

# Macedon Ranges Shire Economic Profile

MAY 2009



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# KEY FINDINGS

## POPULATION

- The Estimated Resident Population (ERP) of Macedon Ranges Shire in 2007 was 40,353.
- Between the Census periods 2001-06, Macedon Ranges Shire had a population growth rate of 7.6%, the population is projected to continue to grow at a similar rate.
- The population of Macedon Ranges Shire is decentralised with a number of township nodes. Despite being the largest town, Gisborne has only 16% of the total population. Furthermore, although Macedon Ranges Shire has nine major townships, over a third (36%) of residents live beyond the township boundaries in the rural balance.
- Relative socio-economic advantage/disadvantage for the townships in Macedon Ranges Shire is quite consistent across the Shire. Kyneton and Malmsbury have higher levels of socio-economic disadvantage than elsewhere in Macedon Ranges Shire. Conversely, residents of Mount Macedon have a particularly high level of socio-economic advantage.
- The median age of residents in Macedon Ranges Shire is 36 years. This is consistent with the Australian and Victorian average age of 37 years. The townships with residents of the highest median age are Mount Macedon (43 years) and Kyneton (42 years).
- The impact of an aging population is evident in the significant increase in persons aged 55-64 (43%) years and 75+ years (20%) between 2001 and 2006.

## EMPLOYMENT

- 11% of Macedon Ranges Shire residents who work were employed in Manufacturing and a further 11% were employed in Retail Trade. Construction, Health Care & Social Assistance, and Education & Training each employed 10% of the resident workforce.
- 20% of Macedon Ranges Shire residents who work are classified as Professionals, compared with the Regional Victorian average of 16%. A further 17% of the Macedon Ranges Shire residents who work are employed as Technicians and Trade Workers.
- Over half (56%) of the employed population of Macedon Ranges Shire work outside of the Shire. This can be attributed in part to the Shire's close proximity to the metropolitan area and the resultant high proportion of residents commuting to Melbourne for work.
- The unemployment rate for Macedon Ranges Shire in June 2008 was 2.5%, which in economic terms is effectively full employment.

## INDUSTRY

- Macedon Ranges Shire had 4,104 registered businesses in 2006.
- A quarter of businesses in Macedon Ranges Shire are located in the Kyneton postcode (1,020 businesses) despite Kyneton having only 11% of the population. Gisborne, including New Gisborne, is the largest township in the Shire and has 1,005 businesses (24%).

- The value of building works in Macedon Ranges Shire in 2007/08 was \$118 million. This represents an 18% increase from 2006/07.
- The value of agricultural production in Macedon Ranges Shire in 2006 was \$43 million.
- The majority of industrial activity in Macedon Ranges Shire is located in Kyneton (53%), while Gisborne has only 16% despite having the largest population.
- The three key industry sectors in Macedon Ranges Shire (based on jobs in the Shire) are:
  - Retail and Tourism comprising Retail Trade and Accommodation & Food Services (21% of jobs);
  - Public Services comprising Health Care & Social Assistance and Training & Education (21% of jobs);
  - Industry comprising Manufacturing and Construction (19% of jobs).

# 1. INTRODUCTION

## 1.1. BACKGROUND

Urban Enterprise has been commissioned by Macedon Ranges Shire to prepare a profile of Macedon Ranges Shire's economy. The previous EDS was prepared in 1998 and requires updating to ensure that economic development directions remain relevant and effective in regard to the changing nature and needs of the Shire and its communities.

The purpose of this report is to provide a profile of the population, employment and industry sectors for Macedon Ranges Shire. This profile will assist in guiding the direction of the Economic Development Strategy, and provide background information for those sectors, which will be reviewed as part of the strategy.

The data presented in this section is sourced from the Australian Bureau of Statistics and the Department of Sustainability and Environment. The data has been collected for the Macedon Ranges Local Government Area, as well as the major towns and the rural balance of the Shire where relevant. In some cases this has been compared to data for regional Victoria and the Melbourne metropolitan area.

The industry data presented in this report is categorised into ANZIC Divisions. This is the broadest category used by the Australian Bureau of Statistics for categorising industry sectors.

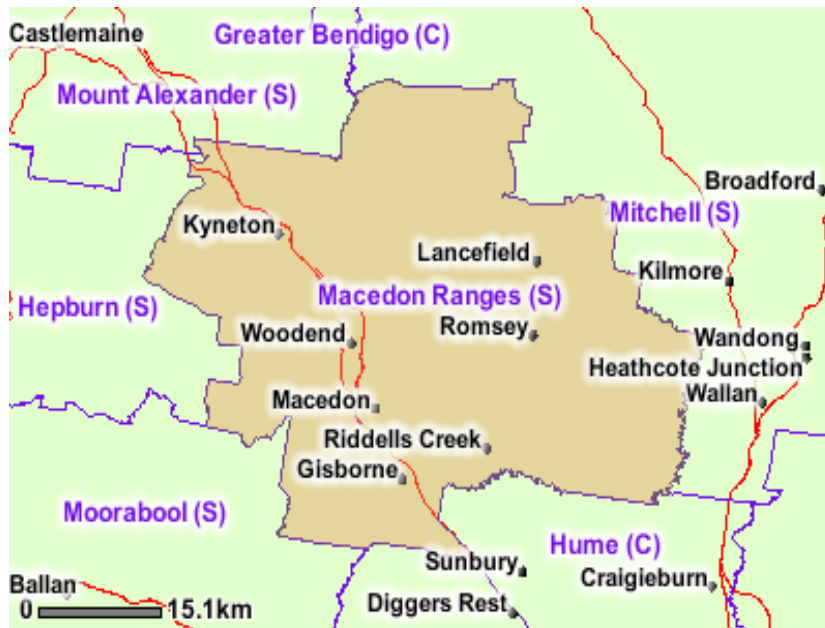
## 1.2. MACEDON RANGES SHIRE

Macedon Ranges Shire is located approximately 50km north west of Melbourne on the Calder Freeway.

There are nine major townships within the Shire, namely Gisborne, Kyneton, Woodend, Romsey, Riddells Creek, Macedon, Lancefield, Mount Macedon, and Malmsbury. Of these, Gisborne, Kyneton, Woodend and Romsey are the largest four. These townships and their locations are identified in Figure 1.

Its location in the Macedon Ranges, coupled with its close proximity to the metropolitan area ensures that Macedon Ranges Shire maintains strong links Melbourne as well as being a popular regional tourist destination.

FIGURE 1 MAP OF MACEDON RANGES SHIRE AND LOCALITIES



Source: Macedon Ranges Shire LGA, Census Data 2006, Macedon Ranges Shire website.

## 2. POPULATION AND DEMOGRAPHICS

### 2.1. INTRODUCTION

This section of the report provides an overview of population and demographic characteristics of Macedon Ranges Shire residents.

### 2.2. POPULATION

The Estimated Resident Population of Macedon Ranges Shire in 2007 was 40,353.

Gisborne is the largest town with 6,259 residents representing 17% of the Shire's population followed by Kyneton with 11%. The 9 townships in Macedon Ranges Shire are home to 64% of the total population. The remaining 36% of the population live in the rural area of the Shire.

### 2.3. SOCIO-ECONOMIC ADVANTAGE/DISADVANTAGE

A relative measure of socio-economic advantage or disadvantage has been provided using the Socio-Economic Index for Areas (SIEFA) from the ABS. SEIFA is a cumulation of four separate indexes created from Census data. The four indexes relate to:

- Relative Socio-Economic Disadvantage;
- Relative Socio-Economic Advantage and Disadvantage;
- Economic Resources;
- Education and Occupation.

The mean SEIFA index against which all areas are compared is 1,000. Areas scoring below this figure are considered to be of relative socio-economic disadvantage, and areas scoring above 1,000 are considered to have relative socio-economic advantage.

Table 1 demonstrates that the SIEFA index for the townships in Macedon Ranges Shire is consistent across the Shire. Kyneton and Malmsbury are the only exceptions as they both have an index below the SEIFA state average of 1,000. This indicates that the residents of Kyneton and Malmsbury have higher levels of socio-economic disadvantage than elsewhere in Macedon Ranges Shire. Conversely, Residents of Mount Macedon have a particularly high level of socio-economic advantage.

### 2.4. MEDIAN AGE

The median age of residents across Macedon Ranges Shire is 36 years. This is consistent with the Australian and Victorian average age of 37 years and lower than the median age of residents of Regional Victoria (39 years)<sup>1</sup>. The median age of residents in the nine townships ranged from 35 to 43 years with the highest median ages in Mount Macedon (43 years) and Kyneton (42 years). Romsey had the lowest median age of residents (35 years)

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<sup>1</sup> Australian Bureau of Statistics, 2006 Census Quickstats: Australia

TABLE 1 OVERVIEW OF TOWNSHIPS IN MACEDON RANGES SHIRE

Township	Population 2006	% Macedon Ranges Shire Population	Median Age	SEIFA
Gisborne	6,259	16.9%	38	1,064
Kyneton	4,188	11.3%	42	950
Woodend	3,450	9.3%	39	1,030
Romsey	3,081	8.1%	35	1,015
Riddells Creek	2,548	6.9%	37	1,066
Macedon	1,377	3.7%	40	1,065
Lancefield	1,156	3.1%	40	1,009
Mount Macedon	1,062	2.9%	43	1,127
Malmsbury	616	1.8%	36	949
Rural Balance	13,377	36.0%	n/a	n/a
<b>Macedon Ranges Shire</b>	<b>37,114</b>	<b>100%</b>	<b>36</b>	<b>1,032</b>
Estimated Resident Population 2007	40,353	n/a	n/a	n/a

Source: Towns in Time, Department of Sustainability and Environment, Regional Population Growth Australia 2005-06, ABS, SEIFA 2006

It should be noted that the Estimated Resident Population (ERP) for Macedon Ranges Shire in 2007 is higher than the population figure shown in Towns in Time data in Table 1. The reason for this is that the ERP is adjusted to take into account usual residents of Macedon Ranges Shire that were elsewhere on Census night and residents of other areas that were staying in Macedon Ranges Shire.

## 2.5. POPULATION GROWTH

Table 2 highlights average annual growth rates between Census years. In the Census period 2001-06, Macedon Ranges Shire had a population growth rate of 7.6%.

The data shows that the rate of resident population growth in Macedon Ranges Shire has exceeded both Melbourne and Victorian averages.

The townships which have experienced the most significant population growth from 1996 to 2006 are Gisborne (48%), Riddells Creek (42%) and Romsey (35%). The township of Macedon has declined slightly over the same ten years (-0.3).

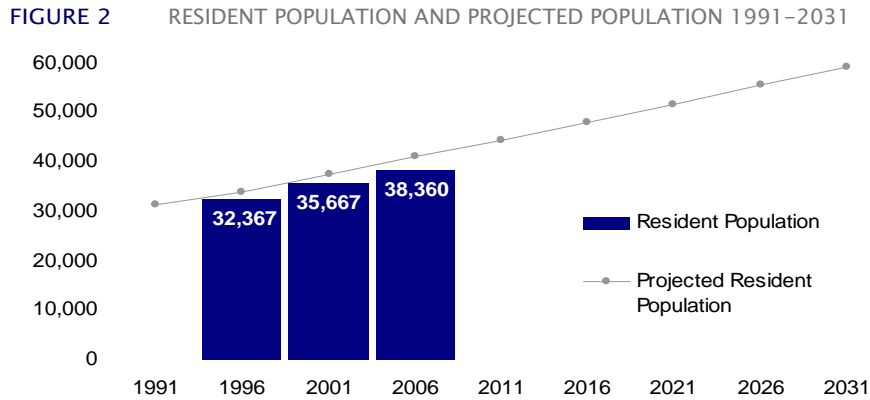
TABLE 2 GROWTH RATES 1996-2006

Area	1996-2001	2001-2006	10 year rate
Gisborne	24.7	18.7	48.0
Kyneton	7.0	1.4	8.5
Woodend	1.9	1.5	3.4
Romsey	18.0	14.4	35.0
Riddells Creek	29.9	9.5	42.2
Macedon	2.0	-2.3	-0.3
Lancefield	1.5	-0.3	1.1
Mount Macedon	13.5	-11.6	1.9
Malmsbury	-3.9	25.0	19.8
Rural Balance	5.7	1.0	6.8
<b>Macedon Ranges Shire</b>	<b>10.2%</b>	<b>7.6%</b>	<b>18.5%</b>
Victorian Average	7.3%	6.7%	14.5%
Melbourne Average	6.2%	5.8%	12.4%

Source: Census Data 2006, ABS

### 2.5.1. POPULATION PROJECTIONS

Figure 2 represents projected population growth based on Census Data for Macedon Ranges Shire. Although projected population is higher than the resident population recorded in the Census, this graph illustrates that the population is increasing in the same manner as projected.

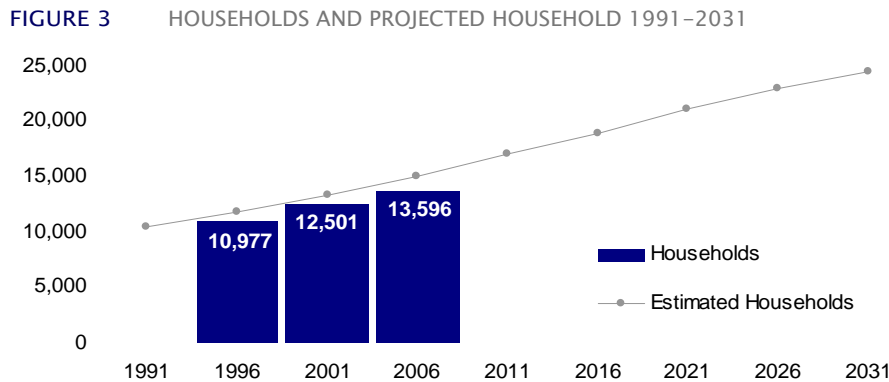


Source: Department of Sustainability and Environment - Know Your Area, ABS Census Data

### 2.6. HOUSEHOLDS

The number of households in Macedon Ranges Shire in 2006 was 13,596. This number is expected to increase to over 20,000 in 2031.

The actual number of households as indicated in the Census data is below that of the projections; however the trend towards consistent growth remains the same.



Source: Department of Sustainability and Environment - Know Your Area, ABS Census Data

## 2.7. AGE PROFILE

Table 3 shows that a large proportion of residents of Macedon Ranges Shire were aged 5-17 years (22%), 45-54 years (16%) and 35-44 years (16%). These proportions are consistent within the major townships of the Shire. This also correlates closely with the proportions of population by age across Regional Victoria as illustrated in Figure 4.

Overall the age profile within Macedon Ranges Shire is consistent across the towns. The highest proportion of population in all townships is aged 5-17 years.

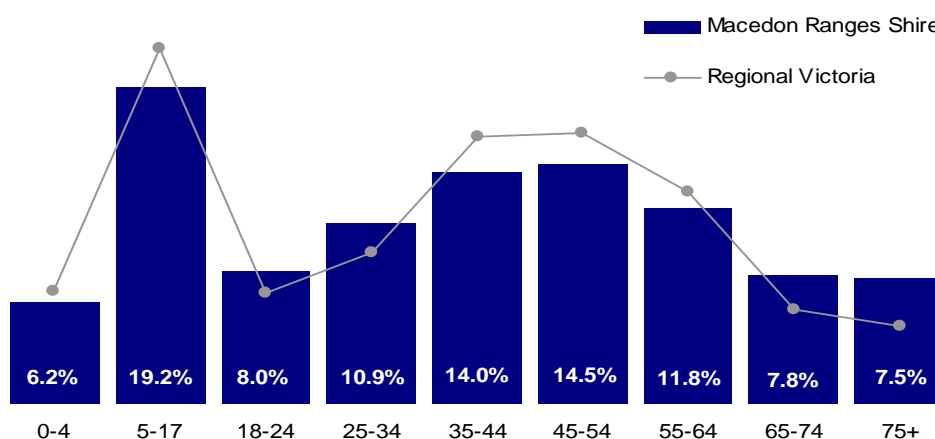
However, there are some variations amongst the towns, with Kyneton having a larger proportion aged 75+ years and smaller proportion of residents aged 5-17 years and 35-44 years than the Shire average.

TABLE 3 AGE PROFILE 2006

Age Group	Gisborne	Kyneton	Romsey	Woodend	Macedon Ranges Shire	Regional Victoria
0-4	8.0%	6.7%	8.6%	7.3%	<b>6.8%</b>	6.2%
5-17	23.8%	16.8%	23.7%	22.1%	<b>21.6%</b>	19.2%
18-24	6.9%	7.4%	7.1%	6.0%	<b>6.7%</b>	8.0%
25-34	10.9%	10.7%	11.6%	9.5%	<b>9.1%</b>	10.9%
35-44	17.2%	12.9%	16.9%	16.5%	<b>16.1%</b>	14.0%
45-54	14.0%	14.3%	15.3%	14.7%	<b>16.4%</b>	14.5%
55-64	9.7%	12.3%	9.9%	11.7%	<b>12.8%</b>	11.8%
65-74	4.4%	8.1%	3.8%	6.1%	<b>5.7%</b>	7.8%
75+	5.0%	10.8%	3.0%	6.2%	<b>4.7%</b>	7.5%
<b>TOTAL</b>	<b>6,259</b>	<b>4,188</b>	<b>3,450</b>	<b>3,081</b>	<b>38,360</b>	<b>1,272,839</b>

Source: Towns in Time, Department of Sustainability and Environment, ABS Census Data 2006

FIGURE 4 AGE PROFILE 2006 - MACEDON RANGES SHIRE COMPARED TO REGIONAL VICTORIA



Source: Census Data 2006, ABS

## 2.8. CHANGE IN AGE PROFILE

Table 4 illustrates the rate of change of the age profile within Macedon Ranges Shire and its four major townships against that of Regional Victoria.

Table 4 shows that between the years 2001-2006, Macedon Ranges Shire experienced a larger decrease in persons aged 25-34 years (-15%) than Regional Victoria. This trend could be attributed to both an exodus of skilled labour to employment centres in conjunction with a general aging of population.

Interestingly, Gisborne has experienced an increase in population across all age groups between 2001 and 2006.

The impact of an aging population evident in the significant increase in persons aged 55-64 years (43%) and 75+ years (20%) compared with Regional Victoria. This indicates that the population of Macedon Ranges Shire is aging at a greater rate than that of Regional Victoria.

TABLE 4 CHANGE IN AGE PROFILE 2001-2006

Age	Gisborne	Kyneton	Romsey	Woodend	Macedon Ranges Shire	Regional Victoria
0-4	10.6%	11.8%	5.1%	-1.7%	<b>1.5%</b>	-4.7%
5-17	11.6%	-4.7%	2.0%	1.0%	<b>-0.5%</b>	-1.9%
18-24	27.3%	-3.7%	17.3%	-15.3%	<b>2.7%</b>	5.5%
25-34	5.8%	-13.8%	-4.9%	-19.5%	<b>-14.5%</b>	-7.7%
35-44	9.1%	-8.6%	9.3%	-4.4%	<b>-1.5%</b>	-2.5%
45-54	26.4%	10.2%	35.4%	1.1%	<b>7.5%</b>	7.4%
55-64	58.5%	35.6%	72.0%	30.0%	<b>43.1%</b>	25.3%
65-74	45.1%	-2.9%	32.1%	9.7%	<b>17.1%</b>	5.9%
75+	28.8%	4.0%	30.8%	52.8%	<b>19.5%</b>	16.7%
<b>Total</b>	<b>18.7%</b>	<b>1.4%</b>	<b>14.4%</b>	<b>1.5%</b>	<b>5.2%</b>	<b>3.3%</b>

Source: Towns in Time, Department of Sustainability and Environment, ABS Census Data 2006.

## 2.9. DWELLING TYPE

Table 5 shows the types of dwellings recorded on Census night 2006.

The data below shows a lack of diversity in housing stock, with 'Separate House' constituting 86% of occupied dwellings in Macedon Ranges Shire, while only 4% of dwellings are classified medium density ('Semi detached, row, terrace, townhouse' and 'Flat, unit, apartment'). This indicates a gap in housing stock, especially for single persons, small families or the elderly who may not necessarily want or need large detached dwellings. This gap is significant with respect to the high rate at which the population of Macedon Ranges Shire is aging compared with Regional Victoria.

The data also highlights the significance of the holiday home sector or part time residents with 9% of dwellings unoccupied on Census night.

TABLE 5 DWELLING TYPE - MACEDON RANGES SHIRE

Dwelling Type	Gisborne	Kyneton	Lancefield	Macedon	Malmsbury	Mt Macedon
Separate house	84.1%	78.0%	85.8%	87.1%	89.0%	83.0%
Semi-detached, row, terrace, townhouse	2.7%	1.3%	0.0%	1.1%	0.0%	0.0%
Flat, unit, apartment	4.8%	6.8%	1.1%	0.0%	0.0%	0.0%
Other dwelling	0.3%	1.2%	2.2%	3.7%	0.0%	0.0%
Unoccupied private dwellings	8.1%	12.6%	11.0%	8.0%	11.0%	17.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

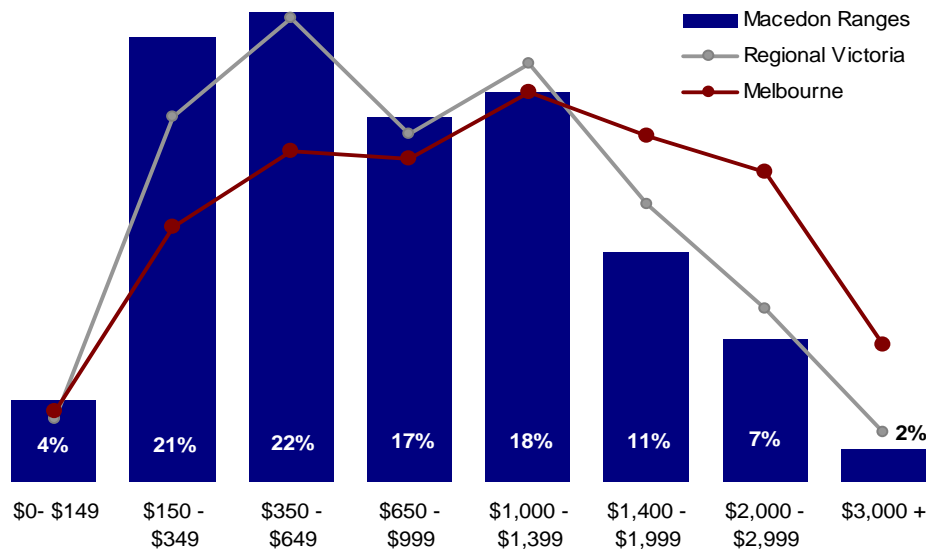
Dwelling Type	Riddells Creek	Romsey	Woodend	Macedon Ranges	Regional Victoria
Separate house	90.1%	88.3%	85.2%	<b>85.8%</b>	74.5%
Semi-detached, row, terrace, townhouse	2.1%	0.2%	1.8%	<b>1.6%</b>	3.0%
Flat, unit, apartment	0.3%	2.8%	1.7%	<b>2.0%</b>	5.4%
Other dwelling	0.0%	0.0%	0.5%	<b>1.7%</b>	1.4%
Unoccupied private dwellings	7.4%	8.7%	10.9%	<b>8.8%</b>	15.7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: Census Data 2006, ABS

## 2.10. HOUSEHOLD INCOME

Figure 5 indicates that Macedon Ranges Shire had a similar distribution of incomes when compared with the overall distribution for regional Victoria. This pattern is characterised by a large proportion (43%) of households earning an income of less than \$649 per week, and a lower proportion (24%) of households with high-incomes (\$1,400+ per week) when compared to the overall distribution of income for Melbourne.

FIGURE 5 WEEKLY HOUSEHOLD INCOME, 2006



Source: Census Data 2006, ABS

## 2.11. ETHNICITY

Table 6 highlights the country of birth for residents of Macedon Ranges Shire. The data shows that 82% of residents were born in Australia. The largest ethnic groups in Macedon Ranges Shire include those born in United Kingdom (6%), New Zealand (1%) and with a further 2% of residents born in Continental Europe (Germany, Italy, Malta, Netherlands).

Macedon Ranges Shire has a significantly higher proportion of Australian born residents than Victoria. Significant proportions of the Victorian population were born in Greece. India, China and Vietnam however neither Macedon Ranges Shire, nor Regional Victoria have significant populations born in these countries.

TABLE 6 COUNTRY OF BIRTH

Country of Birth	Macedon Ranges Shire Residents	Regional Victorian Residents	Victorian Residents
Australia	81.9%	84.3%	69.6%
United Kingdom(d)	5.7%	3.6%	4.2%
New Zealand	1.1%	0.9%	1.3%
Germany	0.8%	0.5%	0.6%
Italy	0.6%	0.7%	1.7%
Malta	0.4%	0.1%	0.4%
Netherlands	0.4%	0.6%	0.5%
United States of America	0.3%	0.2%	0.3%
Ireland	0.2%	0.1%	0.2%
South Africa	0.2%	0.1%	0.4%
Croatia	0.2%	0.2%	0.4%

Source: ABS Census Data 2006

## 2.12. INTERNET USE

Table 7 shows the Internet usage by household in Macedon Ranges Shire compared with Melbourne and Regional Victoria.

70% of Macedon Ranges Shire residents used the Internet in 2006. This proportion is higher than that of Melbourne (67%) and markedly higher than the Regional Victoria average of 57%.

TABLE 7 INTERNET USE

Location	Internet Usage
Regional Victoria	57.2%
Melbourne	67.1%
<b>Macedon Ranges Shire</b>	<b>70.3%</b>

Source: Census Data 2006, ABS

## 3. EMPLOYMENT AND INDUSTRY

### 3.1. INTRODUCTION

This section of the report provides an overview of Macedon Ranges Shire industry and employment characteristics.

### 3.2. RESIDENTS EMPLOYED BY INDUSTRY SECTOR

Table 8 illustrates the employment of Macedon Ranges Shire residents across ANZIC industry divisions in 2006.

11% of Macedon Ranges Shire residents who work were employed in Manufacturing and a further 11% were employed in Retail Trade. Construction, Health Care and Social Assistance, and Education and Training each employed 10% of the resident workforce.

Agriculture, Forestry and Fishing employed 3% of Macedon Ranges Shire residents who work which is significantly lower than the Regional Victoria average of 9%.

The proportion of Manufacturing employees in Kyneton (3%) is considerably lower than the Shire average (11%), but has a higher proportion employed by Retail Trade (14%).

The distribution of employment across industries of Macedon Ranges Shire residents is consistent with Regional Victoria and metropolitan Melbourne,

TABLE 8 MACEDON RANGES SHIRE RESIDENT EMPLOYMENT BY INDUSTRY SECTOR 2006

Industry Sector	Gisborne	Kyneton	Woodend	Macedon Ranges Shire	Regional Victoria	Melbourne
Manufacturing	11%	13%	10%	<b>11%</b>	12%	13%
Retail trade	11%	14%	10%	<b>11%</b>	12%	11%
Construction	10%	9%	8%	<b>10%</b>	8%	7%
Health care & social assistance	9%	9%	11%	<b>10%</b>	11%	10%
Education & training	10%	7%	11%	<b>10%</b>	8%	8%
Transport, postal & warehousing	9%	6%	7%	<b>8%</b>	4%	5%
Public administration & safety	7%	6%	9%	<b>7%</b>	6%	5%
Professional, scientific & technical services	7%	4%	7%	<b>6%</b>	4%	8%
Accommodation & food services	4%	6%	6%	<b>5%</b>	6%	6%
Wholesale trade	3%	4%	3%	<b>4%</b>	3%	6%
Other services	3%	4%	3%	<b>3%</b>	3%	4%
Agriculture, forestry & fishing	1%	3%	2%	<b>3%</b>	9%	1%
Administrative & support services	3%	3%	3%	<b>3%</b>	3%	4%
Financial & insurance services	3%	2%	2%	<b>3%</b>	2%	5%
Arts & recreation services	1%	2%	2%	<b>2%</b>	1%	2%
Information media & telecommunications	2%	2%	2%	<b>2%</b>	1%	3%
Rental, hiring & real estate services	2%	1%	2%	<b>1%</b>	1%	1%
Electricity, gas, water & waste services	0%	1%	0%	<b>1%</b>	1%	1%
Mining	0%	0%	0%	<b>0%</b>	1%	0%
<b>Total</b>	<b>3,047</b>	<b>2,529</b>	<b>2,493</b>	<b>17,401</b>	<b>585,993</b>	<b>1,685,965</b>

Source: Census Data 2006, ABS

TABLE 9 CHANGE IN RESIDENT EMPLOYMENT BY INDUSTRY SECTOR 2001–2006

ANZIC Industry Category	2001	2006	2006 % total	% change
Manufacturing	2,321	1,946	11%	-16%
Retail trade	1,659	1,884	11%	14%
Construction	1,348	1,761	10%	31%
Health care & social assistance	1,435	1,703	10%	19%
Education & training	1,550	1,674	10%	8%
Transport, postal & warehousing	1,179	1,403	8%	19%
Public administration & safety	835	1,232	7%	48%
Professional, scientific & technical services	922	1,113	6%	21%
Accommodation & food services	745	848	5%	14%
Wholesale trade	802	662	4%	-17%
Other services	614	589	3%	-4%
Agriculture, forestry & fishing	645	579	3%	-10%
Administrative & support services	465	519	3%	12%
Financial & insurance services	413	488	3%	18%
Arts & recreation services	311	309	2%	-1%
Information media & telecommunications	348	285	2%	-18%
Rental, hiring & real estate services	229	259	1%	13%
Electricity, gas, water & waste services	113	113	1%	0%
Mining	24	34	0%	42%
<b>TOTAL</b>	<b>15,958</b>	<b>17,401</b>	<b>100%</b>	<b>9%</b>

Source: Census Data 2006, ABS

Table 9 shows the change in employment by industry sector of Macedon Ranges Shire residents who work between 2001 and 2006.

Total resident employment in Macedon Ranges Shire across all industry divisions has increased by 9% between 2001 and 2006.

The sector with the largest employment growth is Public Administration and Safety (48%) with an increase of 397 jobs.

Construction has seen a increase in employment (31%) and the largest increase in actual employment numbers with an additional 413 jobs in 2006. In contrast, the number of residents employed in Manufacturing has declined by 14%.

Resident employment in the Retail and Tourism industry, consisting of Retail Trade and Accommodation and Food Services, has increased by a combined total of 28%.

### 3.3. RESIDENT OCCUPATION CATEGORY

Table 10 shows the proportion of Macedon Ranges Shire residents working in each occupation category.

20% of the Macedon Ranges Shire residents who work are classified as Professionals, compared with the Regional Victorian average of 16%.

A further 17% of the Macedon Ranges Shire residents who work are employed as Technicians and Trades Workers.

The number of Professionals who live in Kyneton (14%) was significantly lower than the average for the Shire and townships but had a higher proportion of Labourers (14%).

Woodend had a higher proportion of residents who work in Community and Personal Services (12%) than the Shire and State average.

TABLE 10 RESIDENT OCCUPATION CATEGORY 2006

Occupation Category	Gisborne	Kyneton	Woodend	Macedon Ranges Shire	Regional Victoria	Melbourne
Professionals	22%	14%	24%	20%	16%	23%
Technicians and trades workers	16%	17%	15%	17%	15%	14%
Managers	15%	13%	13%	15%	16%	12%
Clerical and administrative workers	13%	13%	14%	15%	12%	16%
Community and personal service workers	9%	9%	12%	9%	9%	8%
Labourers	7%	14%	8%	9%	13%	9%
Sales workers	10%	10%	8%	9%	10%	10%
Machinery operators and drivers	5%	7%	5%	6%	7%	6%
Inadequately described/Not stated	1%	2%	1%	2%	2%	2%
<b>Total</b>	<b>3,047</b>	<b>2,529</b>	<b>2,493</b>	<b>17,104</b>	<b>585,993</b>	<b>1,685,965</b>

Source: Census Data 2006, ABS

### 3.4. RESIDENT LOCATION OF WORK

Table 11 shows the number and proportion of residents who work within and who travel outside Macedon Ranges Shire for work. It demonstrates the opportunity to encourage local employment in Macedon Ranges Shire with more than half of the resident population working outside the Shire.

A total of 17,108 persons were employed in Macedon Ranges Shire in 2006, of which 9,604 work outside the Shire. Less than half (44%) of Macedon Ranges Shire residents work within the Shire.

“Agriculture, Forestry and Fishing” is the industry with the highest proportion of jobs in Macedon employing residents of Macedon Ranges Shire (87%). “Accommodation and Food Services”, Retail Trade” and “Arts and Recreation Services” also employ a majority of Macedon Ranges Shire Residents.

The industry with the highest proportion of employees commuting outside Macedon Ranges Shire is “Mining” (84%), however this contributes less than 1% of total employment. Other Industry divisions with more significant external employment are “Transport Postal and Warehousing” (79%), “Information Media and Telecommunications” (76%) and “Financial and Insurance Services” (72%).

Due to the close proximity of Macedon Ranges Shire to the metropolitan area, and the high connectivity, there is a high incidence of residents commuting to Melbourne for work. This would account for the majority of commuters working outside Macedon Ranges Shire.

TABLE 11 LOCATION OF EMPLOYMENT BY ANZIC DIVISION 2006

Industry	Residents Working in Macedon Ranges Shire	% Within Industry Division	Residents Working Outside Macedon Ranges Shire	% Within Industry Division	Total Employed Residents	%
Retail Trade	1,165	64%	661	36%	1,826	11%
Education and Training	760	46%	883	54%	1,643	10%
Manufacturing	757	40%	1,131	60%	1,888	11%
Health Care and Social Assistance	707	43%	951	57%	1,658	10%
Construction	618	37%	1,034	63%	1,652	10%
Accommodation and Food Services	563	69%	250	31%	813	5%
Agriculture, Forestry and Fishing	483	87%	74	13%	557	3%
Professional, Scientific and Technical Services	445	41%	650	59%	1,095	6%
Public Administration and Safety	373	31%	845	69%	1,218	7%
Transport, Postal and Warehousing	290	21%	1,065	79%	1,355	8%
Other Services	277	48%	300	52%	577	3%
Wholesale Trade	245	38%	399	62%	644	4%
Administrative and Support Services	186	37%	322	63%	508	3%
Arts and Recreation Services	164	55%	136	45%	300	2%
Financial and Insurance Services	133	28%	349	72%	482	3%
Rental, Hiring and Real Estate Services	123	49%	129	51%	252	1%
Information Media and Telecommunications	69	24%	216	76%	285	2%
Electricity, Gas, Water and Waste Services	40	36%	70	64%	110	1%
Mining	6	16%	31	84%	37	0%
Not stated	13	59%	9	41%	22	0%
Inadequately described	87	47%	99	53%	186	1%
<b>Total</b>	<b>7,504</b>	<b>44%</b>	<b>9,604</b>	<b>56%</b>	<b>17,108</b>	<b>100%</b>

Source: Australian Bureau of Statistics, Census of Population and Housing, 2006 [data available on request].

### 3.5. UNEMPLOYMENT

Table 12 shows the unemployment rate in Macedon Ranges Shire since 2007.

The unemployment rate for Macedon Ranges Shire in June 2008 was 2.5%, which in economic terms is effectively full employment.

The data indicates a marginal increase in the level of unemployment in the Shire from 2.4% in June Quarter 2007 to 2.6% in March Quarter 2008. These fluctuations are negligible and the unemployment rate for Macedon Ranges Shire remains consistent and is lower than the regional Victoria average (4.6%).

TABLE 12 UNEMPLOYMENT RATE - MACEDON RANGES SHIRE

Jun-07	Sept-07	Dec-07	Mar-08	Jun-08
2.4%	2.4%	2.5%	2.6%	2.5%

Source: Department of Employment and Workplace Relations

### 3.6. JOBS IN MACEDON RANGES SHIRE

Table 13 shows the total number of jobs in Macedon Ranges Shire.

Macedon Ranges Shire has 9,854 jobs in total. Retail Trade is the largest industry division in the Shire with 14% of the total jobs falling into this division. Education & Training and Manufacturing follow each contributing 11% to the total number of jobs in Macedon Ranges Shire.

The Tourism sector comprising Retail trade and Accommodation & food services accounts for 2,143 jobs in Macedon Ranges Shire (21%) and Public Services comprising Health care & social assistance and Training & education creates a further 2,027 jobs (21%).

The Industrial sector comprising the Manufacturing and Construction divisions accounts for 1,861 jobs in Macedon Ranges Shire (19%).

TABLE 13 JOBS IN MACEDON RANGES SHIRE

Industry Division	No. Jobs in Macedon Ranges Shire	%
Retail trade	1,419	14%
Education & training	1,090	11%
Manufacturing	1,059	11%
Health care & social assistance	937	10%
Construction	802	8%
Accommodation & food services	724	7%
Public administration & safety	637	6%
Agriculture, forestry & fishing	574	6%
Professional, scientific & technical services	525	5%
Transport, postal & warehousing	370	4%
Wholesale trade	347	4%
Other services	347	4%
Administrative & support services	222	2%
Arts & recreation services	190	2%
Financial & insurance services	173	2%
Rental, hiring & real estate services	144	1%
Inadequately described/Not stated	125	1%
Information media & telecommunications	86	1%
Electricity, gas, water & waste services	68	1%
Mining	15	0%
<b>Total</b>	<b>9,854</b>	<b>100%</b>

Source: Census Data 2006, ABS

### 3.7. NUMBER AND SIZE OF BUSINESSES

#### 3.7.1. NUMBER OF BUSINESSES AND EMPLOYMENT

Table 14 below indicates that Macedon Ranges Shire had 4,104 registered businesses in 2006.

22% of all businesses in the municipality belong to the Construction division (897 businesses). This is followed by Property and Business Services (792), Agriculture, Forestry and Fishing (663) and Retail Trade (354).

TABLE 14 BUSINESSES IN MACEDON RANGES SHIRE BY EMPLOYMENT CATEGORY 2006

Industry	1-19	20-99	100+	Total Employing	Non-Employing	TOTAL	% of all Businesses
Construction	387	9	0	396	501	897	21.9%
Property & Business Services	267	9	0	276	516	792	19.3%
Agriculture Forestry & Fishing	120	3	0	123	540	663	16.2%
Retail Trade	171	24	0	195	159	354	8.6%
Finance & Insurance	39	6	0	45	180	225	5.5%
Manufacturing	90	9	3	102	117	219	5.3%
Transport & Storage	90	0	0	90	123	213	5.2%
Wholesale Trade	78	3	0	81	66	147	3.6%
Accommodation cafés & restaurants	87	9	0	96	39	135	3.3%
Cultural & Recreational Services	36	6	0	42	90	132	3.2%
Personal & Other Services	72	3	0	75	54	129	3.1%
Health & Community Services	45	9	0	54	48	102	2.5%
Education	18	9	0	27	18	45	1.1%
Communications Services	18	0	0	18	21	39	1.0%
Mining	0	3	0	3	3	6	0.1%
Electricity Gas & Water Supply	3	0	0	3	3	6	0.1%
<b>Total</b>	<b>1,521</b>	<b>102</b>	<b>3</b>	<b>1,626</b>	<b>2,478</b>	<b>4,104</b>	<b>100%</b>

Source: Counts of Australian Businesses June 2003-June 2006, ABS

### 3.7.2. LOCATION OF BUSINESSES

Table 15 below shows the location of businesses in Macedon Ranges Shire in 2006 and their respective number of employees.

A quarter of businesses in Macedon Ranges Shire were located in the Kyneton postcode (1,020 businesses, or 25%) despite Kyneton having 11% of the population. Gisborne, including New Gisborne, is the largest township in the Shire and has a total of 1,005 businesses.

Kyneton and Gisborne were also the only postcodes that had businesses with more than 100 employees.

Only 1%, or 45 businesses, are registered outside the nine major townships.

**TABLE 15** BUSINESSES IN MACEDON RANGES SHIRE BY EMPLOYMENT AND LOCATION

Postcodes	1-19	20-199	100+	Employing Total	Non-Employing Total	Total All Ranges
<b>3444</b> Kyneton	318	33	3	354	666	1,020
<b>3437</b> Gisborne	339	27	3	369	453	822
<b>3438</b> New Gisborne	81	6	0	87	96	183
<b>Total</b> Gisborne	420	33	3	456	549	1,005
<b>3442</b> Woodend	219	21	0	240	402	642
<b>3434</b> Romsey	153	6	0	159	270	429
<b>3431</b> Riddells Creek	114	6	0	120	171	291
<b>3435</b> Lancefield	93	6	0	99	180	279
<b>3440</b> Macedon	69	3	0	72	102	174
<b>3441</b> Mt Macedon	57	3	0	60	99	159
<b>3446</b> Malmsbury	15	0	0	15	51	66
<b>3432</b> Bolinda	9	0	0	9	15	24
<b>3433</b> Monegeetta	6	0	0	6	15	21
<b>Total</b>	<b>1,473</b>	<b>111</b>	<b>6</b>	<b>1,590</b>	<b>2,520</b>	<b>4,110</b>

Source: Counts of Australian Businesses June 2003-June 2006, ABS

It is important to note that some businesses may fall across two postcodes while others may fall within postcode areas of another municipality. This can result in discrepancies in data when compared with ABS State Suburbs.

### 3.8. BUILDING AND CONSTRUCTION DATA

Table 16 shows the value of total building works in Macedon Ranges Shire against Melbourne and Victoria for the previous two financial years. The value of building works in Macedon Ranges Shire in 2007/08 was \$118 million. This represents an 18% increase from 2006/07.

The tables illustrate that although the value of building works in Melbourne has increased at a greater rate, the rate of increase in Macedon Ranges is on par with that of Victoria.

TABLE 16 VALUE OF BUILDING WORKS 2006–07, 2007–08

Location	Value of Building Works 2006/07	Value of Building Works 2007/08	% Change
Macedon Ranges Shire	\$ 100,212,300	\$ 118,094,600	18%
Melbourne	\$13,741,783,800	\$17,067,857,900	24%
Victoria	\$17,829,956,100	\$20,997,481,100	18%

Source: Value of Building Approvals, Australian Bureau of Statistics

### 3.9. VALUE OF AGRICULTURE

Tables 17 and 18 show the value of agricultural production in Macedon Ranges Shire in 2006.

The value of agricultural production in 2006 was \$43 million, 0.5% of Victoria's total value of Agriculture.

TABLE 17 GROSS VALUE OF AGRICULTURE (COMMODITY SECTORS) YEAR ENDING 30<sup>TH</sup> JUNE

Commodity Sector	2006
Crops - total value (\$)	\$12,639,703
Livestock products - total value (\$)	\$ 6,686,815
Livestock slaughtering - total value (\$)	\$23,719,895
<b>Total value of agriculture</b>	<b>\$43,046,413.00</b>

Source: Value of Agricultural Commodities Produced 2006, ABS,

TABLE 18 VALUE OF AGRICULTURE 2006 (YEAR ENDING 30<sup>TH</sup> JUNE)

Municipality	\$	%
Macedon Ranges Shire	\$43 million	0.5%
Victoria	\$9.2 billion	100%

Source: Value of Agricultural Commodities Produced 2006, ABS,

TABLE 19 VALUE OF AGRICULTURAL COMMODITIES IN MACEDON RANGES SHIRE 2006

Commodity	Value 2006	% Total Sector
<b>Livestock Slaughter</b>		
Cattle and calves slaughtered	\$ 10,060,817	42.4%
Pigs slaughtered	\$ 3,343,352	14.1%
Poultry slaughtered	\$ 1,653,621	7.0%
Sheep and lambs slaughtered	\$ 8,662,105	36.5%
<b>TOTAL</b>	<b>\$ 23,719,895</b>	<b>100%</b>
<b>Livestock Products</b>		
Eggs produced for human consumption	\$ 19,227	0.3%
Milk	\$ 382,054	5.7%
Wool	\$ 6,285,534	94.0%
<b>TOTAL</b>	<b>\$ 6,686,815</b>	<b>100%</b>
<b>Agriculture</b>		
Blueberries	\$ 23,823	0.2%
Butter beans (processing and fresh market)	\$ 132,594	1.0%
Cauliflowers	\$ 32,378	0.3%
Cherries	\$ 161,790	1.3%
French and Runner beans	\$ 99,038	0.8%
Grapes	\$ 310,691	2.5%
Lettuce	\$ 679,140	5.4%
Mushrooms	\$ 44,714	0.4%
Nurseries	\$ 3,799,096	30.1%
Nuts	\$ 8,399	0.1%
Olives	\$ 3,320	0.0%
Orchard fruit including nuts	\$ 173,510	1.4%
Stone fruit	\$ 165,111	1.3%
Tomatoes	\$ 90,863	0.7%
Vegetables	\$ 753,168	6.0%
Barley for grain	\$ 401,812	3.2%
Broadacre crops	\$ 90,458	0.7%
Canola	\$ 259,008	2.0%
Field beans	\$ 49,160	0.4%
Oats for grain	\$ 147,024	1.2%
Oilseeds	\$ 259,008	2.0%
Pasture and cereal and other crops cut for hay	\$ 2,863,625	22.7%

Triticale for grain	\$ 105,906	0.8%
Wheat for grain	\$ 1,075,764	8.5%
Other	\$ 910,303	7.2%
<b>TOTAL</b>	<b>\$ 12,639,703</b>	<b>100%</b>

Source: Value of Agricultural Commodities Produced 2006, ABS.

Table 19 shows a break down of agricultural commodities in Macedon Ranges Shire and their respective values in 2006.

Cattle and Calves slaughtered contribute 42% to the total value of livestock slaughter, followed by Sheep and Lamb (37%).

Wool is the major contributor to the value of livestock products (94%).

There is a large and diverse range of crops grown in Macedon Ranges Shire. Of these, Pasture & Cereal & Other Crops Cut for Hay contribute 23% to the total value.

### 3.10. LOCATION OF INDUSTRIAL ACTIVITY

A survey of all industrial zoned land in Macedon Ranges Shire was undertaken by Urban Enterprise in November 2008 to determine the supply and use of industrial activity across the Shire. This is shown in Table 20.

TABLE 20 INDUSTRIAL LAND SUPPLY IN MACEDON RANGES SHIRE

Township	Occupied Industrial Land (Ha)	%
Gisborne	30	16%
Kyneton	100.9	53%
Woodend	21.3	11%
Romsey	12.1	6%
Riddells Creek	2.2	1%
Macedon	0	0%
Lancefield	0	0%
Mount Macedon	0	0%
Malmsbury	0	0%
Tylden	22.5	12%
<b>Total</b>	<b>189</b>	<b>100%</b>

Source: Industrial Land Survey, Urban Enterprise 2008

Table 20 shows that the majority of industrial activity in Macedon Ranges Shire is located in Kyneton (53%), while Gisborne has only 16% despite having the largest population. With the exception of Tylden (12%), all industrial activity in the Shire is confined to the major townships.