



# Appendix B: Population, housing and employment profile

Alpine Shire Council

Land Development Strategy

November 2023



Independent  
insight.



**ALPINE**  
SHIRE COUNCIL

© SGS Economics and Planning Pty Ltd 2022

This report has been prepared for Alpine Shire Council. SGS Economics and Planning has taken all due care in the preparation of this report. However, SGS and its associated consultants are not liable to any person or entity for any damage or loss that has occurred, or may occur, in relation to that person or entity taking or not taking action in respect of any representation, statement, opinion or advice referred to herein.

SGS Economics and Planning Pty Ltd  
ACN 007 437 729  
[www.sgsep.com.au](http://www.sgsep.com.au)

OFFICES IN CANBERRA, HOBART, MELBOURNE, AND SYDNEY ON THE COUNTRY OF THE NGAMBRI/NGUNNAWAL/NGARIGO, MUWININA, WURUNDJERI, AND GADIGAL PEOPLES.

# Contents

1.	Population profile .....	4
1.1	Historic population change .....	4
1.2	Age profile .....	4
1.3	Migration .....	5
1.4	Absentee landholdings .....	8
1.5	Family Composition .....	10
2.	Housing profile .....	12
2.1	Dwelling count .....	12
2.2	Dwelling structure .....	12
2.3	Dwelling size .....	13
2.4	Dwelling tenure .....	14
2.5	Dwelling structure by tenure type .....	15
2.6	Dwelling occupancy .....	15
2.7	Dwelling suitability .....	16
2.8	House and rental prices .....	17
2.9	Recent development .....	22
2.10	Recent subdivisions .....	24
3.	Employment profile .....	25
3.1	Employment profile .....	25
3.2	Historic employment growth .....	26
3.3	Visitor economy .....	29
4.	Implications for the Land Development Strategy .....	30
4.1	Population profile .....	30
4.2	Housing profile .....	30
4.3	Economic profile .....	31

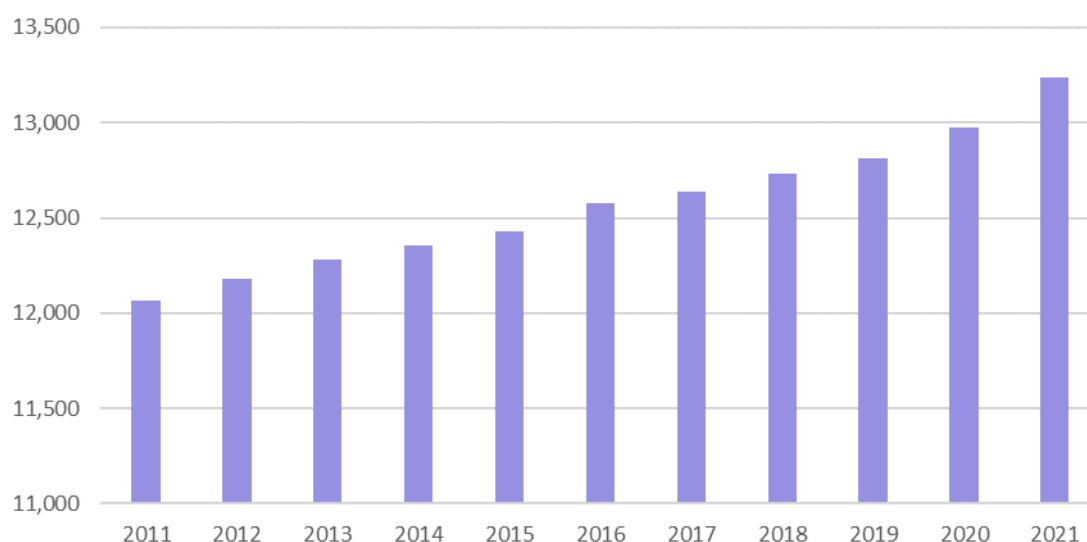
# 1. Population profile

## 1.1 Historic population change

Figure 1 shows the historic population figures in Alpine Shire in the past decade between 2011 and 2021. Population in the LGA has grown from 12,068 to 13,235 over this period. This equates to an average 117 additional persons per year: or an average annual growth rate of 0.9 per cent.

The COVID-19 pandemic has caused a surge in remote working and allowed professionally mobile workers to move away from cities to regional areas. This is reflective in the data as population in the LGA increased by a total of 423 persons after 2019, with an average annual growth rate of 1.3 per cent.

**FIGURE 1: HISTORIC POPULATION CHANGE, ALPINE SHIRE, 2011-2021**

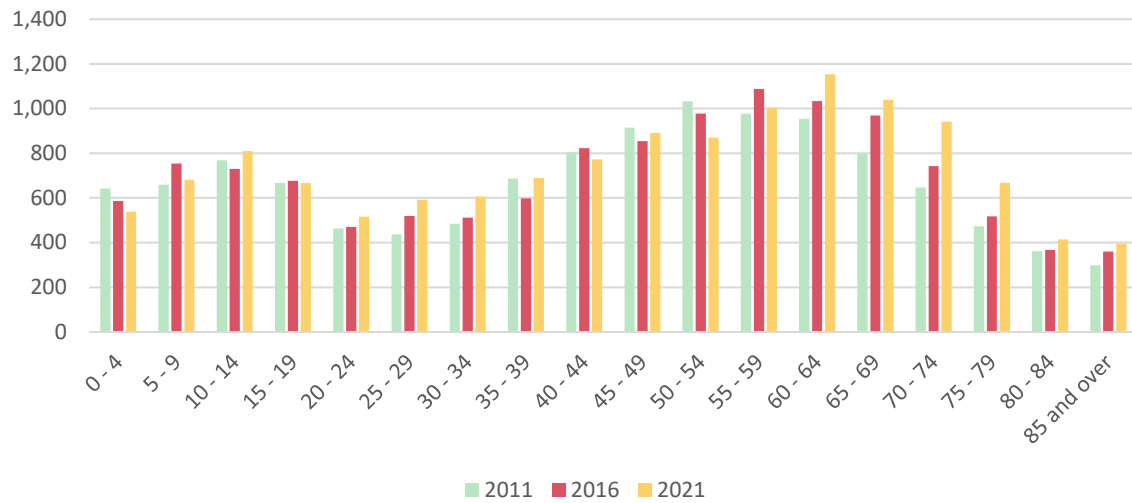


Source: SGS Economics and Planning (2022). Based on ABS Census (2011-2021).

## 1.2 Age profile

Alpine Shire is a popular location for retirement living, as reflected in the age profile. From 2011 to 2021, the profile shifted to have a larger proportion of people aged 60 and over. The age group between 20 to 39 have also expanded in the past 5 years.

**FIGURE 2: HISTORIC POPULATION GROWTH, BY AGE GROUP, 2011-2021**



Source: SGS Economics and Planning (2022). Based on ABS Census (2011-2021).

### 1.3 Migration

ABS Census data records whether people were living in the same location one and five years before the collection date. The 2021 data shows that 32 per cent of residents were not living in Alpine Shire five years ago, which is higher than the average for regional Victoria average (8 per cent). Within the Shire, Bright-Porepunkah has the highest proportion of new residents, with 1,397 new residents since 2016.

**TABLE 1: MIGRATION – NUMBER OF RESIDENTS NOT LIVING IN THE SHIRE 1 AND 5 YEARS AGO, 2021**

Area	1 year ago		5 years ago	
	No. of residents	% of LGA population	No. of residents	% of LGA population
Bright - Porepunkah	537	4%	1,397	11%
Myrtleford	373	3%	1,028	8%
Mount Beauty - Tawonga South	235	2%	592	4%
Other	445	3%	1,163	9%
<b>LGA Total</b>	<b>1,590</b>	<b>12%</b>	<b>4,180</b>	<b>32%</b>
	VIC		VIC	
	No. of residents	% of VIC population	No. of residents	% of VIC population
Regional Victoria	196,581	3%	526,535	8%

Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting persons, place of usual residence. UAI1P Usual Address One Year Ago Indicator and UAI5P Usual Address Five Years Ago Indicator. Between 2016 and 2021, 4,423 people have moved into the Shire, and 1,962 people have moved out of the Shire, resulting in a net increase of 2,461.

Table 2 and Table 4 show the origin of households who have moved into the Shire, and the destination of households who have moved out of the Shire in the 2021 Census since the 2016 Census.

Between 2016 and 2021, 4,423 people have moved into the Shire, and 1,962 people have moved out of the Shire, resulting in a net increase of 2,461.

**TABLE 2: TOP TEN ORIGINS OF HOUSEHOLDS WHO MOVED TO ALPINE SHIRE BY LGA FIVE YEARS AGO, 2021**

Top locations	Number of people who moved to Alpine	Per centage of total people who moved to Alpine
Overseas	276	6%
Wangaratta	105	2%
Wodonga	89	2%
Yarra Ranges	86	2%
Mornington Peninsula	68	2%
Greater Geelong	64	1%
Boroondara	63	1%
Indigo	60	1%
Port Phillip	59	1%
Albury	58	1%

Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting persons, place of usual residence. Local Government Areas of Usual Residence Five Years Ago.

**TABLE 3: ORIGIN OF HOUSEHOLDS WHO MOVED TO ALPINE SHIRE BY BROAD REGION FIVE YEARS AGO, 2021**

Region	Number of LGAs that had residents move to Alpine	% of LGAs that had residents move to Alpine
Metropolitan Melbourne	30	17%
Rest of Victoria	30	17%
Outside of Victoria	113	65%
LGA not defined	3	2%

Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting persons, place of usual residence. Local Government Areas of Usual Residence Five Years Ago. Per centages are rounded.

**TABLE 4: TOP TEN DESTINATIONS OF HOUSEHOLDS WHO HAD MOVED FROM ALPINE SHIRE BY LGA FIVE YEARS AGO, 2021**

Top locations	Number of people who left Alpine	Per centage of total people who left Alpine
Wangaratta	205	10%
Wodonga	197	10%
Indigo	105	5%
Greater Geelong	70	4%
Albury	65	3%
Melbourne	45	2%
Greater Bendigo	39	2%
Mornington Peninsula	35	2%
Whitehorse	35	2%
Brisbane	34	2%

Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting persons, place of usual residence. Local Government Areas of Usual Residence Five Years Ago.

**TABLE 5: DESTINATION OF HOUSEHOLDS WHO MOVED FROM ALPINE SHIRE BY BROAD REGION FIVE YEARS AGO, 2021**

Region	Number of LGAs that had residents left Alpine	% of LGAs that had residents left Alpine
Metropolitan Melbourne	30	25%
Rest of Victoria	30	25%
Outside of Victoria	60	51%
LGA not defined	1	1%

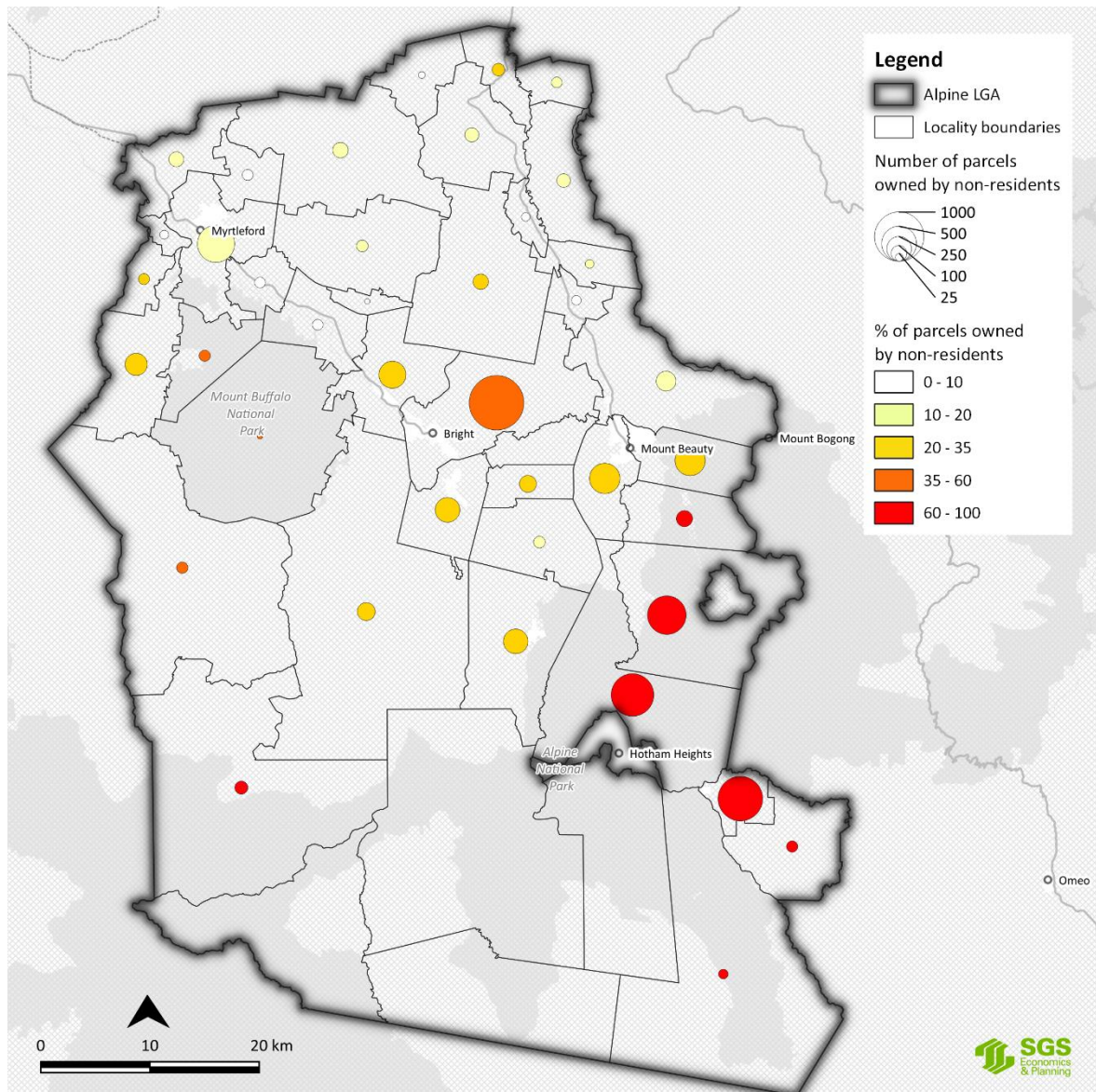
Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting persons, place of usual residence. Local Government Areas of Usual Residence Five Years Ago. Per centages are rounded.

## 1.4 Absentee landholdings

As of 2022, there were approximately 19,072 parcel lots in the Alpine Shire LGA. Of these, 31 per cent (or approximately 5,960) were owned by people who live outside of the LGA. Meanwhile 69 per cent of the properties (or approximately 13,112) were owned by Alpine residents.

Figure 3 shows the geographical spread of properties owned by ratepayers who live outside of the Alpine LGA. The map shows that majority of properties owned by non-residents are in Hotham Heights, Mount Beauty, Bright and Myrtleford. As these areas are deemed to be popular tourist destinations, one reason could be people buying properties for investment purposes (e.g., providing short-term rentals or Airbnb services) or simply owning them as holiday houses.

**FIGURE 3: PROPERTIES OWNED BY NON-RESIDENTS, 2021**



Source: SGS Economics and Planning (2022). Using data provided by Council.

Table 6 shows the top ten residential locations of ratepayers who own parcels of land within the Alpine LGA but live outside the municipality. Top locations are Lavington (NSW) and Wodonga, where residents from these two suburbs own approximately 2.4 per cent and 1.2 per cent of parcels in Alpine. There are also interstate ratepayers coming from Albury (NSW), Sydney (NSW) and Bundall (QLD). Lot size data was not available.

**TABLE 6: TOP 10 RESIDENTIAL LOCATIONS OF RATEPAYERS WHO LIVE OUTSIDE ALPINE, 2021**

Ratepayer residential suburb	No. of parcels owned in Alpine	% share of parcels in Alpine
Lavington	458	2.4%
Wodonga	219	1.1%
Tatura	106	0.6%
Albury	83	0.4%
Wangaratta	78	0.4%
Sydney	76	0.4%
Bundall	48	0.3%
Windsor	45	0.2%
Tatura	106	0.6%
Albury	83	0.4%

Source: SGS Economics and Planning (2022). Using data provided by Council.

Properties owned by absentee land holders have a range of implications for local property markets, the community and economy, including:

- Second homeowners can bring income and employment opportunities into an area from the initial purchase price of their property, spending on renovation and improvements, paying local taxes, and spending on food, leisure, and other services.
- Demand for holiday and second homes, puts pressure on the local housing market by creating direct competition for specific types of housing that otherwise could be used by permanent residents. This inflates the purchase price of housing, potentially beyond the means of residents, and contributes to the movement of locals outside of the town or municipality in search of affordable housing options. This trend has been exacerbated by the COVID-19 pandemic.
- Tensions are also apparent between the use of residential housing stock as holiday accommodation and the importance of holiday letting to the tourist industry. Offering choice in holiday accommodation is important for attracting tourists to the municipality. However, the higher rates obtained from holiday letting can result in more landlords removing housing from longer-term rentals in favour of short-term holiday accommodation. Short supply of long-term rentals can place upwards pressure on rental prices with implications for housing affordability in the Shire.
- A fundamental issue in relation to the maintenance of sustainable communities in rural areas is the extent to which the stock of residential dwellings in any community is fully occupied. Dwellings may

be empty or irregularly unoccupied for a variety of reasons, impacting the overall sense of community and other social factors. Based on the 2021 Census, 21.5 per cent of private dwellings in the Alpine Shire were unoccupied. This is higher than the Hume region average (13.9 per cent) and Victorian average (11.1 per cent), suggesting there is a higher proportion of holiday homes in the Alpine Shire LGA.

- Holiday homes let by owners who live elsewhere results in money earned from accommodation fees and rents not being retained in the local community.

## 1.5 Family Composition

Table 7 shows the family composition across Alpine Shire. Couple families without children (52 per cent) and couple families with children (35 per cent) make up the largest proportion of family types in Alpine Shire. In proportional terms, Mount Beauty-Tawonga South has the higher proportion of couple family without children (56 per cent) while Bright-Porepunkah has the highest proportion of couple family with children (35 per cent).

**TABLE 7: FAMILY COMPOSITION, ALPINE SHIRE, 2021**

Area	Couple family without children	Couple family with children	One parent family	Other family	Total
Bright-Porepunkah	517	345	117	11	990
Myrtleford	462	299	135	11	907
Mount Beauty-Tawonga South	275	157	57	6	495
Rest of LGA	640	460	114	10	1,224
<b>LGA Total</b>	<b>1,894</b>	<b>1,261</b>	<b>423</b>	<b>38</b>	<b>3,616</b>

Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting persons, place of enumeration. FMCF Family Composition.

Table 8 shows the historic shift in household composition in Alpine Shire. Overall, household composition did not change significantly between 2016 and 2021. The proportion of family households has increased by 11%, while that of group households has increased by 10%. Growth rates of family and group households are increasing faster than that of total households (8 per cent).

**TABLE 8: HISTORIC SHIFT IN HOUSEHOLD COMPOSITION IN ALPINE SHIRE, 2016-2021**

Household composition	2016	% share	2021	% share	Change 2016-21	Total change (%)
Family households	3,218	67%	3,567	68%	349	11%
Lone person households	1,492	31%	1,528	29%	36	2%
Group households	119	3%	131	3%	12	10%

Household composition	2016	% share	2021	% share	Change 2016-21	Total change (%)
<b>Total</b>	<b>4,829</b>	<b>100%</b>	<b>5,226</b>	<b>100%</b>	<b>397</b>	<b>8%</b>

Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting persons, place of enumeration. HHCD Household Composition.

## 2. Housing profile

### 2.1 Dwelling count

Table 9 shows the number of dwellings in Alpine Shire and its main towns across three Census years. Private dwellings<sup>1</sup> in the Alpine Shire LGA has increased from 6,872 in 2011 to 7,211 in 2021 (additional 339 dwellings). These new dwellings were mostly situated in Bright-Porepunkah and Mount Beauty-Tawonga South. Myrtleford and the rest of the LGA saw a decrease in total number of dwellings.

**TABLE 9: DWELLINGS ALPINE SHIRE LGA AND MAIN TOWNS, 2011-2021**

	2011		2016		2021		Change 2011-21	AAGR (2011- 21)
	Total	% total dwelling stock	Total	% total dwelling stock	Total	% total dwelling stock		
Bright-Porepunkah	1,904	28%	1,993	28%	2,134	30%	230	1.2%
Myrtleford	1,505	22%	1,559	22%	1,612	22%	107	0.7%
Mount Beauty-Tawonga South	1,105	16%	1,084	15%	1,203	17%	98	0.9%
Rest of LGA	2,358	34%	2,552	36%	2,262	31%	-96	-0.4%
<b>LGA total</b>	<b>6,872</b>	<b>100%</b>	<b>7,188</b>	<b>100%</b>	<b>7,211</b>	<b>100%</b>	<b>339</b>	<b>0.5%</b>

Source: SGS Economics and Planning (2022). Based on ABS Census (2011, 2016 and 2021).

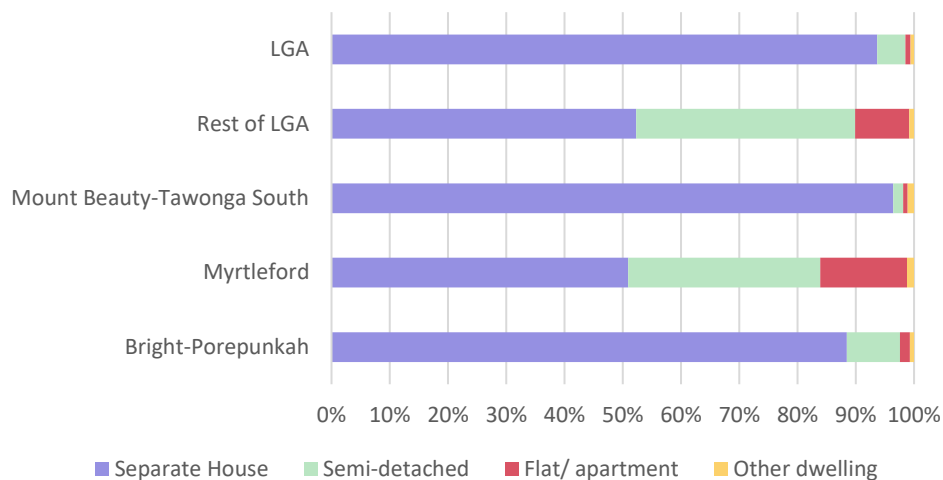
### 2.2 Dwelling structure

Figure 4 shows the dwelling structure split in Alpine Shire in 2021. The profile of dwelling types differs by townships across the LGA. Mount Beauty-Tawonga South and Bright-Porepunkah regions have the highest proportion of separate houses (96 per cent and 88 per cent respectively). Meanwhile Myrtleford has a higher proportion of semi-detached dwellings (33 per cent) and flats or apartments (15 per cent) when compared to wider LGA and other main towns.

---

<sup>1</sup> Private dwellings include dwellings with 'visitor only and other non-classifiable households'.

**FIGURE 4: DWELLING STRUCTURE ALPINE SHIRE LGA AND MAIN TOWNS, 2021**

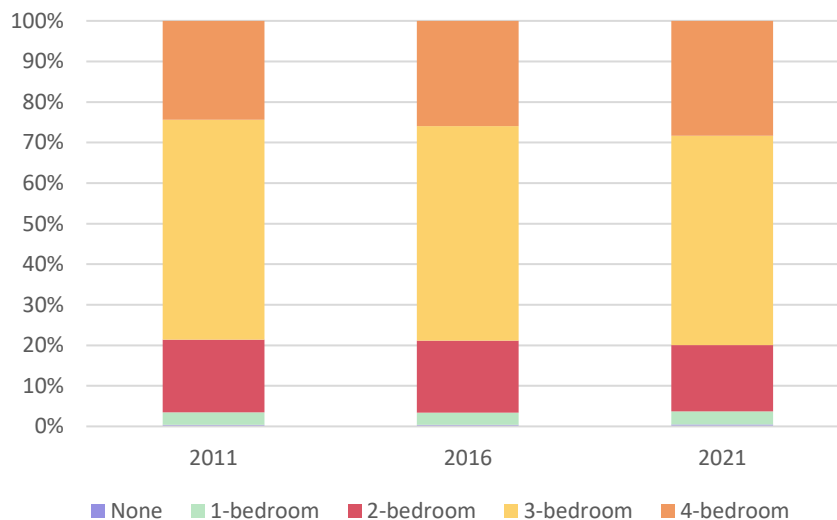


Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting dwellings, place of enumeration. Dwelling structure (STRD).

## 2.3 Dwelling size

The size of dwellings in the Alpine Shire LGA can be considered through the proxy measure of how many bedrooms they contain. Figure 5 shows the change in dwelling size in the LGA across Census years. There is no great variation in dwelling size across the LGA over the past decade - most houses in Alpine Shire have 3 or more bedrooms.

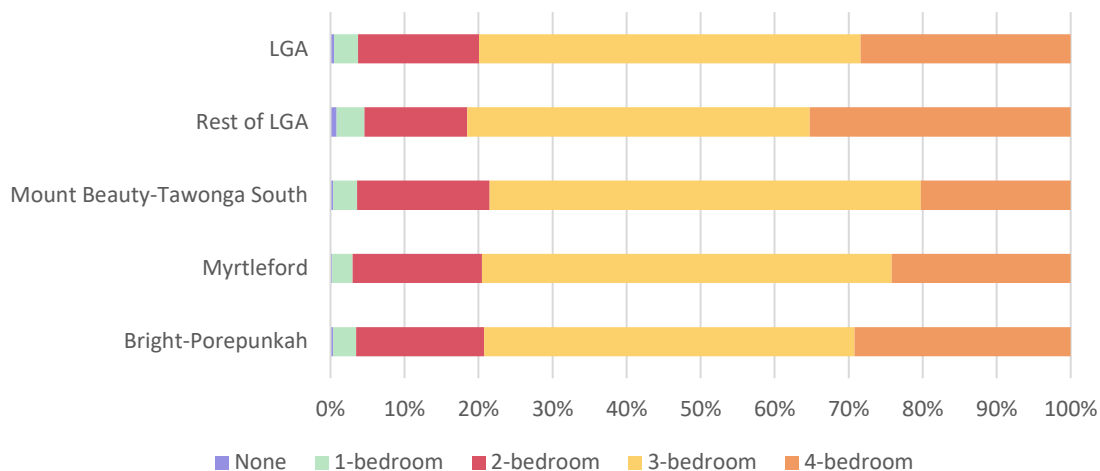
**FIGURE 5: DWELLING SIZE, ALPINE SHIRE, 2011-2021**



Source: SGS Economics and Planning (2022). Based on ABS Census (2011, 2016 and 2021) – Counting dwellings, place of enumeration. Number of bedrooms in a private dwelling (BEDD). Excluding 'not stated' option.

Figure 6 shows the dwelling size in Alpine Shire and the main towns in 2021. Again, there is no significant variation in dwelling size across the towns.

**FIGURE 6: DWELLING SIZE, ALPINE SHIRE AND MAIN TOWNS, 2021**

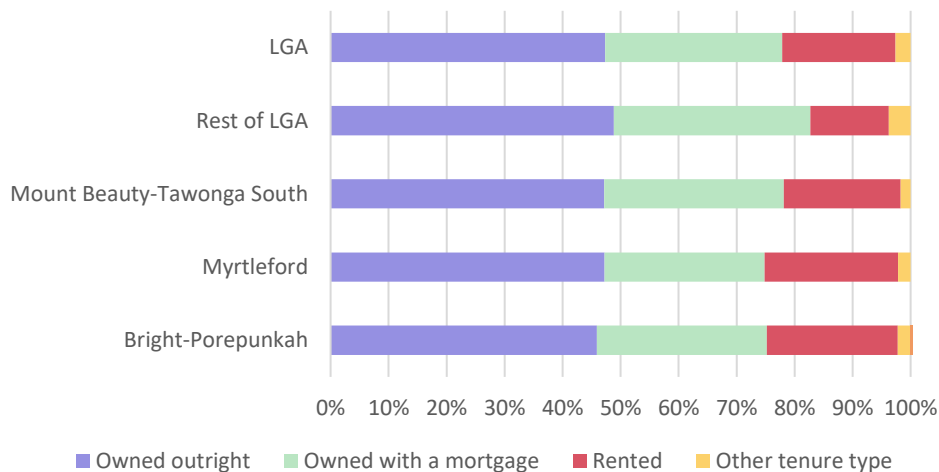


Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting dwellings, place of enumeration. Number of bedrooms in a private dwelling (BEDD). Excluding ‘not stated’ option.

## 2.4 Dwelling tenure

Figure 7 shows the tenure type split in Alpine Shire and the main towns in 2021. Across the LGA, majority of dwellings (78 per cent) are owned outright or owned with a mortgage. There is no significant difference in tenure type among the main towns.

**FIGURE 7: TENURE TYPE, ALPINE SHIRE AND MAIN TOWNS, 2021**

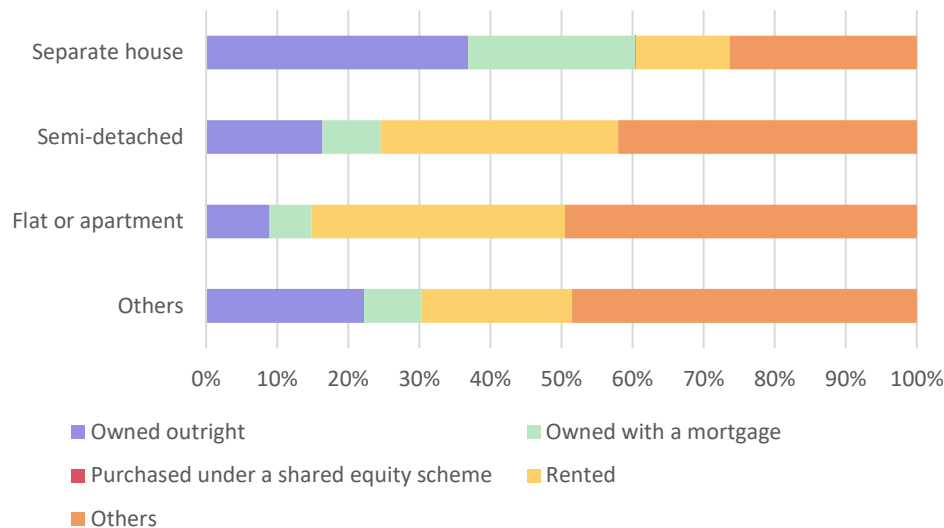


Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting dwellings, place of enumeration. TEND Tenure Type. Excluding ‘not stated’ option.

## 2.5 Dwelling structure by tenure type

Figure 8 shows the dwelling structure by tenure type of dwellings across the Shire in 2021. For separate houses - the most common dwelling structure in the Shire, 37% are owned outright, 23% are owned with a mortgage.

**FIGURE 8: DWELLING STRUCTURE BY TENURE TYPE, ALPINE SHIRE, 2021**



Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting dwellings, place of enumeration. STRD Dwelling Structure by TEND Tenure Type.

## 2.6 Dwelling occupancy

Based on the 2021 Census, 22 per cent of private dwellings in the Alpine Shire are unoccupied. This is higher than Hume average (14 per cent) and Victorian average (11 per cent). ABS defines unoccupied dwellings as

*“structures built specifically for living purposes which are habitable, but unoccupied on Census night. Vacant houses, holiday homes, huts and cabins (other than seasonal workers' quarters) are counted as unoccupied private dwellings. Also included are newly completed dwellings not yet occupied, dwellings which are vacant because they are due for demolition or repair, and dwellings to let. Unoccupied private dwellings in caravan/residential parks, marinas and manufactured home estates are not counted in the Census.”*<sup>2</sup>

It is not possible to determine from Census data the extent to which holiday homes and short term lettings comprise total unoccupied dwellings. However, it is reasonable to assume, given the designation of the LGA as a tourist destination and the distribution of unoccupied dwellings across towns in the Shire, that a considerable proportion of unoccupied dwelling stock is likely to be used for these purposes.

<sup>2</sup> Australian Bureau of Statistics (2023), Census dictionary.

The main towns had the following proportion of unoccupied private dwellings:

- Bright-Porepukah: 27 per cent
- Myrtleford: 12 per cent
- Mount-Beauty-Tawonga South: 27 per cent

The above highlights the relative popularity of destinations like Bright and Mount Beauty for tourism.

Between 2016 and 2021, the number of unoccupied private dwellings across the Shire decreased by 199. This could suggest that more people were permanently living in the Shire in 2016, however it may also indicate that more holiday homes were occupied on Census night, signalling tourism is becoming less seasonal.

**TABLE 10: DWELLING TYPE IN ALPINE SHIRE, 2021**

Area	Occupied private dwellings		Unoccupied private dwellings		Total private dwellings
	Count	Share	Count	Share	Count
Bright-Porepukah	1,423	73%	538	27%	1,961
Myrtleford	1,362	88%	181	12%	1,543
Mount Beauty - Tawonga South	812	73%	298	27%	1,110
Rest of LGA	1,625	80%	417	20%	2,042
<b>LGA Total</b>	<b>5,222</b>	<b>78%</b>	<b>1,434</b>	<b>22%</b>	<b>6,656</b>

Source: SGS Economics and Planning (2022). Based on ABS Census (2021) – Counting dwellings, place of enumeration.

## 2.7 Dwelling suitability<sup>3</sup>

Dwelling suitability is a measure of how suitable a dwelling's size is for its occupants. This is an indication of relative housing affordability as well as of the availability of appropriately sized housing. It is calculated by the ABS based on the usual residents and the number of bedrooms in each dwelling with the following rules:

- One bedroom is needed for each couple or single adult in a household
- Up to two children of the same sex under 18 can share a bedroom
- Children of different sexes under five can share a bedroom.

A designation of a bedroom as spare does not mean that is not used, only that the household may be able to live in a smaller dwelling.

---

<sup>3</sup> 2021 Census data for dwelling suitability is not available until October 2022.

Across the LGA, 55 per cent of all dwellings have two or more bedrooms spare. This suggests that there are several households and families living in large dwellings and may fit the profile that many retired households are occupying three- and four-bedroom dwellings with one or two spare bedrooms. This suggests there is a potential market for households to downsize, although some small households with spare bedrooms may intend to have children in future or continue to live in a relatively large dwelling. A very small proportion (1.5 per cent) of all households would need an additional bedroom to house their occupants appropriately.

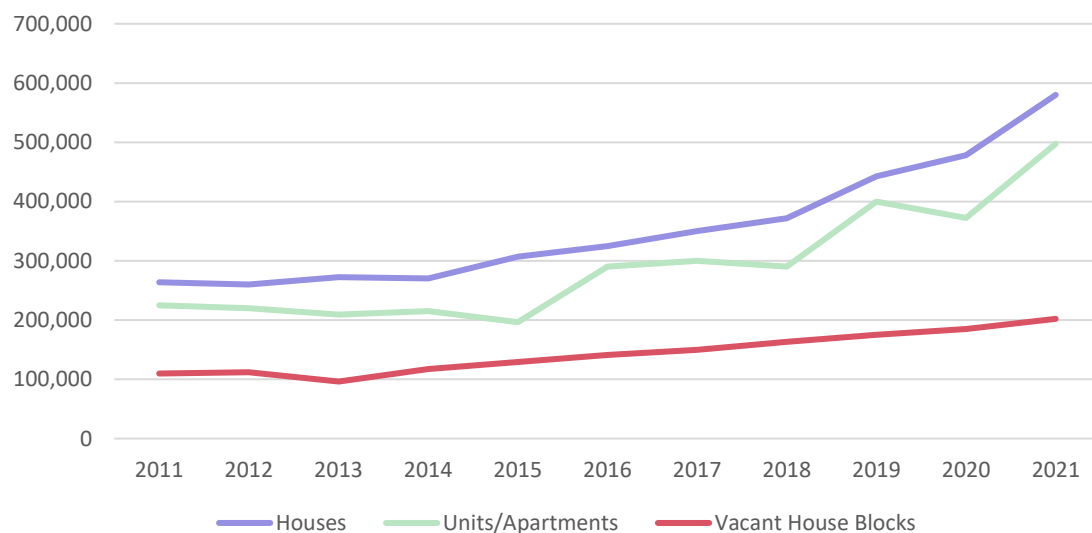
## 2.8 House and rental prices

### Alpine Shire LGA

Figure 9 shows the change in median price for houses, units/apartments, and vacant house blocks in Alpine Shire in the past decade. In numerical terms, houses experienced the strongest growth, with an annual increase of \$31,650 in the past decade. This is followed by units/apartments, with an annual increase of \$27,250. In proportional terms, units/apartments have the highest average annual growth rate (10 per cent), followed by houses (8 per cent). Vacant house blocks have the least growth in median price compared to the others in both numerical and proportional terms.

The COVID-19 pandemic has caused a significant upswing in property prices across the state, and Alpine Shire is no exception. From 2020 to 2021, price for units/apartments in the LGA has increased by 34 per cent (\$125,000 in numerical terms), while price for houses has increased by 21 per cent (\$102,000 in numerical terms).

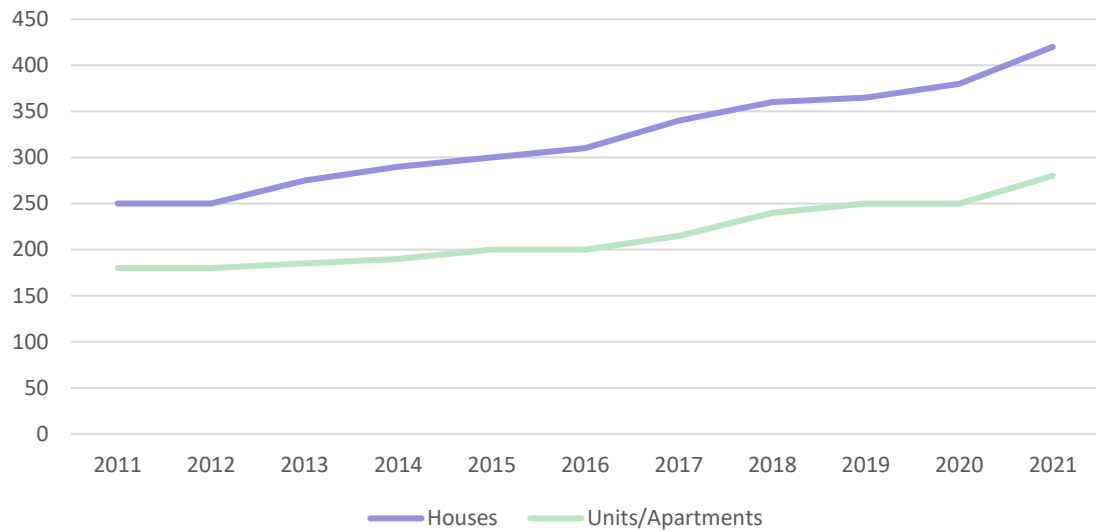
**FIGURE 9: MEDIAN PROPERTY PRICES, ALPINE SHIRE, 2011-2021**



Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021).

Figure 10 shows the change in median weekly rent for houses and units/apartments in Alpine Shire from 2011 to 2021. In the past decade, weekly rent for houses have increased from \$250 to \$420 (annual growth of 5 per cent) while weekly rent for units/apartments have increased from \$180 to \$250 (annual growth of 5 per cent).

**FIGURE 10: MEDIAN WEEKLY RENT, ALPINE SHIRE, 2011-2021**

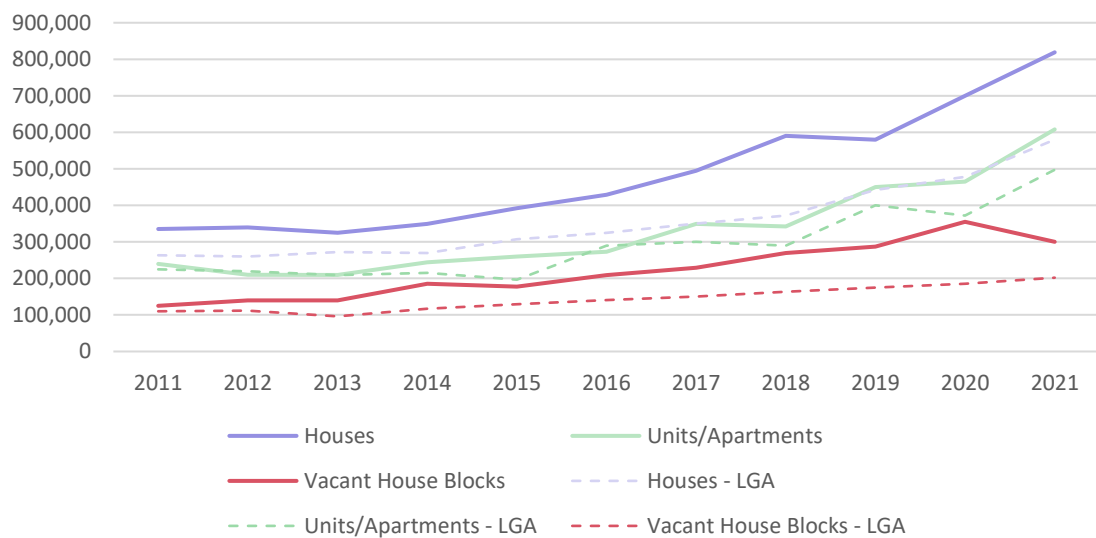


Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021). Rental properties with 0-2 bedrooms are categorised as 'units/apartments' while properties with 3 or more bedrooms are categorised as 'houses'.

## Bright

Figure 11 shows the change in median price for houses, units/apartments, and vacant house blocks in Bright, compared to Alpine Shire in the past decade. All property types in Bright were more expensive compared to the wider LGA. Houses experienced the strongest growth in price, with an average annual increase of \$48,400 in the past decade. This is higher than the LGA median (\$31,650). Units/apartments were also more expensive in Bright compared to the LGA, with an annual increase of \$38,800 when compared to the LGA (\$27,250).

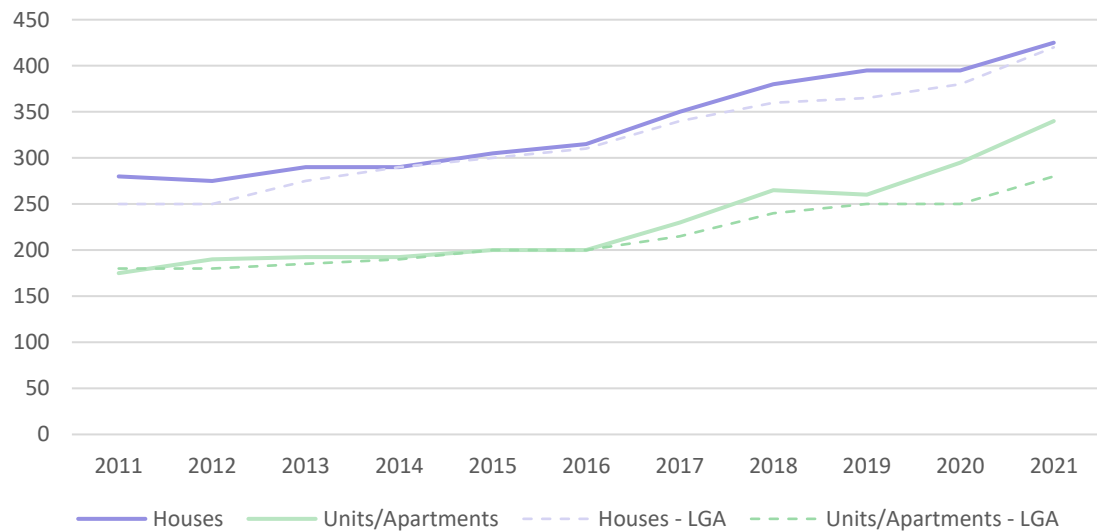
**FIGURE 11: MEDIAN PROPERTY PRICES, BRIGHT AND ALPINE SHIRE, 2011-2021**



Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021).

Figure 12 shows the change in median weekly rent for houses and units/apartments in Bright, compared to Alpine Shire from 2011 to 2021. In the past decade, weekly rent for both houses and units/apartments in Bright were slightly higher than the LGA median. In 2021, weekly rent for units/apartments in Bright surged to \$340 after COVID-19, which was significantly higher than the LGA (\$280).

**FIGURE 12: MEDIAN WEEKLY RENT, BRIGHT AND ALPINE SHIRE, 2011-2021**

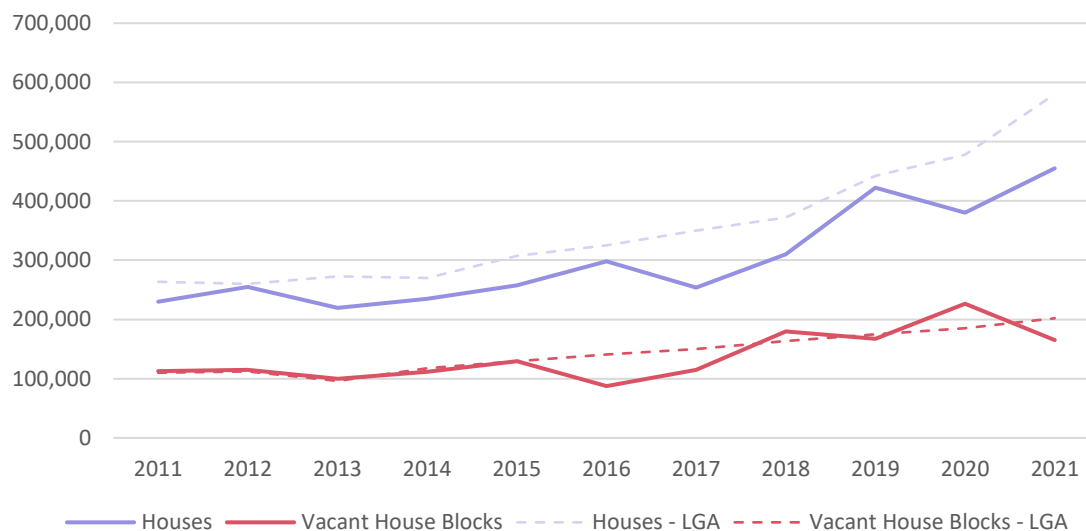


Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021). Rental properties with 0-2 bedrooms are categorised as 'units/apartments' while properties with 3 or more bedrooms are categorised as 'houses'.

## Tawonga South

Figure 13 shows the change in median price for houses, units/apartments, and vacant house blocks in Tawonga South, compared to Alpine Shire in the past decade. There had been some volatility in the property market in Tawonga South, especially after 2015. Price for houses was historically lower than the LGA median, with an average annual growth of \$22,500.

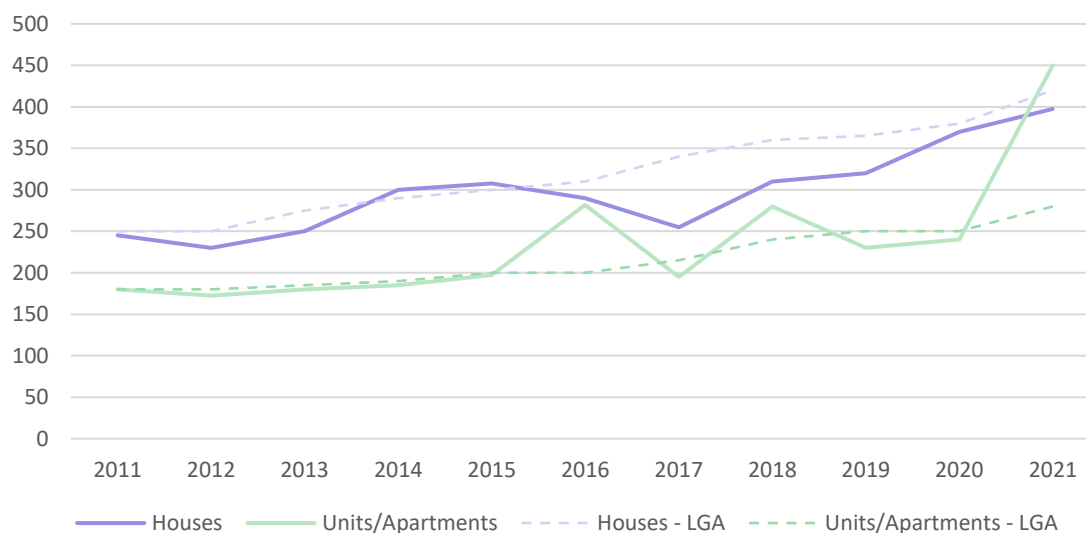
**FIGURE 13: MEDIAN PROPERTY PRICES, TAWONGA SOUTH AND ALPINE SHIRE, 2011-2021**



Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021). No data available on units/apartments.

Figure 14 shows the change in median weekly rent for houses and units/apartments in Tawonga South, compared to Alpine Shire from 2011 to 2021. The rental market in Tawonga South has been volatile in the past decade, particularly for units/apartments where rents fluctuated wildly after 2015. Weekly rent for units/apartments has increased by 2.5-fold to \$450 in 2021, which is significantly higher than the LGA median (\$280).

**FIGURE 14: MEDIAN WEEKLY RENT, TAWONGA SOUTH AND ALPINE SHIRE, 2011-2021**

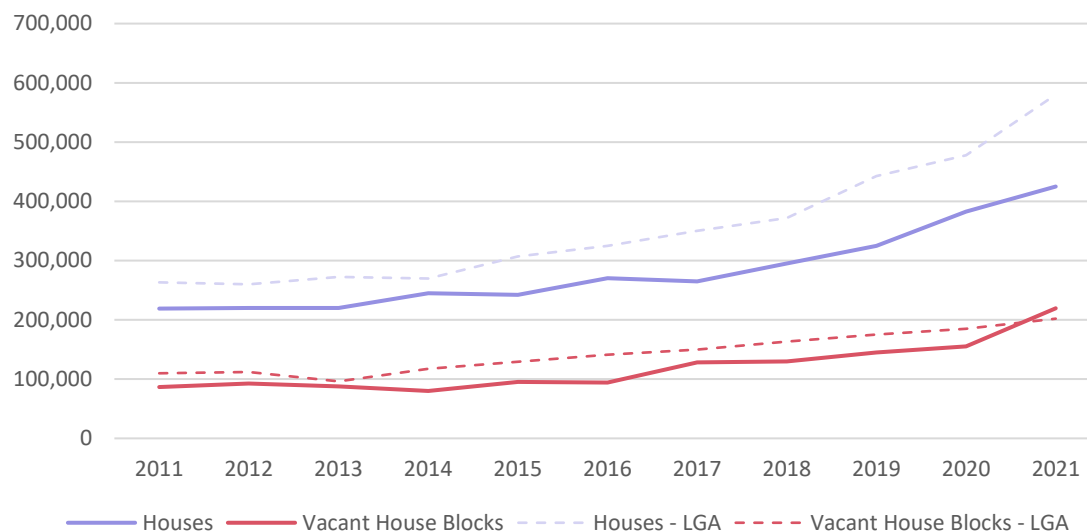


Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021). Rental properties with 0-2 bedrooms are categorised as 'units/apartments' while properties with 3 or more bedrooms are categorised as 'houses'.

## Myrtleford

Figure 15 shows the change in median price for houses, units/apartments, and vacant house blocks in Myrtleford, compared to Alpine Shire in the past decade. Houses in Myrtleford were historically cheaper compared to the wider LGA. The price of houses in Myrtleford was growing at \$20,600 per annum, which was lower than the LGA (\$31,650 per annum). Meanwhile price of vacant houses in Myrtleford closely followed the LGA trend and has slightly surpassed the LGA median in 2020.

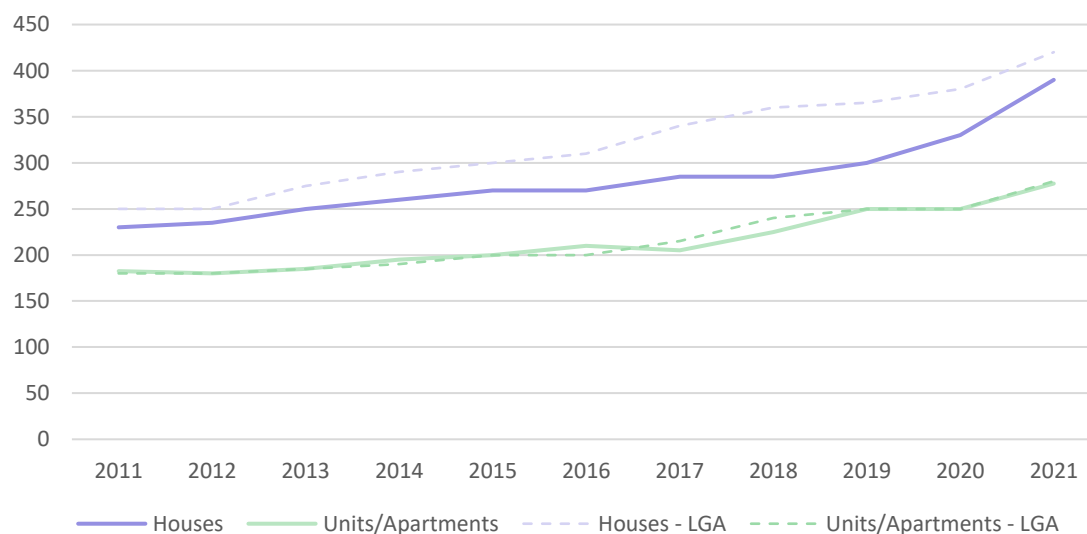
**FIGURE 15: MEDIAN PROPERTY PRICES, MYRTLEFORD AND ALPINE SHIRE, 2011-2021**



Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021). No data available on units/apartments.

Figure 16 shows the change in median weekly rent for houses and units/apartments in Myrtleford, compared to Alpine Shire from 2011 to 2021. Weekly rent for houses in Myrtleford was historically lower than the LGA median, meanwhile weekly rent for units/apartments was like the wider LGA.

**FIGURE 16: MEDIAN WEEKLY RENT, MYRTLEFORD AND ALPINE SHIRE, 2011-2021**



Source: SGS Economics and Planning (2022). Based on Valuer-General Victoria (2021).

## 2.9 Recent development

Table 11 shows new dwellings based on building permit approvals (construction completions) in Alpine Shire between 2016 and 2021.

**TABLE 11: YEARLY NUMBER OF DWELLINGS CONSTRUCTED IN ALPINE SHIRE BY SUB-REGION, 2016-2021**

Location	2016	2017	2018	2019	2020	2021 YTD	Total	Yearly average
<b>LGA total</b>	66	73	91	99	78	65	472	<b>79</b>

Source: SGS Economics and Planning (2022). Based on Council's building permit completions data.

Table 12 shows the number of dwelling constructions by town. For the whole Shire, 40 per cent of dwelling constructions occurred in Bright between 2016-2021, while 19 per cent of construction completions occurred in Myrtleford, 9 per cent in Tawonga South, 3 per cent Tawonga and 2 per cent in Mount Beauty.

Table 13 shows the distribution of dwelling construction permits by zone, with the largest share occurring in the General Residential Zone (54 per cent) and the Low Density Residential Zone (15 per cent). 472 dwellings were constructed in the urban areas of Alpine (or 79 dwellings per year on average).

**TABLE 12: YEARLY NUMBER OF DWELLINGS CONSTRUCTED IN ALPINE SHIRE BY TOWN, 2016-2021**

Town	Total 2016-2021	% share
Bright	189	40.0%
Myrtleford	91	19.3%
Porepunkah	46	9.7%
Tawonga South	41	8.7%
Wandiligong	20	4.2%
Harrietville	17	3.6%
Tawonga	13	2.8%
Mount Beauty	10	2.1%
Dinner Plain	10	2.1%
Buffalo River	6	1.3%
Mudgegonga	4	0.8%
Dederang	3	0.6%

Town	Total 2016-2021	% share
Eurobin	3	0.6%
Freeburgh	3	0.6%
Smoko	2	0.4%
Buckland (Vic.)	2	0.4%
Gapsted	2	0.4%
Barwidgee	2	0.4%
Nug Nug	1	0.2%
Merriang	1	0.2%
Coral Bank	1	0.2%
Ovens	1	0.2%
Upper Gundowring	1	0.2%
Mongans Bridge	1	0.2%
Kancoona	1	0.2%
Kergunyah South	1	0.2%
<b>Total</b>	<b>472</b>	<b>100.0%</b>

Source: SGS Economics and Planning (2022). Based on Council's building permit completions data.

**TABLE 13: YEARLY NUMBER OF DWELLINGS CONSTRUCTED IN ALPINE SHIRE BY ZONE, 2016-2021**

Zone	Total 2016-2021	% share
GRZ1	256	54.2%
LDRZ	71	15.0%
TZ	62	13.1%
FZ	48	10.2%
SUZ1	10	2.1%
RLZ	9	1.9%
RDZ1	8	1.7%
C1Z	4	0.8%
PCRZ	4	0.8%

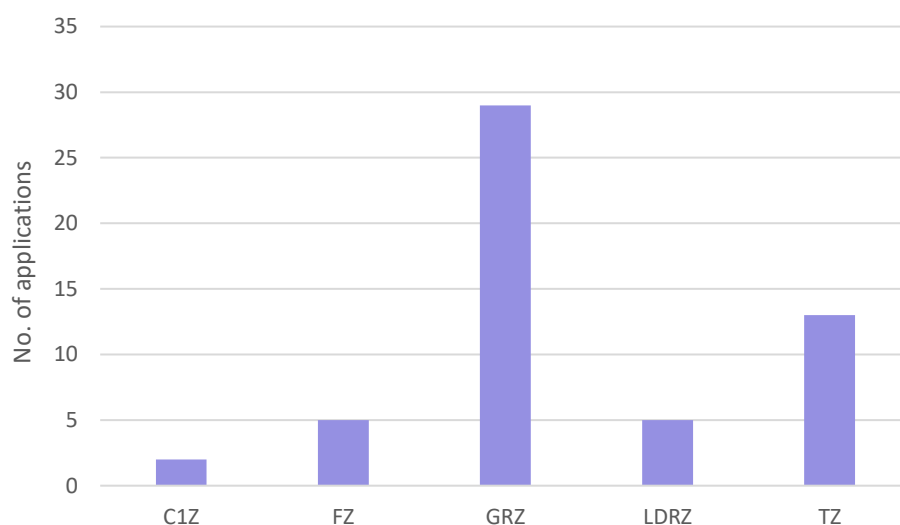
Zone	Total 2016-2021	% share
Total	472	100%

Source: SGS Economics and Planning (2022). Based on Council's building permit completions data.

## 2.10 Recent subdivisions

Figure 17 shows the number of subdivision applications by residential zones from 2017 to 2020. More than half of the applications were on General Residential Zone, followed by Township Zone.

**FIGURE 17: SUBDIVISIONS BY RESIDENTIAL ZONE, 2017-2020**



Source: SGS Economics and Planning (2022). Based on Council's residential subdivisions data.

Table 14 shows the average number of lots resulting from subdivision by residential zone from 2017 to 2020. Overall, applications on General Residential Zone (GRZ) have the highest average number of lots (4.8), followed by Township Zone (TZ) (4.0).

**TABLE 14: AVERAGE NO. OF LOTS BY RESIDENTIAL ZONE, 2017-2020**

Residential Zone	Average no. of lots
C1Z	4.5
FZ	2.2
GRZ	4.8
LDRZ	3.8
TZ	4.0

Source: SGS Economics and Planning (2022). Based on Council's residential subdivisions data.

## 3. Employment profile

### 3.1 Employment profile

As set out in the *Alpine Shire Economic Development Strategy* (2021), of 2019, the Alpine Shire generated total economic output of \$1.5 million, regional export value of \$379 million and total value-add of \$683 million.<sup>4</sup> The Alpine Shire economy, in terms of economic output, is driven by the following five industry sectors:

- Manufacturing (\$222m or 15 per cent).
- Agriculture, Forestry and Fishing (\$200m or 14 per cent), which is driven by both the agricultural (Nuts,, Grains, Beef & Dairy Cattle) – \$83m or 6 per cent– and Forestry and Logging (\$48m or 3 per cent) sub-sectors.
- Rental, Hiring and Real Estate Services (\$189m or 13 per cent).
- Construction (\$181m or 12 per cent).
- Accommodation and Food Services (\$128m or 9 per cent).

These key sectors have potential for growth over the long-term, particularly if population and visitation growth continues within Alpine Shire. In addition, continued diversification, innovation, and productivity within the agricultural sector – through the production of raw materials – is linked to the growth of the manufacturing sub-sectors, including timber-related production and food and beverage processing. This presents the opportunity to expand the Shire’s key industries and consolidate areas of strength.

In 2019, there were 1,568 businesses registered in the Alpine Shire. The majority of businesses are non-employing (61 per cent) or small businesses (37 per cent). Businesses are primarily in the Agricultural sector (24 per cent), followed by Construction (16 per cent) and Accommodation and Food Services (10 per cent).<sup>5</sup>

While the total number of jobs in the Shire decreased by around 150 between 2006 and 2016, jobs have since increased overall in 2021 with 565 more jobs than recorded in 2006. The industries that have experienced the largest rate of job loss are Retail Trade (-96), Public Administration and Safety (-53) and Accommodation & Food Services (-42).

Conversely, Administrative and Support Services (+45), Professional, Scientific and Technical Services (+30) and Health Care & Social Assistance (+26) are the largest growing employment sectors.

As of 2019, the Alpine Shire supported 4,743 jobs, with the five largest employing sectors as follows:

- Accommodation and Food Services (691 jobs or 15 per cent).
- Retail Trade (552 jobs or 12 per cent).
- Health Care & Social Assistance (516 jobs or 11 per cent).

---

<sup>4</sup> Urban Enterprise for Alpine Shire Council, *Alpine Shire Economic Development Strategy*, 2021, p. 10.

<sup>5</sup> Urban Enterprise for Alpine Shire Council, *Alpine Shire Economic Development Strategy*, 2021, p. 10.

- Agriculture, Forestry & Fishing (510 jobs or 11 per cent).
- Manufacturing (466 jobs or 10 per cent).

These are also the largest sectors by employment in the Hume Region. However, Accommodation and Food Services generates a significantly larger proportion of jobs in Alpine Shire (15 per cent) compared to the Hume Region (8 per cent). This is attributed to the size of the Shire's tourism industry.

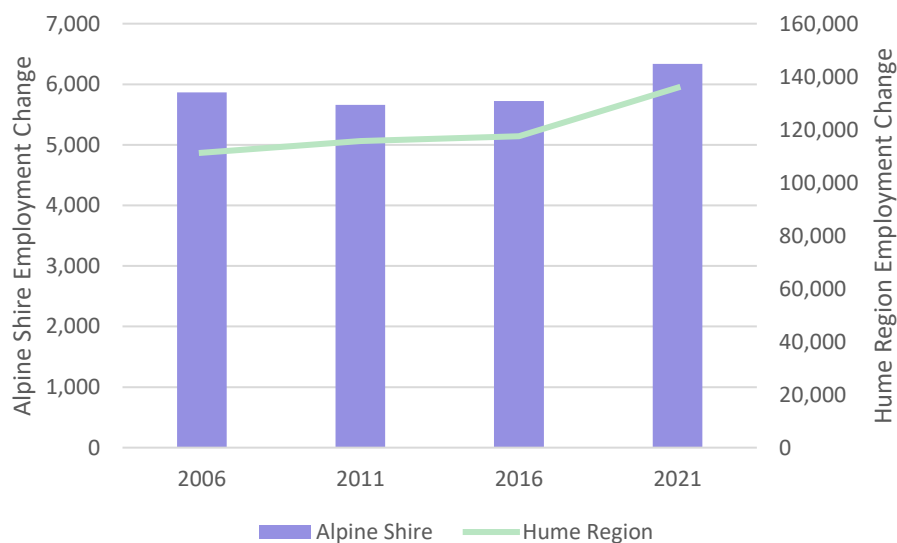
The job containment rate in the Shire (people who both live and work in the area) is relatively high at 88 per cent. The economic profile reinforces the important role of the visitor economy in Alpine Shire, with 15 per cent of jobs being recorded in Accommodation and Food services. Retail trade is also likely to be impacted by the strength of the tourism industry with 12 per cent of jobs. Primary industry remains an important contributor to jobs as well as total output to Alpine Shire.

### 3.2 Historic employment growth

Table 15 compares the industries of employment for Alpine Shire and the Hume region and notes which sectors have grown or reduced in size over the period 2016 to 2021. The Alpine Shire's average annual employment growth was around 2 per cent, slightly lower than that of the Hume Region (3 per cent).

Figure 18 shows the historic employment growth in Alpine Shire, compared to the Hume region. It shows that the growth trajectory for employment overall in both Alpine Shire and the Hume region is relatively similar.

**FIGURE 18: HISTORIC EMPLOYMENT GROWTH IN ALPINE SHIRE AND THE HUME REGION, 2006-2021**



Source: SGS Economics and Planning (2022). Based on ABS Census (2006-2021) - Counting persons, place of enumeration. 1-digit level INDP Industry of Employment by LGA. Excluding 'Inadequately described', 'Not stated', 'Not applicable' and 'Overseas visitor' options.

**TABLE 15: HISTORIC CHANGE IN KEY INDUSTRIES OF EMPLOYMENT IN ALPINE SHIRE AND THE HUME REGION, 2016-2021**

Industry of employment	Alpine LGA				Hume Region			
	2021	% share	Change 2016-2021	AAGR	2021	% share	Change 2016-2021	AAGR %
Agriculture, Forestry and Fishing	521	8%	39	1%	10,874	8%	1,154	2%
Mining	29	0%	-4	-3%	480	0%	104	4%
Manufacturing	503	8%	14	1%	12,651	9%	772	1%
Electricity, Gas, Water and Waste Services	95	1%	1	0%	1,728	1%	43	0%
Construction	545	9%	74	3%	14,891	11%	3,881	5%
Wholesale Trade	105	2%	18	3%	3,034	2%	194	1%
Retail Trade	576	9%	14	0%	12,870	9%	632	1%
Accommodation and Food Services	864	14%	100	2%	9,374	7%	930	2%
Transport, Postal and Warehousing	216	3%	22	2%	6,285	5%	586	2%
Information Media and Telecommunications	35	1%	1	1%	891	1%	-88	-2%
Financial and Insurance Services	121	2%	30	5%	2,060	2%	264	3%
Rental, Hiring and Real Estate Services	119	2%	-1	0%	1,353	1%	18	0%
Professional, Scientific and Technical Services	363	6%	91	5%	5,460	4%	963	4%
Administrative and Support Services	192	3%	-24	-3%	4,033	3%	267	1%

Industry of employment	Alpine LGA				Hume Region			
	2021	% share	Change 2016-2021	AAGR	2021	% share	Change 2016-2021	AAGR %
Public Administration and Safety	377	6%	38	2%	10,100	7%	1,060	2%
Education and Training	544	9%	74	3%	11,593	9%	1,900	3%
Health Care and Social Assistance	805	13%	109	3%	21,155	16%	4,751	4%
Arts and Recreation Services	159	3%	52	7%	1,669	1%	172	2%
Other Services	180	3%	8	1%	5,358	4%	708	3%
<b>Total</b>	<b>6,349</b>	<b>100%</b>	<b>656</b>	<b>2%</b>	<b>135,859</b>	<b>100%</b>	<b>18,311</b>	<b>3%</b>

Source: SGS Economics and Planning (2022). Based on ABS Census (2016, 2021) – Counting persons, place of enumeration. 1-digit level INDP Industry of Employment by LGA. Excluding ‘Inadequately described’, ‘Not stated’, ‘Not applicable’ and ‘Overseas visitor’ options.

### **3.3 Visitor economy <sup>6</sup>**

In 2019, Alpine Shire received 852,063 visitors, driven by domestic overnight (60 per cent) and daytrip (39 per cent) visitors. This represents 16 per cent of total visitation to the High Country. Due to the small proportion of international visitation, the Shire is less impacted by the decline of international tourism – due to COVID-19 – and domestic tourism will, therefore, be the primary focus for the industry in the short to medium term.

Between 2010-19, visitation to the Shire grew by 344,123 visitors (6 per cent per annum). The visitor economy generated \$379 million in direct expenditure for 2019, driven by domestic overnight visitors (81 per cent). This represents 22 per cent of total visitor expenditure in the High Country.

The Shire attracts a large proportion of ‘holiday/leisure’ visitors for daytrip (72 per cent) and domestic overnight (75 per cent) markets, compared to the regional average of around 50 per cent. This is a strength for Alpine Shire as holiday visitors are more desirable as they have a higher propensity to engage in leisure and entertainment activities and generate higher yield.

---

<sup>6</sup> Ibid.

## 4. Implications for the Land Development Strategy

### 4.1 Population profile

- The COVID-19 pandemic has caused a surge in remote working and allowed professionally mobile workers to move away from cities to regional areas. This is reflective in the data as population in the LGA increased by 423 persons after 2019. Major urban employers have signalled that enhanced working from home arrangements will stay in place post COVID-19.<sup>7</sup>
- As the population grows, the proportion of older adults in the Shire as a share of total population will increase (reflecting national trends), and the share of adults aged between 20 and 39 may also grow marginally. Growth in the proportion of older adults and elders has implications for infrastructure and service planning in the Shire, as well as highlighting the need for some housing diversity to offer downsizing and assisted living opportunities.
- The largest share of recent movers to Alpine Shire originated from other major regional cities, including Wangaratta and Wodonga. Many also moved from outer metropolitan areas of Melbourne, such as Mornington Peninsula and Yarra Ranges.
- 31 per cent of properties in Alpine Shire are owned by people who live outside of the LGA. People may own second (or subsequent properties) for a range of reasons (for instance, as an investment or holiday home). Non-resident ratepayers have implications for local housing markets, including creating additional demand for housing, and placing upwards pressure on the purchase and rental price of housing.
- Seasonal fluctuations in population due to tourism have servicing and infrastructure implications for the Shire. This becoming a larger challenge as tourism appears to be decoupling from strict peak seasons, and more local tourists visiting the Shire for weekend trips—meaning the population in towns like Bright often swells to many times its usual size, on a weekly or monthly basis.

### 4.2 Housing profile

- In 2021 there were 7,211 dwellings in Alpine Shire, 78 per cent of which were occupied and 21 per cent were unoccupied. Most housing in the Shire is separate dwellings, with the most common dwelling size being 3-bedroom and 4-bedroom houses. Majority of dwellings are in Bright-Porepunkah (30 per cent of total dwellings) and Myrtleford (22 per cent of total dwellings).
- Most dwellings in the Shire have one or two spare bedrooms, suggesting many dwellings are being occupied by families that are smaller than the average household size. This suggests there is a potential market for households to downsize, although some small households with spare bedrooms may intend to have children in future or continue to live in a relatively large dwelling. A

---

<sup>7</sup> <https://population.gov.au/sites/population.gov.au/files/2021-09/the-impacts-of-covid-on-migration-between-cities-and-regions.pdf>

very small proportion of all households would need an additional bedroom to house their occupants appropriately (1.5 per cent).

- House prices across the Shire have steadily increased across the Shire over the past decade. As with many parts of Australia, house prices increased rapidly during the COVID-19 pandemic. Between 2020 and 2021, the price for units/apartments in the LGA has increased by 34 per cent (\$125,000 in numerical terms), while price for houses has increased by 21 per cent (\$102,000 in numerical terms). House and rental price growth were strongest in Bright.
- Between 2011 and 2021, most development activity occurred in Bright and Myrtleford.. The area around Bright and Myrtleford have been the focus of more than 59 per cent of new dwellings constructed since 2016. Other popular locations are Porepunkah and Tawonga South (relative to other smaller townships), the main towns that have had capacity to accommodate additional housing in recent years.
- The Shire has a high proportion of homes being used for short-term accommodation), especially in towns like Bright and Mount Beauty-Tawonga South that are popular holiday destinations. This has implications when planning for the supply of additional residential land in future, as there are already shortages of affordable and available long-term rentals and houses available for sale in the Shire. Without sufficient housing for all segments of the local population, including key workers, the local economy may suffer from staff and skill shortages in future.

### 4.3 Economic profile

- As of 2019, the Alpine Shire supported 4,743 jobs, with the five largest employing sectors as follows:
  - Accommodation and Food Services (691 jobs or 15 per cent).
  - Retail Trade (552 jobs or 12 per cent).
  - Health Care & Social Assistance (516 jobs or 11 per cent).
  - Agriculture, Forestry & Fishing (510 jobs or 11 per cent).
  - Manufacturing (466 jobs or 10 per cent).
- These are also the largest sectors by employment in the Hume Region. However, Accommodation and Food Services generates a significantly larger proportion of jobs in Alpine Shire (14 per cent) compared to the Hume Region (7 per cent). This is attributed to the size of the Shire's tourism industry.
- The job containment rate in the Shire (people who both live and work in the area) is relatively high at 88 per cent. The economic profile reinforces the important role of the visitor economy in Alpine Shire, with 14 per cent of jobs being recorded in Accommodation and Food services. Retail trade is also likely to be impacted by the strength of the tourism industry with 9 per cent of jobs. Primary industry remains an important contributor to jobs as well as total output to Alpine Shire.
- In 2019, Alpine Shire received 852,063 visitors, driven by domestic overnight (60 per cent) and daytrip (39 per cent) visitors. This represents 16 per cent of total visitation to the High Country. Due to the small proportion of international visitation, the Shire is less impacted by the decline of

international tourism – due to COVID-19 – and domestic tourism will, therefore, be the primary focus for the industry in the short to medium term.

- Between 2010-19, visitation to the Shire grew by 344,123 visitors (6 per cent per annum). The visitor economy generated \$379 million in direct expenditure for 2019, driven by domestic overnight visitors (81 per cent). This represents 22 per cent of total visitor expenditure in the High Country.
- The Shire attracts a large proportion of ‘holiday/leisure’ visitors for daytrip (72 per cent) and domestic overnight (75 per cent) markets, compared to the regional average of around 50 per cent. This is a strength for Alpine Shire as holiday visitors are more desirable as they have a higher propensity to engage in leisure and entertainment activities and generate higher yield. However, this is also linked to the economic challenge that owning housing for short-term holiday rentals is impacting the long-term rental and housing market for key workers in the Shire.

#### MELBOURNE

Level 14, 222 Exhibition Street  
Melbourne VIC 3000  
+61 3 8616 0331  
sgsvic@sgsep.com.au

#### CANBERRA

Level 2, 28-36 Ainslie Avenue  
Canberra ACT 2601  
+61 2 6257 4525  
sgsact@sgsep.com.au

#### HOBART

PO Box 123  
Franklin TAS 7113  
+61 421 372 940  
sgstas@sgsep.com.au

#### SYDNEY

209/50 Holt Street  
Surry Hills NSW 2010  
+61 2 8307 0121  
sgsnsw@sgsep.com.au

