Economic Profile

Casey Cardinia

Final Report

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Executive Summary

Key Findings

- The Casey-Cardinia region has experienced strong population growth. Between 2006 and 2011, the area added approximately 50,000 persons, ranking it the 3rd fastest growth area (amongst LGAs) in Australia.
- Population growth is the key driver of local economic growth, with construction, retail trade, education and training and health care and social assistance all ranking in the top five industries in terms of economic growth and employment (by place of work).
- Some diversification of the economy is evident, with Casey-Cardinia recording an outcome of 0.67 (out of 1) on the AEC*group* Economic Diversity Index and manufacturing providing 9.0% of local economic activity and 9.1% of jobs. Further diversification of the local economy is needed to ensure sustainable and smooth economic growth for the region.
- Unemployment in Casey-Cardinia was recorded at 5.3% in June 2012 (DEEWR, 2012), an increase of almost 2 percentage points since June 2007. Participation rates are relatively low in the area (compared to Melbourne's South East and Victoria), particularly in Cardinia.
- Local employment self-containment has improved slightly since 2006, from 31.7% to 32.9%. However, almost 70% of locals who work, are still leaving the area. Many of these workers head to Greater Dandenong and Melbourne CBD. Local workers fill 72% of local jobs. More local jobs are required.
- Population growth (up 20% on 2006 levels) has provided support to the housing market in recent years. Residential building approvals have eased only marginally (down 1.6% from the recent five year average) and house prices have continued to increase.
- The population is culturally and linguistically diverse with over a third of residents born overseas (many from southern Asia) and over 16% speaking a language other than English at home.
- Education rates in the Casey-Cardinia region underperform not only against the Melbourne South East region and Victoria, but also similar regions across Australia. This trend may be changing, as the Casey-Cardinia region recorded a high school containment rate (the proportion of 16 year olds still attending school) in 2011 of 91.8%.

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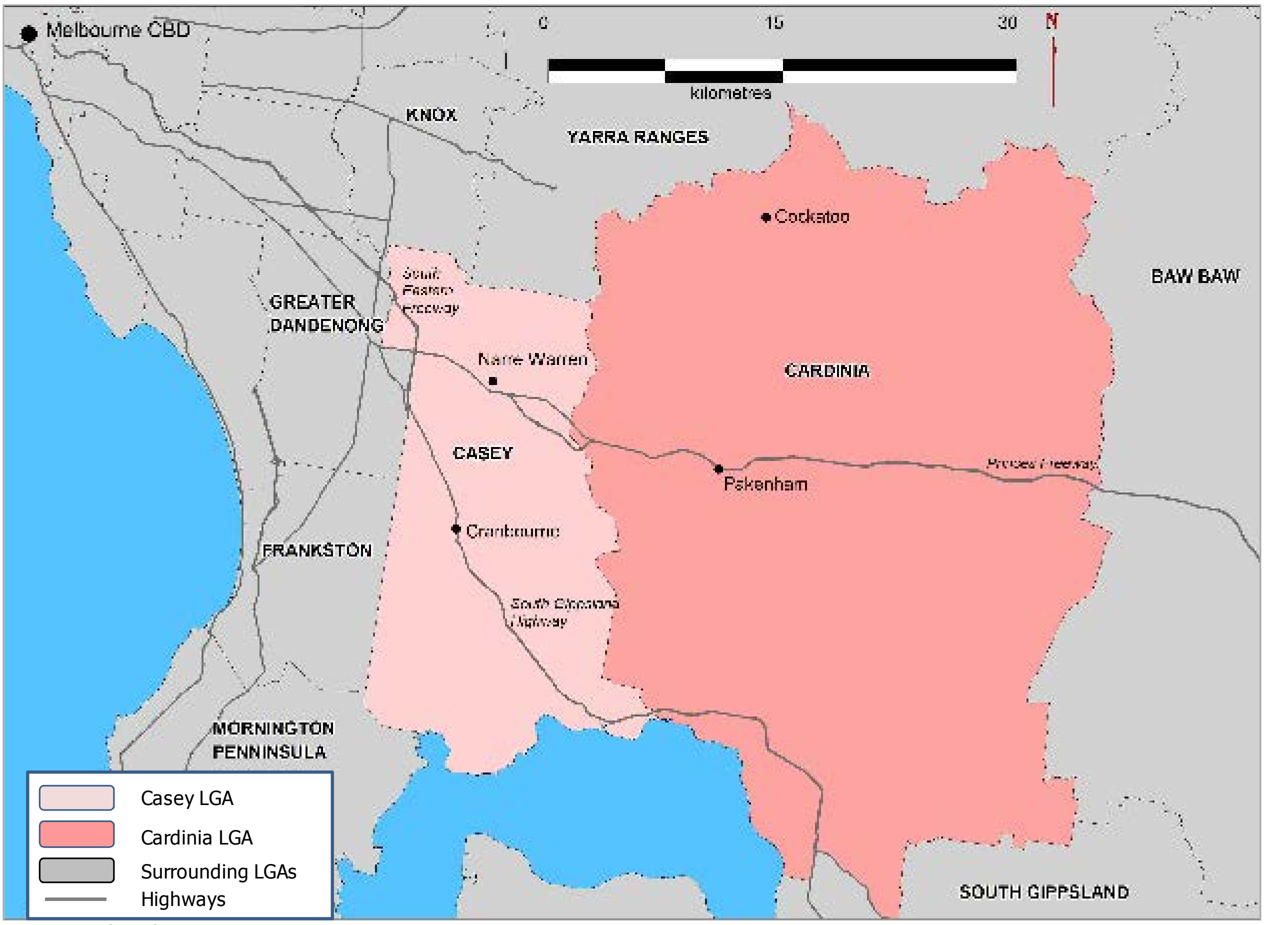
1. Introduction

1.1 Background

The local government areas of Casey and Cardinia (referred to together as **the Casey-Cardinia region**) are located in south eastern Melbourne. The catchment of Casey-Cardinia is a high population growth area and is located along key transport corridors including the Princes highway and the South Eastern Freeway.

Figure 1.1: Map of Casey-Cardinia and Surrounds



Source: ABS (2003)

1.2 Purpose of this Report

This document provides an overview of the existing socio-economic environment in Casey-Cardinia in comparison to Victoria and the Melbourne's South East region, which comprises:

- Bayside
- Casey
- Cardinia
- Frankston
- Greater Dandenong
- Kingston
- Knox
- Maroondah

- Monash
- Mornington Peninsula
- Whitehorse.

In addition, a comparison has been made between Casey-Cardinia and similar regions. These regions include:

- Ballarat
- Moreton Bay
- Ipswich
- Blacktown
- Parramatta
- Penrith.

2. Economic and Community Profile

2.1 Community Overview

The Casey-Cardinia region is a growing and diverse area. Key statistics for the community are outlined in Table 2.1 and further details are located in **Appendix A**. Key findings are:

- The total population for the Casey-Cardinia region is over 335,000. Between 2006 and 2011, the Casey-Cardinia region's population expanded by nearly 50,000, and ranked as the 3rd fastest growth area across all local governments in Australia. Almost 80% of the population is based in Casey. Casey is expected to be the key source of future population growth in the catchment over the period to 2031.
- The Casey-Cardinia region has a relatively young population with almost 50% of the population aged under 30. The average age for the region (at 34.1 years) is nearly four years younger than in Melbourne's South East and Victoria.
- Approximately 92% of 16 year olds in the Casey-Cardinia region are still in school. However, 16 year olds in Casey are more likely to be in school than in Cardinia. Attainment of high school diplomas, university degrees and certificates is lower in the region than in Melbourne's South East region and Victoria.
- The Casey-Cardinia region is well connected, with 77.3% of households having broadband (ABS, 2012b). The region would rank 54th of all areas of Australia for broadband penetration in 2011, a significant improvement on 2006 when it would have ranked 79th with 44.8% of households having broadband.
- The Casey-Cardinia region is culturally diverse – 0.6% of the population is indigenous, 33.8% of the population were born overseas (particularly southern Asia) and nearly 17% of the population speaks a language other than English at home. The population of Casey has greater cultural diversity than Cardinia.
- Rental stress is problematic in the region, with 27.3% of rental households in rental stress – in line with the Melbourne's South East and Victorian outcomes. Mortgage stress effects 14.5% of local mortgaged households - a higher rate than experienced in Melbourne's South East and Victoria. Household incomes in the Casey-Cardinia region in 2011 were lower than in the Melbourne's South East region, but higher than the Victorian average. Household incomes in the Casey-Cardinia region have grown by an average yearly rate of 4.7% (outpacing inflation) between 2006 and 2011.

Implications for Casey-Cardinia

Population growth is a key source of economic growth in the Casey-Cardinia region. In particular, population growth tends to stimulate sectors of the economy including health care and social services, education and training, retail trade and construction. Meeting the education and training needs of youths and encouraging greater pass through of high school students to university and TAFE centres can assist in building the local workforce. Accommodating future population needs and requirements (in terms of housing, jobs and infrastructure) is also required to facilitate this growth.

Social diversity can bring a broad range of positive social outcomes to the area. Ensuring that support and assistance for new arrivals is provided is important to ensuring their social inclusivity and access to the workforce and other aspects of Australian life. Language skills development may also be required.

Rental and mortgage stress is increasingly problematic not just for the Casey-Cardinia region, but across the State and nation. Whilst Council is unable to impact house prices or mortgage interest rates, Councils can ensure that land is delivered efficiently and as cost effectively as possible to the market by ensuring competitive charging regime and ensuring sufficient supply to maintain low prices.

Table 2.1: Community Summary

Indicator	Units	Reference Year	Casey-Cardinia	Casey	Cardinia	Melbourne's SE	Victoria
Population							
Population - Estimated Resident Population (ERP)							
ERP-5	No.	2006	281,221	222,681	58,540	1,479,744	5,126,540
Current ERP	No.	2011	335,977	260,404	75,573	1,598,746	5,534,526
Growth Current ERP to ERP +20	Avg. An. %	2011-2031	2.6%	3.6%	2.2%	1.2%	1.4%
Age Distribution							
0-14 years	%	2011	22.7%	22.6%	23.0%	18.7%	18.2%
15-29 years	%	2011	21.9%	22.1%	21.2%	21.0%	21.5%
30-44 years	%	2011	22.9%	23.2%	21.9%	21.1%	21.4%
45-59 years	%	2011	18.8%	18.9%	18.5%	19.4%	19.3%
60-79 years	%	2011	9.8%	9.4%	11.1%	13.0%	12.9%
80 years and over	%	2011	2.2%	2.1%	2.4%	4.2%	4.0%
Average Age	Years	2011	34.1	34.0	34.7	38.0	37.9
Education							
School Containment Rate	%	2011	91.8%	92.6%	89.2%	93.8%	93.2%
High School Diploma[(a)]	%	2011	48.3%	50.0%	42.4%	55.2%	54.2%
University Degree [(a)]	%	2011	13.9%	14.3%	12.5%	21.9%	23.3%
Other Non-School Qualification [(a)]	%	2011	46.1%	45.7%	47.8%	51.0%	51.0%
Society							
Cultural Diversity							
Indigenous Residents	%	2011	0.6%	0.6%	0.6%	0.4%	0.7%
Residents Born Overseas	%	2011	33.8%	38.3%	18.0%	34.7%	29.5%
Language Diversity [(b)]	%	2011	16.7%	20.7%	4.5%	19.5%	17.4%
Religious Diversity [(c)]	%	2011	36.7%	36.8%	36.5%	38.3%	37.3%
Social Wellbeing							
Household Income[(d)]	$ per week	2011	$1,519	$1,527	$1,492	$1,528	$1,500
Mortgage Stress[(e)]	%	2011	14.5%	15.0%	12.7%	11.8%	11.4%
Rental Stress [(f)]	%	2011	27.3%	27.3%	27.3%	27.3%	25.1%

Notes: (a) proportion of residents aged over 15 years. (b) proportion of residents speaking a language other than English at home. (c) proportion of residents who are not Christian. (d) place of enumeration (e) defined as households in bottom 40% income distribution paying more than 30% of their income on their mortgage repayments. (f) defined as households in bottom 40% income distribution paying more than 30% of their income on rent payments. Source: ABS (2012a, 2012b) Victoria Police (2012), PHIDU (2012)

2.2 Economic Overview

The Casey-Cardinia region's economy is population-driven and has experienced deterioration in economic conditions in recent years. Key statistics for the economy are outlined in Table 2.2. Further details are located in **Appendix B, C and D**. Key findings are:

- The Casey-Cardinia region's economy totalled $6.8 billion in Gross Regional Product[1] (GRP) 2010-11. Over 70% of this economic activity takes place in Casey. The economy contracted by 1.7% between 2009-10 and 2010-11, predominantly driven by contractions in manufacturing, wholesale trade and retail trade industries.
- The key sectors of the Casey-Cardinia region's economy tend to be population driven (construction, retail trade, education and training and health care and social assistance) but manufacturing is also a key sector (forming 9.0% of economic activity and 9.1% of local employment). Construction is also the most prominent industry in terms of business counts (refer to Table B. 2). Construction projects have a finite lifespan and are a volatile temporary activity. Relying heavily on the construction sector for economic activity and local jobs is therefore undesirable.
- Population-driven sectors tend to have low value per employee outcomes. As outlined in Figure C. 3, retail trade, accommodation and food services, education and training and health care and social assistance are amongst the least in terms of value-add per employee of all industries in the Casey-Cardinia region. Financial and insurance services has the highest value-add per employee, followed closely by mining (quarrying).
- The Casey-Cardinia region's economy is relatively diverse, scoring 0.67 on the AEC*group* Economic Diversity Index[2]. However, the region underperforms in comparison to surrounding regions and Victoria (refer to Table B. 3).
- Unemployment in the Casey-Cardinia region has increased to 5.3% in June 2012 from 3.9% in June 2007 when strong economic growth supported jobs creation. The unemployment rate tends to be higher in Casey than in Cardinia, however, labour force participation in Cardinia is significantly lower than in Casey (at 59.6%, compared to 63.8%).
- Self-containment in the Casey-Cardinia region has improved slightly since 2006. As at the 2011 Census, 32.9% of locals stayed in the region to work – up from 31.7% in 2006. However, having almost 70% of the local workforce leave the region for work each day is undesirable as it places a strain on local transport and reduces the region's ability to capture local wages and salaries. It is equally important to increase the value of local wages in order to attract local workers. Economic development activities targeting businesses with demand for local skills could improve this outcome.
- The most prominent occupation of the local workforce (those who work in the catchment) is technicians and trades workers, followed closely by professionals. Reflecting this composition, the average wage in the region in 2011 was $682 per week, less than Melbourne's South East and Victorian outcomes.
- Annualising the one quarter of construction activity to date in 2012-12 suggests a similar result to 2011-12 in terms of both number and value of residential building approvals and a slight increase in the value of non-residential building approvals (see Figure D. 1). The residential housing market has weakened mildly since 2006, but has support from local population growth.

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[1] The sum of the value of all goods and services produced in an economy over a set period (in this case, 2010-11). Figure is similar measure to Gross Domestic Product (GDP).

[2] AEC*group's* Economic Development Index is developed by comparing the diversity of the local labour force to that of Australia. The Economic Development Index is reported as a location quotient where Australia is equal to 1. It is impossible for any area to record an outcome above 1 on the Economic Diversity index.

Implications for Casey-Cardinia

The Casey-Cardinia region's economy is highly reliant on population growth. Four of the top five industries by their contribution to total industry economic activity (defined as Industry Value Add[3], or IVA) are population-driven industries. In 2010-11, these industries comprised over 40% of total IVA. Economic diversity to non-population-based, high value-adding sectors would assist in broadening the base of local economic activity and making the local economy more sustainable.

The local economy has weakened over recent years with economic growth rates slowing then declining in the most recent year. Contraction in the manufacturing sector since 2007-08 has primarily driven this trend (as this is a relatively high value adding sector). Supporting the local manufacturing sector to leverage this workforce and opportunities in high-value add industrial activities could assist in stabilising the local economy and further diversifying it.

Local employment self-sufficiency (the ratio of local jobs to local workers) is low. This contributed to the large proportion of local workers (67.1%) who leave the region each day for work. Improving local self-containment would assist in retaining local wages and expenditure but also reducing road and transport stress and expenses as well as providing a more sustainable and vibrant local economy.

[3] Industry Value Add (IVA) is defined as the is the value of output at basic prices minus the value of intermediate consumption at purchasers' prices. The term is used to describe gross product by industry and by sector. IVA is the industrial component of GRP. IVA plus ownership of dwellings and taxes less subsidies equals GRP.

Table 2.2: Economic Overview Summary

Indicator	Units	Reference Year	Casey-Cardinia	Casey	Cardinia	Melbourne's SE	Victoria
GRP and Key Industries							
Gross Domestic Product							
Latest GRP	$M	2010-11	$6,806.6	$4,894.2	$1,912.3	$72,415.8	$317,153.0
Latest Year Growth Rate	%	2009-10 to 2010-11	-1.7%	-1.8%	-1.6%	2.1%	2.5%
4 year Average Annual Growth Rate	%	2006-07 to 2010-11	2.1%	2.0%	2.3%	1.9%	2.2%
Top 5 Industries[(a)]							
Construction	%	2010-11	13.4%	13.1%	14.1%	8.6%	6.8%
Retail trade	%	2010-11	10.1%	11.5%	6.5%	7.7%	6.2%
Education & training	%	2010-11	10.1%	10.7%	8.4%	7.4%	6.2%
Manufacturing	%	2010-11	9.0%	9.1%	8.9%	16.4%	10.6%
Health care & social assistance	%	2010-11	8.0%	8.8%	5.8%	8.6%	7.2%
Employment and Incomes							
Unemployment Rate							
5 Years Ago	%	Jun-07	3.9%	4.0%	3.5%	4.5%	4.9%
Current	%	Jun-12	5.3%	5.4%	5.0%	5.3%	5.4%
Top 5 Industries[(b)]							
Retail trade	%	2011	14.8%	15.7%	12.3%	12.4%	11.1%
Construction	%	2011	14.3%	13.6%	16.2%	9.8%	8.4%
Health care and social assistance	%	2011	11.1%	12.0%	8.4%	12.1%	11.9%
Education and training	%	2011	10.9%	11.1%	10.1%	8.6%	8.2%
Manufacturing	%	2011	9.1%	9.2%	8.8%	16.3%	11.0%
Top 5 Occupations[(c)]							
Technicians & Trades Workers	%	2011	16.8%	16.5%	17.9%	16.1%	14.1%
Professionals	%	2011	16.3%	17.1%	14.0%	19.6%	22.9%
Sales Workers	%	2011	13.4%	14.0%	11.5%	11.0%	10.0%
Clerical & Administrative Workers	%	2011	12.4%	12.6%	11.8%	14.4%	14.8%
Labourers	%	2011	12.1%	11.6%	13.8%	9.9%	9.1%
Income							
Average Individual Weekly Income	$/week	2011	$682	$674	$709	$716	$726

Indicator	Units	Reference Year	Casey-Cardinia	Casey	Cardinia	Melbourne's SE	Victoria
Property Market							
Total Land Area (sq km)							
Total Land Area	ha	2010	1,691	409	1,281	3,121	227,421
Dwelling Structure							
Separate House	%	2011	91.2%	91.1%	91.3%	79.5%	75.9%
Semi-Detached(d)	%	2011	4.5%	4.5%	4.4%	10.7%	9.6%
Flat, Unit or Apartment	%	2011	3.9%	4.1%	3.4%	9.3%	13.7%
Other Dwelling	%	2011	0.4%	0.2%	0.8%	0.6%	0.8%
Building Approvals							
Residential Approvals							
Number of approvals	No.	2011-12	3,791	2,341	1,450	11,264	49,270
Difference from 5 Year Average	%	2006-07 to 2011-12	-7.0%	-5.6%	-9.1%	-3.5%	-1.6%
Value of approvals	$'000	2011-12	$873,452	$550,511	$322,941	$3,379,405	$14,757,489
Difference from 5 Year Average	%	2006-07 to 2011-12	-2.3%	-3.4%	-0.3%	3.9%	6.1%
Non-residential Approvals							
Value of approvals	$'000	2011-12	$237,586	$144,549	$93,037	$1,667,441	$8,405,493
Difference from 5 Year Average	%	2006-07 to 2011-12	-1.6%	-7.1%	13.6%	2.7%	3.8%
Total Land Area (sq km)							
Total Land Area	ha	2010	1,691	409	1,281	3,121	227,421

Notes: (a) by percentage contribution to Industry Value Add, ranked by top five industries in Casey-Cardinia. (b) by industry contribution to total employment by place of work (2011 Census) ranked by top five industries in Casey-Cardinia. (c) by percentage contribution to employment by place of work (2011 Census) ranked by top five industries in Casey-Cardinia. (d) includes row houses, terrace houses and townhouses.
Source: AEC*group* (unpublished), ABS (2012b), DEEWR (2012)

2.3 SEE Regional Index

The AEC*group* SEE Regional Index is a comprehensive measure of the social, economic and environmental (SEE) progress of each of Australia's Local Government Areas (LGA). The AEC*group* SEE Regional Index is updated annually and is supported by a comprehensive database of social, economic and environmental statistics.

The SEE Regional Index is comprised of over 60 data sets and captures the current state of the region as well as progression over time. Each outcome is reported as a location quotient (LQ) which compares the local area to the nation, stripping out implications of population or economic size. Indicators are measured on a per capita basis or per dollar of gross value add in order to ensure they are comparable. An index result above 1 indicates the local government area (LGA) is outperforming in comparison with Australia. Conversely, an index result below 1 indicates an LGA is underperforming the nation.

The outcomes of all Australian LGAs have been ranked from 1 to 565 (with 1 being the best performing LGA and 565 being the worst performing LGA).These rankings allow users of the SEE Regional Index to understand how their LGA is performing in comparison with its peers. A median LGA outcome is also reported to allow this comparison to be made. A percentage has also been assigned to each LGA where a percentage range of 0-5% means the LGA ranks in the top 5% of the nation.

According to the SEE Regional Index, both Casey and Cardinia underperform the nation, but have a Regional Index in the top half of all Australian LGAs. Casey outperforms Cardinia across each of the three indicators and is particularly strong on the Social indicator - reflecting its social diversity and higher education and work-life balance outcomes. Both Casey and Cardinia have relatively good outcomes for the Industry component of the Environmental Indicator. This is reflective of the prominence of services industries in the area (which tend to have lower environmental impacts). Household environmental impacts are problematic in both areas, reflecting high car dependency.

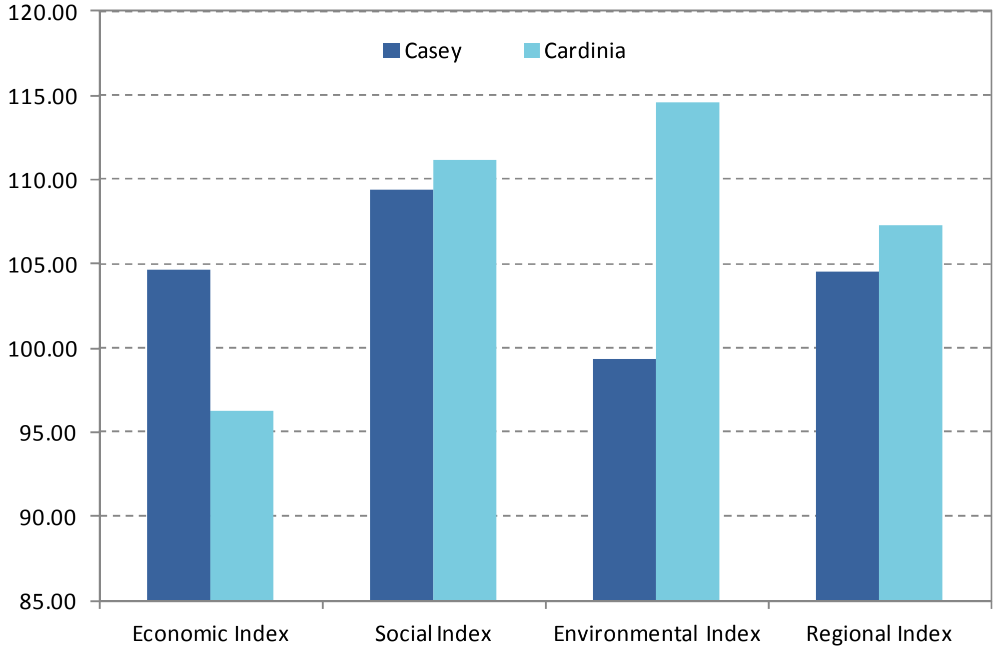
Table 2.3: AEC*group* SEE Regional Index Outcomes, 2011

Index Component	Casey			Cardinia		
	LQ	Rank	Outcome	LQ	Rank	Outcome
Economic Indicator	**0.89**	**191**	**31-35%**	**0.85**	**229**	**41-45%**
Business and Industry	0.99	359	61-65%	1.10	170	31-35%
Households	0.93	191	31-35%	0.99	109	16-20%
Government	0.76	188	31-35%	0.47	316	56-60%
Social Indicator	**0.94**	**103**	**16-20%**	**0.85**	**180**	**31-35%**
Workplace, Empl and Edu.	1.04	107	16-20%	0.88	218	36-40%
Health	0.93	164	26-30%	0.88	256	46-50%
Community Cohesion	0.97	159	26-30%	1.02	76	11-15%
Social Diversity	0.83	113	16-20%	0.60	271	46-50%
Environmental Indicator	**0.67**	**275**	**46-50%**	**0.61**	**349**	**61-65%**
Industry	1.06	72	11-15%	0.96	168	26-30%
Households	0.28	480	81-85%	0.26	491	86-90%
Regional Index	**0.84**	**172**	**31-35%**	**0.77**	**243**	**41-45%**

Source: AEC*group*

In order to measure progress over time, outcomes have been converted to an index where 2006 is equal to 100. Any improvement in the index for each LGA would lift the index above 100 and any deterioration in the index would reduce the index below 100. In Figure 2.1, the index outcome for Casey and Cardinia are shown. Both Casey and Cardinia have improved since 2006 on the Regional Index (Cardinia has posted a greater improvement from a lower base). The only decline in the index since 2006 was Cardinia's economic index which has declined each year to 96.24 in 2011.

Figure 2.1: AEC*group* SEE Regional Index, Measuring Progress, 2006-2011



Source: AEC*group*

Implications for Casey-Cardinia

The SEE Regional Index provides key insights into areas of strength and weakness for both areas. Building on local strengths and pursuing local weaknesses will assist in improving both LGAs' position on the index.

The Casey-Cardinia region overall does well on the Regional Index. However, household's environmental impact is negatively impacting on local wellbeing.

3. Case Study

The following chapter provides a comparison between the Casey-Cardinia region and a select group of comparison regions. These regions include:

- Ballarat
- Moreton Bay
- Ipswich
- Blacktown
- Parramatta
- Penrith

3.1 Community Comparison

In comparison with the case study regions, the Casey-Cardinia region is a high population growth area. Statistics for the community comparison are outlined in Table 3.1. Key findings are:

- The Casey-Cardinia region has posted strong population growth (in terms of growth rates) between 2006 and 2011, outpacing the growth rates of most of the comparison areas (with the exception of Ipswich). The region has a higher proportion of young persons (aged under 30) than most of the comparison regions (excepting Ipswich and Parramatta).
- Whilst the Casey-Cardinia region has quite a strong school containment rate (number of persons aged 16 who are attending school), the catchment tends to underperform in terms of non-school qualifications.
- The Casey-Cardinia region has strong cultural diversity (though naturally is less so than the Western Sydney areas). However, the area has a lower proportion of indigenous residents.
- Mortgage stress is problematic across all regions, and in most comparison regions is higher than in the Casey-Cardinia region. However, rental stress is higher in the Casey-Cardinia region than other regions.

Implications for Casey-Cardinia

Comparisons with similar regions across Australia highlight the current and future potential, which can be tapped in the Casey-Cardinia region. In particular:

- Strong population growth. This can have beneficial impacts on the local economy by providing demand for key services. This would also need to be met by growth in non-population driven sectors in order to produce a stable and smooth local business cycle. However, strong population growth also puts a strain on local infrastructure and services provision. Due to the slow pace of infrastructure development, Councils should proactively plan for future population demands.
- A large cohort of young people. The next generation of youths are more likely to hold a high school diploma, potentially leading into higher proportions of skilled workers (in terms of both university degrees and trade certificates). Attracting businesses with demand for these workers will be essential in improving future employment self-containment rates and decreasing the environmental burden.

Table 3.1: Community Overview

Indicator	Units	Reference Year	Casey-Cardinia	Ballarat	Moreton Bay	Ipswich	Blacktown	Parramatta	Penrith
Population									
Population - ERP									
ERP-5	No.	2006	281,221	88,451	332,862	142,477	280,612	153,891	177,152
Current ERP	No.	2011	335,977	95,007	389,661	172,147	312,479	174,554	184,681
Average Annual Growth Rate	%	2006-2011	3.6%	1.5%	3.1%	3.7%	1.9%	2.2%	0.6%
Age Distribution									
0-14 years	%	2011	22.7%	19.2%	21.5%	23.4%	23.2%	18.3%	21.3%
15-29 years	%	2011	21.9%	22.6%	19.6%	23.4%	22.4%	24.6%	23.2%
30-44 years	%	2011	22.9%	18.9%	21.0%	21.6%	22.9%	23.8%	21.4%
45-59 years	%	2011	18.8%	19.0%	19.3%	17.6%	18.1%	17.3%	19.5%
60-79 years	%	2011	9.8%	13.2%	13.3%	10.1%	9.8%	10.3%	11.0%
80 years and over	%	2011	2.2%	4.3%	3.1%	2.3%	2.0%	3.6%	2.1%
Average Age	Years	2011	34	38	37	34	34	36	35
Education									
School Containment Rate	%	2011	91.8%	89.7%	86.9%	85.6%	89.5%	93.6%	88.2%
High School Diploma[(a)]	%	2011	48.3%	45.3%	47.0%	45.2%	52.9%	64.0%	41.6%
University Degree [(a)]	%	2011	13.9%	18.2%	13.4%	11.0%	19.2%	29.8%	11.8%
Other Non-School Qualification [(a)]	%	2011	46.1%	47.8%	46.8%	43.1%	46.8%	54.7%	44.4%
Society									
Cultural Diversity									
Indigenous Residents	%	2011	0.6%	1.3%	2.3%	4.0%	2.8%	0.9%	3.2%
Residents Born Overseas	%	2011	33.8%	9.4%	20.1%	20.1%	40.4%	48.6%	23.0%
Language Diversity [(b)]	%	2011	16.7%	2.8%	2.7%	3.0%	25.8%	47.0%	9.7%
Religious Diversity [(c)]	%	2011	36.7%	32.3%	28.4%	28.3%	29.0%	43.4%	20.8%
Social Wellbeing									
Mortgage Stress[(d)]	%	2011	14.5%	10.2%	9.4%	9.5%	12.8%	14.7%	10.5%
Rental Stress [(e)]	%	2011	27.3%	30.0%	30.3%	27.2%	27.4%	26.4%	27.5%

Notes: (a) proportion of residents aged over 15 years. (b) proportion of residents speaking a language other than English at home. (c) proportion of residents who are not Christian. (d) defined as households in bottom 40% income distribution paying more than 30% of their income on their mortgage repayments. (e) defined as households in bottom 40% income distribution paying more than 30% of their income on rent payments.
Source: ABS (2012a, 2012b) Victoria Police (2012), PHIDU (2012)

3.2 Economic Comparison

The Casey-Cardinia economy is smaller and more volatile than that of its comparison regions. Statistics for the economic comparison are outlined in Table 3.2. Key findings of this comparison are:

- Whist the total value of economic activity in Casey-Cardinia is not significantly different to some of the comparison regions (particularly Ballarat and Penrith), on a per capita basis, the Casey-Cardinia catchment significantly underperforms at $20,259 of GRP per capita compared to an average of $49,241 across the comparison regions. This is reflective on the economy's high reliance on population driven industry sectors (which tend to add as much value as other parts of the economy).
- Confirming this reliance is Casey-Cardinia's high contribution to economic activity from the construction industry (at 13.4%) which is only surpassed by Moreton Bay (which is a similar, population-driven economy). In addition, the relatively small size of the manufacturing sector (at 9.0% compared to an average of 14.9%) is demonstrative of the relative lack of high-value add activity in the region.
- Local businesses tend to employ higher proportions of technicians and trades workers, sales workers and labourers than comparison regions (on average).This has resulted in a lower proportion of professionals and clerical and administrative workers employed in the area. However, local residents are similarly likely to work as a manager or clerical and administration worker to those in the other regions.
- Workers who live in the Casey-Cardinia area are more affordable to businesses with local residents earning $682 per week compared to the average of $701 in the comparison regions. Wages of persons who work in Casey-Cardinia also tend to be lower than in other regions (refer to Table C. 1).

Implications for Casey-Cardinia

Comparisons with similar regions across Australia highlight the opportunities for development in Casey-Cardinia. In particular:

- Diversifying the base of economic activity in Casey-Cardinia towards higher-value adding industry such as manufacturing, professional business services and logistics. This would reduce the local economy's over reliance on population growth for economic growth and result in higher gross regional product per capita outcomes.
- Diversification of the local economy is also likely to result in increased demand for managerial and other white collar workers in the region. This may result in increased skills retention and attraction.
- The skill set of local residents is not currently being fully leveraged for local economic outcomes. Providing employment opportunities which will build upon the occupational composition of persons who live in the region can assist in reducing the proportion of locals who work elsewhere and reduced economic leakage.

Table 3.2: Economic Overview Summary

Indicator	Units	Reference Year	Casey-Cardinia	Ballarat	Moreton Bay	Ipswich	Blacktown	Parramatta	Penrith
GRP and Key Industries									
Gross Domestic Product									
Latest GRP	$M	2010-11	$6,806.6	$5,198.2	$10,386.2	$6,116.5	$12,171.7	$17,312.5	$7,463.8
GRP per capita	$	2010-11	$20,259	$54,714	$26,654	$35,530	$38,952	$99,181	$40,415
Latest Year Growth Rate	%	2009-10 to 2010-11	-1.7%	2.6%	1.7%	-0.5%	0.9%	7.0%	0.4%
4 year Average Annual Growth Rate	%	2006-07 to 2010-11	2.1%	1.3%	1.3%	0.0%	1.9%	1.3%	1.9%
Top 5 Industries(a)									
Construction	%	2010-11	13.4%	7.0%	15.0%	8.5%	9.3%	5.0%	8.9%
Retail trade	%	2010-11	10.1%	9.8%	9.4%	6.2%	6.0%	3.4%	7.5%
Education & training	%	2010-11	10.1%	6.5%	7.4%	7.0%	7.2%	3.3%	9.0%
Manufacturing	%	2010-11	9.0%	13.1%	11.6%	20.2%	17.3%	12.9%	14.5%
Health care & social assistance	%	2010-11	8.0%	12.4%	9.3%	9.0%	6.0%	10.6%	10.5%
Employment and Incomes									
Unemployment Rate									
5 Years Ago	%	Jun-07	3.9%	8.3%	3.5%	6.5%	6.6%	4.2%	5.0%
Current	%	Jun-12	5.3%	6.2%	5.5%	4.4%	6.1%	4.9%	4.8%
Top 5 Industries(b)									
Retail trade	%	2011	14.8%	13.4%	15.3%	11.5%	12.4%	6.7%	12.9%
Construction	%	2011	14.3%	7.7%	11.1%	7.8%	9.5%	5.7%	8.9%
Health care and social assistance	%	2011	11.1%	17.2%	13.9%	13.3%	9.4%	17.8%	13.6%
Education and training	%	2011	10.9%	10.1%	9.6%	9.9%	8.9%	5.5%	10.4%
Manufacturing	%	2011	9.1%	11.7%	10.0%	16.4%	15.6%	10.1%	11.8%
Top 5 Occupations(c)									
Technicians & Trades Workers	%	2011	16.8%	15.6%	16.0%	16.7%	13.9%	10.3%	14.1%
Professionals	%	2011	16.3%	21.2%	15.7%	16.2%	15.9%	27.0%	18.0%
Sales Workers	%	2011	13.4%	11.1%	13.2%	9.9%	10.0%	6.7%	11.0%
Clerical & Administrative Workers	%	2011	12.4%	14.4%	13.2%	11.7%	14.5%	24.0%	15.6%
Labourers	%	2011	12.1%	11.1%	12.3%	14.9%	11.5%	6.6%	10.4%

Indicator	Units	Reference Year	Casey-Cardinia	Ballarat	Moreton Bay	Ipswich	Blacktown	Parramatta	Penrith
Income									
Average Weekly Income	$/week	2011	$682	$659	$723	$700	$689	$705	$731
Property Market									
Dwelling Structure									
Separate House	%	2011	91.2%	85.2%	84.4%	90.5%	82.5%	51.3%	80.6%
Semi-Detached[(d)]	%	2011	4.5%	6.2%	7.8%	5.5%	11.6%	13.4%	11.3%
Flat, Unit or Apartment	%	2011	3.9%	8.1%	6.6%	3.3%	5.4%	34.9%	7.7%
Other Dwelling	%	2011	0.4%	0.6%	1.2%	0.8%	0.5%	0.3%	0.5%
Building Approvals									
Residential Approvals									
Number of approvals	No.	2011-12	3,791	984	2,540	1,378	1,415	1,174	892
Difference from 5 Year Average	%	2006-07 to 2011-12	-7.0%	2.8%	-27.3%	-32.1%	-11.1%	-0.2%	43.9%
Value of approvals	$'000	2011-12	$873,452	$242,273	$601,753	$313,090	$347,903	$252,907	$245,739
Difference from 5 Year Average	%	2006-07 to 2011-12	-2.3%	13.2%	-24.0%	-30.1%	2.3%	3.4%	64.3%
Non-residential Approvals									
Value of approvals	$'000	2011-12	$237,586	$83,661	$137,444	$340,649	$127,680	$94,762	$128,304
Difference from 5 Year Average	%	2006-07 to 2011-12	-1.6%	4.3%	-9.2%	-4.8%	-12.4%	-22.5%	12.4%

Notes: (a) by percentage contribution to Industry Value Add ranked by top five industries in Casey-Cardinia. (b) by industry contribution to total employment by place of work (2011 Census) ranked by top five industries in Casey-Cardinia. (c) by percentage contribution to employment by place of work (2011 Census) ranked by top five industries in Casey-Cardinia. (d) includes row houses, terrace houses and townhouses.
Source: AEC*group* (unpublished), ABS (2012b), DEEWR (2012)

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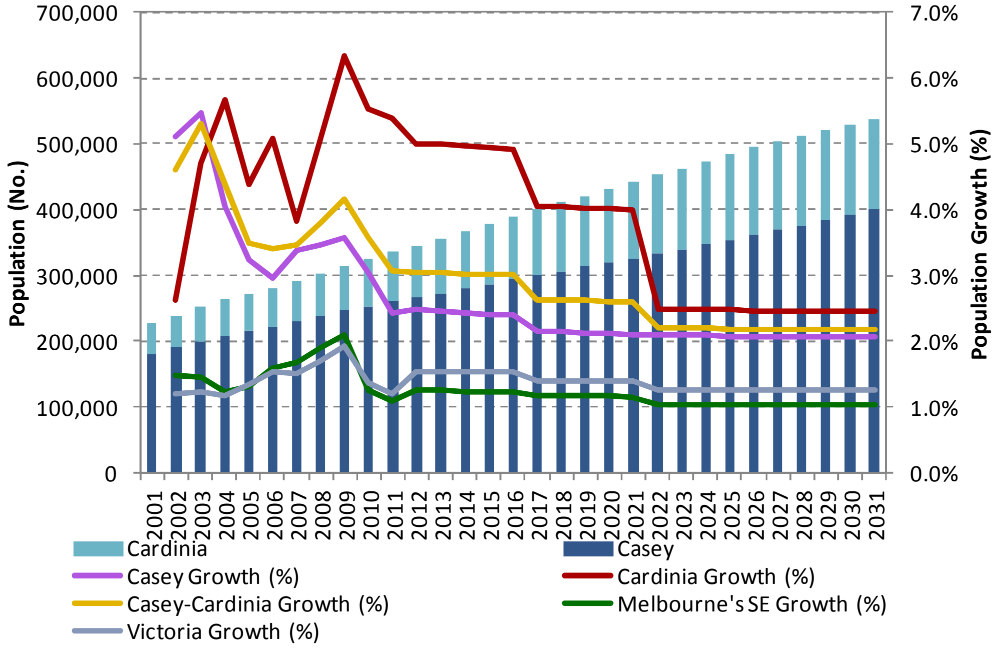
Appendix A: Population and Demographics

Historical and Projected Population

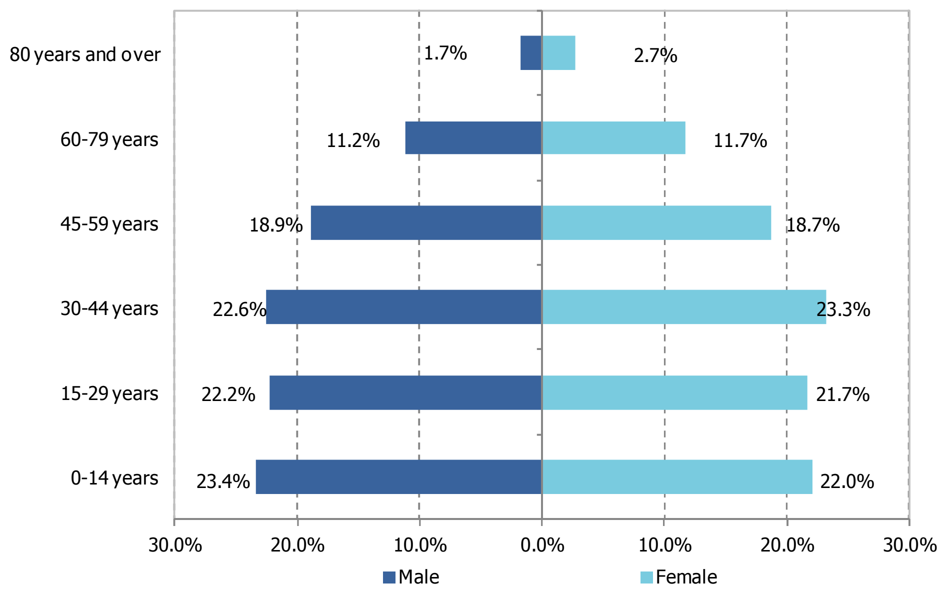
Figure A. 1: Population - Historic and Projected, 2001-2031



Source: ABS (2012a), Department of Planning and Community Development (2012)

Age Profile

Figure A. 2: Population by Age and Sex, Casey-Cardinia, 2011



Source: ABS (2012b)

Personal Income

Table B. 1: Personal Income, $ per week, 2011

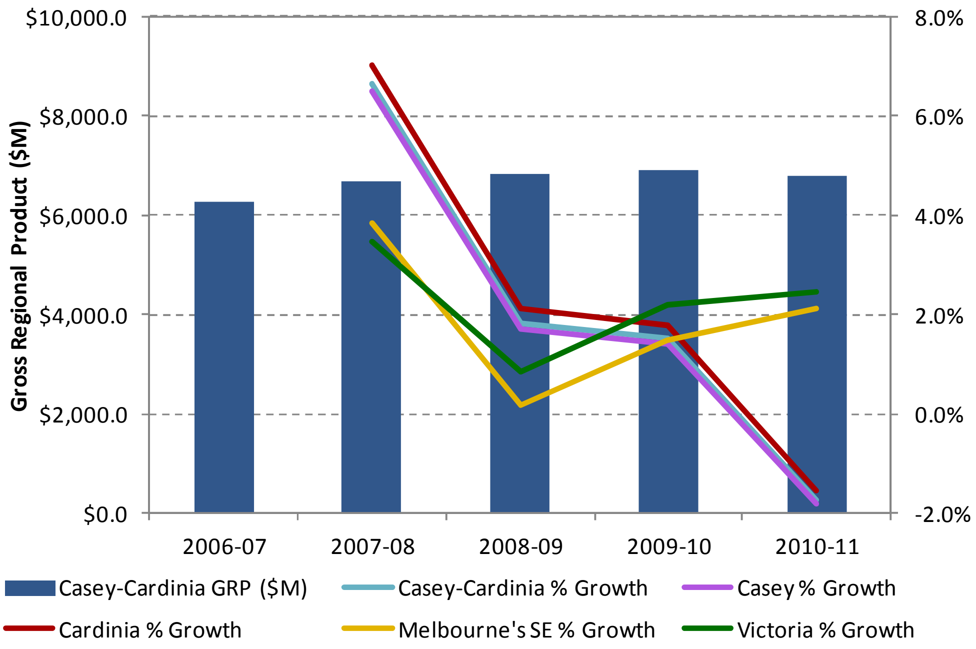
Indicator	Casey-Cardinia	Casey	Cardinia	Melbourne's SE	Victoria
Average Weekly Income	$681.8	$673.7	$709.5	$715.5	$726.4

Source: ABS (2012b)

Appendix B: Size and Structure of the Economy

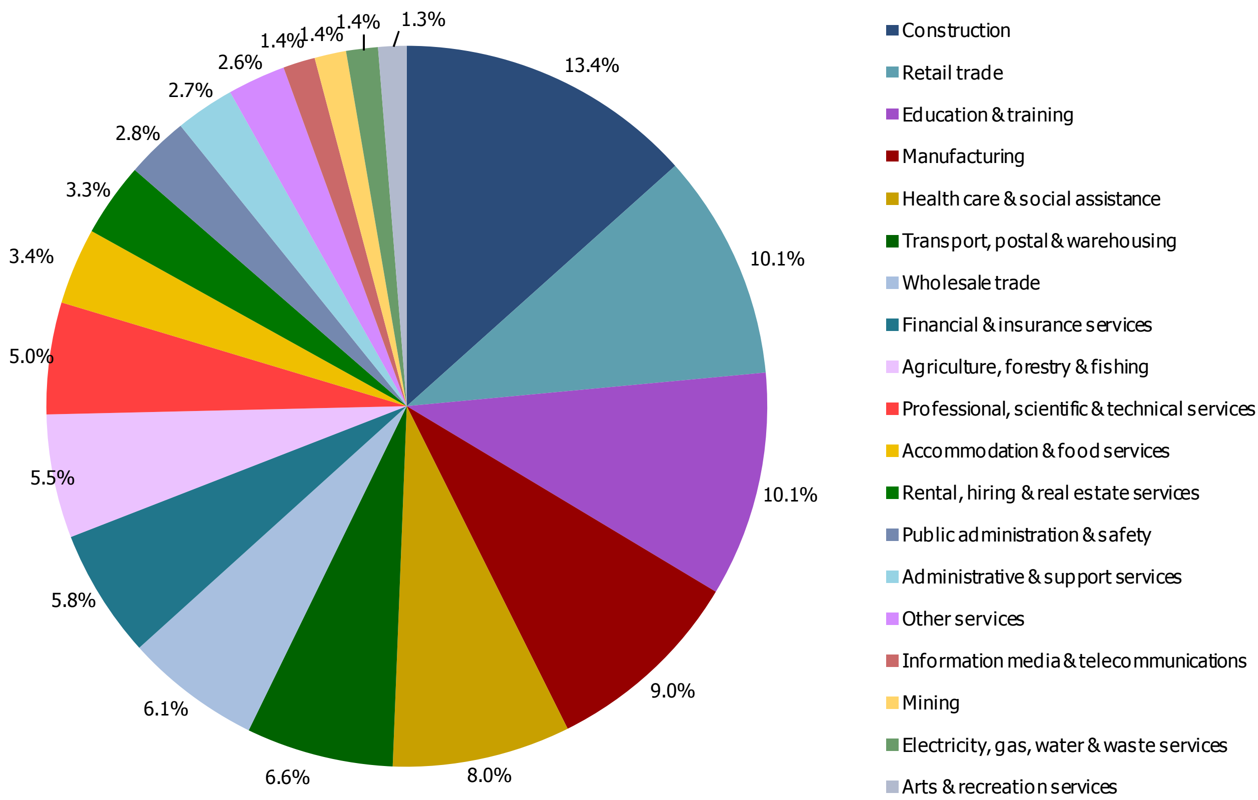
Gross Regional Product

Figure B. 1: Gross Regional Product (GRP) 2006-07 to 2010-11



Source: AEC*group*

Figure B. 2: Industry Value Add but Industry, 2010-11



Source: AEC*group*

Business Count by Industry

Table B. 2: Business Counts by Industry, June 2011

Indicator	Casey-Cardinia	Casey	Cardinia	Melbourne's SE	Victoria
Agriculture, forestry & fishing	5.8%	2.6%	13.8%	2.7%	8.4%
Mining	0.1%	0.1%	0.0%	0.1%	0.2%
Manufacturing	4.9%	5.0%	4.6%	6.2%	4.6%
Electricity, gas, water & waste services	0.4%	0.3%	0.6%	0.3%	0.3%
Construction	27.9%	27.9%	27.8%	20.1%	16.9%
Wholesale trade	3.5%	3.8%	2.9%	5.4%	4.2%
Retail trade	6.2%	6.5%	5.4%	7.2%	7.0%
Accommodation & food services	2.6%	2.8%	2.3%	3.4%	4.1%
Transport, postal & warehousing	11.6%	12.8%	8.5%	6.9%	6.4%
Information media & telecommunications	0.5%	0.5%	0.3%	0.8%	0.9%
Financial & insurance services	5.0%	5.1%	4.6%	7.7%	8.2%
Rental, hiring & real estate services	7.4%	7.6%	7.0%	10.1%	10.6%
Professional, scientific & technical services	9.3%	9.6%	8.5%	12.9%	12.6%
Administrative & support services	4.5%	4.8%	3.6%	4.3%	3.8%
Public administration & safety	0.4%	0.5%	0.3%	0.4%	0.3%
Education & training	1.0%	0.9%	1.2%	1.3%	1.2%
Health care & social assistance	3.0%	3.3%	2.3%	4.4%	4.8%
Arts & recreation services	1.2%	1.2%	1.3%	1.2%	1.4%
Other services	4.9%	4.9%	4.8%	4.7%	4.1%
Total (No.)	**90,058**	**64,496**	**25,562**	**554,560**	**2,096,571**

Source: ABS (2012c)

Economic Diversity

Table B. 3: Economic Diversity (LQ), 2011

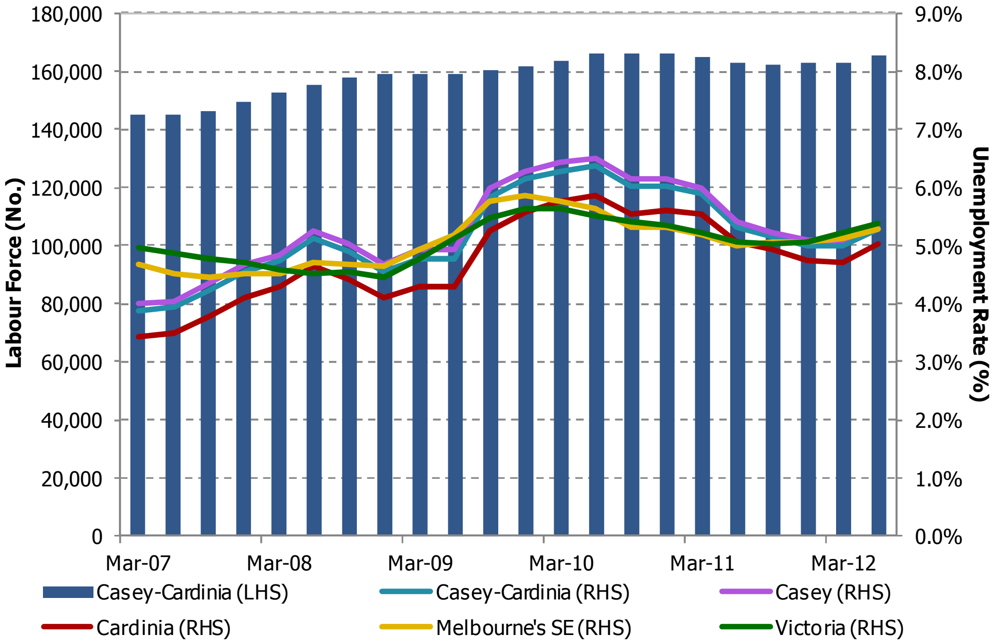
Area	2011[(a)]
Casey	0.67
Cardinia	0.67
Melbourne SD	0.76
Victoria	0.84
Australia	**1.00**

Note: (a) AEC*group's* Economic Development Index is developed by comparing the diversity of the local labour force to that of Australia. The Economic Development Index is reported as a location quotient where Australia is equal to 1. It is impossible for any area to record an outcome above 1 on the Economic Diversity index.
Source: AEC*group*

Appendix C: Labour Market

Labour Force and Unemployment

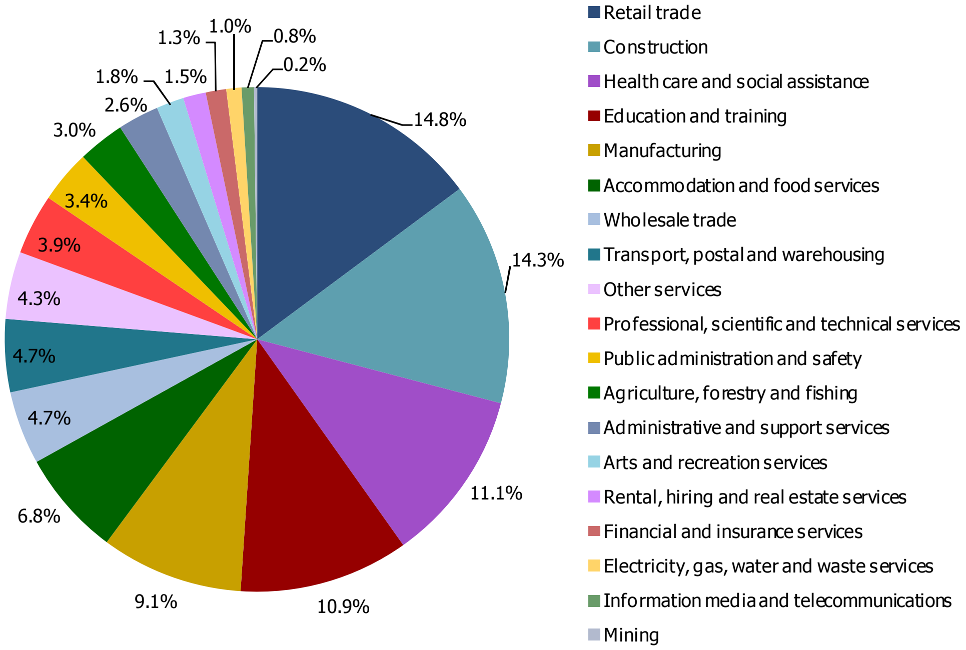
Figure C. 1: Labour Force, Mar-07 to Jun-12



Source: DEEWR (2012)

Employment by Industry

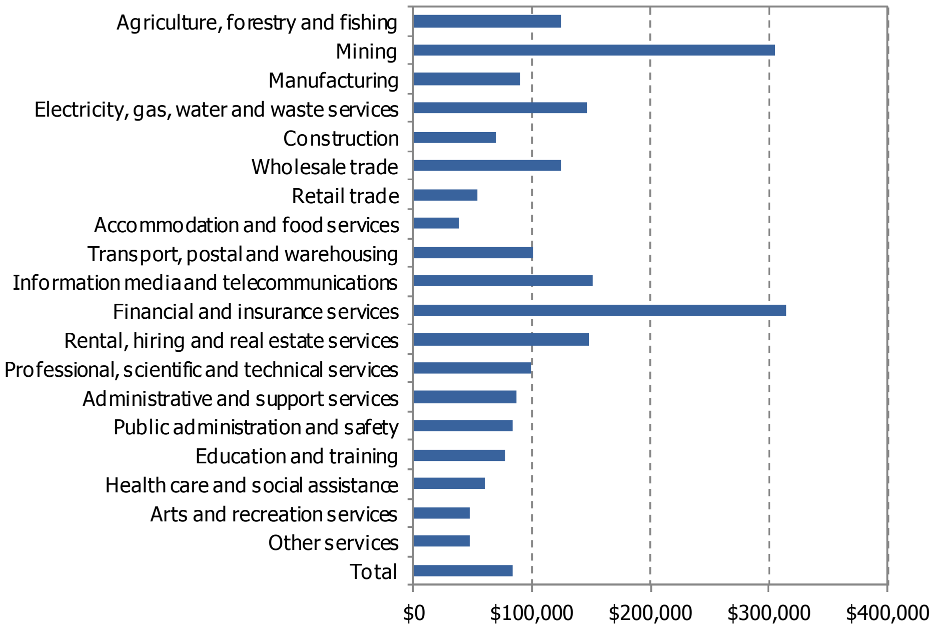
Figure C. 2: Employment by Industry (PoW), Census, 2011



Source: ABS (2012b)

Value of Employment

Figure C. 3: Value of Employment[(a)], 2010-11 (PoW)



Note: (a) Uses AEC*group* estimates of GVA and Employment by Industry (not Census).
Source: AEC*group*

Industry Earnings

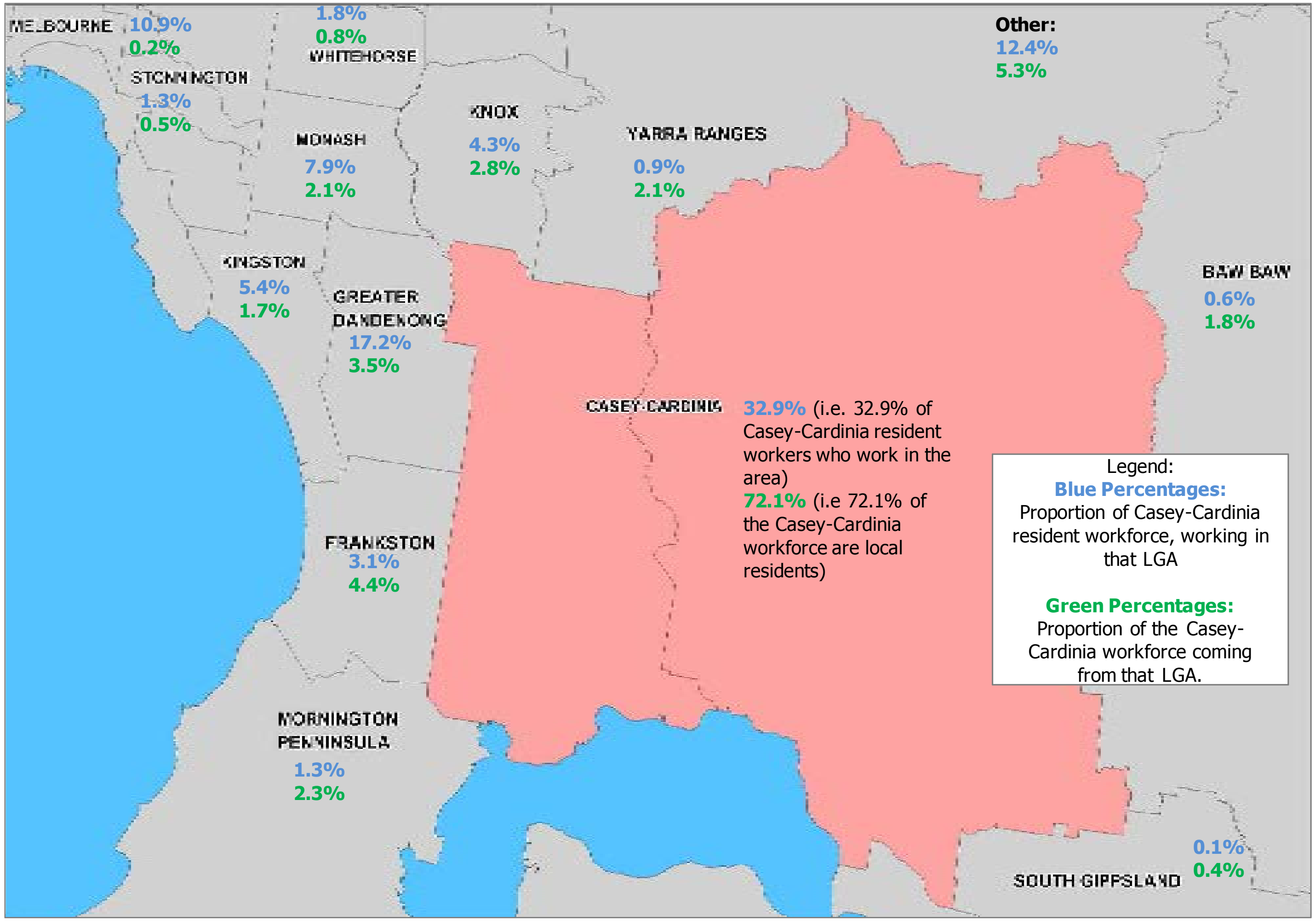
Table C. 1: Incomes by Industry (PoW), 2011

Indicator	Casey-Cardinia	Casey	Cardinia	Melbourne's SE	Victoria
Agriculture, forestry & fishing	$733.3	$772.4	$705.1	$798.8	$741.9
Mining	$1,257.9	$1,128.6	$1,361.8	$1,385.1	$1,540.7
Manufacturing	$897.1	$915.4	$841.4	$1,019.7	$1,028.6
Electricity, gas, water & waste services	$1,081.4	$1,041.4	$1,157.4	$1,265.3	$1,298.8
Construction	$985.7	$995.0	$963.2	$1,028.2	$1,044.3
Wholesale trade	$941.3	$989.1	$757.3	$1,075.2	$1,047.6
Retail trade	$573.8	$580.2	$549.8	$649.3	$646.3
Accommodation & food services	$383.3	$382.6	$385.6	$441.4	$508.6
Transport, postal & warehousing	$882.1	$887.2	$869.7	$914.2	$1,022.1
Information media & telecommunications	$781.2	$753.4	$842.1	$993.1	$1,183.8
Financial & insurance services	$985.9	$984.2	$991.0	$1,077.2	$1,301.0
Rental, hiring & real estate services	$906.7	$885.1	$959.0	$993.5	$1,051.1
Professional, scientific & technical services	$927.2	$930.0	$920.8	$1,107.9	$1,257.6
Administrative & support services	$667.0	$654.3	$710.2	$761.8	$824.3
Public administration & safety	$1,023.2	$1,015.2	$1,050.6	$1,083.8	$1,181.8
Education & training	$992.1	$1,003.9	$954.5	$1,018.1	$1,031.4
Health care & social assistance	$807.0	$824.9	$733.3	$892.3	$916.5
Arts & recreation services	$573.3	$575.9	$566.0	$651.8	$786.6
Other services	$695.0	$702.1	$672.1	$774.3	$776.9
Total	**$811.9**	**$818.7**	**$792.1**	**$914.6**	**$962.5**

Source: ABS (2012b)

Journey to Work

Figure C. 4: Journey To Work - All Industries

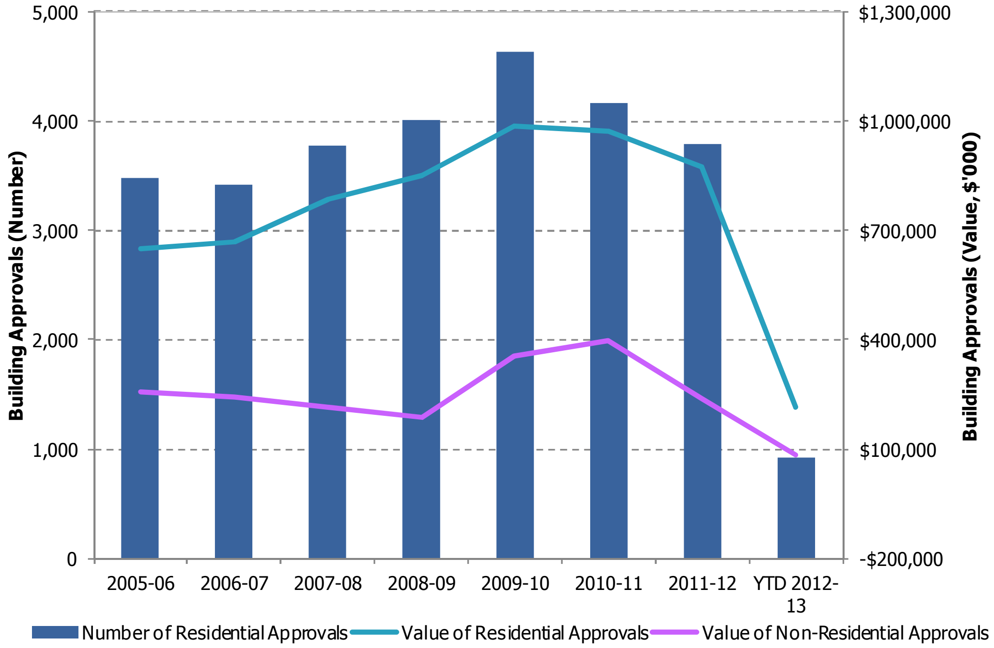


Note: Further details on Journey to Work patterns for specific industries is located in the *Casey-Cardinia Economic Development Strategy*. Key other locations for employment include Boroondara, Port Phillip, Glen Eira, Maroondah and Yarra (each attracting over 1% of local residents).
Source: ABS (2012d), AEC*group*

Appendix D: Property

Building Activity

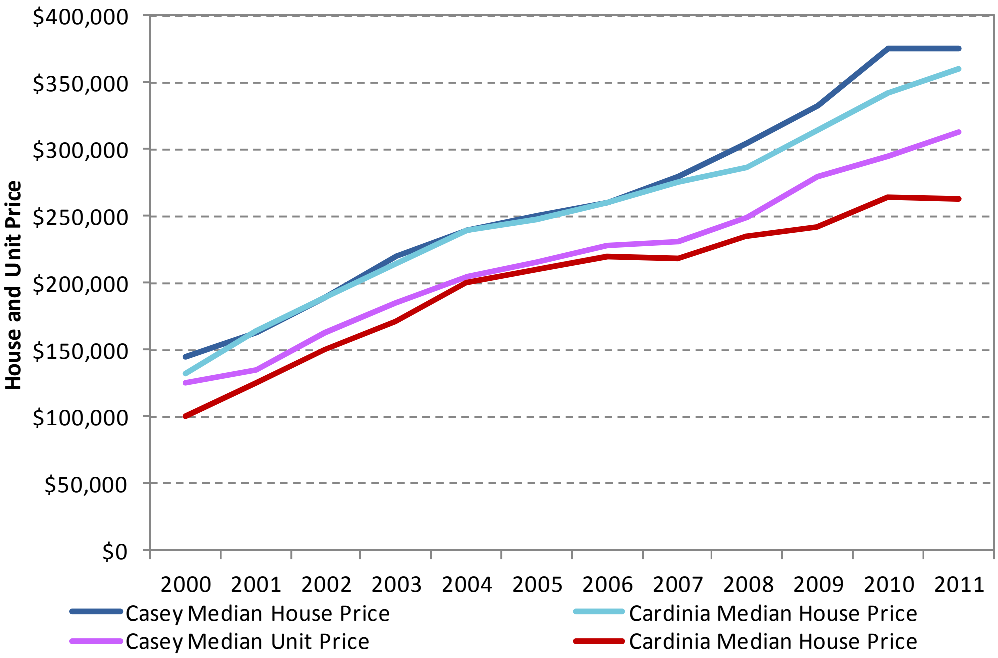
Figure D. 1: Building Approvals, 2005-06 to YTD (September Quarter) 2012-13, Casey-Cardinia



Source: ABS (2012c)

Property Market

Figure D. 2: House Prices, 2000-2011



Source: REIV (2012)

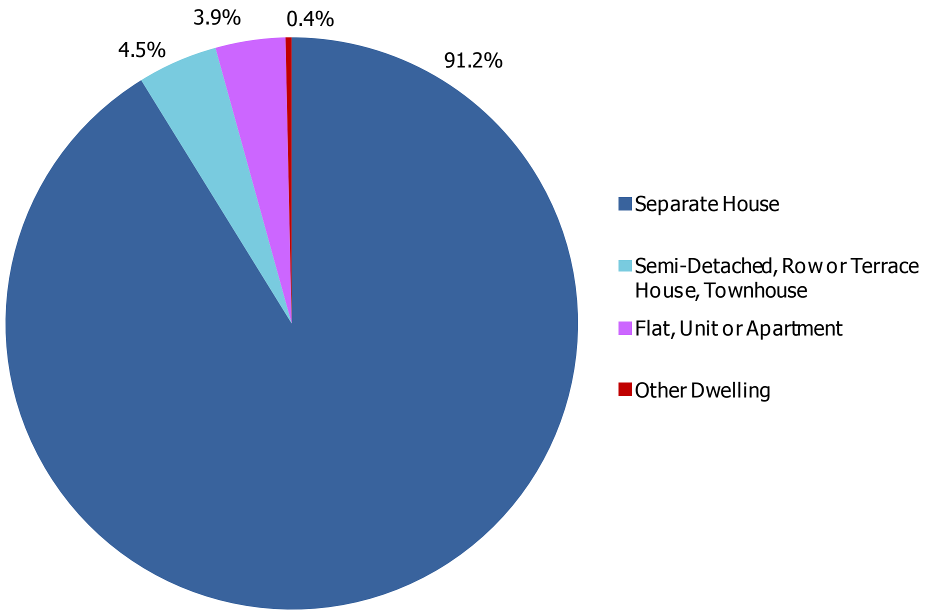
Household Characteristics

Table D. 1: Household Overview, 2011

Indicator	Casey-Cardinia	Casey	Cardinia	Melbourne's SE	Victoria
Average Persons per Household (No.)	2.8	2.9	2.6	2.5	2.3
Proportion of Family Households (%)	77%	78%	72%	67%	62%
Total Number of Dwellings (No.)	115,542	87,394	28,148	625,717	2,282,765

Source: ABS (2012b)

Figure D. 3: Dwelling Structure, 2011



Source: ABS (2012c)

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