CITY OF YARRA

Planning For The Future: 2015

Results from a Randomised Household Survey of Community Attitudes and Behaviours Relating To Land Use Planning For the City Of Yarra

Wurundjeri Acknowledgement

"Yarra City Council acknowledges the Wurundjeri as the Traditional Owners of this country, pays tribute to all Aboriginal and Torres Strait Islander people in Yarra and gives respect to the Elders past and present."

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Executive Summary

1. Executive Summary

1.1. Purpose

In May 2015, Council's Social Policy and Research Unit undertook the 'Future of Yarra Survey'. The survey was designed to gather opinions from residents about some of the challenges related to growth and change facing the City of Yarra.

It is hoped that these survey results will assist Council in understanding the attitudes towards and preferences for population growth, housing development, open space, commercial activities, safety and transport in the municipality.

1.2. Method

A letter was sent by mail to 10,000 households inviting one person aged over 18 to complete an anonymous online survey. Interpreter assistance as well as a hardcopy version of the survey was offered to residents. After two weeks, a total of 833 completed responses were received and the methodology utilised has produced a sample that was consistent with the demographics of the overall Yarra population.

1.3. Key findings

Neighbourhood qualities

- Most residents agree that easy access to public transport; having plentiful parks and open spaces; the ability to walk or cycle to meet daily needs; and the variety of shops, cafes and restaurants are very important qualities for a neighbourhood.
- Residents' opinions diverge most on qualities such as the proximity to freeways; nightlife; a mix of people on low, medium, and high incomes; the proximity to high-quality neighbourhood schools; and having caring and connected neighbours.

Population and housing

- Residents' attitudes toward the impact that population growth and change have on a neighbourhood diverge. Young and new residents tend to have more positive attitudes toward population growth compared to middle aged and older residents and those who have lived in Yarra for a long time.
- The majority of respondents believe that property developers should contribute more to the community and that new developments should include housing for various income groups. Views are more polarised when it comes to the need for social housing, affordability and the impact of increasing house prices on the community.

- Residents are positive about having more semi-detached houses, townhouses and apartments in low-rise buildings but are less keen on seeing more high-rise buildings in their neighbourhood. However, not everyone shares the same view. Younger residents and those who are currently renting are more likely to hold positive views towards low-rise and high-rise buildings in their neighbourhood than older residents and those who own their own home.
- According to the community, the best locations for low and high-rise buildings are near train stations and public transport hubs as well as business precincts and shopping strips.

Built form and natural environment

- Half of the residents are of the opinion that the natural heritage is under threat. One in three residents is concerned about the loss of commercial land for residential use. One in four residents is of the opinion that the built heritage is well protected in Yarra.
- A vast majority of residents have access to a park or reserve that meets their needs. Residents living in Richmond North and Collingwood are less content with parks for reasons including: not close enough to their home, too small, not suitable or not allowed for dogs, dogs are allowed, and the poor quality or maintenance of the local park.

Transport

- The community has an obvious preference for public transport; over half of respondents consider this mode of transport as most important for future planning and funding in Yarra. Residents' second preference is investment in bike paths and lanes. Residents' shared third preference is for investment in footpaths and for investment in local and main roads. Investment in highways and freeways are the least supported by the community.

Safety

- Well over half of respondents identified a specific location in Yarra where they feel unsafe at night, with women far more likely to nominate a location then men. The perception of safety is also highly dependent on where respondents live. Residents from the southern parts of Yarra are more likely to nominate a location where they feel unsafe compared to residents living in the northern parts.
- The 'unsafe' locations most nominated by the community included Victoria Street, areas near public housing, areas along the Yarra River and Merri Creek, Yarra's late night entrainment strips, and areas close to train stations. Most concerns related to drug use and related crime, public drinking and poor lighting.

Commercial activities, local services and employment

- The three most popular business and services centres were identified as (1) Smith Street, (2) Brunswick Street and (3) Rathdowne Village. The three least popular business and services centres were identified as (1) Victoria Street, (2) Bridge Road and (3) Alphington (Heidelberg Road).
- Residents hold strong views about the importance of health and social services and hospitality services for economic growth and local employment. More polarised views exist towards the future of the manufacturing industry in Yarra.

Knowledge of planning

- Almost a quarter of respondents rate their knowledge of how land use planning works in Victoria as 'very limited' and almost half of respondents rate their knowledge as 'limited'. A minority rate their knowledge as 'good' or 'very good'. Almost half of respondents have heard about 'Plan Melbourne'.
- One in three respondents is not confident that Yarra City Council is planning for the future. However, the Yarra community has more confidence in Yarra City Council than in the Victorian Government in regards to planning matters.

1.4. Segmentation

- In order to investigate the differences in community views further, the technique Latent Class Analysis (LCA) was applied to examine if subgroups that share a similar view towards the impact of growth and change could be distinguished.
- LCA observed that 24 survey question items correlated together and based on these correlations, three comparable sized subgroups that hold similar views and attitudes towards the impact of growth and change in Yarra were formed. One group is opposed to further housing development, one group supports medium density housing, and one group is also open to see more high density housing in Yarra.
  - Group A (27%) is likely to believe that the influx of additional people into Yarra threatens the built and social heritage of Yarra and quality of life for existing residents. They do not support medium or high density development and already have and/or will actively oppose more development. This group consists largely of older residents, who own their home, living in family households often with children who are growing up or where children have left home. They have lived here in Yarra for a long time and value living in a safe, peaceful and quiet neighbourhood.

- Group B (39%) is likely to believe that the influx of additional people into Yarra has advantages and disadvantages. They support medium density housing, but are not keen on high rise development. This group consists largely of residents who have started or are thinking of starting a family, and have or aspire to buy their own home. They have often have lived in Yarra for quite a while and were attracted to the area because of the diverse community and the inner city lifestyle.
- Group C (34%) is most likely to believe that the influx of additional people into Yarra is a great thing and they support medium and high density housing. This group largely consists of residents who are studying or have recently entered the workforce. They are renters and are likely to live in share houses, with partners or on their own. They have lived in Yarra for a short time and love the proximity to the city, Yarra's nightlife and the diversity in incomes and cultures.

- The LCA results have shown that the Yarra population is diverse and there are different attitudes and preferences towards population growth, neighbourhood qualities, and housing development in the municipality. On the whole, those residents that have lived here for a long time are most reluctant to see more housing development. Generally, those residents that have lived here for a short time are most supportive of housing development. However, there is also a large group that sits in the middle and perceives both the advantages and disadvantages of growth and change.
- It is important to acknowledge the presence of the different views towards growth and change that are evident in Yarra and to consider multiple communication channels and targeted messages to talk and discuss 'a changing Yarra' with the three main groups.

Glossary

2. Glossary

Planning scheme

A planning scheme is a legal document that sets out policies and controls for the way land may be used; for example for housing or a shop/business, and what development is appropriate; for example what the height of a building should be and how much open space should be provided. All municipalities in Victoria including Yarra have a planning scheme. All planning permit applications are assessed against the Yarra Planning Scheme.

Planning permit

A planning permit is a legal document that gives permission for a use or development on a particular piece of land. To obtain a planning permit, an application must be made to the Responsible Authority (commonly a Council). If the Responsible Authority supports the proposal, it will grant a planning permit.

Neighbourhood

The term neighbourhood is used to describe small areas. These neighbourhoods are Carlton North/Princes Hill, Fitzroy North, Clifton Hill, Fairfield/Alphington, Abbotsford, Collingwood, Fitzroy, Richmond North, Richmond Central and Richmond South (comprising Cremorne and Burnley). The questionnaire included a map of Yarra with the different neighbourhoods; see also Appendix 7.4 Survey Instrument.

Social housing

This is an umbrella term that encompasses affordable rental properties provided by the not-for-profit sector and community housing. It includes:

- *Public housing* (administered by the Department of Health and Human Services). In 2009 a national target was set for 35% of this stock to be owned or managed by community housing providers by 2020.
- *Transitional and crisis accommodation*, funded by the Victorian government, and
- *Community housing* which provides rental housing to low–to–moderate income and/or special needs households, managed by community-based organisations that lease properties from government or have received a capital or recurrent subsidy from government.

Open space

Open space is any open piece of land that is undeveloped (has no buildings or other built structures) and is accessible to the public. Open space can include: green space (land that is partly or completely

covered with grass, trees, shrubs, or other vegetation), schoolyards, playgrounds, public seating areas, public plazas and vacant lots.

Statistical terms

Sample size

It is impractical to survey an entire population such as a suburb, city or country. Instead a sample of a fraction from the larger population is surveyed. The sample size is the number of observations included in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In practice, the sample size used is determined by weighing the expense of data collection against the need to have sufficient statistical power. The sample size for the Future of Yarra Survey was 833 householders.

Margin of error

The *margin of error* measures the maximum amount by which the sample results are expected to differ from those of the actual population. Because the results of most survey questions can be reported in terms of percentages, the margin of error most often appears as a percentage.

Confidence interval and confidence level

Confidence intervals tell you the most likely range of a result such as an average or percentage in the "unknown population" (i.e. the broader population being sampled such as a suburb or a city), providing both the location and precision of a measure. A confidence interval is a range of values used to estimate a population parameter and is associated with a specific confidence level.

Confidence level is the desired precision of the confidence interval and typically takes the value of 95%, though other levels such as 80%, 85%, 90% and 99% are in common use. If we were to sample from the same unknown population 100 times, we'd expect the average to fall within the interval 95 times out of 100 if the confidence level is set at 95%.

Relation between sample size, margin of error and confidence level

Confidence level	Sample Size	Margin of Error
95	100	9.78
95	500	4.33
95	**833**	**3.32**
95	1,000	3.02
95	2,000	2.08

Variability is measured by the standard deviation. Populations (and samples) with more variability generate wider confidence intervals. Smaller sample sizes generate wider intervals. The margin of error can be reduced through larger sample sizes but beyond a certain point there are diminishing returns.

Sample size and margin of error have an inverse relationship: as the sample size increases, the margin of error decreases, however the effect of increasing the sample size beyond a certain point is insignificant because the increased accuracy will be negligible (see table below). So at 95 percent confidence, the Future of Yarra sample size of 833 results in a margin of error of 3.32 percent.

Statistical significance

Statistical significance is the technical term for a measurable difference. A statistically significant difference is one where the difference between or change in results is sufficiently large to ensure that they are in fact different results. This is due to the fact that survey results are subject to a margin of error or an area of uncertainty. To put it simply, it is the likelihood that a finding or a result is caused by something other than just chance. Usually, this is set at less than 5% probability ($p < 0.05$), meaning that the result is at least 95% likely to be within the confidence interval. For the analyses of the Future of Yarra Survey the same level ($p<0.05$) has been applied. Throughout the report, only those differences that are statistically significant are presented.

Background

3. Background

3.1. Purpose

In May 2015, the Social Policy and Research Unit undertook the 'Future of Yarra Survey'. This survey was designed to gather opinions from residents about some of the challenges related to growth and change facing the City of Yarra. It provided Council with the opportunity to consult current residents about their attitudes towards population growth and changes, and their values and preferences for changes in housing development, open space, transport and commercial activities. The survey results described in this report are of great value for informing planning and communication and will assist Council with the rewrite of the Yarra Planning Scheme.

3.2. About Yarra

3.2.1. Location

Yarra is a vibrant inner-city municipality, wrapped around the north and east of Melbourne's Central Business District. On its south and east Yarra is bordered by the Yarra River and Merri Creek. The west borders Melbourne's sport and entertainment precinct, the world heritage-listed Exhibition Building and gardens, and further north Princes Park. The municipality is bordered by the Cities of Moreland and Darebin to the north, Stonnington to the south, Melbourne to the west and Boroondara to the east.

3.2.2. Population

The City of Yarra is one of Australia's smallest inner city municipalities, covering an area of 1,953 hectares (19.5 square kilometres), with an estimated resident population of 86,506 in June 2014 and a population density of 44.3 persons per square hectare. The population is projected to increase at an average annual growth rate of 1.5%, reaching 100,283 in 2024, and 114,463 by 2034.[1] Significant parts of the municipality have been redeveloped and gentrified over the past 20-30 years, and this inner urban development has attracted many single, professional, tertiary educated middle to high income residents. Yarra has one of the youngest age demographics of any Victorian municipality, with a predominance of 25-34 year olds, a trend which is projected to continue into the future. Currently this age group comprises of 29% of the total population.

[1] http://forecast.id.com.au/yarra/population-age-structure

3.2.3. Diversity

Fundamental to Yarra's identity and history has been its social diversity: the rich mix of cultures and communities, first home to many migrants and refugees, and the spread of families from poor to affluent backgrounds. Changing housing, shopping strips and local employment, as well as the declining affordability of homes, are all impacting on this diversity. New migrants to Yarra are now more likely to be highly educated professionals or people starting businesses. People choose to move to Yarra for its vibrant inner-city lifestyle.

3.2.4. New residents

Many people are drawn to Yarra for its arts, culture, restaurants and bars as well as its natural environment, and closeness to work, shopping and recreation. Yarra's rich history and cultural diversity are also drawcards for new residents. Over the last decade Yarra has grown by around 1,500 residents per year. There is a significant turnover of Yarra residents. In the five years before the last Census (2011) more people moved into, or within Yarra, than remained in the same dwelling. Of those recording their previous address, 54% were at a different address five years earlier. These included 17% who lived somewhere else in Yarra, 46% who moved to Yarra from somewhere in Victoria, 15% from elsewhere in Australia and 21% from overseas. Demand for what Yarra has to offer has fuelled property prices over the last twenty years. As house prices have escalated, the demographic profile of new residents has changed with Yarra attracting more qualified, professionally employed residents, particularly aged between 25 and 50 years old.

3.3. Planning in Yarra

Changes to the way Melburnians live, move around, play and work have greatly influenced how Yarra's neighbourhoods have evolved over the past 200 years. Growth and change will continue to be a part of Yarra's story. Council's role is to plan ahead and put the right measures in place to ensure our City remains a great place to live, work, visit and do business.

The Future of Yarra Survey has been designed to gather opinions from residents about some of the challenges related to growth and change facing the City of Yarra. Consulting the community about their attitudes towards and preferences for housing development, open space, commercial activities and transport can further assist Council in advocating and actual planning for the city. The survey results are of great value for making better informed planning and communication decisions, and can assist with the development of the next Council Plan and the rewrite of the Yarra planning scheme.

The planning scheme is a technical document that guides decisions about planning in Yarra. All municipalities in Victoria have a planning scheme that sets out policies and controls for the way land may be used; for example for housing or a shop/business, and what development is appropriate; for example what the height of a building should be and how much open space should be provided. All

planning permits applications are assessed against the Yarra Planning Scheme. The Yarra Planning Scheme was reviewed in 2014 and Council is currently working on a revised Planning Scheme. The Future of Yarra Survey results are an important source of information for the rewrite of the Planning Scheme.

The survey results have also been used as input for the 'Liveable Yarra' Project and were presented to the People's Panel in August 2015. The 'People's Panel' was a community engagement program, involving representatives of the Yarra community who came together in August and September to talk about future planning in Yarra. Through the Liveable Yarra project, the community has had an important role to play in influencing future decisions that will shape the city.

Methodology

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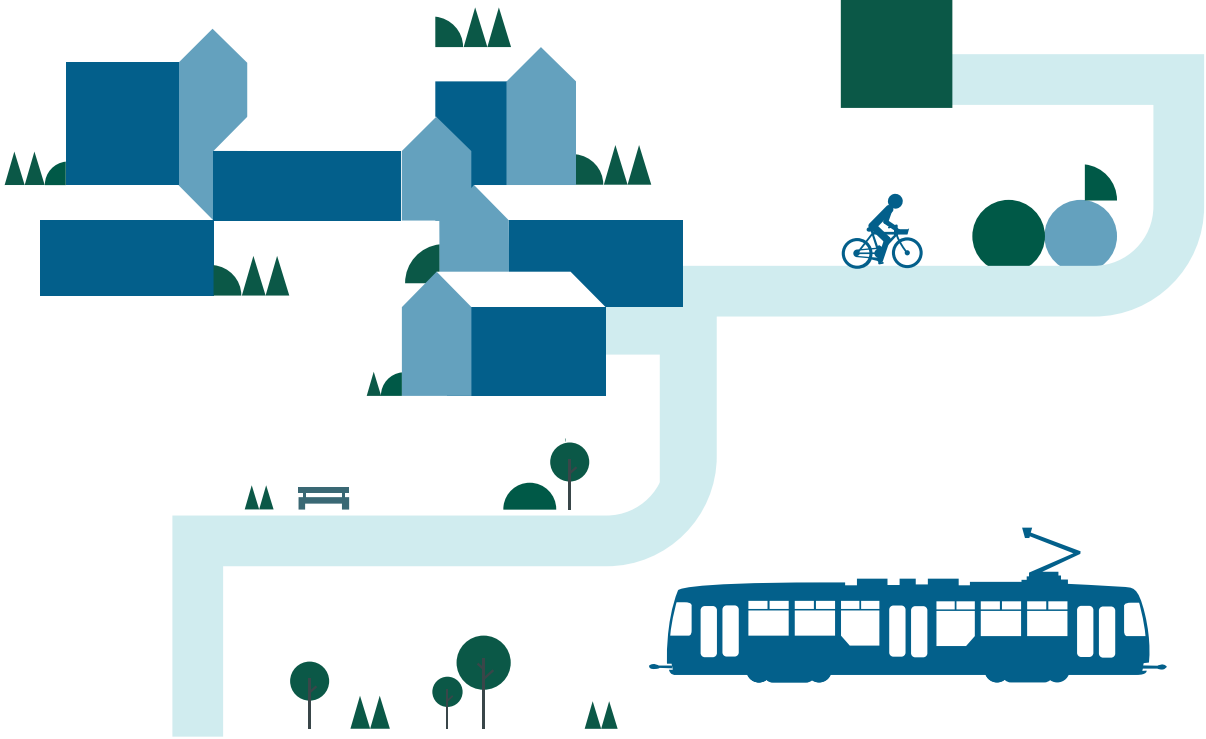


4. Methodology

4.1. Online survey

The Future of Yarra Survey was conducted as an online survey. A letter was posted to 10,000 households inviting one person aged over 18 to complete the anonymous survey (see Appendix 7.3. Invite). A hardcopy version of the survey was offered to residents as well as interpreter assistance. The survey was available online for two weeks between 18 and 31 May 2015.

4.2. Techniques used

The Property and Rating Database was used to select a stratified random sample. Due to our expectation of a lower than average response rate from households living in social housing, these households were oversampled. In 2011, 12% of the Yarra population resided in social or community housing (2011 Census of Population and Housing). In total 2,000 invites were sent to social housing residences (20%) and 8,000 invites to private residences (80%).

The survey included questions about participants' neighbourhood, attitudes towards population growth and change, housing development, public space, transport, community safety, commercial activities and knowledge about planning. In addition, the survey included a range of demographic and socio-economic variables against which the results can be analysed. For example, the survey captured data on age structure, period of residence, household structure, income and education. By including these types of questions, survey feedback can be broken down into community sub-groups.

Various techniques were used to gather opinions: open-ended questions, multiple choice questions, and attitudinal questions (Likert scale). Furthermore, the online survey tool offered the ability to randomise the order of sub questions and answer options, and where possible that technique was used to enhance the reliability of the survey instrument. As some respondents are subconsciously drawn to centrally or firstly located answer choices; overall response data may reveal certain answers standing out as more popular than others. This is especially true for questions that respondents may not know the answer to. Randomised answer options helped to counter these problems.

4.3. Response

The methodology produced fairly consistent results in terms of the demographics of those surveyed (see Appendix 7.1 Respondent Profile), although it should be noted that surveys tend to over represent those who are more engaged with Council and those attached to their residence and neighbourhood. Hence, as expected the Future of Yarra Survey results are over represented by residents with higher degrees in education and by home-owners. Furthermore, online surveys tend to under represent residents who do not have regular access to the Internet. As expected, Council received requests for a hardcopy questionnaire from residents living in social housing and from older

people. A total of 833 completed responses were received (800 electronic and 33 hardcopy), which provides an estimated response rate of approximately 8.3%.

The final results have been weighted by age, language group and gender to ensure that each of these groups within Yarra contributes proportionally to the municipal result. These weightings have been conducted using the enumerated population figures from the Australian Bureau of Statistics – 2011 Census of Population and Housing (see Appendix 7.1 Response Profile).

4.4. Limitations

Online survey research has several advantages: low-costs, fast data collection, flexibility of questionnaire design, and high level of convenience for the respondent as the questionnaire can be answered at their own pace and chosen time. However, online survey research also has limitations. This method is not appropriate for respondents who do not have an access to the Internet (elderly, residents in social housing). Therefore, a hardcopy version of the survey was offered. Also, online surveys are not ideal for open-ended questions because there is no trained interviewer to explore the answers of the respondents. The amount of open-ended questions in the Future of Yarra Survey was therefore limited and only required short answers. Survey fraud can be another disadvantage of an online survey. There are people who answer online surveys for the sake of getting an incentive (usually in the form of money) after survey completion, and do not have a desire to contribute to the advancement of the study. To counter this potential risk, the Future of Yarra Survey did not offer participants an incentive. Also, the link to the survey was hidden (difficult to find with a search engine) and only communicated via postal invitations (see Appendix 7.3 Invite).

Another limitation of this survey is that the *current* resident population has been consulted about the *future* planning of the city, and not the *future* population. Although it is technically impossible to consult the future population, if it were possible the results would probably differ. Demographic trends have shown that the turnover of the Yarra population is very high (about half of the residents were new between the last two Censuses) and that mainly highly educated under 35 year olds have moved into Yarra in the last decade or so. If this trend continues, it can be expected that - like the need for services - the preferences for and attitudes towards growth and change related to housing development, open space, transport, safety, commercial activities will change as well.

Findings

5. Findings

5.1. Desirable Neighbourhood Qualities

The initial questions in the survey were about residents' neighbourhood and what residents generally feel makes for a great neighbourhood. They were asked: *'To you, how important is it that a NEIGHBOURHOOD has the following qualities?'*

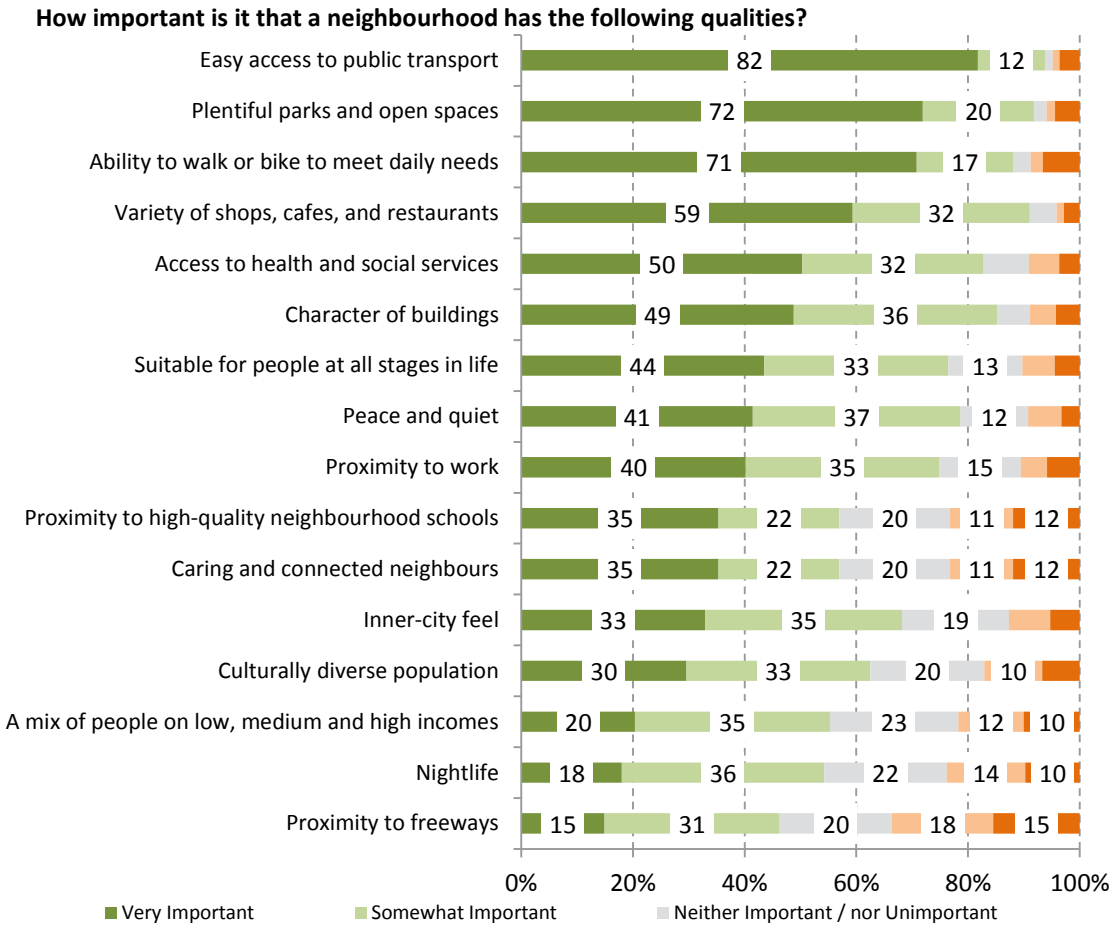


Figure 5-1: Importance of neighbourhood qualities

The chart above shows that a vast majority of residents agree that easy access to public transport, plentiful parks and open spaces, the ability to walk or bike to meet daily needs and the variety of shops, cafes, and restaurants are very important qualities for a neighbourhood. Residents' opinions diverge most on qualities like the proximity to freeways; nightlife; a mix of people on low, medium, and high incomes; proximity to high-quality neighbourhood schools; and having caring and connected neighbours.

The next question *'What are three things you value MOST about your NEIGHBOURHOOD?'* forced respondents to make a choice in what is most important to them. The same choices were available as in the previous question.

The four neighbourhood qualities of 'easy access to public transport', 'ability to walk or bike to meet daily needs', 'variety of shops, cafes and restaurants', and 'plentiful parks and open spaces' received by far the greatest appreciation by Yarra residents as these qualities were nominated by 40% to 50% of respondents as shown in the chart below.

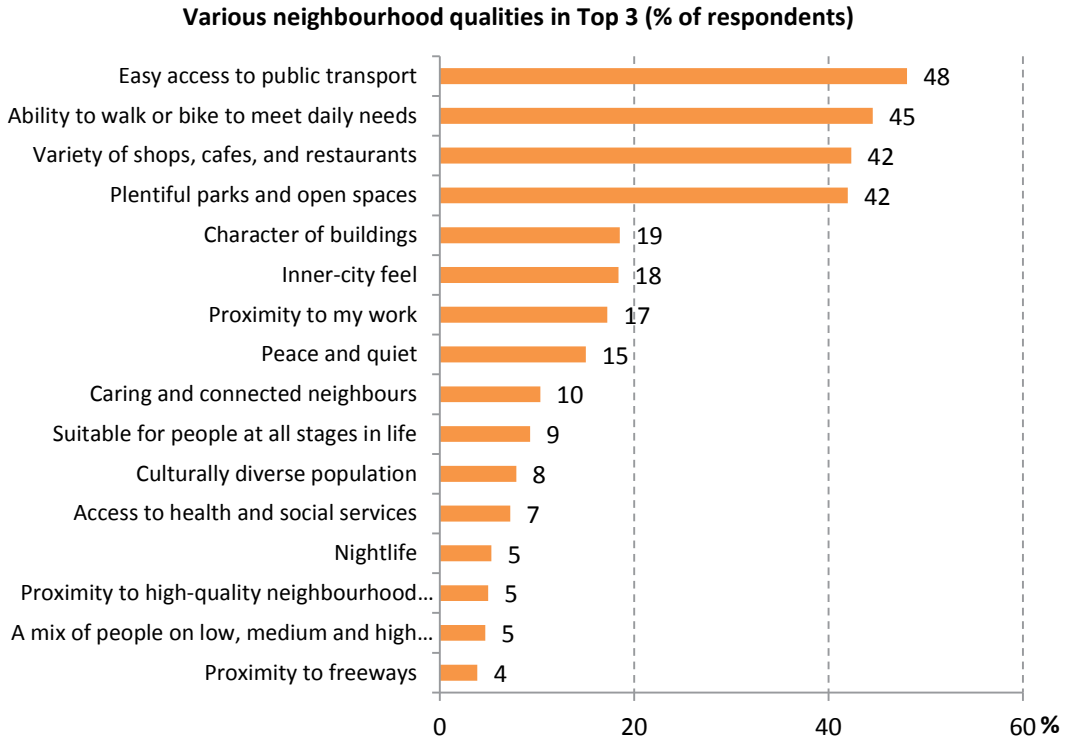


Figure 5-2: Residents' top 3 neighbourhood qualities

A second (middle) group of qualities of 'character of buildings', 'inner-city feel', 'proximity to work', and 'peace and quiet' were nominated by 15% to 20% of respondents.

All other neighbourhood qualities were nominated by less than 10% of respondents. These were 'caring and connected neighbours', 'suitable for people at all stages in life', 'culturally diverse population', 'access to health and services', 'nightlife', 'proximity to high-quality neighbourhood schools', 'a mix of people on low, medium and high incomes', and 'proximity to freeways'.

Who holds which opinion and why varies by neighbourhood, age, gender, household structure, cultural background, income and education. Outlined overleaf are the results per neighbourhood quality and the differences in scores between subgroups. Only those differences that are statistically significant are presented.

5.1.1. Easy access to public transport

Almost half of respondents (48%) nominated 'easy access to public transport' in their top 3. This quality is valued most by residents living in Richmond North, Abbotsford and Richmond Central, and least by residents living in Fairfield – Alphington.

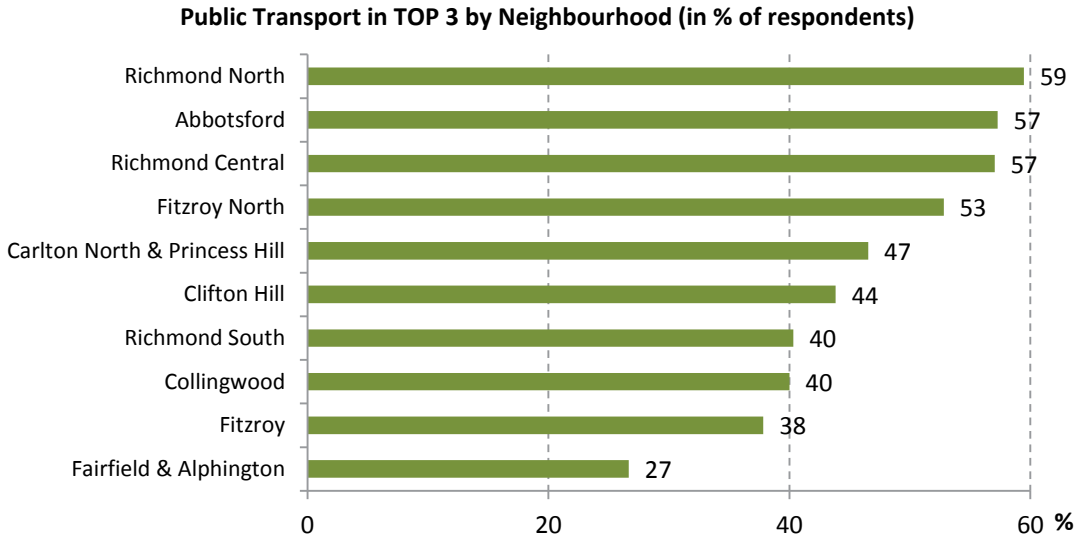


Figure 5-3: Public transport by Neighbourhood

5.1.2. Ability to walk and bike to meet daily needs

This quality was nominated by 45% of respondents as one of the three most valued aspects in their neighbourhood and mostly by residents living in Clifton Hill and least by residents living in Fairfield – Alphington and Abbotsford.

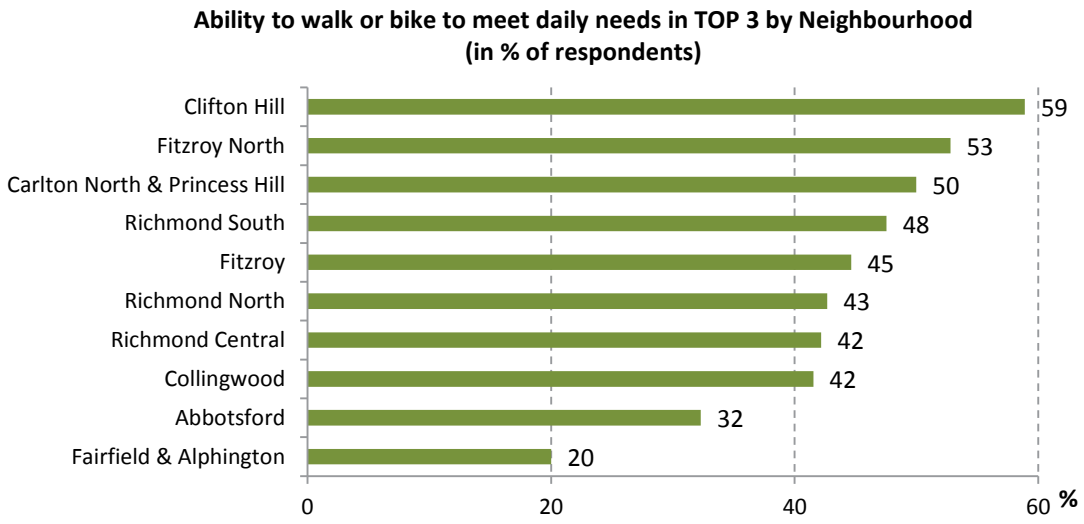


Figure 5-4: Ability to walk or bike to meet daily needs by Neighbourhood

More females (48%) nominated this quality than males (40%), and more respondents who speak English only at home value this quality (47%) compared to respondents who speak another language

than English at home (39%). The ability to walk or bike to meet daily needs is also more important to 18-34 year olds and 60-69 year olds compared to other age groups.

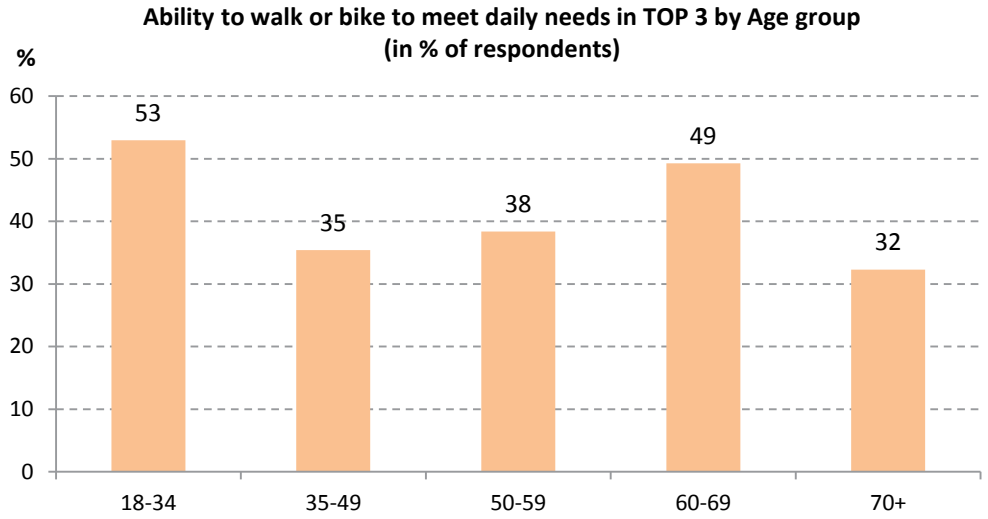


Figure 5-5: Ability to walk or bike to meet daily needs by Age

5.1.3. Plentiful parks and open spaces

'Plentiful parks and open spaces' were nominated by 42% of respondents as one of the three most valued aspects in their neighbourhood. This quality is valued most by residents living in Fairfield – Alphington, Clifton Hill, Carlton North & Princess Hill and Abbotsford and least by residents living in Fitzroy. Also, more females (46%) nominated this quality compared to males (38%). Furthermore, more families (47%) compared to couples-only households (41%) and lone person households (33%) nominated plentiful parks and open spaces.

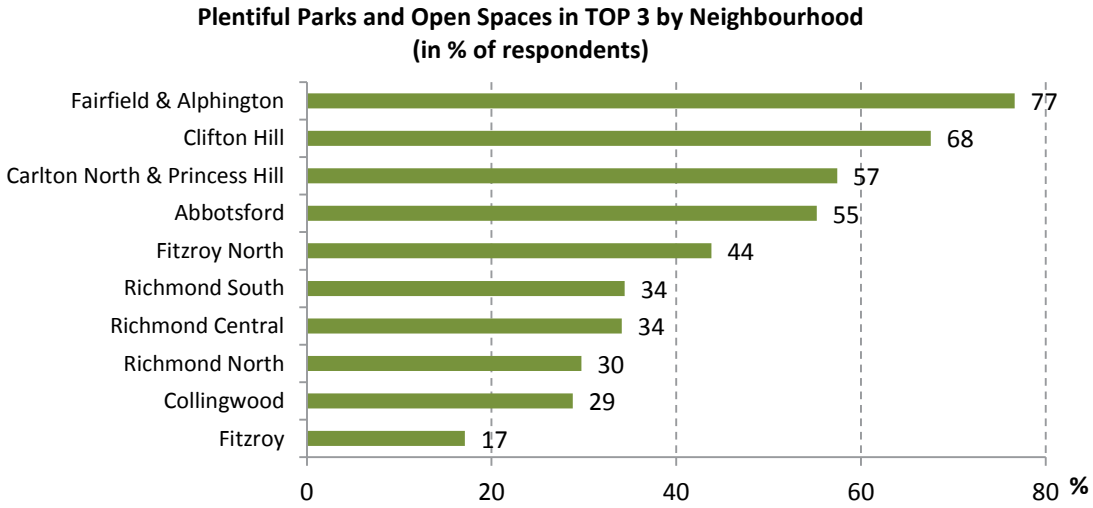


Figure 5-6: Plentiful parks and open space by Neighbourhood

5.1.4. Variety of shops, cafes, and restaurants

The neighbourhood quality 'variety of shops, cafes, and restaurants' was in the top three of 42% of respondents and most valued by residents living in Richmond and least valued by residents living in Fairfield – Alphington, Clifton Hill and Carlton North & Princess Hill.

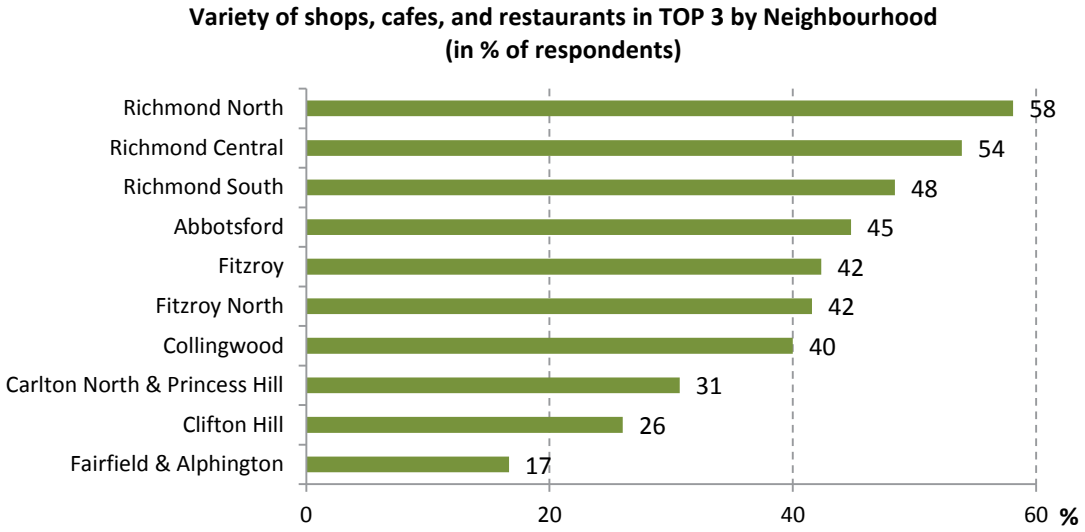


Figure 5-7: Variety of shops, cafes, and restaurants by Neighbourhood

The appreciation for the variety of shops, cafes and restaurants decreases with age. This quality was nominated by 52% of the 18-34 year olds and only 26% of the 70+ respondents. More group households (48%) and couples only households (47%) nominated this quality in their top three compared to families (35%). One income group particularly stood out, with 55% of those on household incomes of $100,000-149,000 nominating this quality in their top three. In addition, more respondents who speak English only at home value this quality (45%) compared to respondents who speak a language other than English at home (35%).

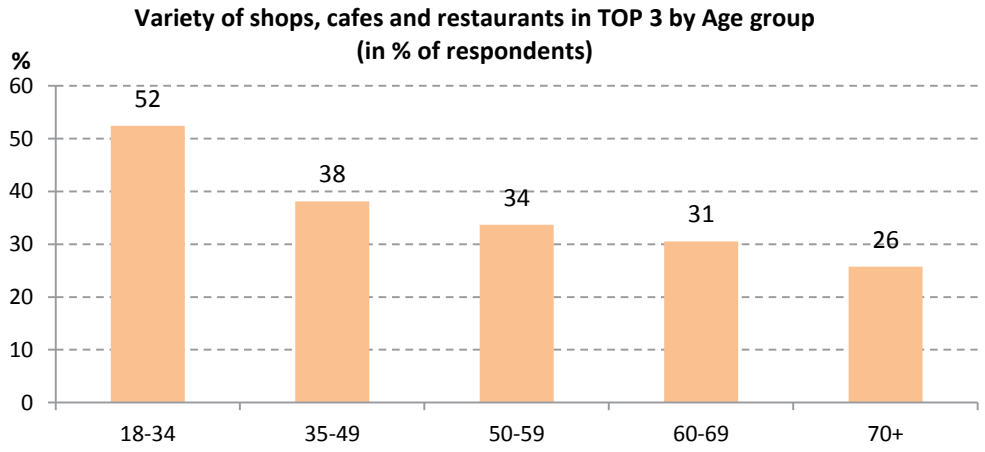


Figure 5-8: Variety of shops, cafes, and restaurants by Age

5.1.5. Character of buildings

The neighbourhood quality 'character of buildings' was in the top three of 18% of respondents and valued most by residents living in Collingwood (31%) and Fitzroy (31%).

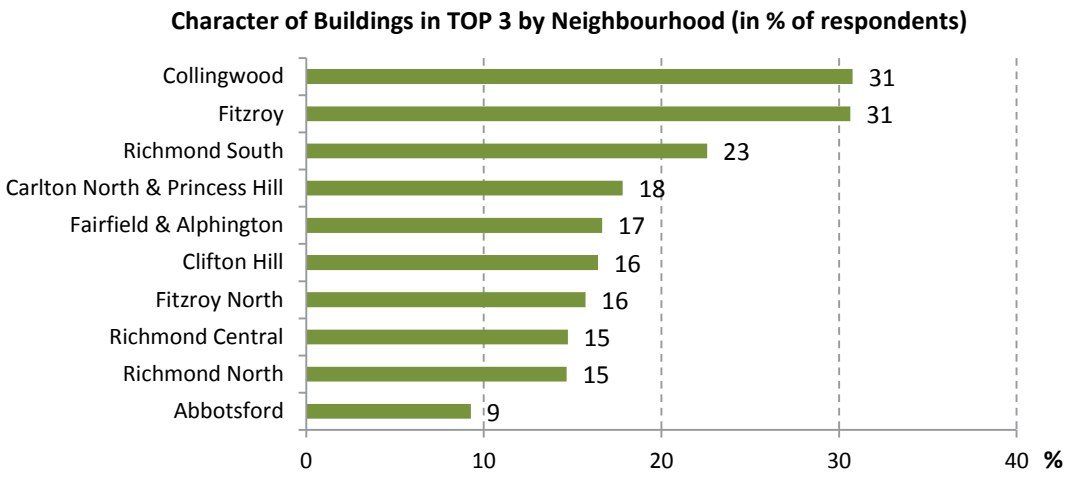


Figure 5-9: Character of buildings by Neighbourhood

5.1.6. Inner-city feel

The quality 'inner-city feel' was in the top three of 18% of respondents and valued most by residents living in Collingwood (35%) and valued least by residents living in Richmond North (5%). This quality is also more important to males (21%) and respondents living in couples only households (23%) and lone person households (21%).

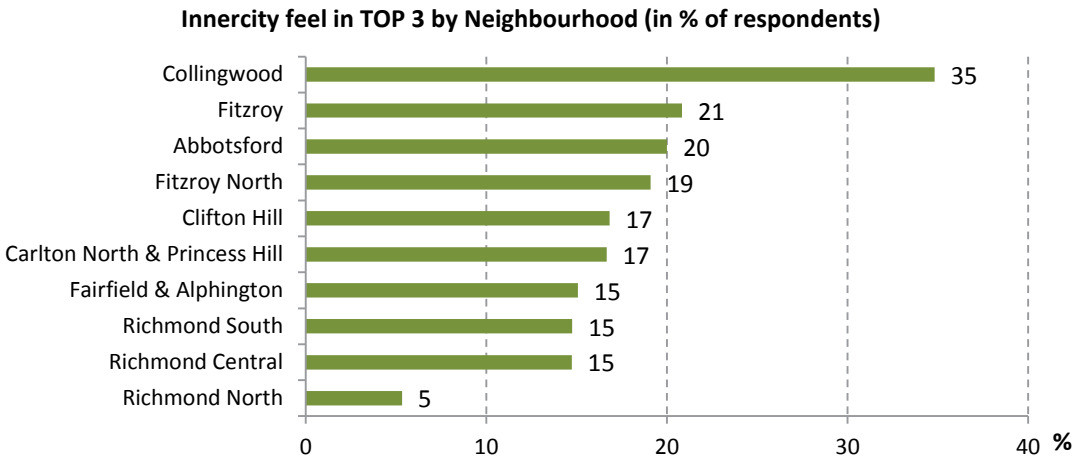


Figure 5-10: Inner-city feel by Neighbourhood

5.1.7. Proximity to work

The neighbourhood quality 'proximity to work' was in the top three of 17% of respondents and most valued by residents living in Fitzroy, Fairfield – Alphington, and Richmond North.

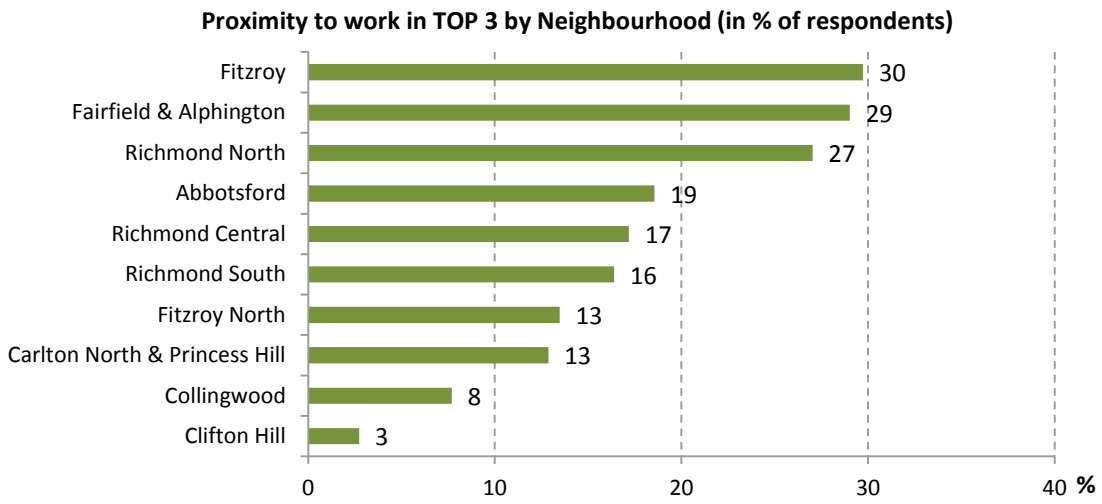


Figure 5-11: Proximity to work by Neighbourhood

This quality is nominated by 24% of the 18-34 year olds and the appreciation of being close to work decreases with age. Also, this quality is more valued by respondents who speak a language other than English at home (24%).

5.1.8. Peace and quiet

This neighbourhood quality was in the top three of 15% of respondents and valued most by residents living in Fairfield – Alphington (39%), Richmond South (30%) and Clifton Hill (26%) and valued least by residents aged 18-34 (9%). 'Peace and quiet' is also significantly more important to residents with disabilities (26%), those on relatively low household incomes of between $25,000 and 35,000 (35%) and those who those who speak a language other than English at home (22%).

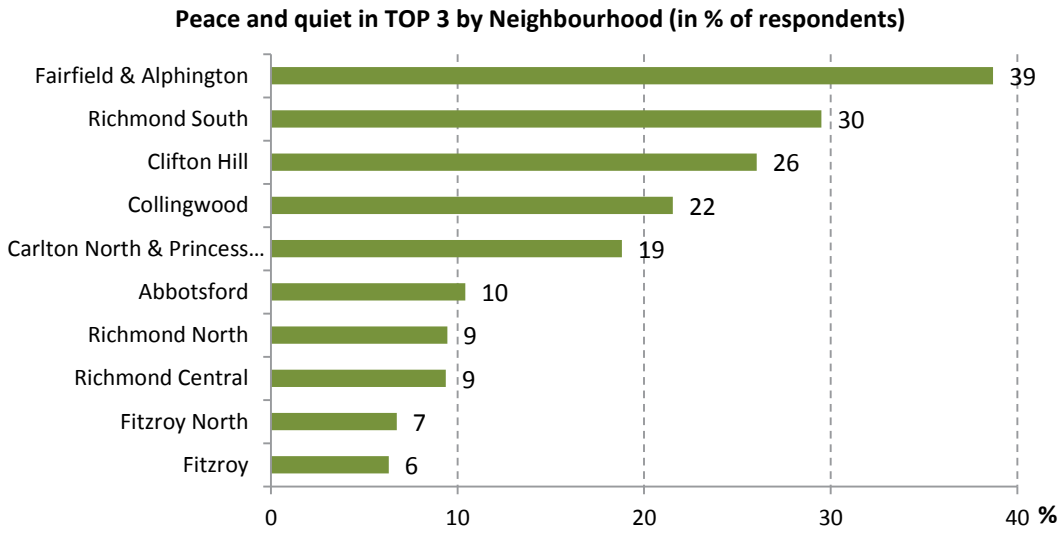


Figure 5-12: Peace and quiet by Neighbourhood

5.1.9. Caring and connected neighbours

The neighbourhood quality 'caring and connected neighbours' was in the top three of 10% of respondents and valued mostly by residents aged 60-69 (21%) and valued least by residents aged 18-34 (4%).

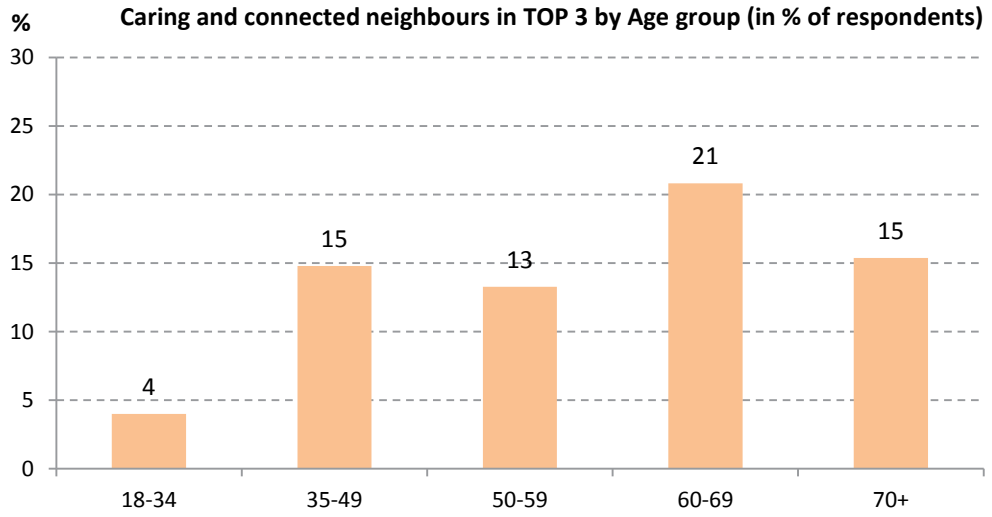


Figure 5-13: Caring and connected neighbours by Age

5.1.10. Suitable for people at all stages in life

This neighbourhood quality was in the top three of only 9% of respondents. However, this quality is significantly more important to residents without any qualification (30%), those 70 years or older (29%), those with disabilities (20%) and those on relatively low household incomes of between $25,000 and 50,000 (25%).

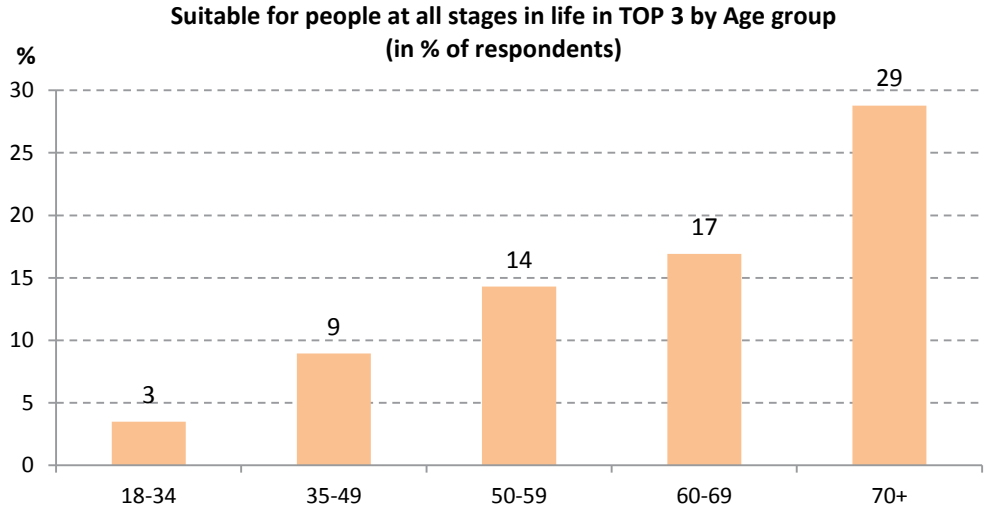


Figure 5-14: Suitable for people at all stages by Age

5.1.12. Culturally diverse population

The neighbourhood quality 'culturally diverse population' was in the top three of only 8% of respondents and valued mostly by residents living in Collingwood (17%).

5.1.13. Access to health and social services

This neighbourhood quality was in the top three of only 7% of respondents. However, 'access to health and social services' is significantly more important to residents without any qualification (27%), those 70 years or older (17%), those with disabilities (33%), those who speak a language other than English at home (13%), and those on low household incomes.

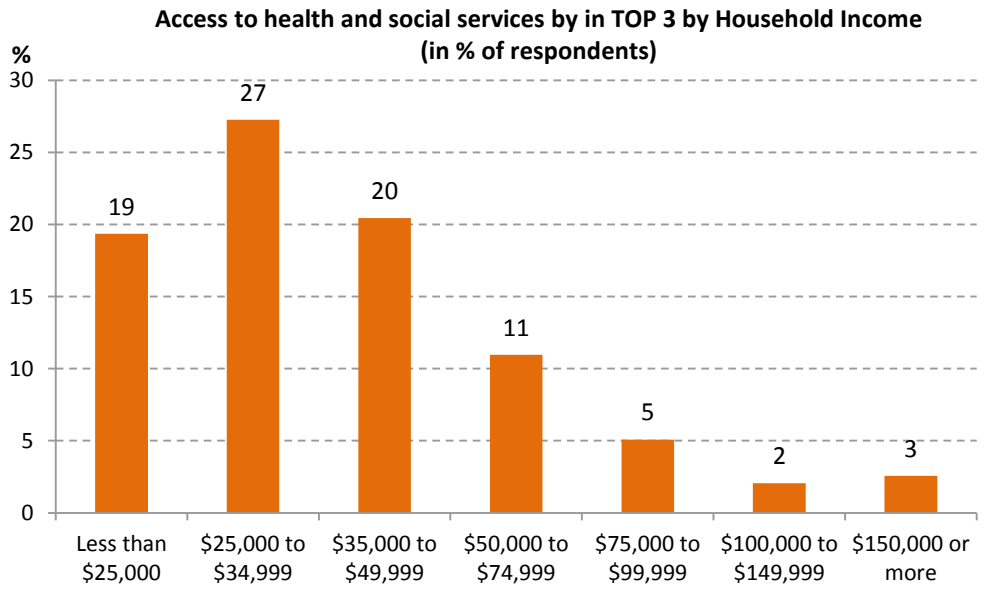


Figure 5-15: Access to health and social services by Income

5.1.14. Nightlife

The neighbourhood quality 'nightlife' was in the top three of only 5% of respondents and valued mostly by residents aged 18-34 (9%) and those on medium to high incomes of $100,000-150,000 (10%).

5.1.15. Proximity to high-quality neighbourhood schools

This quality was in the top three of only 5% of respondents and significantly more important to residents who are most likely to have children in primary schools, those aged 35-49 years (11%) and those living in family households (14%).

5.1.16. A mix of people on low, medium and high incomes

The neighbourhood quality 'a mix of people on low, medium and high incomes' was in the top three of only 5% of respondents and valued mostly by residents aged 35-49 and 60 years and over.

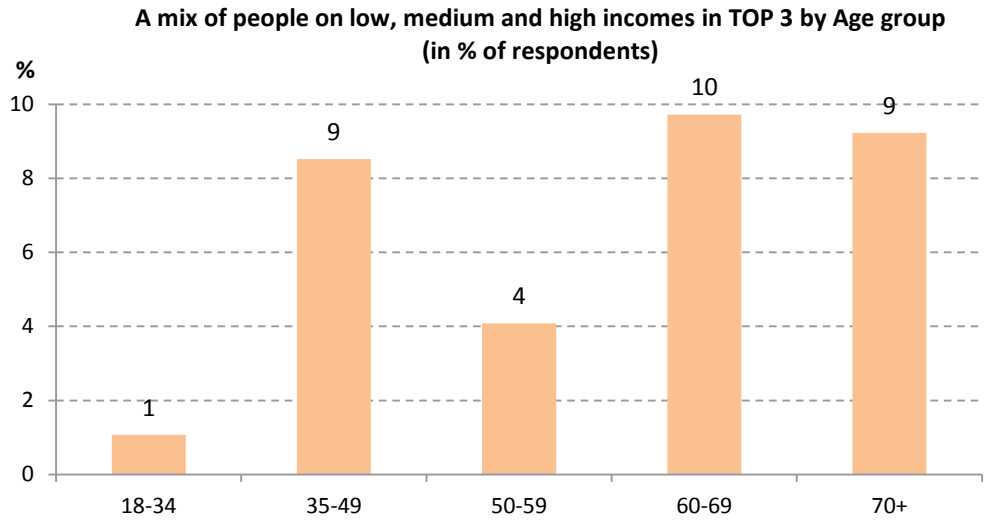


Figure 5-16: A mix of people on low, medium and high incomes by Age

5.1.17. Proximity to freeways

The neighbourhood quality 'proximity to freeways' was in the top three of only 4% of respondents and least valued by female residents (2%) and those who speak a language other than English at home (1%).

5.2. Population and Housing

5.2.1. Population growth and change

Respondents were asked to rate how much they agree or disagree with a range of statements about population growth, housing, local economy and land use. In the chart overleaf, the answers to the statements about population growth and change are displayed. Residents tend to agree the most with statements about how suitable their neighbourhood is for the various stages in life. A vast majority - 85% - agree that their *'neighbourhood is good for people who do not have children'*, 60% agree that it *'is a good place to raise children'* and another 60% agree that it *'is a good place to retire'*.

As expected, older respondents are more likely to agree that their neighbourhood is a good place to retire than younger residents. Also, group households, lone person households and couples only households are more like to agree that their neighbourhood is a good place for people who do not have children compared to family households, and family households are more likely to agree that their neighbourhood is a good place to raise children.

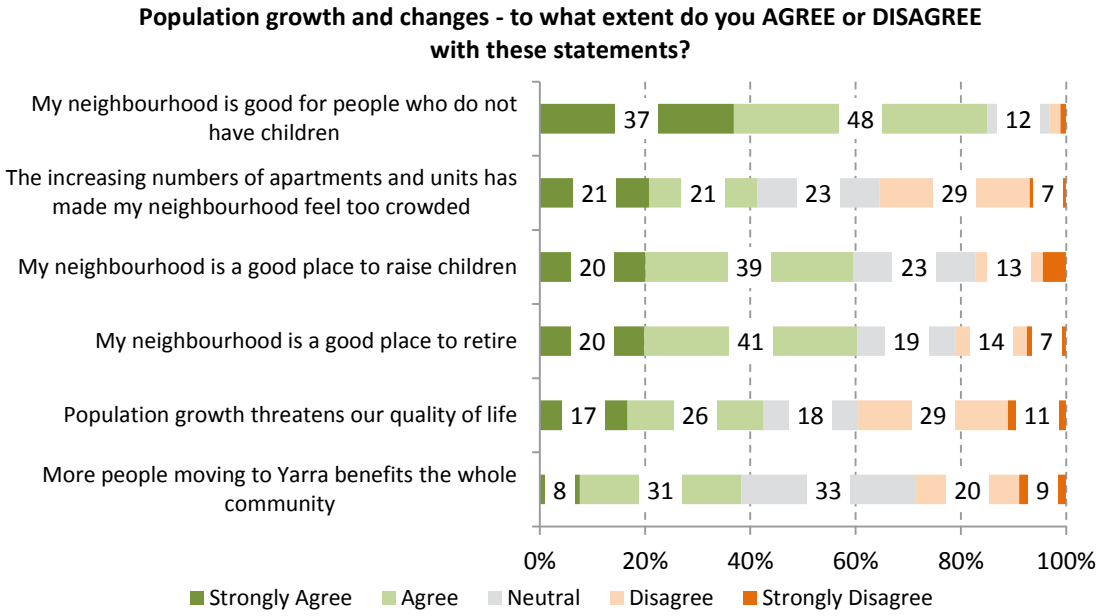


Figure 5-17: Attitudes towards population growth and changes

Interestingly, the answers to statements that refer to population growth and change show a different pattern. The overall picture is less clear as the answers to the statements are more evenly spread. There are a reasonable percentage of respondents that hold positive views towards growth and change to the respondents and also of those that hold more negative views. A small percentage of respondents hold (strongly degree or strongly disagree) and a relatively large group appears to be 'neutral' towards these statements.

Four in ten respondents agree that *'the increasing number of apartments and units has made my neighbourhood feel too crowded'*, almost a quarter is neutral and over a third disagree with this statement. Four in ten respondents agree and four in ten disagree that *'population growth threatens our quality of life'* and the rest are neutral. A large group (33%) is 'neutral' towards the last statement *'More people moving to Yarra benefits the whole community'* and also decent percentages agree (38%) and disagree (29%).

Young residents (18-34 years old), new residents (living in Yarra less than five years) and those living in group households have more positive attitudes towards population growth and its impact on their neighbourhood than middle aged and older residents (35-69 years old) and residents who have lived here for more than ten years.

5.2.2. Housing and new development

Respondents' answers to 'housing' statements are displayed in the chart overleaf. Well over half of respondents (54%) agree with *'new local developments should include a proportion of housing for people on low incomes'* and almost one third (63%) disagree with *'property developers contributing*

enough to the community'. Views are more polarised when it comes to the need for social housing, affordability and the impact of increasing house prices. For instance, 44% of respondents hold the view that *'there must be more social and public housing in Yarra for people on low incomes'*, whereas 36% disagrees with this statement, and another 20% is neutral (might not have an opinion or do not know). Also, 28% hold the view that *'increasing property values have been good for our local community'*, whereas 38% disagrees with this statement, and a quarter is neutral.

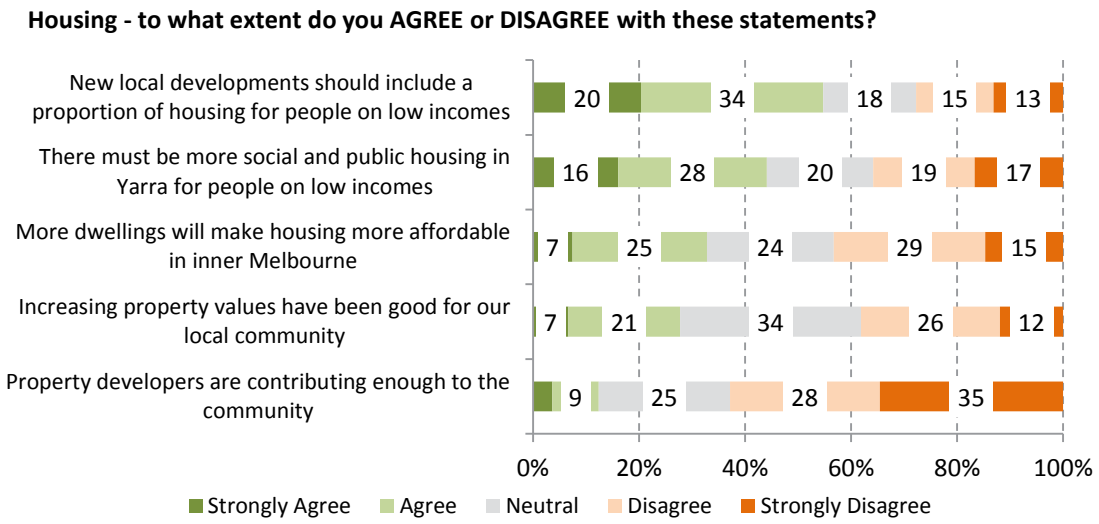


Figure 5-18: Attitudes towards housing development

Residents who have lived here for more than ten years and those aged 35-69 are less positive about the contribution to the community by property developers than those who have lived here less than 10 years, the younger (18-34 years) and older (70+) residents. Respondents with limited qualifications hold more positive views about increased social housing and housing for low income groups than those with bachelor and higher degrees.

5.2.3. Type of dwellings

Respondents were asked whether they would like to see less, the same, or more of separate houses, semi-detached houses/town houses, and apartments in low rise and high rise buildings. For extra clarity, examples of the various dwelling types were displayed in black and white to assist with answering the questions (see Appendix 7.4. Survey Instrument).

Residents are fairly positive about more semi-detached houses, townhouses and apartments in low-rise buildings (45% are in favour of more of these two dwelling types), and are less keen on seeing more high-rise buildings in their neighbourhood. As the next chart illustrates, 73% of respondents want to see less high-rise dwelling types in their neighbourhood.

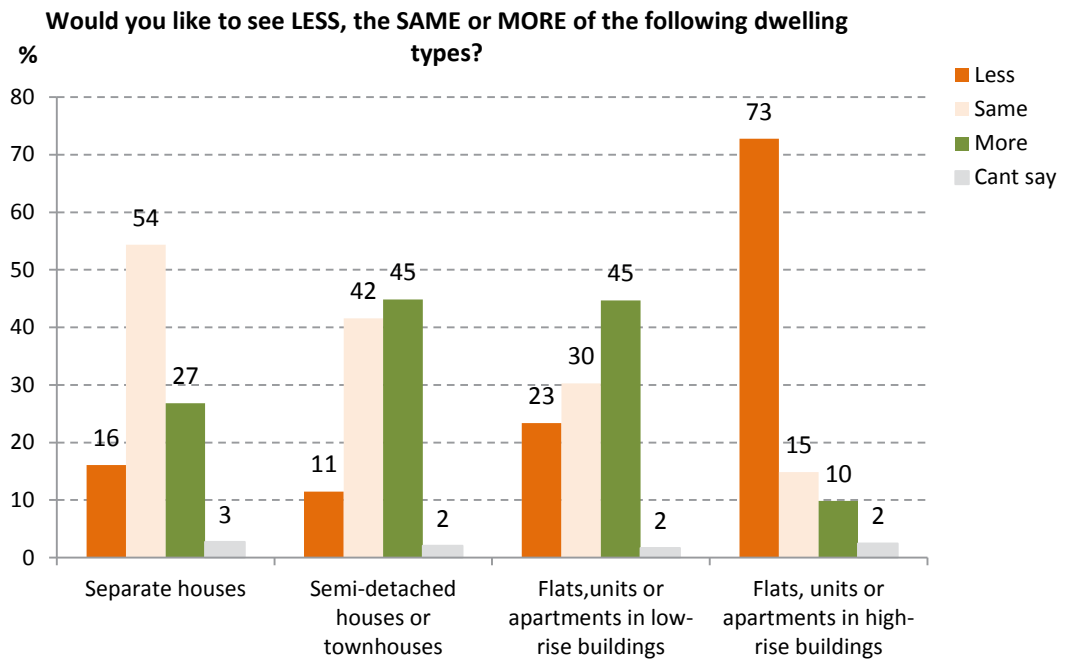


Figure 5-19: Preferences for dwelling types

However, not everyone shares the same view. There is a strong relationship between responses and age cohort – the younger the respondent is, the more likely they hold neutral to positive views towards low-rise and high-rise dwellings in their neighbourhood. Of the 18-34 year olds, 56% would like to see more low-rise apartments and another 25% is neutral to the idea. Furthermore, 14% of the 18-34 year olds are positive and 14% are neutral to the idea of more apartments in high-rise buildings in their neighbourhood.

There is also a relationship between housing tenure and residents' responses. Of all renters (private and public), 40% are neutral to positive towards the idea of more apartments in high-rise buildings in their neighbourhood, and only 15% of home-owners share these neutral-positive views. This is further supported by 85% of owners wanting to see less high-rise blocks in their neighbourhood.

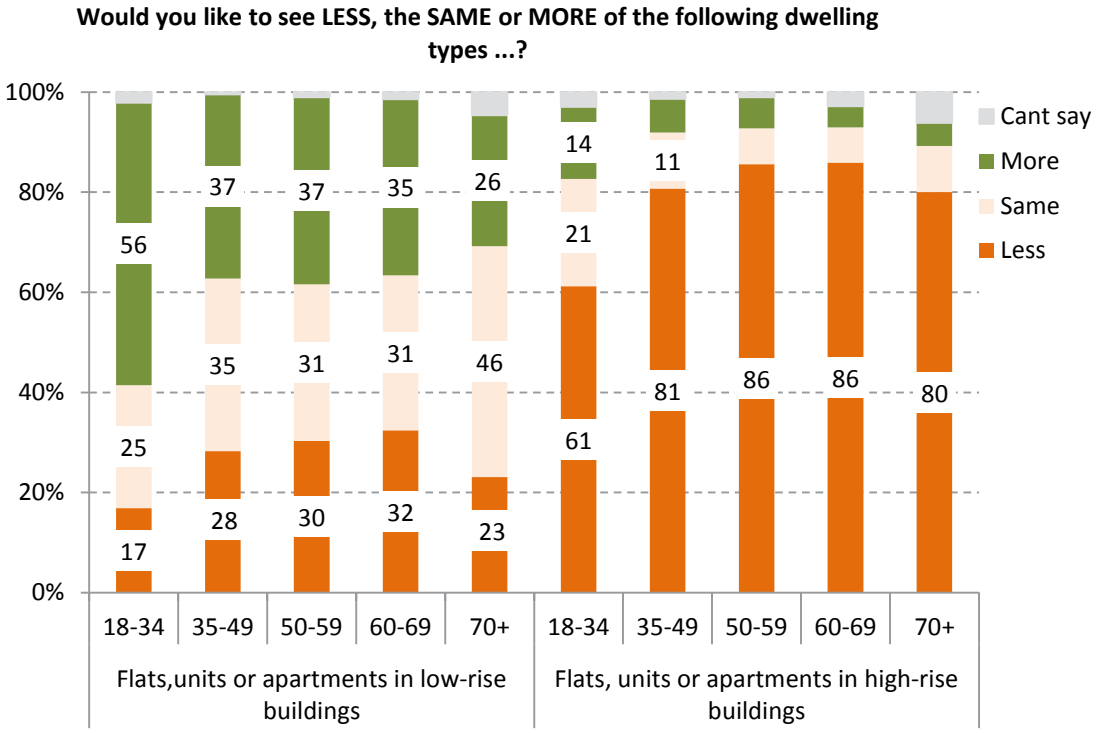


Figure 5-20: Preferences for apartments in low-rise and high-rise buildings by Age

5.2.4. Location & building heights

Respondents were asked what the best location is for buildings of various heights. The results are displayed in the chart below.

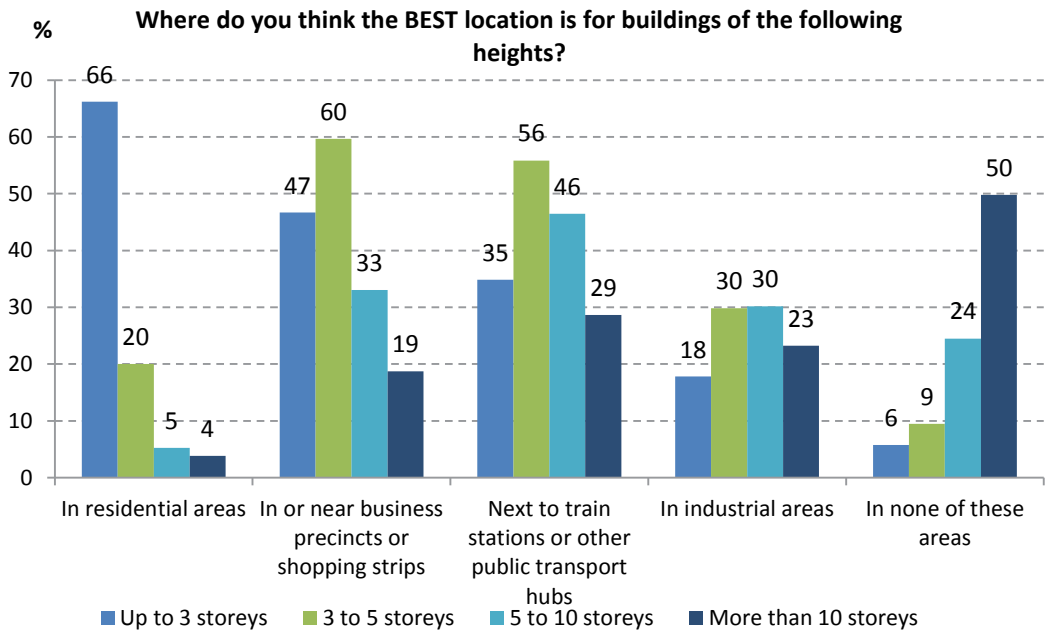


Figure 5-21: Preference for locations of buildings of various heights

Residents are fairly positive about low and high-rise buildings near train stations and public transport hubs as well as business precincts and shopping strips. However, half of the respondents are completely opposed to 10+ storey buildings and a further quarter is also opposed to 5-10 storey buildings in Yarra. People who have lived in Yarra for a longer period are more likely to consider taller buildings (5 to 10 storey and 10+ storey) inappropriate.

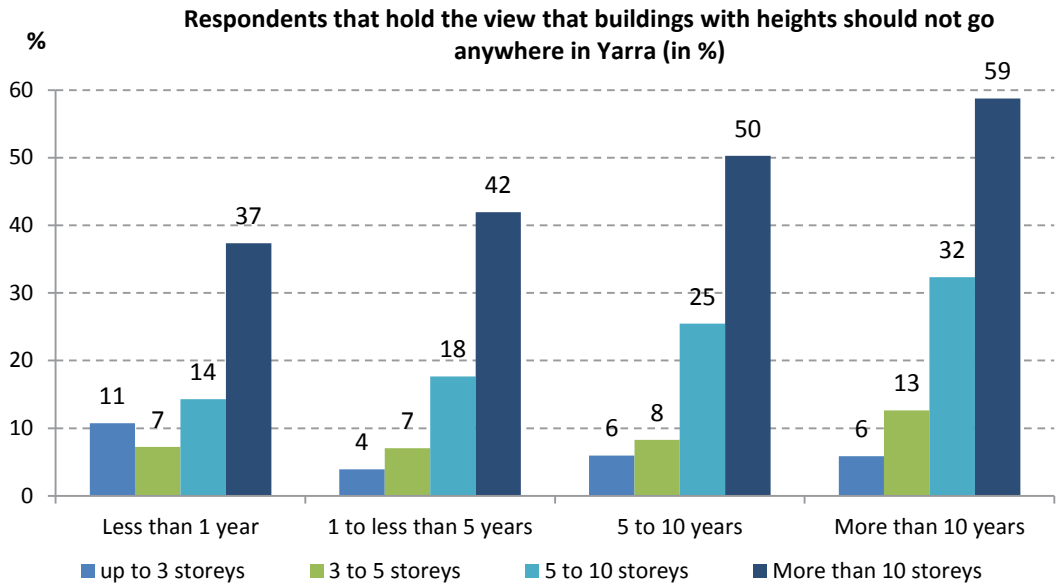


Figure 5-22: Opposition to buildings with various heights by length of residence

5.3. Built Form and Natural Environment

5.3.1. Specific buildings

Respondents were asked to provide an example of a new building in Yarra that they do like and one that they do not like. The next table shows that more than half of respondents could nominate both a building that they like and one they do not. It is also clear that opinions vary; 45 respondents chose to nominate 'Dimmies' as the building they like, and another 25 chose to nominate this building as the one they do not like.

Table 5-1: Buildings that are liked and disliked

Buildings – DO LIKE	Number of respondents	Buildings – DO NOT LIKE	Number of respondents
Dimmies	45	Apartments in general	57
Jacques	23	Apartments Near VIC Gardens	50
Carlton Library	14	Dimmies	25
Channel 9	11	Cheese Grater	24
48 Easy Street	10	Smith and Co	23
Corner Nicholson/Gipps	8	Public Housing Estates	16
Collingwood Silos	8	New Public Housing (Brunswick St)	10
Other	271	Other apartments	179
None	158	None	69
Total	**548**	**Total**	**453**

5.3.2. Access and use of parks

Respondents were asked if they have access to a park or reserve that meets their needs, which was confirmed by 91% of respondents. Residents living in Richmond North and Collingwood were less likely to provide a positive answer. Reasons for not being satisfied with access to a park or reserve are: not being close to home, dogs are not allowed or it is not suitable for dogs, parks are too small, the poor quality or maintenance of the park, and the fact that dogs are allowed.

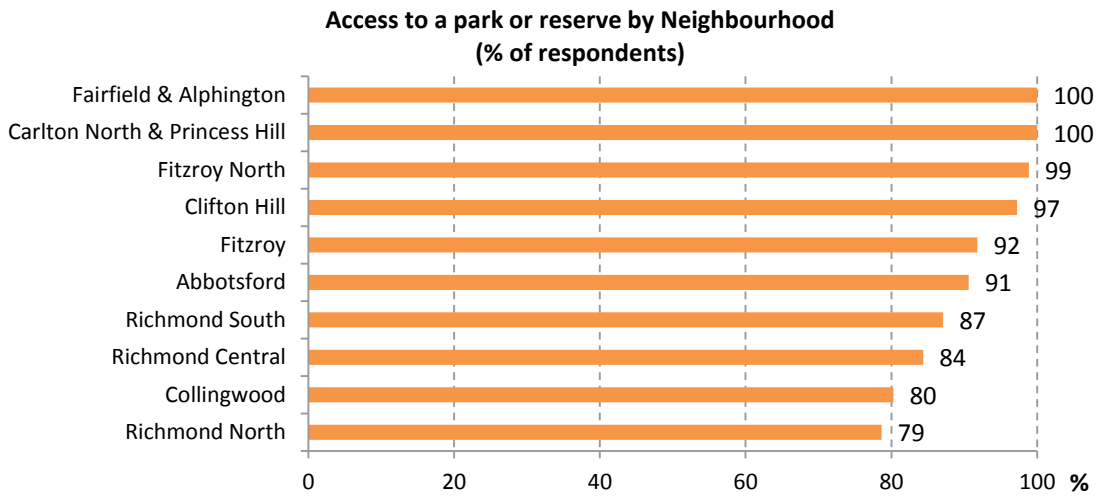


Figure 5-23: Access to a park or reserve by Neighbourhood

The main reasons for residents to go to a park or reserve are: a place to relax, exercise, dog walking and visiting a playground. As the next table shows, respondents were asked to choose a maximum of two main reasons to visit a park or reserve. The answers for each reason are totalled in the first column. The second column contains the percentage of total answers (1445), and the third column contains the percentage of total respondents (833) that have chosen a particular reason for visiting a park.

Table 5-2: Main reasons for visiting a park or reserve

Main reasons	Number of answers	% of answers	% of respondents
A place to relax	479	33%	57%
Exercise	393	27%	47%
Dog walking	171	12%	21%
Playground for children	167	12%	20%
Picnics	126	9%	15%
Organised sport	50	3%	6%
Other	34	2%	4%
I don't go to parks	25	2%	3%
Total	**1445/833**	**100%**	**173%**

Respondents were also asked to nominate their favourite park - which 92% did - and were asked why the one they choose is their favourite. The next table shows those parks that were nominated by more than 25 respondents.

Table 5-3: Favourite parks in Yarra

Favourite park	Number of respondents
Edinburgh Gardens	132
Fairfield Park /Yarra Bend /Studley Park	75
A local park	52
Mary Street Park	52
Princess Park	50
Citizen's Park	50
Barkley Gardens	39
Carlton Gardens	36
Darling Gardens	31
Curtin Square	28
Burnley Gardens	28
Other	196
Total	**769**

Reasons for nominating a park were: close to home (reason for 48% of respondents), its peacefulness and beauty (30%), its large size (14%), it suitability for exercise (13%), its play equipment (10%) and the fact that dogs are allowed off their lead (10%).

5.3.3. Land use & heritage

Respondents have been asked to rate how much they agree or disagree with statements about open space, heritage and land use.

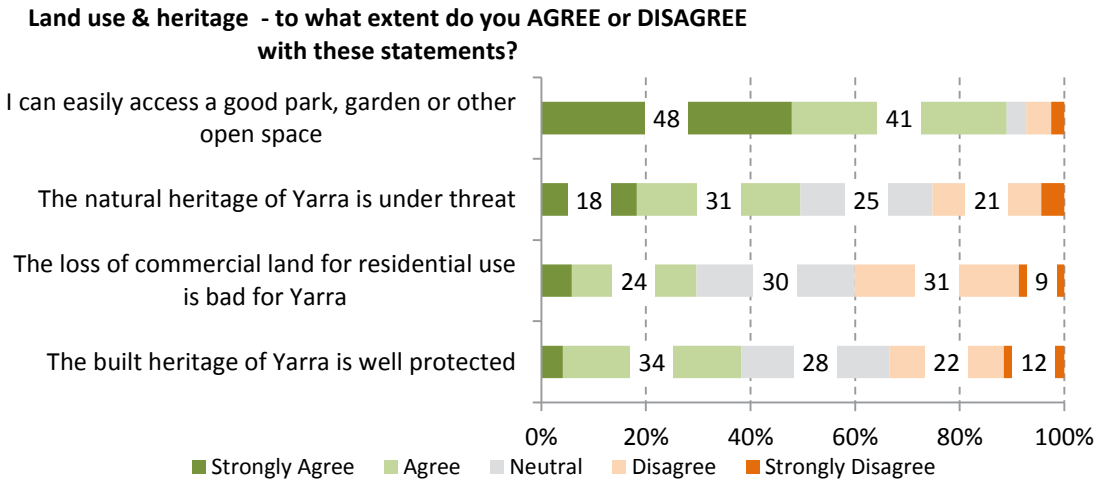


Figure 5-24: Attitudes towards land use and heritage

A vast majority (89%) agree that *'I can easily access a good park, garden or other open space'*. Half of the respondents are of the opinion that *'the natural heritage of Yarra is under threat'*. Furthermore, 30% agree that *'the loss of commercial land for residential use is bad for Yarra'* and 38% agree that *'the built heritage of Yarra is well protected'*.

5.4. Access & Movement

5.4.1. Current travel patterns

Respondents were asked about their daily travel and other regular trips. The following chart relating to residents' daily commute shows that one third of respondents use public transport daily (32%) and another third weekly (33%), 28% travel by car daily and another 25% weekly, and 20% ride their bike every day and another 15% weekly. Over half of respondents (52%) walk (partly) on a daily basis for their commute and another 18% on a weekly basis.

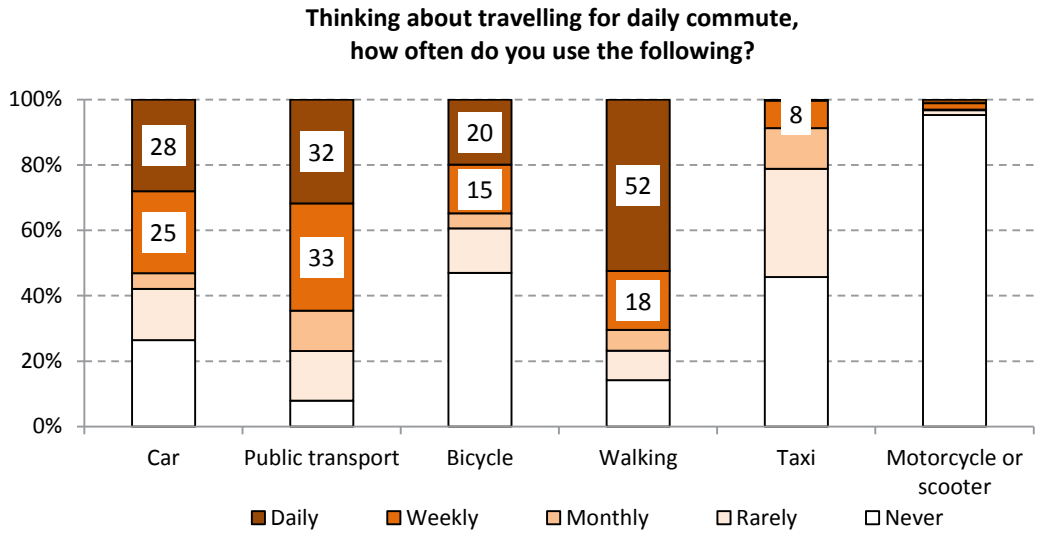


Figure 5-25: Travel patterns regarding daily commute

The chart overleaf demonstrates that when travelling for other regular activities, a variety of transport options are used; 71% of respondents use the car daily or weekly, 66% use public transport daily or weekly, 35% ride daily or weekly and 91% walk daily or weekly.

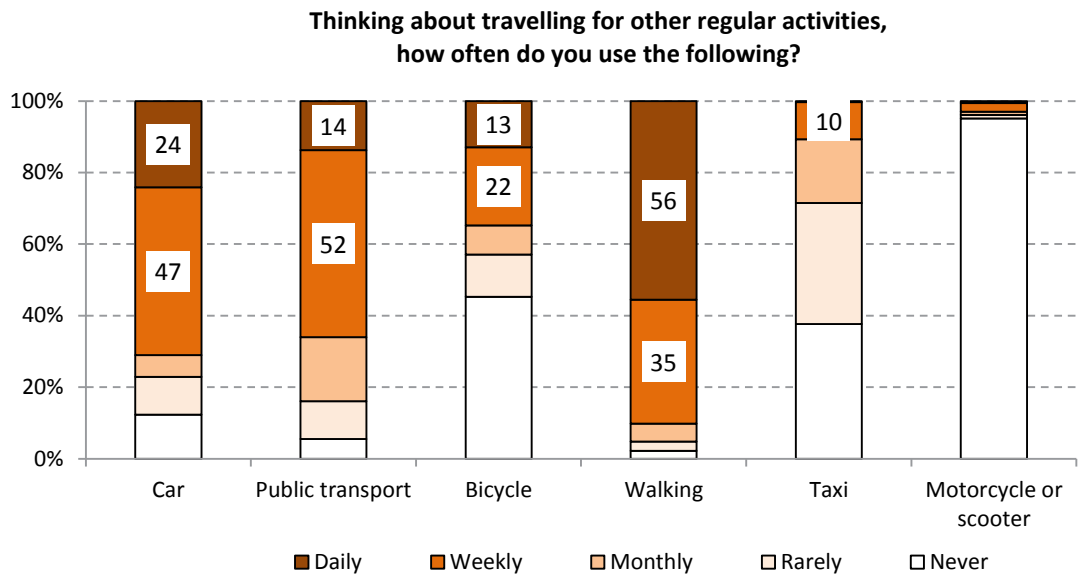


Figure 5-26: Travel patterns regarding travelling for other activities

5.4.2. Preference for planning and funding transport

Respondents were asked which type of transport they would prioritise for future planning and funding in Yarra. The chart below demonstrates that the community has a clear preference for public transport: 51% of respondents ranked this transport option number one and another 28% ranked public transport number two. Investments in bike paths and lanes received considerable support: 22% ranked this transport option as number one priority and another 24% number two priority. Investments in highways and freeways received the least support: only 7% ranked this number one and 8% number two.

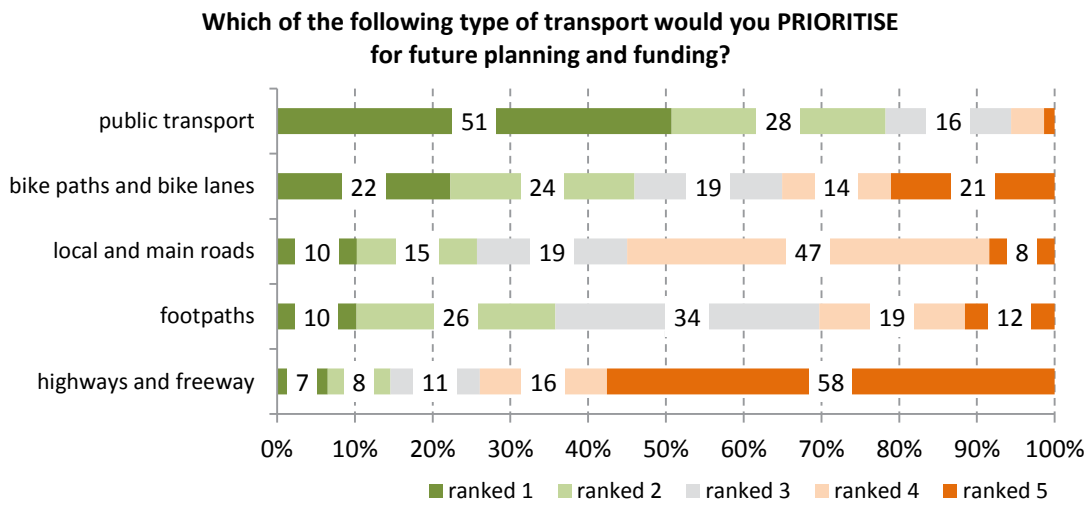


Figure 5-27: Preference for the future planning and funding of various types of transport

5.5. Community Safety

Respondents were asked three questions about safety:

- *'Is there a specific location that comes to mind in Yarra where you feel unsafe at night?'*
- *'If yes, please state address or place:'*
- *'Why do you feel unsafe at this location?'*

A majority of respondents (58%) indicated that they can identify a specific location in Yarra where they feel unsafe at night. Women (68%) were far more likely to nominate a location compared to men (47%). The perception of safety is also highly dependent on where respondents live. Residents from the south (Richmond North, Richmond Central, Abbotsford, Richmond South, Collingwood) are more likely to nominate a location where they feel unsafe compared to residents living in the north (Clifton Hill, Fitzroy North, Fitzroy, Carlton North & Princess Hill, and Fairfield & Alphington) as the next chart shows.

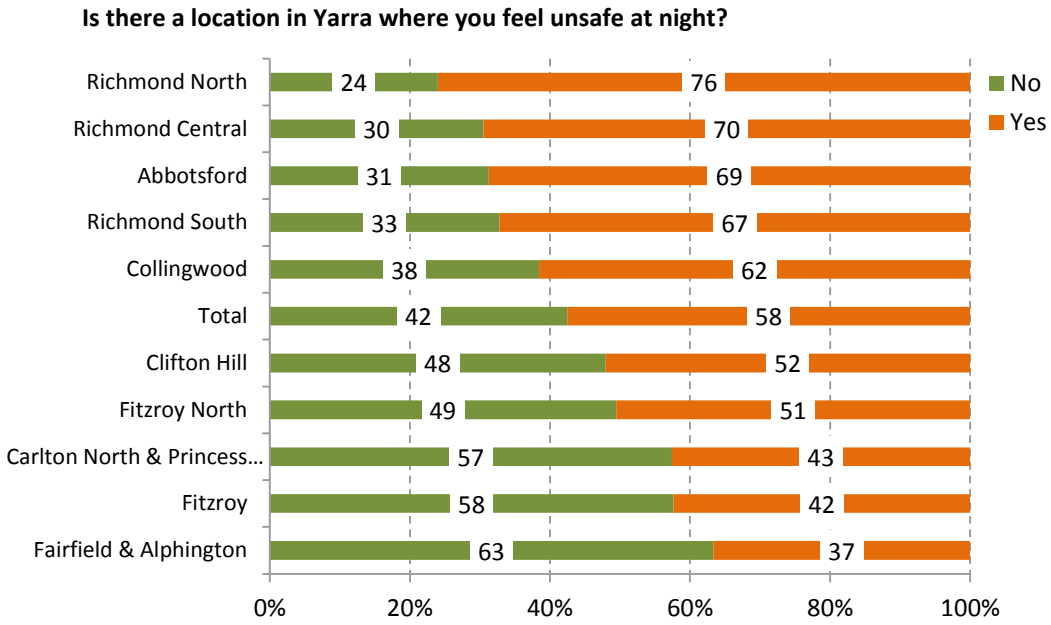


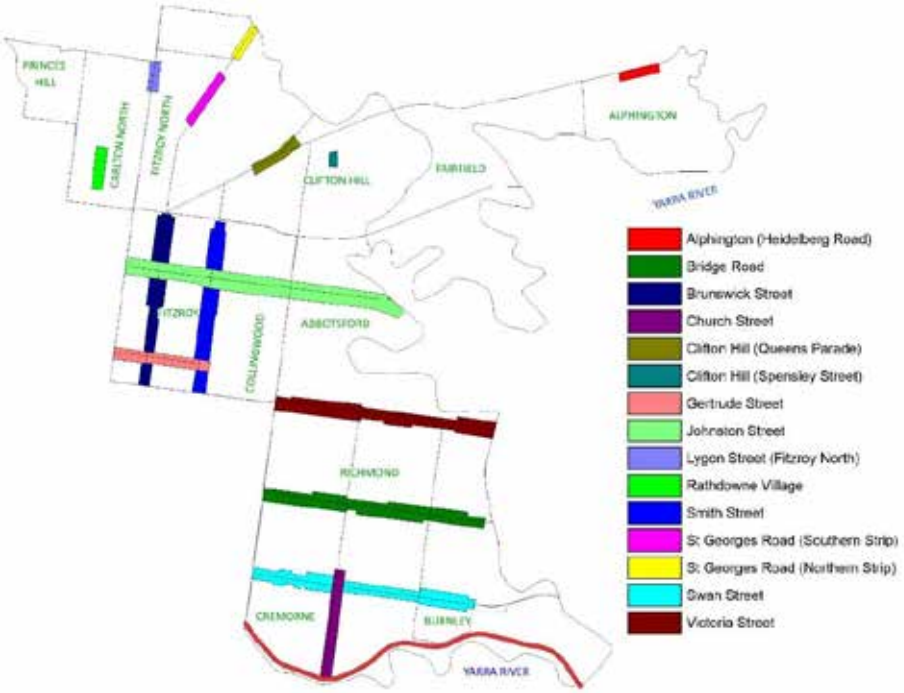
Figure 5-28: Feelings of safety by Neighbourhood

The top 'unsafe' locations nominated by the community were Victoria Street (38%) and areas near public housing (14%), public open space, in particular areas along the Yarra River and Merri Creek (11%), near Yarra's late night entertainment strips (11%), and train stations (8%). The most often expressed concerns were about drug use and related crime (Victoria street and entertainment strips), public drinking and related crime (entertainment strips), and poor lighting (open spaces).

5.6. Business and Employment

5.6.1. Business and service centres

Respondents were given a map of the main businesses and service centres in Yarra and were asked which one they enjoy visiting the most and why, and which one they enjoy visiting the least and why.



The top three most popular business and services centres are (1) Smith Street, (2) Brunswick Street and (3) Rathdowne Village. Many people reported that the atmosphere of a centre was the reason why they like it the most. However, there is variation in the type of atmosphere that is considered attractive. In Smith and Brunswick Streets, the diverse range of people, the edgy feel, the variety of shops and cafes are valued. In the case of Rathdowne Village, clean and well-kept physical environment, and high class feel are valued.

The top three least popular business and services centres are (1) Victoria Street, (2) Bridge Road and (3) Alphington (Heidelberg). Reasons for nominating Victoria Street as the least enjoyable to visit are perceived unsafety, open drug dealing and use, and the dirty and run down look of the street and buildings. The reason for nominating Bridge Road is mainly to do with the poor mix of shops and restaurants, lack of vitality and traffic and parking issues.

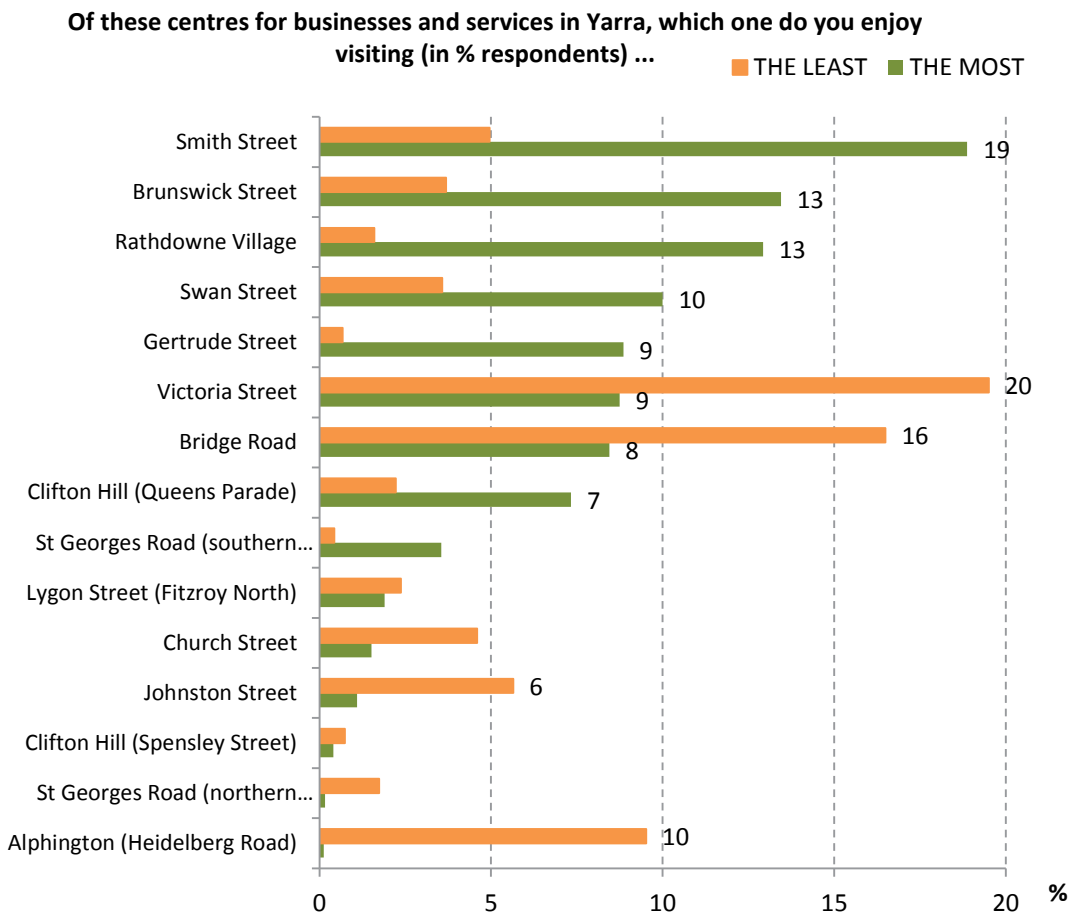


Figure 5-29: The most and the least appreciated centres for business and services

5.6.2. Local economy, employment and services

Respondents were asked to rate how much they agree or disagree with statements about the local economy, employment and services. Residents hold strong views about the importance of health and social services and hospitality services for economic growth and local employment. A vast majority (69%) agree that *'there must be local jobs for local people'* and an even larger majority (80%) disagrees that *'retail will no longer be important to growing the economy and creating employment'*.

More polarised views exist towards the future of the manufacturing industry in Yarra as 43% of respondents agree and 33% disagree that *'traditional manufacturing will no longer be important to growing the economy and creating employment in Yarra'*. A majority (58%) is 'neutral' and only small percentages agree or disagree with the statement *'there are plenty of job opportunities in Yarra'*. As over three quarters of employed Yarra residents work (and very likely have sought work) outside the municipality[2], a majority of respondents might have struggled to interpret and answer that question.

[2] In 2011, 24% of employed resident lived and worked in Yarra (ABS Census, 2011).

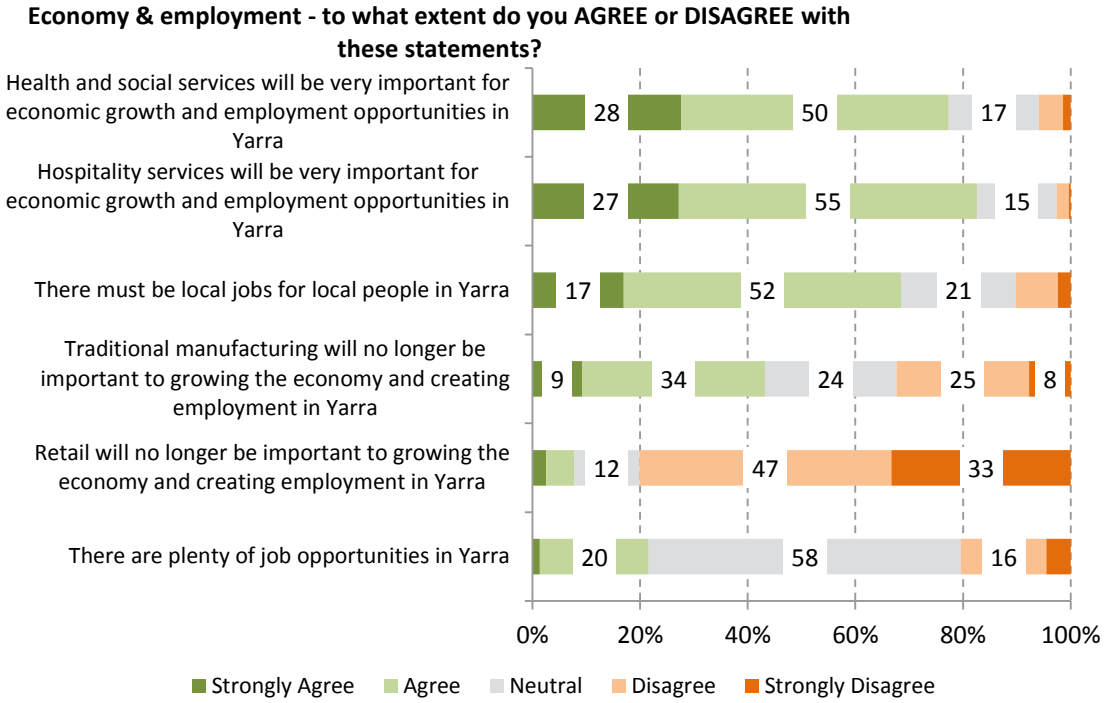


Figure 5-30: Attitudes towards employment, services, and the local economy

5.7. Knowledge of Planning

5.7.1. Knowledge

Respondents were asked questions about their knowledge of planning for land use. This information is particularly important for Council in informing a communication strategy and ensuring clear and understandable messages tailored to the public about future planning challenges, opportunities and plans. When interpreting the results overleaf, it is important to take into account that the survey response is skewed towards higher education (see also Appendix 7.1 Respondent Profile) as four in five respondents have a Bachelor degree or higher.

As the chart overleaf indicates, almost a quarter of respondents rate their knowledge of how land use planning works in Victoria as 'very limited' and almost half of respondents rate their knowledge as 'limited'. A minority rate their knowledge as 'good' (22%) or 'very good' (7%). Males rate their knowledge about land use planning higher than females. Also, residents with a Bachelor degree or higher, rate their knowledge better than lower educated residents.

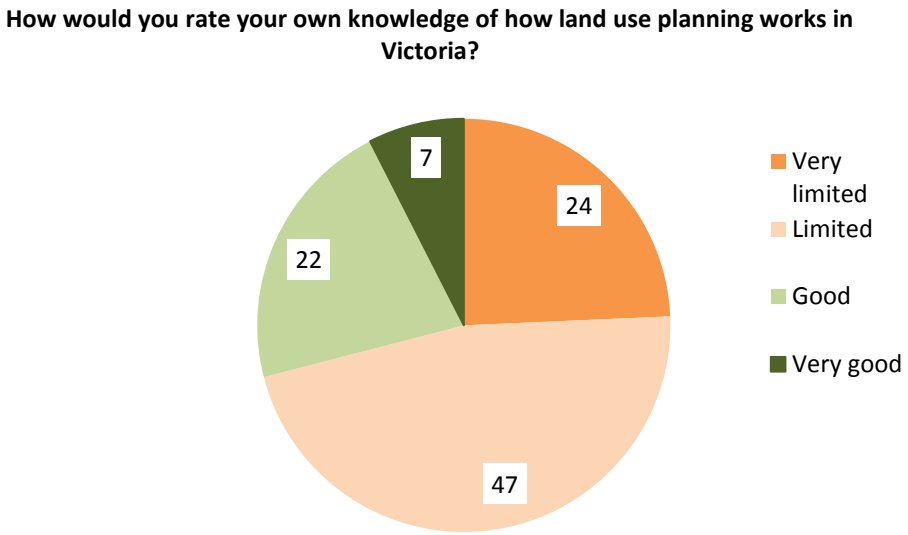


Figure 5-31: Knowledge of land use planning in Victoria

Almost half of respondents (47%) have heard about 'Plan Melbourne', 12% appear unsure as they say they might have heard of it, and 42% say they have never heard of this Victorian Government planning strategy.

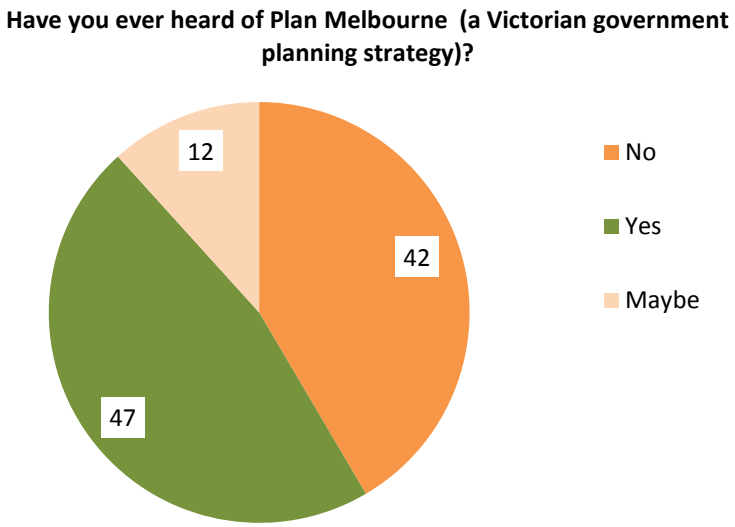


Figure 5-32: Knowledge of Plan Melbourne

5.7.2. Confidence

Respondents were also asked about their confidence in the Victorian Government and in Yarra City Council planning for the future. The next chart shows that the Yarra community has more confidence in Council than in the Victorian Government. However, over a third is not confident (22%) or not confident at all (12%) that Yarra City Council is planning for the future, one third is 'neutral' (and probably does not know), and only a third is confident (30%) or very confident (2%).

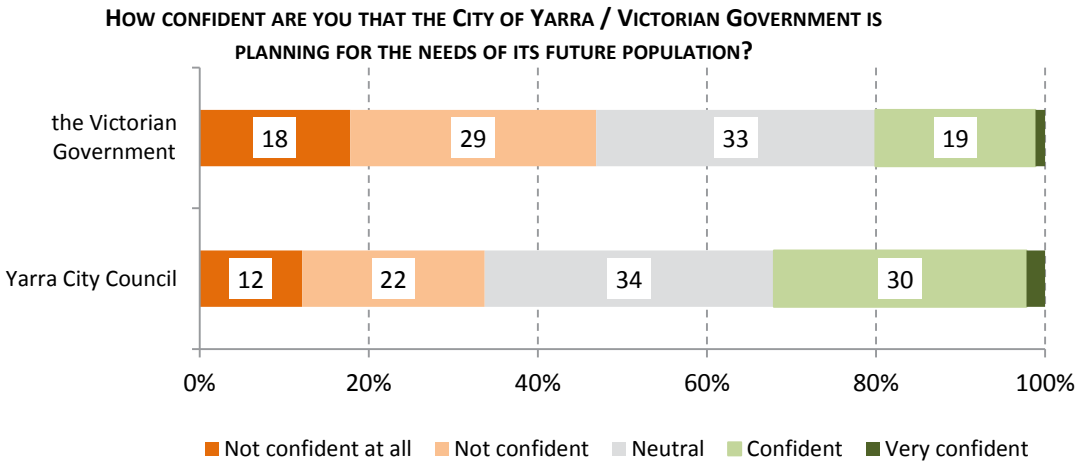


Figure 5-33: Confidence in Yarra City Council and the Victorian Government

More respondents, who *made a submission* about a planning policy in the past, say that they are not confident or confident at all that Yarra is planning for the future (53%) compared to respondents who *have not made a submission* about a planning policy (31%).

Confidence that Yarra City Council is planning for the future varies between neighbourhoods. Residents living in Richmond and Fairfield - Alphington have less confidence than residents living in Abbotsford, Carlton North & Princess Hill, Clifton Hill and Fitzroy North.

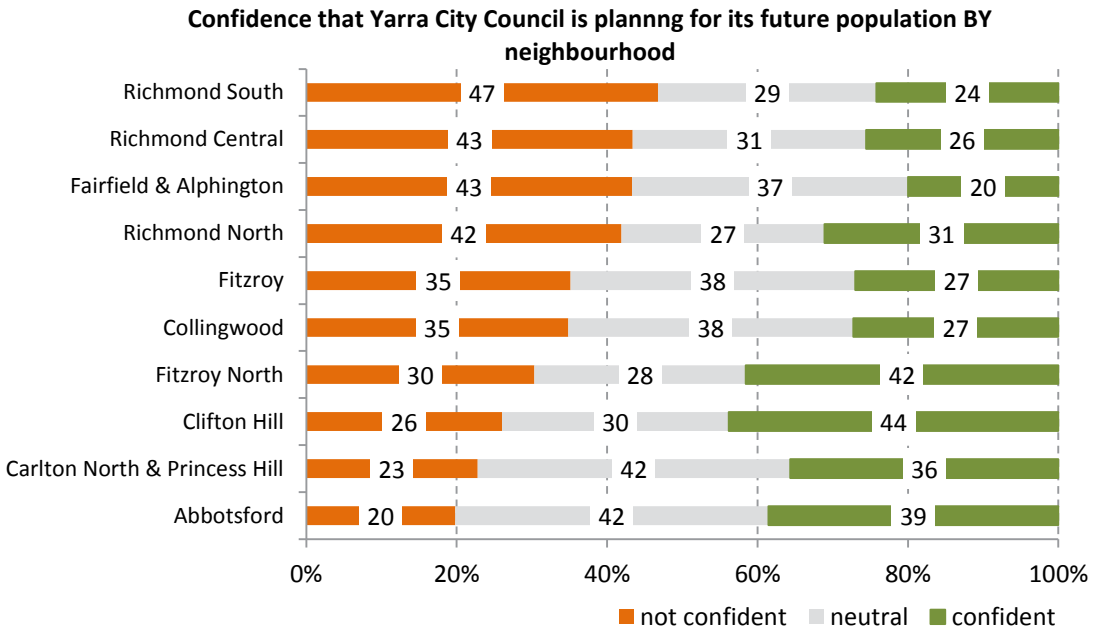


Figure 5-34: Confidence in Yarra City Council by Neighbourhood

This suggests that the longer residents live in Yarra, the less confidence they have in Yarra City Council planning for the future. Furthermore, the younger age groups (18-24 and 25-34) and the oldest age group (70+) have greater confidence in Council's planning compared to the middle age groups.

5.7.3. Involvement in planning

Respondents were asked if they or their houshold ever made a submission about a change in a planning policy (within or outside Yarra) and 14% say they did.

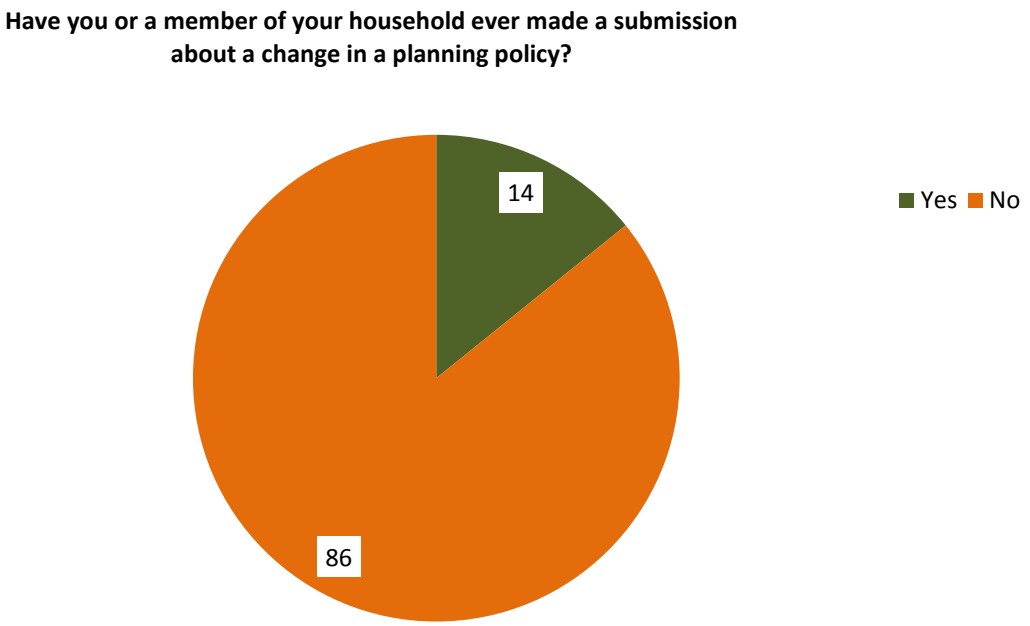


Figure 5-35: Submissions about a change in a planning policy

A large group (40% of respondents), have been involved in a planning application or development; 22% lodged an application and 24% objected to an application.

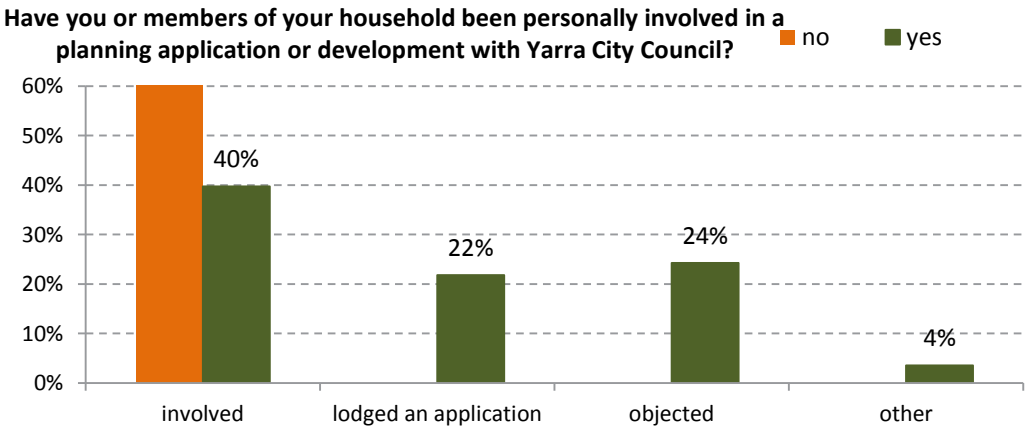


Figure 5-36: Involvement in planning application or development

5.8. Segmentation

5.8.1. Method

The previously outlined survey results have shown that attitudes towards population growth, housing development, building height, and the importance of certain neighbourhood qualities such as nightlife, highways and freeways, quality schools, a mix of incomes, and cultural diversity vary across respondents. There were marked differences in answer patterns between younger (the under 35 year olds) and the older residents (over 35 year olds), between those who have moved to Yarra in recent years and those who have lived here for more than 10 years, and between those who are renting and those who have purchased their own home.

To further investigate these differences in views in the Yarra community, Latent Class Analyses (LCA) has been used to examine whether subgroups that share similar views towards in the impact of growth and change could be distinguished. LCA is a statistical method for finding subtypes of related cases (latent classes) from multivariate categorical data. It can be used to find distinct types of attitude structures from survey responses.[3] LCA examines which items (certain responses to questions) correlate together and based on how they correlate, subgroups are formed. A total of 24 variables did correlate: certain neighbourhood qualities (cultural diversity, inner-city feel, peace and quiet, nightlife and proximity to work), the type and height of housing development, feelings of safety, the impacts of population growth, dwelling increases and social housing in Yarra neighbourhoods now and into the future, and respondents' involvement in planning, employment status, household type, dwelling type, age, gender and length of residence.

5.8.2. Findings: three groups in Yarra

The Latent Class Analysis has resulted in three distinguishable, reasonably comparable sized subgroups that share similar views on and attitudes towards the impact of growth and change in Yarra: Group A, Group B, and Group C.

Group A (27%) is likely to believe that the influx of additional people into Yarra threatens the built and social heritage of Yarra and quality of life for existing residents. They do not support medium or high density development and already have and/or will actively oppose more development. This group consists largely of older residents, who own their home, and are living in family households often with children who are growing up or have left home. They often have lived here in Yarra for a long time and value living in a safe, peaceful and quiet neighbourhood.

[3] https://methodology.psu.edu/ra/lca

Group B (39%) is likely to believe that the influx of additional people into Yarra has advantages and disadvantages. They support medium density housing, but are not keen on high rise development. This group consists largely of residents who have started or are thinking of starting a family, and have bought, or aspire to buy, their own home. They have lived in Yarra for quite a while and were attracted to the area because of the diverse community and the inner city lifestyle.

Group C (34%) is most likely to believe that the influx of additional people into Yarra is a great thing and they support medium and high density housing. This group largely consists of residents who are studying or have recently entered the workforce. They are renters and are likely to live in share houses, with partners or on their own. They have lived in Yarra for a short time and love the proximity to the city, Yarra's nightlife and the diversity in incomes and cultures.

The Latent Class Analysis is based on responses provided to the 24 items, as summarised in Appendix 7.2. Segmentation LCA. The following charts show that a relatively large percentage of residents who fit into Group A have made an objection against a planning application in the past (41%) compared with Group B (29%) and Group C (6%).

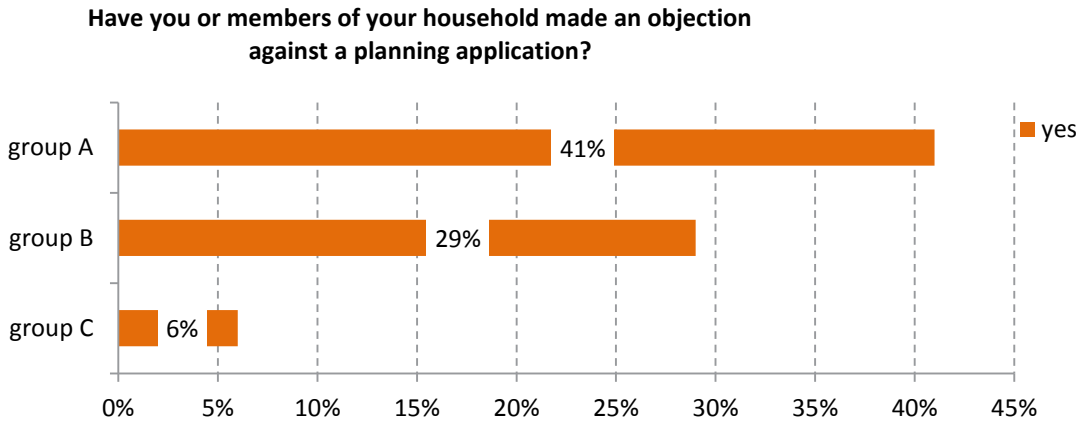


Figure 5-37: Segmentation by Objections against a planning application

The next figure demonstrates that segmentation correlates with the neighbourhood residents live in. There are higher proportions of residents living in Richmond Central, Richmond South and Collingwood who fit in Group A (37%) compared to the other parts of Yarra (22%): Richmond North, Abbotsford, Fitzroy, Fitzroy North, Carlton North & Princess Hill, Clifton Hill and Fairfield-Alphington. In order words, there are stronger views against population growth and housing development and less support for medium and high density development in Richmond Central, Richmond South and Collingwood compared to the rest of Yarra.

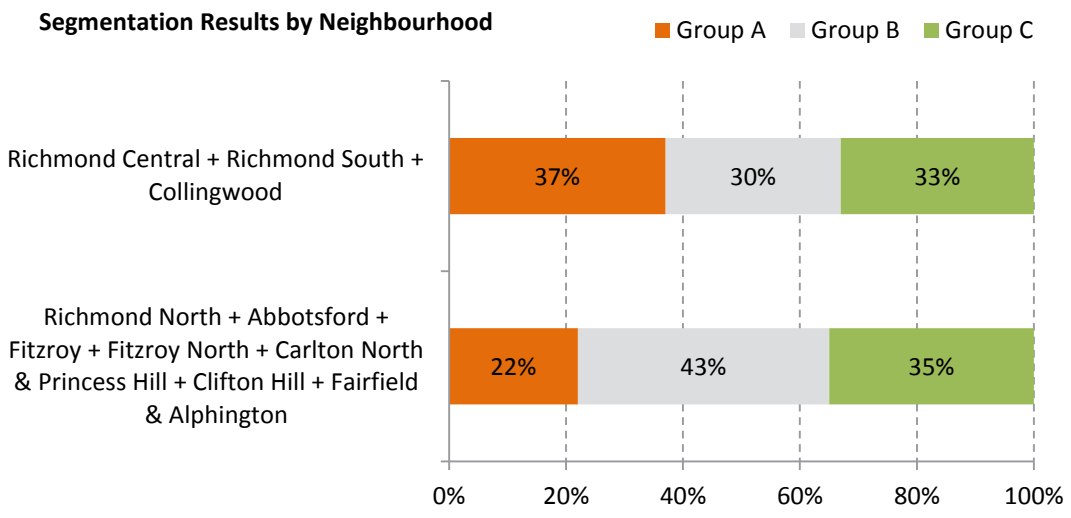


Figure 5-38: Segmentation by Neighbourhood

Conclusion

6. Conclusion

The Future of Yarra Survey was designed to gather opinions from residents about some of the challenges related to growth and change facing the City of Yarra. The survey results will assist Council in understanding the attitudes towards and preferences for population growth, housing development, open space, commercial activities, safety and transport in the municipality. The results will inform planning and will be beneficial for communication and advocacy and the rewrite of the Yarra planning scheme.

Most residents agree that easy access to public transport, plentiful parks and open spaces, the ability to walk or bike to meet daily needs and that the variety of shops, cafes, restaurants are very important qualities for a neighbourhood. Residents' opinions diverge most on qualities such as the proximity to freeways; nightlife; a mix of people on low, medium, and high incomes, proximity to high-quality neighbourhood schools, and having caring and connected neighbours.

Residents' attitudes toward the impact that population growth and change have on a neighbourhood diverge. Young and new residents tend to have more positive attitudes than middle aged and older residents and those who have lived in Yarra for a long time. The majority of respondents believe that property developers should contribute more to the community and that new developments should include housing for various income groups. Views are more polarised when it comes to the need for social housing, affordability and the impact of increasing house prices on the community.

Residents are fairly positive about having more semi-detached houses, townhouses and apartments in low-rise buildings but are less keen on seeing more high-rise dwellings in their neighbourhood. However, not everyone shares the same view. Younger residents and those who are currently renting are more likely to hold positive views towards low-rise and high-rise buildings in their neighbourhood. According to the community, the best locations for low and high-rise buildings are near train stations and public transport hubs, as well as business precincts and shopping strips.

Opinions on the current and future built form and natural environment vary. Some residents feel that the natural and built heritage is under threat and some are concerned about the loss of commercial land. A vast majority of residents have access to a park or reserve that meets their needs.

The community has a clear preference for the future planning and funding of public transport in Yarra. Investments in bike paths and lanes also received substantial support from residents.

The perception of safety is highly dependent on where respondents live. Residents from the southern parts of Yarra are more likely to nominate a location where they feel unsafe than residents living in the northern parts.

Residents hold strong views about the importance of health and social services and hospitality services for economic growth and local employment. More polarised views exist towards the future of the manufacturing industry in Yarra.

The LCA segmentation results have shown that the Yarra population is diverse and that attitudes and preferences towards population growth, neighbourhood qualities, and housing development vary in the municipality. On the whole, those residents that have lived here for a long time are most reluctant to want intensive housing development. Generally, those residents that have lived here for a short time are most supportive of new housing including high-rise development. However, there is also a large group that falls in the middle and is able to perceive both the advantages and disadvantages of the impact on growth and change in Yarra.

It is important to acknowledge the presence of the different views towards growth and change that are evident in Yarra and to consider multiple communication channels and targeted messages to discuss 'a changing Yarra' with these three distinguishable groups.

Appendices

7. Appendices

7.1. Respondent Profile

The following section provides the demographic profile of respondents to the Future of Yarra Survey. Demographic data was collected in the survey for two purposes; firstly to allow verification that the (weighted) sample reflects the underlying population of the municipality in terms of age, gender and language background, and secondly to allow more detailed examination of the results from the survey.

The next three tables show that after weighting the survey data on age, gender and language background, the sample reflects the Yarra population on the following characteristics.

Table 7-1: Age structure

Age	Unweighted	Weighted	Population 2011
		%	
18-34	21.8	44.9	44.9
35-49	33.6	26.8	26.8
50-59	20.2	11.8	11.8
60-69	17.3	8.6	8.6
70+	7.1	7.9	7.9
Total	**100**	**100**	**100**

Table 7-2: Gender

Gender	Unweighted	Weighted	Population 2011
		%	
Male	46.7	48.8	48.8
Female	53.3	51.2	51.2
Total	**100**	**100**	**100**

Table 7-3: Language

Language	Unweighted	Weighted	Population 2011
		%	
English only	86.7	74.8	74.8
Yes, other	13.3	25.2	25.2
Total	**100**	**100**	**100**

The next chart shows that the survey data is skewed towards couples only households and lone-person households, and that group households are underrepresented in the response sample. The household population data is at least four years old as it based on the 2011 Census. Although there is

no evidence yet, if past trends in migration have continued, it can be expected that in Yarra today there would be fewer households with children and fewer group households compared with a few years ago.

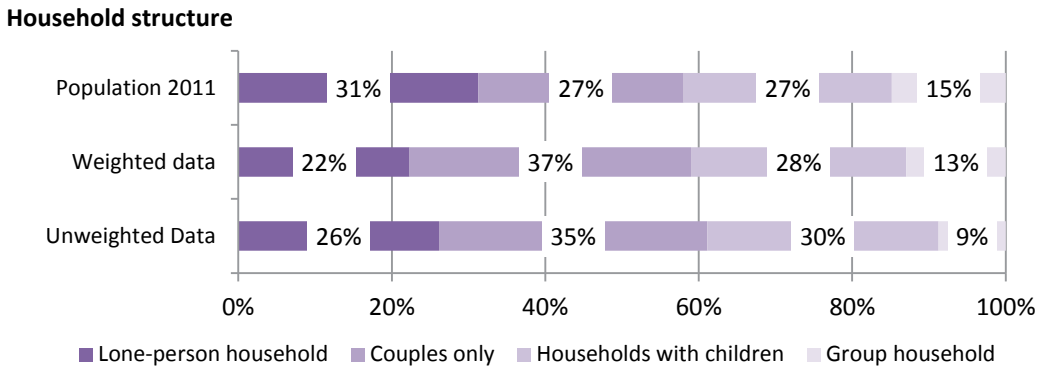


Figure 7-1: Household structure

The next chart shows that the weighted survey data closely matches the overall Yarra population. It can be expected that the percentage of residents that live in a separate house has reduced over the last few years (since the 2011 Census). The population has grown significantly (over 10,000) and more apartments have been built in that period.

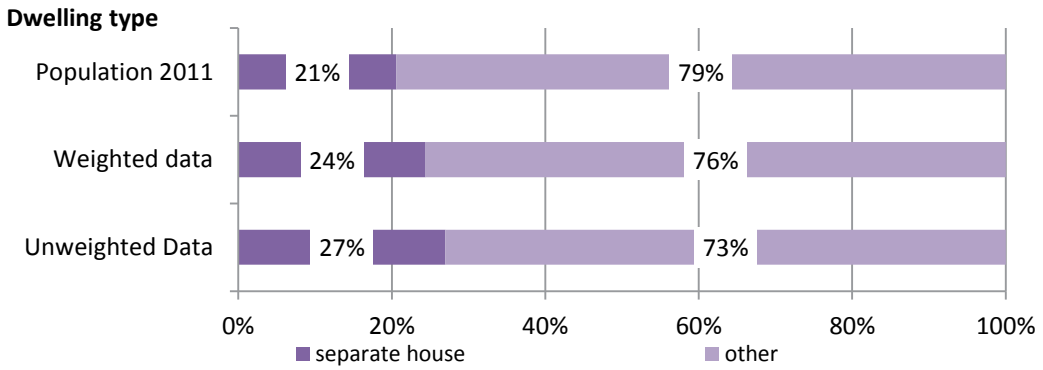


Figure 7-2: Dwelling type

Weighting the data on age, language background and gender has resulted in a better representation of the tenure type, although it is still skewed towards households that fully own their residence. In total 60% of the respondents are home-owners or have a mortgage, compared with 50% of the Yarra population.

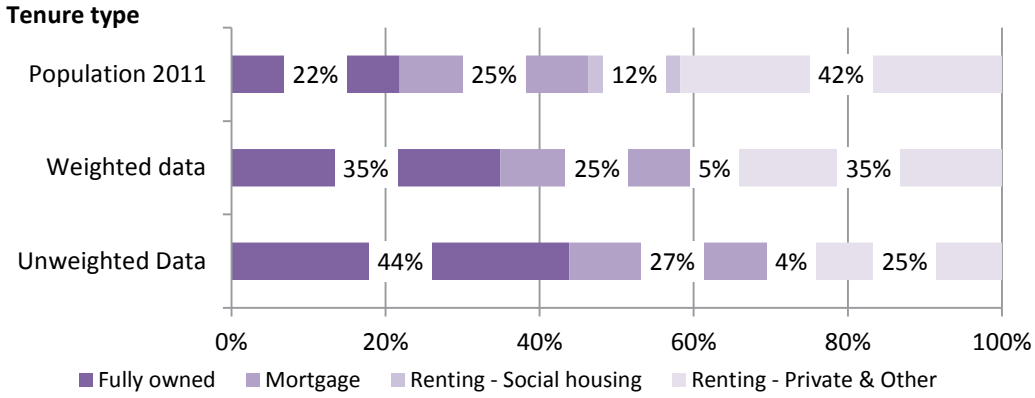


Figure 7-3: Tenure type

Weighting the data on age, language background and gender has resulted in a better representation of the period of residence, although it is still skewed slightly towards households that have lived here for longer.

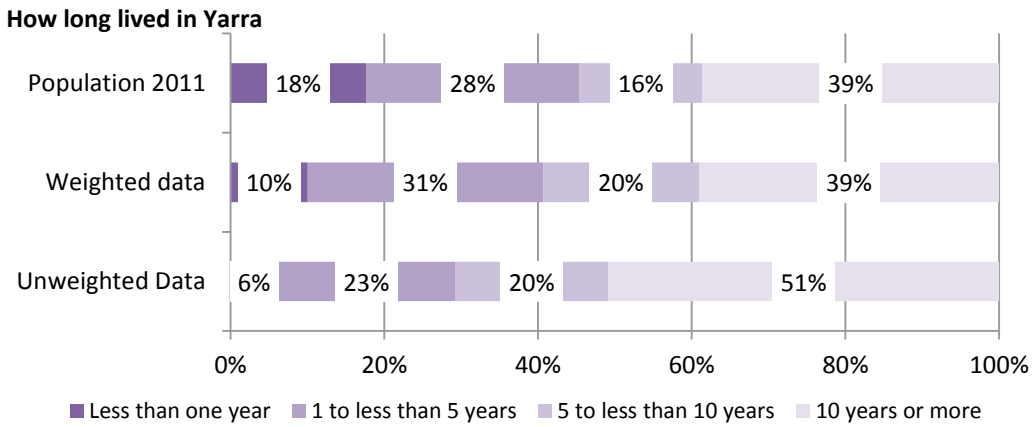


Figure 7-4: Length of residence

In the next two years, 71% of respondents think that they will stay in their current residence, 10% expect to move to another residence within Yarra, and 15% expect to leave Yarra.

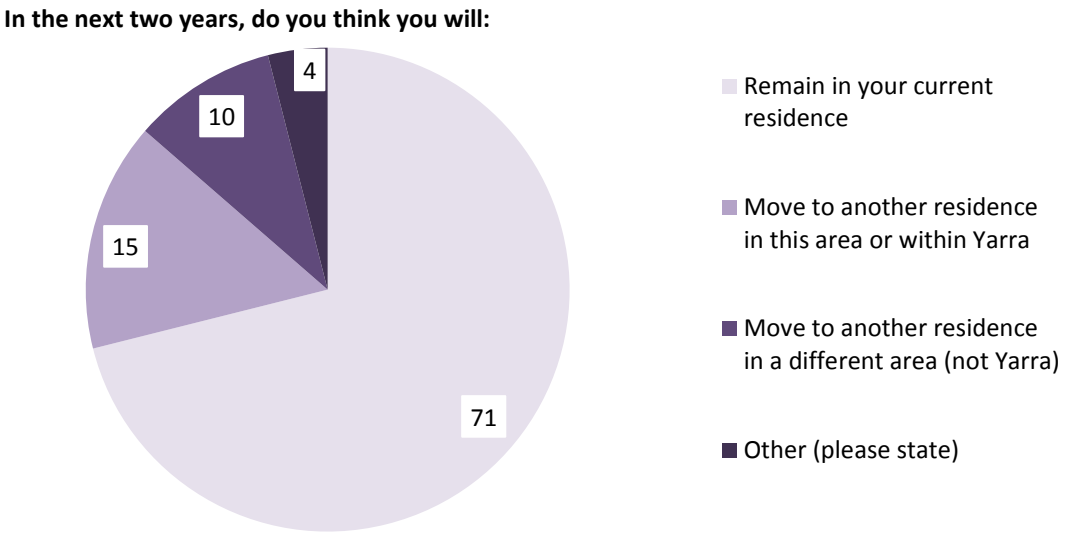
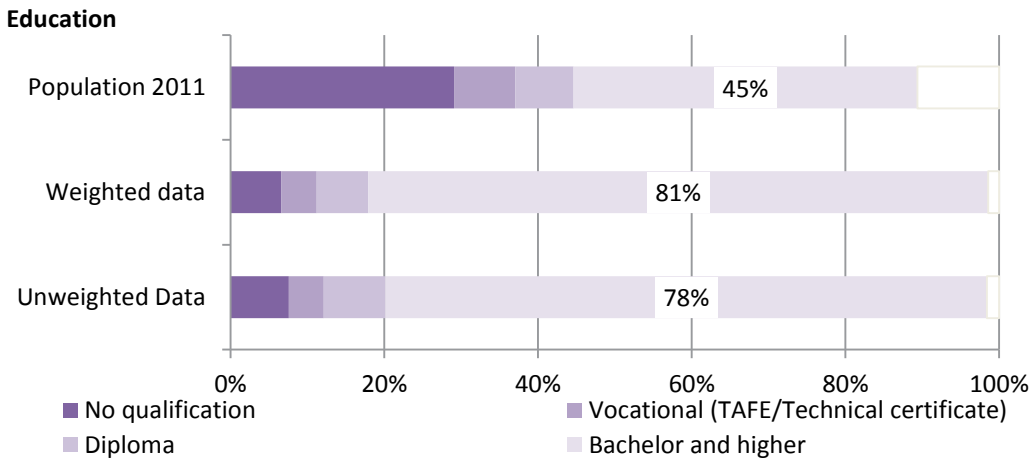


Figure 7-5: Moving intentions

The next chart shows that the survey data is skewed towards higher education: 81% of the responses are from residents who hold at least a Bachelor degree. However, the household population data is at least four years old as it based on the 2011 Census. Although there is no evidence yet, if past trends in migration have continued (between 2006 and 2011 most of the new Yarra residents were highly educated[4]), it can be expected that in Yarra today there are more highly educated residents are living in Yarra compared to 2011.



[4] http://profile.id.com.au/yarra/qualifications

Figure 7-6: Education

The next chart shows that the survey data is slightly skewed towards employment: 75% of the responses are from residents who are employed.

Main current activity

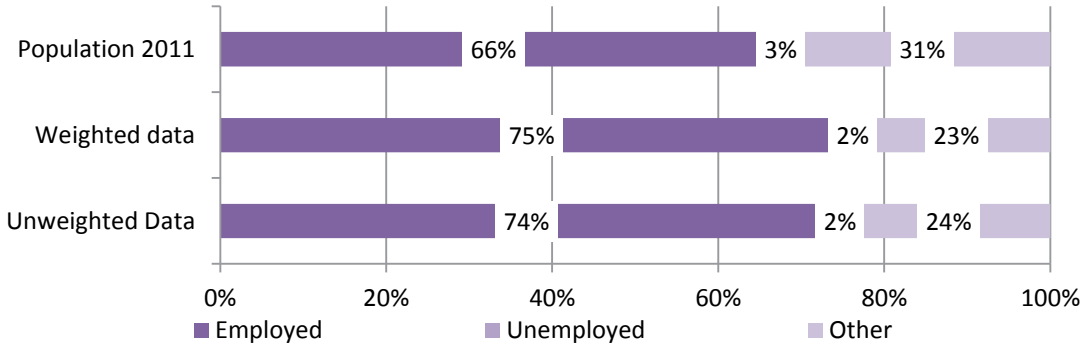


Figure 7-7: Main current activity

The next chart shows the variation in household incomes for the survey respondents. More than a quarter of respondents had a household income of $150,000 or more.

What was your total household income before taxes during the past 12 months?

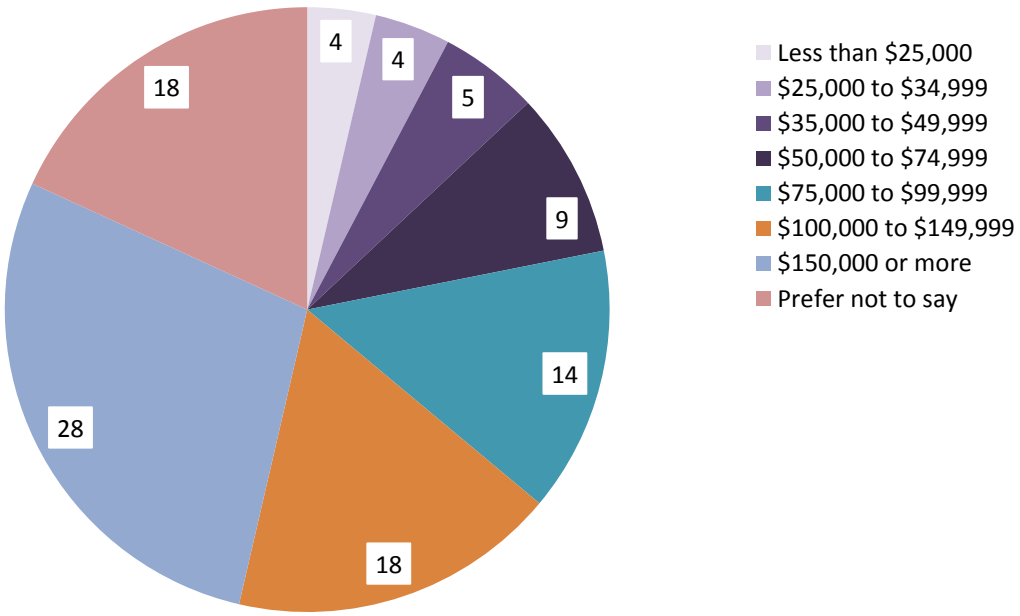


Figure 7-8: Household income

One in five respondents own a residential property as an investment, 5% preferred not to answer this question and 75% said they did not own an investment property.

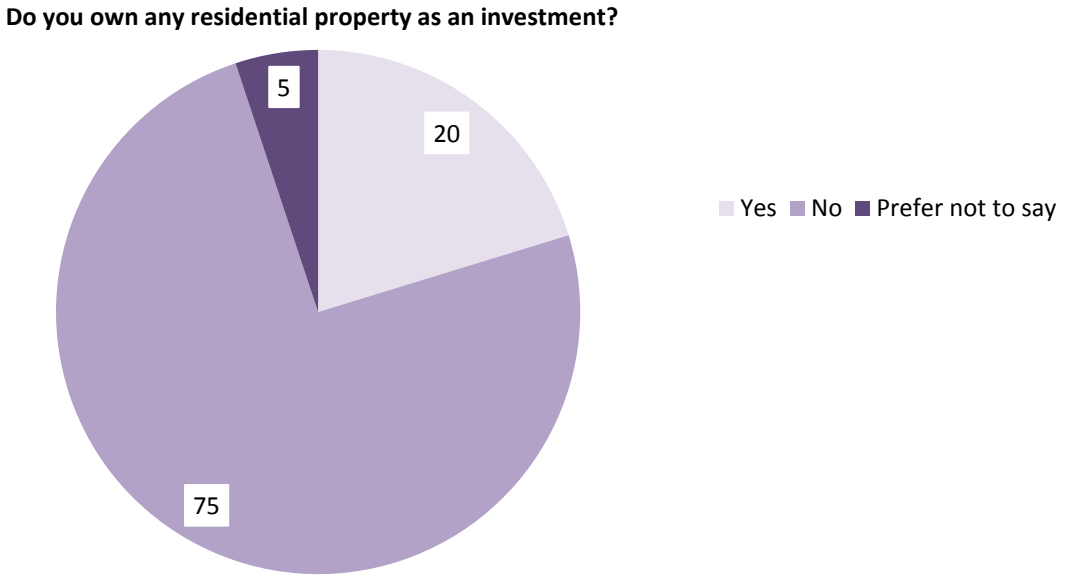


Figure 7-9: Investment property

Respondents were also asked if they own a business; 17% were business owners, 4% preferred not to answer this question, and 79% did not own a business.

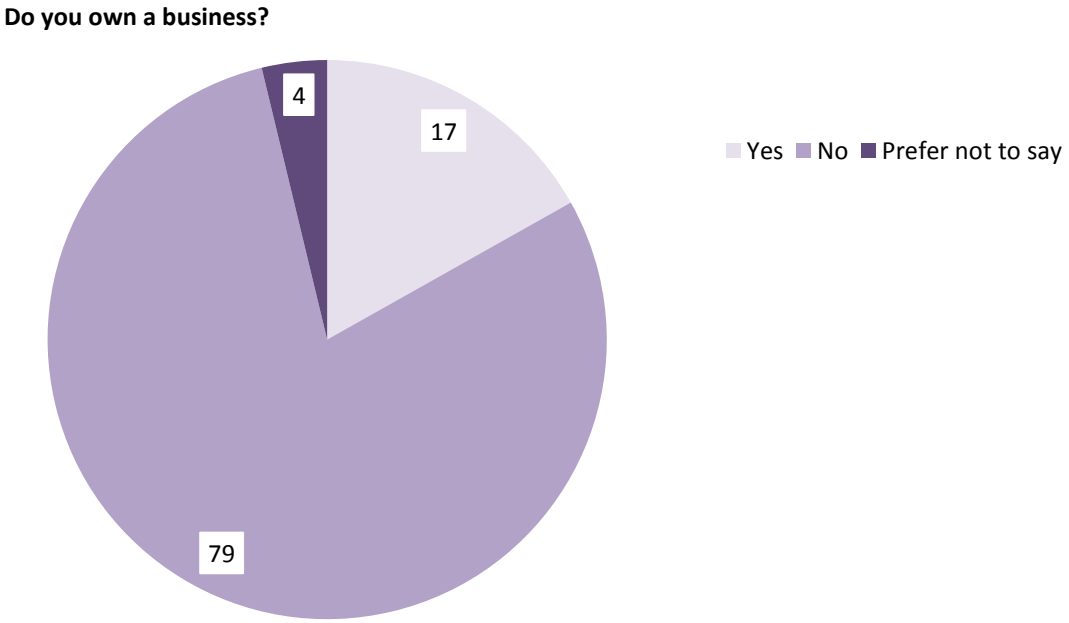


Figure 7-10: Business owners

7.2. Segmentation LCA – Variables in Latent Class Analysis

- Culturally diverse population
- Inner-city feel
- Peace and quite
- Nightlife
- Proximity to work
- Flats, unity or apartments in LOW-RISE BUILDINGS in your NEIGHBOURHOOD
- Flats, unity or apartments in HIGH-RISE BUILDINGS in your NEIGHBOURHOOD
- 5-10 story in NO AREAS
- 10 + in NO AREAS
- Specific location in Yarra feel unsafe at night
- More people moving to Yarra benefits whole community
- Population growth threatens our way of life
- Must be more social and public housing in Yarra for low income
- More dwellings make inner Melbourne more affordable
- Yarra's natural heritage under threat
- Increase in units/apartments made neighbourhood feel too crowded
- New local developments should have housing for low incomes
- Yes - lodged application (if ever involved in planning application/development in Yarra)
- Current main activity
- Household structure
- Dwelling type
- Age
- Gender
- Length of residence

7.3. Original Invitation

Yarra City Council
PO Box 168
Richmond VIC 3121
DX 30205
T (03) 9205 5555
F (03) 8417 6666
E info@yarracity.vic.gov.au
W www.yarracity.vic.gov.au
Interpreter Services (03) 9280 1940
TTY 133 677 then (03) 9205 5555
ABN 98 394 086 520

1 / 022

To the resident
52 Mater St
COLLINGWOOD VIC 3066

Friday, 15 May 2015

Dear Resident,

Your household has been randomly selected to participate in a survey about planning for the future of the City of Yarra and we would like to hear from you, the resident. We are inviting a person aged over 18 who normally lives in your household to complete a voluntary on-line survey about some of the challenges facing the City of Yarra.

Your opinions matter and will assist us in planning for future growth and change. The survey includes questions about housing, public space, transport and commercial activities in the City of Yarra. The survey is anonymous and governed by our privacy policy published on Council's website.

The survey will take 10 to 15 minutes to complete. Type in the following link into your browser:

www.yarracity.vic.gov.au/futureyarra

Please complete this survey by Sunday 31 May 2015.

A hard copy may be obtained by calling the number below. For interpreter assistance please call 9280 1940. TTY users please call 133 677, then ask for 03 9205 5555.

Should you have any further questions please contact me by email or phone (details provided below).

Yours sincerely,

Imke Wittebrood
Social Research Officer
City of Yarra
333 Bridge Road Richmond VIC 3121
imke.wittebrood@yarracity.vic.gov.au
(03) 9205 5056

Yarralink Interpreter Service 9280 1940 | Để được trợ giúp bằng Tiếng Việt, hãy gọi số 9280 1939 | Per assistenza in Italiano chiamare 9280 1931 | 用廣東話獲得協助，請電9280 1932 | Για βοήθεια στα Ελληνικά καλέστε 9280 1934 | Para ayuda en castellano llame al 9280 1935 | За помош на македонски јавете се на 9280 1936 | 用廣東話獲得協助，請電9280 1937 | Türkçe yardım almak için 9280 1938 numaralı telefonu arayın | للمساعدة باللغة العربية يرجى الاتصال على الرقم 9280 1930

7.4. Survey instrument

Planning for the Future Survey

Page description:
The first questions in this survey are about the city, its neighbourhoods and precincts.

1. **For you, which of these things is the most important in making a great** NEIGHBOURHOOD**?** *

- Plentiful parks and open spaces
- Ability to walk or bike safely to meet daily needs
- Access to public transport
- Caring and connected neighbours
- A mix of people on low, medium and high incomes
- Proximity to high-quality neighbourhood schools
- Residents represent a mix of ages from children to seniors
- Character of buildings
- Cultural diversity

2. **For you, which of these things is the NEXT most important in making a great** NEIGHBOURHOOD**?** *

- Cultural diversity
- Proximity to high-quality neighbourhood schools
- Character of buildings
- Residents represent a mix of ages from children to seniors
- A mix of people on low, medium and high incomes
- Ability to walk or bike safely to meet daily needs
- Access to public transport
- Caring and connected neighbours
- Plentiful parks and open spaces

3. **Which neighbourhood do you live within the City of Yarra?**

*

- ○ Abbotsford
- ○ Clifton Hill
- ○ Fairfield - Alphington
- ○ Fitzroy North
- ○ Richmond North
- ○ Carlton North & Princess Hill
- ○ Collingwood
- ○ Fitzroy
- ○ Richmond Central
- ○ Richmond South

4. **What are three things you value most about the City Of Yarra?**

Please rank your top 3 *

Drag items from the left-hand list into the right-hand list to order them.

- Inner-city feel
- Proximity to the CBD
- Proximity to freeways
- Bike and walking trails
- Variety of shops, cafes, restaurants
- Easy access to public transport
- Diversity of the population
- Nightlife
- Parks, gardens and river
- Characteristic buildings

5. **Of these 12 precincts in City of Yarra, which one do you enjoy visiting the most?** *

- Alphington (Heidelberg Road)
- St Georges Road (Southern Strip)
- St Georges Road (Northern Strip)
- Clifton Hill (Queens Parade)
- Clifton Hill (Spensley Street)
- Lygon Street (Fitzroy North)
- Brunswick Street
- Rathdowne Village
- Smith Street
- Gertrude Street
- Victoria Street
- Bridge Road
- Church Street
- Swan Street
- Johnston Street
- None of these

Why do you enjoy visiting precinct [question("piped title")] **the most?**

---

6. **Of these 12 precincts in City of Yarra, which one do you enjoy visiting the least?** *

- Alphington (Heidelberg Road)
- St Georges Road (Southern Strip)
- St Georges Road (Northern Strip)
- Clifton Hill (Queens Parade)
- Clifton Hill (Spensley Street)
- Lygon Street (Fitzroy North)
- Brunswick Street
- Rathdowne Village
- Smith Street
- Gertrude Street
- Victoria Street
- Bridge Road
- Church Street
- Swan Street
- Johnston Street
- None of these

Why do you enjoy visiting precinct [question("piped title")] **the least?**

Page description:
The next questions are about transportation.

7. **Thinking about travelling to and from work, study, or other daily commute, how often do you use the following?** *

	Daily	Weekly	Monthly	Rarely	Never
Car					
Public transport					
Bicycle					
Motorcycle or scooter					
Walking					
Taxi					

8. **Thinking about travelling for other regular activities (e.g. shopping, taking children places, visiting friends and family), how often do you use the following?** *

	Daily	Weekly	Monthly	Rarely	Never
Car	○	○	○	○	○
Public transport	○	○	○	○	○
Bicycle	○	○	○	○	○
Motorcycle or scooter	○	○	○	○	○
Walking	○	○	○	○	○
Taxi	○	○	○	○	○

---

9. **Which of the following modes of transport would you prioritise for planning and funding?**

Please rank 1 (most resources) to 5 (least resources). *

Drag items from the left-hand list into the right-hand list to order them.

- public transport
- footpaths
- highways and freeway
- local and main roads
- bike paths

10. **What was the main reason you ranked this mode of transport number 1?**

---

11. **If you could make one change to the way transport works in Yarra what would it be?**

Page description:

The next questions are about parks and reserves.

12. **Do you have access to a park or reserve that meet your needs?** *

- Yes
- No
- Can't say

13. **What are the main two reasons you go to your local park or reserve? Please pick 2 maximum.** *

- ☐ Organised sport
- ☐ Dog walking
- ☐ A place to relax
- ☐ Play-ground for children
- ☐ Picnics
- ☐ I don't go to parks
- ☐ Other

14. **Could you please nominate your favourite park or reserve within the City of Yarra?**

Page description:
The next questions are about the architecture and design in the City of Yarra.

15. **Please provide an example of a modern building in Yarra that you DO like.**

16. **What DO you like about this building?**

17. **Please provide an example of a modern building in Yarra that you DO NOT like.**

18. **What DO you NOT like about this building?**

Page description:
The next questions are about safety in Yarra.

19. **Is there a specific location in the City of Yarra, where you feel unsafe?** *

- No
- Yes (please state address or place)

20. **Why do you feel unsafe at this location?**

Page description:

The next questions are about different types of housing.

There are four main types of housing. These are separate houses semi-detached or townhouses, low-rise flat or unit and high-rise apartments.




21. **Would you like to see LESS, the SAME or MORE of the following dwelling types across** Greater Melbourne**?** *

Separate houses	Less Same More Can't say
Semi-detached or townhouses	Less Same More Can't say
Low-rise flat or unit or apartments	Less Same More Can't say
High-rise apartments	Less Same More Can't say

22. **Would you like to see LESS, the SAME or MORE of the following dwelling types in your neighbourhood** [question("value"), id="6"]**?** *

Separate houses
Less
Same
More
Can't say

Semi-detached or townhouses
Less
Same
More
Can't say

Low-rise flat or unit or apartments
Less
Same
More
Can't say

High-rise apartments
Less
Same
More
Can't say

---

23. **Where do you think the best location is for buildings of the following heights? (select as many as apply)**

	In my neighbourhood	In my nearest business precinct or shopping strip	Next to train stations or other public transport hubs
Up to 3 storeys	☐	☐	☐
Up to 5 storeys	☐	☐	☐
Up to 10 storeys	☐	☐	☐

Page description:

The next statements are about the City of Yarra**.**

24. **Please tell us to what extent do you agree or disagree with these statements.** *

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There are plenty of job opportunities in Yarra.	○	○	○	○	○
More people moving to Yarra benefits the whole community.	○	○	○	○	○
The built heritage of Yarra is well protected.	○	○	○	○	○
Property developers are contributing enough to the community.	○	○	○	○	○
The loss of commercial land for residential use is bad for Yarra.	○	○	○	○	○
Population growth threatens our quality of life.	○	○	○	○	○
Increasing property values have been good for Yarra.	○	○	○	○	○
The natural heritage of Yarra is under threat.	○	○	○	○	○
There must be more social and public housing in Yarra for people on low incomes.	○	○	○	○	○
More high density living won't make housing more affordable in inner Melbourne.	○	○	○	○	○

Page description:

The next statements are about your own neighbourhood .

25. **Please tell us to what extent do you agree or disagree with these statements.** *

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My neighbourhood is a good place to raise children.	○	○	○	○	○
I can easily access a good park, garden or other open space.	○	○	○	○	○
The increasing numbers of apartments and units has made my neighbourhood feel too crowded.	○	○	○	○	○
My neighbourhood is a good place to retire.	○	○	○	○	○
New local developments should include a proportion of housing for people on low incomes.	○	○	○	○	○
My neighbourhood is good for people who do not have children.	○	○	○	○	○
Increasing property values have been good for our local community.	○	○	○	○	○

Page description:

The next questions are about planning for land use.

26. **How would you rate your own knowledge of the how land use planning works in Victoria?** *

- Very limited
- Limited
- Good
- Very good

27. **Have you ever heard of 'Plan Melbourne' (a Victorian government strategy)?** *

- No
- Yes
- Maybe

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28. **How confident are you that the** City of Yarra **is planning for the needs of its future population?** *

- Very confident
- Confident
- Neutral
- Not confident
- Not confident at all

29. **How confident are you that the** Victorian Government **is planning for the needs of Melbourne's future population?** *

- Very confident
- Confident
- Neutral
- Not confident
- Not confident at all

30. **Have you or members of this household been personally involved in planning application or development with the City of Yarra? (Circle as many as appropriate)** *

- ☐ No involvement in planning
- ☐ Yes - lodged application
- ☐ Yes - objected an application
- ☐ Yes - other

Page description:
The last questions are about you and your household.

31. **Please indicate which of the following best describes you?** *

- ○ 18 – 25 Years
- ○ 26 – 35 Years
- ○ 36 – 45 Years
- ○ 46 – 60 Years
- ○ 61 – 75 Years
- ○ 76 Years or over

32. **What is your gender?** *

- ○ Male
- ○ Female
- ○ Other
- ○ Prefer not to say

33. **Do you speak a language other than English in your household?** *

- ○ No, English only
- ○ Yes, Other (please specify)

34. **What is the highest level of education you have completed?** *

- ○ No formal education
- ○ Primary school
- ○ Year 7 to Year 9
- ○ Year 10
- ○ Year 11
- ○ Year 12
- ○ Trade/apprenticeship
- ○ Other TAFE/Technical Certificate
- ○ Diploma
- ○ Bachelor Degree
- ○ Post-Graduate Degree
- ○ Don't know
- ○ Other

35. **Which one of the following BEST describes your main activity currently?** *

- ○ Employed (full-time, part-time, self-employed, casual)
- ○ Unemployed
- ○ Retired or on a pension
- ○ Student
- ○ Home duties
- ○ Other

36. **Which of the following best describes your occupation?** *

- Manager
- Professional
- Technicians and Trades Worker
- Community and Personal Service Worker
- Clerical and Administrative Worker
- Sales Worker
- Machinery Operators and Driver
- Labourer
- Other (please state)

37. **Do you own a business in the City of Yarra?** *

- Yes
- No
- Prefer not to answer

---

38. **What is the structure of your household?** *

- Lone-person household
- Couple household without children
- Family household with a dependent child or children
- Family household with independent children
- Group household

39. **Do you or any members of this household identify as having a disability?** *

- Yes
- No

---

40. **What was your total household income before taxes during the past 12 months?** *

- Less than $25,000
- $25,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $149,999
- $150,000 or more
- Prefer not to say

41. **Which of the following best describes the current housing situation of your household?** *

- Own this home
- Private rental (including Real Estate Agent)
- Mortgage (paying off this home)
- Renting Social or Public Housing

42. **What type of dwelling do you live in?** *

- ○ Separate house
- ○ Semi-detached terrace/townhouse
- ○ Flat, unit or apartment
- ○ Other _____

43. **Do you own any residential property as an investment?** *

- ○ Yes
- ○ No
- ○ Prefer not to answer

---

44. **How long have you lived in the City of Yarra?** *

- ○ Less than 1 year
- ○ 1 to less than 5 years
- ○ 5 to less than 10 years
- ○ 10 years or more

45. **In the next two years, do you think you will:** *

- ○ Remain in your current residence
- ○ Move to another residence in this area or within in the City of Yarra
- ○ Move to another residence in a different area (not in the City of Yarra)
- ○ Other (please state) _____

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46. **If you think you will move, what would be the main reason for moving?**

_____

Thank You!

Thank you for taking our survey. Your response is very important to us.

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REF 15336

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