

21 MUNICIPAL STRATEGIC STATEMENT

19/01/2006
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21.01 MUNICIPAL PROFILE

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21.01-1 Location

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Casey is located in a growth corridor at the periphery of Melbourne's south-east region. The regional centre at Fountain Gate - Narre Warren is 40 km from Melbourne's GPO.

Casey straddles the interface between country Victoria (Gippsland) and metropolitan Melbourne. Its municipal neighbours are Yarra Ranges and Knox to the north, Greater Dandenong and Frankston to the west, Mornington Peninsula to the south and Cardinia to the east.

Casey is comprised of:

- the suburbs of Beaconsfield South, Berwick, Cranbourne, Doveton, Eumemmerring, Endeavour Hills, Hallam, Hampton Park, Lyndhurst, Lysterfield South, Narre Warren, Narre Warren North and Narre Warren South;
- the rural and rural-residential locales of Clyde, Cranbourne South, Devon Meadows, Harkaway, Junction Village and Pearcedale; and,
- the coastal villages of Blind Bight, Cannons Creek, Tooradin and Warneet.

21.01-2 Regional context

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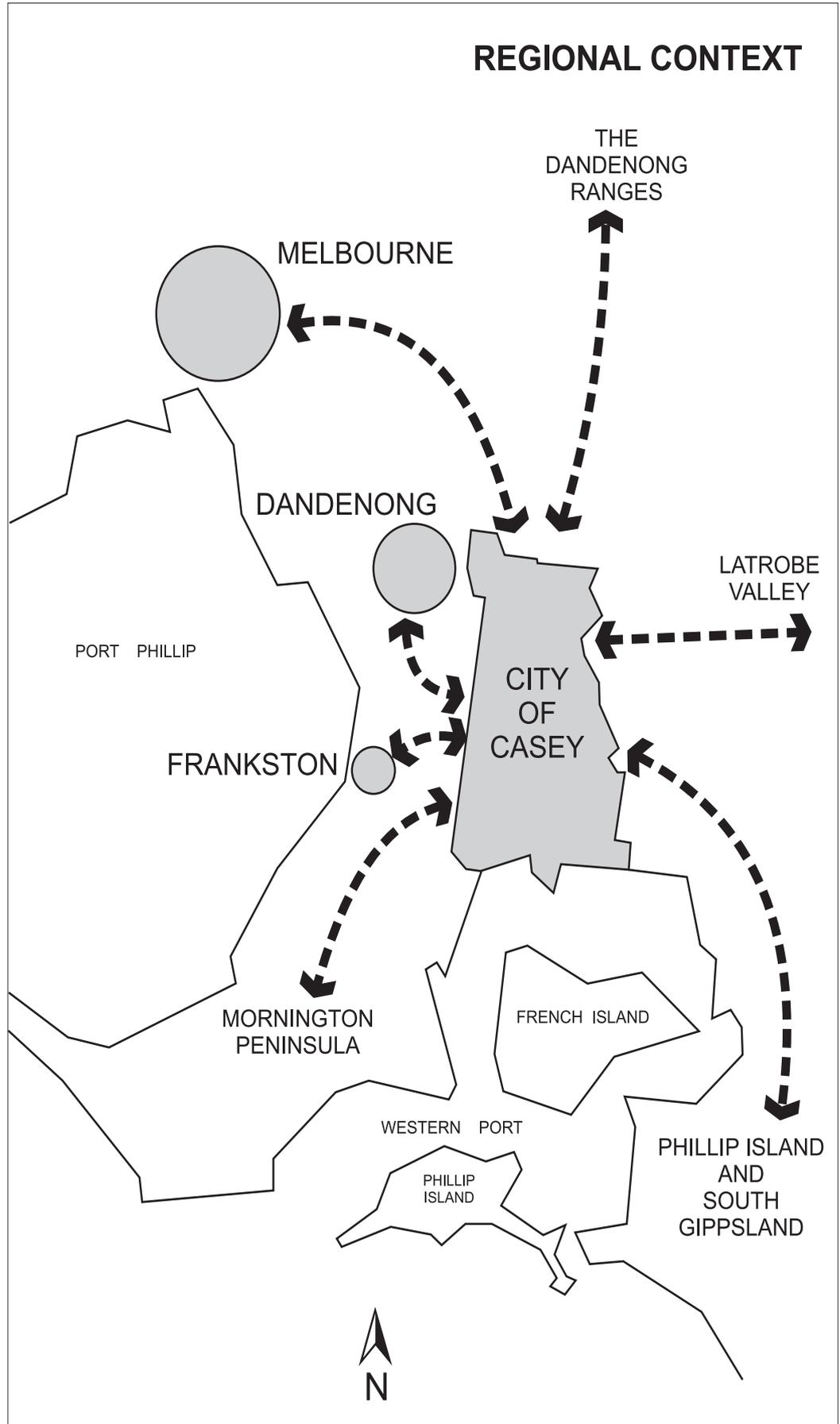
Casey is physically linked to its neighbours principally by four highways: Princes Highway, the South Eastern Freeway, Western Port Highway and South Gippsland Highway. There are also two railway lines that traverse Casey and link Melbourne to Pakenham and Gippsland.

In terms of functional linkages, Casey presently provides:

- Homes for new households in metropolitan Melbourne.
- A skilled workforce for the south-eastern region.
- Primary produce for metropolitan, interstate and overseas markets.
- Retail outlets for West and South Gippsland.
- Recreational opportunities in Western Port, the Cranbourne Racecourse and regional parks.
- Tertiary education facilities for Melbourne's south-eastern region.

Casey is also to some extent, dependent on other municipalities for:

- Employment opportunities (Greater Dandenong, Monash, Kingston).
- Shopping for comparison goods (Greater Dandenong, Frankston).
- Water supply (Cardinia, Yarra Ranges).
- Sewage treatment (Greater Dandenong).
- Major recreation, entertainment and cultural facilities.



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VC37**Historical context**

Prior to initial European settlement, the Bunurong and Wurundjeri peoples occupied the Casey area and a number of sites of significance to the indigenous community remain, particularly along coastal areas and near creeks and waterholes.

Casey is important as one of the first settled districts, supporting the early development of the Port Phillip district by supplying fresh produce and goods both for local consumption and for export. This resulted in the distinctive rural arcadia characterised by hedgerows, tree rows and clusters of farm buildings that is an important part of Casey's character today.

By the early twentieth century, Berwick and Cranbourne were clearly defined as main centres, separated from smaller rural service townships and villages, each with a distinct character and identity.

Still continuing today is the expansion of housing and industry, significant for demonstrating the important contribution of Casey to economic development at a national, State and regional level.

Casey's diverse heritage places include those of existing or potential national, State and local significance, such as "Edrington", the former home of Lord and Lady Casey.

21.01-419/01/2006
VC37**Demographic profile**

The 1996 Census depicts the average Casey household as comprising two adults in their mid thirties living as a nuclear family with one or two children. The household lives in a detached house that is being purchased and has access to two cars. Adults in the household earn average incomes, drive to work and are infrequent users of public transport.

Other distinguishing facts have emerged from the 1996 Census. Compared with the rest of metropolitan Melbourne:

- Casey has a young population. There are relatively more adults aged 30-39 years, more infants aged 0-4 years and more children aged 5-14 years. Correspondingly, there are fewer old people aged over 60.
- Casey is attractive to growing families. There are more two parent families with dependent children and comparatively fewer single person households.
- Casey has more people employed as tradesmen, labourers and in production and transport, and relatively low numbers of people in managerial and professional occupations. Consequently, there are higher proportions of people employed in manufacturing and less in property and business services.
- Casey has more single detached houses and substantially fewer multi-dwellings. A majority of these are being purchased. There are also fewer private rental properties.
- Casey has a higher proportion of people born in the United Kingdom, Sri Lanka, India and the Netherlands, and fewer people born in southern Europe.

21.01-519/01/2006
VC37**Geographic profile**

The City of Casey was formed in December 1994 with the amalgamation of parts of the former Cities of Cranbourne, Berwick and Knox. Geographically, Casey is a relatively large metropolitan municipality. It covers 395 square kilometres and spans 30 kilometres from the foothills of the Dandenong Ranges to the shores of Western Port. Between these two extremes is a diverse range of landscapes and environments, both natural and developed.

Urban development is generally concentrated in the northern part of the municipality. It has followed the traditional pattern of expansion along the major transportation corridors - eastwards along Princes Highway, and southwards along the South Gippsland Highway.

Much of this development comprises post-war residential suburbs which grew rapidly in the 1970's and 1980's. This growth was driven by the filling up of suburbs closer to Melbourne, employment opportunities in and around Dandenong, widespread car ownership and the construction of major thoroughfares, such as the South Eastern Freeway. Urban growth is expected to continue and Casey today forms the south-eastern urban fringe of the Melbourne metropolitan area.

21.01-6 Residential growth and settlement

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On average 40 families move into Casey each week and 7,000 people are added to the municipality's population each year. Shortly after the year 2000, Casey is projected to be Victoria's largest municipality and the population is expected to double from 165,000 in 1998 to in excess of 300,000 ultimately, making Casey one of Australia's largest urban municipalities.

The number of dwellings in the municipality is also expected to double from 50,000 in 1998 to over 110,000 in the next two decades. However, during the same period, the estimated average household size in Casey is projected to decline from 3.1 persons in 1996 to 2.9 persons in 2011.

Despite rapid urbanisation, rural settlements still exist to the north in Harkaway and Narre Warren North, and in the south of the municipality at Tooradin, Cannons Creek, Blind Bight, Junction Village, Warneet, Pearcedale, Devon Meadows and Clyde. Each settlement has a distinctive identity and most can expect to experience growth pressures in the near future.

21.01-7 Economic development

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In terms of economic activity, primary production is well represented by beef cattle, intensive animal industries such as poultry farming, flower and vegetable growing, as well as the dog and equine industries, and by mining (sand, clay and rock extraction).

Much of the primary produce finds its way into metropolitan, interstate and overseas markets. Most primary industries are located in the southern portion of the municipality, except for mining, with quarries fairly evenly distributed across the municipality.

Secondary industries are dominated by home construction, light manufacturing and service industry. Casey's industrial centre is in the Hallam area, but industrial precincts can also be found in Doveton, Narre Warren, Cranbourne and Berwick. The growing service sector is mainly concentrated on retailing in the various activity centres.

There are two regional activity centres in Casey:

- the Fountain Gate - Narre Warren District Centre to the north; and,
- the Cranbourne Town Centre to the south.

Each has a reasonably well balanced mix of retail, community and industrial uses and each has a catchment that extends beyond the municipal boundaries. These two centres are supplemented by smaller sub-regional centres at Endeavour Hills, Hampton Park and Berwick Village.

Two knowledge precincts are emerging at Berwick where Monash University and Chisholm Institute (Berwick Campus) are located and around the Chisholm Institute (Cranbourne Campus) at Cranbourne.