



Moreland City Council

BRUNSWICK MAJOR ACTIVITY CENTRE

COMMUNITY PROFILE BACKGROUND AND ISSUES PAPER

May 2007



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Community Profile and Population Projections

Data included in this profile of the population in Brunswick 3056 and Brunswick East 3057 has been derived from a range of sources, including the Australian Bureau of Statistics (ABS) Census of Population and Housing and the Moreland City Council Community Indicators Survey.

At the time of the 2001 Census, 26,712 people lived in the suburbs of Brunswick and Brunswick East. The area is fairly densely populated with 3,673 residents per square kilometer. The population is largely comprised of young people, who live in small households, mostly without children. It is an area of high cultural diversity, although increasing proportions of residents are Australian-born. Most residents rent their homes and many live in apartments and townhouses. The area is currently experiencing a process of gentrification, with increasing proportions of residents having a Bachelor degree or higher qualifications, work in professional occupations and earn higher incomes than in the past.

The annual Moreland Community Indicators Survey¹ captures the views of the municipality's residents about life in their local area. Respondents are given a series of propositions and asked whether they agree or disagree with each statement. Percentage agree scores are calculated from the proportion of respondents who 'slightly agree' or 'strongly agree' with a statement². Higher scores (80% and above) show high levels of agreement with a proposition and lower scores (below 65%) show low levels of agreement. The 103 phone interviews conducted with Brunswick and Brunswick East³ residents showed that residents generally like living in their area, they feel a strong sense of community, they feel that cultural diversity benefits their community and that they have good access to services.

AGE DISTRIBUTION⁴

Brunswick and Brunswick East are suburbs with a high concentration of young adults and low concentration of children. Around forty per cent of residents in the study area (39.8%) were aged between eighteen and thirty-four years at the time of the 2001 Census compared to the metropolitan Melbourne region where this age group accounted for around a quarter of the population (26.2%). In contrast, only one in ten (9.7%) residents in the study area was aged between five and seventeen years compared to around one in six (17.4%) in the metropolitan Melbourne region (see figure 1 below).

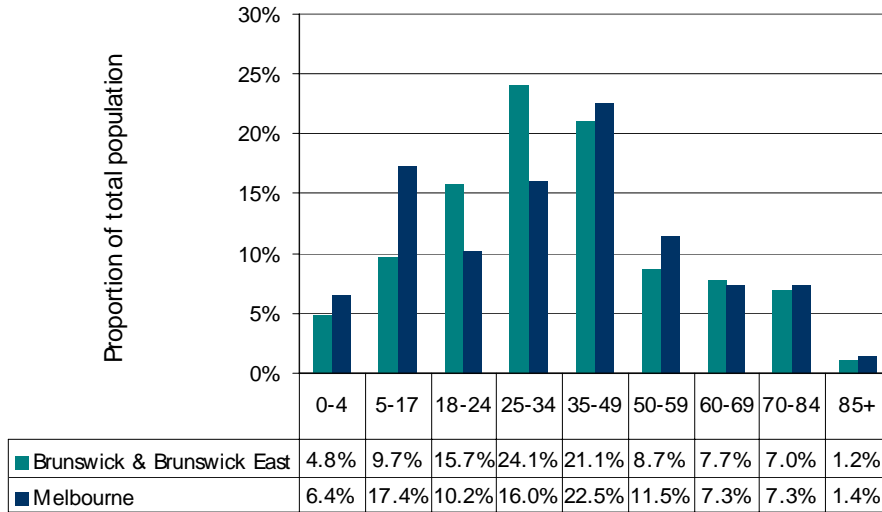
¹ The first Community Indicators Survey was conducted by Moreland City Council in 2005. Further information about the Survey can be found on the Moreland City Council website at: <http://www.moreland.vic.gov.au/pdfs/communityindicatorssurveyreport.pdf>

² 'Don't know' responses have been excluded from the calculations

³ This includes a small number of respondents from Fitzroy North

⁴ Unless otherwise stated, the data included in this section has been sourced from the Australian Bureau of Statistics Census of Population and Housing, 199, 1996 and 2001.

Figure 1: Age distribution in Brunswick & Brunswick East and Melbourne, 2001



A comparison of ABS Census data 1991 and 2001 indicates that the proportion of twenty-five to forty-nine year olds has increased over the last ten years in Brunswick East from around forty per cent to forty-five per cent (see figure 2 below). In Brunswick, the proportion of 25-34 year olds remained stable in this period, while the proportion of 35-49 year olds increased from 18.4 per cent to 21.2 per cent. The proportion of children aged 0-17 years has decreased and the proportion of 70-84 year olds has increased in both suburbs in the same period. This data reflects the increasing appeal of inner suburbs for young couples without children.

Figure 2: Age structure of persons living in Brunswick, 1991 and 2001

Age Group	3056	3057	Brunswick 3056		Brunswick 3057		Moreland	MSD
	Number 2001		% 1991	% 2001	% 1991	% 2001	% 2001	
0-4 yrs	955	377	5.9%	4.8%	5.4%	5.0%	6.1%	6.4%
5-17 yr	1,970	683	12.0%	9.9%	12.2%	9.1%	13.8%	17.4%
18-24 yrs	3,171	1,136	16.6%	16.0%	16.7%	15.1%	10.7%	10.2%
25-34yrs	4,725	1,872	23.1%	23.8%	22.1%	24.8%	18.6%	16.0%
35-49 yrs	4,208	1,546	18.4%	21.2%	17.7%	20.5%	20.9%	22.5%
50-59 yrs	1,720	673	8.9%	8.7%	10.6%	8.9%	9.1%	11.5%
60-69 yrs	1,493	630	7.7%	7.5%	8.4%	8.4%	9.1%	7.3%
70-84 yrs	1,383	550	6.4%	7.0%	6.0%	7.3%	10.3%	7.3%
85+ yrs	241	76	0.9%	1.2%	0.9%	1.0%	1.6%	1.4%
Total	19,866	7,543						

Source: ABS Census of Population & Housing 2001

POPULATION PROJECTIONS

The population in Brunswick 3056 and Brunswick East 3057 increased from 25,976 to 26,712 between 1996 and 2001, an increase of 2.8 per cent. Population forecasts expect the population of this area to continue to increase over the coming twenty years. The extent of

projected growth varies considerably. The Department of Sustainability and Environment (DSE) forecasts⁵ predict population growth across the Moreland–Brunswick Statistical Local Area (SLA)⁶ from 41,366 in 2001 to 42,019 in 2021 (see figure 3 below). This constitutes a growth rate of 1.6 per cent over the next twenty years.

Further, the DSE forecasts predict the composition of the Moreland-Brunswick SLA to become further concentrated in the young adult age groups (20-39 years) over the next twenty year, with a projected increase from 18,329 in 2001 to 21,342 in 2021. In contrast, the number of young people aged 5-19 years is projected to decrease significantly from 5,265 to 1,485 in the same period. It is also predicted that there will be an increase in the 80 years and older age group of some 350 residents in the same period.

As figure 3 below shows the number of children aged 0-4 years in the area is projected to increase by 460 between 2006 and 2021, following a significant decline of 500 children between 2001 and 2006. These projections appear to reflect the growing appeal to this area for young families and the projected significant increase of women in the key child-bearing age group (30-34 years) by over thirty per cent over the next twenty years (see figure 4 below).

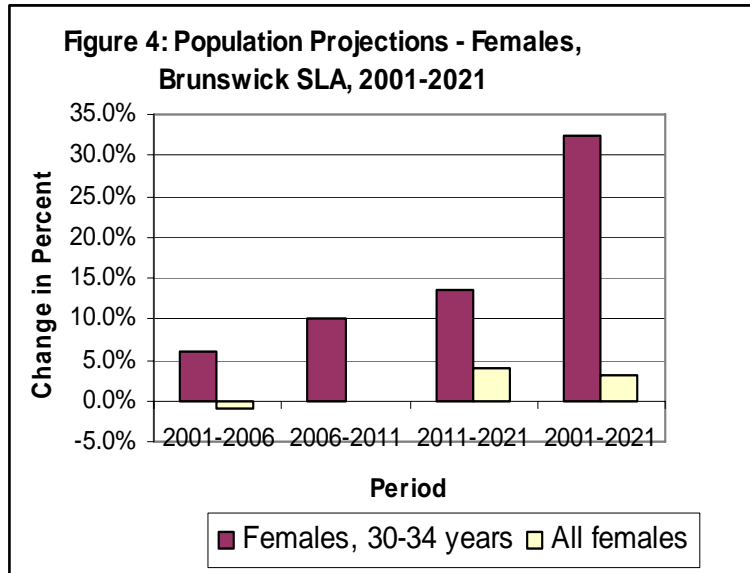
⁵ Department of Sustainability and Environment, *Know Your Area*, <http://www.doi.vic.gov.au/doi/knowyour.nsf>

⁶ The Brunswick SLA includes the suburbs of Brunswick, Brunswick East and Brunswick West.

Figure 3: Projected Age Group Composition, Brunswick Statistical Local Area, 2001-

Age group (Persons)	Projected Total Number				Projected Change in Per Cent			
	2001	2006	2011	2021	2001-06	2006-2011	2011-2021	2001-2021
0-4 yrs	2,018	1,518	1,609	1,978	-24.8%	6.0%	22.9%	-2.0%
5-9 yrs	1,716	915	436	769	-46.7%	-52.3%	76.4%	-55.2%
10-14 yrs	1,500	1,223	467	260	-18.5%	-61.8%	-44.3%	-82.7%
15-19 yrs	2,049	1,855	1,594	456	-9.5%	-14.1%	-71.4%	-77.7%
20-24 yrs	4,899	5,837	5,417	4,366	19.1%	-7.2%	-19.4%	-10.9%
25-29 yrs	5,275	5,515	6,472	6,011	4.5%	17.4%	-7.1%	14.0%
30-34 yrs	4,575	4,809	5,094	5,797	5.1%	5.9%	13.8%	26.7%
35-39 yrs	3,580	3,424	3,817	5,169	-4.4%	11.5%	35.4%	44.4%
40-44 yrs	2,952	2,742	2,688	3,481	-7.1%	-2.0%	29.5%	17.9%
45-49 yrs	2,355	2,520	2,309	2,708	7.0%	-8.4%	17.3%	15.0%
50-54 yrs	2,090	2,197	2,353	2,068	5.1%	7.1%	-12.1%	-1.1%
55-59 yrs	1,613	1,931	2,030	1,972	19.7%	5.1%	-2.9%	22.3%
60-64 yrs	1,694	1,309	1,560	1,789	-22.7%	19.2%	14.7%	5.6%
65-69 yrs	1,506	1,588	1,225	1,566	5.4%	-22.9%	27.8%	4.0%
70-74 yrs	1,329	1,252	1,348	1,259	-5.8%	7.7%	-6.6%	-5.3%
75-79 yrs	1,048	1,083	1,041	852	3.3%	-3.9%	-18.2%	-18.7%
80-84 yrs	628	801	846	928	27.5%	5.6%	9.7%	47.8%
85+ yrs	539	461	510	594	-14.5%	10.6%	16.5%	10.2%
Total persons	41,366	40,982	40,813	42,019	-0.9%	-0.4%	3.0%	1.6%

Source: DSE, Victoria in Future 2004
2021



.id consulting forecasts⁷ take into account detailed information provided by Council regarding present and potential future residential development in Brunswick 3056 and Brunswick East 3057 (which includes a small part of Fitzroy North). As a result, they predict considerably higher rates of population growth in that area than the DSE forecasts. Brunswick is projected to grow by 5.5 per cent - from 20,683 in 2001 to 21,813 in 2021 (see figure 5 below). The number of 0-4 year olds in the area is projected to remain stable between 2006 and 2011 and then to decline from 897 in 2011 to 854 in 2021. The number of 5-11 year olds is projected to decline by twenty-four per cent over the next twenty years, while the number of 12-17 year olds is projected to reach a maximum of 918 in 2006 and then to decline to reach again the level of 2001 by 2021. The young adult population aged 18-24 years is projected to decline by around five per cent over the next twenty years, while the 25-49 year age groups are projected to reach their maximum number in 2006-2011 and then to decline. An ongoing increase of the 50 years and older age groups is projected, as the population is ageing in place.

Figure 5: Projected Service Age Group Composition, Brunswick, 2001-2021

Service age groups (persons)	Projected Total Number				Projected Change in Per Cent			
	2001	2006	2011	2021	2001-06	2006-2011	2011-2021	2001-21
0 to 4	993	896	897	854	-9.8%	0.1%	-4.8%	-14.0%
5 to 11	1,148	990	899	871	-13.8%	-9.2%	-3.1%	-24.1%
12 to 17	802	918	870	803	14.5%	-5.2%	-7.7%	0.1%
18 to 24	3,229	3,188	3,193	3,076	-1.3%	0.2%	-3.7%	-4.7%
25 to 34	5,045	5,428	5,269	5,132	7.6%	-2.9%	-2.6%	1.7%
35 to 49	4,405	4,731	4,760	4,746	7.4%	0.6%	-0.3%	7.7%
50 to 59	1,818	2,111	2,252	2,342	16.1%	6.7%	4.0%	28.8%
60 to 69	1,566	1,514	1,637	1,894	-3.3%	8.1%	15.7%	20.9%
70 to 84	1,436	1,594	1,709	1,856	11.0%	7.2%	8.6%	29.2%
85 and over	241	207	216	239	-14.1%	4.3%	10.6%	-0.8%
Total	20,683	21,577	21,702	21,813	4.3%	0.6%	0.5%	5.5%

Source: i.d. consulting

Brunswick East is projected to grow by 21.7 per cent between 2001 and 2021 - from 8,099 to 9,853 residents (see figure 6 below). Most of the projected growth (an additional 893 residents) relates to 25-49 year olds. Increases are also projected for young adults aged 18-24 years (an additional 229 residents) and 50 years and older age groups (an additional 619 residents). The number of young people aged 0-11 years is projected to rise between 2006 and 2021 following an earlier decline to reach a slightly lower number in 2021 than in 2001 (0-4 year olds) and a slightly higher number in 2021 compared to 2001 (5-11 year olds).

⁷ .id consulting, *Moreland City Council Population Forecasts*, <http://www.id.com.au/moreland/forecastid/default.asp?id=220&qid=10&pg=8&svg=0&bhpc=l>

Figure 6: Projected Service Age Group Composition, Brunswick East, 2001-2021

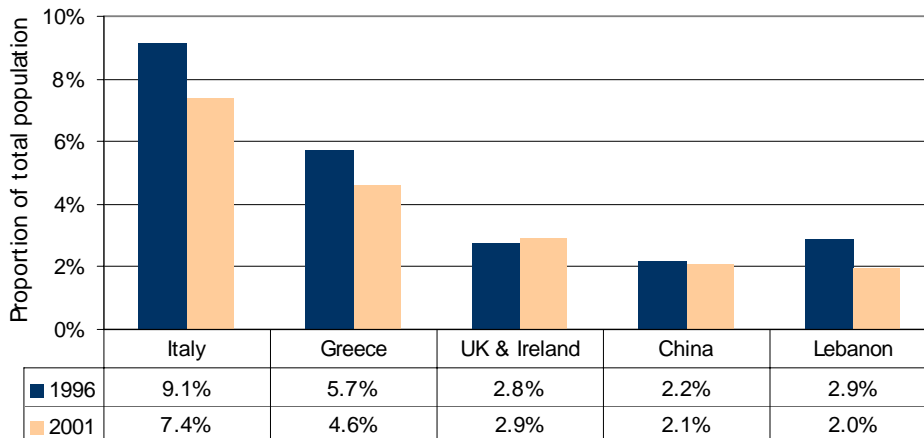
Service age groups (persons)	Projected Total Number				Projected Change in Per Cent			
	2001	2006	2011	2021	2001-06	2006-2011	2011-2021	2001-21
0 to 4	380	338	375	386	-11.1%	10.9%	2.9%	1.6%
5 to 11	408	367	373	390	-10.0%	1.6%	4.6%	-4.4%
12 to 17	329	348	362	354	5.8%	4.0%	-2.2%	7.6%
18 to 24	1,203	1,339	1,508	1,432	11.3%	12.6%	-5.0%	19.0%
25 to 34	2,042	2,136	2,453	2,446	4.6%	14.8%	-0.3%	19.8%
35 to 49	1,694	1,824	2,020	2,183	7.7%	10.7%	8.1%	28.9%
50 to 59	698	785	881	991	12.5%	12.2%	12.5%	42.0%
60 to 69	684	624	673	803	-8.8%	7.9%	19.3%	17.4%
70 to 84	599	700	732	778	16.9%	4.6%	6.3%	29.9%
85 and over	62	54	73	90	-12.9%	35.2%	23.3%	45.2%
Total	8,099	8,515	9,450	9,853	5.1%	11.0%	4.3%	21.7%

Source: i.d. consulting

CULTURAL DIVERSITY¹⁶

Brunswick and Brunswick East have traditionally been areas of high cultural diversity, with many migrants from the UK, Italy, Greece and more recently China and Lebanon choosing to settle in these suburbs in the post-war years. While these suburbs continue to have higher proportions of overseas born residents than the Melbourne average, their proportion is decreasing (from 39.6% in 1996 to 35.2% in 2001) and the proportion born in Australia increasing (from 56.8% in 1996 to 58.4% in 2001).

Figure 7: Main Countries of Birth in Brunswick & Brunswick East, 1996 and 2001



As shown below the area's key migrant groups from Italy and Greece account for around twenty-seven per cent and sixteen per cent respectively of the 55 years and older population in the Brunswick Statistical Local Area, whereas they account for only around seven per cent and five per cent respectively of the total population.

Figure 8: Main Countries of Birth by Age Group, Brunswick Statistical Local Area, 2001

Age Group by Birthplace Country							All Age Groups	
	0-14 yrs		15-54 yrs		55 yrs & older		Total	%
	Total	%	Total	%	Total	%		
Australia	4,070	80.7%	17,022	64.6%	2,319	29.4%	23,411	59.6%
Italy	5	0.1%	672	2.5%	2,102	26.6%	2,779	7.1%
Greece	23	0.5%	479	1.8%	1,260	16.0%	1,762	4.5%
United Kingdom	34	0.7%	832	3.2%	211	2.7%	1,077	2.7%
China	52	1.0%	614	2.3%	95	1.2%	761	1.9%
Lebanon	9	0.2%	496	1.9%	205	2.6%	710	1.8%
New Zealand	31	0.6%	579	2.2%	40	0.5%	650	1.7%
All Birthplace Countries	5,046	100.0%	26,353	100.0%	7,888	100.0%	39,287	100.0%

Residents of the study area have lower levels of religious affiliation than the Moreland and Melbourne average. Across Melbourne, seventy-one per cent of residents belong to a religious faith. This compares with 76.5 per cent for Moreland overall and a smaller 64.4 per cent for the study area. The main faiths include (in rank order): Catholic Church, Orthodox Christian Church, Anglican Church, Islam, Buddhism and Uniting Church.

In the Moreland Community Indicators Survey 2005 a very high proportion of respondents from Brunswick and Brunswick East (94.5%) agreed with the statement that people from different ethnic backgrounds are welcome in their community and that cultural diversity enriches local community life (98.0%). These scores were higher than the Moreland average.

HOUSEHOLD SIZE¹⁶

Despite only minor growth in the population size of the study area between 1996 and 2001 (a change of +2.8%), the number of households grew from 10,496 to 10,969 (a change of +4.5%). This data reflects the increasing proportion of residents who live alone (30.7% in 2001) and the comparatively small proportion of family households with children (22.1% in 2001 compared to 24.4% in 1996). Accordingly, the average household size in Brunswick and Brunswick East reduced from 2.4 to 2.3 between 1996 and 2001 and is considerably smaller than the metropolitan Melbourne average of 2.7 and the Moreland average of 2.5.

In line with this trend the average household size in the study area is projected to further decrease from 2.3 at present to 2.1 in 2021.¹⁷

TENURE¹⁶

The most common tenure type of residents of Brunswick and Brunswick East is rented accommodation. Two in five households (40.5%) in the study area rent their homes, compared with one in five (22.8%) across metropolitan Melbourne. Conversely, smaller proportions of homes in the study area are being purchased or are fully owned. This is typical of inner city suburbs. Also consistent with the study area's inner city location are the higher than average proportion of households who reside in flats, units, apartments, semi-detached, row or terrace houses.

Figure 9: Dwelling types, Brunswick Study Area, 2001

Dwelling Type	Brunswick & Brunswick East	Moreland	Metro Melbourne
Separate house	49.9%	70.8%	74.0%
Semi-detached, row or terrace house	21.3%	10.9%	10.3%
Flat, unit or apartment	26.6%	16.8%	14.3%
Total	100.0%	100.0%	100.0%

Based on the Moreland Community Indicators Survey 2005 residents in the study area generally appear to be happy with their own housing, with a high proportion of respondents agreeing with the statement: 'Your housing is appropriate to your needs' (89.9%). Considerably smaller proportions feel that the sort of housing being built in their neighbourhood is appropriate for the area (63.1%). This score is lower than the Moreland average of 68.4%.

When asked about the affordability of their area, a relatively small 67.6% of Brunswick and Brunswick East residents agreed that it is still affordable to live in their area. This was similar to the Moreland average. Respondents in the study area were, however, more likely to agree that they have enough money to meet their needs (81.3%). These findings reflect the higher income level in the Brunswick and Brunswick East compared to the Moreland municipality (see below).

EMPLOYMENT AND INCOME¹⁶

The unemployment rate for Moreland-Brunswick SLA was 5.3 per cent in September 2006 and has steadily declined since December 2001, when 10.7 per cent of the labour force was unemployed. This data is reflective of broader trends across the municipality and the North Western Melbourne region. Moreland-Brunswick SLA still has slightly higher levels of unemployment than the Melbourne average of 4.8%.⁸

Declines in the unemployment rate over the last five years have been off-set by declines in the labour force participation rate across the North Western Melbourne region. While the participation rate across the Melbourne region has remained stable at around 65%, the rate in North Western Melbourne has declined from 64.8% in December 2001 to 59.9% in December 2005.

⁸ Department of Employment and Workplace Relations, *Small Area Labour Markets*, December 2001 & September 2006, <http://www.workplace.gov.au/workplace/Category/ResearchStats/LabourMarketAnalysis/SmallAreaLabourMarkets/>

The occupation profile of residents of Brunswick and Brunswick East is also undergoing significant change. Increasing proportions of residents of the study area are employed as Managers and Administrators (6.6%) and Professionals (32.8%). Higher proportions of Brunswick and Brunswick East residents are employed in professional occupations than the Moreland and metropolitan Melbourne average. Decreasing proportions work as Intermediate Production and Transport Workers (5.2%) and Labourers and Related Workers (5.9%).

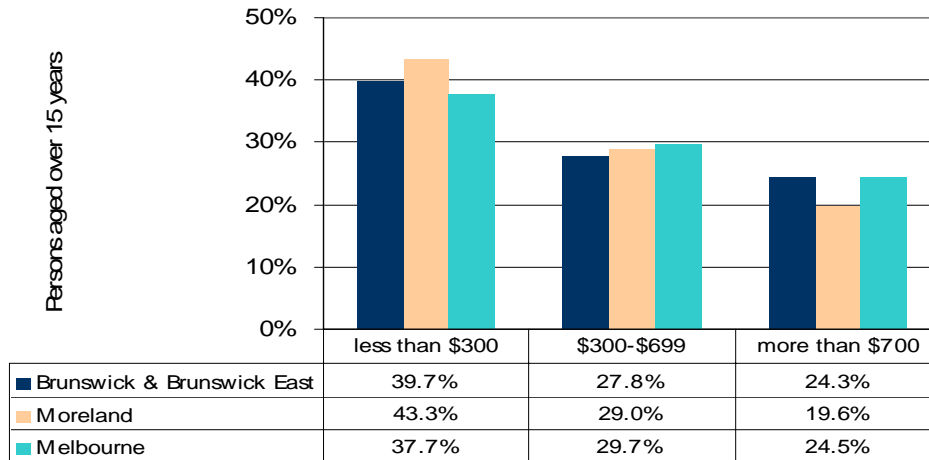
Related to the increasing proportion of residents working in professional occupations is the increase in the proportion of residents who have Bachelor degree and Postgraduate degree qualifications. The proportion of residents aged over 15 years with Bachelor degree or higher qualifications increased from 20.8 per cent in 1996 to 27.8 per cent in 2001. These shifts in the educational qualification and occupation profile of the study area suggest a trend towards gentrification.

Figure 10: Occupations, Brunswick Study Area, 1996 and 2001

Occupation	Brunswick & Brunswick East		Moreland	Metro Melbourne
	1996	2001	2001	2001
Managers and Administrators	5.9%	6.6%	5.9%	8.3%
Professionals	27.6%	32.8%	22.7%	20.6%
Associate Professionals	11.5%	11.7%	11.0%	11.4%
Tradespersons and Related Workers	8.8%	7.1%	11.1%	11.8%
Advanced Clerical and Service Workers	3.5%	3.1%	3.4%	3.9%
Intermediate Clerical, Sales and Service	15.2%	16.3%	17.8%	16.9%
Intermediate Production and Transport	7.8%	5.2%	8.1%	7.9%
Elementary Clerical, Sales and Service	8.9%	9.3%	9.9%	9.7%
Labourers and Related Workers	7.8%	5.9%	7.8%	7.4%
Total	100.0%	100.0%	100.0%	100.0%

At the time of the 2001 Census, the income distribution of residents of Brunswick and Brunswick East was similar to the income distribution across metropolitan Melbourne, and higher than the income distribution across Moreland. A quarter of residents earned more than \$700 per week and 39.7 per cent earned less than \$300 per week (see chart below).

Figure 11: Weekly individual income, Brunswick Study Area, 2001



The SEIFA Index of Relative Socio-Economic Disadvantage⁹, an Index produced by the ABS from Census data, is a valuable indicator of the level of disadvantage experienced in an area. Higher scores indicate that a population experiences low levels of disadvantage and low scores indicate higher levels of disadvantage. In 2001, the aggregate score for Brunswick and Brunswick East was 1015.7. This was similar to the metropolitan Melbourne average of 1020.59 and considerably higher than the Moreland average of 984.55, indicating a lower level of disadvantage in Brunswick and Brunswick East.

CAR OWNERSHIP¹⁶

As the table below shows Brunswick and Brunswick East have a significantly higher proportion of households that do not own a car compared to the Moreland municipality and the metropolitan Melbourne region – 21% and 17% respectively compared to 15% and 10% respectively. Accordingly, the proportion of households that own two or more cars is significantly lower in Brunswick and Brunswick East compared to the Moreland municipality and the metropolitan Melbourne region – 28% and 34% compared to 37% and 49% respectively.

Figure 12: Car Ownership, Brunswick Study Area, 2001

Number of Cars per Household	Brunswick		Brunswick East		Moreland	MSD
	Number	%	Number	%	%	%
No vehicle	1,818	21.2%	550	16.7%	14.9%	9.5%
One vehicle	3,610	42.1%	1,350	41.0%	40.7%	34.7%
Two vehicles	1,858	21.6%	841	25.6%	27.3%	35.3%
Three or more vehicles	518	6.0%	274	8.3%	9.3%	13.7%
Not stated	781	9.1%	275	8.4%	7.7%	6.7%
Total	8,585	100.0%	3,290	100.0%	100.0%	100.0%

According to the Moreland Community Indicators Survey 2005 residents of Brunswick and Brunswick East feel that they have good access to public transport, but traffic congestion is a major issue. A very high proportion of respondents (97.9%) agreed that there is good access

⁹ Australian Bureau of Statistics, *Socio-Economic Indexes for Areas, 2001*

to public transport. This was higher than the Moreland average of 91.3%. In contrast, very low proportions of residents felt that there was smooth movement of traffic in their area – 40.4% compared to the Moreland average of 56.5%.

PERCEPTIONS REGARDING SERVICES AND OTHER ISSUES

According to the Moreland Community Indicators Survey 2005 a high proportion of Brunswick and Brunswick East residents (84.0%) exercise for at least 30 minutes a day. This proportion is marginally higher than the Moreland average of 79.3%. Very high proportions of respondents in the study area (97.3%) said that they lead a **healthy lifestyle**.

The majority of residents in Brunswick and Brunswick East feel that their area is a **safe place to live**. A high 87.7% of respondents said that their area was safe, three percentage points higher than the Moreland average.

Regarding **access to services and facilities** local shopping areas are seen to be good at providing for residents' basic shopping needs (96.7%) and a variety of recreation and leisure facilities are considered accessible (88.2%). These scores were higher than the average for Moreland. High scores were also recorded for access to good parks and open areas (85.6%), good health and community services (89.1%) and a variety of quality arts and cultural opportunities (84.1%). The latter was notably higher than the Moreland average of 75.1%. Smaller proportions of respondents felt there was adequate access to childcare (69.9%). Despite the comparatively low score for this element, the result was marginally higher than the Moreland average. Learning

The findings regarding **opportunities for quality learning** suggest that residents of the study area feel that access is dependent on the level of education. Higher than average proportions of respondents in the study area (80.5% compared with the Moreland average of 72.3%) feel that there are opportunities for learning and development for all ages. Moderate proportions of residents feel that their area has good quality primary schools (73.5%) and small proportions (58.5%) feel that their area has good quality government secondary schools. Access to good quality secondary schools appears to be an issue across Moreland, with the Moreland average for this element lower than the study areas at 48.0%.

High proportions of Brunswick and Brunswick East residents feel satisfied with their **employment** (89.9%) and higher than average proportions feel their wages are fair for the job they do (92.5% compared with 82.6% for Moreland). Moderate proportions of respondents in the study area agreed that the local economy is strong (71.0%) and low proportions that there are good employment opportunities (60.4%). These findings were consistent with those across the municipality.

When asked about the **key issues** facing Moreland, residents of Brunswick and Brunswick East listed a range of issues. The top 5 issues identified by respondents were: traffic flow management (22.3%), buildings/development (10.6%), crime/safety issues (9.0%), access to public transport (6.5%) and unemployment (6.2%). Issues that rated higher for residents of the study area than Moreland overall were: traffic flow management and crime/safety issues.