

Moonee Valley Insight

OCTOBER 2010

Welcome

This is the fifth 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:

- > Population
- > Household Survey
- > Environment
- > Building
- > Gambling
- > Crime



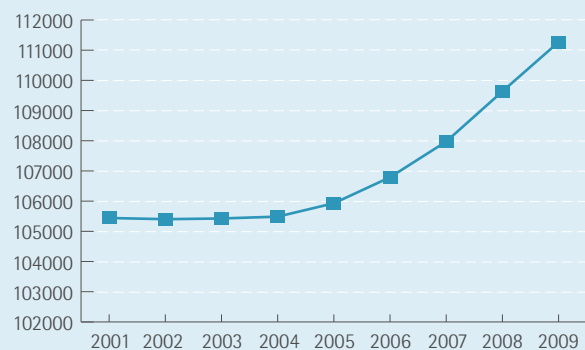
If you would like any further information on Moonee Valley Insight, please contact Bridget Schajermann, Strategic Research Analyst on 9243 8814 or email bschajermann@mvcc.vic.gov.au

Estimated residential population

The most recent estimate of the population of the City of Moonee Valley as at 30 June 2009 is 111,268. This was an increase of 1.49 per cent on the previous year.

Changes in population over time

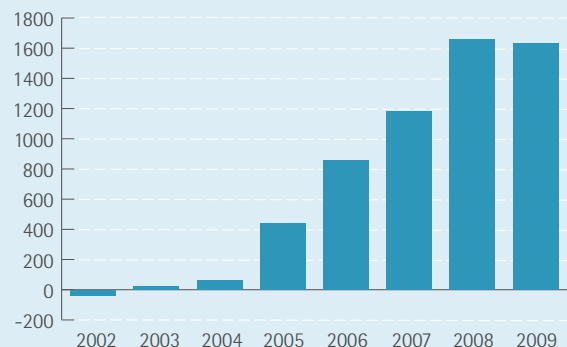
According to the estimated residential population as published by the ABS, the population of Moonee Valley increased by 5,826 residents from 2001 to 2009.



Source: Australian Bureau of Statistics, Cat. No. 3235.0 - Population by Age and Sex, Regions of Australia, 2007

Estimated increase in population on the previous year

The last two years saw the greatest population increases. There was an estimated increase of 1,633 residents between 2008 and 2009 and an increase of 1,661 residents between 2007 and 2008.



Source: Australian Bureau of Statistics, Cat. No. 3235.0 - Population by Age and Sex, Regions of Australia, 2007

9243 8888

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 City of
Moonee Valley

Moonee Valley Annual Household Survey

In both 2009 and 2010, Moonee Valley City Council has conducted a household survey. This survey is used to assist in determining current and future use of services. It also helps in ascertaining any changes in demographics in between Census years.

The Moonee Valley Household Survey 2010 was a self completion questionnaire. It was distributed using a drop-off and pick-up

methodology. A total of 727 surveys were completed representing 1,881 individuals.

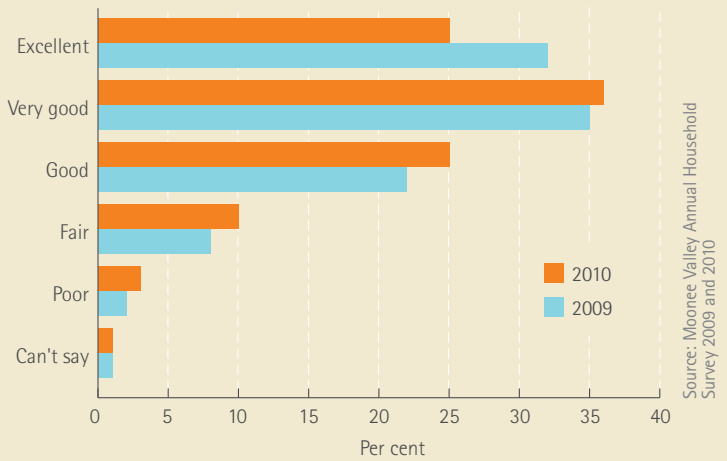
It is worth noting when looking at the results that when compared with the Census, there were a lower proportion of residents aged between 5 and 12 years. There were also fewer non-English speakers within the sample. All other demographics were similar.

Health level

Residents were asked to self rate their health. The proportion of residents who indicated their health level was excellent declined from 32 per cent in 2009 to 25 per cent in 2010.

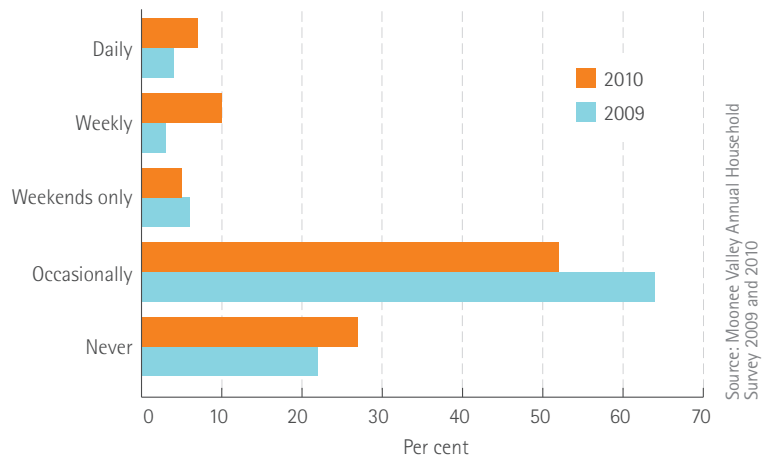
When asked what sporting activities they participated in, residents were most likely to walk (53%), swim (20%) or go to the gym (20%). However, these all declined slightly on the previous year.

Leisure activities were most likely sedentary with watching television (70%), listening to music (60%) or using a computer or the internet (47%) coming out on top.



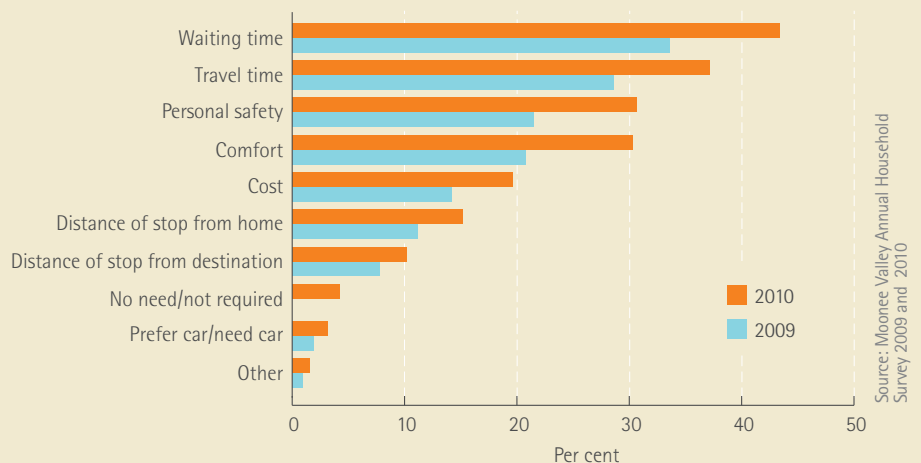
Public transport use

Over half (52%) of residents in 2010 indicated they caught public transport occasionally for non-work related journeys, declining from 64 per cent in 2009. There was an increase from 2009 in the proportion of residents who caught public transport either weekly (from 3% to 10%) or daily (from 4% to 7%). However, there was also an increase in the proportion of residents who indicated they never caught public transport (from 22% to 27%).



Aspects discouraging public transport use

There was an increase in a number of factors discouraging public transport use from 2009 to 2010. The most common cited reasons deterring use were waiting time, travel time and personal safety.



Bicycle ownership and usage

Residents who owned a bicycle were likely to most often use this occasionally, accounting for 54 per cent of all bicycle owners. Around 15 per cent of residents who owned a bicycle never used it.

Base: All Answering	2009 (n=1769)	2010 (n=1669)
Own a bicycle	55.1%	45.6%
Don't own a bicycle	44.9%	54.4%
Base: Own a bicycle	2010 (n=806)	
Daily	-	7.4%
Weekly	-	23.6%
Occasionally	-	54.3%
Never	-	14.8%

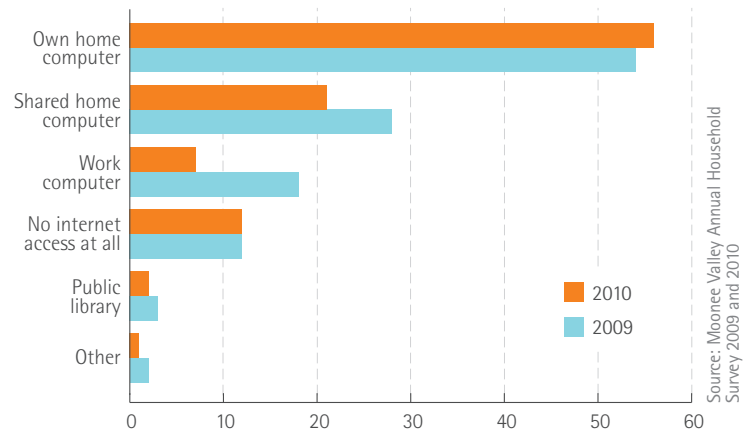
Source: Moonee Valley Annual Household Survey 2009 and 2010

Disability

12 per cent of residents indicated they had a disability. The severity of this disability was not determined. The disability was most likely to be physical, followed by a hearing impairment or a mobility difficulty. While 41 per cent of those surveyed indicated they need disability assistance now, 61 per cent indicated they would need it in the next three to five years.

Internet access

Over half (56%) of residents surveyed indicated that they accessed the internet via their own home computer. In both the 2009 and 2010 household survey, 12 per cent of residents indicated they didn't have access to the internet at all. Of those who access the internet, around two thirds (67%) indicated they access the internet daily.



Source: Moonee Valley Annual Household Survey 2009 and 2010

Shopping localities

Households were asked where they most often did their shopping from daily needs (eg. bread and milk) through to larger household goods. Perhaps not surprisingly, it was found that households most often did their grocery shopping within the local area. Households most often shopped for clothing and accessories at Highpoint, Puckle Street or DFO and most frequently dined out in Keilor Road Niddrie or the CBD.

	Grocery shopping		
	1st	2nd	3rd
Reside in: Flemington/Travancore (n=45)	Racecourse Rd (89%)	Puckle St (40%)	Victoria Market (36%)
Ascot Vale (n=17*)	Union Road (24%)	Highpoint (24%)	Rose Street (18%)
Moonee Ponds (n=66)	Puckle St (77%)	Victoria Market (29%)	Union Road (18%)
Aberfeldie (n=55)	Puckle St (56%)	Keilor Rd Niddrie (31%)	Milleara Mall (18%)
Essendon/Essendon North (n=57)	Nth Essendon Village (42%)	Keilor Rd Niddrie (35%)	Puckle St (35%)
Niddrie/Essendon West (n=64)	Keilor Rd Niddrie (86%)	Westfield (38%)	Essendon Fields (28%)
Avondale Heights (n=72)	Milleara Mall (92%)	Highpoint (26%)	Keilor Rd Niddrie (14%)
Keilor East (n=83)	Milleara Mall (74%)	Keilor Rd Niddrie (30%)	Westfield (20%)
Airport West (n=94)	Westfield (76%)	Keilor Rd Niddrie (30%)	Essendon Fields (25%)
Strathmore/Strathmore Heights (n=53)	Westfield (45%)	Essendon Fields (36%)	Nth Essendon Village & Keilor Rd Niddrie (32%)

*Small sample size

Daily needs	Similar pattern to grocery shopping
Clothing, accessories and smaller household goods	Highpoint, Puckle Street, DFO, Westfield, CBD
Larger household goods	Highpoint, DFO
Dining out/entertainment	Keilor Rd Niddrie, CBD, Lygon St, Puckle St, Highpoint

Source for both tables: Moonee Valley Annual Household Survey 2009 and 2010

Focus on the environment

Moonee Valley City Council has been actively promoting a number of environmental initiatives in recent years and residents, businesses and community groups have been keen to take up these initiatives.

Solar panels

Across the City of Moonee Valley, there are around 180 households who have installed solar panels, saving well over 350 tonnes of greenhouse gas emissions.

These properties are dotted across the Municipality.

Water use in Moonee Valley

Water use in Moonee Valley was compared for both Council and within the community from 2001–02 and 2008–09. It was found that there was a 43 per cent reduction in the water use by Council and an 11 per cent reduction within the community.

	2001/02	2008/09	Comments
Council – 43% reduction	374 ML/ year	214 ML/ year	Council's largest water use is parks and open space. Significant savings have been achieved through reduced watering resulting from water restrictions and the transfer to warm season grasses. In buildings, Council is continuing to install rainwater tanks plumbed to toilets and water efficient fittings.
Community – 11% reduction	11,018 ML/ year or 224 L/d/ person	9790 ML/ year or 207L/d/ person	Community water conservation is achieved through a range of measures including water efficiency, water harvesting and reuse and water restrictions.

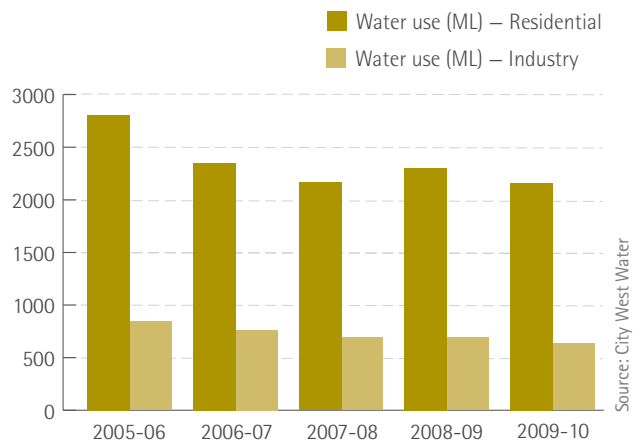
Clean Up Australia Day

Positively, both the number of sites and volunteers for Clean Up Australia Day in the City of Moonee Valley increased in 2010.

In 2009 there were 12 sites (7 community and 5 schools) and in 2010 there were 20 sites (11 community and 9 schools). The estimated number of volunteers increased from 1,560 in 2009 to 2,230 in 2010.

Moonee Valley Q2

Water consumption for both residential and industry in the City of Moonee Valley declined in 2009–10. This followed on from a small increase in the residential water consumption for this quarter in the previous year.



Green Precinct Moonee Ponds

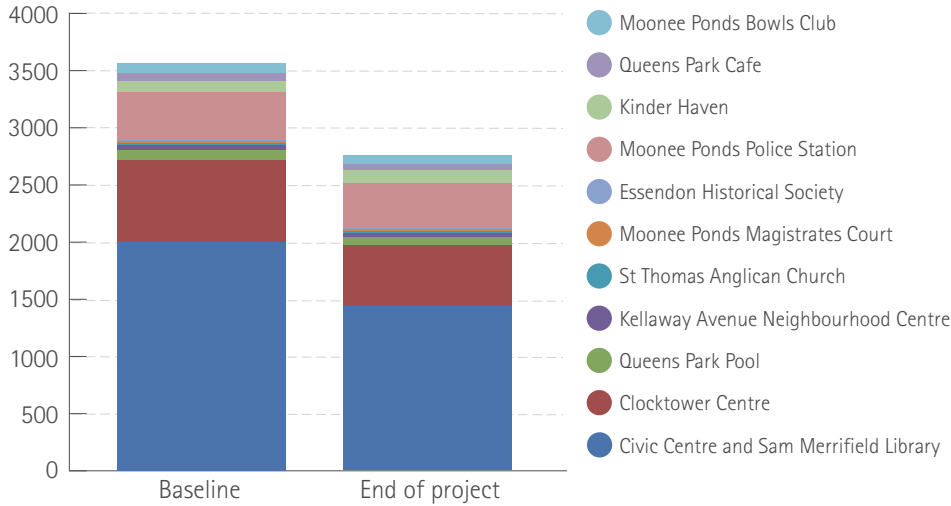
The recently completed Green Precinct Project achieved great environmental results via the collective efforts of local businesses, community organisations and local government. The project was funded by the Sustainability Fund.

The Green Precinct has applied an active learning by example approach that connects with neighbouring businesses to reduce their resource consumption, raise staff awareness and embed sustainability into corporate culture.

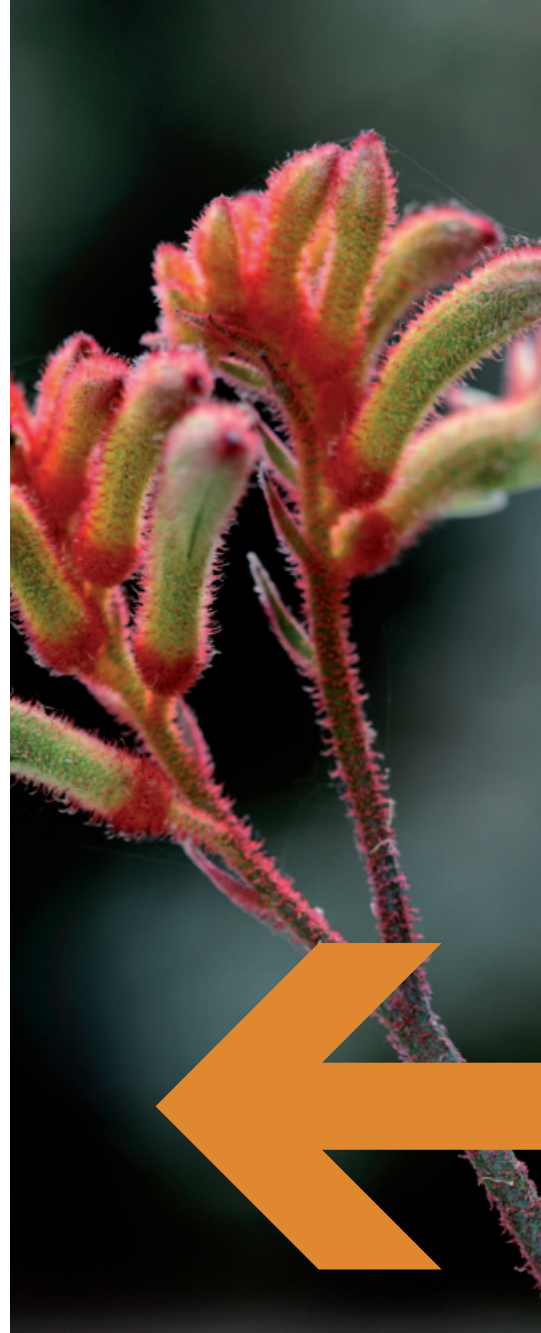
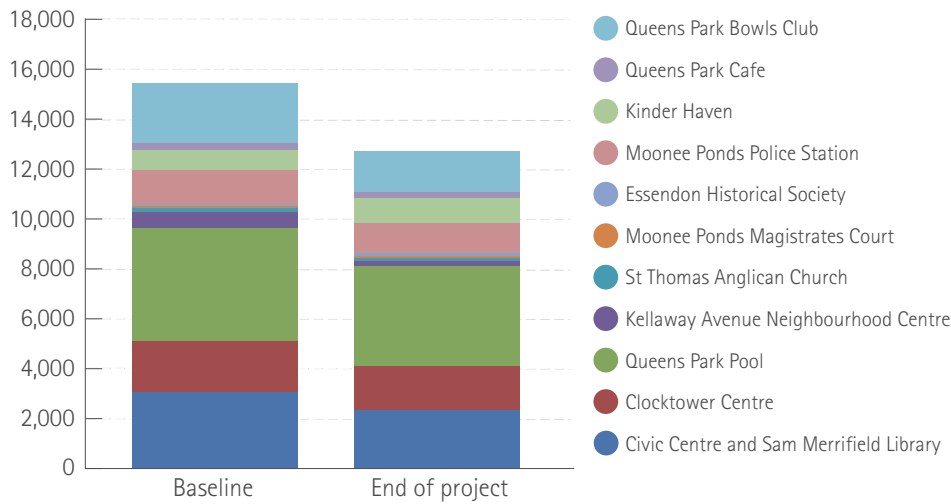
The environmental achievements of the Green Precinct Project have included:

- **Greenhouse**
24 per cent saving achieved (832 tonnes of greenhouse emissions saved)
- **Water**
20 per cent saving achieved (three megalitres of water saved)
- **Waste**
100 per cent increase in recycling (preventing 48% of recyclables from entering landfill)
- **Sustainable transport**
increased options available (bike racks, car share, and green travel plans)
- **Biodiversity**
3.8 per cent increase in improved habitat area (41,000m² now with improved habitat)

Greenhouse emissions by building before and at the end of the project



Water use by building before and at the end of the project



Disposable cups

- Australia uses and disposes of 500 million disposable cups per year
- Paper cups take up to 50 years to degrade
- Plastic cups can take over a 1,000 years to degrade

Through the Green Precinct Project, 203 reusable cups were provided to Green Precinct members. This has the potential to save more than 10,000 disposable cups over the year.

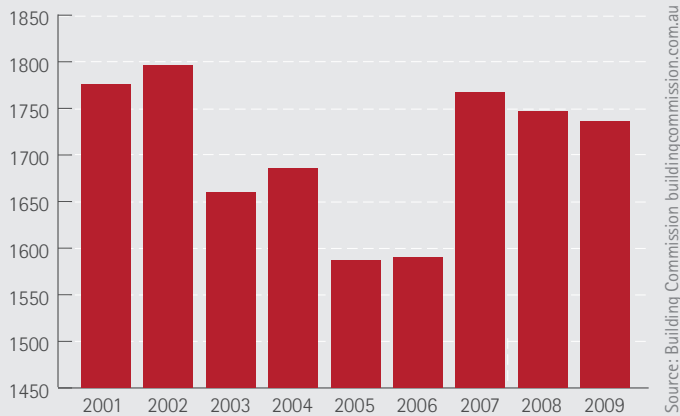
CUPS of coffee per week	PAPER CUPS avoided each year if you bring your own cup	KGS OF WOODPULP avoided if you bring your own cup	GRAMS OF PLASTIC avoided if you bring your own cup
1	52	1.4	140
5	260	7	700
10	520	14	1400

Source: keepcup.com.au/calculator

Building approvals

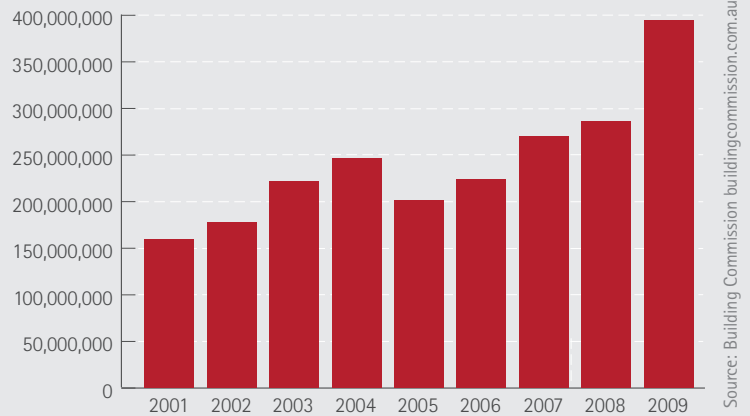
Annually, the number of building permits issued has remained relatively consistent from 2001 to 2009. The greatest number of permits issued on an annual basis over this time period was 1,796 in 2002, with the lowest number being 1,590 in 2005.

Building permits issued annually 2001–2009



Despite the number of permits issued for building approvals remaining consistent over the period from 2001 to 2009, the total value of these approvals increased substantially in 2009, from over \$258 million in 2008 to \$394 million in 2009.

Annual value of building approvals 2001–2009



Housing

Property prices – houses

There was an increase in the median house price across all suburbs listed within Moonee Valley from March 2010 to June 2010. The greatest quarterly increases were in Niddrie (25.6%) followed by Airport West (20.8%). Annually, the greatest increase was in Niddrie (58.0%).

	Jun-10	Mar-10	Jun-09	Quarterly change %	Annual change %
Aberfeldie	NA	NA	NA	NA	NA
Airport West*	\$641,000	\$530,553	\$444,000	20.8	44.4
Ascot Vale	\$750,000	\$750,000	\$618,000	0.0	21.4
Avondale Heights*	\$615,000	\$552,000	\$440,000	11.4	39.8
Essendon North	NA	NA	NA	NA	NA
Essendon West	NA	NA	NA	NA	NA
Essendon	\$1,005,000	\$945,000	\$790,000	6.3	27.2
Flemington*	\$728,000	NA	\$275,000	NA	19.3
Keilor East	\$605,500	\$602,500	\$442,500	0.5	36.8
Moonee Ponds	\$915,500	\$850,000	\$615,000	7.7	40.6
Niddrie*	\$820,000	\$652,750	\$519,000	25.6	58.0
Strathmore*	\$897,500	\$872,500	\$706,000	2.9	27.1
Strathmore Heights	NA	NA	NA	NA	NA
Travancore	NA	NA	NA	NA	NA

NA insufficient sales recorded for the period | *less than 30 sales recorded for the period | Source: reiv.com.au and REIV Property Update

Property prices – units/apartments

While it is worth noting that few suburbs recorded sufficient sales over the period to record a median price, of suburbs which recorded a median, the greatest quarterly increase was in Ascot Vale (44.4%). The greatest annual increases were in Ascot Vale (63.8%) and Niddrie (63.0%).

	Jun-10	Mar-10	Jun-09	Quarterly change %	Annual change %
Aberfeldie	NA	NA	NA	NA	NA
Airport West*	\$470,000	\$441,000	\$396,000	6.6	18.7
Ascot Vale	\$617,500	\$427,500	\$377,000	44.4	63.8
Avondale Heights*	NA	NA	NA	NA	NA
Essendon North*	\$457,000	NA	NA	NA	NA
Essendon West	NA	NA	NA	NA	NA
Essendon	\$455,500	\$522,500	\$371,625	-12.8	22.6
Flemington*	NA	NA	NA	NA	NA
Keilor East	\$586,000	\$542,000	NA	8.1	NA
Moonee Ponds	\$502,000	\$440,500	\$395,500	14.0	26.9
Niddrie*	\$645,250	\$694,500	\$395,750	-7.1	63.0
Strathmore*	NA	NA	NA	NA	NA
Strathmore Heights	NA	NA	NA	NA	NA
Travancore	NA	NA	NA	NA	NA

NA insufficient sales recorded for the period | *less than 30 sales recorded for the period | Source: reiv.com.au and REIV Property Update

Median weekly rental prices

Since 2008, while the median rental price for a one bedroom flat has remained relatively unchanged, there have been increases in the median rental price across the other dwelling types. The greatest of these being a \$50 increase in three bedroom houses from Q1 2008 to Q1 2010.

A total of 13 or two per cent of dwellings for rent in the December quarter could be considered affordable.

Looking at individual suburbs, the median weekly rental price for a two bedroom flat in Essendon was \$295, while in Moonee Ponds-Ascot Vale this was \$315. For a 3 bedroom house the median rental price was \$330 in both Essendon and Moonee Ponds-Ascot Vale.

	2008				2009				2010
	Q1 (\$)	Q2 (\$)	Q3 (\$)	Q4 (\$)	Q1 (\$)	Q2 (\$)	Q3 (\$)	Q4 (\$)	Q1 (\$)
1 Bedroom flat	200	220	210	225	220	230	230	240	230
2 Bedroom flat	275	300	285	300	295	300	300	315	320
2 Bedroom house	330	328	340	330	350	348	340	370	360
3 Bedroom house	320	338	320	340	360	350	358	360	370

Source: Department of Human Services, Victoria housing.vic.gov.au

Gambling in Moonee Valley in 2010

Across the City of Moonee Valley in 2010 there are 11 venues which have a total of 746 Electronic Gaming Machines (EGMs). This number remains unchanged from 2009.

Total gaming expenditure in 2009-10 declined from the previous year to \$75,473,013.36 from \$79,133,168.16 in 2008-09. Moonee Valley has a higher number of EGMs per 1,000 residents, at 6.87 compared with both Metropolitan Melbourne and Victoria.

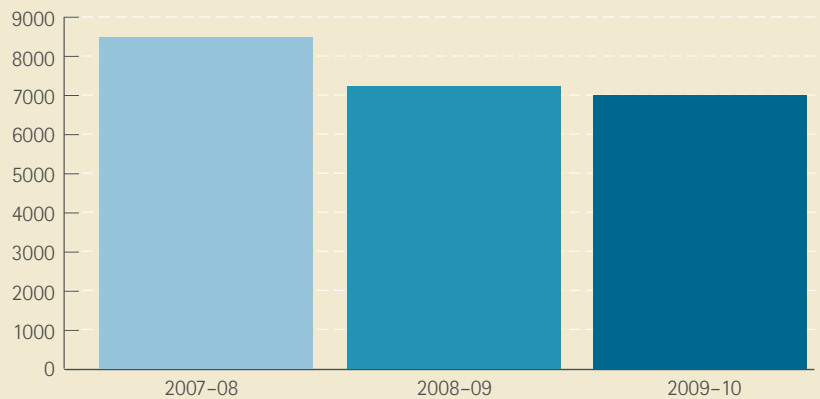
Venue	No of EGMs
Cross Keys Hotel	40
Essendon Football & Community Sporting Club	100
Junction Tabaret	80
Keilor East RSL	25
Lincolnshire Arms Hotel	38
Moonee Valley Legends	105
Newmarket Haven	68
North Suburban Sports Club	50
Royal Hotel (Essendon)	70
Skyways Taverner	100
Waterloo Cup Hotel	70

Source: Victorian Commission for Gambling Regulation vcgr.vic.gov.au

Annual crime statistics

Data released by Victoria Police shows a decline of 3.9 per cent in the total number of offences recorded in 2009-10 compared with 2008-09. This follows on from a decline of 14.3 per cent in the previous year. Looking at rates per 100,000 residents, these declines were even higher at 5.3 per cent from 2008-09 to 2009-10, following on from 15.4 per cent for the previous year.

Annual crime figures



Source: Victoria Police Media Release, Offences recorded by LGA – Moonee Valley police.vic.gov.au

Moonee Valley Language Line

عربي	Arabic	9280 0738	Ελληνικά	Greek	9280 0741	Español	Spanish	9280 0744
中文	Cantonese	9280 0739	Italiano	Italian	9280 0742	Türkçe	Turkish	9280 0745
Hrvatski	Croatian	9280 0740	Somali	Somali	9280 0743	Việt-ngữ	Vietnamese	9280 0746

All other languages 9280 0747

Hearing Assistance 133 677

Moonee Valley City Council

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