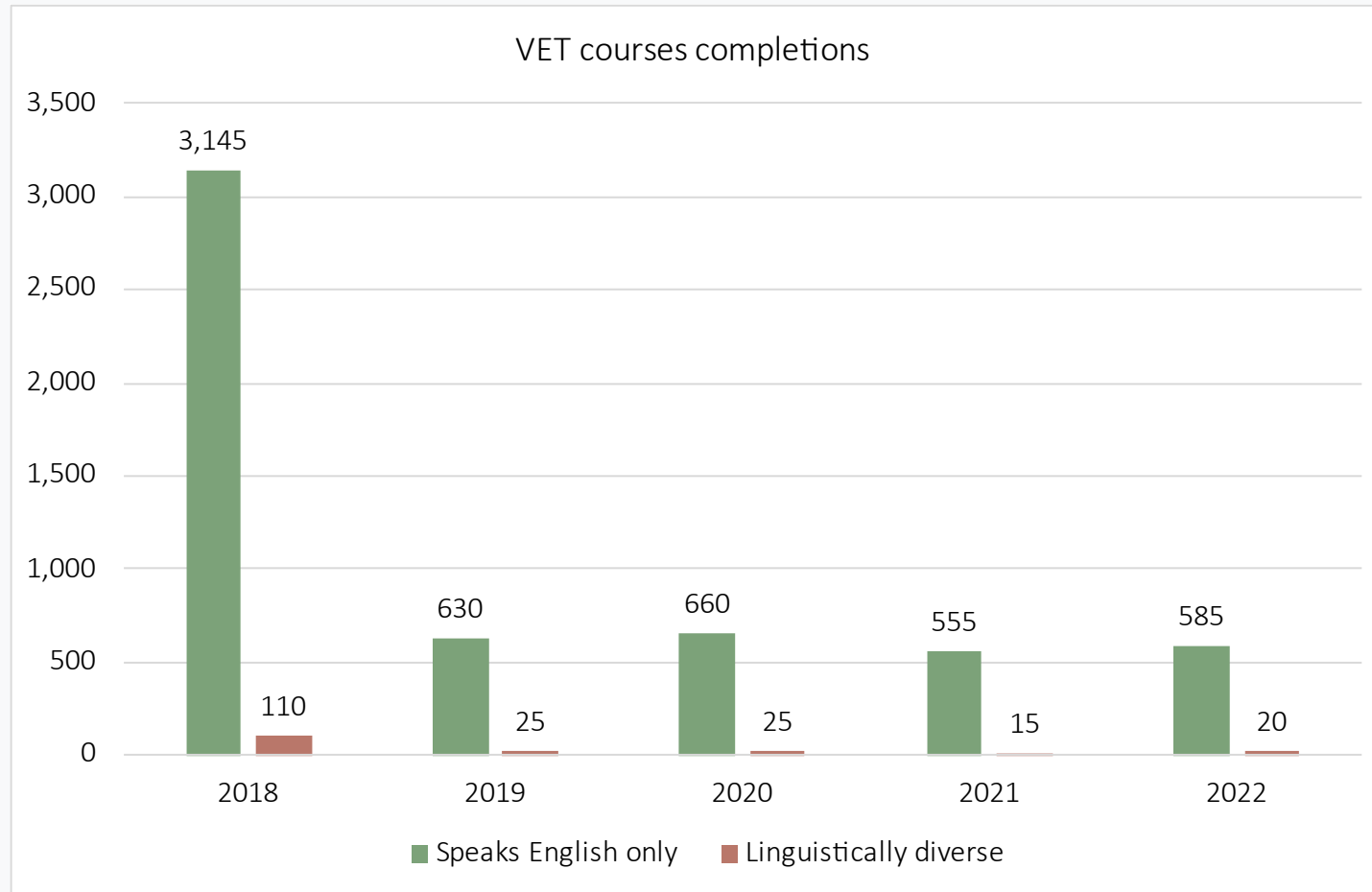
	Migration Stream		
Gender	Family	Skilled	
Female	<20	42	
Male	<5	47	
Grand Total	20	89	109

# 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 (32%).
- 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

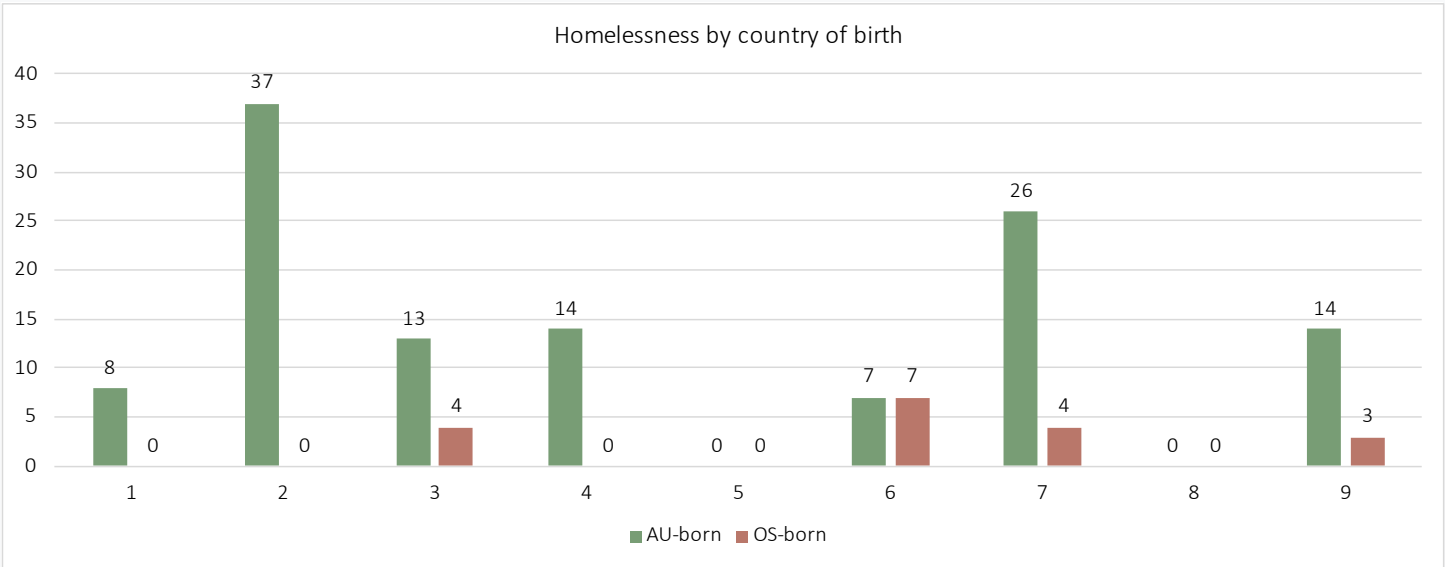
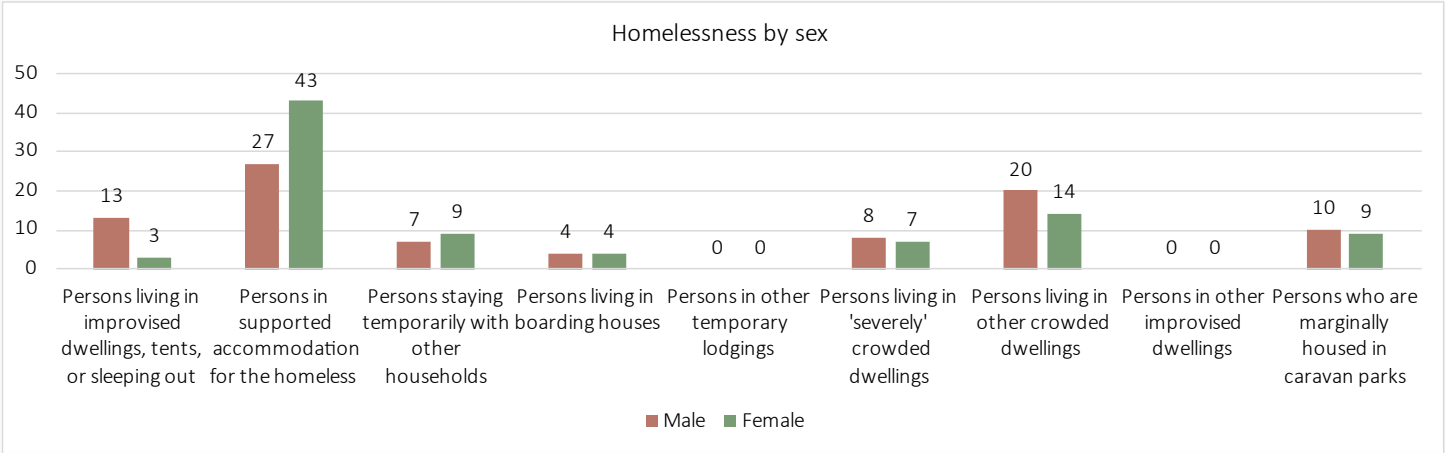
- 2215 people have a need for assistance with core activities (2% have low English language proficiency).

Long-term health condition	Number of people total	Number of people with low ELP	% of total population
Arthritis	3599	24	12%
Asthma	3303	10	11%
Cancer (including remission)	1121	11	4%
Dementia (including Alzheimer's)	255	14	1%
Diabetes (excluding gestational diabetes)	1519	22	5%
Heart disease (including heart attack or angina)	1618	28	5%
Kidney disease	333	9	1%
Lung condition (including COPD or emphysema)	756	6	3%
Mental health condition (including depression or anxiety)	3188	16	11%
Stroke	403	3	1%
Any other long-term health condition(s)	2605	28	9%

# Benefit and Payment Recipients, Dec 2023

Type of support	Number of recipients
ABSTUDY (Living allowance)	10
ABSTUDY (Non-living allowance)	5
Age Pension	4,295
Austudy	10
Carer Allowance	920
Carer Allowance (Child Health Care Card only)	10
Carer Payment	390
Commonwealth Rent Assistance	1,445
Commonwealth Seniors Health Card	760
Disability Support Pension	1,325
Family Tax Benefit A	1,655
Family Tax Benefit B	1,255
Health Care Card	1,455
JobSeeker Payment	850
Low Income Card	335
Parenting Payment Partnered	60
Parenting Payment Single	385
Pension Concession Card	6,990
Special Benefit	0
Youth Allowance (other)	105
Youth Allowance (student and apprentice)	55

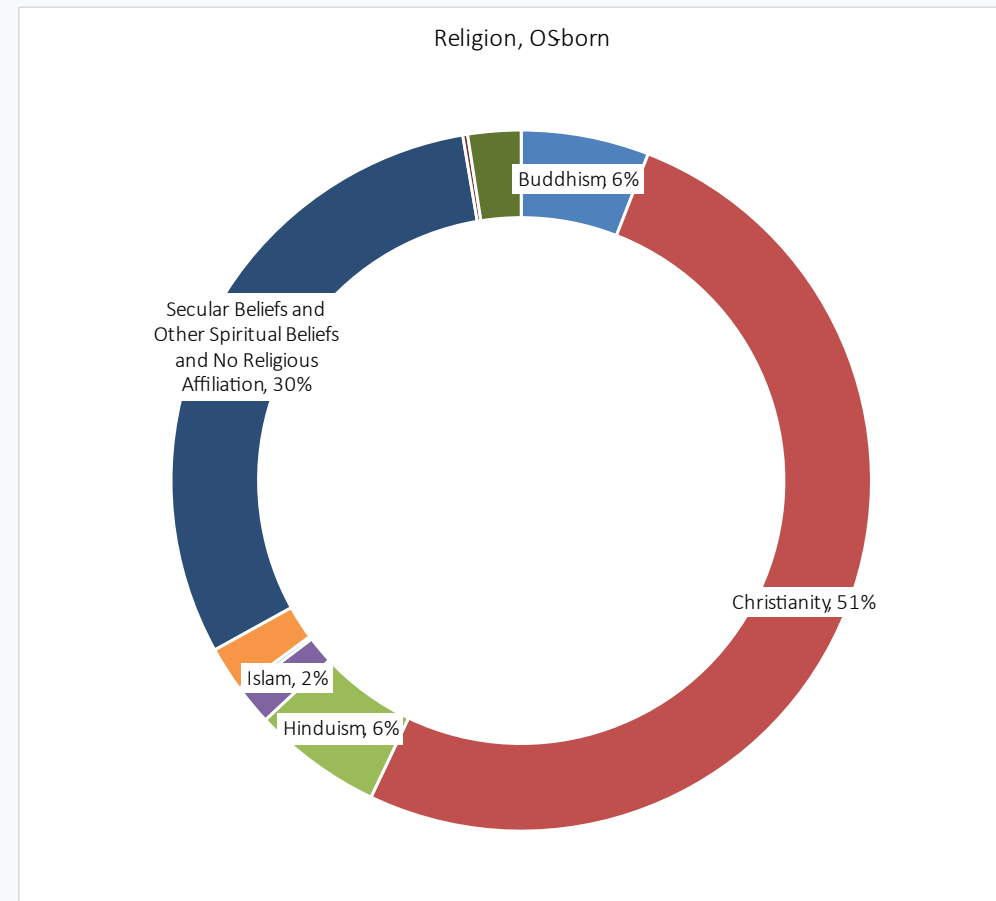
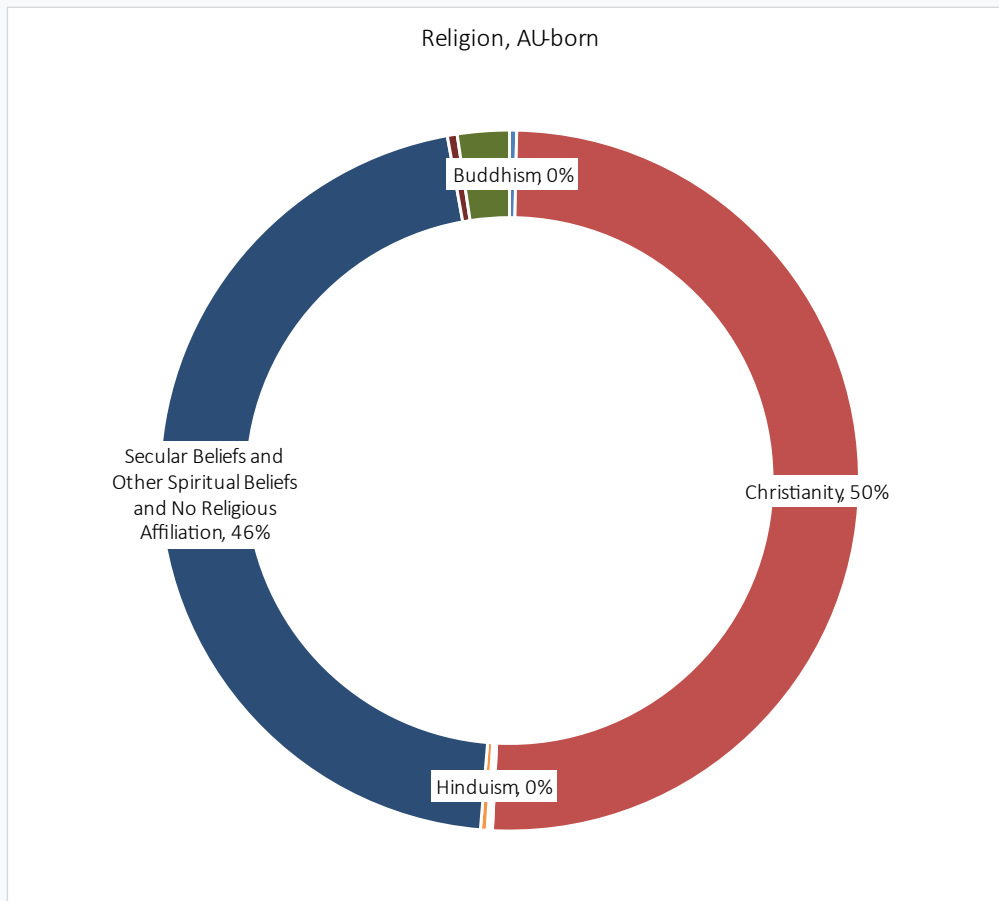
# Homelessness Estimates



- 0.6% or 173 individuals of the population report being homeless
- There is 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, 0.7% for OS-born)

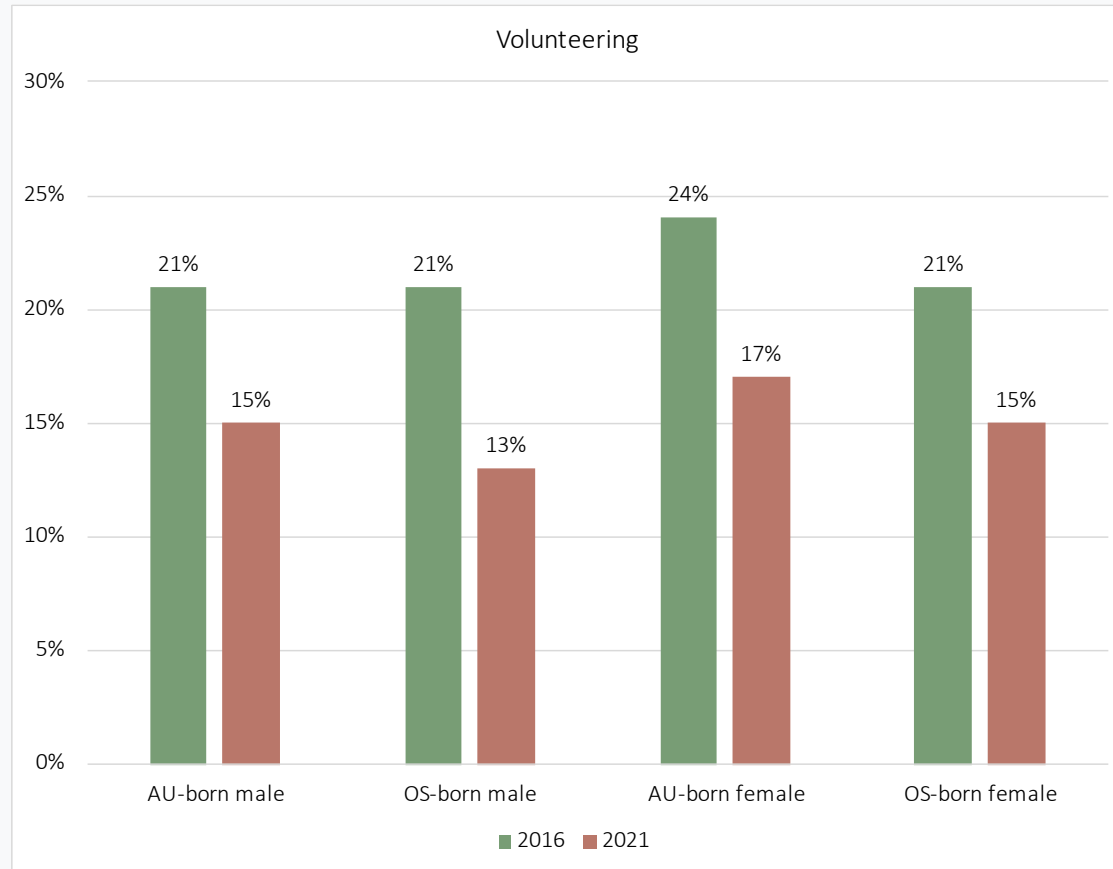
The sums of the indicators might differ in the graphs due to the CENSUS privacy protection data practices

# Religious Affiliation



- 48% of individuals residing in Wangaratta 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 2.6% of total population of Wangaratta combined.

# Volunteering



- 15% of residents of Wangaratta report being a volunteer
- Women are more likely to report being a volunteer
- There has been a significant decrease in volunteering since, especially amongst OS-born male and AU-born female population (possibly due to the pandemic, ageing population and volunteering fatigue).



51.9

(same as national average)

Social Cohesion Index



47.4

(+0.36% from national average)

Democracy Index



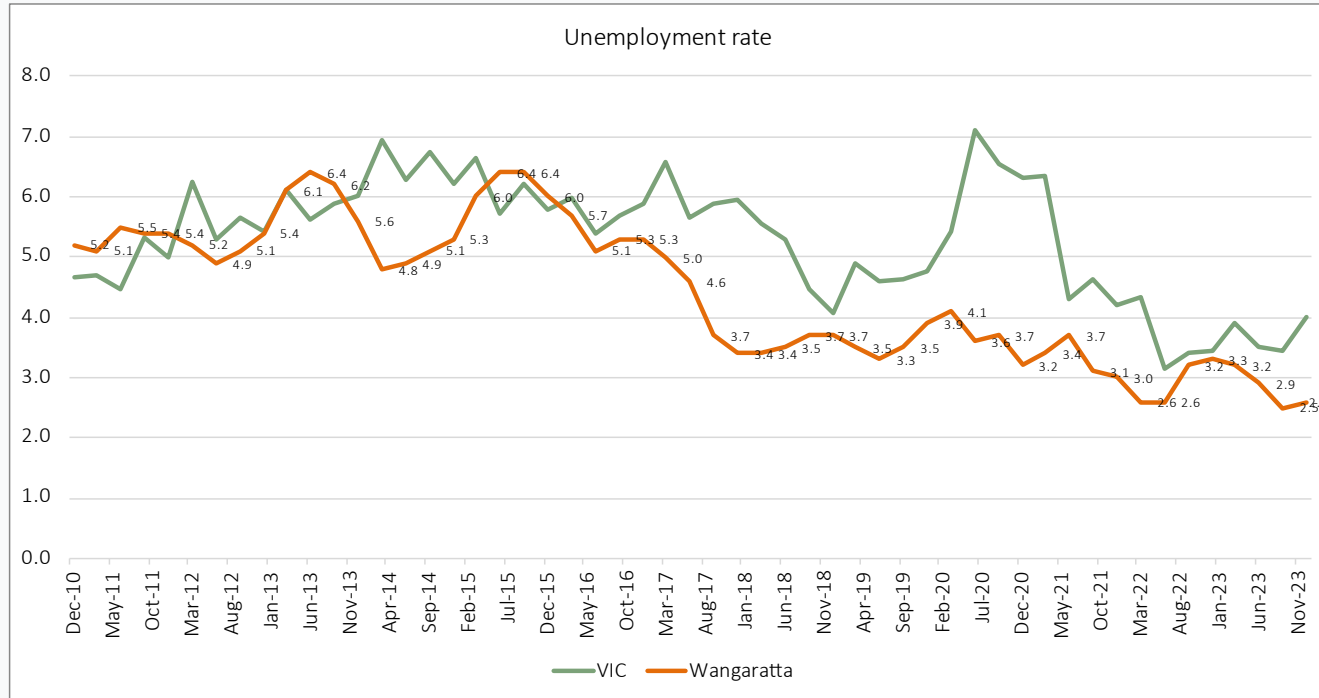
Domains	2021	2022	2023	Trend	National average
Sense of belonging	63.7	62.5	60.6		59.0
Sense of worth	57.6	57.7	57.1		56.2
Social Inclusion & Justice	52.4	51.9	51.2		47.4
Political Participation	35.5	35.3	37.0		32.4
Acceptance and Rejection	53.0	50.9	49.4		55.2



# Economy

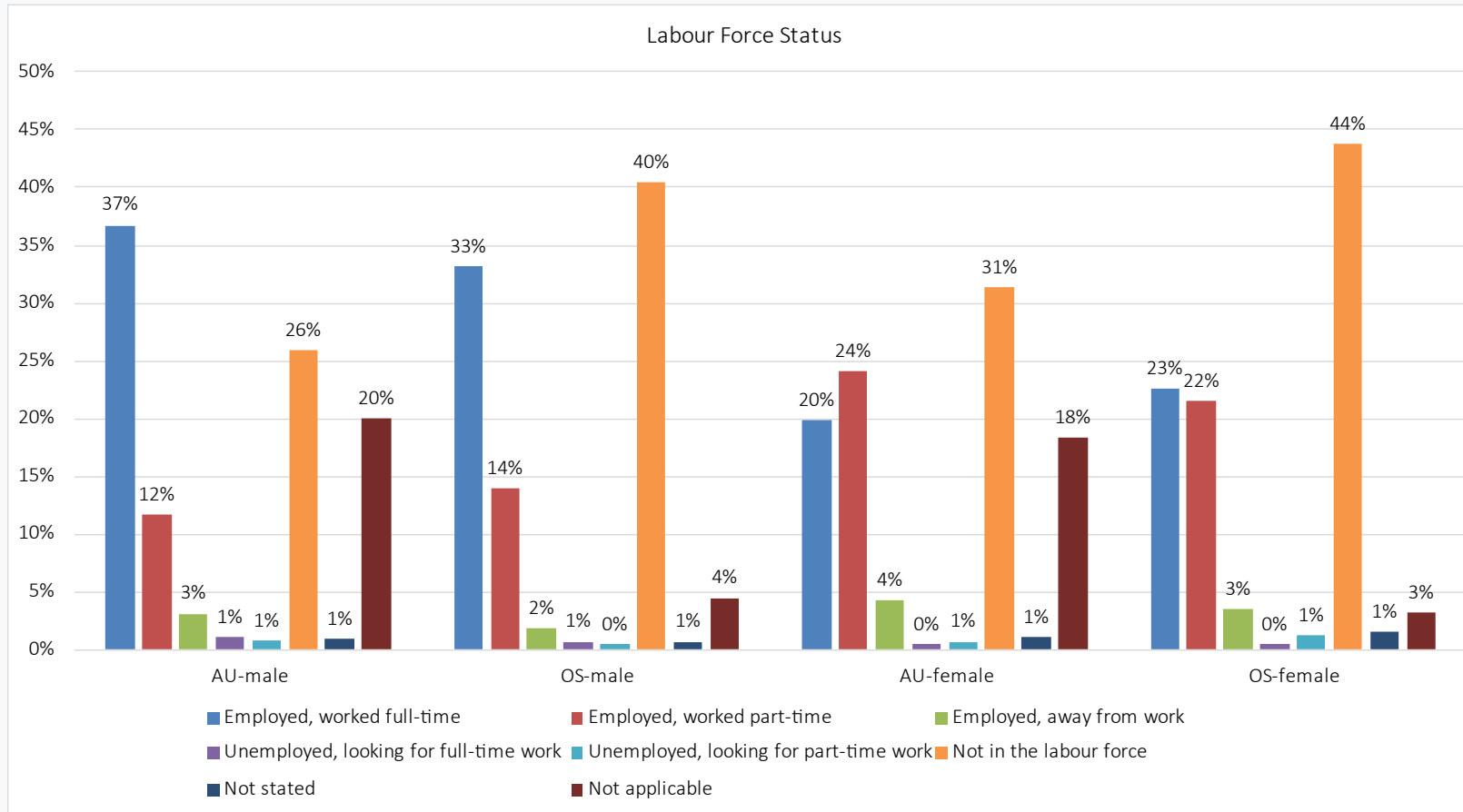
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# Unemployment rates 2011-2023



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

# Labour force status



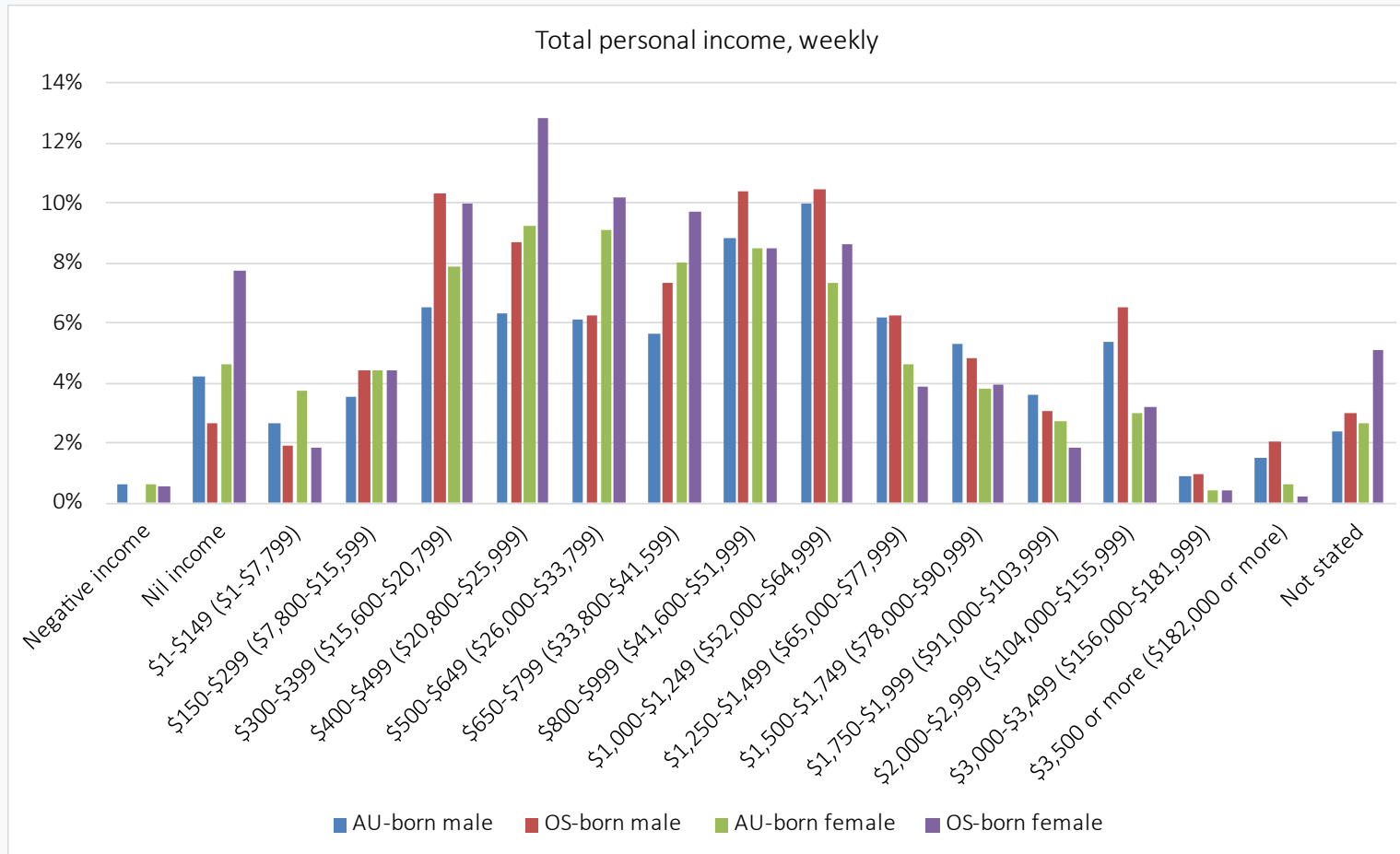
- Unemployment rate: 2.7%
- Participation rate: 58.8%

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 \(2021\)](#).

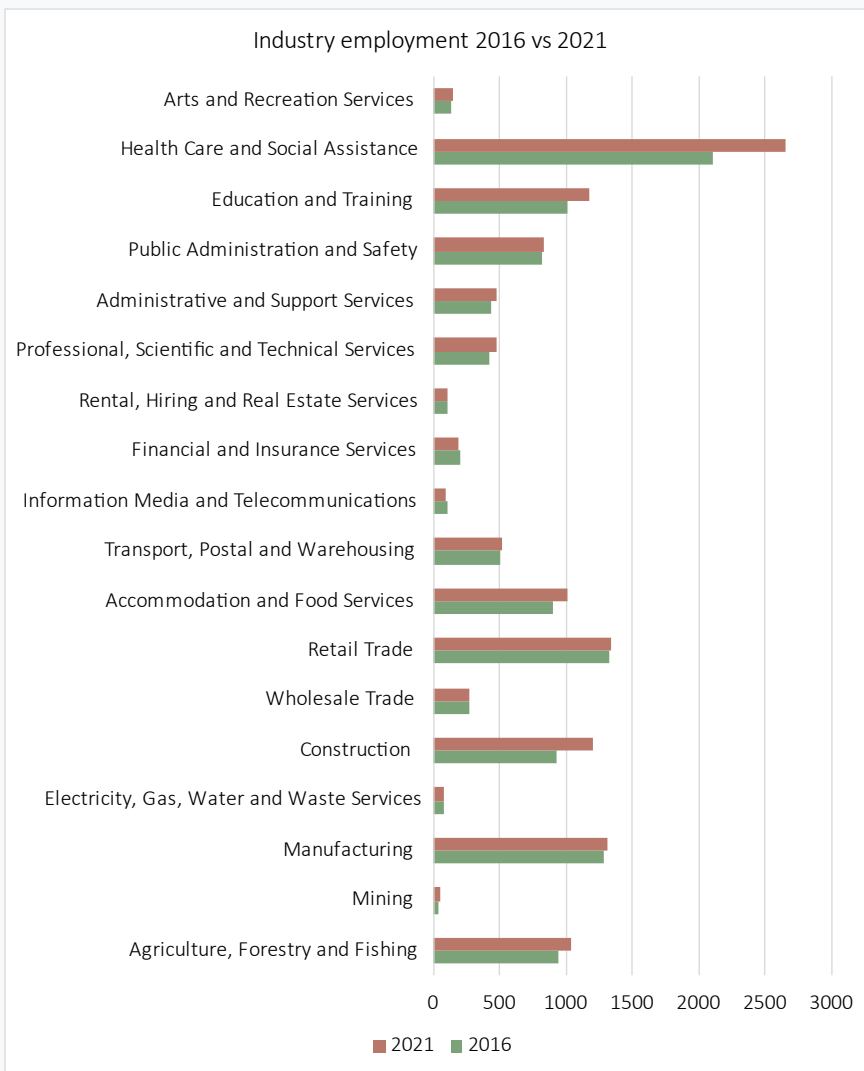
# Total personal income, by place of birth, by sex



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

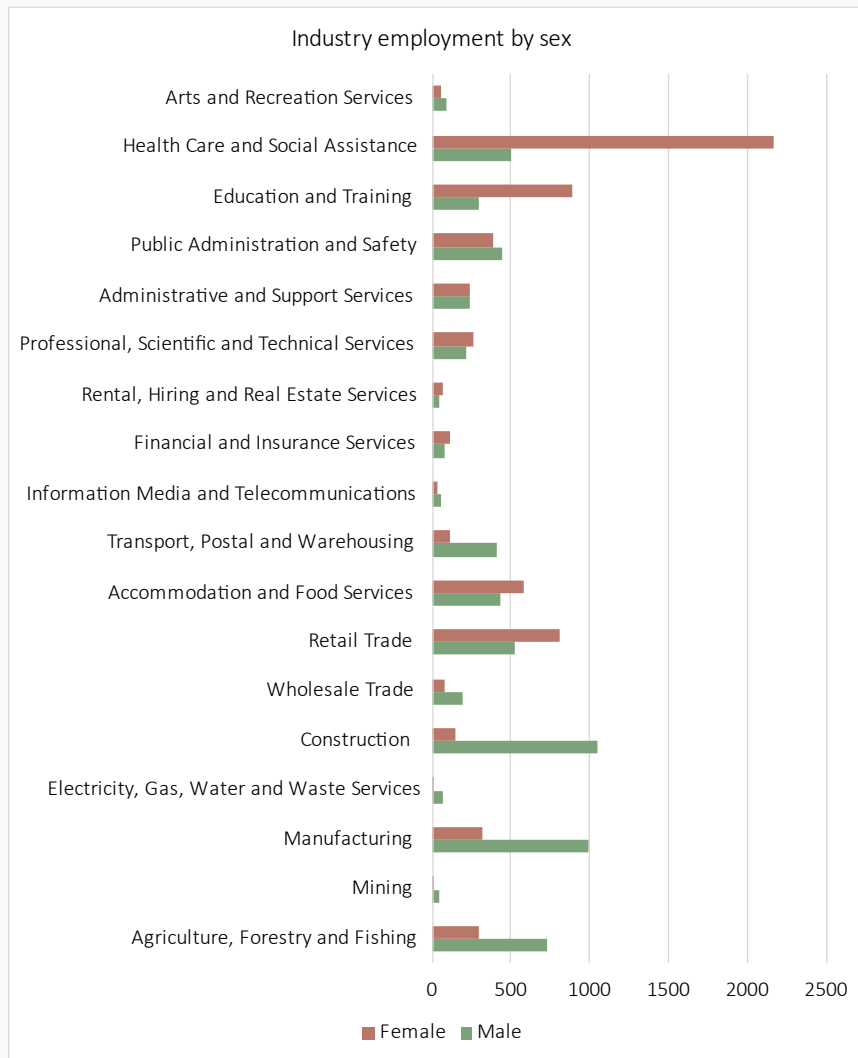
Cohort	% earning more than \$91,000 annually
AU-born male	11%
OS-born male	13%
AU-born female	7%
OS-born female	6%

# Industry of Employment, 2016 vs 2021



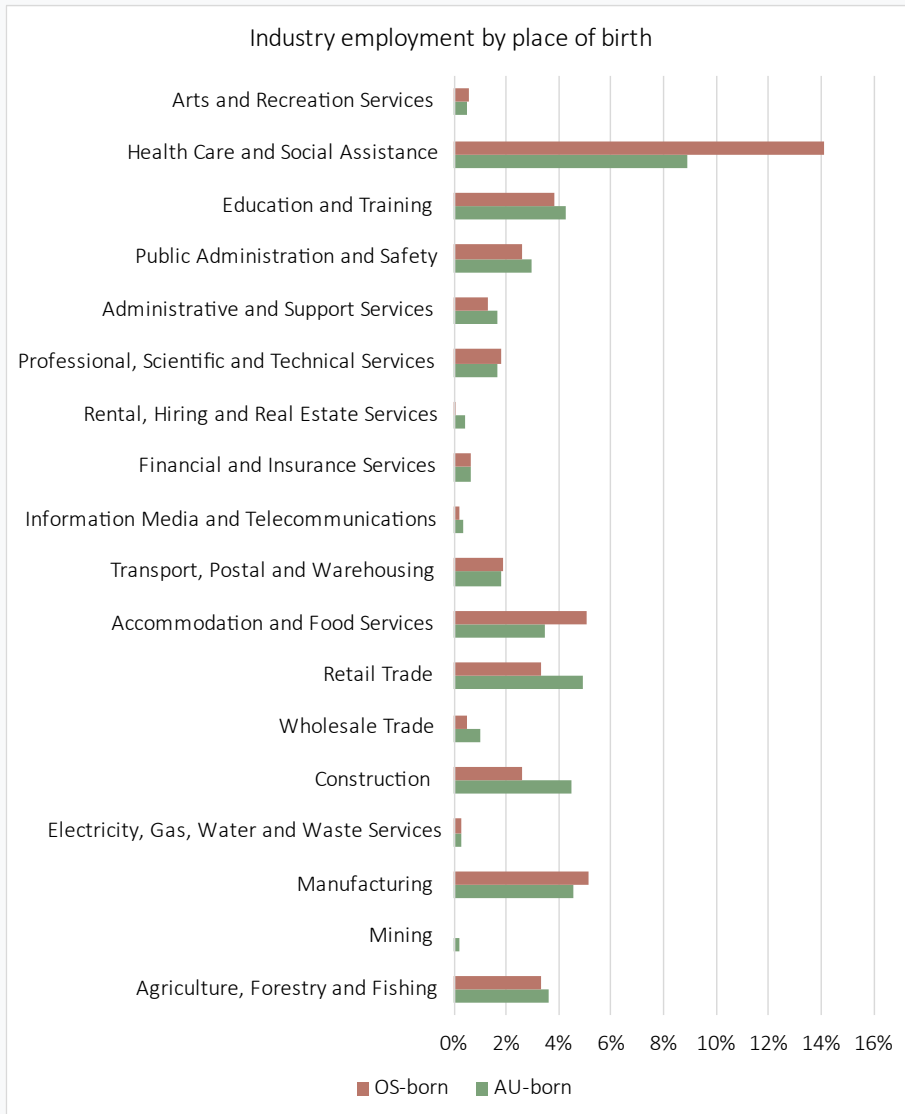
- Strongest growth:
  - Construction (+29%)
  - Health Care and Social Assistance (+26%)
- Decline:
  - Information Media and Telecommunications (-21%)
  - Electricity, Gas, Water and Waste Services (-5%)
  - Financial and Insurance Services (-5%)

# 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 8 times more likely to work in Mining and in Electricity, Gas, Water and Waster Services, 7 times more likely to work in Construction.

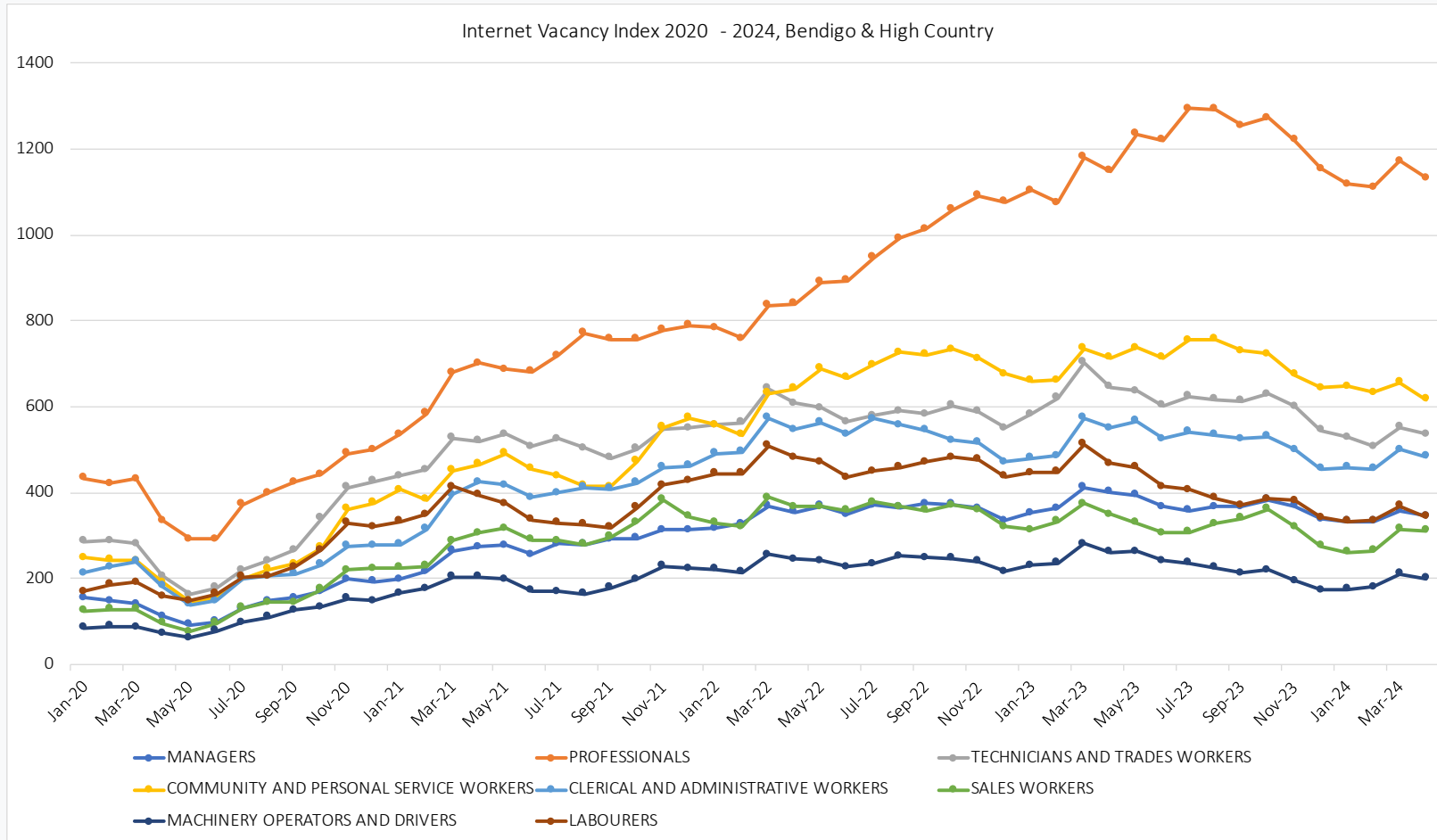
# Industry of employment by place of birth



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



# Jobs and Internet Vacancies



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

- 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**.
- **261 companies** are currently advertising jobs including [Goodstart Early Learning](#), [The Just Group](#), [Aruma](#), [Rural Northwest Health](#) and [RWAV](#).
- Top skills include: TEACHING, TEAM PLAYER, MANAGEMENT, TIME MANAGEMENT and TRADING.

# Tourism Statistics

Domestic Overnight	Visitors	Nights
Interstate	82000	221000
Intrastate	189000	522000

## Top International markets:

- New Zealand
- Hong Kong
- United Kingdom

## Main reasons for visiting for Domestic Overnight:

- Holiday
- Visiting family and relatives
- Other
- Business

Key Stats	International	Domestic Overnight	Domestic Day	Total
Visitors	5000	271000	473000	750000
Nights	86000	743000	-	829000
Average nights	16	3	-	3
Expenditure (M)	\$4	\$87	\$54	\$145
Spend per trip	\$792	\$321	\$113	\$193
Spend per night	\$49	\$117	-	\$110

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

**0.35%**

Current Vacancy rate



**51**

Rental Stock available



**20.18%**

Rental population



- Median price change for a house is 1.63% in 1 year and 17.68% in 2 years.
- Median weekly rent for a house is \$440 and \$290 for a unit.
- realestate.com.au has 180 houses and 9 apartments and units listed for sale.

**600**

Current unmet need



**45%**

Current social and  
affordable housing as a  
proportion of need



**4.9%**

Annual growth of social  
and affordable housing  
required



- The main source of unmet need is rent stress.
- 800 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	234	2%
Current dwelling is suitable	1479	12%
Households reporting unutilized rooms	9475	76%

- 1100 private dwelling were unoccupied on CENSUS night
- 76% or 9475 of occupied households have spare room capacity





# Summary of data insights



- Wangaratta population growth rate is lower than of Regional VIC
- Wangaratta median age (45) is significantly higher than one VIC (38) and Australia (38).
- 9% of people residing in Wangaratta were born overseas
- 89% of the population of Wangaratta reports speaking only English at home.
- 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 (32%).
- Proportion of homelessness in the Overseas born community is slightly higher than in Australia born one (0.5% for AU-born, 0.7% for OS-born)
- 2215 people have a need for assistance with core activities (2% have low English language proficiency).
- Significant decrease in volunteering since, especially amongst OS-born male and AU-born female population
- Overseas born women tend to have worse economic outcomes despite having higher educational achievements
- Low vacancy rate despite having 1100 unoccupied dwellings
- 600 households do not have their housing needs met

# Migrant settlement in Wangaratta: SWOR analysis



Strengths	Weaknesses	Opportunities	Risks
 <ul style="list-style-type: none"><li>• Community is reported to having high levels of social cohesion</li><li>• Proximity to Albury &amp; Wodonga</li><li>• High rates of certificate/degree qualifications amongst migrant population, especially women</li><li>• Strong manufacturing, agriculture and health industries</li><li>• Increase in healthcare and social assistance industries</li></ul>	 <ul style="list-style-type: none"><li>• Ageing population</li><li>• Significant increases in rental prices and house market prices</li><li>• Low vacancy rates and hidden accommodation</li><li>• High rental prices for accommodation</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>• Low migration intake</li><li>• Decline in Manufacturing and Agriculture industries</li></ul>	 <ul style="list-style-type: none"><li>• Strong continuous demand for skilled workers, especially in healthcare</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 attract and retain diverse workforce</li><li>• Implementing welcoming initiatives to improve the attractiveness of the region</li><li>• Growing tourism economy</li><li>• Attracting migrant workers to facilitate industry growth</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>• Inability to meet community needs due to ageing population and low migration into the area.</li><li>• Low population retention and lack of migration to the region</li></ul>