

Strong and Dynamic Local Economy



Resilient and Safe Framework

A strong local economy provides diverse local employment opportunities, supports the creation of flexible and adaptable workplaces and workforces, encourages and supports local businesses to thrive and grow, invests in social enterprises and is able to harness the potential of new technologies to drive innovation and respond to emerging economic opportunities.

It also means meeting the economic needs of individuals and households, by providing meaningful work and liveable incomes, ensuring social safety-nets are in place, and valuing unpaid work inside and outside the home (including that of carers and volunteers) recognising the significant contribution this makes to the economy overall.

What we have heard

2023 Liveability Survey

5% of residents selected 'Good job prospects' as an important attribute when considering what makes somewhere a good place to live, making it the 16th most important liveability aspect for City of Banyule residents overall. Residents rated their experience of 'Good job prospects' in their local area 5.3 out of 10, on average, making it the 13th most positively experienced attribute of 16.

8% of residents selected 'A prosperous economy' as an important attribute when considering what makes somewhere a good place to live, making it the 15th most important liveability aspect for City of Banyule residents overall. Residents rated their experience of 'A prosperous economy' in their local area 6.3 out of 10, on average, making it the 10th most positively experienced attribute of 16.

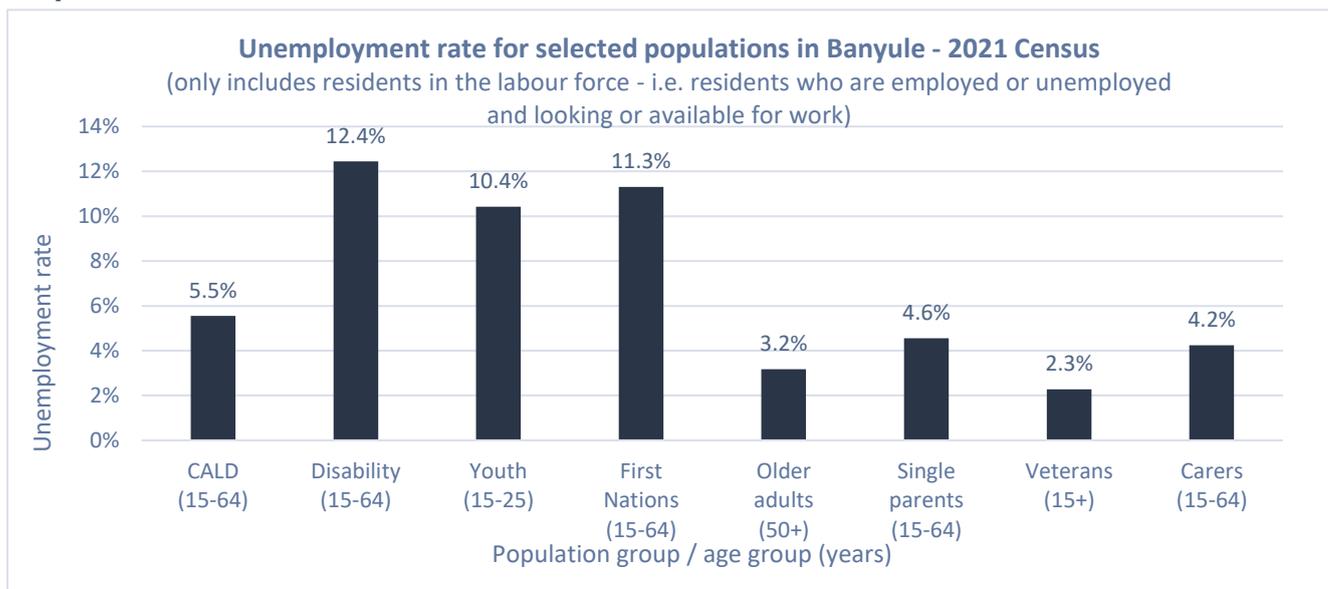
10% of residents selected 'Opportunity for all' as an important attribute when considering what makes somewhere a good place to live, making it the 14th most important liveability aspect for City of Banyule residents overall. Residents rated their experience of 'Opportunity for all' in their local area 6.4 out of 10, on average, making it the 9th most positively experienced attribute of 16.

Community amenity

The 2023 Public Toilet Plan consultation found that poor public amenity will discourage community from accessing activity centres and local businesses. The Economic Development Strategy consultation found Council should provide targeted support to health and community services, as well as hospitality businesses to deal with current and future workforce shortages; improve the attractiveness of Banyule to workers, through placemaking investments, desirable retail and hospitality offerings and leveraging its strategic location in proximity to metropolitan Melbourne.

In addition, Council should consider promoting placemaking and amenity investments in activity centres to create a strong sense of place and improve liveability outcomes and expand Banyule's night-time economy – potential opportunities include use of the municipality's industrial precincts as well as night markets.

Employment



Satisfaction with work

Overall, 64.5% of respondents aged 15 years and over were satisfied with their employment status, while 10.1% were unsatisfied. People who were self-employed or employed full-time were more likely to report being satisfied with their employment, while people who were unemployed were more likely to report being dissatisfied⁽⁷⁾. There was also variation in satisfaction with employment based on respondent demographics, with people aged 15 to 19 years, older people, and women more likely to be dissatisfied with their work.

Impact of COVID-19

Of the respondents who were in employment, more than half (56.2%) reported that their employment or business had been impacted by COVID-19 in some way. The two most common impacts were more working from home (26.8%) and staff shortages (25.1%). Just under 10% experienced increased hours, while 6.6% experienced reduced hours and 4.5% had their wages reduced. Women were more likely than men to report an impact on their work due to COVID-19.

Basic needs and essential services

Transport

The Household Survey reported on several factors that discourage people to use public transport more frequently, the most common being the travel time (29.5%) and the waiting time (25.3%). Other common factors include poor connectivity (19.2%) and personal safety concerns (16.3%). For a small proportion of respondents (3.9%), COVID-19 was reported as a specific reason for not using public transport more often⁽⁷⁾.

For a range of people, transport issues in the municipality made it difficult to access the places they needed to go, the most common being work (7.0%), social visits (5.6%) and medical appointments (5.1%).

The 2023 Older Adults consultation revealed that Older adults would like to remain independent and engaged with community, they seek coordinated and diverse transport options, including improved community transport. Many older adults using private transport note growing concerns with safe road travel including congestion and difficulties with wayfinding. When they arrive at their destination, they want accessible parking spaces for those with disability and designated spaces for seniors, particularly around community facilities, shopping and health precincts.

Childcare

In 2022, 5.5% of respondents reported that they may potentially require childcare service in the next 12 months⁽⁷⁾. The survey also asked whether respondents had required but could not access childcare services in the last 12 months, with 2.3% of respondents indicating they could not access the services they need. Households in the North precinct were more likely than average to use at least one childcare service in Banyule.

Child and youth services

In 2022, a total of 117 of the 758 respondent households reported that they currently used at least one children's and youth service, at an average of approximately 2.5 services for each of these households⁽⁷⁾. The top four services were:

- Immunisations (8.7%)
- Maternal and child health service (6.5%)
- Preschool/kindergarten (4.7%)
- Playgroups (3.3%)

There was a small decline in the proportion of households using each of the services between 2017 and 2022, and the proportion of people who may potentially require these services in the next 12 months also declined from 17.1% in 2017 to 13.2% in 2022. In addition, 3.2% of respondent households across the City of Banyule reported that they required but could not access the child and youth services they needed in the previous 12 months, with preschool dental services being the most common at 1.5%.

Aged and disability services

In 2022, 9.2% of households reported that they currently used at least one of the 13 listed aged and disability services in Banyule⁽⁷⁾. The aged and disability service that people were most likely to be using at the time were allied health (3.8%), home care (3.0%) and home maintenance services (3.0%). The potential future use of aged and disability services increased slightly to 11.8%

Community support services

In 2022, 30.4% of households reported that they currently used at least one of the 14 community support services in Banyule, which was a decline on use in 2017 (33.5%)⁽⁷⁾. The three most commonly used community services in 2022 were bulk billing doctors (27%), mental health services (3.4%), and community health centres (3.0%). Only a small proportion of residents reported using neighbourhood houses and community centres (both 1.7%) and employment support services (1.2%).

Community spaces

The 2022 Community Infrastructure Plan consultation found that to support a strong and dynamic economy, Council could provide access to meeting spaces to support sole traders, startups and social enterprises.

Building community capacity

The 2022 Economic Development Strategy consultation revealed that strong and dynamic economies can be strengthened by:

- Providing training and skills support that aligns with the employment needs of the health sector.
- Focusing on diverse and affordable key worker accommodation
- Provide additional visitor accommodation and hospitality offer to support the needs of visitors associated with the health industry.

Leading Council strategies

- Economic Development Strategy
- Integrated Transport Plan
- Inclusive Local Jobs Strategy
- Social Enterprise Strategy
- Housing Strategy
- Interim Social and Affordable Housing Policy