

Moonee Valley Insight

MARCH 2010

Welcome

This is the fourth edition of Moonee Valley Insight, a quarterly newsletter providing interesting facts, development and property data and information on specific trends and issues.

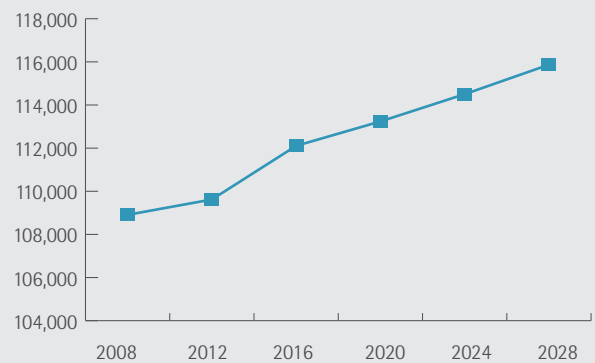
Inside this edition

Focus on:

- > Births and life expectancy
- > Health
- > Workforce
- > Employers' recruitment experiences
- > Building approvals
- > Property prices
- > Rental prices
- > Views on public transport

Residential Population Over Time

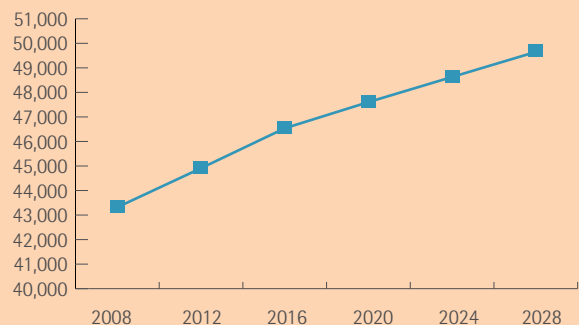
It is expected that the population of Moonee Valley will increase from the current figure of 108,909 to around 117,500 over the next 20 years.



Source: Forecast ID www.id.com.au/mooneevalley/forecastid

Household Increases

An increase of around 6,300 households is expected to 2028, with an anticipated decline in household size.



Source: Forecast ID www.id.com.au/mooneevalley/forecastid

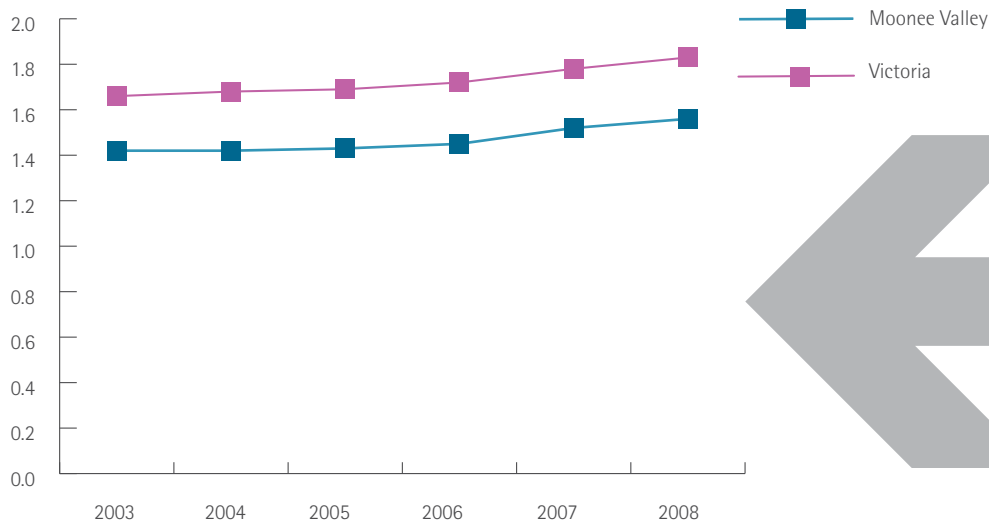
If you would like any further information on Moonee Valley Insight, please contact Bridget Schajermann, Strategic Research Analyst on 9243 8814 or email bschajermann@mvcc.vic.gov.au

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Birth Rates

In both Moonee Valley and Victoria as a whole, the birth rate has increased in recent years. In Moonee Valley in 2008 the birth rate was 1.56, an increase from a rate of 1.42 in 2003. Despite this increase, the 2008 birth rate remains lower than the Victorian birth rate of 1.83 up from 1.66 in 2003.

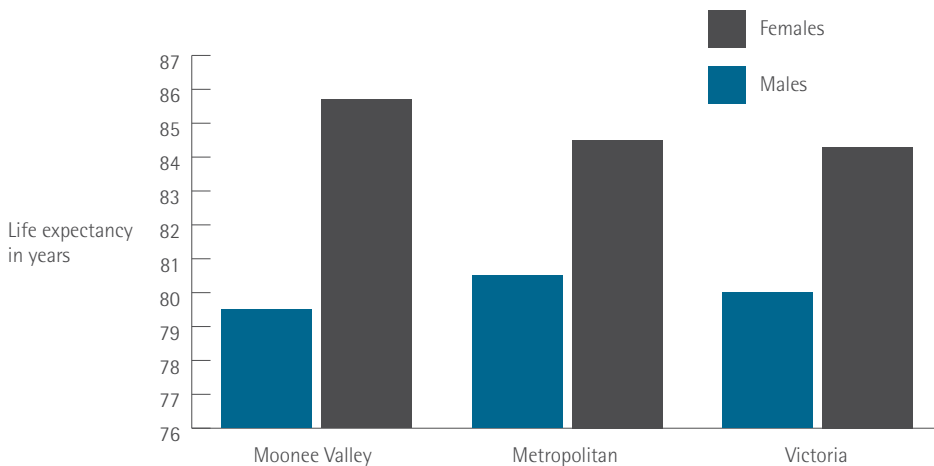


Source: abs.gov.au 3301.0 2008 Births Australia



Life Expectancy at Birth 2006

In Moonee Valley as across metropolitan Melbourne and Victoria, life expectancy for females is higher than for males. The life expectancy at birth of females in Moonee Valley from 2002-2006 was significantly higher than for across Victoria. The life expectancy at birth of males from 2002-2006 was similar to the rest of Victoria.



Source: abs.gov.au 1379.0.55.001 Life expectancy at birth

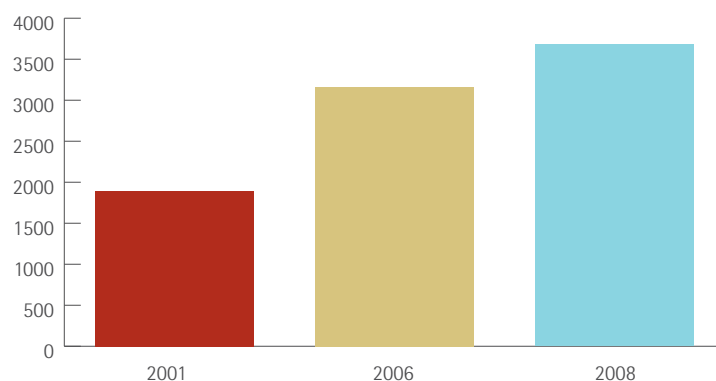


Health

Prevalence of diabetes

The prevalence of diabetes has increased in Moonee Valley as it has across Victoria in recent years. In 2008, the number of people with diabetes in Moonee Valley increased by 94 per cent from 1,895 in 2001 to 3,680 in 2008. Close to five (4.9) new cases of diabetes are diagnosed in the Municipality each week.

In comparison with other Municipalities in Victoria in terms of the prevalence of diabetes, Moonee Valley is currently ranked 57 out of 79. Compared with the 31 other metropolitan Municipalities, it is ranked 17th.

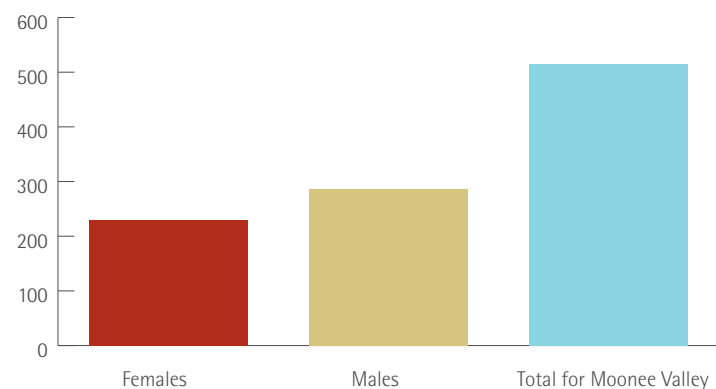


Source: Diabetes Australia Victoria www.diabetesvic.org.au

Incidence of cancer

Cancer diagnosed each year

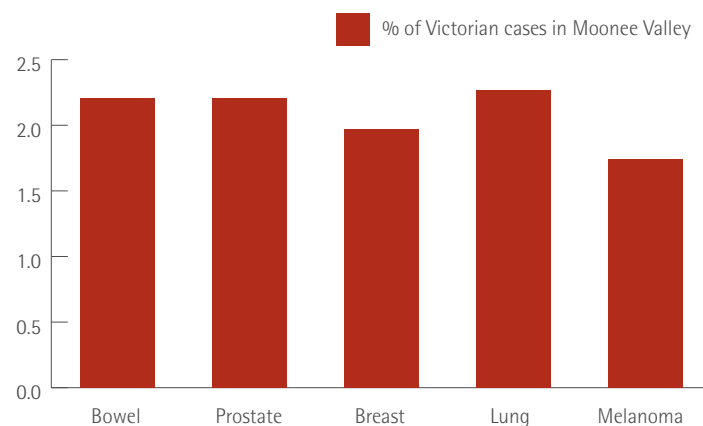
On average 515 cases of malignant cancer were diagnosed each year in Moonee Valley from 2002-2006, around 2.17 per cent of the Victorian total. The numbers are slightly higher for males than females as they are across Victoria.



Source: Cancer Council Victoria www.cancervic.org.au

Diagnosis of leading cancers

From 2002-2006 the most common cancers diagnosed in Moonee Valley on an annual basis by number were prostate (82) and bowel (76). Lung cancer was the leading cancer in Moonee Valley by proportion of the Victorian total (2.27%).



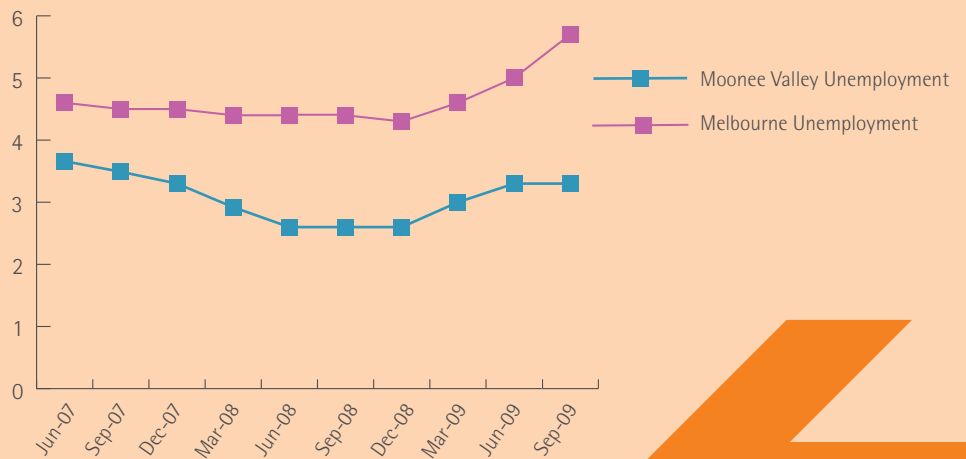
Source: Cancer Council Victoria www.cancervic.org.au

Workforce

Unemployment rate

The unemployment rate in Moonee Valley remained stable, at 3.3 per cent after trending upwards for the previous two quarters. It is worth noting, this figure remains considerably lower than the figure for Melbourne as a whole of 5.7 per cent, an increase from 5.0 per cent in the previous quarter.

Source: Small area labour markets
<http://www.workplace.gov.au>



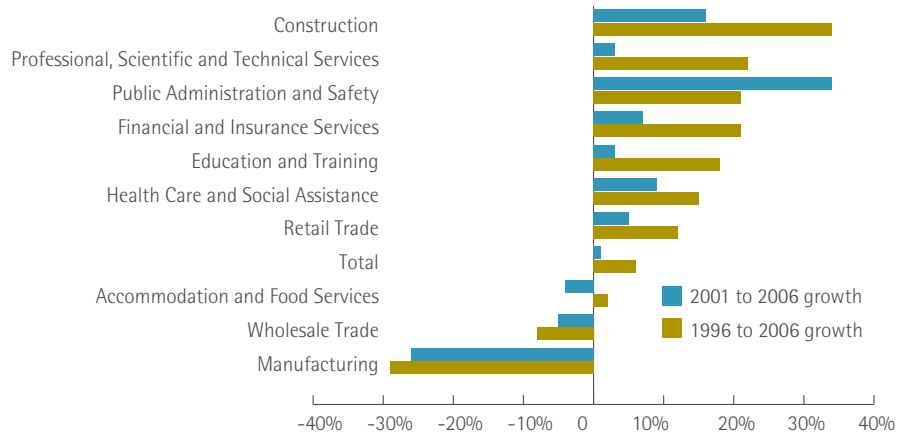
Employment growth by industry

Looking at the growth experienced by industries in Moonee Valley over the 10 years from 1996-2006, the greatest growth occurred in:

- Construction (34%)
- Professional, Scientific and Technical Services (22%)
- Public Administration and Safety (21%)
- Financial and Insurance Services (21%)

The only industries experiencing a decline in growth over the period from 1996-2006 were:

- Manufacturing (-29%)
- Wholesale Trade (-8%)



Source: ABS census data as cited in Survey of Employers' Recruitment Experiences Moonee Valley Local Government Area

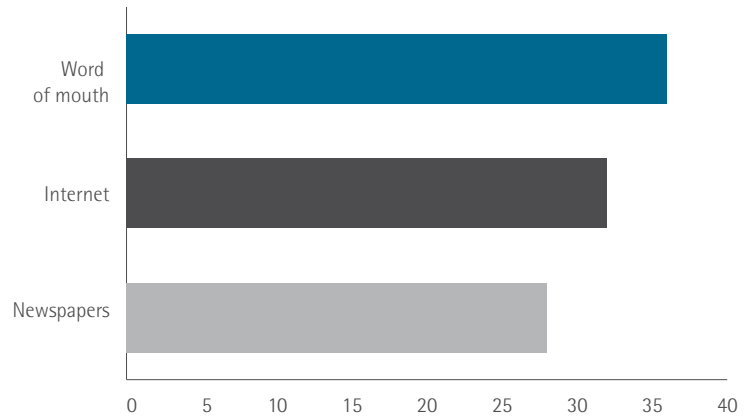
Survey of Employers' Recruitment Experiences

Recruitment methods

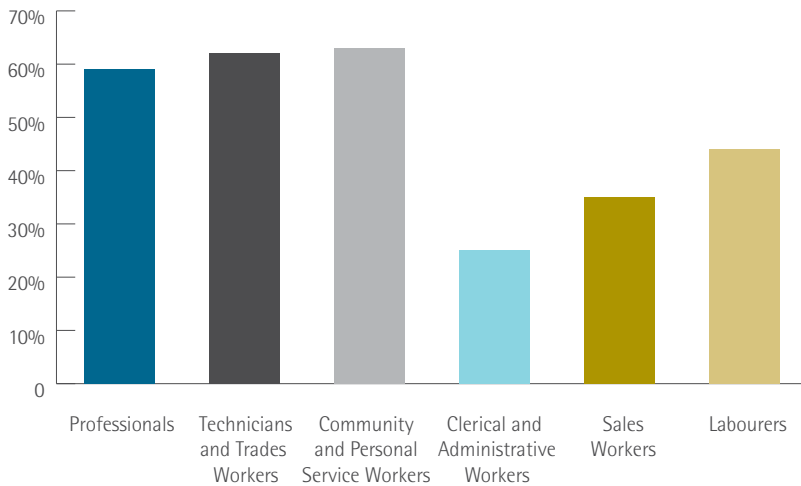
In April 2009, the Department of Education, Employment and Workplace Relations (DEEWR) conducted a Survey of Employers' Recruitment Experiences in Moonee Valley.

Overall, 213 employing businesses were surveyed, with results disaggregated across seven key industries.

Of employers surveyed, the most common recruitment methods used were word of mouth, internet and newspapers. It is worth noting methods did vary by occupation and industry. Fifty per cent of those searching for professionals, for example, directly approached the job seeker or used word of mouth.



Source: Survey of Employers' Recruitment Experiences Moonee Valley Local Government Area



Recruiting difficulty for most recent vacancy

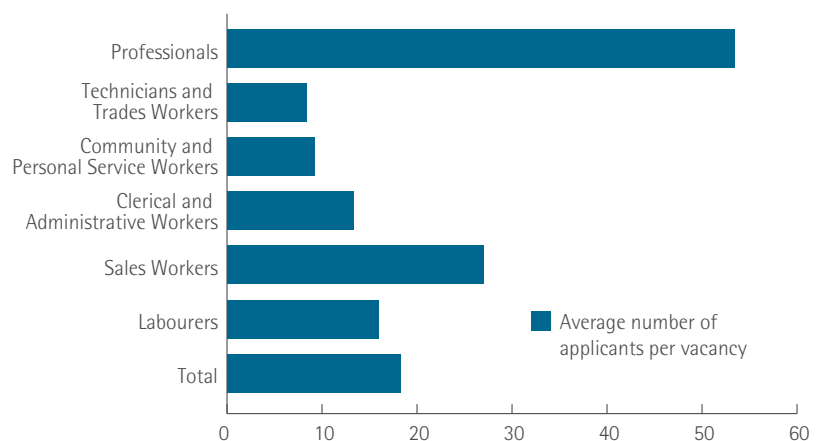
Of industries surveyed, employers indicated the greatest difficulty when recruiting for community and personal service and technician and trades workers.

The most common reason cited for a difficulty in recruiting for these occupations was technical skill requirements of the job.

Source: Survey of Employers' Recruitment Experiences Moonee Valley Local Government Area

Level of competition for vacancies

Among employers surveyed, it was found that the competition across the different occupations was highest for professionals, with an average of 53.4 applications per vacancy.



Source: Survey of Employers' Recruitment Experiences Moonee Valley Local Government Area

Housing

Property prices

Houses

There were recorded quarterly increases in median house prices in all suburbs (except a minor decline in Moonee Ponds) from September 2009 to December 2009.

The largest annual percentage increases in house prices from December 2008 to December 2009 were in Strathmore (22.3 per cent) and Essendon (20.1 per cent).

NA insufficient sales recorded for the period

*less than 30 sales recorded for the period

Source: <http://www.reiv.com.au>

	Dec-09	Sep-09	Dec-08	Quarterly change %	Annual change %
Aberfeldie	NA	NA	NA	NA	NA
Airport West*	\$507,750	\$470,250	\$445,000	8.0	14.1
Ascot Vale	\$645,000	\$611,250	\$635,000	5.5	1.6
Avondale Heights*	\$508,000	\$472,000	\$436,375	7.6	16.4
Essendon North	NA	NA	NA	NA	NA
Essendon West	NA	NA	NA	NA	NA
Essendon	\$902,000	\$815,650	\$721,250	10.6	20.1
Flemington*	\$596,500	\$595,000	\$533,500	0.3	11.8
Keilor East	\$515,000	\$468,575	\$430,000	9.9	19.8
Moonee Ponds	\$717,000	\$730,000	\$670,000	-1.8	7.0
Niddrie*	\$725,000	\$625,000	-	16.0	-
Strathmore*	\$865,000	\$795,000	\$707,500	8.8	22.3
Strathmore Heights	NA	NA	NA	NA	NA
Travancore	NA	NA	NA	NA	NA

Units/apartments

There was an annual increase (from December 2008 to December 2009) in the unit/apartment price in all suburbs which recorded a median, the greatest increases being in Niddrie and Airport West.

NA insufficient sales recorded for the period

*less than 25 sales recorded for the period

Source: <http://www.reiv.com.au>

	Dec-09	Sep-09	Dec-08	Quarterly change %	Annual change %
Aberfeldie	NA	NA	NA	NA	NA
Airport West*	\$456,500	\$402,500	\$369,000	13.4	23.7
Ascot Vale	\$406,000	\$436,750	\$345,500	-7.0	17.5
Avondale Heights*	\$424,500	\$502,250	\$417,000	1.7	-
Essendon North	NA	NA	NA	NA	NA
Essendon West	NA	NA	NA	NA	NA
Essendon	\$430,000	\$413,000	\$395,950	4.1	8.6
Flemington*	\$337,000	\$284,500	\$281,000	18.5	19.9
Keilor East	NA	NA	NA	NA	NA
Moonee Ponds	\$451,000	\$432,750	\$396,250	4.2	13.8
Niddrie*	\$524,300	\$503,250	\$410,500	4.2	27.7
Strathmore*	NA	NA	NA	NA	NA
Strathmore Heights	NA	NA	NA	NA	NA
Travancore	NA	NA	NA	NA	NA

Housing

Median weekly rental prices

Annually, median weekly rental prices have increased in selected suburbs from September 2008 to September 2009. The median weekly rental for a one bedroom flat in Moonee Ponds-Ascot Vale was \$230, an increase of 9.5 per cent on the previous year. In Essendon this figure was \$220, an increase of 10.0 per cent. Larger dwellings have also increased, with a three bedroom house in Moonee Ponds-Ascot Vale increasing by 7.7 per cent to \$420 and in Essendon to \$330, a 10 per cent increase.

Across Moonee Valley rents remained relatively stable to the previous quarter. The greatest increases were in one bedroom flats (\$220-\$230) and in three bedroom flats (\$350-\$360). There was a decline in the median rental price of four bedroom houses from (\$420-\$400) and, to a lesser extent, three bedroom houses (\$360-\$350).

The proportion of dwellings considered affordable* has remained stable at two per cent in Q2 2009. Affordability is lowest in one and two bedroom dwellings, at one per cent.

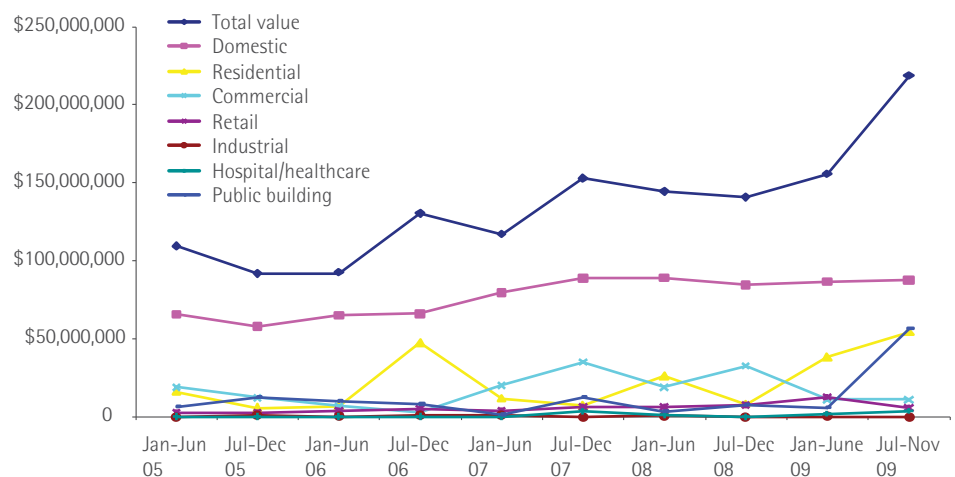
*Affordability is based on suitably-sized properties that are within 30 per cent of income for low income households

	2007				2008				2009	
	Q1 (\$)	Q2 (\$)	Q3 (\$)	Q4 (\$)	Q1 (\$)	Q2 (\$)	Q3 (\$)	Q4 (\$)	Q1 (\$)	Q2 (\$)
1 bedroom flat	170	190	185	190	200	220	210	225	220	230
2 bedroom flat	245	250	250	253	275	300	285	300	295	300
3 bedroom flat	280	310	310	310	343	350	360	355	350	360
2 bedroom house	265	290	290	310	330	328	340	330	350	348
3 bedroom house	280	280	290	300	320	338	320	340	360	350
4 bedroom house	350	400	360	380	380	410	390	405	420	400

Building Approvals

With the December 2009 figures yet to be released, there has already been an increase in the total value of building approvals from July 2009 to November 2009. This was driven primarily by an increase in the total value of public building approvals along with residential building approvals.

Source: Building Commission
www.pulse.buildingcommission.com.au



Travel Attitudes and Behaviour (2006)

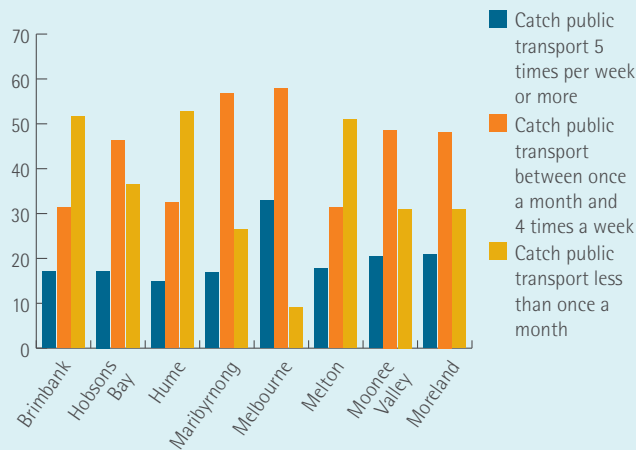
In 2006, the department of transport conducted over 5,000 telephone interviews across metropolitan Melbourne to gain an understanding of market views on public transport. When looking at this data by Local Government area including Moonee Valley and surrounding areas some of the key findings were as follows:

Public transport

Trip frequency

Most often residents surveyed in Moonee Valley indicated they caught public transport between once a month and four times per week.

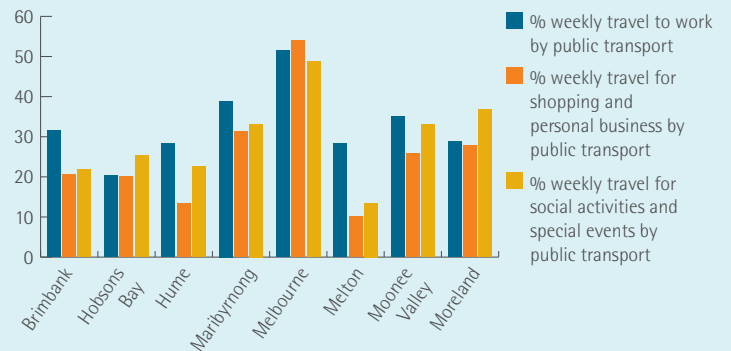
Making a comparison with other nearby Municipalities, residents in Melbourne were most likely to indicate they caught public transport more frequently (5 or more times per week). Frequency of use was lowest in the Municipalities further from the CBD such as Hume, Brimbank and Melton. Over half of residents surveyed in these Municipalities indicated they caught public transport less than once a month.



Source: <http://www.transport.vic.gov.au>

Per cent of weekly trips

Residents in Moonee Valley were more likely to use public transport for social activities than for shopping or personal business. The survey recorded that 35 per cent of weekly travel in Moonee Valley was made by public transport.

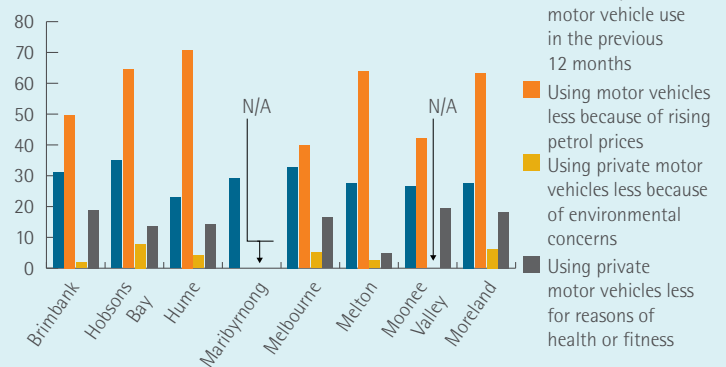


Source: <http://www.transport.vic.gov.au>

Car use

Among selected Municipalities in the 2006 survey, petrol prices were a much stronger deterrent to reducing car use than both health and fitness and environmental concerns.

It is worth noting that in the 2006 survey no residents in Moonee Valley indicated they had reduced private car use because of environmental concerns.



Source: <http://www.transport.vic.gov.au>

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