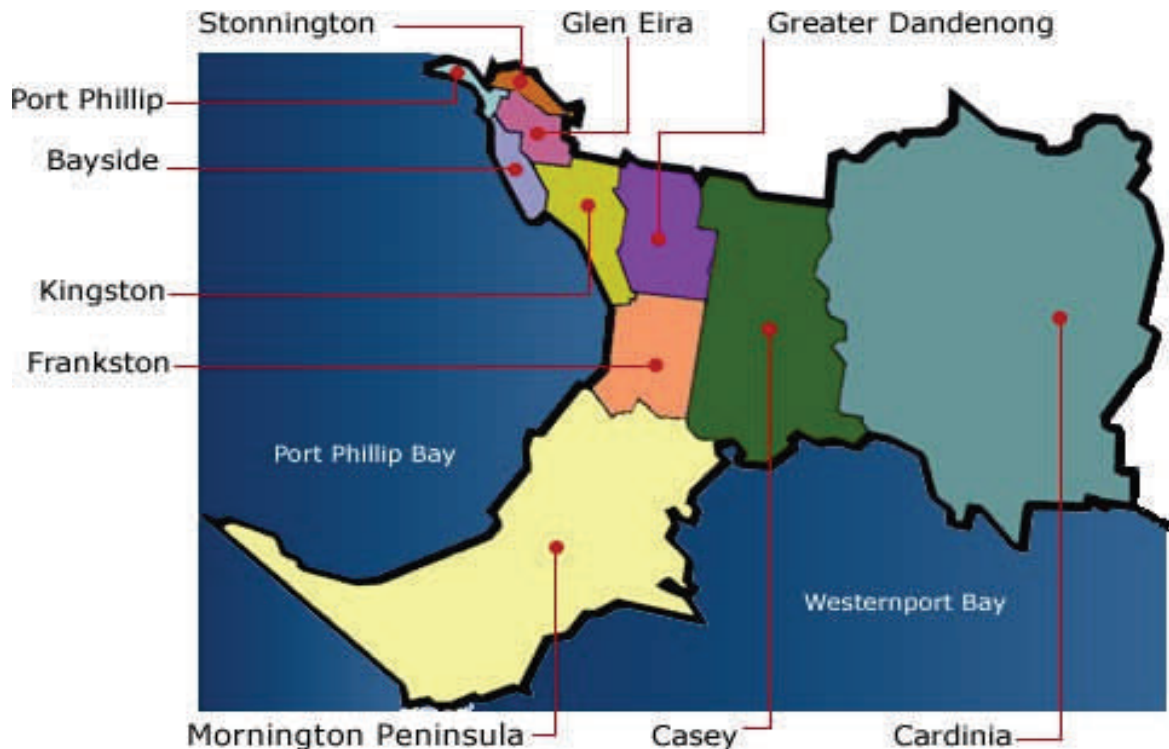


Southern Metropolitan Region: A Profile for Human Services



People

- 1 in 4 Victorians reside in the region
- Rapid, large growth in population and number of households is changing the region's demographic profile
- Concentrations of significant socio-economic advantage and disadvantage exist across the region

Communities

- The region comprises over 100 suburbs and towns in highly urbanised, newly established and rural locations with cultural background and settlement history showing significant diversity
- Economic activity that is large in scale with strengths in manufacturing and growth particularly in population driven sectors such as construction and retailing

Meeting the human services challenges

- Managing demand for services— meeting demand stemming from population growth in outer suburbs and changing demographic profile in inner and middle suburbs
- Addressing emerging health and social issues—particularly improving chronic disease prevention and care and responding to changing drug and lifestyle patterns
- Addressing disadvantage—reducing inequalities through improved health and well being particularly for Indigenous and emerging communities
- Acting sooner and more effectively— strengthening prevention and early intervention and better delivering services around person and place
- Improving service sustainability and productivity— modernising service systems and addressing workforce issues

People

Population

- Regional population of 1.2 million representing 24% of Victoria's population
- Population growth by 2031 of 25% or an additional 308,000 persons—a little less than a third of all Melbourne's growth
- Additional population of 158,000 is planned for the growth areas in Casey and Cardinia
- Decline in proportion of children and young people however births have increased significantly during past decade and significant increases projected for Casey and Cardinia
- Growth rates of older persons highest in Bayside, Glen Eira and Mornington Peninsula with rapidly growing populations in Casey and Cardinia
- Casey is the state's largest municipality in population terms (236,000 persons in 2008)

Health and wellbeing

- Bayside, Stonnington, Port Phillip and Glen Eira have high proportions of households in the highest income quartile
- Life expectancy is generally comparable to metropolitan average with the exception of lower life expectancy for males in Frankston and Greater Dandenong and high life expectancy for females in Casey, Bayside and Stonnington
- Morbidity measures show a high burden of disease for Greater Dandenong (in mental disorders) and Port Phillip (across a range of conditions) with high hospital admissions for Mornington Peninsula
- Very high levels of home ownership in outer suburbs however housing in large parts of the region being unaffordable for low to medium household incomes
- Changing living arrangements include trends towards more lone person households, couples without children and single parent families—increasing at about 2% annually

Households

- Households number 400,000 and are projected to increase by 2031 by over 50%, representing about one third of Melbourne's household growth
- During this period the number of lone person households and couple families without dependent children are projected to double
- Very high number of lone person households in Port Phillip (40% of total)
- High number of couple families with children in Casey (46% of all households)
- Frankston and Greater Dandenong have the highest proportion of single parent families in the state

Vulnerable groups

- Children and young people with health and welfare risks—over 900 notifications of suspected child abuse are received per month
- Estimated to be over 46,000 people in the Region with a severe or profound disability—almost 12,000 Disability Services clients receiving services at present
- Older persons with health and welfare needs—assistance provided annually to over 36,000 HACC clients
- Indigenous communities—2 of the State's largest Indigenous communities live in the region
- New migrants and refugees—one third of Victorian settlements occur in the region including a high proportion of humanitarian entrants—more than 4,000 refugees settled in Dandenong during the last 5 years
- People needing housing assistance—public housing tenants in July 2007 was 17,212
- Low income persons—Greater Dandenong is the nation's most disadvantaged urban municipality

Communities

Places for living and working

- The region comprises over 100 suburbs and towns
- Inner urban communities include the most densely populated parts of Victoria with established suburbs, substantial social infrastructure and new population growth in regenerating areas
- Suburban communities in 'middle Melbourne' have a mix of residential and industrial and commercial uses with substantial development in each of these sectors
- Outer suburban communities as far as 80 kilometres from the CBD, feature rural townships and new and rapidly developing suburbs experiencing infrastructure issues in areas such as transport, service access and provision of community facilities
- Greenfield locations for residential development are nearing exhaustion except in Cardinia and Casey
- Sites for more intensive residential development are located in most municipalities

Socio-economic status

- The region's inner areas of Port Phillip, Stonnington, Bayside and Glen Eira generally experience higher levels of advantage while substantial parts of the middle and outer areas experience high levels of disadvantage
- Socio-economic status varies widely with 8 suburbs in Victoria's 20 most advantaged communities and 4 in the 20 most disadvantaged communities
- High levels of disadvantage exist in old and new communities—3 of the Region's most disadvantaged suburbs are located in the Casey-Cardinia growth area
- Studies indicate home ownership is possible for medium income households in Dandenong, Cranbourne and parts of the Peninsula only
- Unemployment rates have risen recently in Bayside, Glen Eira, Cardinia and Kingston—Greater Dandenong has the lowest labour force participation rate
- Greater Dandenong is the nation's most disadvantaged urban municipality

Culturally diverse communities

- The region is home to a large, growing and diverse Indigenous population (4,281 identified in 2001 Census) living mainly in the Dandenong and the Peninsula districts
- Established ethnic communities reside in most parts of the Region but particularly in Kingston and Greater Dandenong with the main counties of birth being Greece, Vietnam, Italy, Sri Lanka and India
- New and emerging communities in the region mainly comprise people from Middle Eastern, Asian and African countries
- Over 49,000 new settlers arrived in the Region in the last 5 years—10,600 settling in Greater Dandenong

Social and economic assets

- The region's main employment involves the manufacturing, construction and retail sectors
- Major economic development includes the revitalisation of Dandenong, outer suburban growth and infrastructure projects such as Eastlink and Port of Hastings
- Community cohesion and participation indicators show above Victorian levels in Mornington Peninsula and Bayside
- Community infrastructure is substantial in established areas and include hospitals, university campuses, retail and service hubs

Meeting the human services challenges

Managing demand—Providing timely and accessible services and improving human services safety and quality

Regional challenges:

- Strong population growth in outer suburbs and changing demographics in inner and middle suburbs
- Growing service demand related to aging population and improved treatments
- Increased demand for homelessness, alcohol and drug, disability, mental health and other complex care services

Initiatives include:

- *Servicing Growing Communities* project
- Increasing social housing
- Projects improving shared client service delivery

Acting sooner and more effectively - Promoting least intrusive and earliest effective care and strengthening the capacity of individuals, families and communities

Regional challenges:

- Reforms to strengthen prevention and early intervention with a strong focus on opportunities in outer municipalities
- Collaboration across sectors to address local needs and support more integrated service planning and delivery

Initiatives include:

- *ChildFIRST*
- Improving servicing for young people
- Increasing individualised support in home and community settings

Addressing disadvantage—Reducing inequalities through improving health and wellbeing particularly for disadvantaged people and communities

Regional challenges:

- Lowering the rates of homelessness through better access to emergency housing
- Targeting assistance to communities with continuing, entrenched disadvantage
- Reducing the health inequalities in Indigenous communities
- Supporting refugee settlement

Initiatives include:

- Partnership projects with Indigenous and emerging communities

Improving service sustainability and productivity — Building sustainable, well managed and efficient human services

Regional challenges:

- The Region's support for sector development includes reorienting services to meet new legislation and policy and establishing new community infrastructure
- Supporting service provider organisations strengthen governance, financial and service delivery performance

Initiatives include:

- Mental health reform strategy
- Implementing workforce strategies
- Developing *Care in your community* partnerships

Addressing emerging health and social issues

- Responding to new patterns of chronic disease, drug use and social harms
- Changing the way we deliver services to clients and the broader community

Initiatives include:

- Implementing *Victoria's Alcohol Action Plan*