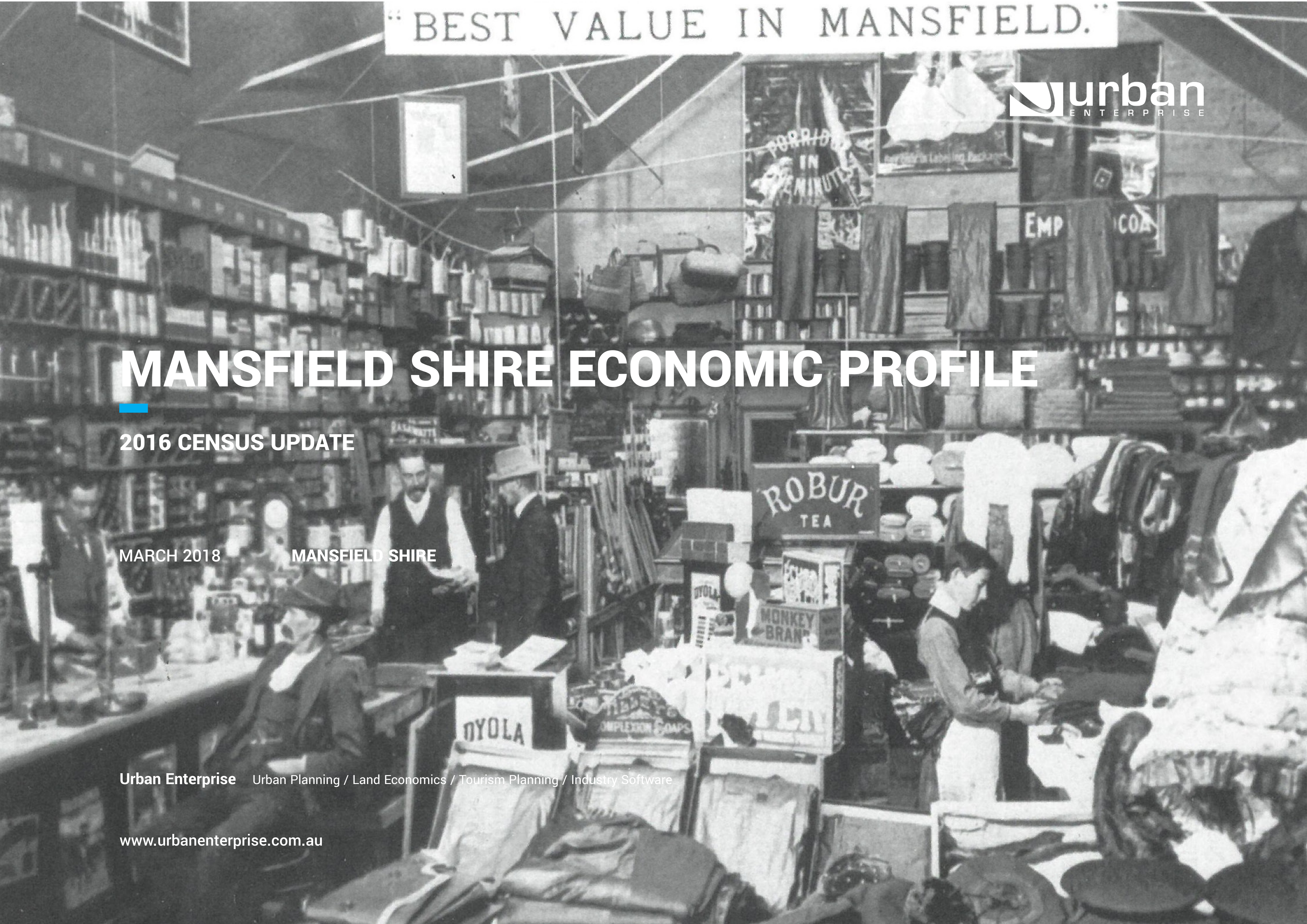

MANSFIELD SHIRE ECONOMIC PROFILE

2016 CENSUS UPDATE

MARCH 2018

MANSFIELD SHIRE

Urban Enterprise Urban Planning / Land Economics / Tourism Planning / Industry Software

www.urbanenterprise.com.au

AUTHORS

Mike Ruzzene

Asaf Cohen

Urban Enterprise

Urban Planning, Land Economics, Tourism Planning & Industry Software

389 St Georges Rd, Fitzroy North, VIC 3068

(03) 9482 3888

www.urbanenterprise.com.au

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MANSFIELD SHIRE OVERVIEW

Situated in North East Victoria, Mansfield Shire is in close proximity to the primary local market of Melbourne (around 2 hours) and major regional centres such as Shepparton, Wangaratta and Benalla (within 1 hour). The Shire also acts as a hub for nature based tourism being the gateway to Lake Eildon, Mt Buller/Mt Stirling and Alpine National Park.

Leveraging off the region's natural landscapes, Mansfield Shire's economy is characterised by a services sector based workforce with accommodation and food services and retail trade being the largest industry sectors. The agriculture and construction, education and health sectors are also important to the Shire.

The region's high amenity has attracted an increasing number of migrating Metropolitan Melbourne residents and, more recently, Greater Geelong residents. Many of these residents are in or nearing retirement age and are seeking to live in Mansfield Shire for its lifestyle attributes.

Mansfield Shire's economy has performed well over the past five years with output increasing from $372 million in 2011 to $440 million in 2016. The construction, agriculture and tourism sectors have continued to drive Mansfield Shire's economy, this is evident through:

- **14% growth in dwellings between 2011-2016 with 90 new dwellings added each year;**
- **An average of $30 million invested per annum in construction between 2011-2016;**
- **9% growth per annum in agricultural production between 2011-2016;**
- **700,000 additional visitors to Mansfield Shire/Mt Buller between 2011-2016.**

MANSFIELD SHIRE IN NUMBERS

Population

- **8584 residents** in Mansfield Shire in 2016
- **1,000 additional residents** in Mansfield Shire between 2006-2016
- **1.69% annual population growth rate** in Mansfield Shire 2011-2016
- **Population peaks at 23,000** during weekends in January including transients and residents

Employment and Industry

- **$440 million in industry output** in 2016
- **3059 Jobs** in Mansfield Shire 2016
- **14% of jobs attributed to retail trade** in Mansfield Shire 2016
- **12% of jobs attributed to accommodation and food services** in Mansfield Shire in 2016
- **78% job containment rate** for Mansfield Shire working residents in 2016
- **1224 businesses** in Mansfield Shire in 2016

Construction and Property

- **5884 dwellings** in Mansfield Shire in 2016
- **451 new dwellings** in Mansfield Shire between 2011-2016
- **$35 million investment in residential development** in Mansfield Shire in 2016
- **$2 million investment in non-residential development** in Mansfield Shire in 2016

Agriculture

- **$69 Million in agricultural production** in Mansfield Shire in 2015/16
- **9% growth per annum in agricultural production** in Mansfield Shire between 2010/11 - 2015/16
- **86% growth in vegetable production** in Mansfield Shire between 2010/11-2015/16

Tourism

- 1.86 million visitors to Mansfield Shire in 2016
- **1.2 Million visitors to Mansfield Shire** in 2016
- **661,000 visitors to Mt Buller/Mt Stirling** in 2016
- **Additional 700,000 visitors to Mansfield/Mt Buller** between 2010/11-2016/17
- **$182 million in direct visitor expenditure** in Mansfield Shire in 2016/17

Whilst population growth has increased, the number of persons employed in Mansfield Shire decreased since 2011. This is likely to affect the sustainability of local businesses in Mansfield Shire who are experiencing difficulty in attracting quality labour.

Key considerations for economic development for Mansfield Shire drawing on the assessment of the economic profile include:

- **Attracting young and midlife families to live in Mansfield** – this is critical to sustainable growth in the Shire and to support the local business base and as such Mansfield should continue to attract this demographic;
- **Ensuring residential development opportunities are maintained** – the strength and attraction of Mansfield Shire for new residents is its range and quality of residential properties including well priced standard allotments, hobby farms and larger rural properties;
- **Attracting investment in commercial development** – There has been limited commercial development in recent years, which will affect the potential growth of the Mansfield Shire economy, further investigation in commercial development is required, with consideration of the following:
    - Visitor accommodation;
    - Food and beverage retail;
    - Health and wellbeing industry;
    - Light industry (builders, boutique manufacturing, trades);
    - Commercial office space.
- **Investigating horticultural and agritourism opportunities** – this would build on the organic growth of the agricultural sector but also potential to establish a regional brand that could be used to promote product from the region.
- **Attracting investment in tourism to support visitor growth and demand** - Key areas of investment should include:
    - Cycle trails and Mansfield Bike Hub;
    - Food and beverage;
    - Agri-tourism;
    - Accommodation of various typologies including reinvestment in current accommodation stock;
    - Family friendly activities.
- **Good quality health and education** – the quality of health and education services is critical to the attraction of families and also to support the aging population. These sectors are also high employers of local residents.

INDUSTRY OVERVIEW 2016

INDUSTRY SECTOR	NUMBER OF BUSINESSES IN MANSFIELD SHIRE[1]	EMPLOYMENT IN MANSFIELD SHIRE[2]	OUTPUT IN MANSFIELD SHIRE ($M)
Accommodation & Food Services	93	434	32.4
Retail Trade	86	424	26.8
Construction	217	387	25.4
Education & Training	11	360	44.3
Agriculture, Forestry & Fishing	276	356	20.4
Health Care & Social Assistance	41	337	70.4
Public Administration & Safety	3	187	21.1
Transport, Postal & Warehousing	51	176	41.6
Professional, Scientific & Technical Services	74	163	26.7
Other Services	55	151	17.0
Administrative & Support Services	48	147	10.0
Manufacturing	43	142	65.4
Wholesale Trade	23	82	17.1
Rental, Hiring & Real Estate Services	103	80	12.9
Arts & Recreation Services	21	47	5.16
Electricity, Gas, Water & Waste Services	3	33	6.60
Information Media & Telecommunications	11	32	14.4
Financial & Insurance Services	58	29	6.27
Mining	3	28	6.50
Total	1,220	3,595	440.8

1. INTRODUCTION

1.1. BACKGROUND

This economic profile and directions paper provides a summary of economic data for Mansfield Shire and also considerations for economic development in the region.

The report draws on a range of datasets including ABS Census data, agricultural census data, Urban Enterprises PAVE model, MarketInfo data and Building Industry data.

The aim of this report is to provide a baseline profile of Mansfield's economy for use by Mansfield Shire, industry, investors and residents.

1.2. ABOUT MANSFIELD SHIRE

Mansfield Shire is situated 200 Kilometres north east of Melbourne in a diverse geographical region made up of a series of river valleys, surrounded by Victoria's famous High Country. The complex mosaics of mountains, dominated by Mt Buller, are headwaters to five major river systems in Victoria.

Between 1994 and 2002 the Mansfield Shire was included in the Delatite Shire, along with the Rural City of Benalla, The Mansfield Shire covers largely the same area following the de-amalgamation that it did prior to 1994.

Mansfield is the major town in the municipality. Other towns include Bonnie Doon, Jamieson, Kevington, Merrijig, Woods Point Tolmie, Maindample, Goughs Bay, Merton, Macs Cove and Barjarg.

1.3. ABOUT THE CENSUS

The Census of Population and Housing is held every five years in August. As the Mansfield Shire is a popular winter destination, due to the nearby alpine resorts, the census includes seasonal workers servicing this tourism market, particularly in the accommodation and food and beverage sectors.

1.3.1. TYPES OF CENSUS DATA

Two types of census data are included in the Mansfield Shire Economic Profile: Usual Place of Residence and Place of Work.

USUAL PLACE OF RESIDENCE

Usual Place of Residence refers to where the person usually lives, which may or may not be where they are on census night. This is used to analyse the resident population of Mansfield Shire.

PLACE OF WORK

Place of Work data provides information on where people work. The address of each employed person's main place of work, in the week prior to Census Night, is used for employment data.

2. POPULATION AND DWELLINGS

2.1. RESIDENT POPULATION AND PROJECTIONS

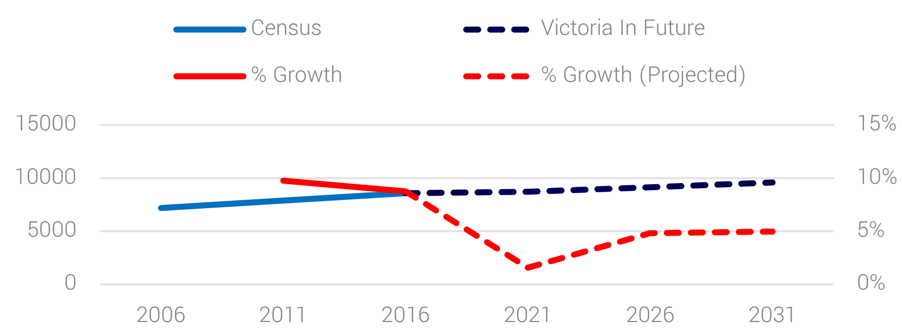
2.1.1. POPULATION

The 2016 Census confirms that there has been ongoing population growth in the Mansfield Shire over the past decade. There were nearly 1,400 additional Mansfield Shire residents in the 2016 Census than in 2006, as shown in Figure 1.

The population growth of 691 people between 2011 and 2016 was similar to the previous 5 year period between censuses, at 702 people.

The Victoria in Future population projections for Mansfield Shire indicates that population growth will gradually increase, with the population reaching almost 10,000 by 2031.

FIGURE 1 MANSFIELD SHIRE POPULATION 2006-2031



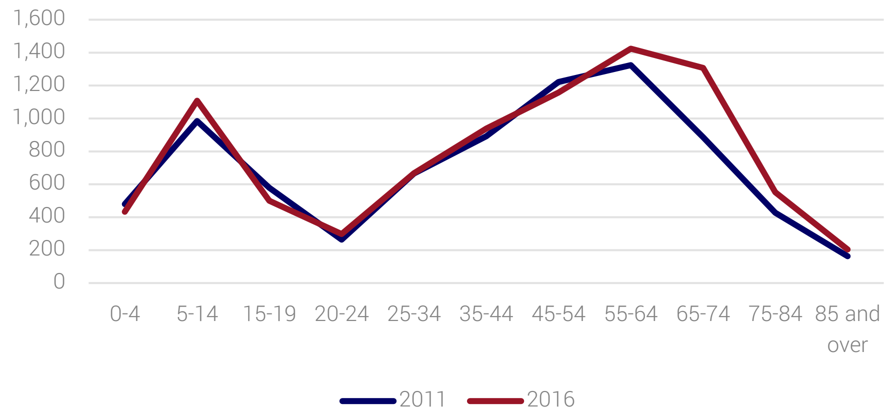
Source: ABS Census 2006, 2011 and 2016, Usual Place of Residence. Victoria in Future 2016

2.1.2. POPULATION AGE

The most pronounced change in the Mansfield Shire age profile over the past 5 years is the increase in the residents aged over 55 years: almost the entire population increased between 2011 and 2016 is people of these ages. The number of residents not aged between 45 and 74 was relatively stagnant between 2011 and 2016, except for those aged 5-14.

This increase is largely due to the combined attraction of retiree lifestyle residents to the Shire and general aging of the population.

FIGURE 2 FIGURE 2 MANSFIELD SHIRE AGE PROFILE



Source: ABS Census 2011 and 2016, Usual Place of Residence.

2.1.3. REGIONAL VICTORIA CONTEXT

The population of the Mansfield Shire has grown at a faster rate than Regional Victoria between 2006 and 2016, as shown in Table 1. Between the 2011 and 2016 censuses, the population of Mansfield Shire increased by 9%, a 2% higher growth rate than Regional Victoria.

Figure 3 depicts the percentage change by age groups between 2011 and 2016 for Mansfield Shire and Regional Victoria. Mansfield Shire has experienced a significantly high rate of growth in the 20-24, 35-44, 65-74, 75-84 and 85 and over age brackets, much higher rates than Regional Victoria.

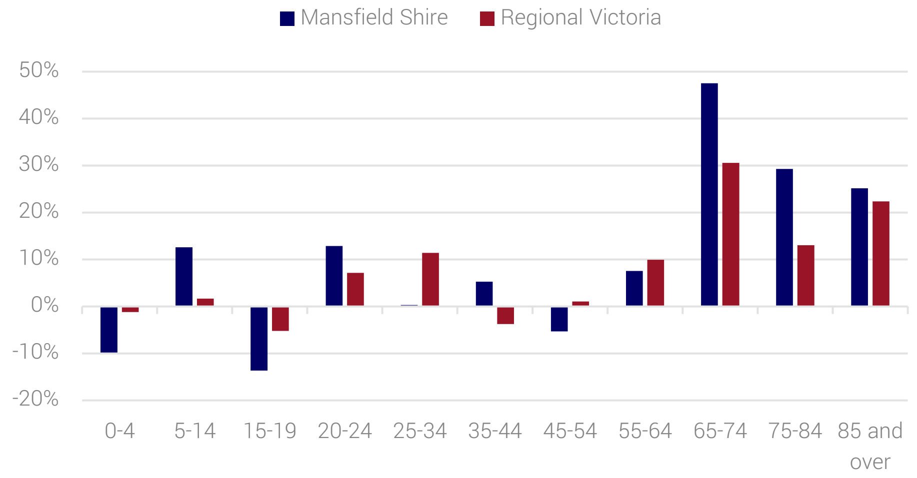
Future economic development strategies may need to consider the need to attract younger families to Mansfield Shire. This may be achieved with targeted resident attraction initiatives that focus on the lifestyle attributes, good schools and community services for families.

TABLE 1 REGIONAL VICTORIA POPULATION GROWTH COMPARISON

		2006 CENSUS	2011 CENSUS	2016 CENSUS
Regional Victoria	Population	1,268,213	1,345,715	1,433,818
	%Growth Per Annum		1.19%	1.28%
	%Growth		6%	7%
Mansfield Shire	Population	7,191	7,893	8,584
	%Growth Per Annum		1.88%	1.69%
	%Growth		10%	9%

Source: ABS Census: 2011 and 2016, Usual Place of Residence.

FIGURE 3 AGE PROFILE CHANGES: MANSFIELD SHIRE AND REGIONAL VICTORIA, 2011-2016



Source: ABS Census: 2011 and 2016, Usual Place of Residence.

2.1.4. COUNTRY OF BIRTH

In the 2016 Census, 88% of residents of Mansfield Shire were born in Australia.

The number of Australian born residents as a percentage of the population decreased by 2% between the two censuses, less than the total overall decrease in country of birth. Of the 989 people born overseas, most were from the United Kingdom, Germany and New Zealand.

In percentage terms, the most significant increases were recorded by people born in other Europe, Other Asia and South Africa, while the most significant decrease was in Indian born residents.

Overall, Mansfield experienced a larger decrease in the listed countries of birth than that of Rural and Regional Victoria.

Note that 844 Mansfield Shire residents did not indicate their place of birth in the 2016 census, likely distorting the data by making it appear that there is negative growth in the population.

TABLE 2 COUNTRY OF BIRTH

COUNTRY	2011 CENSUS	2016 CENSUS	% GROWTH 2011-2016		
			Mansfield	Rural Victoria	Regional Victoria
Australia	6,915	6800	-2%	-2%	1%
United Kingdom	363	349	-4%	0%	-2%
Germany	97	79	-19%	-3%	-9%
New Zealand	92	86	-7%	9%	12%
Netherlands	35	36	3%	-4%	-9%
United States of America	31	29	-6%	14%	23%
India	29	19	-34%	52%	83%
Canada	21	13	-38%	12%	14%
South Africa	21	27	29%	13%	20%
Other Asia	91	125	37%	47%	54%
Other Europe	62	135	118%	-2%	-10%
Total	8,341	7,698	-8%	-1%	2%

Source, ABS 2006, 2011, 2016: Usual Place of Residence

2.2. DWELLINGS

2.2.1. CHANGE IN DWELLINGS

There was a 14% increase in the total number of dwellings in Mansfield Shire between 2006 and 2016, as shown in Table 3. 738 new dwellings were constructed over that period and 405 in the 5 years to 2016. Over the 10 years to 2016, the percentage of dwellings that were occupied increased from 57% to 60%. This implies that the percentage of houses that are being kept for holiday homes are decreasing.

The residential building approvals data for Mansfield Shire, sourced from the ABS, records 451 new dwellings from 2011/2012 to 2015/16. This is greater than the 405 dwellings recorded in the Census and it indicates that there has been substantial residential construction activity in the Shire between the last two censuses. Also, the continued population growth in the Shire, discussed in Section 2.1, would require the construction of new dwellings.

The strong growth in housing development is important for the strength of the local economy with this sector by supporting a large number of local builders, tradespeople and suppliers.

Mansfield Shire has exhibited growth in dwellings over the past 5 years. It could be important for future planning and economic development to maintain a minimum 15 year supply of residential land to support a range of housing typologies suited to market expectations. This will in-turn ensure that the jobs associated with the construction industry are also maintained.

TABLE 3 CHANGE IN DWELLINGS 2006-2016

DWELLING TYPE	NUMBER OF DWELLINGS			GROWTH: 2006 TO 2016
	2006	2011	2016	
Separate house	4,776	5,080	5,581	17%
Other dwellings	370	399	303	-18%
%Occupied Dwellings	57%	57%	60%	
Total	5,146	5,479	5,884	14%

Source: ABS Census: 2006, 2011 and 2016, Dwellings, Location on Census Night

TABLE 4 RESIDENTIAL BUILDING APPROVALS 2010/11-2016/17

	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	TOTAL
New houses	105	74	82	91	99	451
New other residential building	0	0	0	0	0	0
Total dwellings	105	74	82	91	99	451

Source: ABS, Building Approvals 2011/12-2016/17

2.2.2. HOUSEHOLD COMPOSITION

Between the 2011 and 2016 censuses there was significant growth in both family and lone person households. There were 118 additional family households in Mansfield Shire. Couple with no Children households increased the most within the broader family household's category, likely due to the ageing of the population discussed in Section 2.1.2.

Between 2011 and 2016 lone person households have increased by 13%, the largest percentage increase in household composition, most likely due to natural attrition resulting from the ageing population.

TABLE 5 HOUSEHOLD COMPOSITION

CENSUS	FAMILY HOUSEHOLDS					LONE PERSON	GROUP	OTHER	TOTAL
	Couple no children	Couple with children	One Parent family	Other family	Total				
2011	1,001	707	251	39	1998	898	75	179	3150
2016	1059	762	259	36	2116	1015	84	182	3397
Difference	58	55	8	-3	118	117	9	3	247

Source: ABS, 2011 and 2016 Census, Dwellings, Location on Census Night

2.2.3. INTERNET CONNECTIONS

341 additional dwellings were recorded as having internet connection in the 2016 census in comparison to 2011. 73% of households in Mansfield Shire now have internet connection compared to 71% in 2011.

TABLE 6 INTERNET CONNECTIONS

TYPE OF INTERNET CONNECTION	2016		2011	
	No.	%Total	No.	%Total
No Internet connection	616	17%	726	23%
Internet connection	2,579	73%	2,238	71%
Internet connection not stated	344	10%	208	7%
Occupied Dwellings	3,539		3,172	

Source: ABS, 2011 and 2016 Census, Mansfield Shire LGA, Dwellings, Location on Census Night

2.3. EDUCATION

The number of Mansfield Shire residents with a non-school qualification has increased by 22% between the 2011 and 2016 censuses. This is greater than the 9% population increase over the same period.

Notably, there were significant increases in Higher Education qualifications, with an additional 23% of residents having obtained Postgraduate, Graduate Diploma or Certificate, or Bachelor Degree qualifications over the 5 years between censuses.

There was a lower growth in Vocational Education and Training qualifications, with an additional 16% of residents indicating that they hold an Advanced Diploma, Associate Degree, Diploma or Certificate qualification. Every qualification increased except for Advanced Diploma (which only decreased by 2 people), demonstrating that Mansfield Shire has become a more qualified Shire in the 5 years to 2016.

TABLE 7 NON-SCHOOL EDUCATION

	QUALIFICATION	2011	2016	%GROWTH	%MANSFIELD	%REG. VICTORIA
Postgraduate	Doctoral Degree	16	29	81%	1%	1%
	Master Degree	86	119	38%	3%	3%
Graduate Diploma & Certificate	Graduate Diploma	107	142	33%	3%	3%
	Graduate Certificate	11	12	9%	0%	1%
Bachelor Degree	Bachelor Degree	627	740	18%	17%	18%
Advanced Diploma & Diploma	Advanced Diploma & Diploma, nfd	9	7	-22%	0%	0%
	Advanced Diploma & Associate Degree	280	322	15%	7%	7%
	Diploma	277	321	16%	7%	8%
Certificate	Certificate, nfd	97	161	66%	4%	3%
	Certificate III & IV(d)	1350	1534	14%	35%	33%
	Certificate I & II(e)	71	81	14%	2%	2%
	Inadequately described/Not stated	649	889	37%	20%	21%
	Total	3,580	4,357	22%	100%	100%

Source: ABS Census, 2011 & 2016, usual place of residence

2.4. MIGRATION

2.4.1. PREVIOUS PLACE OF RESIDENCE

Table 8 depicts the top eleven LGAs that current Mansfield Shire residents lived one year ago and five years ago.

Data indicates that between the 2011 and 2016 Census, a large proportion of new residents originated from Metropolitan Melbourne, namely the eastern metropolitan areas of Yarra Ranges, Maroondah and Knox.

The data also indicates a change in the trend of new residents, with the majority of new 1 year residents originating from Greater Geelong, followed by areas of Metropolitan Melbourne.

The data suggests that migration will be increasingly sourced from Metropolitan Melbourne and the urbanising areas of Greater Geelong, as metropolitan workers and families continue to seek alternative rural lifestyle changes.

The ABS Census highlights a large influx of new residents from Melbourne and Geelong. This highlights the attraction of Mansfield Shire as a lifestyle or tree change destination.

The supply of appropriate and preferred housing types could be considered to maintain growth in this market to meet the expected tree changer market.

It is likely that many of the new residents have had a long standing connection with Mansfield and Mt Buller through holidaying over the years and also education at Timbertop Grammar and Lauriston Girls Grammar Howqua Campus. The patterns suggest that marketing for resident attraction could be targeted to specific areas of Melbourne and Geelong. This data highlights the importance of tourism to the Mansfield Shire which has exposed large numbers of people to the lifestyle attributes of the Shire.

TABLE 8 PLACE OF USUAL RESIDENCE

	LGA	PLACE OF USUAL RESIDENCE FIVE YEARS AGO	LGA	PLACE OF USUAL RESIDENCE ONE YEAR AGO
1	Mansfield (S)	5550	Mansfield (S)	6934
2	Yarra Ranges (S)	105	Greater Geelong (C)	56
3	Maroondah (C)	65	Yarra Ranges (S)	45
4	Knox (C)	60	Stonnington (C)	34
5	Stonnington (C)	51	Maroondah (C)	31
6	Murrindindi (S)	49	Whittlesea (C)	30
7	Benalla (RC)	47	Mornington Peninsula (S)	25
8	Whitehorse (C)	46	Boroondara (C)	19
9	Mornington Peninsula (S)	45	Knox (C)	18
10	Boroondara (C)	43	Murrindindi (S)	18
11	Greater Geelong (C)	38	Whitehorse (C)	17

Source: ABS Census, 2016, Usual place of residence

2.4.2. OCCUPATION OF NEW RESIDENTS

Table 9 depicts the occupation of these new residents in 2016. The data shows a strong presence of new managers and professionals, indicating that Mansfield Shire is driven by increasing numbers of white collar workers; the data suggests that the service sector is playing a crucial role in supporting new residents, jobs and industry growth in the Shire.

The data also shows a strong migration trend of Technicians and Trade Workers, suggesting that migration is driven by increasing investment trends in the residential sector (refer to Section 4.4).

The large number of new residents who are professionals potentially highlights the growing number of workers (such as consultants) who are working remotely in Mansfield Shire. There may be a role for a business hub concept that supports these remote professional workers.

TABLE 9 OCCUPATION OF NEW RESIDENTS

INDUSTRY	NUMBER OF WORKERS
Professionals	146
Managers	111
Technicians and Trades Workers	95
Community and Personal Service Workers	82
Clerical and Administrative Workers	62
Sales Workers	41
Machinery Operators and Drivers	30
Labourers	55
Inadequately described	9
Not stated	8
Not applicable	8
Total	647

Source: ABS Census, 2011, Usual place of residence 5 years ago

3. INCOME AND EMPLOYMENT

3.1. INCOME

In 2016 the median weekly household income was $1,062, family income was $1,338, and the personal income was $580 for Mansfield Shire residents.

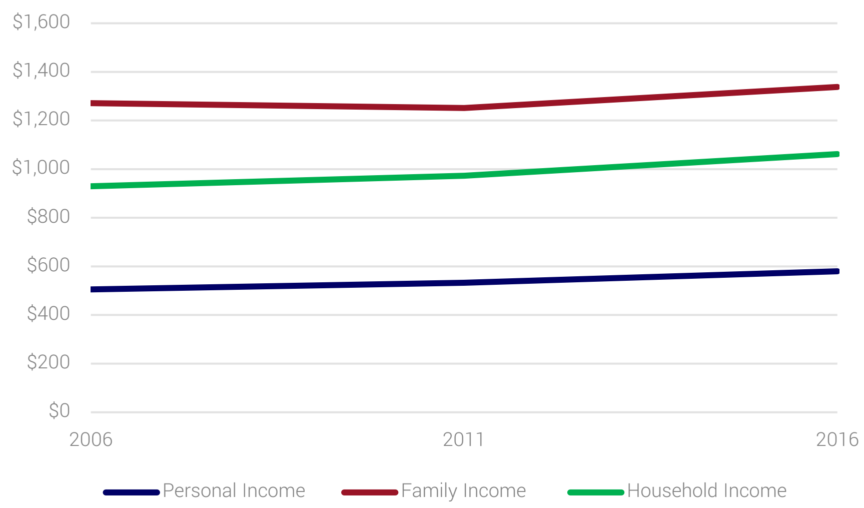
The household, family and personal weekly incomes of Mansfield Shire residents all increased in real terms between the 2006 and 2016 censuses. The rate of growth for personal income was 1.39% per annum, for family income 0.51% per annum and for Household income 1.34%. The rate of growth for the state of Victoria over the same period was 1.22% per annum for personal income, 1.60% per annum for family income and 1.05% per annum for household income. Mansfield saw a stronger increase in real personal incomes and family income but a slower increase in family income over Victoria in the 10 years to 2016.

The slow growth in median household and family income may be due to the increased number of lone person households in the municipality, as discussed in section 2.2.2.

All three income types measured by the census increased at a faster rate than the Consumer Price Index (CPI) since 2006, as shown in Figure 4. This indicates that there has been real income growth, albeit at a small rate, in Mansfield Shire over the past 10 years.

The real median personal income has increased by 15%, higher than the 13% seen in Victoria. The median family and household income has increased at a lower rate than personal income.

FIGURE 4 INDEXED MEDIAN WEEKLY INCOMES



Source: ABS Census, 2006, 2011 and 2016; ABS CPI 2017, Catalogue 6401.0.

3.2. EMPLOYMENT – PLACE OF USUAL RESIDENCE

3.2.1. TOTAL EMPLOYMENT

Employment of Mansfield Shire residents fell by 1% between the 2011 and 2016 censuses, from 3,644 to 3,595 employed people. This occurred at the same period that there was a 9% growth in population. This is likely due to the increase in the proportion of retirees moving into the region.

3.2.2. INDUSTRY OF EMPLOYMENT

Accommodation and food services remained the largest employing industry sector for residents, with 434 residents employed in 2016: however, resident employment in this sector decreased by 11% between the censuses. Retail trade also remained the second largest sector of resident employment, with 424 resident employees, but this also saw a decrease.

Construction is now the third largest sector of resident employment in the Shire, even though this industry also saw a decrease in the number of residents employed in this sector between 2011 and 2016. Education, Agriculture and Health Care remain significant employers of Mansfield Shire residents.

The high employment in the Accommodation and Food Services, Retail Trade and Construction of dwellings for tree-changers and non-resident ratepayers are all key outcomes of the strength of the visitor economy in Mansfield Shire.

Many industry sectors experienced a reduction in resident employment between the 2011 and 2016 censuses, again, likely due to the ageing of the population.

In comparison to Regional Victoria, Mansfield Shire is more reliant on Accommodation and food services and Agriculture and less reliant on Health Care and Social Assistance. Other industries are in line with Regional Victoria.

The decline in residents who are employed, combined with population growth highlights a potential issue in attracting enough labour to support service industries in the Shire (e.g. health, hospitality and health).

Therefore a series of programs may need to be implemented that will attract younger demographics to the municipality.

TABLE 10 EMPLOYMENT BY INDUSTRY (PLACE OF RESIDENCE)

PLACE OF USUAL RESIDENCE	2011	2016	%CHANGE	MANSFIELD	REGIONAL VICTORIA
Accommodation and Food Services	485	434	-11%	12%	7%
Retail Trade	444	424	-5%	12%	11%
Construction	410	387	-6%	11%	9%
Education and Training	417	360	-14%	10%	9%
Agriculture, Forestry and Fishing	348	356	2%	10%	8%
Health Care and Social Assistance	331	337	2%	9%	15%
Public Administration and Safety	196	187	-5%	5%	6%
Transport, Postal and Warehousing	134	176	31%	5%	4%
Professional, Scientific and Technical Services	149	163	9%	5%	4%
Other Services	122	151	24%	4%	4%
Administrative and Support Services	105	147	40%	4%	3%
Manufacturing	167	142	-15%	4%	8%
Wholesale Trade	70	82	17%	2%	2%
Rental, Hiring and Real Estate Services	76	80	5%	2%	1%
Arts and Recreation Services	43	47	9%	1%	2%
Electricity, Gas, Water and Waste Services	30	33	10%	1%	2%
Information Media and Telecommunications	36	32	-11%	1%	1%
Financial and Insurance Services	38	29	-24%	1%	2%
Mining	43	28	-35%	1%	1%
Total	3,644	3,595	-1%	100%	100%

Source: ABS Census, 2011 and 2016, usual place of residence.

3.2.3. OCCUPATION

Employment of Mansfield Shire residents grew in all occupations except for managers and machinery operators and drivers between the 2011 and 2016 census, as shown in Figure 5. Despite the fall in the number of managers, it remained the largest occupation of Mansfield Shire Residents, followed by Technicians and Professionals.

Machinery operators (26%), Professionals (17%) and Technicians (16%) all increased more than the 13% overall increase in employment in the shire. Sales Workers (5%) and Clerical workers (4%) grew by less than the overall employment growth in the Shire. Community and personal service workers and Labourers both increased by approximately 13% over the 5 years between censuses.

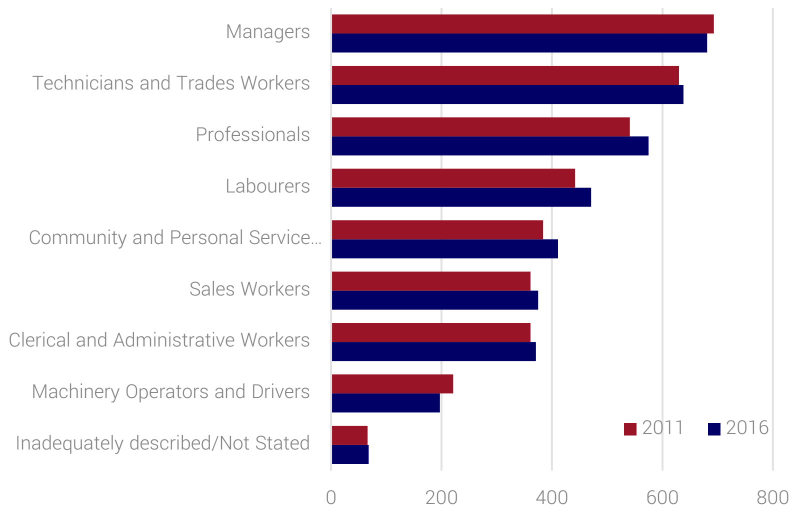
3.2.4. UNEMPLOYMENT

The Mansfield Shire unemployment rate decreased from an average of 3.92% in 2011/12 to 3.22% in 2016/17. Throughout 2016/17, the unemployment rate of Mansfield Shire was about half that of Regional Victoria, however as can be seen in Table 13 in Section 3.2.5, the majority of jobs are exported to Mt Buller which is located within the borders of Mansfield Shire, but is not administrated by Council.

In comparison to data from 2007/08, the unemployment rate in Mansfield Shire has increased but it appears to be on a decreasing trajectory with the unemployment rate falling to 2.8% in the most recent quarter.

The low unemployment rate highlights the shortage of labour discussed in Section 3.2.2.

FIGURE 5 OCCUPATION



Source: ABS Census, 2011 and 2016, usual place of residence

TABLE 11 MANSFIELD SHIRE UNEMPLOYMENT

QUARTER/UNEMPLOYMENT RATES	UNEMPLOYMENT RATE (%)					
2016/17	June	Sept	Dec	March	June	Average
Mansfield Shire	3.2	3.4	3.5	3.2	2.8	3.22
Regional Victoria	5.9	5.9	5.7	5.5	5.4	5.68
2011/12	June	Sept	Dec	March	June	Average
Mansfield Shire	4.3	4	3.7	3.8	3.8	3.92
Regional Victoria	5.9	5.5	5.2	5.3	5.2	5.42
2007/08	June	Sept	Dec	March	June	Average
Mansfield Shire	3.5	3	2.8	2.8	3.1	3.04
Regional Victoria	5.3	5.2	5.1	5	4.8	5.08

Source: DEEWR, Small Area Labour Markets, June Qrtr, 2012, 2017

3.2.5. PLACE OF WORK

Mansfield Shire is a net exporter of employment, as Table 12 depicts that the number of working residents outnumbers the number of workers within the Shire. Overall the Shire exports over 536 workers to other areas of Victoria.

In particular, Mansfield Shire is a net exporter of employment in Construction, Accommodation and Food Services, Administrative and Support Services and Transport, Postal and Warehousing.

TABLE 12 EMPLOYMENT BY INDUSTRY (PLACE OF WORK)

PLACE OF USUAL RESIDENCE	2011	2016	%CHANGE	MANSFIELD	REGIONAL VICTORIA
Agriculture, Forestry and Fishing	313	342	9%	11%	8%
Mining	33	29	-12%	1%	1%
Manufacturing	140	104	-26%	3%	9%
Electricity, Gas, Water and Waste Services	18	15	-17%	0%	2%
Construction	267	263	-1%	9%	7%
Wholesale Trade	65	70	8%	2%	2%
Retail Trade	405	422	4%	14%	12%
Accommodation and Food Services	422	358	-15%	12%	8%
Transport, Postal and Warehousing	111	106	-5%	3%	4%
Information Media and Telecommunications	27	24	-11%	1%	1%
Financial and Insurance Services	34	26	-24%	1%	2%
Rental, Hiring and Real Estate Services	73	82	12%	3%	1%
Professional, Scientific and Technical Services	126	140	11%	5%	4%
Administrative and Support Services	58	89	53%	3%	3%
Public Administration and Safety	164	172	5%	6%	6%
Education and Training	314	342	9%	11%	9%
Health Care and Social Assistance	304	303	0%	10%	16%
Arts and Recreation Services	37	42	14%	1%	2%
Other Services	108	130	20%	4%	4%
Total	3,019	3,059	1%	100%	100%

Source: ABS Census, 2011 and 2016, place of work.

Table 13 depicts the location of work of employed Mansfield Shire residents.

Mt Buller has been assumed to consist of residents employed in ABS defined boundaries of Unincorporated Victoria and State/Territory Undefined Victoria.

The data shows more than 78% of working residents are employed locally within Mansfield Shire.

The largest location of employment outside the Shire is Mt Buller, employing 12.3% of the Mansfield Shire working population. This may explain the relatively higher proportions of Net Exports in industries such as Education and Training (winter sports and recreation lessons) and Accommodation and Food Services, as seen in Table 10.

If Mount Buller were to be considered a part of Mansfield Shire then nearly 91% of the population of Mansfield works locally. The reasons for this are likely the relative isolation of Mansfield Shire. The closest municipality to the town of Mansfield is 64km or a 45 minute drive, making the daily commute for work an arduous journey.

A smaller proportion of working residents are employed within the surrounding regions (including Murrindindi, Benalla, Wangaratta, Strathbogie and Greater Shepparton). Employment in these regional centres are usually in higher order services. Additionally there are over 100 residents employed beyond the daily commutable distance. Council has previously mentioned that many of the Mansfield Shire residents spend 3-5 days working in Melbourne each week.

TABLE 13 LOCATION OF WORK, MANSFIELD SHIRE WORKING RESIDENTS, 2016

	LOCATION OF WORK	NUMBER OF PERSONS EMPLOYED	% OF EMPLOYED MANSFIELD RESIDENTS
1	Mansfield (S)	2916	78.4%
2	Mt Buller*	456	12.3%
3	Benalla (RC)	56	1.5%
4	Murrindindi (S)	48	1.3%
5	Wangaratta (RC)	28	0.8%
6	Melbourne (C)	26	0.7%
7	Strathbogie (S)	21	0.6%
8	Greater Shepparton (C)	16	0.4%
9	Monash (C)	11	0.3%
10	Boroondara (C)	10	0.3%
	Port Phillip (C)	10	0.3%
11	Banyule (C)	9	0.2%
12	Cardinia (S)	8	0.2%
	Knox (C)	8	0.2%
	Whitehorse (C)	8	0.2%
13	Casey (C)	7	0.2%
	Kingston (C)	7	0.2%
	Nillumbik (S)	7	0.2%
	Wyndham (C)	7	0.2%
	Yarra (C)	7	0.2%
15	Greater Dandenong (C)	6	0.2%
	Hume (C)	6	0.2%
16	Darebin (C)	5	0.1%
	Yarra Ranges (S)	5	0.1%
17	Mitchell (S)	4	0.1%
	Other Local Government Areas	29	0.8%
	Total number of	3721	100.0%

Source: ABS 2011 Place of Work Data. * Mt Buller assumed to consist of Unincorporated Victoria and No Fixed Address (Vic.)

4. INDUSTRY PROFILE

4.1. INTRODUCTION

The following section provides an industry profile of Mansfield Shire, including an overview of business, employment and investment trends, and an economic profile of major industries including Agriculture, Tourism and Retail Trade.

4.2. NUMBER OF BUSINESSES

The ABS identified 1,224 businesses in Mansfield Shire in June 2016, an increase of 6% from 2012 as shown in Table 12. 62% of the businesses in Mansfield Shire were non-employing, significantly more than the next highest type of business, those employing 1-4 people.

There were an additional 18% businesses employing 1-4 people over the period from 2012-2016. There were 5 less businesses, or a drop of 20% of businesses employing 20-199 people. The percentages for the number of people employed by businesses in Mansfield Shire are approximately the same as Victoria.

TABLE 14 BUSINESS GROWTH 2012 - 2016

	NON EMPLOYING	1-4	5-19	20-199	200+	TOTAL
June 2012	740	284	102	25	0	1151
June 2014	768	316	106	27	0	1217
June 2016	763	335	106	20	0	1224
Growth 2012-2016	3%	18%	4%	-20%	0%	6%
%Mansfield 2016	62%	27%	9%	2%	0%	
	NON EMPLOYING	1-19	20-199	200+		
% Victoria 2016	61.6%	36.0%	2.2%	0.2%		

Source: ABS: Counts of Australian Businesses, including Entries and Exits, Jun 2012 to Jun 2016, Mansfield SA2 & Victoria

97% of businesses in Mansfield employ less than 5 people indicating an almost complete reliance on small and micro businesses.

4.2.1. BUSINESS TURNOVER

Changes to the labelling of annual business turnover, in addition to the impact of CPI and bracket creep, make annual turnover comparisons between 2016 and previous years difficult.

There has been an increase in businesses earning over $100,000 per annum, from 579 to 713 from 2011 to 2016, an increase of 23%. Although not a perfect measure, this indicates that there has been some real growth in business turnover in this period.

TABLE 15 BUSINESS TURNOVER

	$0 - $49,999	$50 000 - $99,999	$100,000 - $199,000	$200,000 - $499,000	$500,000 TO LESS THAN $2M	$2M OR MORE	MORE THAN $100,000	TOTAL
2011	369	216	223	210	120	26	579	1,164
2016	304	215	243	258	176	36	713	1232

Source: ABS: Counts of Australian Businesses, including Entries and Exits, Jun 2007 to Jun 2011, Mansfield Shire Economic Profile 2008 & Mansfield SA2, 2017

4.2.2. BUSINESSES BY SECTOR

The sector with the most businesses in Mansfield Shire as of 2016 was Agriculture, Forestry and Fishing, with 276 businesses, followed by Construction with 217. Accommodation and Food Services accounted for the most number of businesses employing more than 20 people, with 6 businesses.

Of the larger industry sectors, 79% of Financial and Insurance Services businesses have no employees, that is, they are owner-operator businesses. 74% of Rental, Hiring and Real Estate Services, 72% of Agriculture and 58% of Professional, Scientific and Technical Services also do not have any employees. As these are service industries, it indicates that there may be a large number of workers from home consulting services in the Shire.

Whilst agriculture is an important industry with 276 businesses, the majority of the businesses are non-employing. Accommodation and Food services has the largest number of medium sized businesses (20-199) and is likely where the future growth in employment is for the region.

TABLE 16 NUMBER OF BUSINESSES BY NUMBER OF EMPLOYEES AND INDUSTRY SECTOR, 2016

SECTOR	NUMBER OF EMPLOYEES					TOTAL
	Non employing	1-4	5-19	20-199	200+	
Agriculture, Forestry and Fishing	198	57	16	5	0	276
Construction	138	67	12	0	0	217
Rental, Hiring and Real Estate Services	76	16	8	3	0	103
Accommodation and Food Services	41	23	23	6	0	93
Retail Trade	37	34	12	3	0	86
Professional, Scientific and Technical Services	43	24	7	0	0	74
Financial and Insurance Services	46	12	0	0	0	58
Other Services	31	21	3	0	0	55
Transport, Postal and Warehousing	28	23	0	0	0	51
Administrative and Support Services	30	10	8	0	0	48
Manufacturing	29	9	5	0	0	43
Health Care and Social Assistance	28	10	0	3	0	41
Wholesale Trade	16	7	0	0	0	23
Arts and Recreation Services	9	9	3	0	0	21
Information Media and Telecommunications	3	5	3	0	0	11
Education and Training	3	5	3	0	0	11
Electricity, Gas, Water and Waste Services	3	0	0	0	0	3
Mining	0	0	3	0	0	3
Public Administration and Safety	3	0	0	0	0	3
Not Classified	4	3	0	0	0	7
Total Businesses	766	335	106	20	0	1227

Source: ABS: Counts of Australian Businesses, including Entries and Exits, Jun 2016

4.2.3. CHANGE IN INDUSTRY SECTORS

There were not any major changes in the number of private sector businesses in each industry between 2011 and 2016.

Generally the sectors which have grown include Financial and Insurance Services, Health Care and Social Assistance and Rental, Hiring and Real estate.

The number of Health Care and Social Assistance businesses grew by 173% during the 5 years to 2016, likely as a result of the ageing the population in Mansfield Shire. This sector, like accommodation and food services (despite experiencing a slight decline in the number of businesses) is likely to be a source of most future employment in Mansfield Shire.

TABLE 17 NUMBER OF BUSINESSES BY SECTOR

INDUSTRY CATEGORIES	2011	2014	2016	%CHANGE
Accommodation and Food Services	96	103	93	-3%
Agriculture, Forestry and Fishing	286	284	276	-3%
Construction	212	223	217	2%
Arts and Recreation Services	11	14	21	91%
Education and Training	6	13	11	83%
Financial and Insurance Services	47	50	58	23%
Health Care and Social Assistance	15	27	41	173%
Manufacturing	33	44	43	30%
Administrative and Support Services	52	53	48	-8%
Professional, Scientific and Technical Services	79	74	74	-6%
Other Services	59	50	55	-7%
Rental, Hiring and Real Estate Services	94	90	103	10%
Retail Trade	66	80	86	30%
Transport, Postal and Warehousing	45	51	51	13%
Wholesale Trade	22	29	23	5%
Electricity, Gas, Water and Waste Services	6	0	3	-50%
Information Media and Telecommunications	9	9	11	22%
Mining	3	6	3	0%
Currently Unknown	20	14	7	-65%
Public Administration and Safety	3	3	3	0
Total	1164	1217	1227	5%

Source: ABS: Counts of Australian Businesses, including Entries and Exits, Jun 2011 to June 2016, Mansfield SA2 & Mansfield Shire (2011)

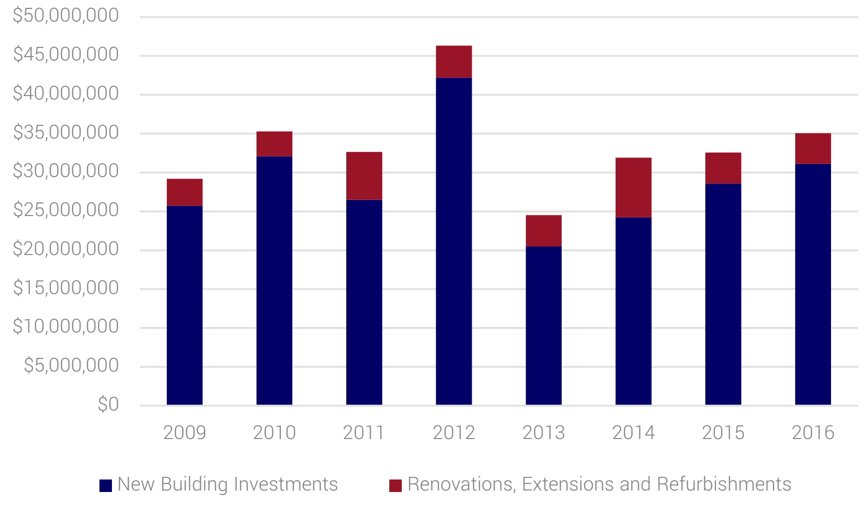
4.3. PROPERTY INVESTMENT

4.3.1. RESIDENTIAL INVESTMENT IN PROPERTY

Figure 6 depicts residential building investment trends in Mansfield Shire between 2009 and 2016. The data shows that Mansfield Shire has experienced a relatively flat increase in building investment, despite 2012 seeing a large increase in building investment, and a subsequent drop in 2013.

The data further depicts that investment in Mansfield Shire is primarily driven by new building constructions (86%) with the remaining investment attributed to renovations, extensions and refurbishments (14%).

FIGURE 6 VALUE OF RESIDENTIAL INVESTMENT – MANSFIELD SHIRE, 2009 - 2016



Source: VBA, 2009-2016

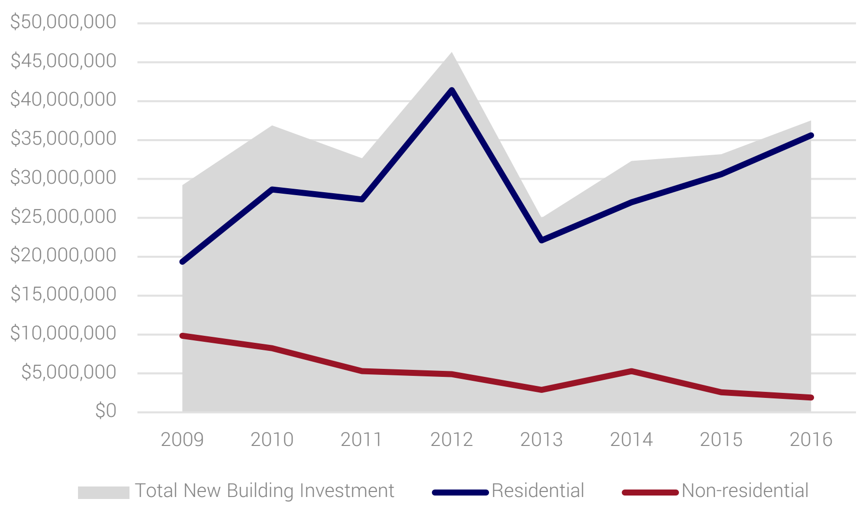
4.3.2. NEW BUILDING INVESTMENT

Figure 7 depicts new building investment by type (residential and non-residential) between 2009 and 2016.

The data shows that over the period, non-residential investment has a decreasing trend. Almost all investment in the Shire is driven by residential housing investment.

Investment peaked in 2012, at which point a massive drop in investment was experienced in the following year, mostly as a result in a fall in residential buildings. Since the plateau in 2013, residential investment (and as a result, total investment) has returned to the levels seen in 2010.

FIGURE 7 VALUE OF NEW BUILDING INVESTMENT BY TYPE, MANSFIELD SHIRE, 2009 - 2016



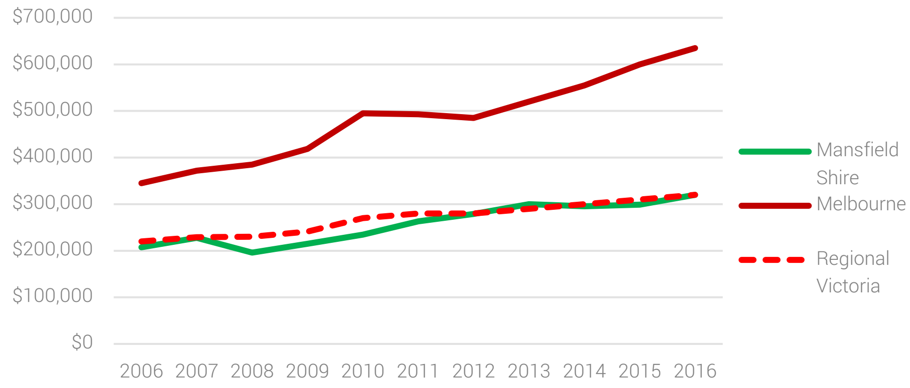
Source: VBA, 2009-2016

4.3.3. RESIDENTIAL INVESTMENT - MEDIAN HOUSE PRICE TRENDS

Figure 8 depicts median house prices in Mansfield Shire, Metropolitan Melbourne and Regional Victoria between 2006 and 2006.

The data indicates that Mansfield Shire has followed house price growth trends seen in Regional Victoria, but has not increased as quickly as Metropolitan Melbourne. The Shire has a similar median house price to that of Regional Victoria.

FIGURE 8 MEDIAN HOUSE PRICE TRENDS, 1997 - 2012



Source: A Guide to Property Values, 2016

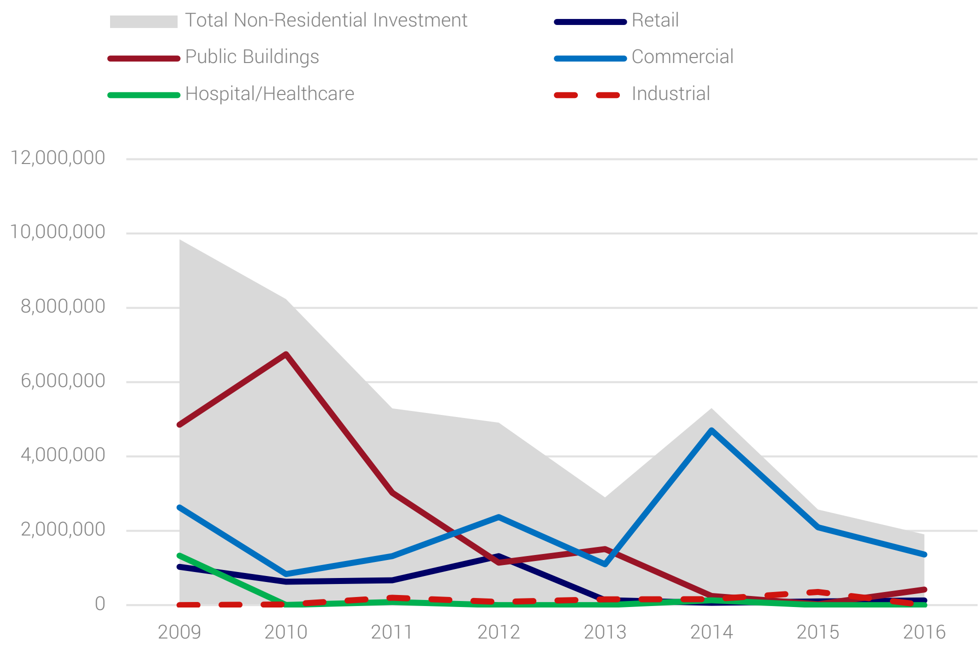
4.3.4. NON-RESIDENTIAL BUILDING AND INFRASTRUCTURE INVESTMENT

Figure 9 provides a breakdown of non-residential property investment by type over the 2009-2016 period. The data shows that Mansfield Shire has experienced a concerning declining trend in non-residential investment. Since 2012, trends in investment have been primarily driven by commercial investment, with it making up a significant proportion of total non-residential investment in the region.

Almost all new building investment in Mansfield Shire is in residential buildings. The declining investment in non-residential investment is of great concern to council. It is therefore recommended that Council develop strategies that stimulate investment into non-residential buildings, namely commercial and industrial buildings, which may attract new businesses to the area, leading to more employment opportunities for a younger workforce.

In particular there has been a distinct lack of investment in new tourism businesses in Mansfield Shire such as visitor accommodation. The Railway Station Precinct identified as a Bike Hub in the North East Tourism Cycle Masterplan provides opportunity for new investment in commercial tourism enterprise.

FIGURE 9 VALUE OF NON-RESIDENTIAL INVESTMENT BY TYPE, 2006-2012



Source: VBA, 2009-2016

4.4. AGRICULTURE

4.4.1. AGRICULTURE BY VALUE

Table 18 shows the gross value of agriculture in Mansfield Shire in 2015/16 and Table 19 provides an overview of the top ten agricultural products produced in Mansfield Shire.

In 2016, Mansfield Shire contributed over $59.1 million in total gross value of agriculture; this represents 7.1% of total gross value of agriculture in the Hume Region.

The data shows that the most significant agricultural sector is the livestock sector, which contributed over $50 million (or 86%) to the gross value of the Shire. Mansfield Shire's primary agricultural product consists of livestock slaughtered, including cattle and calves ($24.1 million in gross value), sheep and lambs ($15.8 million) and goats ($2.4 million).

This is followed by the horticultural industry, which contributed an estimated $8.1 million (or 14%) to the region's agricultural value.

The broadacre industry represents a small proportion of agricultural activity in Mansfield Shire (>1% of industry).

TABLE 18 GROSS VALUE OF AGRICULTURE, 2015/16

	MANSFIELD	% OF INDUSTRY	HUME REGION	% OF INDUSTRY	VICTORIA	% OF INDUSTRY
Livestock (slaughtered and products)	$50,803,028	86%	728,184,165	88%	8,243,685,292	71%
Horticulture	$8,115,552	14%	64,462,664	8%	2,191,423,999	19%
Broadacre crops	$216,134	0%	35,652,064	4%	1,147,264,349	10%
Agriculture - Total Gross Value	$59,134,715	100%	828,298,893	100%	11,582,373,640	100%

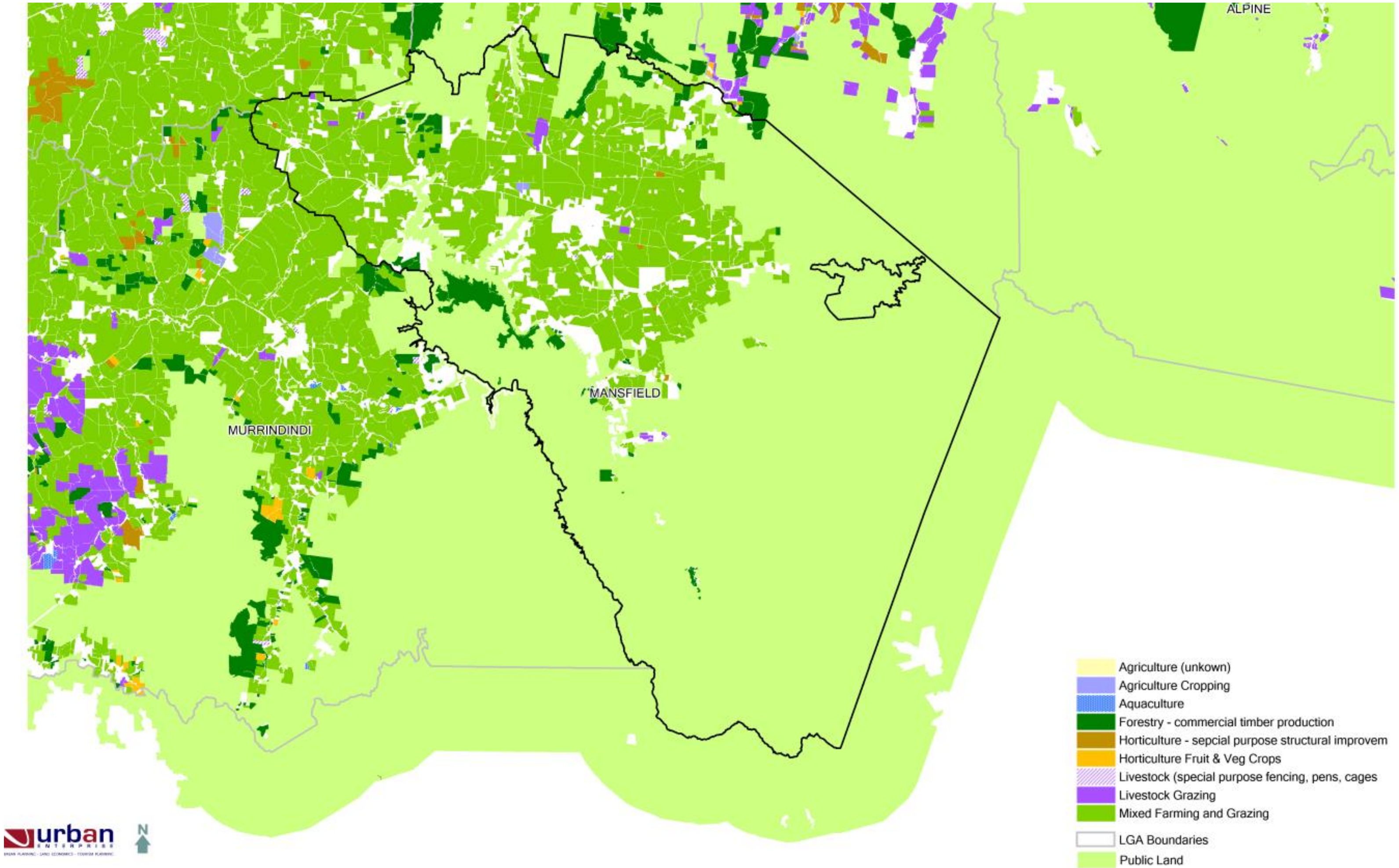
Source: ABS, Value of Agricultural Commodities Produced, Catalogue 7503.0

TABLE 19 TOP TEN AGRICULTURAL PRODUCTS IN MANSFIELD SHIRE BY GROSS VALUE, 2015/16

AGRICULTURAL PRODUCT	MANSFIELD	HUME REGION	% OF HUME REGION	VICTORIA	% OF VIC
Livestock slaughtered and other disposals - Cattle and calves	$24,114,879	$362,197,242	20%	$2,238,020,811	19%
Livestock slaughtered and other disposals - Sheep and lambs	$15,846,669	$123,499,454	7%	$1,322,577,867	11%
Livestock Products - Wool	$8,026,081	$72,401,331	4%	$751,197,190	6%
Tomatoes - Fresh Market (outdoor and undercover)	$6,798,248	$6,860,958	0%	$68,306,693	1%
Livestock slaughtered and other disposals - Goats	$2,483,176	$9,988,910	1%	$80,855,293	1%
Fruit and nuts - Stone fruit - Cherries	$896,394	$31,893,656	2%	$66,936,027	1%
Nurseries, cut flowers or cultivated turf - Nurseries	$552,667	$4,065,666	0%	$273,462,987	2%
Nurseries, cut flowers or cultivated turf - Nurseries - Outdoor	$552,667	$3,196,516	0%	$106,685,107	1%
Hay - Other pasture cut for hay	$367,309	$18,152,614	1%	$244,751,526	2%
Livestock products - Milk	$329,506	$102,214,022	6%	$2,644,998,339	23%

Source: ABS, Value of Agricultural Commodities Produced, Catalogue 7503.0

FIGURE 10 AGRICULTURAL LAND USE, 2012



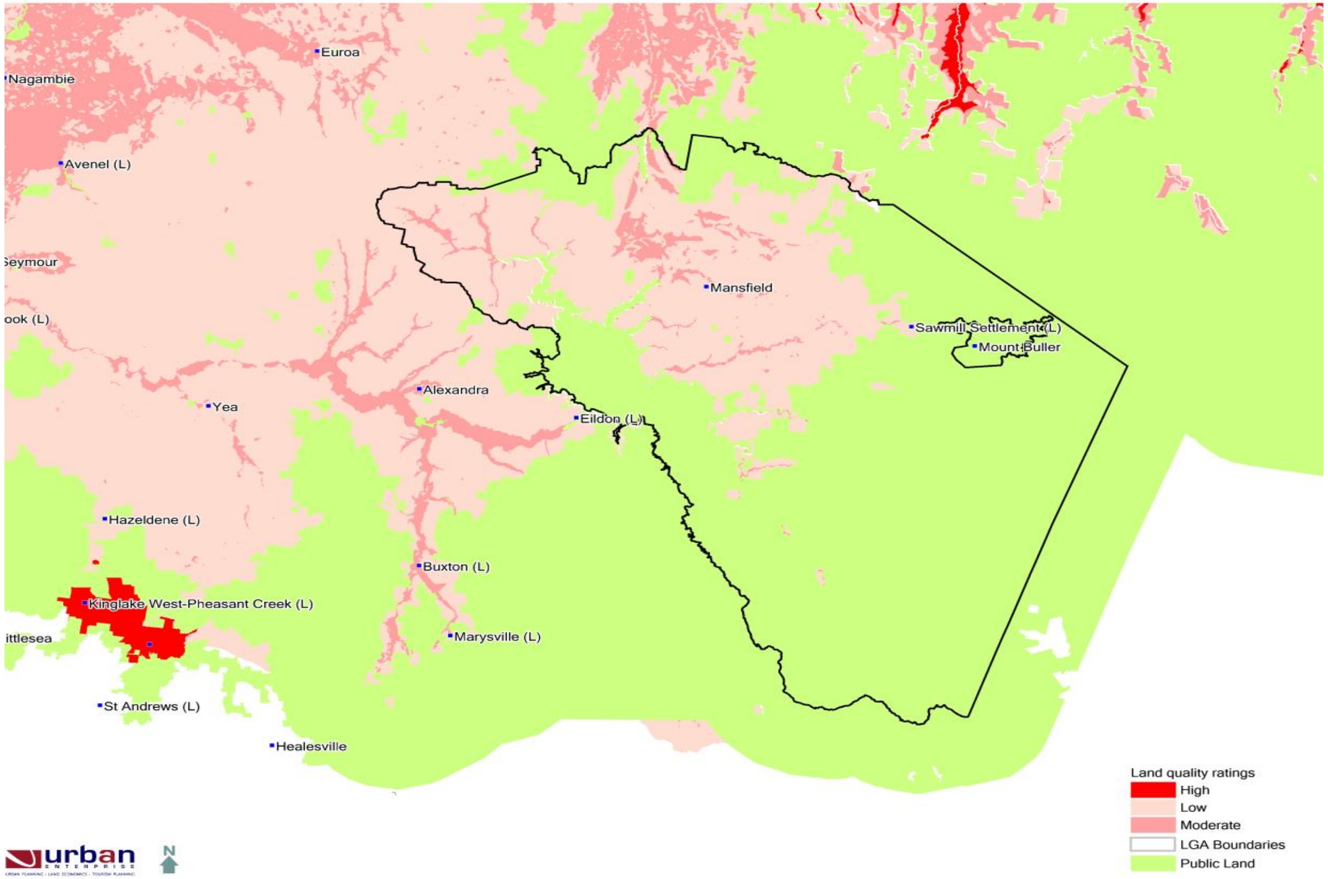
Source: Hume Rural Land Use Strategy (Urban Enterprise, 2012).

4.4.2. AGRICULTURAL LAND QUALITY

Figure 11 depicts Mansfield Shire and surrounding regions by land quality ratings (High, Low, and Moderate).

The lower proportion of horticultural produce is attributed to the dominance of Moderate agricultural land quality found in Mansfield Shire, where land is suitable for grazing and crop production.

FIGURE 11 AGRICULTURAL LAND USE, 2012



Source: Hume Rural Land Use Strategy (Urban Enterprise, 2012).

4.4.3. AGRICULTURAL TRENDS

Table 20 shows that Mansfield Shire has grown an average of 9.0% p.a. in agricultural value between 2010-11 to 2015/16; this is comparatively much higher than Victoria (2.4%) and Hume Region (6.0%).

The data indicates that growth has been attributed to the vegetables and fruit industries in Mansfield Shire. Livestock slaughterings also increased substantially over that period in terms of total value.

Mansfield Shire has a positive climate smart outlook for its agriculture after modelling has shown that 19 crops will be resilient to changes in rainfall and temperature due to the effects of climate change. This resilience compares very favourably within the regional and state context.

Figure 12 depicts the indexed change in value of agricultural production in Mansfield Shire, with comparison to Victoria and Hume Region; agricultural data for Mansfield Shire was only available for 2010/11 and 2015/16 financial years.

The data shows that the growth in the value of agricultural production has outpaced regional benchmarks between 2010/11 and 2015/16.

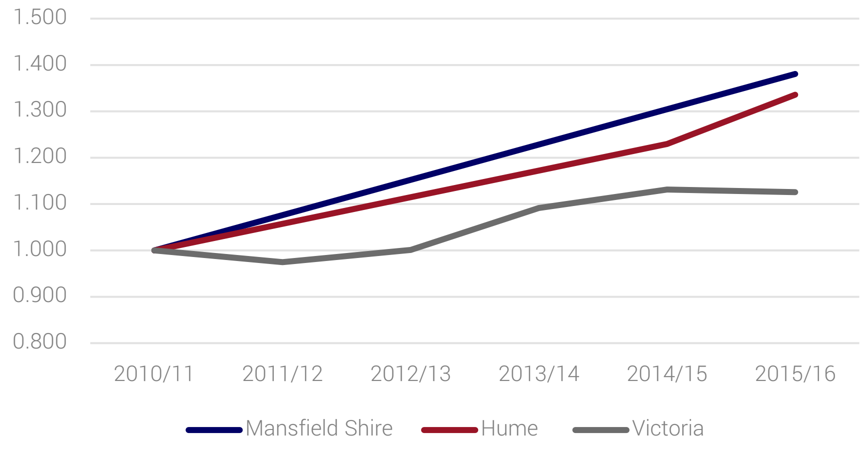
Mansfield Shire has shown strong growth in fruit and vegetable production which has led to an increase in agricultural production from $44.9 million to $69 million. Whilst soil qualities are largely categorised as low quality in Mansfield Shire there are areas that have moderate quality soils that are suited to horticulture. Horticulture uses should be explored in further detail in Mansfield Shire to determine the longer term potential of high value agricultural production.

TABLE 20 CHANGE IN VALUE OF AGRICULTURAL PRODUCTION, $ MILLION

	2010/11	2015/16	% P.A. CHANGE
Victoria	$11,618.0	$13,080.0	2.4%
Hume Region	$667.8	$892.1	6.0%
Mansfield Shire	$44.9	$69.0	9.0%
Crops	$8.7	$9.5	1.8%
Nurseries, cut flowers and cultivated turf	$0.5	$0.6	2.0%
Vegetables	$0.3	$6.8	86.7%
Fruit	$0.4	$1.3	26.8%
Livestock slaughterings	$28.0	$42.4	8.7%
Livestock products	$7.0	$8.4	3.6%

Source: ABS, Value of Agricultural Commodities Produced, Catalogue 7503.0

FIGURE 12 INDEXED CHANGE IN VALUE OF AGRICULTURAL PRODUCTION



Source: ABS, Value of Agricultural Commodities Produced, Catalogue 7503.0, 2010/11-2015/16.

Note: Data did not exist for Mansfield Shire between 2011/12-2014/15 and Hume for 2011/12-2013/14.

4.5. TOURISM SECTOR

4.5.1. VISITATION METHODOLOGY

Mansfield Shire has a number of drivers for tourist visitation. These include:

- Lake Eildon and rivers;
- Mount Buller/Stirling;
- Food and wine tourism;
- Nature-based tourism; and
- Cycle tourism.

Data has been prepared for the following geographic areas:

- Mansfield Shire; and
- Mount Buller and Mount Stirling Alpine Resorts.

Visitation to the region has been estimated using the Urban Enterprise PAVE model, with assumptions based on ABS, Tourism Research Australia and Alpine Resort Coordinating Council data and consultation with Mansfield Shire Council. Relying on traditional data sources such as the Australian Bureau of Statistics and Tourism Research Australia (TRA) data in isolation does not provide insight into local trends and can be limiting due to the following factors:

- International Visitor Survey and National Visitor Survey (Tourism Research Australia) does not capture visitation for persons 14 years and under;
- International Visitor Survey data substantially underestimates visitation to Victoria's regions.
- National Visitor Survey data substantially underestimates the impact of the holiday home sector and visitors in general, particularly for areas of small sample sizes. Figure 13 the total visitor days in Mt Buller for the ski season which was undertaken by Alpine Region Co-ordination Council (ARCC).

The PAVE model is assumed to include visitation to non-official campsites and holiday homes; and visitors aged less than 14 years (which are not identified in the Tourism Research Australia visitation estimations) and utilises primary research undertaken by ARCC.

However, the PAVE model is based on limited assumptions of accommodation supply and occupancy rates sourced from ABS Small Area Tourism Accommodation Data 2009-2011; additional primary research (e.g. accommodation audit, visitor surveys) may be required to improve the accuracy of the estimations.

4.5.2. VISITATION TO MANSFIELD SHIRE AND MOUNT BULLER

Visitation to Mansfield Shire, Mt Buller and Mt Stirling Alpine Region is shown in Table 22, calculated using Urban Enterprises PAVE model.

The PAVE model estimates that around 1.9 million visitors were attracted to Mansfield Shire and Mount Buller Alpine Region, of which over 82% is attributed to overnight visitors (or 1,547,254 visitors) and the remaining 19% to daytrip visitors (or 339,436 visitors).

Mansfield Shire alone attracted around 1,225,484 visitors over the 2016/17 year, whilst Mt Buller/Stirling Alpine Resorts attracted an estimated 661,000 visitors.

There is a substantial amount of informal camping that takes place in Mansfield Shire. The data provided for visitation may understate the size of the is market given the lack of data relating to capacity within informal camping in National Parks and State Parks within Mansfield Shire.

TABLE 21 VISITATION TO MANSFIELD SHIRE, MOUNT BULLER AND MOUNT STIRLING, 2016/17

ANNUAL VISITATION SUMMARY 2010/11	MANSFIELD SHIRE	MT BULLER AND MT STIRLING	TOTAL VISITORS
Number of visitors staying in Commercial Accommodation	528,280	304,406	832,687
Number of visitors staying in Caravan Parks	115,460	0	115,460
SUB TOTAL- Number of visitors staying in public accommodation	643,740	304,406	948,146
Number of visitors staying Holiday Homes	319,065	183,853	502,918
Number of visitors staying with Friends & Relatives	96,190	0	96,190
TOTAL Number of Overnight Visitors	1,058,995	488,259	1,547,254
TOTAL Number of Daytrip Visitors	166,488	172,948	339,436
TOTAL NUMBER OF VISITORS	1,225,484	661,207	1,886,690

Source: Urban Enterprise PAVE model 2012, utilising assumptions from ABS Small Area Accommodation Data 2009-2011, Tourism Research Australia Data 2011 & 2017, ARCC 2009-2011 Annual Reports and consultation with Mansfield Shire Council.

4.5.3. VISITATION TRENDS

Figure 13 and Figure 14 shows the estimated visitation to Mansfield Shire and Mt Buller/Stirling in 2010/11 compared to 2016/17.

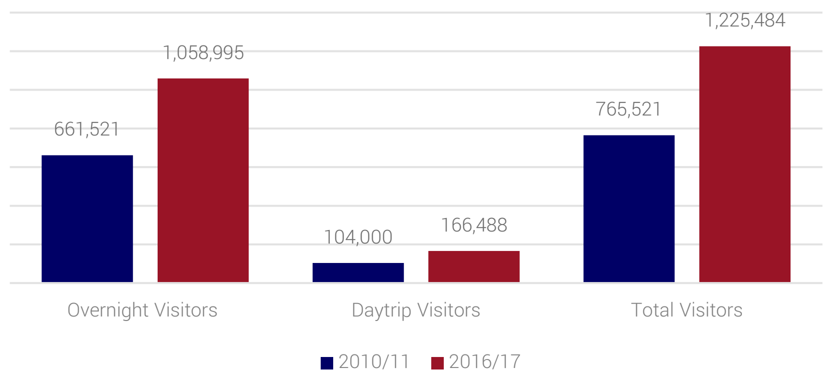
The visitation estimates show substantial growth in visitation to both areas over the past six years. In particular Mansfield Shire has attracted an additional 400,000 overnight visitors, whilst Mt Buller/Mt Stirling attracted an additional 183,000 overnight visitors.

Figure 15 shows the distribution of domestic overnight visitors across Local Government Areas in Victoria's North East, based on a 5-year average of visitation from 2011 to 2015. The data shows that Mansfield Shire, including Mt Buller (22%), attracts the second highest number of visitors.

The growth in visitation may be attributed to the following:

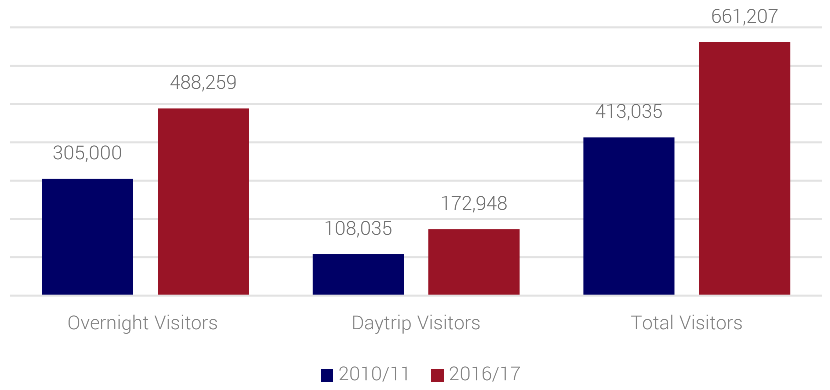
- General growth of domestic visitation in Australia – most tourism regions in Victoria have seen strong growth over the past six years;
- Attractiveness of Mt Buller to new visitor markets – Mt Buller has seen substantial growth in Asian and Indian visitor markets. Many of these are considered to be residents within Melbourne.
- Cycling visitors – There has been a surge in cycle visitors to the region through investment in mountain bike trails at Mt Buller such as the EPIC and also investment in the Great Victorian Rail Trail as well as general growth in road cycling.
- Boating visitors – There has been a sharp increase in recreational boat ownership in Victoria and this, combined with good water levels in Lake Eildon has ensured strong Lake Eildon visitation over the past six years.
- Mansfield as a destination – Mansfield township has strengthened as a destination in its own right. The improvement to dining and retail in Mansfield has strengthen the attraction of the township.
- Visiting Friends and Relatives (VFR) – Mansfield population has grown substantially since the last Census, many of these new residents have strong family and friends links with Melbourne, leading to growth in the VFR market.

FIGURE 13 VISITATION TO MANSFIELD SHIRE 2010/11-2016/17VISITATION TO MANSFIELD SHIRE 2010/11-2016/17



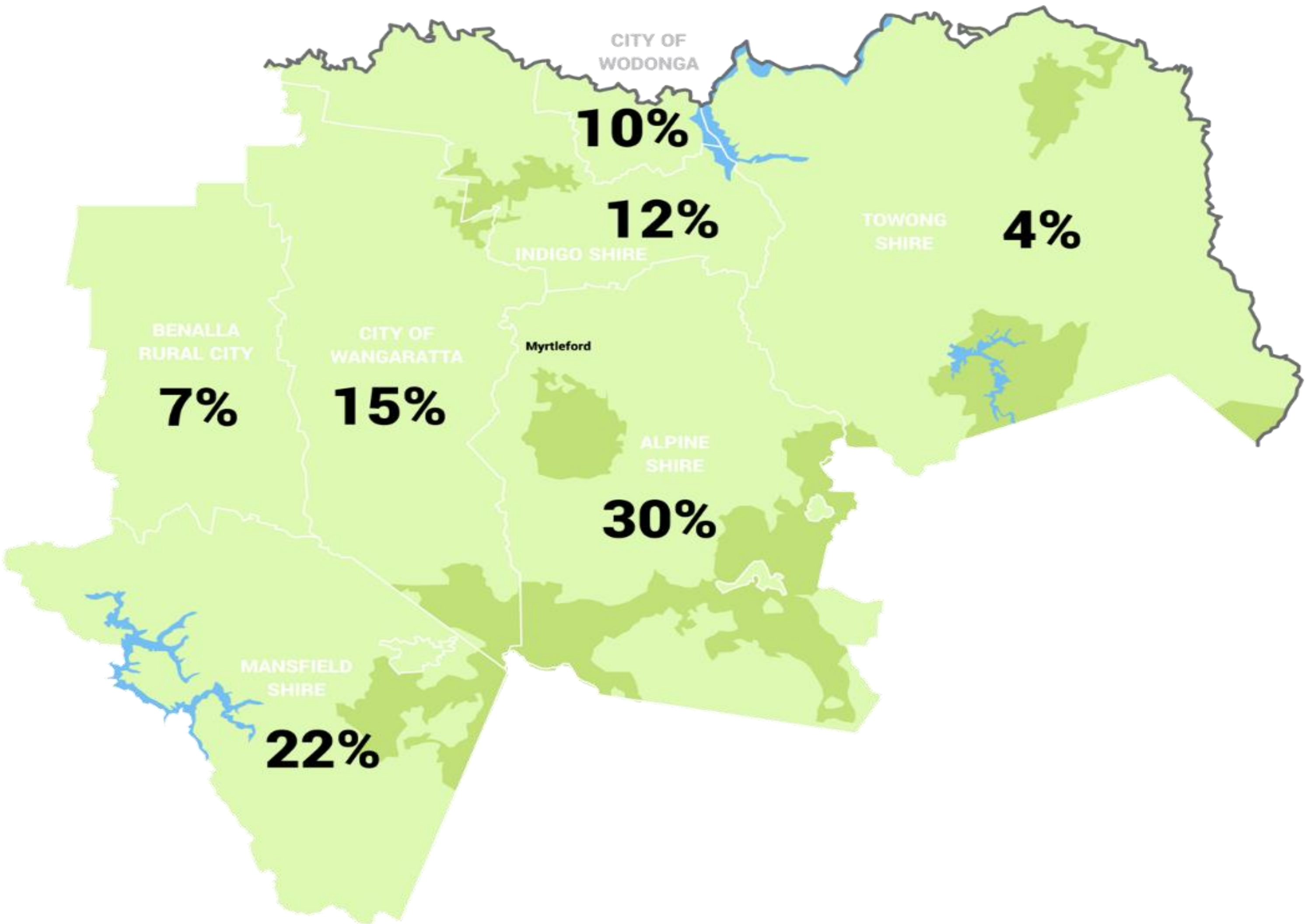
Source: Urban Enterprise PAVE model

FIGURE 14 VISITATION TO MT BULLER/MT STIRLING 2010/11-2016/17



Source: Urban Enterprise PAVE Model

FIGURE 15 VISITOR NODES IN NORTH EAST VICTORIA



Source: Tourism Research Australia, NVS,2016 - Data presented as 5 year average of annual visitation 2006 – 2015 (inclusive) – compiled and presented by Urban Enterprise

4.6. TOTAL POPULATION – RESIDENTS AND TRANSIENT POPULATION

Urban Enterprise has developed estimates of the total population of Mansfield Shire with consideration of residents and transient population for any given weekend day and weekday across the year.

Table 22 shows the transient population in Mansfield Shire for weekend days and weekdays. Table 23 shows the total population of Mansfield Shire include residents and transients on any given weekend day or weekday.

The transient population of Mansfield Shire peaks on weekends during January with the number of transients on a Saturday or Sunday during January estimated at 14,436. This is significantly higher than the actual population of Mansfield Shire which is 8584.

The total population of Mansfield on a peak weekend day during January is estimated at 23,020.

Other times of year where the transient population peaks includes weekend days in March and April coinciding with long weekends and school holidays and during August, which aligns with the peak of the ski season.

TABLE 22 TRANSIENT POPULATION ON ANY GIVEN WEEKEND DAY AND WEEKDAY

	WEEKEND VISITORS PER DAY	WEEKDAY VISITORS PER DAY
January	14,436	3,992
February	4,872	1,728
March	9,522	2,028
April	9,534	2,850
May	5,962	1,416
June	6,605	1,662
July	5,536	1,800
August	8,188	2,203
September	4,110	1,029
October	4,647	1,743
November	5,138	944
December	3,882	2,341

TABLE 23 TOTAL POPULATION ON ANY GIVEN WEEKEND DAY OR WEEKDAY

	WEEKEND VISITORS PER DAY	WEEKDAY VISITORS PER DAY
January	23,020	12,576
February	13,456	10,312
March	18,106	10,612
April	18,118	11,434
May	14,546	10,000
June	15,189	10,246
July	14,120	10,384
August	16,772	10,787
September	12,694	9,613
October	13,231	10,327
November	13,722	9,528
December	12,466	10,925

4.7. VISITOR EXPENDITURE

An estimated $351.69 has been spent per visitor in the Mansfield Shire. Utilising PAVE model visitor and TRA data, an estimated $183 million has been spent by tourism visitors in the region, of which $147 million is attributed to overnight visitors and the remaining $36 million to daytrip visitors.

Tourism expenditure is a significant part of the local economy. Mansfield Shire should continue to invest in their tourism product to ensure it remains competitive with similar destinations in Victoria so that it can continue to attract tourism into the future.

TABLE 24 VISITOR EXPENDITURE TO MANSFIELD SHIRE, 2010/11

	2016/17
Accommodation	$124.14
Entertainment/attractions	$26.26
Travel/transport	$54.94
Shopping (excl groceries & alcohol)	$31.49
Groceries (incl alcohol)	$25.09
Total Shopping (incl groceries & alcohol)	$56.57
Food & drink - dining out	$19.08
Food & drink - takeaway	$52.71
Food & drink purchased at attractions	$10.19
Total Food & Drink	$81.99
Other	$7.79
Total Average Expenditure per Overnight Visitor	$351.69

Source: A Profile of Visitors to Mansfield Shire, 2011, ABS Consumer Price Index, Sep 2017.

TABLE 25 VISITOR EXPENDITURE TO MANSFIELD SHIRE AND MOUNT BULLER, 2010/11

2016/17	TOTAL VISITORS	TOTAL VISITOR EXPENDITURE
Overnight Visitors	418,000	$147,004,954
Daytrip Visitors	336,000	$35,706,943
Total Visitors	754,000	$182,711,897

Source: Urban Enterprise PAVE Model 2012 utilising data sourced from Tourism Research Australia NVS/IVS 2010/11, Mount Buller 2010/11 Annual Report and consultation with Mansfield Shire Council;

A Profile of Visitors to Mansfield Shire, 2011, ABS Consumer Price Index, Sep 2017, Tourism Research Australia

4.8. RETAIL TRADE

4.8.1. RETAIL EXPENDITURE BY RESIDENTS

Retail expenditure per resident in Mansfield Shire is shown in Table 24. The data estimated that on average, nearly $13,010 is spent per Mansfield Shire resident.

The data shows that Mansfield Shire residents spent a higher proportion of income on food, groceries and liquor and on apparel, homewares and leisure.

4.8.2. TOTAL RETAIL EXPENDITURE

Accounting from the impact of tourist visitor expenditure reveals that an estimated $165 million has been spent in retail expenditure in 2013-14, the most recent year for when the retail data was available, of which approximately 32% has been attributed to visitor retail expenditure ($50 million) and the remaining 68% to local retail expenditure ($105 million).

The data highlights the importance of tourism in supporting the retail sector in Mansfield Shire.

It is important to note that the value of local retail expenditure differs significantly from Retail industry economic output. This is attributed to regional economic models that exclude the value of regional imports (goods and services purchased outside Mansfield Shire) from industry output.

TABLE 26 ESTIMATED EXPENDITURE PER RESIDENT, 2014

	FOOD AND NON-FOOD GROCERIES AND LIQUOR	FOOD CATERING	APPAREL, HOMEWARES AND LEISURE	BULKY GOODS	SERVICE	TOTAL
Mansfield Shire	$6,281	$1,440	$3,177	$1,440	$455	$12,793
Percentage	49%	11%	25%	11%	4%	100%

Source: MarketInfo, 2014

TABLE 27 ESTIMATED TOTAL EXPENDITURE, 2013/14

	ESTIMATED EXPENDITURE BY RESIDENTS	ESTIMATED EXPENDITURE BY VISITORS	TOTAL ESTIMATED EXPENDITURE	%
	2013-14	2013-14	2013-14	
Food, Non-food Groceries and Liqour	$51,613,513	$21,365,026	$72,978,539	47%
Food Catering	$11,831,441	$29,005,884	$40,837,325	26%
Apparel, Homewares and Leisure	$26,108,686	$0	$26,108,686	17%
Bulky Goods	$11,830,179	$0	$11,830,179	8%
Services	$3,735,874	$0	$3,735,874	2%
Local Food Pool	$63,444,953.69	$50,370,909.79	$113,815,863	73%
Local Non-food Pool	$41,674,740.17	$0	$41,674,740	27%
Local Retail Expenditure Pool	$105,119,694	$50,370,910	$155,490,604	100%

5. CONSIDERATIONS FOR ECONOMIC DEVELOPMENT IN MANSFIELD SHIRE

5.1. RESIDENTIAL GROWTH

The Census data highlights that the majority of growth in Mansfield Shire is attributed to the attraction of older lifestyle residents, migrating from Melbourne. This growth supports the construction and service sectors in Mansfield Shire, but is also likely to place additional pressure on public health care in the Shire as well.

Whilst population growth has increased, the number of persons employed in Mansfield Shire decreased since 2011. This is likely to affect the sustainability of local businesses in Mansfield Shire who are experiencing difficulty in attracting quality labour.

It is critical that Mansfield Shire focus residential attraction strategies to young and mid-life families, this will support labour force growth and provide for a more sustainable community in the future.

5.2. CONSTRUCTION SECTOR AND INVESTMENT

The vast majority of construction investment in Mansfield Shire has been focused towards residential development. There has been a gradual decrease in commercial development in the Shire.

Mansfield Shire should consider the preparation of a commercial investment study that seeks to identify key areas of investment required for the future prosperity of the region. This should consider commercial investment needs in the following areas:

- Visitor accommodation;
- Food and beverage retail;
- Health and wellbeing industry;
- Light industry (builders, boutique manufacturing, trades);
- Commercial office space.

Consultation with these sectors should be undertaken to determine future floorspace needs and commercial investment opportunities.

In addition Mansfield Shire should maintain at minimum 15 years land supply for residential development for various residential typologies.

The aging population of Mansfield Shire is likely to place growing demand on smaller and low maintenance residences in Mansfield Township. There may be a need to explore demand for medium density housing demand in Mansfield Shire and to promote this opportunity.

5.3. AGRICULTURE SECTOR

Mansfield Shire has traditionally been dominated by broad hectare grazing and cropping. Data on agricultural production highlights growth in animal slaughtering and horticultural production.

Horticultural production provides a new opportunity for investigation in Mansfield Shire. Historically there has been little production in this area, however recent data suggests strong growth.

There are some areas with moderate soil quality and high rainfall that should be further explored for horticultural production.

An exciting opportunity currently exists for positive climate smart outlook for agriculture. This new method of agriculture puts the Shire in good stead for the changing environment caused by climate change.

Mansfield Shire should consider exploration of these further and also the agri-tourism opportunities that go with horticultural production.

5.4. TOURISM

The tourism industry is the largest and most important industry for Mansfield Shire.

The competitive strengths of the tourism industry in Mansfield Shire include:

- The largest inland lake in Victoria – Lake Eildon is the largest inland water body in Victoria and has areas of high amenity and scenery that make it attractive to visitors;
- The most accessible large Alpine Resort in Australia – Mt Buller is less than three hours' drive from Melbourne;Cycling credentials - including one of the 7 Peaks Climbs (Mt Buller), the only mountain bike EPIC trail in Australia and the longest rail trail in Australia;
- High Country scenery – The Mansfield valley has some of the most spectacular high country scenery in Australia with vast views to Mt Buller and Mt Stirling across a wide valley floor;
- Alpine National Park – The State's largest national park that protects Victoria's highest mountains and varied alpine environments;
- Horse riding – at last count, the Shire has 7 commercial horse riding operators with a number of them now taking bookings for 2020;
- Camping, fishing and hunting – Alpine National Park accessible though Mansfield is considered one of the best locations for outdoor pursuits including trout fishing and hunting.

The visitation estimates prepared by Urban Enterprise have identified substantial growth in visitation to Mansfield Shire and Mt Buller/Mt Stirling. It will be critical for Mansfield Shire to continue to attract investment in tourism product and infrastructure to meet visitor need. Key areas of investment should include:

- Cycle trails and Mansfield Bike Hub;
- High quality food and beverage to target lifestyle leader markets;
- Agri-tourism;
- Accommodation of various typologies including reinvestment in current accommodation stock;
- Family friendly activities.

Urban Enterprise

389 St Georges Road,

Fitzroy North, Vic, 3068

(03) 9482 3888

www.urbanenterprise.com.au