



North Melbourne Small Area Demographic Profile

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Disclaimer

While all due care has been taken to ensure that the content of this report is accurate and current, there may be errors or omissions in it and no legal responsibility is accepted for the information and opinions contained within.

In addition, as the report is based on historic information that is subject to revision and assumptions in preparing forecast figures that are both difficult to predict and liable to change, we do not guarantee the reports currency.

Data sources

Unless otherwise stated, all data in this report are based on the Australian Bureau of Statistics 2011 Census of Population and Housing.

City of Melbourne's own Census of Land Use and Employment (CLUE) 2010 database also utilised for various economic, land use and employment related analysis.

Forecast population estimates provided via 2011-2036 Population and Household forecasts, id Consultants, last updated October 2013.

Further information

For further information about this small area, another small area with the City of Melbourne or the municipality overall, see the City Research webpage found via the City of Melbourne homepage:

<http://www.melbourne.vic.gov.au/AboutMelbourne/Statistics/Pages/Statistics.aspx>

This link also contains other demographic reports related to various elements of the City of Melbourne and the small areas contained within it, such as: Workers Profile, Students Profile, High rise Dwellers profile, Younger Persons Profile, Older Persons Profile and Key Changes between 2006 & 2011 Censuses.

1. Key findings

North Melbourne housed the third highest number of residents of all the City of Melbourne's (the 'municipality') small areas, with only Melbourne CBD and Carlton housing more residents. The 11,754 residents in North Melbourne represented 13 per cent of the municipality's overall population.

There were 6290 dwellings in North Melbourne representing around 11 per cent of the municipality, with residential apartments comprising 58% of all housing types in the small area. With the municipality average at 67%, the lower proportion in North Melbourne is an indicator of the higher proportion of houses and townhouses in the area (25%, compared to 18% for the municipality overall).

The proportion of households renting (52%) was slightly higher than the municipality average (49%), while those with a mortgage or owning their dwelling outright (25%) was slightly lower than the municipality average (27%).

The median age of 29 is only slightly above the municipality average of 28, but was younger than the median of 36 years for Greater Melbourne or 37 years for Australia.

Four in 10 (41%) North Melbourne residents were born overseas with 37% speaking a language other than English at home. China was the most common country of birth (7%) and Mandarin was the most common language spoken at home (8%).

The median personal income of \$613 was the fourth lowest among the municipality's small areas, with Melbourne CBD (\$560), Carlton (\$366) and Parkville (\$327) residents earning a lower average weekly income. Around one quarter (24%) earned less than \$300 per week, while 18% earned above \$1250.

The most common household type in North Melbourne was a family household (44%), followed by lone person households (33%) and group households (15%). The proportions of household types in North Melbourne are about on par with that of the municipality overall.

North Melbourne scored lower than the overall municipality for all four SEIFA (Socio-Economic Index for Areas) metrics, achieving one of the lowest scores across all the municipality's small areas. These results indicate pockets of social disadvantage in the area.

More than 9,000 people worked in North Melbourne with the most common occupation a 'professional' (25%). 86% of the workforce lived outside the City of Melbourne but within Greater Melbourne.

Around two thirds of workers (66%) drove a car to work, while one in five (20%) used some form of public transport. A further 4% rode a bicycle with 5% walking to work.

North Melbourne's population is forecast to reach 28,300 by 2036; an increase of twice today's population, living in around 12,600 households.

2. Profile

2.1. History and environment of North Melbourne

North Melbourne is one of the city's most dynamic and complex areas. Its residences are a mix of established and new housing, with commercial, industrial, retail and community facilities scattered throughout.

Its proximity to the city centre has meant that since the 1980s the area has slowly become gentrified. Shopping strips such as Errol Street (where the North Melbourne Town Hall is located) have become more popular. The North Melbourne Town Hall itself is the home of Arts House, and becomes the hub of the annual Melbourne Fringe Festival.

North Melbourne retains some of its public housing and a strong migrant mix, with recent families arriving from African countries such as Somalia and Eritrea.

2.2. Geography of North Melbourne small area

Figure 1: North Melbourne small area geography within City of Melbourne



The small area of *North Melbourne* is bordered by Kensington to the west, Parkville to the north and north-east, West Melbourne to the south and a small section of both Carlton and Melbourne CBD to the south east.

2.3. Demographic profile

Figure 2: Key metrics of North Melbourne residents

Key metrics	North Melbourne	City of Melbourne
Residential population	11,754 (13% of City of Melbourne)	93,627
Younger residents (12-25 years)	29%	33%
Older residents (60 years and over)	11%	10%
Median age	29	28
Residents born overseas	41%	48%
Most common language spoken at home (other than English)	Mandarin (8%)	Mandarin (10%)
Weekly personal income <\$300	24%	26%
Weekly personal income >\$1250	18%	23%
Median personal weekly income	\$613	\$711
Higher education (university) students	18%	21%
Bachelor degree or higher	37%	40%

North Melbourne’s residential population of 11,754 represents 13% of the City of Melbourne’s (the ‘municipality’) overall population.

With a median age of 29 years, North Melbourne is about average in the context of the overall municipality’s median age of 28 years. Five small areas in the municipality had older median ages and four had younger median ages.

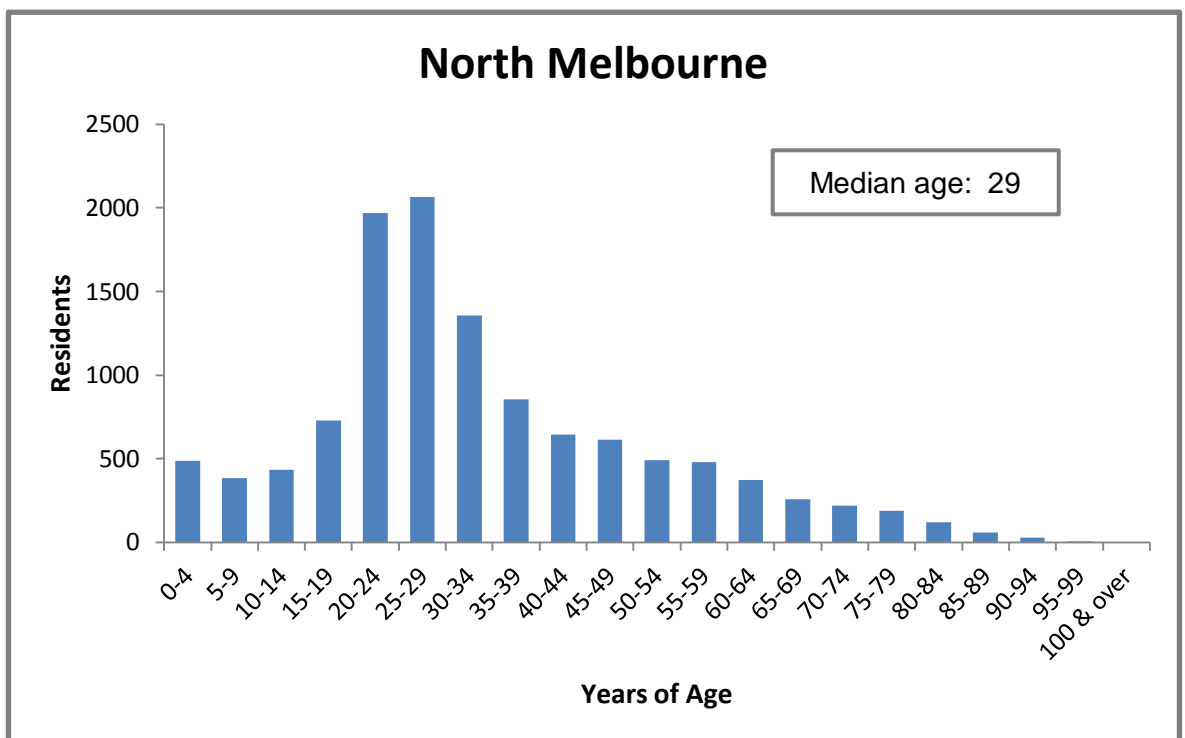
More than one quarter (29%) of residents were aged 12 to 25 years, positioning North Melbourne as a small area with a slightly younger population than most other small areas. Three small areas had a larger proportion of 12 to 25 year olds, while six small areas had a smaller proportion than North Melbourne.

North Melbourne had 11% of residents aged 60 years and over, again with three small areas containing a higher proportion than North Melbourne and six small areas with a lower proportion of this age group. The most common age range of North Melbourne residents was 20 to 34 years (46%).

Around one quarter (24%) of North Melbourne residents earned an income of less than \$300 per week, with 39% of those (10% of all North Melbourne residents) earning a nil or negative income. An average personal weekly income of \$613 ranks North Melbourne as the fourth lowest earning small area in the municipality ahead of Melbourne CBD (\$560), Carlton (\$366) and Parkville (\$327).

North Melbourne was home to a similar proportion of higher education students (18%) to that of the municipality average (21%). Three small areas contained a higher proportion of higher education students, while six small areas contained a lower proportion. More than one third (37%) held a bachelor degree qualification or higher, a proportion only slightly lower than the municipality average of 40%.

Figure 3: North Melbourne age profile



As Figure 3 depicts, a significant proportion (46%) of North Melbourne’s residents were aged 20 to 34 years.

2.4. Social profile

2.4.1. Education

Around three in 10 (30%) North Melbourne residents attended an educational institution, a proportion equal to the overall municipality. Three small areas housed a higher proportion of residents attending an educational institution than North Melbourne, while six small areas housed a lower proportion. Among North Melbourne’s students, 59% were undertaking higher education (i.e. university or similar).

Higher education students comprised 18% of North Melbourne’s total population, again resulting in three small areas containing a higher proportion of higher education students and six small areas containing a lower proportion of higher education students.

Around four in ten (37%) of North Melbourne's residents held a bachelor degree qualification or higher, a proportion slightly below that of the overall municipality (40%).

2.4.2. Household and family structure

Family households* accounted for just over four in ten (44%) household types in North Melbourne, making this the most common household type in the small area. Lone person households comprised 32%, with group households accounting for 15%.

**Note: a family is defined by the ABS as two or more persons, one of whom is at least 15 years of age, who are related by blood, marriage (registered or de facto), adoption, step or fostering, and who are usually resident in the same household.*

2.4.3. Culture and language profile

Four in 10 (41%) North Melbourne residents were born overseas, a lower proportion than the overall municipality of 48%. The most common countries of birth other than Australia included: China (7%), Malaysia (3%), New Zealand (3%), England (2%) and India (2%).

More than one third (37%) of North Melbourne's residents spoke a language other than English at home, with the most common languages spoken including: Mandarin (8%), Cantonese (5%), Vietnamese (2%), Arabic (2%) and Italian (2%).

2.4.4. Internet connection at home

North Melbourne contained the highest proportion of households (15%) to not have an Internet connection at home across all the municipality's small areas, exceeding the 8% average for the overall municipality. Two thirds of households (66%) had a broadband Internet connection making this the most common connection type in the area, although at a lower proportion than the overall municipality (71%).

Only 2% of households maintained a dial-up Internet connection, 5% accessed the Internet via an other* connection type, and 13% of households did not provide an answer to this Census question.

** Note on Internet connection types:*

- *Broadband connection includes: ADSL, Cable, Wireless, Satellite, Fibre and Mobile connections*
- *Dial up connection includes: analogue modem and ISDN connections*
- *Other connection type includes: Internet access through mobile phones, etc.*

2.5. Income profile

Figure 4: North Melbourne income comparisons

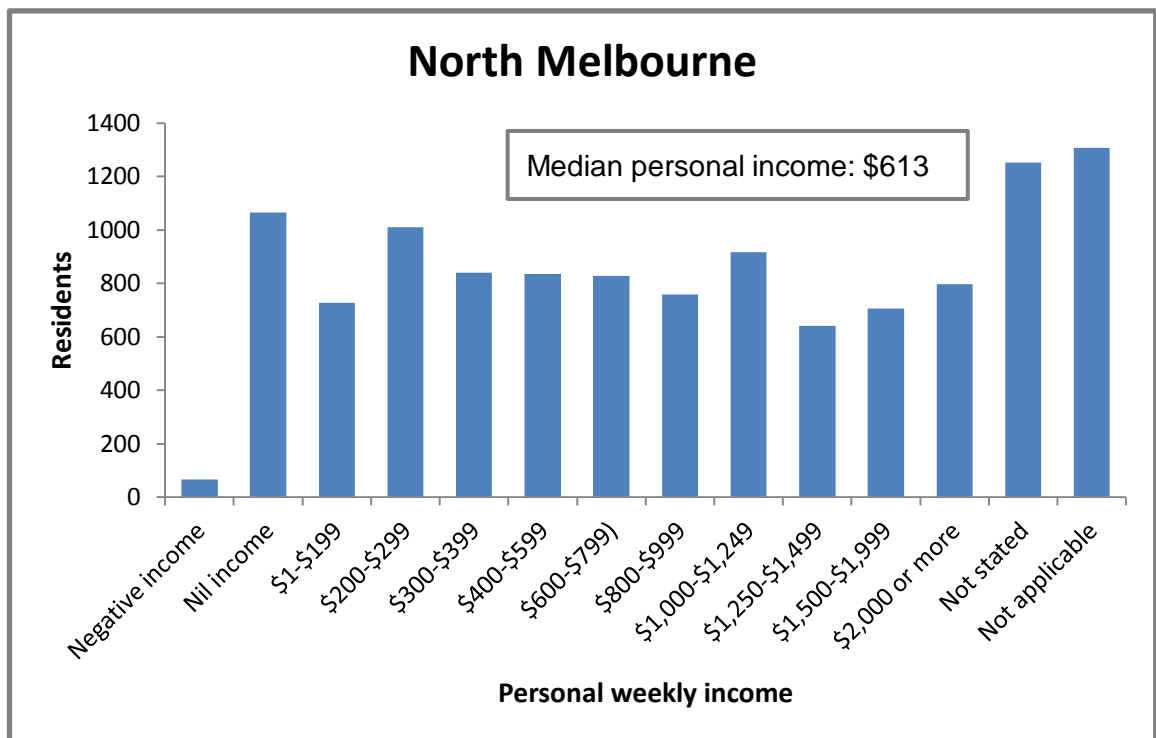
Income (weekly)	North Melbourne	City of Melbourne
Median total personal income	\$613	\$711
Median total family income	\$1735	\$1962
Median total household income	\$1229	\$1352

The median total personal income for North Melbourne (\$613) was the fourth lowest among all the municipality’s small areas, with the small areas Melbourne CBD (\$560), Carlton (\$366) and Parkville (\$327) lower. North Melbourne’s median incomes, as listed above in Figure 4, were all lower than overall municipality medians.

Among the small areas in the City of Melbourne, North Melbourne had the fourth highest proportion of persons earning a personal income of less than \$300 per week (33%), ahead of only Parkville (42%), Carlton (37%) and Melbourne CBD (38%).

Conversely, a relatively low 18% of North Melbourne residents earned more than \$1250 per week (with Parkville (15%) and Carlton (14%) the only small areas to register lower proportions).

Figure 5: North Melbourne personal weekly income profile



2.6. Socio-economic Index for Areas (SEIFA)

SEIFA is a suite of four indexes compiled from data collected in the ABS 2011 Census which rank areas in terms of the socio-economic characteristics of persons and households in that area. SEIFA allows for comparisons of areas whereby the lower the score, the greater the disadvantage relative to other comparable areas.

The Index of Relative Socio-economic **Advantage and Disadvantage** (IRSAD) summarises information about the economic and social conditions of people and households within an area, including both relative advantage and disadvantage measures.

The Index of Relative Socio-economic **Disadvantage** (IRSD) is a general socio-economic index that summarises a range of information about the economic and social conditions of people and households within an area. Unlike the other indexes, this index includes only measures of relative disadvantage.

The Index of **Economic Resources** (IER) focuses on the financial aspects of relative socio-economic advantage and disadvantage, by summarising variables related to income and wealth. This index excludes education and occupation variables because they are not direct measures of economic resources. It also misses some assets such as savings or equities which, although relevant, could not be included because this information was not collected in the 2011 Census.

The Index of **Education and Occupation** (IEO) is designed to reflect the educational and occupational level of communities. The education variables in this index show either the level of qualification achieved or whether further education is being undertaken. The occupation variables classify the workforce into the major groups and skill levels of the Australian and New Zealand Standard Classification of Occupations (ANZSCO) and the unemployed. This index does not include any income variables.

The following diagram represents the continuum that should be considered when interpreting SEIFA scores.

* Note that for the IRSD, a high index score represents “Least Disadvantaged”.

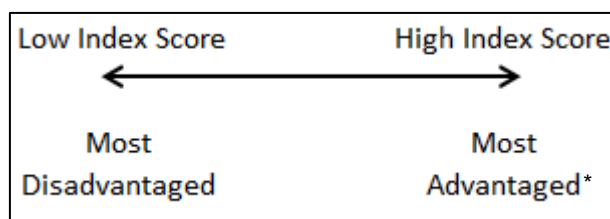


Figure 6: North Melbourne SEIFA Indexes

SEIFA 2011 Index	North Melbourne	City of Melbourne
Advantage and Disadvantage	990	1051
Disadvantage	959	1026
Economic Resources	841	870
Education and Occupation	1121	1175
Usual Resident Population	11,754	93,627

Relative to all of the City of Melbourne’s small areas, North Melbourne ranked last for Education and Occupation, second to last for both Advantage and Disadvantage and for Disadvantage, and third to last for Economic Resources.

North Melbourne’s relatively low SEIFA scores identify this area as containing pockets of social disadvantage, relative to comparative areas in Australia, and at a higher rate than the bulk of the municipality’s small areas.

It should also be noted that a significant public housing estate is centrally located in North Melbourne, impacting the socio-economic profile of the small area.

2.7. Housing

Figure 7: North Melbourne Housing Statistics

Housing metrics	North Melbourne	City of Melbourne
Number of dwellings*	6290	58,733
Most prominent housing type*	Residential apartments (58%)	Residential apartments (67%)
Occupied private dwellings fully owned or being purchased	25%	27%
Occupied private dwellings rented	52%	49%
Unoccupied private dwellings	11%	12%
Median rent per week	\$335	\$400
Median mortgage per month	\$2000	\$2167

**Note: data sourced from CLUE 2010. All other data sourced from ABS 2011 Census*

There were 6290 dwellings in North Melbourne, representing around 11% of the municipality's overall dwellings. The most common dwelling type in North Melbourne was residential apartments, comprising 58% of all housing types. In context of the municipality this is relatively low, with only Carlton (44%) containing a lower proportion.

Half (52%) of households in North Melbourne were rented, with only Carlton (62%) containing a higher proportion of renters across all small areas in the municipality. North Melbourne was equal with Carlton (17%) for the lowest proportion of dwellings being purchased or fully owned in the municipality. Around one in 10 (11%) dwellings in North Melbourne were unoccupied, a proportion about on par with the overall municipality (12%).

The median weekly rental repayment of \$335 was the lowest of all the municipality's small areas, and the median monthly mortgage payment of \$2000 was equal with Melbourne CBD (\$2000) and only higher than Carlton (\$1900).

2.8. Land use and business activity

Figure 8: Land use and business activity profile

Land use and business metrics	North Melbourne	City of Melbourne	% Share
Business locations with employment	1063	15,959	7%
Most prominent built space	Residential Accommodation	Office	–
Most prominent industry by floor	Manufacturing	Arts and Recreation Services	–
Most prominent industry by employment	Business Services	Business Services	–
Retail locations with employment	118	2575	5%
Commercial car parks	5	181	3%
Commercial car park spaces	658	64,887	1%
Café/restaurant/bistro	90	1951	5%
Food court	0	32	0%
Bar/tavern/pub/nightclub	17	252	7%
Office space (m ²)	128,186	5,204,070	2%
Vacant floor space (m ²)	182,002	3,092,962	6%

**Note: data in Figure 8 sourced from CLUE 2010*

North Melbourne contained 7% of the municipality's business locations, with Manufacturing the most prominent industry type in terms of floor space.

The most prominent built space was Residential Accommodation, which accounted for more than one third (38%) of all built space in North Melbourne. The only other type of built space accounting for at least 10% was Storage/ Wholesale (12%).

The industry Business Services employed the largest proportion of workers in North Melbourne (17%), with Manufacturing, Health Care and Social Assistance and Other Services employing 9% of the workforce each.

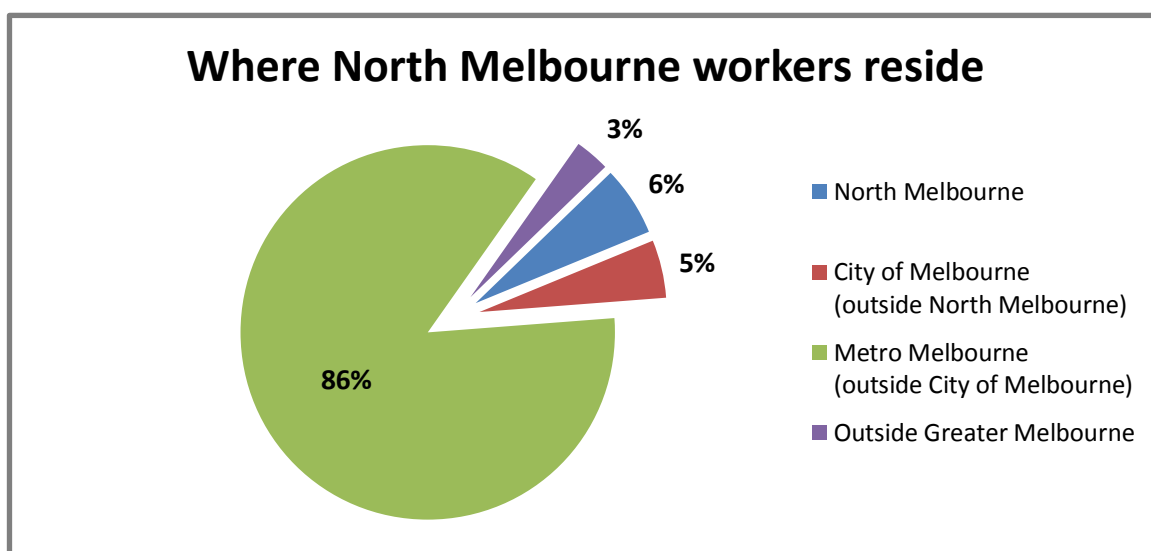
2.9. Workforce

Figure 9: Where North Melbourne residents work

Workplace location	North Melbourne resident
Work in North Melbourne	560
Work in Melbourne CBD	1409
Work in City of Melbourne (outside North Melbourne or CBD)	1357
Work outside City of Melbourne	2381
Not stated	142
Total employed North Melbourne residents	5849

The most common workplace location for employed North Melbourne residents was outside the City of Melbourne (41%), with Melbourne CBD the next most common location with around one quarter (24%) working centrally. A further 10% worked in the North Melbourne small area while 23% worked in the City of Melbourne, but outside North Melbourne or Melbourne CBD.

Figure 10: Residential location of workers



North Melbourne workforce = 9090

The vast majority of North Melbourne’s workers, some 86%, reside outside of North Melbourne, but within Greater Melbourne. A small proportion of 3% commute from outside Greater Melbourne to work in North Melbourne.

11% of North Melbourne’s workers lived within the City of Melbourne, made up of 6% who resided within North Melbourne and a further 5% outside of North Melbourne but within the municipality.

Figure 11: Method of transport of workers to North Melbourne*

Method of transport	North Melbourne	City of Melbourne
Train	14%	39%
Car, as driver	66%	34%
Tram	5%	10%
Walked only	5%	5%
Bicycle	4%	4%
Car, as passenger	4%	4%
Bus	1%	2%
Motorbike/scooter	1%	1%
#Other transport method combinations	1%	1%
Total	100% (8071)	100% (320,473)
<i>Public transport total (train, tram, bus)</i>	<i>20%</i>	<i>51%</i>

Workers who travelled to work on Census day = 8071 (City of Melbourne = 320,473)

Workers who did not go to work, worked at home, not stated = 1017 (City of Melbourne = 39,857)

Other transport method combinations include: taxi, truck, ferry and other combinations, not accounted for in assumptions listed below.

Proportions include single methods of transport and combined methods of transport used by workers.

* When combinations of transport methods are used, the following assumptions have been applied:

- Train plus another method or methods are counted as *train journeys*
- Tram plus another method or methods not including train are counted as *tram journeys*
- Bus plus another method or methods not including train nor tram are counted as *bus journeys*
- Ferry plus another method or methods not including train, tram nor bus are counted as *ferry journeys*
- Bicycle plus another method or methods not including any public transport options are counted as *bicycle journeys*
- Car as driver plus another method or methods not including any public transport options nor a bicycle are counted as *car as driver*
- Car as passenger plus another method or methods not including any public transport options, a bicycle nor a car as a driver are counted as *car as passenger*
- Other plus another method or methods not including any public transport options, a bicycle nor car (either driver or passenger), are counted as *other*

Around two thirds of North Melbourne workers (66%) drove a car to work, making this clearly the most common form of transport for workers in this small area. Around one in seven (14%) caught a train, a significantly lower proportion than the municipality overall (39%). When all forms of public transport are considered, one in five (20%) workers travelled to North Melbourne using the train, tram or bus (or combination of transport methods, as per assumptions listed above).

Figure 12: Key characteristics of workers in North Melbourne

Key metrics	North Melbourne	City of Melbourne
Number of job positions* (CLUE 2010)	9158	428,721
Number of workers	9090	360,330
Professionals	25%	22%
Managers	15%	8%
Labourers	6%	2%
Full-time	71%	75%
Part-time	25%	20%

**Note: Number of job positions sourced from CLUE 2010*

Workers located in North Melbourne contributed 3% of the municipality's total workforce, with more than 9000 people employed in the area covering around 9150 job roles.

Four occupations combined accounted for around three quarters (73%) of all occupations in North Melbourne: Professionals (25%), Clerical and Administrative Workers (19%), Managers (19%) and Technicians and Trades Workers (15%). Just under three quarters (71%) of workers were employed in a full-time capacity.

2.10. Future outlook

2.10.1. Development activity

Figure 13: Development activity

Development activity	Under construction	Construction 0-2 years	Construction 3-5 years	Mooted	Total
Residential dwellings					
North Melbourne	159	1283	465	–	1907
City of Melbourne	13,451	11,726	13,031	16,329	54,537
Student apartments					
North Melbourne	–	–	6	–	6
City of Melbourne	435	555	20	–	1010
Office (m²)					
North Melbourne	–	1238	2293	–	3531
City of Melbourne	385,856	362,525	371,722	495,577	1,615,679
Retail (m²)					
North Melbourne	140	6613	494	–	7247
City of Melbourne	38,476	30,786	33,489	55,041	157,792

Under Construction (the project was under construction at 27 May 2013). These projects will generally be occupied within the next year. Some larger projects may take longer before they are fully occupied.

Construction 0-2 years (the project is proposed to commence construction in the period 28 May 2013 – 27 May 2015). Projects reported as commencing construction in 0-2 years have usually received building approval and it is assumed that works will commence within two years.

Construction 3-5 years (the project is proposed to commence construction in the period 28 May 2015 – 27 May 2018). Projects reported as commencing construction in 3-5 years are usually in the process of obtaining planning approval, or approval has been granted subject to conditions that mean construction is unlikely to commence within two years.

Mooted. Projects reported as mooted are more speculative in nature. These sites are generally identified by developers as suitable for development, but planning proposals have not yet been lodged.

2.10.2. Population projections

Figure 14: North Melbourne population and household forecast

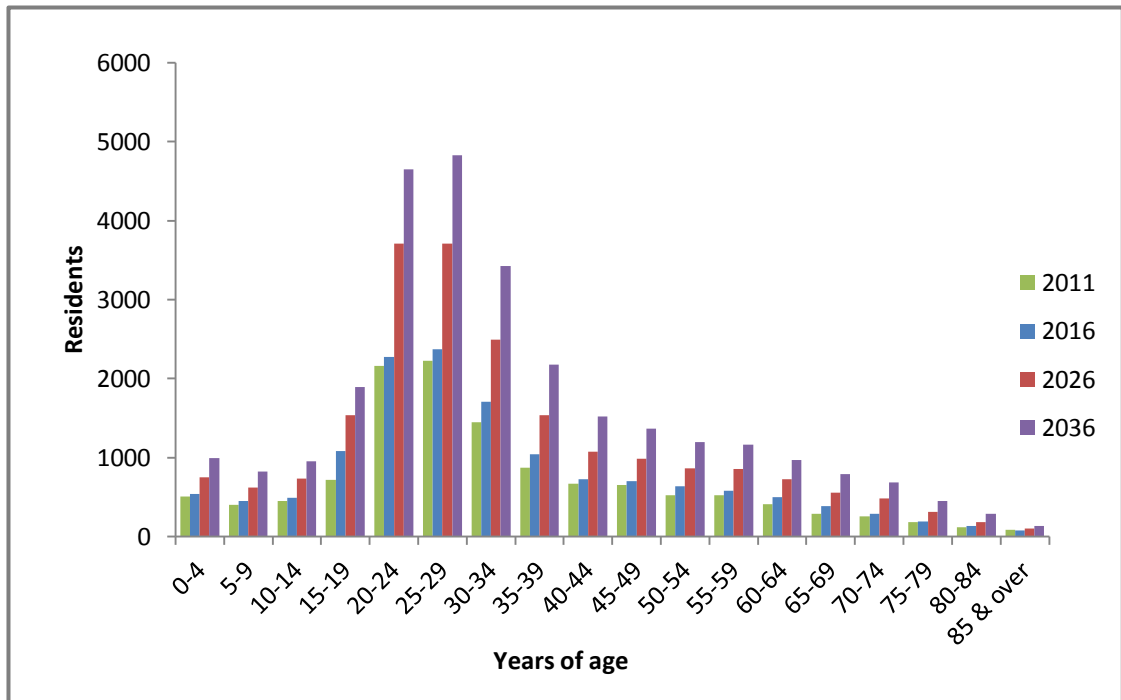
North Melbourne	2016	2021	2026	2031	2036
Residential population	14,193	17,595	21,233	24,780	28,311
Change in population (5 yrs)	-	3402	3638	3547	3531
% change in population (5 yrs)	-	24%	21%	17%	14%
Households	6026	7548	9257	10,966	12,678
Change in households (5 yrs)	-	1522	1709	1709	1712
North Melbourne's share of municipality's population	11%	12%	12%	13%	13%
North Melbourne's share of municipality's households	10%	10%	11%	12%	12%

City of Melbourne	2016	2021	2026	2031	2036
Residential population	133,388	151,826	172,617	192,040	211,962
Change in population (5 yrs)	-	18,438	20,791	19,423	19,922
% change in population (5 yrs)	-	14%	14%	11%	10%
Households	63,100	72,693	83,187	93,269	103,614
Change in households (5 yrs)	-	9593	10,494	10,082	10,345

Note: data for Figure 14 sourced from id Small Area Population Forecasts 2011 to 2036, City of Melbourne

North Melbourne's share of the overall municipality's residential population is forecast to increase slightly from 11% in 2016 to around 13% in 2036, with the proportion of households increasing from 10% to around 12%. This will result in over 28,000 residents estimated to be living in more than 12,600 households by 2036.

Figure 15: North Melbourne population forecast, by age group



Note: data for Figure 15 sourced from id Small Area Population Forecasts 2011 to 2036, City of Melbourne

North Melbourne residents aged 20 to 34 years currently comprise around half (47%) of the population. Figure 15 above suggests that not only will this age group remain the most populous in 2026, it is forecast to remain so in 2036 accounting for a similar proportion (46%) of the North Melbourne population.

There appears to be a slight tendency for young families to move away from North Melbourne during typical school-aged years (5 to 17 years) with this trend forecast to continue in 2026 and into 2036.