

# Strategic sites in Ballarat, Bendigo and Geelong

Social and Affordable Housing  
data and demand

**DRAFT 26 JULY 2022**

## Context

Three key strategic sites - Latrobe Saleyards, Ballarat; 2 Osborne Street, Flora Hill; and Waurn Ponds Station Precinct, Geelong – have been identified for potential investment of public funds which could enable the delivery of social and affordable housing. The sites share many key features, so an overview of their suitability overall is provided below. This is followed by site specific information.

## Overview

Each of the sites is well located for social and affordable housing, with central locations in Victoria's three largest regional cities. Residents at these sites would have good access to facilities, services and employment – which are key to building and maintain social and economic participation.

Due to their large size, each site will require place-based masterplanning to achieve the best outcomes for housing and urban design. Homes Victoria will be actively involved in this process and provide advice throughout to ensure the best outcomes are achieved for future social and affordable housing residents and that Homes Victoria's design requirements are accommodated in social and affordable housing.

The scale of the sites will also require a tenure assignment strategy that ensures a successful mixed tenure community is delivered with a combination of social, affordable and market housing. These steps will ensure this investment has a lasting and positive legacy.

It is noted delivery of social housing in each of these locations may also enable renewal opportunities for ageing social housing in the areas more broadly, which could be considered further through the masterplanning process.

## Latrobe Saleyards, Ballarat



**Latrobe Saleyards Site Aerial and existing stockyards**

(Source: [Latrobe Street Saleyards Background Analysis](#))

**Table 1 Site Information**

Existing use	Site area	Suburb	LGA	Zone	Landowner
Former Livestock Saleyards	10.99ha	Delacombe	Ballarat	IN1Z	Ballarat City Council

**Table 2 Population-based need for growth in social housing in Ballarat LGA**

All dwellings 2016 (Census)	All dwellings 2036 (est.)	Social dwellings June 2021	Level of social housing June 2021	Social dwellings required to maintain 3.1% of all dwellings to 2036	Additional Social Housing required to maintain 3.1% to 2036	Social dwellings required to reach 4.5% of all dwellings by 2036	Additional Social Housing required to reach 4.5% by 2036
45,265	60,871	2,547	5.6%	1,887	-660	2,739	192

## Social Housing Supply and Demand

- Ballarat is the third largest regional city outside of metropolitan Melbourne. In 2020, Ballarat had a population of 109,553. There are 2,547 social housing dwellings in Ballarat, or 5.6 per cent of all dwellings, at 30 June 2021. Without further investment, social housing will decrease to 3.8 per cent by 2036.
- Almost 192 additional dwellings would be needed by 2036 to meet the Infrastructure Victoria recommendation of 4.5 social dwellings for every 100 private dwellings, most social housing growth should focus on 1- and 2-bedroom dwellings, with moderate growth in 3- and 4+ bedroom homes. Big Housing Build commitments to date will deliver approximately 150 dwellings, with an additional approximately 160 dwellings expected.
- Social housing is not distributed evenly across the city, with over-representations in three suburbs: Delacombe, Wendouree West and Sebastopol/Mount Pleasant. The Latrobe Saleyards are located in Delacombe, however they are 1.2km away from the Leawarra Neighbourhood where there is a high concentration of social housing. There is an existing Big Housing Build investment in the Leawarra Neighbourhood, intended to renew this area. Any social housing delivered at the Latrobe Saleyards site will require consideration of existing housing in the local area.
- The Victorian Housing Register, the common entry point for social housing (public housing and community housing) is a measure of current, or expressed, demand. Demand for 1-bedroom homes makes up 58 per cent of demand, but only 25 per cent of social housing dwellings. Demand for 3-bedroom homes is 13 per cent but this stock makes up 43 per cent of supply.

## Affordable housing supply and demand

In Ballarat, 43.9 per cent of private rentals were considered affordable for households on very-low incomes in December 2021. Overall affordability did not change over the previous 12 months. This is more affordable than the regional average of 32 per cent of private rentals being affordable this cohort.

Over the same period, fewer one- and two- bedroom homes were affordable to very-low income households. Affordability of one-bedroom homes declined from 9.7 per cent to 3.7 per cent. For two-bedroom homes, affordability declined from 35 per cent to 26.7 per cent. The median rent in Ballarat grew by 5.9 per cent in the year to December 2021 to \$360 per week.

Median rent of one-bedroom flats increased by \$25 per week, or 13.2 per cent with slower rental price increases for other homes.

## 2 Osborne St, Flora Hill – Bendigo

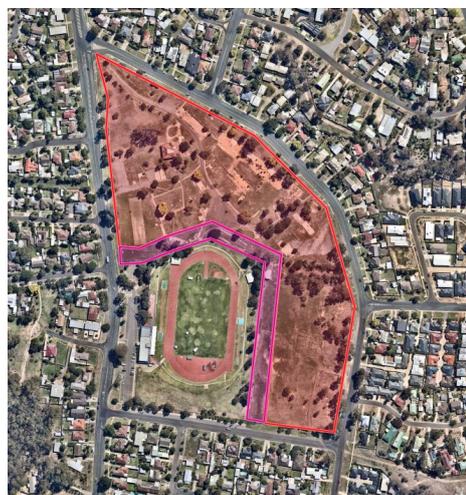


Figure 1. Flora Hill Context Plan



Figure 2. Flora Hill Site

### Table 3 Site Information

Existing use	Site area	Suburb	LGA	Zone	Landowner
Vacant	7.36ha	Flora Hills	Bendigo	RGZ2	La Trobe University

### Table 4 Population-based need for growth in social housing in Bendigo LGA

All dwellings 2016 (Census)	All dwellings 2036 (est.)	Social dwellings June 2021	Level of social housing June 2021	Social dwellings required to maintain 3.1% of all dwellings to 2036	Additional Social Housing required to maintain 3.1% to 2036	Social dwellings required to reach 4.5% of all dwellings by 2036	Additional Social Housing required to reach 4.5% by 2036
49,103	63,589	2,515	5.1%	1,971	-544	2,861	346

## Social Housing Supply and Demand

- There are 2,515 social housing dwellings in Greater Bendigo, or 5.1 per cent of all dwellings, at 30 June 2021. Without further growth, social housing will drop to 3.8 per cent by 2036.
- Almost 350 additional dwellings would be needed by 2036 to meet the Infrastructure Victoria recommendation of 4.5 social dwellings for every 100 private dwellings, most growth should focus on 1- and 2-bedroom dwellings, with moderate growth in 3- and 4+ bedroom homes. Big Housing Build commitments to date will deliver approximately 140 dwellings, with an additional approximately 120 dwellings expected.
- Demand for 1-bedroom homes makes up 57 per cent of demand, but only 21 per cent of social housing dwellings. Demand for 3-bedroom homes is 15 per cent but this stock makes up 39 per cent of supply. Most growth should focus on 1- and 2-bedroom dwellings, with moderate growth in 3- and 4+ bedroom homes.

- The Flora Hill neighbourhood does not have a high proportion of social housing and represents an opportunity for provision away from high concentration neighbourhoods in Ironbark, California Gully, Long Gully, Eaglehawk and Kangaroo Flat.

## Affordable housing supply and demand

The proportion of private rental properties that are affordable for households on very-low incomes has decreased by 13.6 per cent to 23.5 percent over the 12 months to December 2021. Bendigo is less affordable than the average regional location where 30.4 per cent of private rentals are affordable for Centrelink recipients. All housing types have seen a decrease in rental affordability.

Median rents in Greater Bendigo increased 8.6 per cent to \$380 per week over the same period. The largest increase in median rents were in one-bedroom flats where rents increased by 22.7 per cent and the slowest growth in rents were for two-bedroom flats which increased by 7.1 per cent. This trend is consistent with many regional locations that have seen households relocating from Melbourne to the regions since the start of the COVID pandemic.

## Geelong - Waurn Ponds Station Precinct



**Table 5 Population-based need for growth in social housing in Geelong LGA**

All dwellings 2016 (Census)	All dwellings 2036 (est.)	Social dwellings June 2021	Level of social housing June 2021	Social dwellings required to maintain 3.1% of all dwellings to 2036	Additional Social Housing required to maintain 3.1% to 2036	Social dwellings required to reach 4.5% of all dwellings by 2036	Additional Social Housing required to reach 4.5% by 2036
106,478	149,876	4,589	4.3%	4,646	57	6,744	2,155

## Social Housing Supply and Demand

- There are 4,589 social housing dwellings in Greater Geelong, or 4.3 per cent of all dwellings at 30 June 2021. Without further investment, social housing will drop to 3 per cent by 2036.
- Almost 2,200 additional dwellings would be needed by 2036 to meet the Infrastructure Victoria recommendation of 4.5 social dwellings for every 100 private dwellings. Under the Big Housing Build, approximately 150 dwellings are expected to be built.

- Demand for 1-bedroom homes makes up 52 per cent of demand, but only 25 per cent of social housing dwellings. Seventeen per cent of demand is for 3-bedroom homes but this stock makes up 36 per cent of supply. Growth should focus on one- and two-bedroom dwellings, with moderate growth in 3- and 4+ bedroom homes.
- Social Housing is clustered in particular suburbs of Greater Geelong, with 42 per cent of all stock situated in Norlane (26 per cent) and Corio (16 per cent). Geelong's new growth suburbs, including Wauran Ponds, have negligible numbers of social housing.
- The Wauran Ponds Station Precinct is well suited to social and affordable housing growth to address growing demand across Geelong and a gap in provision in this growth area, away from high concentration neighbourhoods of Corio and Norlane. This precinct provides good access to services, amenity and newly-built infrastructure along this transport corridor.

## Housing Market Affordability

The percentage of private rentals that are affordable for very-low income households in Greater Geelong has decreased by 2.3 per cent over the last 12 months to 12.2 per cent which is very unaffordable compared to the non-metropolitan average (30.4 per cent). Only 3.5 per cent of one-bedroom homes (5 dwellings) were affordable to Centrelink recipients.

Median rents in Greater Geelong increased by 10.5 per cent over the same period to \$420 per week. Whilst there has been an increase in the median rent for all property types and sizes, the fastest increases have been in 3- and 4- bedroom houses, where rents increased by 10.5 per cent, the remaining property types had median rents increasing by around five percent.