

21.02 MUNICIPAL CONTEXT AND PROFILE05/07/2012
Proposed
GC81**21.02-1 Port Phillip in context**05/07/2012
C102**State and Regional Context**

Within the state context, planning and development of the City of Port Phillip is guided by the Victorian Planning Provisions in general and *Melbourne 2030 – planning for sustainable development* in particular.

The City of Port Phillip continues to play an important role in providing well designed additional housing to accommodate population growth and this is one of the primary ways in which the city can contribute to reducing the effects of climate change, by providing alternatives to urban sprawl. A major challenge related to this is ensuring housing choices remain diverse, affordable and easy to access by sustainable means of transport.

Port Phillip also makes an important contribution to the economic prosperity of the state, through the provision of significant tracts of land suitable for industrial and employment uses, supporting the activities of the Port of Melbourne, supporting a strong tourism industry, and hosting major sporting and cultural events. Station Pier acts as a major national and international gateway to Melbourne.

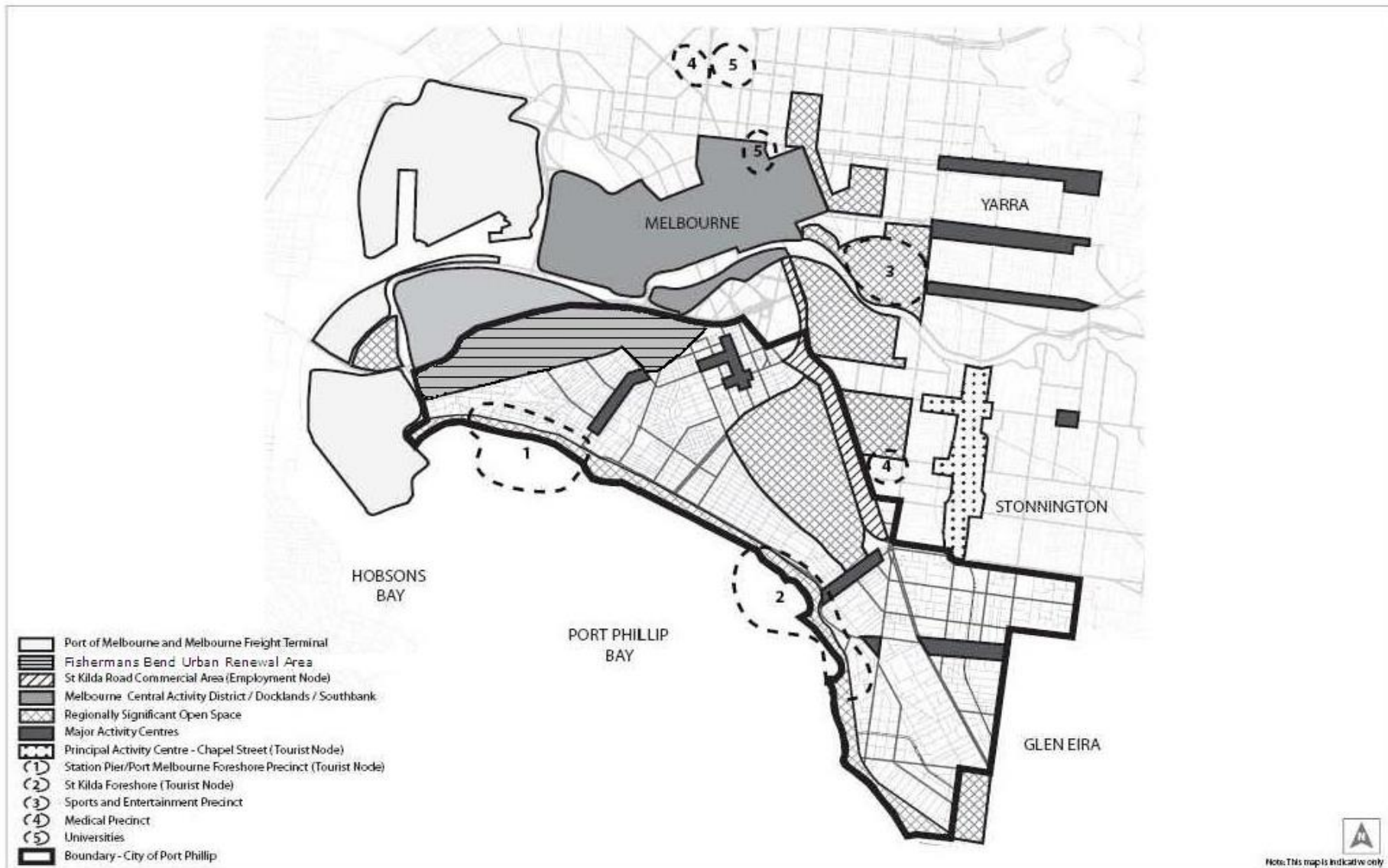
The foreshore of Port Phillip is the major defining feature of the municipality and is a regional attractor.

The City of Port Phillip, along with the Cities of Melbourne, Yarra and Stonnington (west of Kooyong Road), forms part of the Inner Melbourne Region and much strategic planning for the region has been done collaboratively. It is within the context of this planning that this Municipal Strategic Statement has been written.

Local Context

Port Phillip is a remarkably varied municipality serving diverse communities of residents, workers and visitors.

People who live in Port Phillip tend to experience the city as a series of neighbourhoods and relate strongly to their local area. For this reason, neighbourhoods are planned and managed separately.



city of port phillip locality map

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GC81**Municipal Profile****A growing population**

- The number of residents has increased by 7.98%, or 6,785 people, since 2001. This rate of growth is higher than the Melbourne Statistical Division (MSD) of 7.3% over the same period and is largely the result of major higher density housing developments.
- In 2006 the resident population was 85,012 people and according to forecast data, is projected to increase to 100,605 people by 2016 – an average annual growth rate of 1.3% and an additional 1,208 people per year.

Fewer children and elderly people

- There are a large number of people aged 25-49 in Port Phillip (52% of the total population in 2001 compared to the MSD of 38.5%). There are comparatively few children – in 2006 only 4.6% of the total population were under 11 years of age, which signifies low birth rates for the adult population.
- In 2006, 10.6% of the population were over 60 years of age, slightly lower than the MSD of 16% for the same age group. By 2016, it is estimated that 15.8% of the population will be aged 60 years or over.

Diversity of people

- In 2006, 27.1% of residents were born overseas, with 16.6% of this group born in non-English speaking countries. In 2006, 59.2% of the population were born in Australia, slightly lower than the MSD of 65.7%.
- Port Phillip is diverse in terms of advantage and wealth. In 2006, 54.7% of households were high income households (i.e. a weekly household income of \$1,000 or more) compared to the MSD of 21.8%. At the other end of the spectrum, 13.9% of the total population are low income households (i.e. a weekly household income of \$350 or less).

Smaller households and household type

- In 2006, the average household size was 1.9 persons per household, substantially lower than the average household size for the MSD of 2.7 persons. This trend is expected to continue over the next 10 years, with couples without dependents and lone person households making up over two thirds (66.3%) of household types.
- Flats and apartments house the largest number of people. In 2006, 60.6% of all households occupied flats or apartments, while 24.4% occupied semi-detached properties and 14.7% occupied detached houses.

Employment

- In 2001, the labour force consisted of 46,886 persons (67% of the resident population) compared to 61.7% of the resident population in the MSD labour force.
- There are an estimated 8,500 businesses in Port Phillip. The biggest employers are the 'population driven' sectors such as Property and Business Services, Retail Trade, Cultural and Recreational Services, Accommodation, Cafes and Restaurants. The majority of workers (83.1%) employed in these businesses do not reside in the municipality.

Main Economic drivers

- Retail: Port Phillip has four major activity centres, six neighbourhood activity centres and four smaller local centres.
- Commerce: Port Phillip has joint responsibility over one of the largest commercial areas outside of the Central Business District – St Kilda Road. Port Phillip similarly has responsibility over the Sandridge Precinct within Fishermans Bend which has been identified as one of Melbourne’s premium office and commercial locations.
- Industry: The key industrial node is in Fishermans Bend, this will transition in time as it redevelops as a mixed use urban renewal area. The area is currently used for a range of industrial uses, with a high proportion of manufacturing, transport and storage operations.
- Tourism: Port Phillip is a major tourist destination, estimated to attract 4 million visitors per year, injecting \$438 million into the local economy, and providing around 5,000 local jobs. Port Melbourne’s waterfront and St Kilda’s foreshore are key tourist attractors.

Significant Features

- There are over 12,000 individually significant heritage places which greatly contribute to the attractiveness of the area as a place to live, work and visit.
- There is a wide variety of parks and open spaces serving regional, local and neighbourhood roles. Many parks and gardens were created in the 19th Century and are historically significant public open space areas.
- Port Phillip’s 11km of beaches and foreshore are a vital resource for the local community. It is a valued place for a wide range of leisure activities. It also provides habitat for a wide variety of flora and fauna.

Natural Environment

- Port Phillip is a highly modified urban environment and the municipality’s natural systems have been altered by the impact of human occupation of the area.
- Since European arrival, native vegetation clearance has altered the landscape and has led to a substantial reduction in biodiversity in the area. Surviving flora and fauna species have adapted to living in an urban environment and reconstructed natural heritage areas have been developed to aid in their continuing survival.

Indigenous Cultural Heritage

- The people and elders of the Eastern Kulin Nation have traditional connections and responsibilities for the land the City of Port Phillip now occupies. There are three known sites of aboriginal heritage significance within the city: the corroboree tree at St Kilda Junction, Ormond Point midden site, and Cleve Gardens.

Access and Movement

- The municipality is ideal for walking: it is built on a walking scale with shopping, parks and local facilities within walking distances of most residential properties.
- The city’s off-road and on-road bicycle network connects the majority of areas within the municipality and the wider region. There are approximately 70km of existing on-road routes and more than 20km of existing off-road routes.
- The municipality has an extensive public transport infrastructure network which includes one heavy rail, two light rails, six tram lines (15 services) and thirteen bus routes.

- In 2006, 42.3% of all households owned 1 car, 21.7% owned 2 cars and 3.9% owned 3 or more cars. Compared to 2001, the 1 car and 3+ car ownership rate reduced by 0.2% and 0.3% respectively, while the 2 car ownership rate marginally increased by 0.1%.