

# Welcoming Cities

Data analysis

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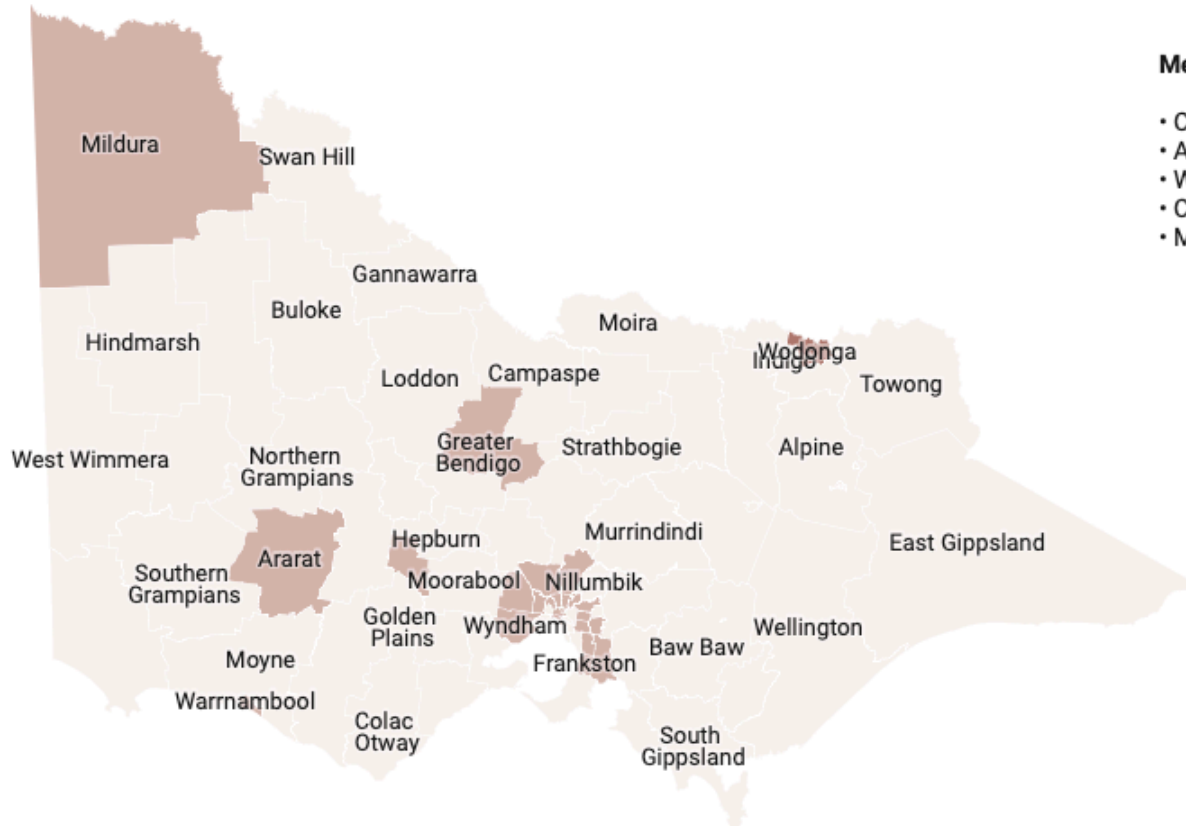
Wodonga



# 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

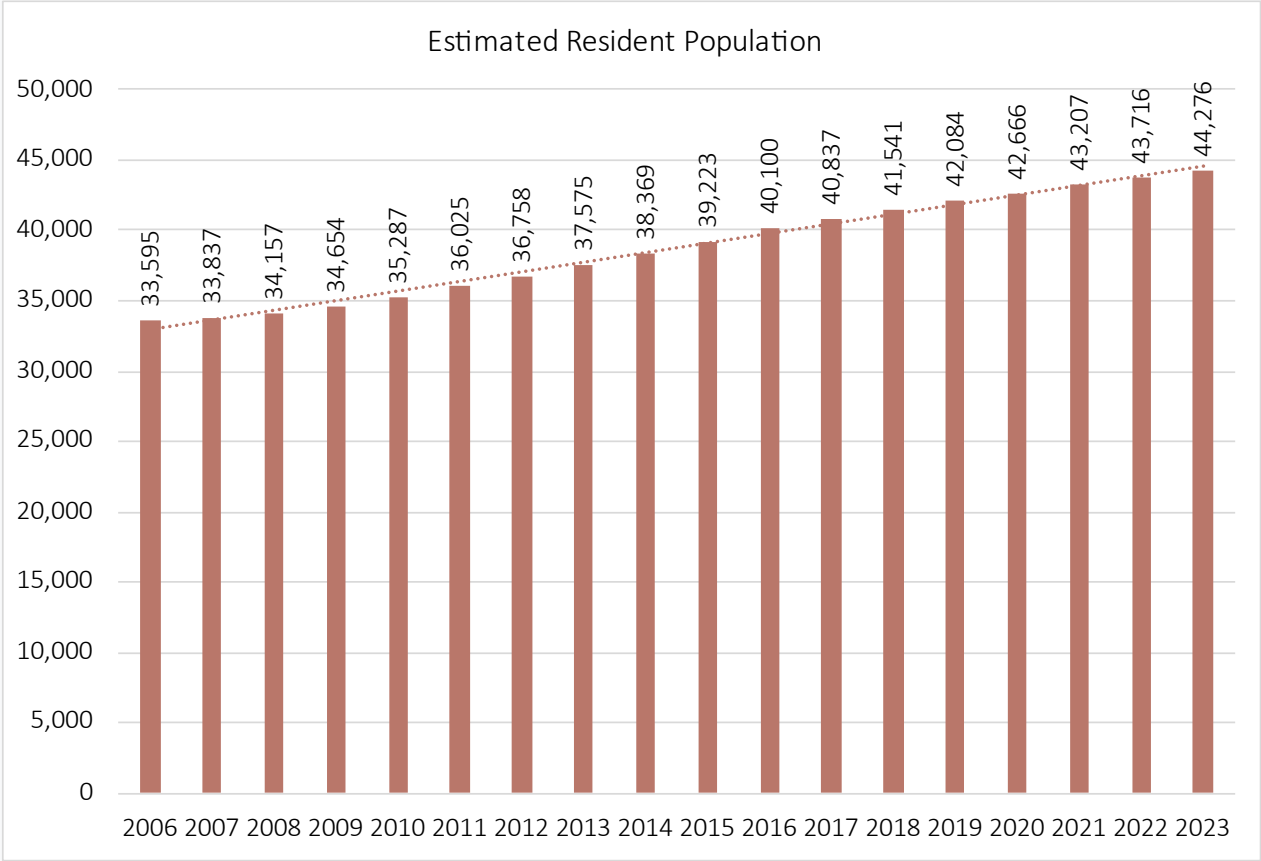
25 councils have become member councils of Welcoming Cities in Victoria, covering more than 52% of the state's population.



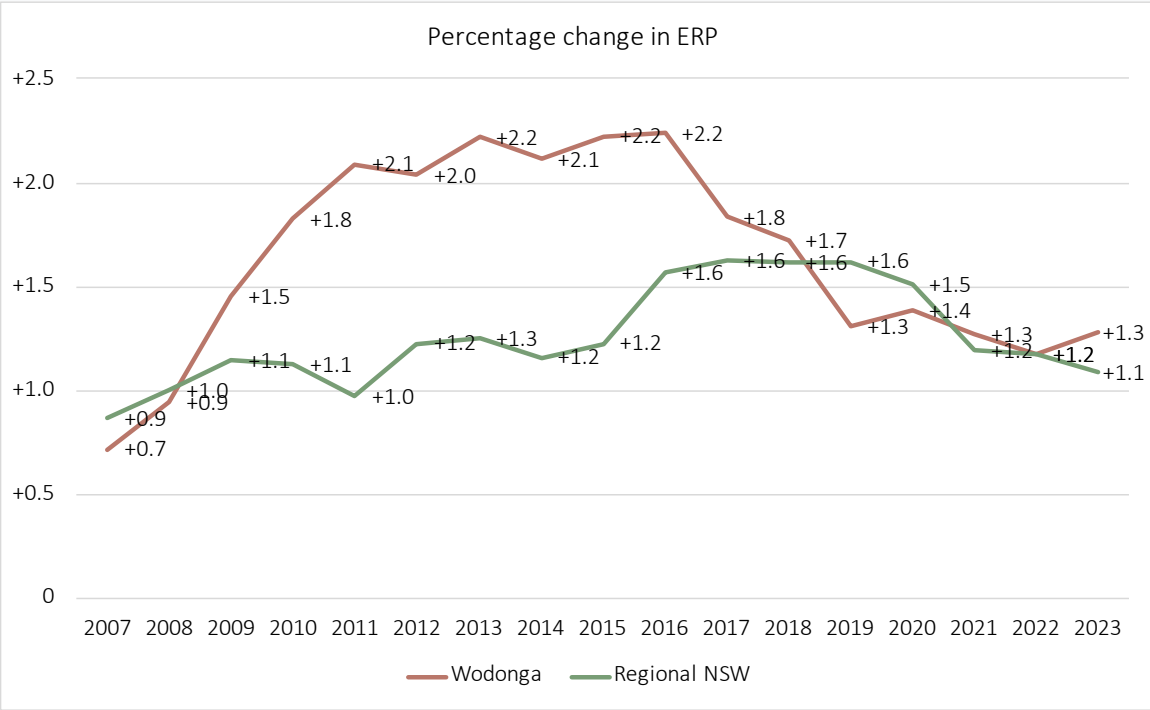
# Community

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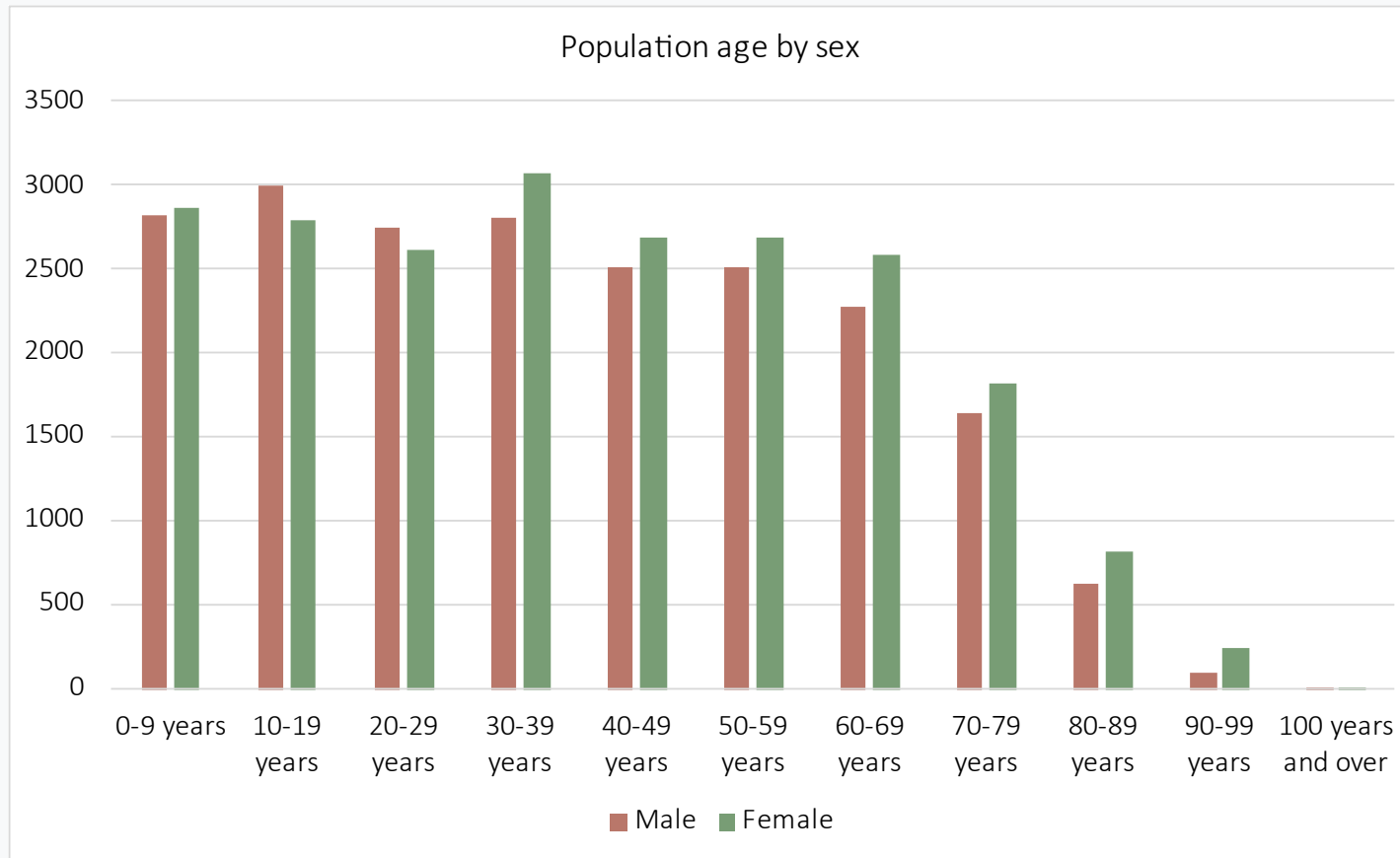
# Estimated Resident Population



- Wodonga population growth rate is usually higher than of Regional VIC
- Average annual growth rate is approximately 1.6% (since 2007)



# Population age profile

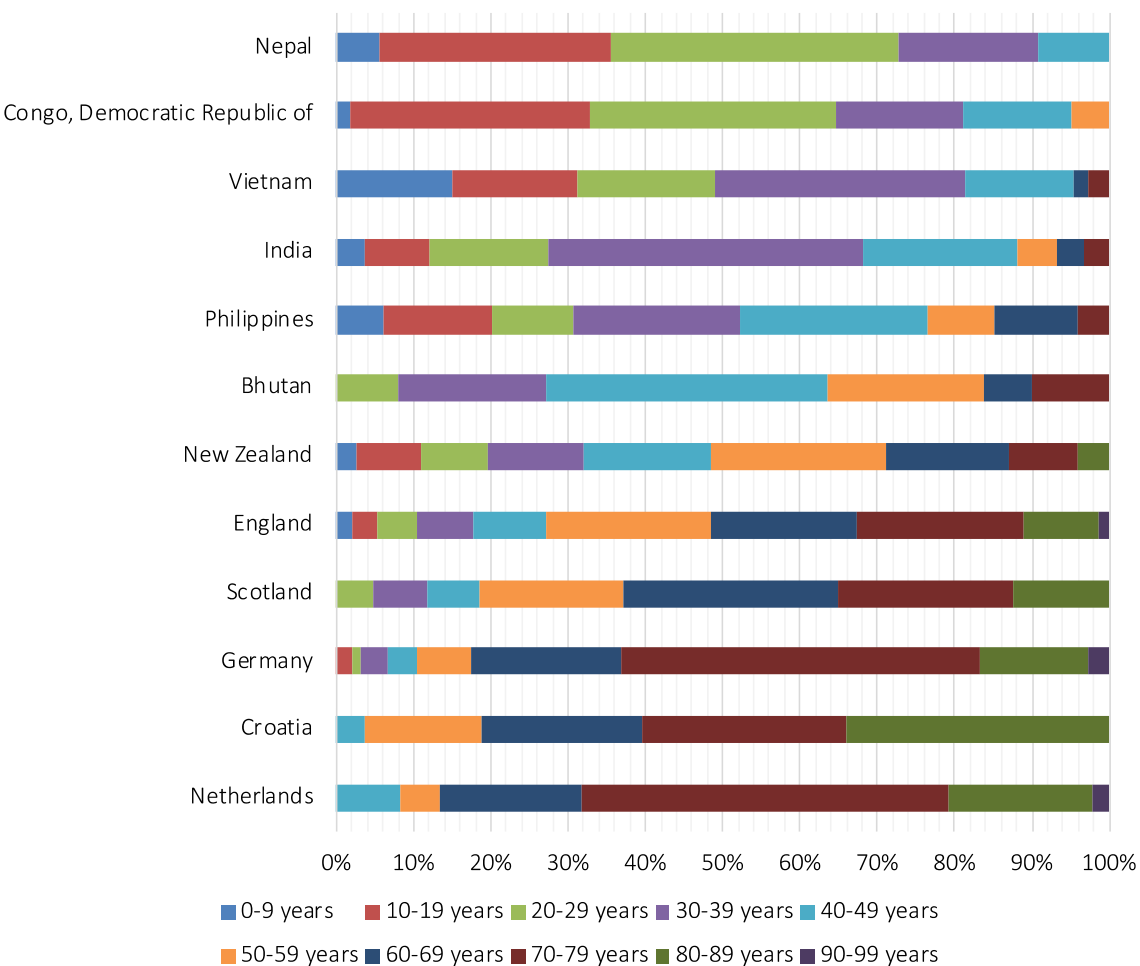


- 52.6% of population in Wodonga is under 40 years old.
- Wodonga median age (39) slightly higher than of VIC (38) and Australia (38).
- Sex ratio is 94.9 (males per 100 females)

# Cultural Diversity – Country of Birth



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



- 11.3% of people residing in Wodonga were born overseas
- Top 5 communities:
  - England (798)
  - India (411)
  - New Zealand (409)
  - Philippines(288)
  - Germany (287)
- More than 80% of people born in Germany, Netherlands and Croatia are over 60.
- 75% of people born in Nepal, 59% of people born in Congo and 50% of people born in Vietnam are under 30 years old.

# Cultural Diversity - Languages spoken at home



Language	Number of speakers
Swahili	279
Nepali	217
Vietnamese	206
Punjabi	187
Mandarin	134
Tagalog	115
German	109

Language	Number of speakers reporting low ELP	% reporting low English proficiency in the community
Vietnamese	86	42%
Nepali	108	39%
Swahili	63	29%
Mandarin	32	24%

- 1.1% of the residents in Wodonga identify as either Aboriginal or Torres Strait Islander or both.
- 88% of the population of Wodonga reports speaking only English at home.
- Vietnamese and Nepali speaking communities report highest level of low English proficiency.

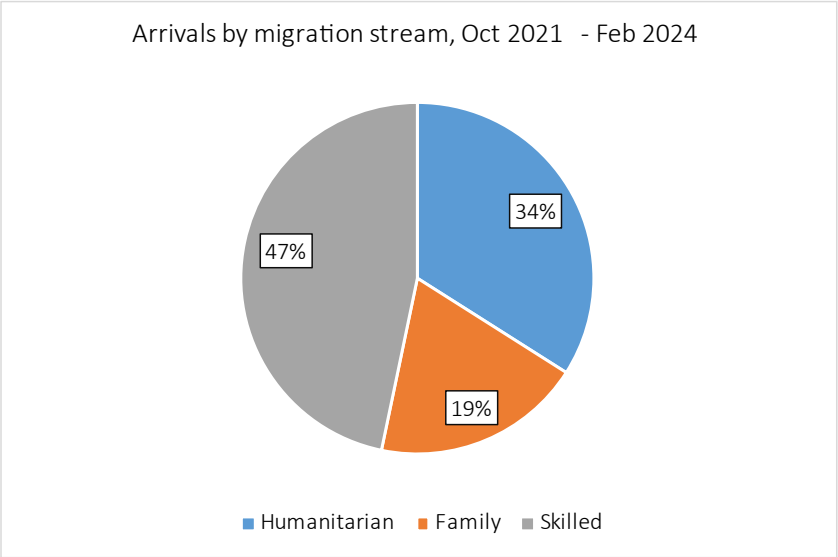
# Cultural Diversity - Citizenship

More than 80% in the community* hold Australian citizenship	Less than 40% in the community* hold Australian citizenship
Germany Netherlands Croatia Bhutan South Africa Austria	Vietnam Democratic Republic of Congo Republic of Congo

- 64% of people born overseas are Australian citizens
- 91% of people living in Wodonga are Australian citizens



# Settlers by migration stream

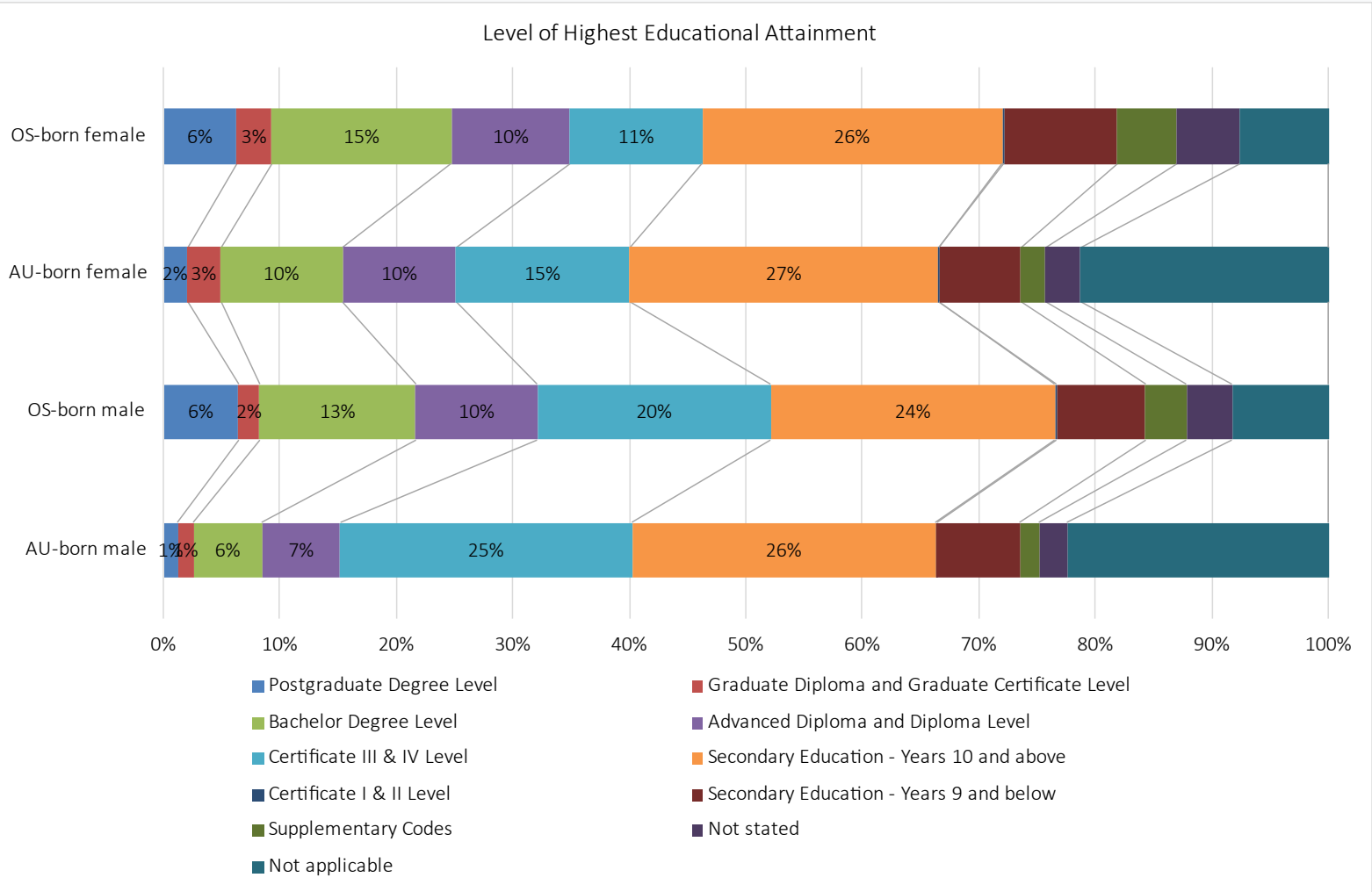


	Migration Stream			
Gender	Humanitarian	Family	Skilled	
Female	43	40	70	
Male	56	16	66	
Grand Total	99	56	136	291

Country of birth of recent arrivals		
Humanitarian (>5)	Family (>5)	Skilled (>5)
Dem Republic of Congo Burundi Malawi Kenya	Philippines Thailand	India Philippines Sri Lanka Vietnam South Africa

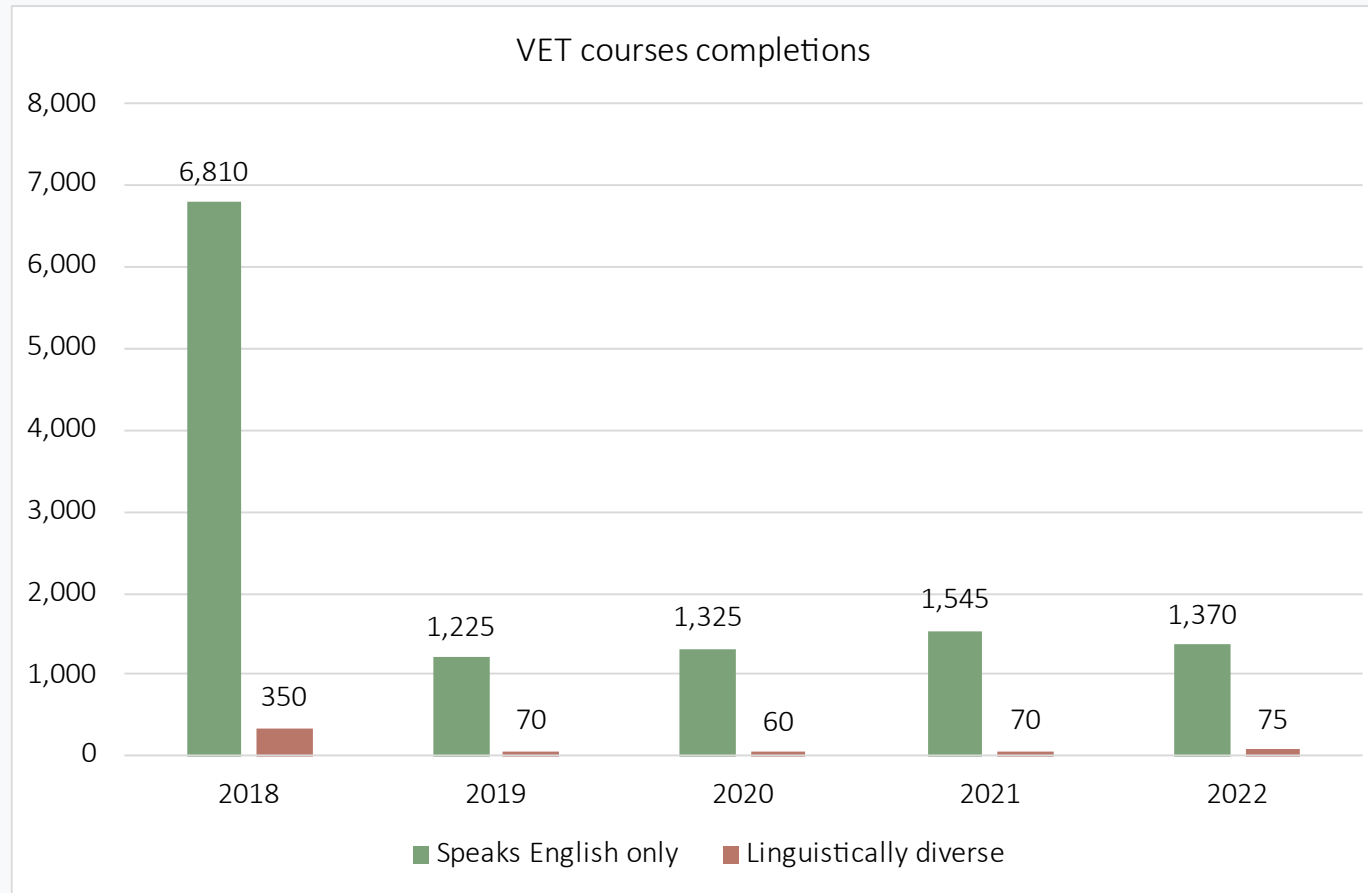
- 91% of Humanitarian Arrivals report ‘Poor’ or ‘Nil’ English proficiency
- 71% of Family Arrivals are women.

# 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 (25%).
- 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 Technologies
  - Health
  - Society & Culture

# Long Term Health Condition and Need for Assistance

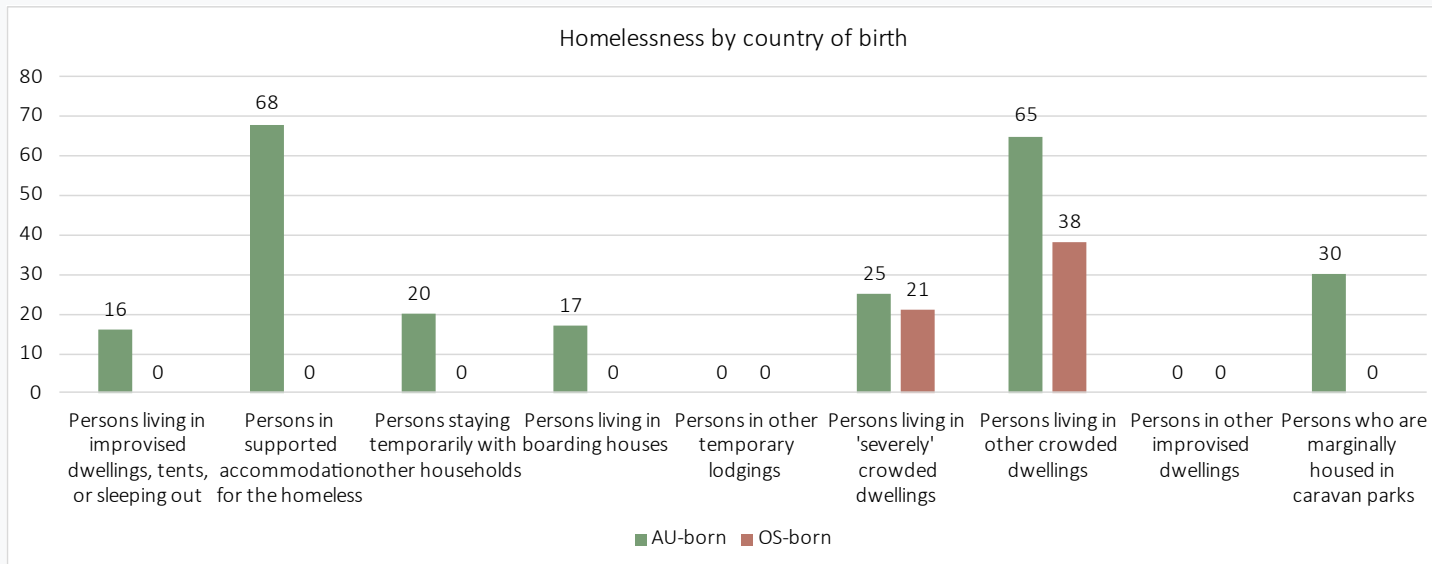
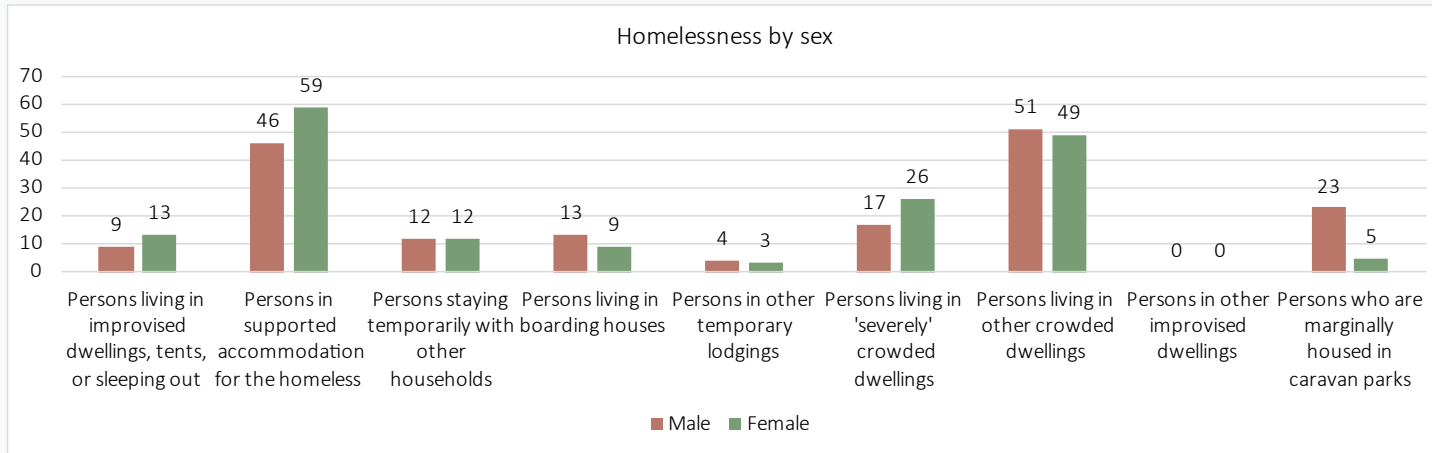
- 3131 people have a need for assistance with core activities (3% have low English language proficiency).

Long-term health condition	Number of people total	Number of people with low ELP	% of total population
Arthritis	4440	37	10%
Asthma	4731	22	11%
Cancer (including remission)	1452	7	3%
Dementia (including Alzheimer's)	308	7	1%
Diabetes (excluding gestational diabetes)	2222	37	5%
Heart disease (including heart attack or angina)	2039	15	5%
Kidney disease	508	8	1%
Lung condition (including COPD or emphysema)	997	8	2%
Mental health condition (including depression or anxiety)	5535	23	13%
Stroke	468	0	1%
Any other long-term health condition(s)	4264	64	10%

# Benefit and Payment Recipients, Dec 2023

Type of support	Number of recipients
ABSTUDY (Living allowance)	10
ABSTUDY (Non-living allowance)	20
Age Pension	4,910
Austudy	30
Carer Allowance	1,575
Carer Allowance (Child Health Care Card only)	25
Carer Payment	645
Commonwealth Rent Assistance	2,575
Commonwealth Seniors Health Card	690
Disability Support Pension	1,825
Family Tax Benefit A	2,960
Family Tax Benefit B	2,295
Health Care Card	2,420
JobSeeker Payment	1,390
Low Income Card	340
Parenting Payment Partnered	85
Parenting Payment Single	795
Pension Concession Card	9,060
Special Benefit	5
Youth Allowance (other)	195
Youth Allowance (student and apprentice)	100

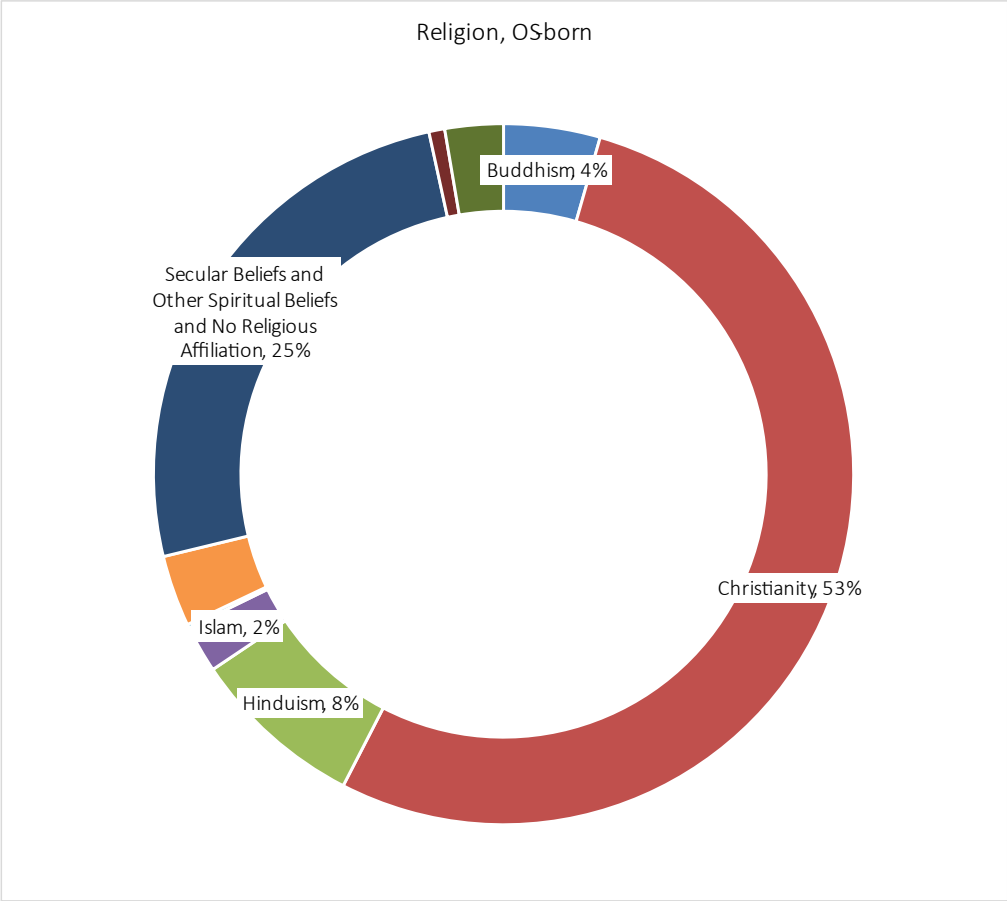
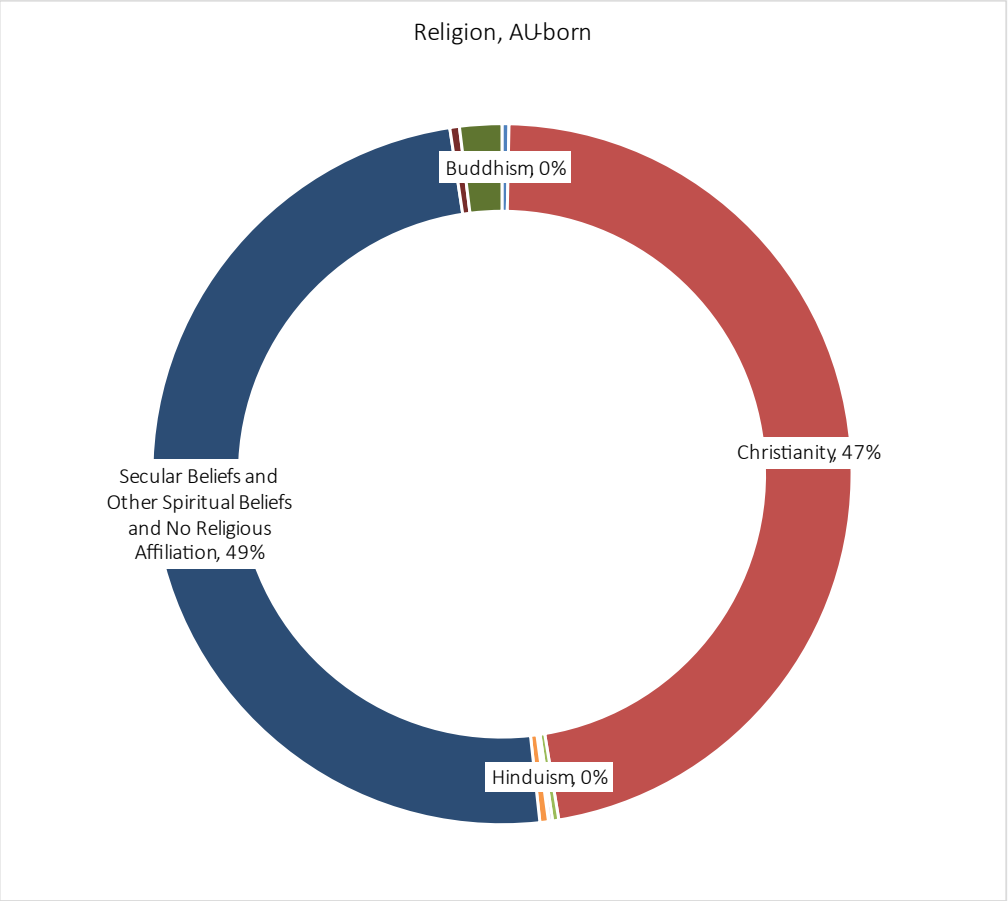
# Homelessness Estimates



- 0.8% or 339 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 (0.7% for AU-born, 1.2% for OS-born)

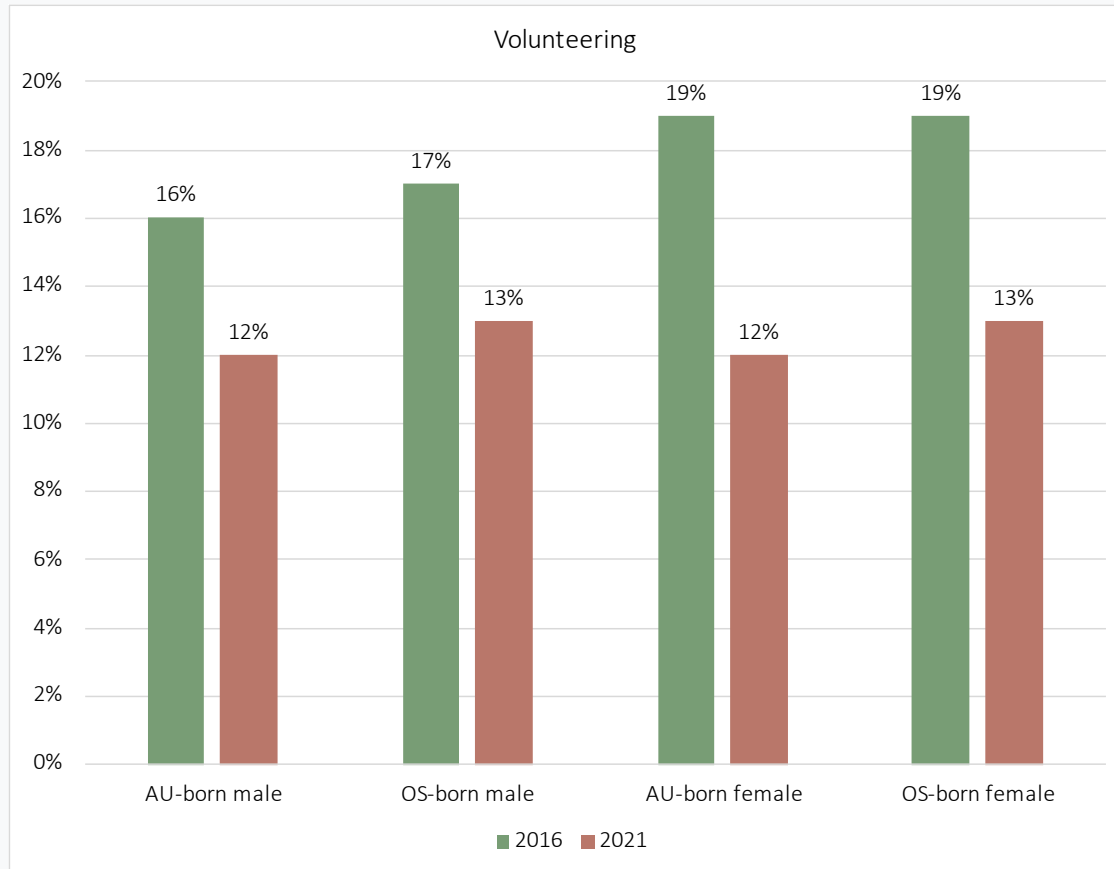
The sums of the indicators might differ in the graphs due to the CENSUS privacy protection data practices

# Religious Affiliation



- 46% of individuals residing in Wodonga report their religion to be 'Christianity' and 44% report having 'Secular Beliefs and Other Spiritual Beliefs and No Religious Affiliation'.
- Individuals reporting all other religions represent over 3.5% of total population of Wodonga combined.

# Volunteering



- 12% of residents of Wodonga report being a volunteer
- Women (especially OS-born women) report being a volunteer more often
- There has been a significant decrease in volunteering, especially amongst AU-born female population (possibly due to the pandemic and volunteering fatigue).



# Social Cohesion and Democracy



51.4

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



46.7

(-1.13% from national average 2022)  
Democracy Index



Domains	2021	2022	2023	Trend	National average
Sense of belonging	61.8	60.4	59.1		59.0
Sense of worth	59.2	56.3	55.7		56.2
Social Inclusion & Justice	52.2	51.4	50.7		47.4
Political Participation	35.6	34.0	36.2		32.4
Acceptance and Rejection	54.3	51.2	50.4		55.2

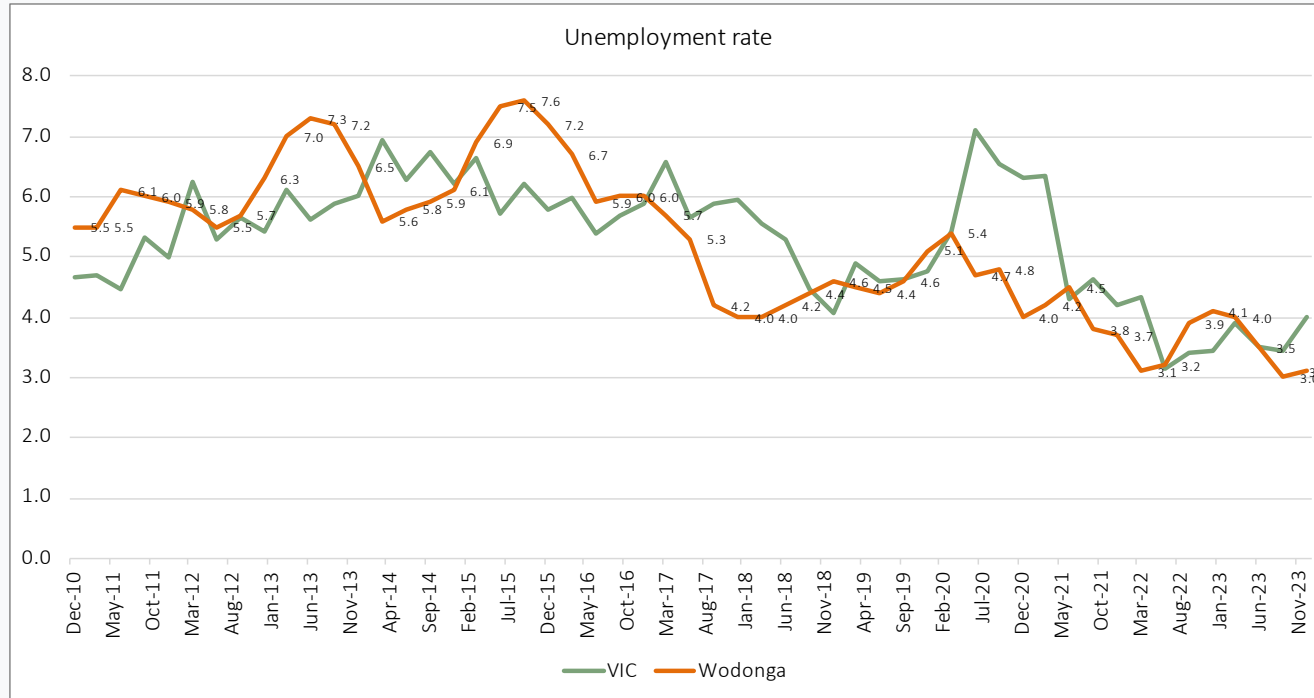
The color coding in the column 2023 indicated comparison to national average, red for lower, orange for the same, green for higher.



# Economy

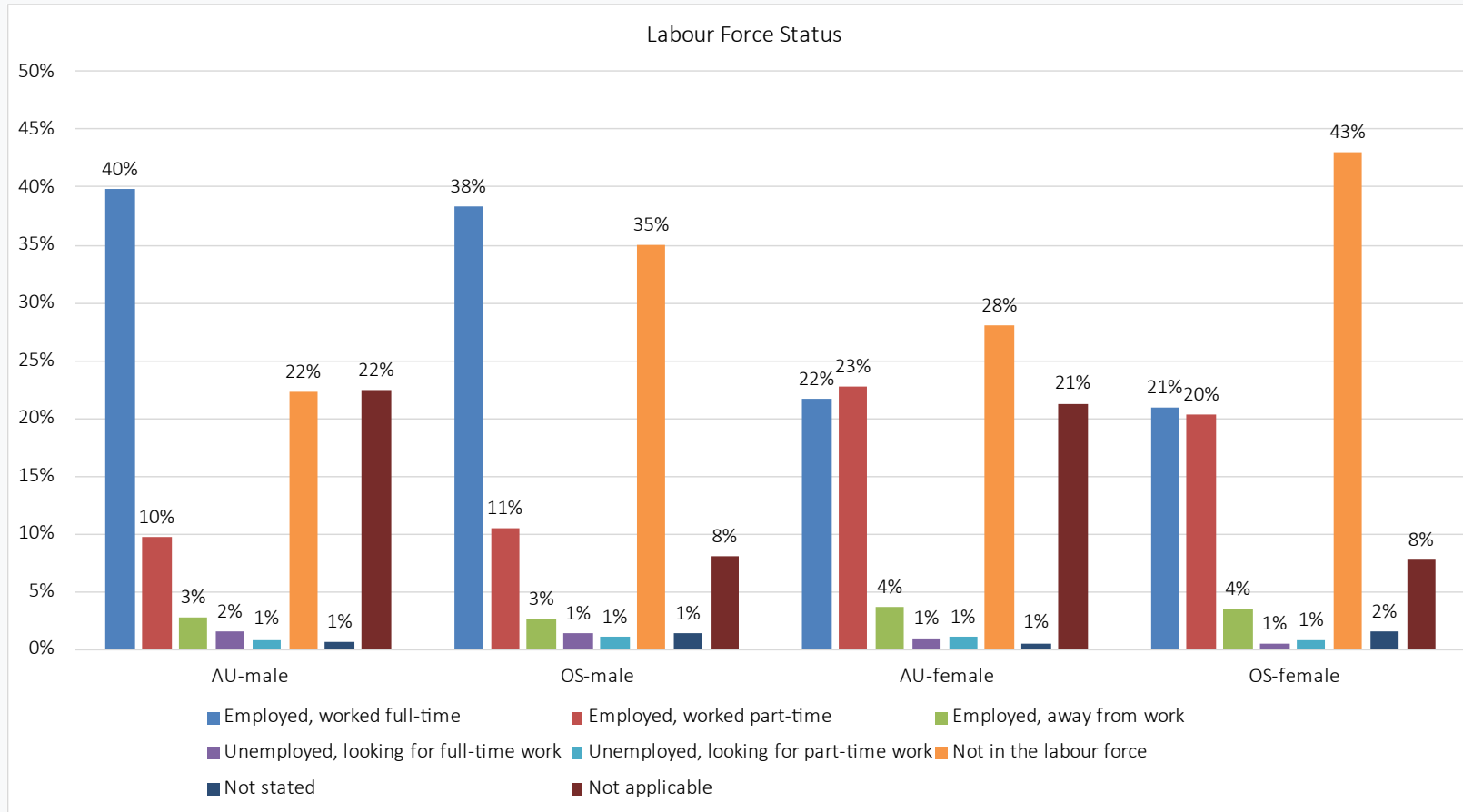
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# Unemployment rates 2011-2023



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

# Labour force status



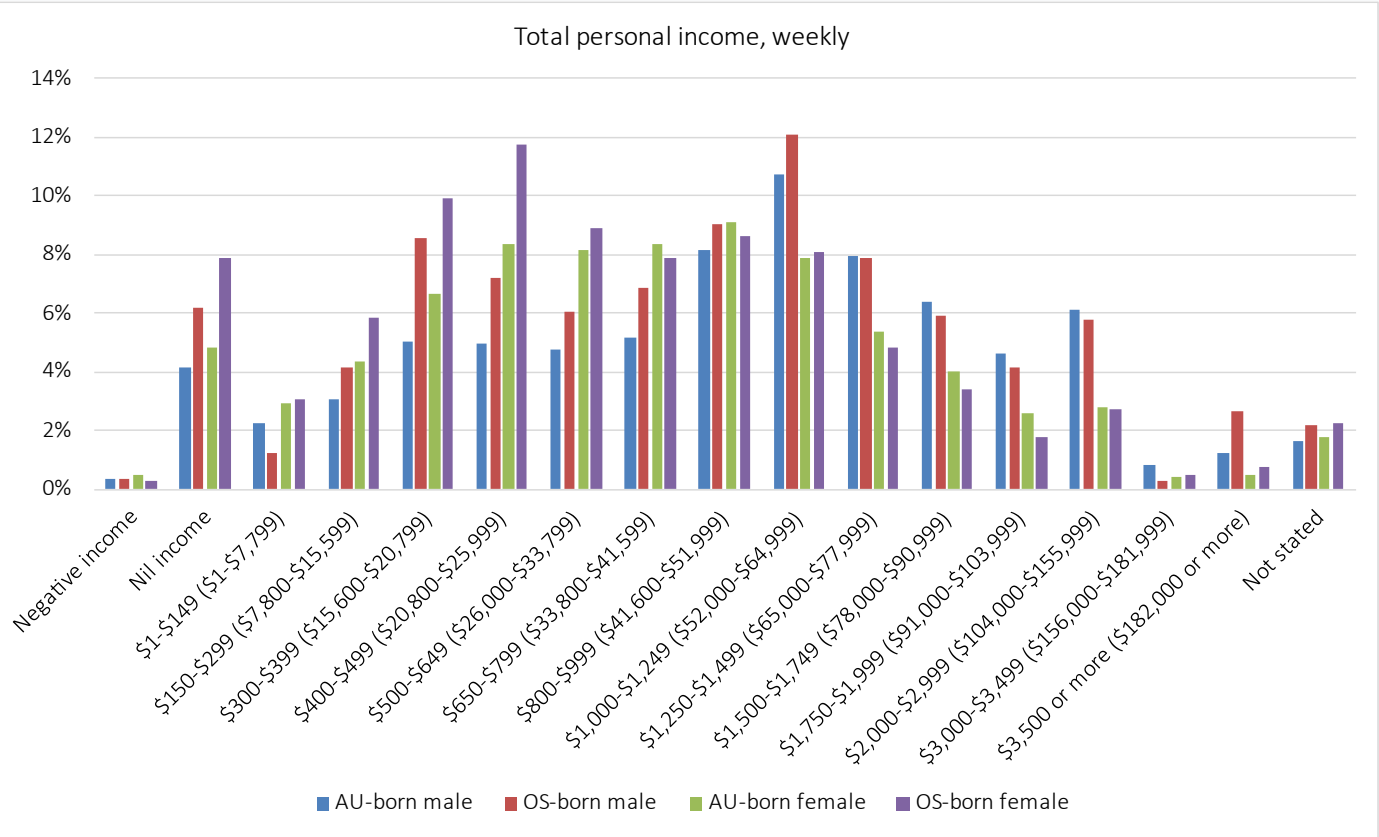
- Unemployment rate: 4.1%
- Participation rate: 62.5%

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 \(2021\)](#).

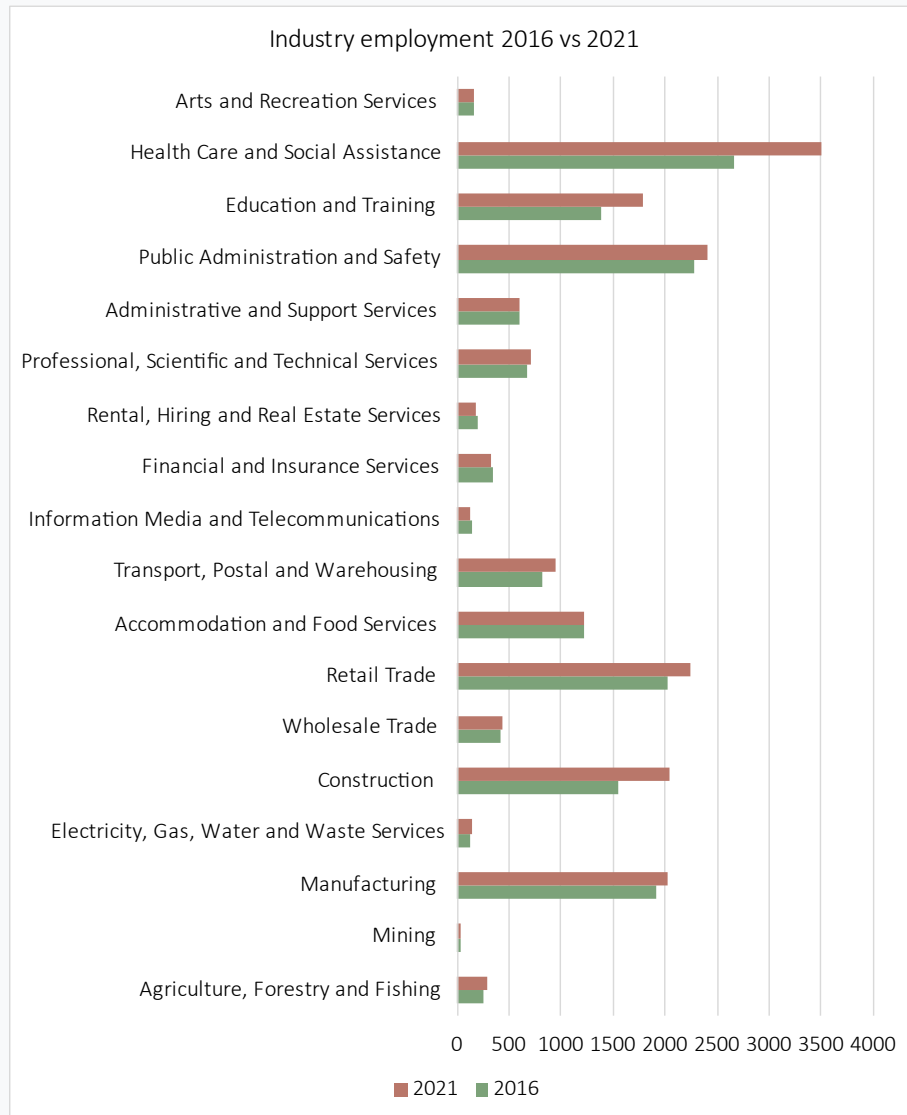
# Total personal income, by place of birth, by sex



- 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.

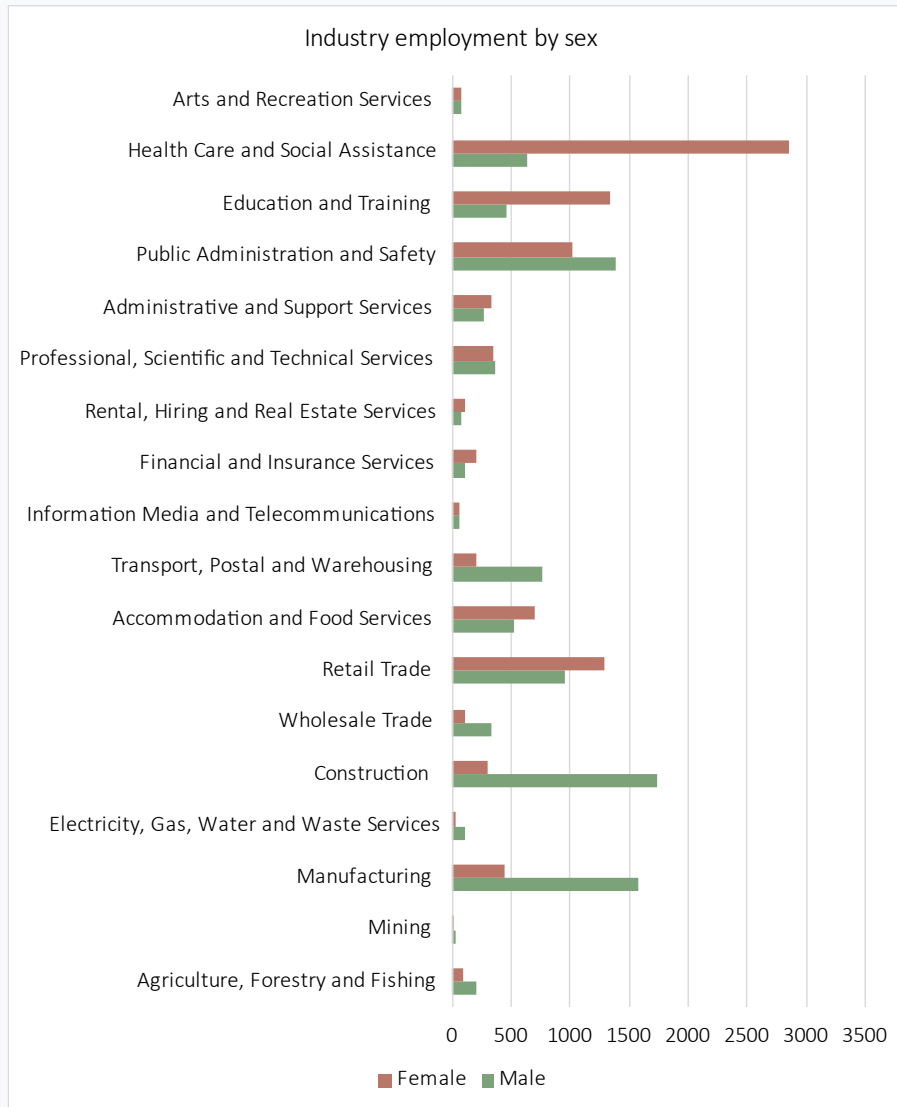
Cohort	% earning more than \$91,000 annually
AU-born male	13%
OS-born male	13%
AU-born female	6%
OS-born female	6%

# Industry of Employment, 2016 vs 2021



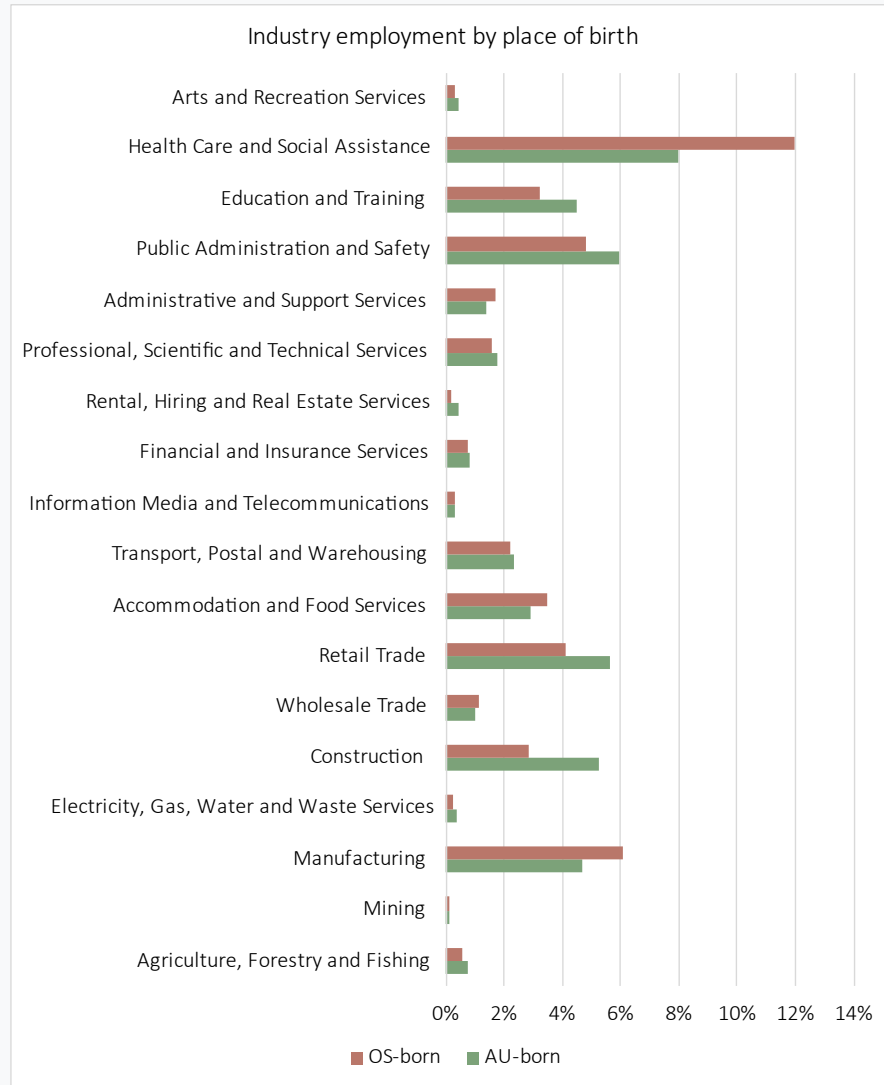
- Strongest growth:
  - Construction (+31%)
  - Health Care and Social Assistance (+31%)
- Decline:
  - Information Media and Telecommunications (-12%)
  - Rental, Hiring and Real Estate (-11%)

# 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 10 times more likely to work in Mining, 6 times more likely to work in Construction, 4 times more likely to work in Transport, Postal and Warehousing, Electricity, Gas, Water and Waste Services, and Manufacturing.

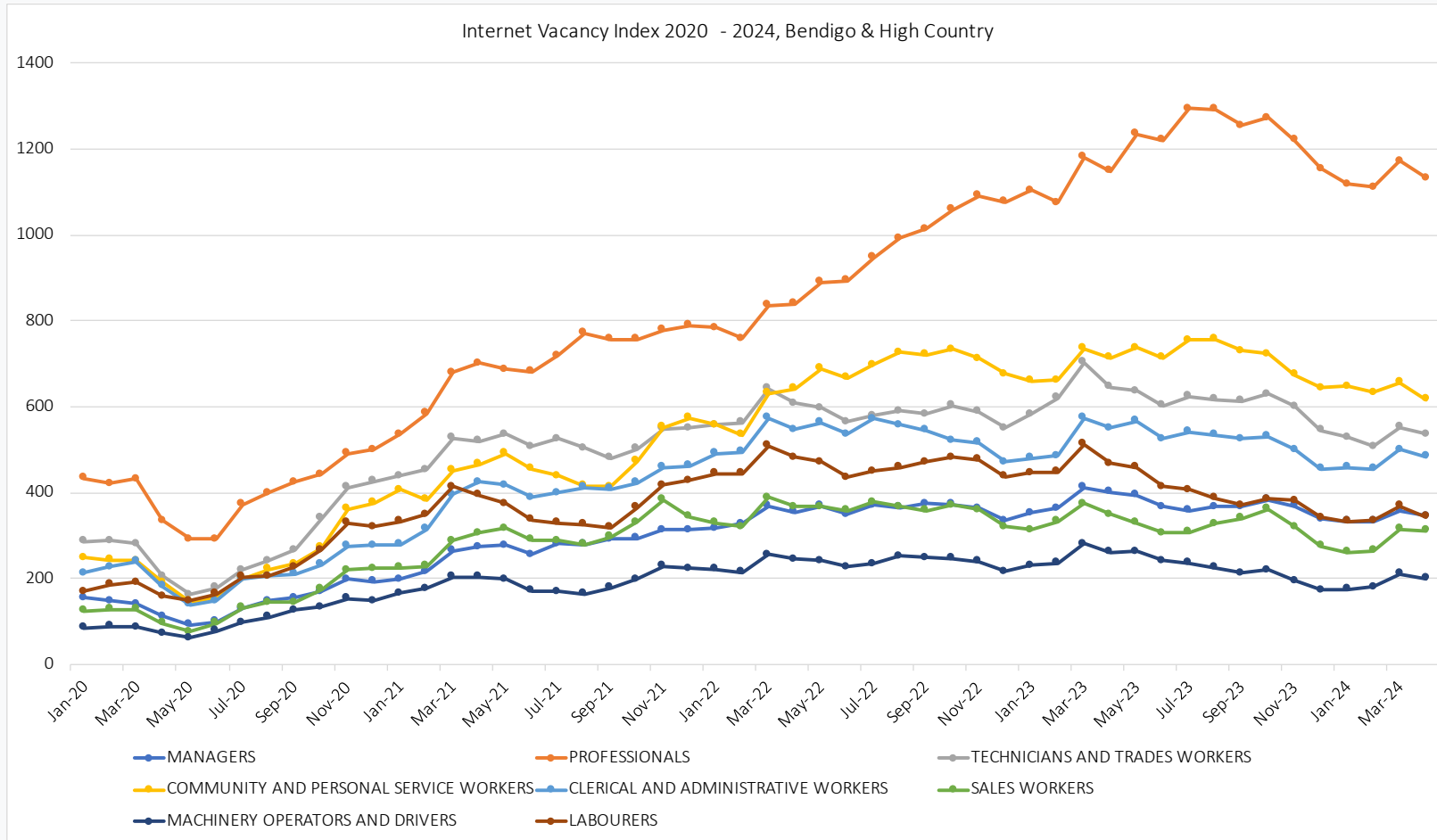
# Industry of employment by place of birth



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



# Jobs and Internet Vacancies



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	68000	196000
Intrastate	129000	300000

## Top International markets:

- New Zealand
- United Kingdom
- France

## Main reasons for visiting for Domestic Overnight:

- Visiting family and relatives (60%)
- Holiday (22%)
- Business (18%)

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	-	

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

**0.78%**

Current Vacancy rate



**153**

Rental Stock available



**31.33%**

Rental population



- 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.

**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.
- 1400 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	311	2%
Current dwelling is suitable	1950	11%
Households reporting unutilized rooms	13309	78%

- 1091 private dwelling were unoccupied on CENSUS night
- 78% or 13309 of occupied households have spare room capacity

# Summary of data insights



- Wodonga population growth rate is usually higher than of Regional VIC
- Wodonga median age (39) slightly higher than of VIC (38) and Australia (38).
- 11.3% of people residing in Wodonga were born overseas
- 88% of the population of Wodonga reports speaking only English at home.
- 91% of people living in Wodonga are Australian citizens
- Overseas born women have the highest proportion of people with Bachelor Degree or higher (25%).
- 3131 people have a need for assistance with core activities (3% have low English language proficiency).
- Proportion of homelessness in the Overseas born community is slightly higher than in Australia born one (0.7% for AU-born, 1.2% for OS-born)
- There has a significant decrease in volunteering, especially amongst AU-born female population
- The proportion of overseas born women and Australia born women that earn less than their counterparts is higher.
- Low vacancy rates despite having 1091 unoccupied dwellings
- 1000 households do not have their housing needs met

# Migrant settlement in Leeton: SWOR analysis



Strengths	Weaknesses	Opportunities	Risks
<ul style="list-style-type: none"><li>• 2.5 billion GRP as of Dec 2023</li><li>• High rates of certificate/degree qualifications amongst migrant population, especially women</li><li>• Community is reported to having high levels of social cohesive</li><li>• Strong Albury Wodonga visitor brand</li><li>• Holistic support for industry growth</li><li>• Wodonga is openly a welcoming and diverse city</li><li>• Council's effective work with culturally and linguistically diverse population</li><li>• Strong Manufacturing and healthcare industries</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 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>