

# **Boroondara Economic Development Strategy Context Report**

This document contains:

- A list of relevant local, state, federal and international policies, strategies and frameworks which guide and inform the Boroondara Economic Development Strategy
- Background information on Boroondara's:
  - Economy, including economic profile, and economic specialisations, as well as profiles on business and industry, visitor economy and employment
  - Demographic profile, including key population, housing and dwelling, age and socio-economic indicators.

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## Relevant Policy Documents

### Local context

Document	Summary
<b>Arts Plan (2015-2018)</b>	<p>The Boroondara Arts Plan was developed with the vision “<i>Boroondara is the home for vibrant and engaging arts experiences for all residents in order to enrich the lives of the Boroondara community.</i>”</p> <p>This is supported through the following themes, which will be considered to support future economic development objectives:</p> <ul style="list-style-type: none"> <li>• <b>Presentation:</b> the development and presentation of Council’s curated arts programs in its cultural venues, outdoor spaces and non-traditional venues</li> <li>• <b>Participation and accessibility:</b> support for the community to achieve its arts participation goals, whether through Council-run activities or self-organisation</li> <li>• <b>Venue management:</b> the effective management of Council’s cultural facilities</li> <li>• <b>Support and development:</b> community cultural development and education programs, as well as support for artists in the Boroondara community</li> <li>• <b>Communication:</b> promoting Council’s venues and programs and driving the marketing and promotions planning and delivery to the Boroondara community</li> <li>• <b>Advocacy:</b> effective and relevant support for local creative industries.</li> </ul>
<b>Climate Action Plan (2021)</b>	<p>This enables Council to respond to the threat climate change poses to the environment, the health and wellbeing of the community and to the quality of life of current and future generations. The aims of the Plan are for Council to be net carbon neutral by 2022 and for Boroondara to be net carbon neutral by 2035. The actions to achieve these targets – which will be supported by the recommendations of this report – are summarised in the Plan under the following five key themes:</p> <ul style="list-style-type: none"> <li>• Energy efficiency and renewable energy</li> <li>• Biodiversity and trees</li> <li>• Water and waterways</li> <li>• Transport</li> <li>• Circular economy (waste).</li> </ul>

Document	Summary
<b>Placemaking Framework (2019)</b>	<p>This document outlines the approach to improving public spaces. This will influence the future utilisation of Boroondara’s key activity centres and shopping precincts, which are critical to economic activity and job creation. The Framework defines placemaking as “<i>the re-imagining and activation of spaces to create vibrant, memorable and social places and precincts where people feel a sense of belonging</i>”. The principles to guide placemaking, listed below, will guide future investment in key precincts and economic development recommendations:</p> <ul style="list-style-type: none"> <li>• Listen to the community</li> <li>• Collaborate with the community and key stakeholders</li> <li>• Create a culture of possibilities</li> <li>• Celebrate what makes a place unique</li> <li>• Be future focussed</li> <li>• Start by doing.</li> </ul>
<b>Revitalising Glenferrie: Glenferrie Road Place Plan (2021) (draft)</b>	<p>The draft Glenferrie Road Place Plan (another key project borne out of the placemaking framework), sets out the vision for the future of the Glenferrie precinct, including cultural, economic and public realm initiatives, to ensure it continues to thrive in the future and delivered positive economic outcomes.</p> <p>The guiding principles underlying the future of this precinct are as follows:</p> <ul style="list-style-type: none"> <li>• People-focussed streets</li> <li>• Lively local economy</li> <li>• Green at heart</li> <li>• Vibrant public spaces</li> <li>• Sustainable access</li> <li>• Distinctive Glenferrie.</li> </ul>

Document	Summary
<b>Revitalising Maling Road: Maling Road Place Plan (2020)</b>	<p>The Maling Road Place Plan (another key project resulting out of the placemaking framework) will provide a range of public realm, economic, cultural and transport initiatives to revitalise the precinct's economy and community. The following principles support the key projects to activate this precinct, which will inform future economic development recommendations:</p> <ul style="list-style-type: none"> <li>• Enhance and maintain the heritage character to reinforce the existing sense of place, history and community</li> <li>• Foster business diversity and extended trading hours catering to a wider range of visitors at different times</li> <li>• Revitalise theatre place and underutilised laneways as playful and vibrant public spaces that will attract visitors and host community events</li> <li>• Improve the walkability and amenity of the street with generous footpaths and public spaces, safe crossings, places to sit and greenery which shades the street</li> <li>• Optimise the precinct's accessibility to visitors of all ages and modes of travel including walking, cycling, car and public transport.</li> </ul>
<b>Camberwell Junction Structure and Place Plan</b>	<p>The draft Camberwell Junction Structure and Place Plan (another key project resulting out of the placemaking framework) will guide key projects to revitalise the precinct, which will inform future economic development recommendations. The following key principles support key projects to activate the precinct:</p> <ul style="list-style-type: none"> <li>• Promoting a robust and diverse economy</li> <li>• Expanding living opportunities</li> <li>• Designing a high-quality precinct</li> <li>• Creating spaces for people</li> <li>• Connecting Camberwell</li> <li>• Sustainability.</li> </ul>
<b>Shopping Centre Improvement Plan (2011)</b>	<p>The Shopping Centre Improvement Plan was developed to provide a strategic approach to the improvements to shopping centres in Boroondara (a key social and economic asset), which will influence local consumption and economic activity in Boroondara. A plan for each shopping centre was prepared to outline any issues and opportunities for improvement, which were prioritised based on both the existing condition of the shopping centre (i.e., the existence or lack of basic elements), as well as the size of the shopping centre.</p>

Document	Summary
<b>Add life to your years – Healthy Ageing in Boroondara (2019)</b>	This is Council's plan for ensuring Boroondara is an age-friendly city which recognises and celebrates the integral role of older adults in the community, which includes a set of actions designed to improve age-friendliness in the City and will influence future infrastructure investment and service delivery (to be considered as part of the Economic Development and Tourism Strategy).
<b>Children and Young People Action Plan (2021)</b>	<p>This document provides strategic direction for Council to support the needs and aspirations of children, young people and their families who live, work and study in Boroondara.</p> <p>The vision of the Plan is to create <i>"a city where children and young people are valued, happy, healthy, safe and empowered to actively participate in our community"</i>. This will also influence future service provision and infrastructure funding, which is a key aspect of economic development.</p>
<b>Disability Action Plan (2018-2022)</b>	This plan aims to guide Council's actions to ensure people with a disability are able to participate in all aspects of community life. The goal is to <i>"enable people with a disability to fulfil their potential as equal citizens by improving access and reducing barriers to participation in social, built, economic and natural places, services and activities"</i> .
<b>Multicultural Action Plan (2019-2023)</b>	This outlines Council's commitment to supporting, promoting and celebrating the increasingly culturally diverse population in Boroondara. This will help inform economic development as eradicating barriers will increase social inclusion, improve employment access and enable business growth and development for all residents.
<b>Boroondara Planning Scheme - Local policies</b>	<p>Clauses 11 and 17 contain the most relevant local planning policies, including on:</p> <ul style="list-style-type: none"> <li>• Camberwell Junction Major Activity Centre</li> <li>• Hawthorn–Glenferrie Road Major Activity Centre</li> <li>• Kew Junction Major Activity Centre</li> <li>• Neighbourhood centres, local centres, commercial corridors</li> <li>• Out-of-centre use and development.</li> </ul>
<b>Boroondara Housing Strategy 2015</b>	<p>The Boroondara Housing Strategy outlines current and future housing needs to the year 2031, based on demographic trends and existing capacity.</p> <p>The strategy addresses neighbourhood character and heritage protection, while enabling appropriate housing development within firm design guidelines.</p>

Document	Summary
<b>Boroondara Neighbourhood Centres and Commercial Corridor Guidelines 2014</b>	<p>The Neighbourhood Centres and Commercial Corridor Guidelines (2014) detail mandatory maximum building heights, mandatory street wall heights, and preferred minimum upper-storey building setbacks to protect character and guide appropriate development in our retail and commercial precincts.</p> <p>These guidelines have been translated into the Boroondara Planning Scheme through Design and Development Overlay 16, Design and Development Overlay 17 and Neighbourhood Centres and Commercial Corridors Urban Design Policy (Clause 22.06)-external site.</p>
<b>Boroondara Open Space Strategy 2013</b>	<p>The Boroondara Open Space Strategy describes the ways we manage our network of public open spaces. The strategy extends from 2013 to 2026 and contains suburb-by-suburb open space programs.</p> <p>It responds to the community's priorities, including biodiversity maintenance, protecting cultural heritage, and promoting health and wellbeing, while protecting open space for the future.</p>
<b>Boroondara Planning Scheme - Regional policies</b>	<p>Clauses 11 and 17 contain the relevant regional planning policies, which for Boroondara relate to Metropolitan Melbourne, and also the Inner South East Metro region.</p>
<b>Boroondara Planning Scheme - State policies</b>	<p>Clauses 11 and 17 contain the most relevant state planning policies, including:</p> <ul style="list-style-type: none"> <li>• Clause 11.03 - Planning for Places</li> <li>• Clause 17.01 - Employment</li> <li>• Clause 17.02 - Commercial</li> <li>• Clause 17.03 - Industry</li> <li>• Clause 17.04 - Tourism.</li> </ul> <p>The State government also sets the head clauses for the zone and overlay controls available to use in the Boroondara Planning Scheme, shaping the tools that Council can use to guide land use and development.</p>

## Regional context

Document	Summary
<b>Inner Metropolitan Melbourne Local Jobs Plan (2020)</b>	<p>The Inner Metropolitan Melbourne Local Jobs Plan identifies the key priorities for the Inner Metropolitan Region of Melbourne, with a focus on creating employment opportunities, meeting local employer demand and better skilling local job seekers. The following local priorities for the partnership region were identified in the document:</p> <ul style="list-style-type: none"> <li>• maximising the benefits of existing Australian and Victorian government programs to create pathways into growth industries</li> <li>• brokering opportunities for skill development and employment, across all sectors, particularly skills in demand and ensuring apprenticeship and traineeship positions are filled</li> <li>• maximising the extent to which local positions are filled by local job seekers, including through ensuring local jobseekers are skilled to meet the needs of employers</li> <li>• reducing the labour market disadvantage of Youth, Culturally and Linguistically Diverse (CALD), Mature Aged and Indigenous Australians in the region</li> <li>• strengthening existing micro businesses and supporting pathways to self-employment through the New Enterprise Incentive Scheme (NEIS).</li> </ul>
<b>Metropolitan Partnerships – COVID-19 Recovery (2021)</b>	<p>The 2020-21 Metropolitan Partnership Development Fund projects will assist Melbourne's suburbs to recover from the impacts of the COVID-19 pandemic. Funding of \$250,000 will be allocated to each of the six Metropolitan Partnerships for nominated projects.</p>
<b>Inner Metropolitan Partnership Priorities (2017)</b>	<p>The Inner Metropolitan Partnership is an advisory group to the Victorian Government, established with the aim of encouraging local communities to engage directly with government and advise on the region's priorities. The Partnership's vision for the region is to harness the opportunities growth provides in a way that supports a strong economy, a sustainable future and greater social inclusion. The following priority outcomes were provided to the Victorian Government in 2017:</p> <ul style="list-style-type: none"> <li>• Rough sleeping and affordable housing: More support for those rough sleeping and increasing supply of affordable housing</li> <li>• Aboriginal children: Improve health and well-being, safety and educational outcomes for Aboriginal children</li> <li>• Innovation and creative economies: Retain and enhance places for local innovative and creative economies</li> <li>• Environment: Ensure environmental benefits and mitigating environmental impacts.</li> </ul>



Document	Summary
<b>Inner South East Metropolitan Land Use Framework Plan (2017-2050)</b>	<p>The Inner South East Metropolitan Land Use Framework Plan is an extension of Plan Melbourne 2017-2050, specific to the Inner South East Region. The plan outlines strategic directions for six themes:</p> <ul style="list-style-type: none"> <li>• Productivity</li> <li>• Housing</li> <li>• Integrated transport</li> <li>• Liveability</li> <li>• Strong communities</li> <li>• Sustainability and resilience.</li> </ul>
<b>Inner South East Metropolitan Partnership Regional Framework (2020)</b>	<p>The purpose of the Inner South East Partnership is to identify and align regional priorities in order to secure funding and drive collaborative action in the Inner South-East Metropolitan region. The four main objectives of the partnership, outlined in the framework are:</p> <ul style="list-style-type: none"> <li>• Affordable housing</li> <li>• Safe and reliable transport</li> <li>• Hubs attracting business and opportunities</li> <li>• A healthy environment with open spaces.</li> </ul>
<b>Inner South East Metropolitan Region: Five-year Plan for Jobs, Services and Infrastructure (2018-2023)</b>	<p>The Inner South East Metropolitan Region Five-year Plan will assist all levels of government and the region's communities to work together to identify local challenges and opportunities and develop new approaches to enhance liveability and prosperity. The following priority outcomes were provided by the Partnership to the Victorian Government in 2017:</p> <ul style="list-style-type: none"> <li>• <b>Environment and open space:</b> Increase the network of accessible public open space, supporting inclusive, vibrant and healthy neighbourhoods</li> <li>• <b>Economy, industry and jobs:</b> Encourage local employment hubs that support strong, local economies, fostering collaboration, innovation and education for small businesses to enable people and businesses to work flexibly, close to home</li> <li>• <b>Affordable and social housing:</b> Deliver the right mix of social and affordable housing through mandatory inclusionary zoning in new developments, and explore options for community housing developments</li> <li>• <b>Transport connectivity:</b> Improve the connectivity of all transport modes to cover sustainable, low-cost travel across the region, including north-south coverage, reducing the car dependency leading to associated health, environmental and economic problems.</li> </ul>

Document	Summary
<b>Melbourne East Regional Plan (2020)</b>	<p>The Melbourne East 2020 Regional Plan was developed for the purpose of managing economic development and population growth in Melbourne's Eastern Metropolitan Council areas. The six regional priorities to drive long term economic growth, as outlined in the plan, are:</p> <ul style="list-style-type: none"> <li>• <b>Investment attraction:</b> communicate the Melbourne East value proposition as Australia's premier lifestyle and business destination</li> <li>• <b>Accommodation:</b> extend the availability of suitable and affordable accommodation to meeting growing demand</li> <li>• <b>Precinct activation:</b> promote targeted place-based investment attraction which leverages existing strengths of activity centres, knowledge, health, research and development precinct</li> <li>• <b>Connectivity:</b> promote soft and hard infrastructure that supports and sustains jobs of the future, along with the liveability and amenity of the region</li> <li>• <b>Employability:</b> encourage work placements, internships, graduate placement and an employer culture which supports employee wellbeing</li> <li>• <b>Import replacement:</b> enable targeted high value import replacement (e.g., professional services currently imported into significant business precincts).</li> </ul>

## State Government context

Document	Summary
<b>Department of Jobs, Skills, Industry and Regions (DJSIR) Strategic Plan (2019-2023)</b>	<p>The DJSIR Strategic Plan is focused on growing Victoria's economy and ensuring it benefits all Victorians, with the aims to:</p> <ul style="list-style-type: none"> <li>• create and maintain jobs</li> <li>• foster a competitive business environment</li> <li>• be a globally connected economy</li> <li>• build prosperous and liveable regions and precincts</li> <li>• grow vibrant, active and creative communities</li> <li>• support the transition to a sustainable economy</li> <li>• facilitate shared economic prosperity</li> <li>• foster a fair and inclusive society.</li> </ul>
<b>DJSIR Visitor Economy Recovery and Reform Plan (2021)</b>	<p>This report was developed in response to COVID-19's significant negative economic impact on the Victorian visitor economy. The goal of the plan is for the industry to reach \$35 billion in annual visitor spend and generate 300,000 additional jobs by June 2024. The key themes identified in the plan as enablers of the visitor economy are:</p> <ul style="list-style-type: none"> <li>• Products and infrastructure</li> <li>• Industry strengthening</li> <li>• Destination marketing</li> <li>• Events</li> <li>• Strategic collaboration and planning</li> <li>• Data and insights.</li> </ul>
<b>Invest Victoria International Investment Strategy (2020)</b>	<p>Invest Victoria is the Victorian Government investment attraction agency, aiming to foster long term economic prosperity by enabling business opportunities and job creation for Victoria. The International Investment Strategy aims to attract global companies from emerging and growth industries that are crucial to the state's economy, with a particular focus on investments delivering the following:</p> <ul style="list-style-type: none"> <li>• facilitate energy transition to enable emissions reduction</li> <li>• enhance capability and capacity to deliver the major transport infrastructure agenda</li> <li>• introduce new waste management solutions</li> <li>• activate priority precincts and regions.</li> </ul>

Document	Summary
<b>Plan Melbourne (2017-2050)</b>	<p>Plan Melbourne is a long-term plan to accommodate Melbourne's future growth in population and employment. The following outcomes to drive Melbourne as a competitive, liveable and sustainable city are relevant to the City of Boroondara:</p> <ul style="list-style-type: none"> <li>• Melbourne is a productive city that attracts investment, supports innovation and creates jobs</li> <li>• Melbourne provides housing choice close to jobs and services</li> <li>• Melbourne has an integrated transport system that connects people to jobs and services and goods to market</li> <li>• Melbourne is a distinctive and liveable city with quality design and amenity</li> <li>• Melbourne is a city of inclusive, vibrant and healthy neighbourhoods</li> <li>• Melbourne is a sustainable and resilient city.</li> </ul> <p>Plan Melbourne nominates Camberwell Junction, Glenferrie-Hawthorn and Kew Junction as the City's Major Activity Centres.</p> <p>Plan Melbourne sets out to create a city of 20-minute neighbourhoods. The 20-minute neighbourhood concept is all about 'living locally' - giving people the ability to meet most of their everyday needs within a 20-minute walk, cycle or local public transport trip of their home.</p>
<b>Recycling Victoria: A New Economy (2020)</b>	<p>This is the Victorian Government's circular economy policy and 10-year action plan to deliver a cleaner, greener Victoria with less waste and pollution, better recycling, more jobs and a stronger economy. The following changes, which will influence future economic growth, are set to be implemented:</p> <ul style="list-style-type: none"> <li>• by 2030, a new recycling system will be standard for households across the state</li> <li>• by 2022–23, a container deposit scheme will be implemented so empty cans and bottles can be swapped for cash</li> <li>• \$100 million will be invested to strengthen Victoria's waste and recycling industry, aiming to grow the local industry, create local jobs and drive innovation and new technologies</li> <li>• the waste and recycling sector will be regulated as an essential service with a new waste and recycling Act and a waste authority, to put an end to illegal and unsafe storage and stockpiling of waste</li> <li>• single use plastics will be banned across Victoria by February 2023</li> <li>• the landfill levy will double.</li> </ul>

Document	Summary
<b>Victorian Budget 2022/23 Budget Paper 2: Strategy and Outlook</b>	<p>The Victorian Government's Strategy and Outlook paper for the 2022/23 budget outlines the economic and conditions and outlook for Victoria, nationally and globally and summarises The Victorian Government's budget position and outlook. The plan outlines state government initiatives for the 2022/23 financial year, relating to the following themes:</p> <ul style="list-style-type: none"> <li>• Pandemic Repair Plan</li> <li>• Education</li> <li>• Jobs</li> <li>• Supporting stronger communities, and</li> <li>• Better connected communities.</li> </ul>
<b>Victorian Visitor Economy Masterplan Directions Paper (2022)</b>	<p>The Victorian Government released a directions paper in 2022, providing a high-level summary of the vision, mission, and the strategic directions for Victoria's visitor economy to test with stakeholders and seek public feedback, prior to developing the final Visitor Economy Masterplan. The seven strategic directions for Victoria's visitor economy are listed below:</p> <ul style="list-style-type: none"> <li>• Draw people to Melbourne by building on its unique experiences and liveability, supporting its role as a gateway</li> <li>• Position Victoria as Australia's premier destination of choice for wellness travel</li> <li>• Curate a diverse range of arts and culture experiences across Victoria to create an all-encompassing 'living gallery'</li> <li>• Be led by Victoria's first peoples' communities to support distinctive and authentic first people's experiences</li> <li>• Deliver unique food and drink experiences to showcase Victoria's quality produce and provenance, and</li> <li>• Build on Victoria's one-of-a-kind expertise in delivering events.</li> </ul>
<b>Victoria's Mental Health and Wellbeing Workforce Strategy (2021-2024)</b>	<p>Victoria's Mental Health and Wellbeing Workforce Strategy was delivered in response to the Royal Commission into Victoria's Mental Health System. The strategy sets out a coordinated and strategic approach to deliver the diverse, skilled and multidisciplinary workforce require for Victoria's reformed mental health and wellbeing system and outlines four priority areas:</p> <ul style="list-style-type: none"> <li>• Building workforce supply</li> <li>• Building workforce skills, knowledge and capabilities</li> <li>• Supporting the safety, wellbeing and retention of the mental health and wellbeing workforce, and</li> <li>• Building system enablers for excellence in workforce.</li> </ul>

Document	Summary
<b>Victorian Department of Education and Training Strategic Plan (2021-2025)</b>	The Department of Education and Training's Strategic Plan outlines priorities and programs to support Victoria's economic and social recovery, and continue the progress of ambitious Education State reforms. A number of initiatives are underway or planned for the development of the education workforce and the improvement of early childhood, school and higher education delivery.
<b>Victoria's Infrastructure Strategy (2021-2051)</b>	<p>Infrastructure Victoria's 30 year Strategy aims to help Victoria address existing infrastructure pressures, emerge stronger from the COVID-19 pandemic and be prepared for the future, with goals to:</p> <ul style="list-style-type: none"> <li>• Prepare for population change</li> <li>• Foster healthy, safe and inclusive communities</li> <li>• Reduce disadvantage</li> <li>• Enable workforce participation</li> <li>• Lift productivity</li> <li>• Drive Victoria's changing, globally integrated economy</li> <li>• Promote sustainable production and consumption</li> <li>• Protect and enhance natural environments</li> <li>• Advance climate change mitigation and adaptation, and</li> <li>• Build resilience to shocks.</li> </ul>
<b>Creative State Strategy (2025)</b>	<p>Creative Victoria's, Creative State Strategy 2025 was developed with the vision of fostering <i>"a state where creative people ideas and enterprises thrive, and where everyone has equitable access to and benefits from a rich creative culture."</i> The following objectives are outlined to achieve this vision:</p> <ul style="list-style-type: none"> <li>• More and better job opportunities and pathways</li> <li>• Innovative creative products and experiences</li> <li>• Innovative creative products and experiences</li> <li>• Industry stability and growth</li> <li>• Equitable access to the creative industries, and</li> <li>• New audiences and markets.</li> </ul>

Document	Summary
<b>Victorian Skills Authority Victorian Skills Plan for 2022 into 2023</b>	<p>Victorian Skills Authority's Victorian Skills Plan for 2022 into 2023 provides a roadmap to ensure Victoria has a skilled workforce to perform the jobs of the future. The Plan provides an overview of the labour market to date, estimating Victoria will need an additional 373,000 workers across 13 key industries by 2025. The following State Government actions to address workforce shortages are outlined in the plan:</p> <ul style="list-style-type: none"> <li>• Start the VET journey at school</li> <li>• Enable learners and workers to make informed skilling and career choices</li> <li>• Expand opportunities and approaches for students to put theory into practice during their course</li> <li>• Build foundation skills to enhance workforce participation</li> <li>• Bridge the gender gap</li> <li>• Build skills to support Victoria's clean economy intentions</li> <li>• Create innovative solutions to support future skills development</li> <li>• Align qualifications to new needs</li> <li>• Build the VET Workforce</li> <li>• Expand reskilling and upskilling opportunities through skill sets, and</li> <li>• Drive for higher skills and progression through education and training.</li> </ul>

## Federal Government context

Document	Summary
<b>Australia 2030: Prosperity Through Innovation Strategy (2017)</b>	<p>This document plans for the sort of society and economy all Australians can aspire to by 2030. The Plan is underpinned by the following five strategic policy imperatives:</p> <ul style="list-style-type: none"> <li>• <b>Education:</b> respond to the changing nature of work by equipping all Australians with skills relevant to 2030</li> <li>• <b>Industry:</b> ensure Australia's ongoing prosperity by stimulating high-growth firms and raising productivity</li> <li>• <b>Government:</b> become a catalyst for innovation and be recognised as a global leader in innovative service delivery</li> <li>• <b>Research and development:</b> improve research and development effectiveness by increasing translation and commercialisation of research</li> <li>• <b>Culture and ambition:</b> enhance the national culture of innovation by launching ambitious National Missions.</li> </ul>
<b>Australia's Long Term Emissions Reduction Strategy (2021)</b>	<p>This outlines the Australian Government's plan to reduce greenhouse gas emissions to 26%-28% below 2005 levels by 2030. The plan involves four key strategic directions:</p> <ul style="list-style-type: none"> <li>• <b>Driving down technology costs:</b> accelerate the development of emerging technologies through The Technology Investment Roadmap</li> <li>• <b>Enabling deployment at scale:</b> building infrastructure, growing voluntary markets and providing finance and incentives</li> <li>• <b>Seizing opportunities in new and traditional markets:</b> Capitalise on the global shift to low emissions, while continuing to serve traditional markets</li> <li>• <b>Fostering global collaboration:</b> partnering and co-investing with other nations to accelerate innovation in low emissions technology and build resilience to climate impacts.</li> </ul>
<b>Australia's Tech Future (2018)</b>	<p>This document aims for all Australians to experience an enhanced quality of life and share in the opportunities of a growing, globally competitive modern economy, enabled by technology. The four key areas outlined are:</p> <ul style="list-style-type: none"> <li>• <b>People:</b> developing Australia's digital skills and leaving no one behind</li> <li>• <b>Services:</b> how government can better deliver digital services</li> <li>• <b>Digital assets:</b> building infrastructure and providing secure access to high-quality data</li> <li>• <b>The enabling environment:</b> maintaining our cyber security and reviewing our regulatory systems.</li> </ul>



Document	Summary
<b>Digital Transformation Strategy (2019)</b>	<p>The digital transformation strategy aims to deliver world leading digital services for the benefit for all Australians. The three strategic priorities to achieve this vision outlined in the document are a 'government that's easy to deal with', 'a government that's informed by you' and 'a government that's fit for the digital age'</p>
<b>Global Innovation Strategy (2016)</b>	<p>This strategy presents an integrated and coordinated approach to advance Australia's international industry, science and research collaboration. The strategy will support economic and science diplomacy efforts to:</p> <ul style="list-style-type: none"> <li>• foster, improve and promote international industry-research collaboration and whole of government global engagement, entrepreneurship, innovation, science and research</li> <li>• build strong research and business connections within the Asia-Pacific region</li> <li>• leverage Australian Government investment in international programmes to help foster and support a dynamic Australian innovation system.</li> </ul>
<b>National Waste Policy and Action Plan (2019)</b>	<p>This plan sets out targets and actions to guide investment and national efforts regarding waste management, recycling and resource recovery to 2030. This plan is underpinned by circular economy principles for waste and supports the implementation of better waste management plans by state and territory governments, local government, business and industry. National targets are as follows:</p> <ul style="list-style-type: none"> <li>• ban the export of waste plastic, paper, glass and tyres, commencing in the second half of 2020</li> <li>• reduce total waste generated in Australia by 10% per person by 2030</li> <li>• 80% average recovery rate from all waste streams by 2030</li> <li>• significantly increase the use of recycled content by governments and industry</li> <li>• phase out problematic and unnecessary plastics by 2025</li> <li>• halve the amount of organic waste sent to landfill by 2030</li> <li>• make comprehensive, economy-wide and timely data publicly available to support better consumer, investment and policy decisions.</li> </ul>

Document	Summary
<b>Smart Cities Plan (2016)</b>	<p>This sets out the Australian Government’s vision for our cities, and our plan for maximising their potential. It includes three innovative pillars that will help provide the relevant data to assist in strategic planning and investments:</p> <ul style="list-style-type: none"> <li>• Smart Investment</li> <li>• Smart Policy</li> <li>• Smart Technology.</li> </ul>
<b>Federal Government Budget 2022-23 Budget Paper 1: Strategy and Outlook</b>	<p>The Federal Budget Strategy and Outlook 2022/23 outlines the national and global economic and fiscal outlook, as well as the following budget priorities for the 2022/23 period:</p> <ul style="list-style-type: none"> <li>• Building a stronger and more productive economy</li> <li>• Helping Australians with cost of living pressures</li> <li>• Responding the floods in Queensland and New South Wales</li> <li>• Strengthening our regions and critical infrastructure</li> <li>• Guaranteeing essential services, and</li> <li>• Protecting our interests in an uncertain world.</li> </ul>
<b>Australian Jobs and Skills Summit Issue Paper (2022)</b>	<p>The Jobs and Skills Summit (the Summit) will bring together Australians, including unions, employers, civil society, and government, to discuss our shared economic challenges and propose both immediate and long-term solutions. The summit will cover five broad themes:</p> <ul style="list-style-type: none"> <li>• Maintaining full employment and growing productivity</li> <li>• Boosting job security and wages</li> <li>• Lifting participation and reducing barriers to employment</li> <li>• Delivering a high quality labour force through skills, training and migration, and</li> <li>• Maximising opportunities in the industries of the future.</li> </ul> <p>This Issues Paper outlines the labour market challenges associated with these five themes.</p>

Document	Summary
<b>National Reconstruction Fund (2022)</b>	<p>The National Reconstruction Fund 2022 will provide \$15 billion in finance for projects that diversify and transform Australia's industry and economy. The NRF aims to create more sustainable and high-value jobs for all Australians through targeted investments in the following priority areas:</p> <ul style="list-style-type: none"> <li>• renewables and low emissions technologies</li> <li>• medical science</li> <li>• transport</li> <li>• value-add in the agriculture, forestry and fisheries sectors</li> <li>• value-add in resources</li> <li>• defence capability</li> <li>• enabling capabilities.</li> </ul> <p>Expected outcomes of the NRF include assisting Australian industry move up the value chain to:</p> <ul style="list-style-type: none"> <li>• become more productive</li> <li>• take advantage of opportunities in a net zero economy</li> <li>• address supply chain vulnerabilities.</li> </ul>
<b>Thrive 2030: The Re-imagined Visitor Economy Strategy (2022-2030)</b>	<p>Thrive 2030 is a national strategy for Australia's visitor economy recovery and return to sustainable growth. The plan aims to boost the size of Australia's visitor economy to \$230 billion om 2030. The following policy priorities are outlined in the plan:</p> <ul style="list-style-type: none"> <li>• Deliver success through comprehensive collaboration</li> <li>• Improve data and insights;</li> <li>• Grow a secure and resilient workforce</li> <li>• Embrace leading edge business strategies</li> <li>• Enhance visitor infrastructure</li> <li>• Build markets and attract visitors, and</li> <li>• Grow unique and high quality products.</li> </ul>

## International context

The United Nations' Sustainable Development Goals (SDGs) were developed in 2015, forming a part of the UN's global development framework (which informs economic development). There are 17 SDGs intended to be achieved by 2030 and are each comprised of specific targets and indicators. These are listed below and have been considered in the development of the Boroondara Economic Development and Tourism Strategy.

1. **End poverty** in all its forms everywhere
2. **End hunger**, achieve food security and improved nutrition and promote sustainable agriculture
3. Promote **healthy lives** and promote well-being for all at all ages
4. Ensure inclusive and equitable **quality education** and promote lifelong learning opportunities for all
5. Achieve **gender equality** and empower all women and girls
6. Ensure availability and sustainable management of **water and sanitation** for all
7. Ensure access to **affordable, reliable, sustainable and modern energy** for all
8. Promoted sustained, inclusive and **sustainable economic growth**, full and productive employment and decent work for all
9. Build resilient **infrastructure**, promote inclusive and sustainable **industrialisation**, and foster **innovation**
10. **Reduce income inequality** within and among countries
11. **Sustainable cities**: Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure **sustainable consumption and production** patterns
13. Take urgent action to **combat climate change** and its impacts by regulating emissions and promoting developments in renewable energy
14. **Life below water**: Conserve and sustainably use oceans, seas and marine resources for sustainable development
15. **Life on land**: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably managed forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

16. Promote **peaceful and inclusive societies** for sustainable development, provide access to **justice** for all and build effective, accountable and **inclusive institutions** at all levels
17. Strengthen the means of implementation and revitalise the **global partnership** for sustainable development.

## **City of Boroondara Profile (2021)**

### **Note**

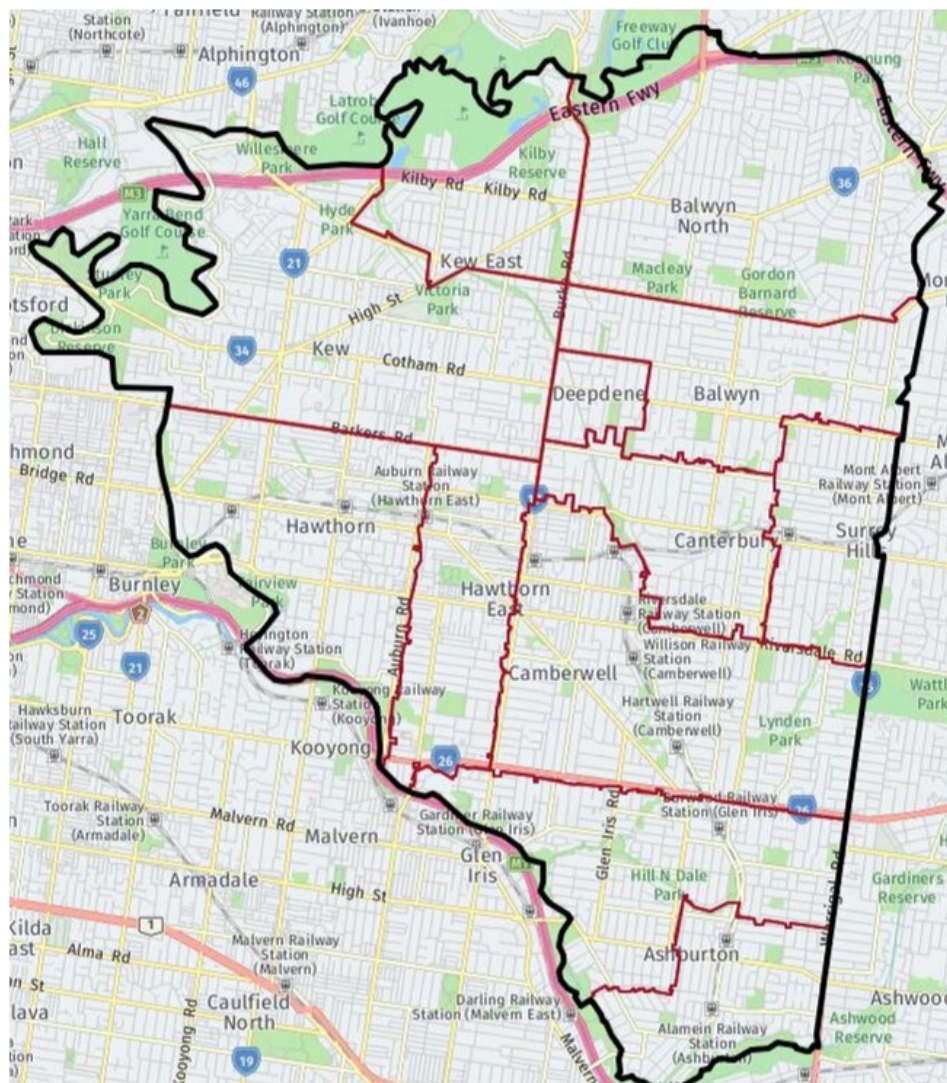
Some data included in this section has been compiled by Urban Enterprise from a combination of official sources of information including: REMPLAN, Economy ID, Australian Bureau of Statistics, Australian Business Register and Tourism Research Australia as well as Australia's leading economic modellers National Economics (NIEIR). The data presented reflects the most up-to-date information at the time of publication, which may vary by release date depending on the source.

## Our City

The City of Boroondara covers 60 square kilometres in Melbourne's inner east, close to the eastern edge of the CBD, across its 13 suburbs.

The City of Boroondara includes the suburbs of Ashburton, Balwyn, Balwyn North (part), Camberwell, Canterbury, Deepdene, Glen Iris (part), Hawthorn, Hawthorn East, Kew, Kew East, Mont Albert (part) and Surrey Hills (part).

*Figure 2: Boroondara's suburbs*



*Source: Id Consulting, City of Boroondara Economy ID, 2022, accessed 20 March 2023*

Balwyn North, Mont Albert and Surrey Hills are shared with the City of Whitehorse, Glen Iris is shared with the City of Stonnington.

It is a highly developed and affluent municipality, consisting of key infrastructure and services to support residents, as well as a rich history and heritage represented by historic landmarks, homes and parks. Boroondara's assets include green open spaces, shopping precincts, local markets and a well-served public transport

network (trains, buses and trams) that supports movements to and from the CBD, as well as nearby inner metropolitan suburbs.

The municipality is well-known for its educational services, particularly its large proportion of reputable private and public schools, making it one of the highest concentrated student areas in Victoria. This includes the main Swinburne University campus in Hawthorn, which is a key economic driver and community asset for Boroondara and promotes education, training and innovation outcomes.

Boroondara is, therefore, a highly desirable place to live, providing ample employment opportunities and lifestyle benefits including a diverse retail mix, a high-quality hospitality and entertainment offering, public open spaces, access to public transport and close proximity and connectivity to the CBD.



## **Our Precincts**

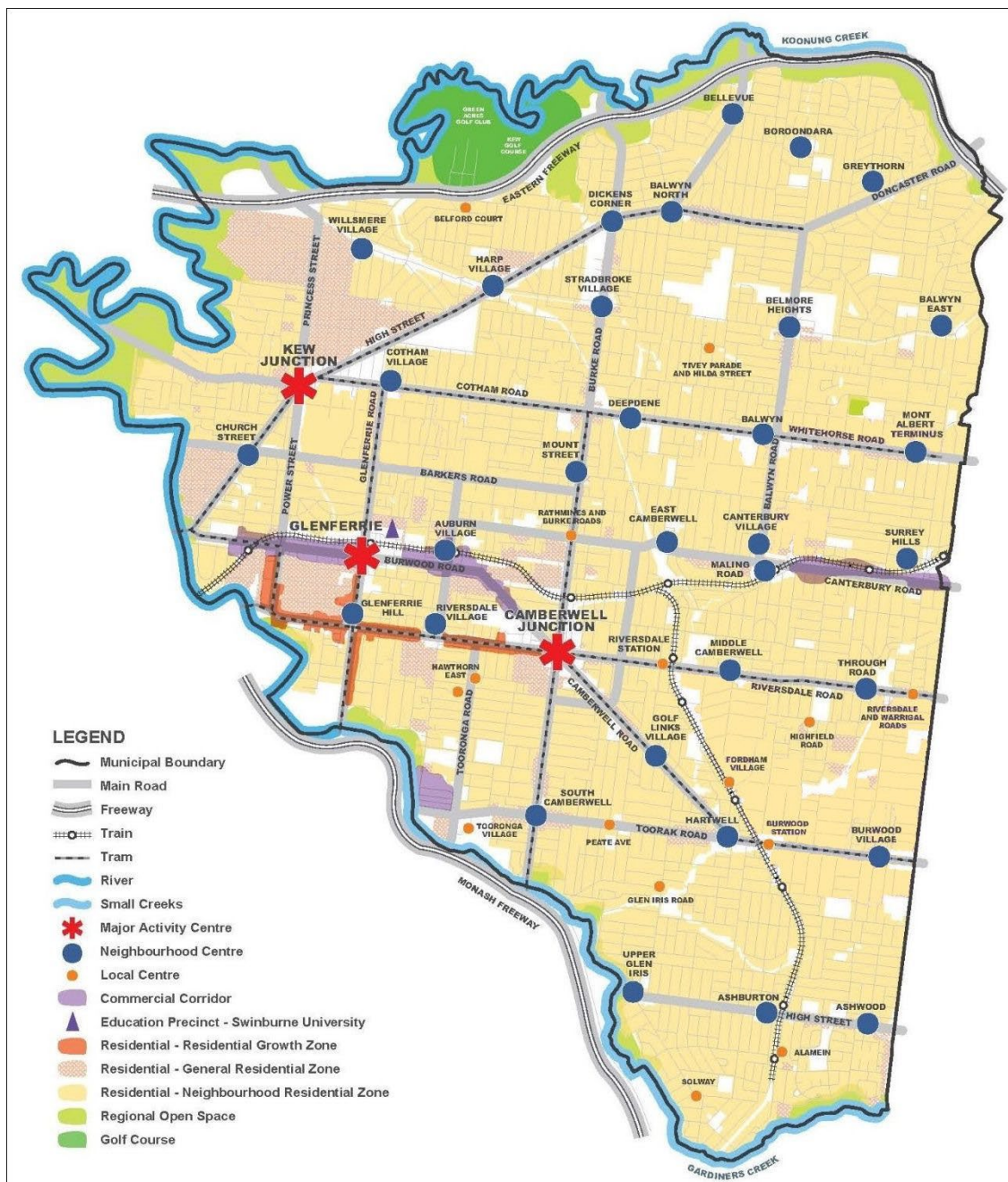
### *Economic and Employment Precincts*

Boroondara is renowned for its established activity centres and shopping precincts. With 53 shopping centres in total, they service both residents and visitors, supporting local consumer spend and providing local employment opportunities, primarily through retail, hospitality, professional services businesses and commercial office spaces. As such, they provide an important social, economic, environmental and infrastructure role for the municipality.

The municipality also includes key commercial corridors, health and education precincts that deliver needed services to residents and support economic activity and local employment. A visual representation of the major activity and neighbourhood centres, employment precincts and other key assets for Boroondara are illustrated in the Figure 3, below which includes:

- major activity and neighbourhood centres at Camberwell Junction, Glenferrie Road Hawthorn and Kew Junction, which largely supports retail and hospitality businesses;
- the Swinburne University education precinct;
- significant commercial corridors – which provide an important social and economic role – in West Hawthorn, Burwood Road, Canterbury Road and Tooronga; and
- key public transport nodes and road transport infrastructure.

Figure 3 Boroondara's key precincts and assets



Source: Department of Transport and Planning - Boroondara Planning Scheme, 2023, accessed 22 March 2023

### *Activity Centre Traders' Associations*

Eleven of Boroondara's activity centres and shopping precincts are represented and supported by the following traders' associations:

- Ashburton Traders' Association
- Auburn Village Traders' Association
- Burwood Village Traders' Association
- Camberwell Centre Association
- Glenferrie Road Shopping Centre Association
- Greythorn Traders' Association
- Hartwell Association of Residents and Traders
- Kew Junction Business Association
- Maling Road Business Association
- North Balwyn Village Traders' Association
- Union Road Surrey Hills Traders' Association.

The traders' associations provide key services on behalf of the shopping precincts to encourage local shopping. This includes business support, promotion/marketing activities, beautification/enhancements and event delivery.

These traders' associations (excluding Auburn Village, Hartwell and Union Road Surrey Hills) have requested Council support them to facilitate a *special rate and charge scheme*. This involves Council collecting on their behalf a special rate and charge from owners/occupiers, subject to the Scheme, which establishes a pool of funds which are allocated each year to support marketing and business development activities and events.

The Scheme benefits the local shopping precincts, as it provides resources for activation and business development activities. This also provides Council with a local and 'on the ground' partner to develop and deliver a range of initiatives in local shopping precincts aligned to the needs of traders and the community.

## Economic Profile

The economic characteristics of Boroondara and implications for future growth, including key economic, employment and industry drivers are summarised below. This also includes an overview of the ongoing economic impacts of COVID-19 and potential areas of focus for future recovery efforts.

### *Boroondara economic snapshot*

- \$12.4 billion Gross Regional Product 2021 <sup>1</sup>
- \$21.3 billion Economic Output 2021 <sup>21</sup>
- \$4.8 billion Regional Export Value 2021 <sup>21</sup>
- 81,609 Local jobs (2021) <sup>21</sup>
- 26,160 Registered Businesses (June 2022) <sup>2</sup>
- 27% Job Containment Rate (2021) <sup>21</sup>

### *Top industries 2021 by output <sup>21</sup>*

1. Rental, Hiring & Real Estate Services – \$3.249 billion (15%)
2. Professional, Scientific and Technical Services – \$2.905 billion (14%)
3. Construction – \$2.877 billion (14%)

### *Top industries 2021 by employment <sup>21</sup>*

1. Health Care and Social Assistance – 14,584 (18%)
2. Professional, Scientific and Technical Services – 12,065 (15%)
3. Education and Training – 11,852 (15%)

### *Business counts by industry (2022) <sup>22</sup>*

1. Professional, Scientific and Technical Services – 5,163 (20%)
2. Health Care and Social Assistance – 4,577 (17%)
3. Construction – 3,328 (13%)

### *Business counts by employment (2022) <sup>22</sup>*

- 64% non-employing businesses
- 34% small to medium businesses (1 to 19 employees)

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<sup>1</sup> Source: Id Consulting, City of Boroondara Economy ID, 2022, derived by Urban Enterprise, accessed 16th December 2022

<sup>2</sup> Source: Counts of Australian Businesses, Australian Bureau of Statistics (ABS), June 2022, accessed 16th December 2022

### *Total visitor economy (2015–19 average)*

- 696,000 total visitation <sup>3</sup>
- \$396 million total visitor spend <sup>4</sup>

	Domestic daytrip	Domestic overnight	International
<b>Proportion of visitors</b> <sup>23</sup>	59%	34%	7%
<b>Average spend per visitor</b> <sup>24</sup>	\$102	\$859	\$3,025

### *Economic Specialisations*

Boroondara's industry specialisations in terms of contribution to jobs, output and exports is summarised in Table 3 below.

Table 1: Industry Specialisations

Specialisation	Key Sectors	Local Jobs	Output (\$m)	Regional Exports (\$m)
Public sector and knowledge-based industries	Health Care & Social Assistance, Education & Training	26,436 (32%)	\$3,497 (16%)	\$1,052 (22%)
Professional service industries	Professional, Scientific and Technical Services, Financial and Insurance Services	21,005 (25%)	\$4,790 (23%)	\$1,791 (38%)
Population-driven industries	Retail Trade, Construction, Property	30,245 (36%)	\$21,265 (35%)	\$266 (6%)

Source: Id Consulting, City of Boroondara Economy ID, 2021, derived by Urban Enterprise.

Given these industries make up almost three-quarters of total jobs and output, they are fundamental to the function and productivity of the local economy. The performance of these specialisations and key industry sectors are explored throughout this section.

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<sup>3</sup> Source: National Visitor Survey (NVS), Tourism Research Australia (TRA), 2015-2019 5-year average, accessed 25th November 2021

<sup>4</sup> Source: REMPLAN, 2021, accessed 25th November 2021

### *Public sector and knowledge-based industries*



This includes key public services, such as health care, aged care and education, that promotes community wellbeing and engagement. Boroondara has a high proportion of public and private schools, as well as the main Swinburne University campus. These are key community assets supporting jobs in the region, as well as providing training opportunities and promoting employment pathways for younger aged cohorts.

In addition, the ageing population is expected to generate increased demand for health and aged care services. These sectors will require additional staff and increased capacity (through infrastructure investment) to adequately service the population.

### *Professional service industries*



This comprises 'white-collar' professions, within professional and financial service sectors, typically requiring highly skilled and qualified employees. This is a particular area of strength for Boroondara, given the socio-economic make-up of its population and proximity to the CBD, which attracts these business types.

The number of businesses and jobs in these industries is high considering the limited employment land in Boroondara. It is likely; therefore, this industry is supported by a large proportion of home-based businesses. As such, these sectors are likely to be strengthened in the area given the growth in home-based businesses and remote working, which supports the re-location of many professional businesses away from the Melbourne CBD.

Therefore, providing targeted business support and infrastructure to nurture these industries will facilitate business growth and development and support positive economic outcomes.

### *Population-driven industries*



This includes businesses that are directly impacted by the level of resident (and visitor) demand and relies on local consumption. Retail Trade as well as Personal Services and Hospitality, provide significant value to Boroondara's economy, particularly through its well-renowned (and numerous) activity centres and shopping precincts. Therefore, it will be important to sustain and support this sector to stimulate business activity, create local jobs and promote local consumption (including resident and visitor spend). A thriving retail sector which meets the needs of the community will also minimise

expenditure leakages to other municipalities as residents will be more encouraged to 'spend local'.

In addition, the Construction and Property (i.e., Rental, Hiring & Real Estate Services) sectors also provide a significant economic contribution via residential construction. This is important for economic development as it supports population growth and provides local job opportunities, particularly flow-on benefits to local tradespeople and businesses within the supply chain.

### *Output Profile*



Output in Boroondara is driven by the population-driven sectors of Property Services (\$3.2 billion or 15%) and Professional Services (\$2.9 billion or 14%), followed by Construction (\$2.9 billion or 14%). These industries also represent a competitive advantage, given they each contribute to a higher proportion of output compared to the Greater Melbourne average.

Between 2016 and 2021, total output in Boroondara decreased by \$1.3 billion (6%). From 2016 and 2019, output increased moderately (\$336 million), but experienced a sharp decline between 2019 and 2021 (-\$1.6 billion) due to the economic impacts associated with the COVID-19 pandemic. However, the following industries experienced significant growth in output during the period:

- Health Care and Social Assistance (+\$261 million)
- Information Media and Telecommunications (+\$105 million)
- Financial and Insurance Services (+\$35 million)
- Education and Training (+\$30 million).<sup>5</sup>

These significant industries highlight strength and competitive advantage, that could be further leveraged to sustain economic prosperity in the region.

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<sup>5</sup> Id Consulting, City of Boroondara Economy ID, 2022, derived by Urban Enterprise.

## Employment Profile

### *Employment by Industry*

The top employing industries in 2021 – which indicate the areas of strength – include:

- Health Care and Social Assistance (14,584 jobs or 18%)
- Professional, Scientific and Technical Services (12,065 jobs or 15%)
- Education and Training (11,852 jobs or 15%)
- Retail Trade (9,842 jobs or 12%).<sup>6</sup>

These industries also represent a competitive advantage, given they each support a higher proportion of jobs compared to the Greater Melbourne average.

Between 2016-2021, Boroondara experienced a decline in local jobs, decreasing by 1,567 jobs (-2%). Between 2016 and 2019, the municipality experienced modest jobs growth (+1,445), however local jobs decreased by (-2,012 or 4%) between 2019 and 2021, which can be attributed to workforce shortages associated with the COVID-19 pandemic. Despite this, the following sectors experienced employment growth between 2016 and 2021:

- Health Care and Social Assistance (+1,730 jobs)
- Arts and Recreation Services (+228 jobs)
- Mining (+206 jobs)
- Professional, Scientific and Technical Services (+63 jobs)

This provides an indication of where industry growth is occurring and highlights the areas of strength and resilience that could be supported and leveraged to achieve future jobs growth.

### *Location of Work*

The location of work for both resident workers (i.e., employed residents of Boroondara) and local workers (i.e. all people employed within the municipality). The following types of workers helps demonstrate both the availability of labour for local industry, as well as the propensity for residents to work within the municipality.<sup>7</sup>

### *Resident Workers*

Boroondara has a job containment rate of 27% (i.e., the proportion of residents who both live and work in the municipality). This indicates over 70% – or over 60,000 – residents commute outside the municipality for work, with 27% travelling to the Melbourne CBD.

There are many reasons for resident workers to commute outside Boroondara, including the availability of jobs, the location of relevant industries and commuting times. In this instance, the proximity of the Melbourne CBD is a key attractor for

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<sup>6</sup> Id Consulting, City of Boroondara Economy ID, 2022, derived by Urban Enterprise.

<sup>7</sup> Note: this data is derived from the 2021 Census at the time of analysis.



resident workers. However, due to the impact of COVID-19 and the rise of remote working – particularly for professional industries – the job containment rate is likely to increase as residents have the flexibility to work from home.

Typically, a higher rate of job containment is preferred, as it can indicate there are sufficient and suitable jobs available locally to support the local labour force. This also has a positive effect on local consumption, as more workers in Boroondara will increase opportunities for local spend (i.e., food, coffee) to support the business base. Therefore, Council will continue to monitor the job containment rate over time and identify opportunities to support resident workers in Boroondara, as well as local businesses.

In addition, around 22% (36,499) of residents work from home, which represents an increase of 31,167 (+585%) since 2016. This reflects the high number of residents employed in professional services and the rise in remote and flexible working following the impacts of the pandemic.

### *Local Workers*

Conversely, 70% (or around 50,000) of local workers commute into Boroondara from another municipality. This rate is likely to change with the prevalence of remote working, as many local workers from outside Boroondara – particularly those in non-consumer facing industries (i.e. Professional and Financial Services) – will adopt hybrid working arrangements and work outside the municipality on a more regular basis. However, many workers in essential and/or consumer-facing industries (i.e. Health, Education, Retail) will continue to commute into Boroondara for work. It will be important for businesses to continue to attract workers from other municipalities to meet employment demand, as this will help mitigate any workforce shortages and also ensure businesses can deliver services to meet the needs of the population.

## **Business and Industry Profile**

There were 26,160 businesses registered in Boroondara in 2022, which is the largest business base in the Inner South-East Metropolitan Partnership (ISEMP)<sup>8</sup> council region.

The key industry sectors that contribute to the business base, which demonstrates relative areas of strength (and gaps), include:

- Professional, Scientific & Technical Services – 5,163 businesses (20%)
- Rental, Hiring and Real Estate Services – 4,577 (17%)
- Health Care & Social Assistance – 3,328 (13%)
- Construction – 2,705 (10%)
- Financial & Insurance Services – 2,177 (8%)
- Retail Trade – 1,579 (6%)<sup>9</sup>

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<sup>8</sup> Inner South-East Metropolitan Region Local Government Areas consist of Bayside City Council; Boroondara City Council; Glen Eira City Council; and Stonnington City Council.

<sup>9</sup> Counts of Australian Businesses, ABS, June 2022

These industries reflect areas of strength for Boroondara in terms of total output and local employment and, therefore, should continue to be supported by Council to sustain positive economic outcomes for the municipality.

Other considerations with regard to the business profile are summarised below:

- The highest proportions of business counts by suburb aligns with the location of the major activity centres in the region, including in Kew, Camberwell and Hawthorn (approx. 14% for each) <sup>10</sup>
- 98% of the business base are considered Small to Medium Enterprises (SMEs) and are either sole traders or employ less than 20 people (a large proportion of which are 'home-based' businesses). Therefore, while the business base is large, the direct contribution to employment is limited (which provides opportunities to support and grow existing businesses to achieve employment outcomes)<sup>11</sup>.

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<sup>10</sup> Note: this data is derived from the 2020 Australian Business Register at the time of analysis.

<sup>11</sup> Counts of Australian Businesses, ABS, June 2022

## Visitor Economy Profile

*Please note the following data is provided up to 2019 to demonstrate the visitor economy profile prior to the onset of COVID-19, which has severely restricted travel through most of 2020 and 2021.*

### Overview

The Boroondara visitor economy provides an important contribution to the local economy, in terms of total employment (5,781 jobs or 7% of total) and total output (\$983 million or 4% of total).

For Boroondara, its strengths as a destination are based on high-quality amenity and services, which is provided through its shopping precincts, entertainment/leisure experiences and food offerings, as well as its heritage assets (such as historic homes, parks and gardens and monuments).

Boroondara's value proposition also includes its diverse and quality events calendar, which includes a range of one-off events (i.e. arts and culture, traders association events and festivals, such as the Glenferrie Festival) and regular markets (i.e. Camberwell Sunday Market, Boroondara Farmer's Market, Hawthorn Maker's Market).

The municipality is in an advantageous position to leverage its location and attract visitors from the Melbourne CBD as well as surrounding inner-metropolitan suburbs, including non-local (i.e., Melbourne residents from outside Boroondara), regional and interstate visitors. This delivers important economic benefits through increases in visitor spend (i.e., local consumption) and job creation.

### Visitation

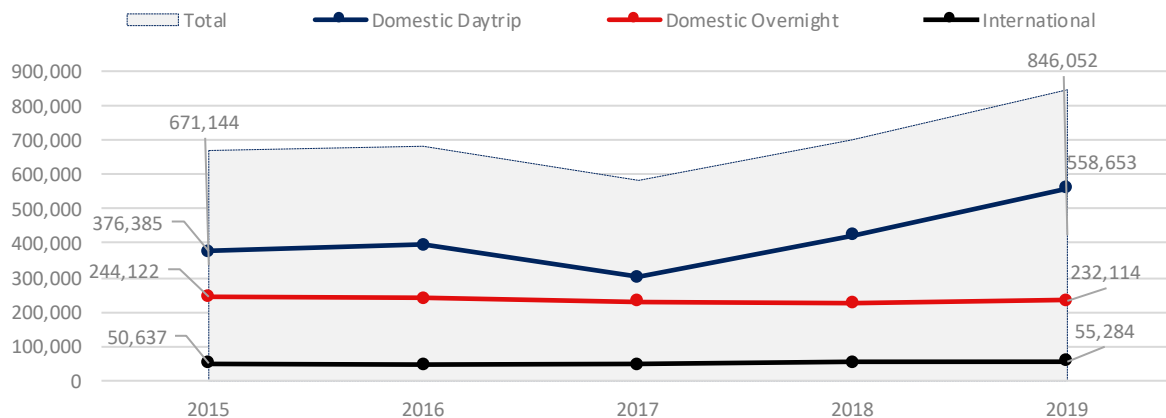
In 2019, the municipality received almost 850,000 visitors<sup>12</sup>, which consists of approx. 560,000 domestic daytrips (66%), 230,000 domestic overnight visitors (27%) and 50,000 international visitors (7%), as shown in Figure 4. This represents growth of around 175,000 or 6% p.a. since 2015, which is slightly more conservative than the growth experienced by the Melbourne tourism region over the same period (9% p.a.).<sup>13</sup>

*Figure 4 Boroondara visitation 2015 - 2019*

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<sup>12</sup> This figure is relatively high when compared to other ISEMP Councils, with Boroondara receiving almost the same rates of visitation as Stonnington (860,000) and greater levels of visitation than the municipalities of Bayside (560,000) and Glen Eira (460,000).

<sup>13</sup> However, given a daytrip visitor must travel at least 50km (according to official definitions), this data excludes people visiting from the surrounding Metropolitan Melbourne area – including the CBD. As such, the daytrip visitor numbers are understated, and the real figures are likely to be significantly greater.



Source: TRA, NVS and IVS, 2015-2019 year ending June 30

### Visitor Expenditure

As visitor data is collected via surveys conducted by Tourism Research Australia (TRA), to account for small sample sizes and increase the reliability of results, the following presents visitor data as a 5-year average from 2015 to 2019. Boroondara's 5-year average visitation totals 696,123 visitors p.a.

As shown in Table 4, average visitor spend in Boroondara totals \$396 million p.a., driven by high-yielding domestic overnight (51%) and international (39%) visitors.

However, average spend per trip for daytrips (\$126), overnight (\$939), international (\$2,951) visitors are relatively lower than the Melbourne tourism region. This presents opportunities to capture additional yield through provision of quality products and commissionable experiences, which will increase the value of the visitor economy.

Table 2: Visitor Spend (5 year average 2016 to 2019)

Visitor Type	Visitation (2015-2019 Ave)	Ave Spend per Trip	Visitor Spend	%
<b>Domestic Daytrip</b>	410,888	\$102	\$41,910,544	11%
<b>Domestic Overnight</b>	234,716	\$859 <sup>14</sup>	\$201,621,057	51%
<b>International</b>	50,519	\$3,025 <sup>15</sup>	\$152,821,162	39%
<b>Total</b>	<b>696,123</b>		<b>\$396,352,762</b>	<b>100%</b>

Source: TRA, NVS and IVS, 2015-2019 year ending June 30; REMPLAN 2021; derived by Urban Enterprise

### *Visitor Trends and Preferences*

Other key findings for the Boroondara visitor economy are summarised below:

- Hawthorn accounts for almost one-third of total visitation to Boroondara, which can be attributed to its well-established activity centres and proximity to Richmond. However, encouraging dispersal of visitors across Boroondara is important for the sustainable growth of the visitor economy, as it helps generate economic activity in a range of locations to support local business.
- The primary purpose of visit for all visitor types is 'visiting friends and relatives' (VFR), followed by 'holiday'. The VFR market is typically lower-yielding, while holiday visitors have a higher propensity to undertake (and spend on) a variety of activities and experiences.
- The most popular activities undertaken by visitors include VFR (52%), Eat out/dine out (46%) and shopping, the latter two attributed to the shopping precincts as a key driver of visitation. Therefore, investing in the maintenance and development of the shopping precincts will support visitation and sustain growth in the visitor economy.
- Most of the accommodation used by both domestic and international overnight visitors is a 'friends or relatives' property' (72%), which again aligns with the large VFR market. As this is non-commercial accommodation, it

<sup>14</sup> Based on an average length of stay of 3 nights.

<sup>15</sup> Based on an average length of stay of 24 nights.

constrains the level of visitor spend that could be generated by overnight stays. Therefore, the provision of suitable accommodation that meets gaps in the market (e.g., hotels, serviced apartments) could help grow the overnight market and increase yield.

### *Impact on Economic Output*

Compared against monthly output generated in March 2020 (i.e., pre-COVID), the peak impact occurred in August 2020, which saw monthly output decline by \$121 million (-7%) as all sectors were adversely affected by the onset of restrictions.

In particular, the hardest hit industries were those which relied on population movements or were consumer facing, including Rental, Hiring & Real Estate Services (-\$20.5 million), Education & Training (-\$14.8 million) and Health Care & Social Assistance (-\$12 million).

However, the latest data for June 2021 shows the economy returned to growth, with monthly output *increasing* by \$14.2 million (0.8%) above pre-COVID levels. While most industries had recovered and contributed to growth, some industries continue to be affected and may require ongoing support, including Administrative & Support Services (-\$3.8 million), Information Media & Telecommunications (-\$2.1 million) and Arts & Recreation Services (-\$0.8 million).

### *Impact on Employment*

Similar to output, the peak negative impact for monthly employed also occurred in August 2020 (-2,673 local jobs or -4%).

This decrease was driven by Education & Training (-550 jobs), Retail Trade (-513) and Health Care & Social Assistance (-381), while some of the 'white-collar' office industries – such as financial and professional services, were less affected.

The most recent data for June 2021 shows a marginal growth in employment (+324 jobs or +0.4%) from pre-COVID levels. This growth was driven by employment increases for each of the three hardest hit industries – Retail, Health Care and Education. However, industries that continue to be affected with employment loss includes Administrative & Support Services (-74), Arts & Recreation Services (-22) and Information Media & Telecommunications (-16).

The ongoing COVID-19 impacts on employment will need to be monitored over time, particularly as many industries (including Retail, Hospitality, Health and Education) are facing workforce shortages due to restricted border conditions and increasing local demand for employment.

### *Impact on The Visitor Economy*

The impact on the visitor economy is calculated by comparing the average figures from 2015-2019 (i.e., pre-COVID) against the most recent data (2020-21 financial year).<sup>16</sup> The impacts included:

- total visitation declined by 210,000 visitors (-30%), with significant decreases in the high-yielding domestic overnight (-62%) and international (-100%) markets. International visitation has suffered heavily across the state due to the closures to international borders.
- total visitor spend declined by \$279 million (-70%), given the substantial decline in overnight visitation and subsequent decreases in spend generated by the reduction of domestic overnight (-\$125 million) and absence of international (-\$153 million) visitors.

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<sup>16</sup> The figures for 2020 (year ending 30 June) were excluded, as this was only partially impacted by COVID-19 restrictions from March 2020 onwards.

## Demographic Profile

Boroondara's demographic profile, including key population, housing and dwelling, age and socio-economic indicators to ensure all needs and challenges are considered for future economic development planning.

### *Population Forecast*

At June 2021, Boroondara had an estimated resident population of 169,901.<sup>17</sup> Boroondara's population profile below, demonstrates predicted population growth of 13% (to 192,344) by 2031.<sup>18</sup>

The Australian Government projects that Greater Melbourne will grow by 18% over the same period.<sup>19</sup> The low rate of growth across the Boroondara municipality could be attributed to a range of factors, including the scarcity of major redevelopment opportunities and an ageing population. However, identifying localised areas of growth (i.e. Camberwell, Hawthorn East, Kew) is important as it will have implications for the location and supply of housing, infrastructure, services and amenity. This will influence Council's future planning and development activities.

### *Boroondara Population Profile*

- Population forecast: 169,901 in 2021, with an increase of 13% predicted by 2031, to a population of 192,344.<sup>37</sup>
- 436 residents identify as Aboriginal and/or Torres Strait Islander.<sup>20</sup>
- More than 150 different countries represented, and more than 110 languages spoken.<sup>21</sup>
- 33% of residents were born overseas.<sup>37</sup>
- 29% speak a language other than English at home.<sup>37</sup>
- The top 3 languages other than English are Mandarin, Cantonese and Greek.<sup>37</sup>
- 19% of residents volunteer, a drop on the pre-COVID rate.<sup>37</sup>
- 7,516 residents need help in their day-to-day lives due to disability.<sup>37</sup>
- 51% of residents identified as having a religion, while 45% reported no religious, or secular, beliefs.<sup>37</sup>
- 52% of residents over 15 years have a Bachelor or Higher degree.<sup>37</sup>
- 4.3% of the labour force are unemployed.<sup>37</sup> In June 2022 1,747 residents were receiving JobSeeker or Youth Allowance for job seekers.<sup>22</sup>

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<sup>17</sup> .id 2022, [City of Boroondara community profile website](#), accessed 9 December 2022.

<sup>18</sup> .id 2022, [City of Boroondara: Population, households and dwellings](#), City of Boroondara population forecast website, accessed 9 December 2022.

<sup>19</sup> Australian Government Centre for Population 2022, [Projections of population changes in our capital cities and rest-of-state areas](#), accessed 7 December 2022.

<sup>20</sup> Australian Bureau of Statistics 2021, *Indigenous Status (INGP) by LGA (UR)*, [Census TableBuilder Pro], accessed 9 December 2022.

<sup>21</sup> Australian Bureau of Statistics 2021, *4-digit level Country of Birth of Person (BPLP) & 4-digit level Language Used at Home (LANP) by LGA (UR)* [Census TableBuilder Pro], accessed 9 December 2022.

<sup>22</sup> Department of Social Services 2022, 'DSS demographics - June 2022' [data set] [DSS Payment Demographic Data](#), accessed 8 December 2022.



## Housing Forecast

In June 2021 there were 65,953 households living in Boroondara, expected to rise to 74,991 by 2031.<sup>23</sup> Boroondara's household profile below, provides a snapshot of current and forecast households, household types, weekly income expenditure, housing and dwelling types and property indicators.

### *Boroondara Household Profile*

- 65,953 households lived in Boroondara in 2021, 74,991 households are expected to live in Boroondara by 2031.<sup>43</sup>
- 18% of households have an income in the bottom quartile for Victoria (less than \$882 per week).<sup>24</sup>
- 42% of households have an income in the top quartile for Victoria (more than \$2,946 per week).<sup>44</sup>
- 22,003 households are couples with children, which is the most common household type.<sup>44</sup>
- 610 households reported living in social and public housing.<sup>44</sup>
- 426 people identified as homeless in 2016 (2021 estimates not available until 2023).<sup>44</sup>
- \$451 is the median weekly rent, which is higher than the median for Greater Melbourne (\$390).<sup>44</sup>
- \$3,000 is the median monthly mortgage repayment. The median for Greater Melbourne is \$2,000.<sup>25</sup>
- 53% of dwellings are separate houses.<sup>44</sup>

### *Age Profile*

The largest age cohorts in Boroondara are currently *Parents and homebuilders (35 to 49 years)* (32,026 residents), followed by *Older workers and pre-retirees (50 to 59 years)* (23,324 residents) both of which contribute to the local labour force.<sup>26,27</sup> *Young workforce (25 to 34 years)* (21,044 residents) come in a close third but at the 2016 Census were more numerous than *Older workers and pre-retirees*. This highlights an ageing workforce. More than half of Boroondara residents are either aged 0 to 24 years or over 60 years. These cohorts will demand key services including education, health and aged care.

The age profile is not expected to substantially shift between 2021 and 2031, however each age group is expected to increase, particularly *Parents and*

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<sup>23</sup> .id 2022, [City of Boroondara: Population, households and dwellings](#), City of Boroondara population forecast website, accessed 9 December 2022.

<sup>24</sup> .id 2022, [City of Boroondara community profile website](#), accessed 9 December 2022.

<sup>25</sup> Australian Bureau of Statistics 2021, 'Median monthly mortgage repayments', [2021 Census QuickStats: Boroondara](#), accessed 9 December 2022.

<sup>26</sup> .id 2022, [City of Boroondara: Service age groups](#), City of Boroondara community profile website, accessed 8 December 2022.

<sup>27</sup> Service age groups are used as they divide the population into age categories that reflect typical life-stages. They indicate the level of demand for services that target people at different stages in life and how that demand is changing.

*Homebuilders* (+4,651 residents)<sup>28</sup>. Boroondara's population of *Seniors and Elderly* (+3,671 residents) will also increase substantially, as part of the population ageing which can correspond with young couples and families moving to an area. The substantial growth in the number of *Tertiary education and independence age* residents (+3,539) is partly due to the predicted return of overseas student numbers, which dropped in recent years due to COVID and the related international border closures.

The age profile of a region helps demonstrate the potential scale of demand for aged-based services (e.g. education, health, aged care), as well as the future need for increases in the local labour force.

## Socio-Economic Profile

The socio-economic profile of residents is typically identified through a combination of employment, income and education indicators. This information demonstrates the relative social and economic position of residents, which has implications for service and infrastructure provision.

Key points to note include:

- According to the Socio-Economic Index for Areas (SEIFA) Index of Relative Socio-economic Advantage and Disadvantage, Boroondara's score of 1,090 – which is above the national average score of 1,000, ranked Boroondara (along with Bayside) as the second most advantaged municipality in Victoria in 2021.<sup>29</sup>
- Median weekly household income levels in Boroondara (\$2,311) are higher – by some 24% – when compared to the Greater Melbourne median (\$1,866).<sup>49</sup>
- The unemployment rate for Boroondara (4.3%) is *lower* than the Greater Melbourne average (5.3%) in 2021 (and has been lower since at least the 2006 Census).<sup>49</sup>
- Over half of the local workers in Boroondara are in high-income occupations, such as professionals (40%) and managers (20%), which typically require qualifications.<sup>49</sup>

The socio-economic indicators show Boroondara has a high degree of wealth, typified by income, employment and occupation (complemented by other measures including home ownership rates). This contributes to positive economic outcomes as more affluent residents will have a higher propensity to spend, resulting in increased local consumption that supports local businesses (particularly retail and hospitality).

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<sup>28</sup> .id 2020, [City of Boroondara: Forecast age structure - Service age groups](#), City of Boroondara population forecast website, accessed 8 December 2022.

<sup>29</sup> .id 2022, [City of Boroondara community profile website](#), accessed 9 May 2023.