



Knowing our Community



Who are we?

The City of Yarra is made up of 73,501 people from all walks of life. The majority of people are aged between 18 – 64 years and are well educated. Yarra is home to a range of singles, couples and families, and residents come from a mix of cultures (both English and non English speaking). Yarra residents are very proud of their diversity.

There is an increasing number of very well off households with a large number of low income households, in Yarra. This can present challenges for Council as we seek to balance the needs of all members of the community. While many residents own or are purchasing their home, a significant number of residents are renting, with more than one in ten living in public housing.

Many Yarra residents care about what is happening in the community, are involved in recreational activities and have strong friendship groups.

Yarra residents are proud of where they live, and the research shows they are willing to fight to keep the things that matter to them.

What matters to us?

Yarra residents are proud of their suburb's heritage and "look". What matters most is maintaining the "integrity" and history of their neighbourhood – culturally and, most importantly, physically. Yarra residents care about their outdoor and arts based lifestyle that allows them to view other cultures and participate in community life. What matters to them is that the facilities, open space and cultural and musical events are maintained and continually developed for them to enjoy.

Both global and local issues matter greatly to the community. Yarra residents want to make sure that by 2020 the City of Yarra has maintained and improved its parks, open space and shared paths. They are seeking the creation of a sustainable City in terms of energy and water use. Yarra residents have also well and truly begun implementing energy saving activities, and further reducing their impact on the environment is a key priority for residents in the coming years.

Residents have a strong image of what their municipality should look like into the future, and require ongoing communication from Council on what we are doing to ensure that this is achieved.

The City of Yarra has produced two resources for residents, businesses and community groups to find out more about the Yarra community.

- **Community profile** – analyses Census data for the municipality, and compares Census data from 1996, 2001 and 2006. It is a useful source of statistics, such as population growth, income, age, household type and internet usage.
- **A Picture of Yarra** – analyses information received from Council's "Yarra Matters" panel surveys and other data. It is useful for understanding the opinions and behaviours of the community, such as if they feel safe, if they are satisfied with Council services and what issues concern them.

Both resources are available in full on the homepage of Council's website www.yarracity.vic.gov.au or by calling Access Yarra on 9205 5555.

What makes Yarra?

The key features that define Yarra and its population are:

- A rapid increase in cost of housing over the past 5 years;
- Nearly half of Yarra households are renting their home, with 10.5% living in government owned public housing;
- Yarra has a highly mobile population, with 46.9% of residents having moved between the 2001 and 2006 Census periods;
- Almost half the population are couples without children;
- 27.8 % of Yarra residents were born overseas (19.6% from a non-English speaking background);
- The gap between high and low income groups is widening, with 1/3 earning more than \$1,500 per week and 1/5 earning less than \$500 per week;
- The three most popular industry sectors are Professional, Scientific and Technical Services (15.7%), Health Care and Social Assistance (11.4%) and Education and Training (9.8%), with a continuing decline in Manufacturing employment;

- The three most popular occupations are Professionals (39.8%), Intermediate Clerical, Sales and Service Workers (14.9%) and Associate Professionals (12.4%);
- 88 % of the community participate in non - organised recreational activities while 57% participate in sporting activities;
- Around 10% of residents have experienced food insecurity in the past 12 months;
- Yarra's population is on the whole well educated and 72% access or are connected to the internet; and
- Yarra has a larger proportion of people walking (12.4%), riding a bicycle (6.4%) or using public transport to get to work (23.3%) and a smaller proportion who drove a car to work (40.6%) than metropolitan Melbourne.

IF YOU WOULD LIKE TO KNOW MORE ABOUT THE INFORMATION IN THIS DOCUMENT AND YOUR LANGUAGE IS NOT LISTED BELOW, YOU CAN CONTACT AN INTERPRETER ON 9280 1940.

VIETNAMESE

NẾU MUỐN BIẾT THÊM CHI TIẾT VỀ NỘI DUNG VĂN KIỆN NÀY, QUÝ VỊ CÓ THỂ LIÊN LẠC VỚI THÔNG DỊCH QUA ĐIỆN THOẠI SỐ 9280 1939.

GREEK

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MANDARIN

如果想要進一步瞭解這份文件中的內容，您可以致電9280 1937，和翻譯員取得聯繫。

CANTONESE

如果你要更多地瞭解關於這篇文件的內容，您可以與傳譯員聯絡，電話號碼9280 1932。

ITALIAN

SE DESIDERATE SAPERNE DI PIÙ CIRCA LE INFORMAZIONI CONTENUTE IN QUESTO DOCUMENTO, POTETE CONTATTARE UN INTERPRETE AL 9280 1940.

TURKISH

BU BELGEDE YERALAN BİLGİLERE İLİŞKİN DAHA FAZLA BİLGİ EDİNMEK İSTİYORSANIZ, 9280 1938 NUMARALI TELEFONDAN BİR TERCÜMANLA GÖRÜŞEBİLİRSİNİZ.

ARABIC

إذا أردتم معرفة المزيد عن المعلومات الواردة في هذه الوثيقة بإمكانكم الاتصال بمترجم على الرقم 9280 1930.

SPANISH

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