

Western Melbourne Indian Population and Visitor Profile

June 2023

melbourne's  west

 **urban** planning
economics+tourism
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Urban Enterprise is located on Wurundjeri Woi-Wurrung Country. We pay our respects to elders past, present and emerging and also acknowledge all Traditional Owners of Country on which we work.

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1. Introduction

Background

Western Melbourne Tourism engaged Urban Enterprise to prepare and profile of the Indian population and visitor market in the Western Melbourne region, which includes the local government areas of Wyndham, Moonee Valley, Maribyrnong, Hobsons Bay, Brimbank and Melton.

The Indian population and visitor market is and will continue to be one of Western Melbourne's most significant as the Indian population in the region continues to grow.

This report has compiled population and demographic data from the Australian Bureau of Statistics (ABS), alongside visitation and visitor characteristic data from Tourism Research Australia's (TRA) International Visitor Survey (IVS).



2. Indian Population in Western Melbourne

As of 2021 over 80,000 residents in Melbourne's West were born in India.

The population born in India represents 8.4% of the region's total population. This is almost double the proportion of Indian born residents within Metropolitan Melbourne (4.9%).

The Indian Born population in Western Melbourne has grown at an average rate of 12% per annum between 2011 and 2021.

T1. WESTERN MELBOURNE INDIAN BORN POPULATION

LGA	Indian Born Population (#)			Indian Born Population (%)		
	2011	2016	2021	2011	2016	2021
Wyndham (C)	8,094	22,395	50,435	5.0%	10.3%	17.3%
Moonee Valley (C)	2,431	2,751	2,742	2.3%	2.4%	2.3%
Maribyrnong (C)	2,868	3,291	2,936	4.0%	4.0%	3.4%
Hobsons Bay (C)	2,332	2,569	2,494	2.8%	2.9%	2.7%
Brimbank (C)	7,767	9,279	8,209	4.3%	4.8%	4.2%
Melton (S)	2,768	5,119	14,314	2.5%	3.8%	8.0%
Western Melbourne	26,260	45,404	81,130	3.7%	5.4%	8.4%
Metro Melbourne	106,596	161,079	242,635	2.7%	3.6%	4.9%
Victoria	111,787	169,808	258,193	2.1%	2.9%	4.0%
Australia	295,362	455,385	673,352	1.4%	1.9%	2.6%

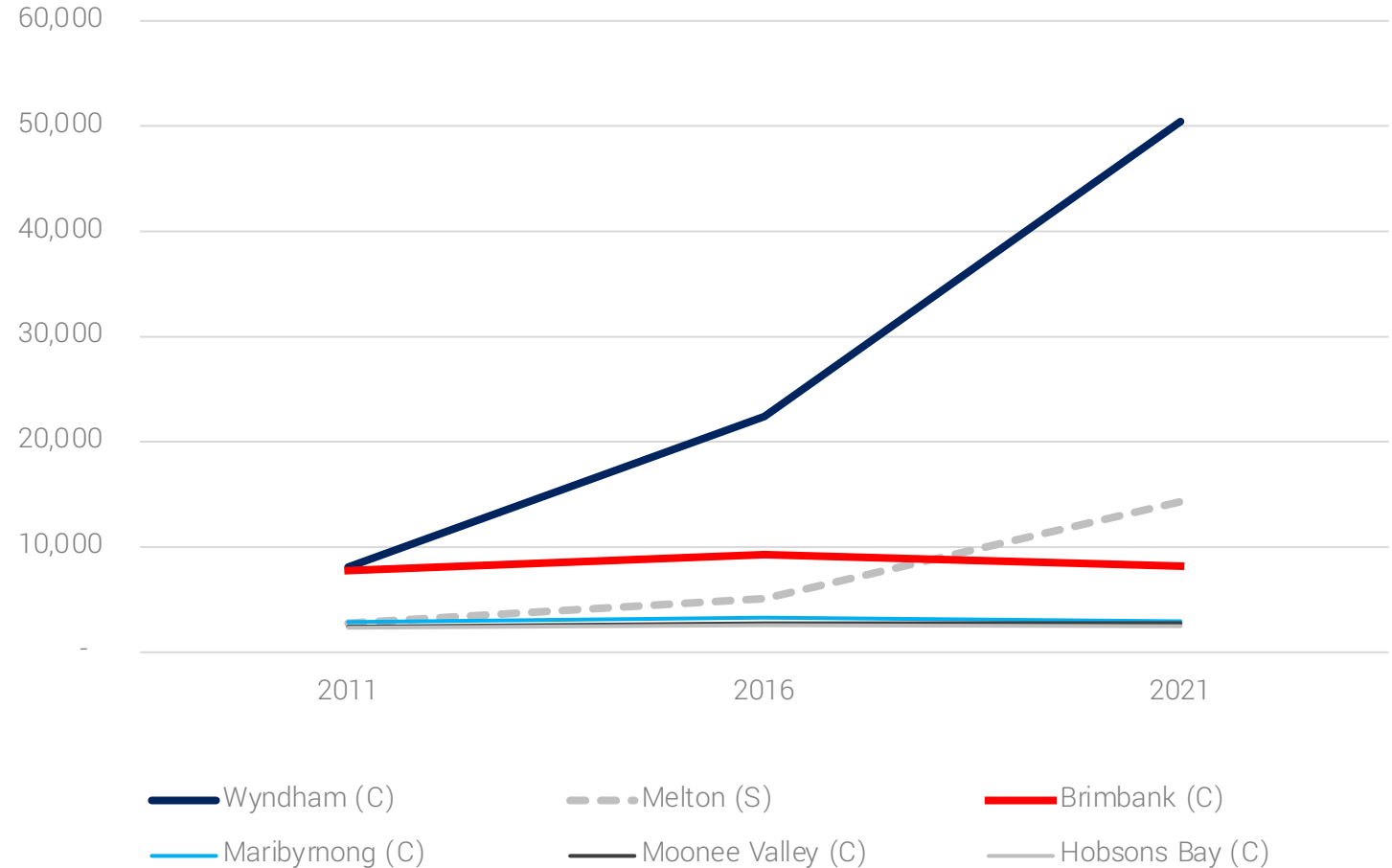
Source: Census of Population and Housing, ABS, 2011, 2016 and 2021.

Of the LGAs that make up Melbourne's West, Wyndham has experienced the most significant growth in Indian born residents

As of 2021, approximately 17% of Wyndham's population was born in India.

Melton saw the second highest level of growth in the Indian born population since 2011 (+11,546 residents), bringing the total number of Indian residents to over 14,000 in Melton as of 2021, accounting for 8% of the LGAs total population.

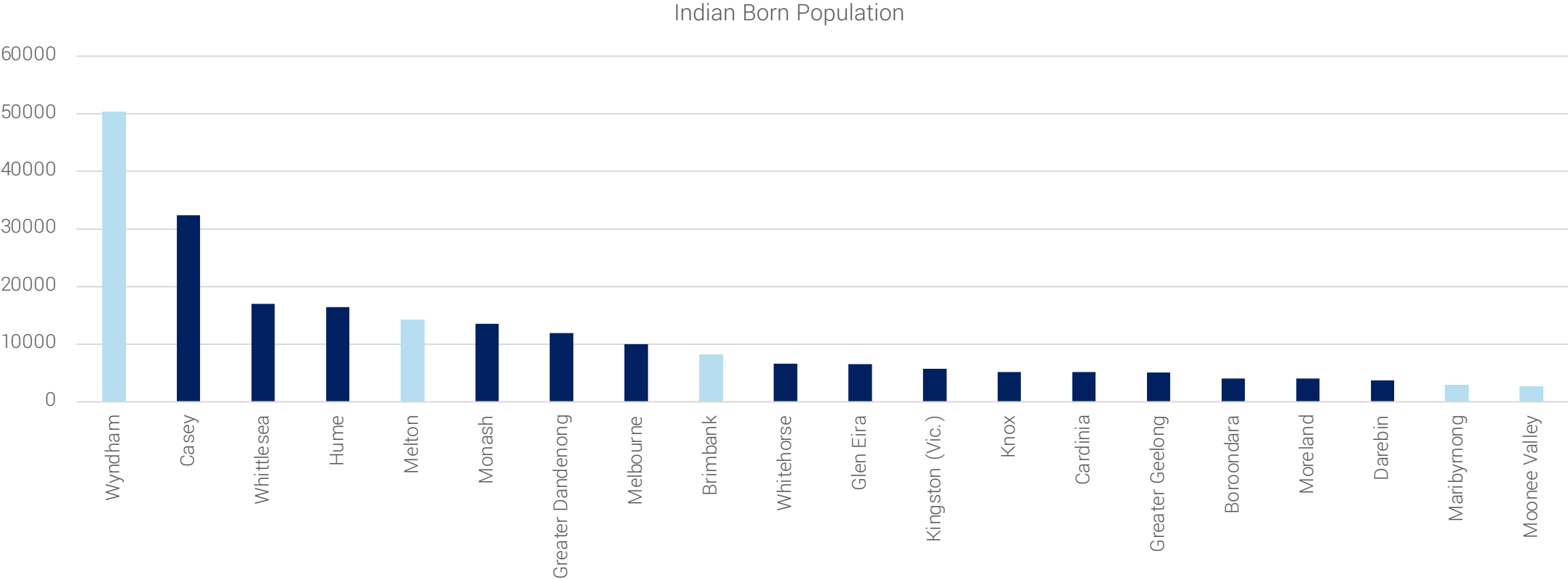
F1. INDIAN BORN POPULATION OF WESTERN MELBOURNE LGAs



Source: Census of Population and Housing, ABS, 2011, 2016 and 2021.

Wyndham has the highest number of Indian born residents of any LGA in Victoria.

F2. INDIAN BORN POPULATION BY LGA (TOP 20 IN VICTORIA)



Source: Census of Population and Housing, ABS, 2011, 2016 and 2021.

Similarly to the Indian born population in Melbourne's West, Wyndham has experienced the most significant growth in residents with Indian Ancestry.

T2. WESTERN MELBOURNE POPULATION WITH INDIAN ANCESTRY

LGA	Population with Indian Ancestry (#)			Population with Indian Ancestry (%)		
	2011	2016	2021	2011	2016	2021
Wyndham (C)	10,146	27,435	50,880	6.3%	12.6%	17.4%
Moonee Valley (C)	2,747	3,421	3,465	2.6%	2.9%	2.8%
Maribyrnong (C)	2,926	3,659	2,905	4.1%	4.4%	3.4%
Hobsons Bay (C)	2,513	3,010	2,699	3.0%	3.4%	3.0%
Brimbank (C)	7,902	9,534	7,465	4.3%	4.9%	3.8%
Melton (S)	3,757	6,835	14,301	3.4%	5.0%	8.0%
Western Melbourne	29,991	53,894	81,715	4.2%	6.5%	8.5%
Metro Melbourne	126,075	198,450	260,693	3.2%	4.4%	5.3%
Victoria	132,370	209,253	276,770	2.5%	3.5%	4.3%
Australia	390,894	619,167	783,953	1.8%	2.6%	3.1%

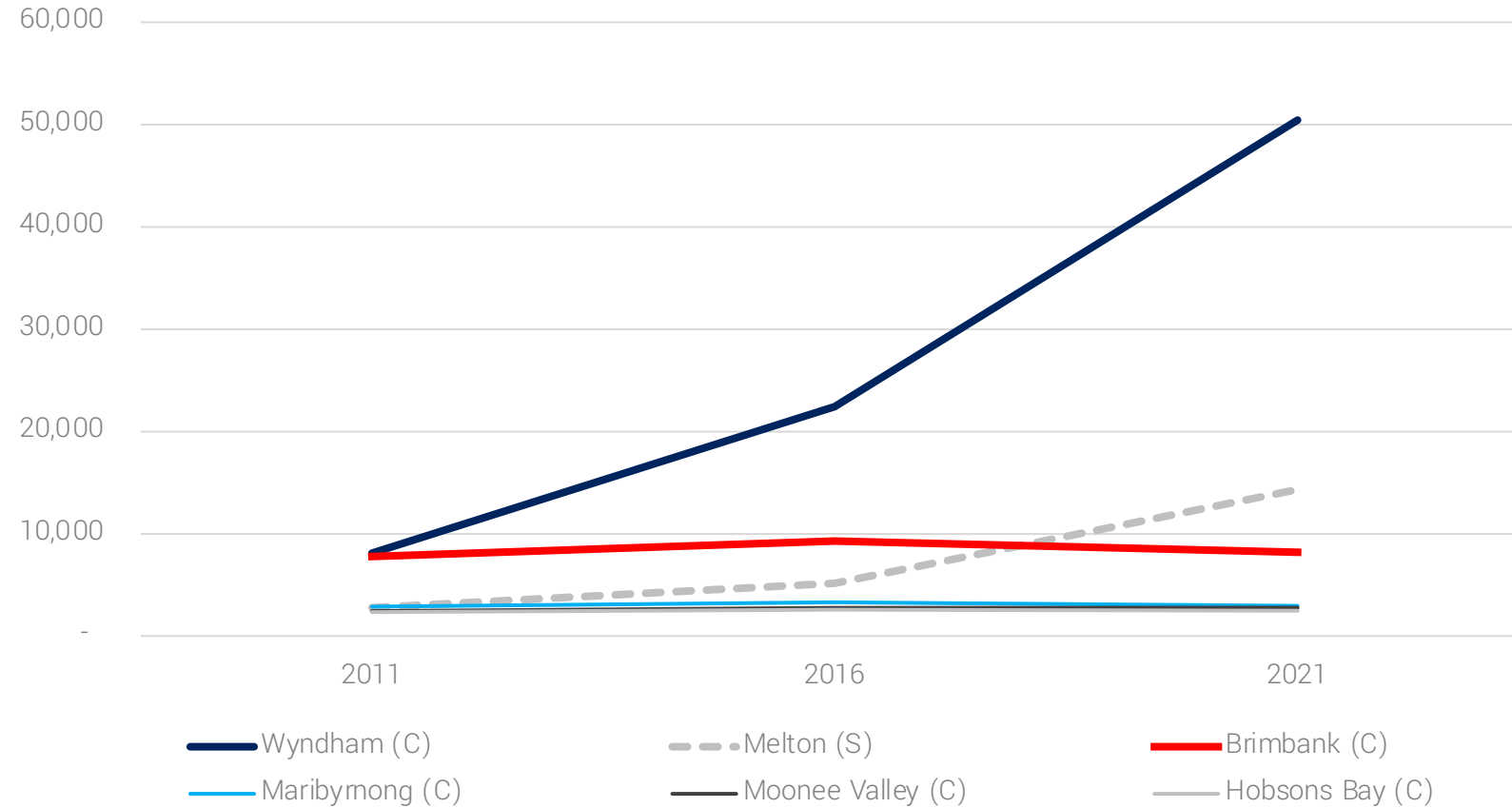
Source: Census of Population and Housing, ABS, 2011, 2016 and 2021.

8.5% of the population of Western Melbourne has Indian Ancestry.

This represents a large proportion of the population in comparison to Metropolitan Melbourne's Indian population.

Within Wyndham, 17.4% of the population had Indian Ancestry.

F3. WESTERN MELBOURNE POPULATION WITH INDIAN ANCESTRY



The population with Indian ancestry grew by an average of 11% per annum in Western Melbourne between 2011 and 2021. This figure increases to 17% growth per annum in Wyndham.

Source: Census of Population and Housing, ABS, 2011, 2016 and 2021.

Demographic Profile

The following slides present a demographic profile of the population in Western Melbourne with Indian ancestry.

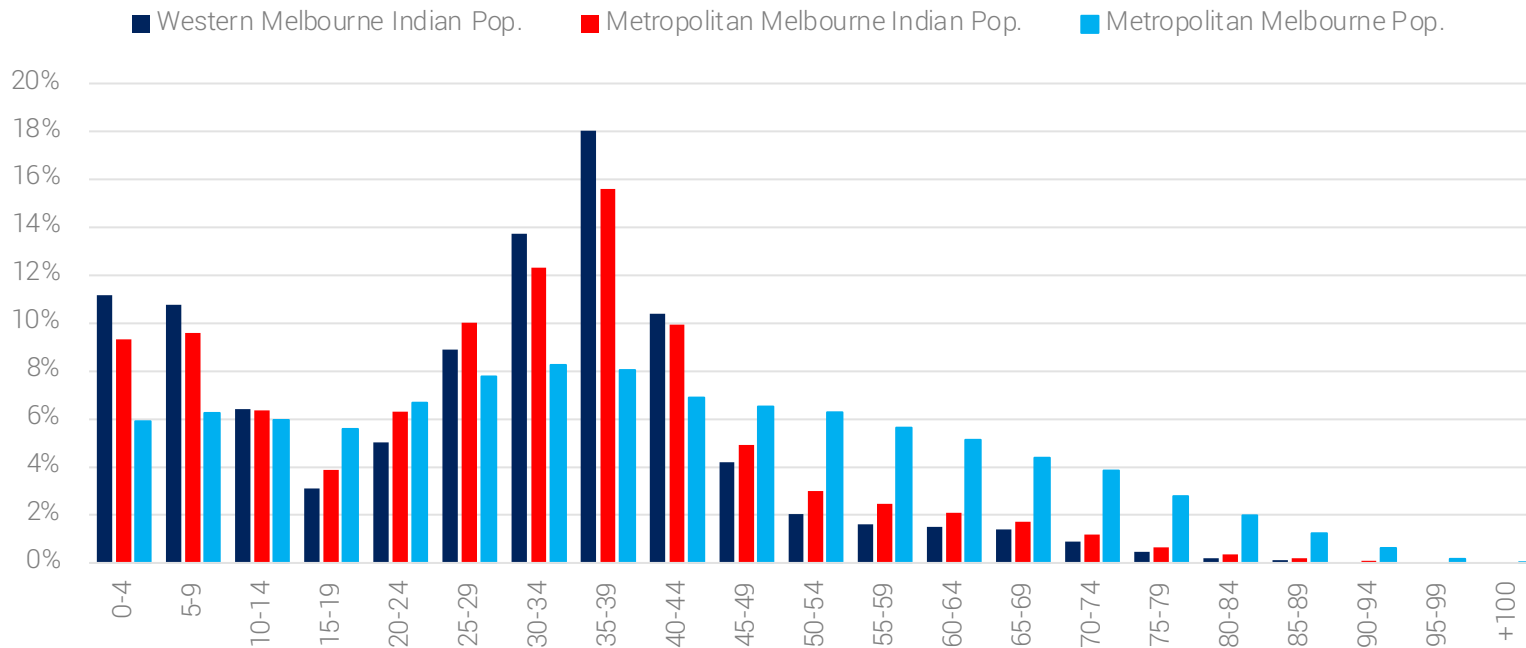
Those with Indian Ancestry present a slightly higher proportion of the population compared to those solely born in India (+585 residents), therefore this profile will also capture some residents born in Australia (but with Indian ancestry). This profile therefore captures all residents in the market.

The data included within the demographic profiling includes:

- Age profile
- Gender
- Marital status
- Level of highest educational attainment
- Year of arrival in Australia
- Status of citizenship in Australia
- Labour force status
- Industry of employment
- Occupation
- Weekly personal income
- Method of travel to work
- Languages spoken at home

The Indian population in Western Melbourne is younger than the general Metropolitan population.

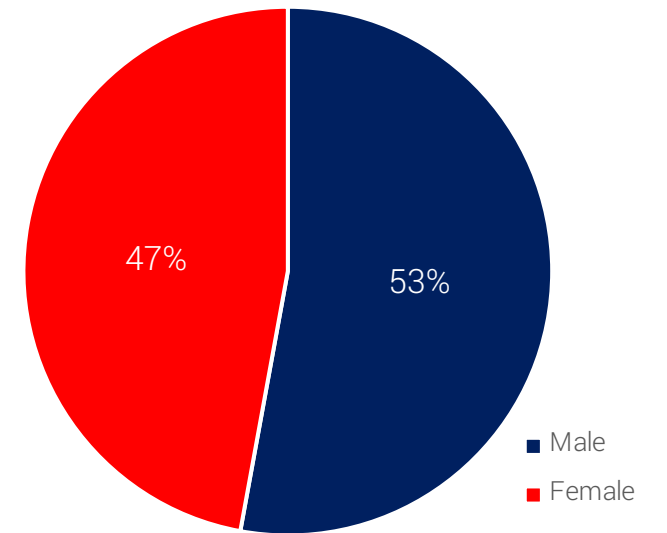
F4. AGE PROFILE, 2021



Source: Census of Population and Housing, ABS, 2021.

51% of the Indian population in Western Melbourne is aged between 25 and 44 years, similar to the population with Indian ancestry across Metropolitan Melbourne. The population with Indian ancestry in Western Melbourne is younger than the metropolitan average.

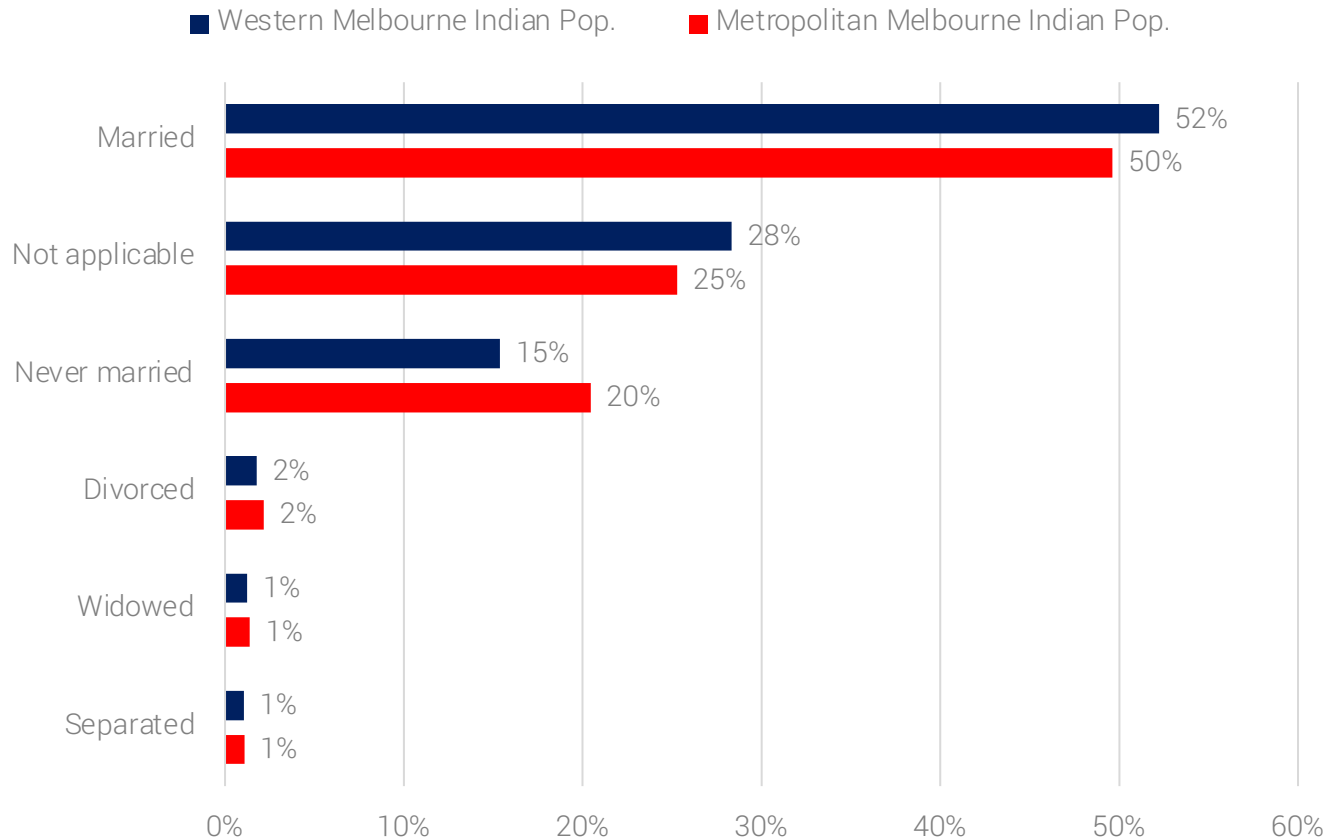
F5. GENDER, 2021



Source: Census of Population and Housing, ABS, 2021.

The gender split in Western Melbourne's Indian community is relevantly equal, however males slightly outnumber females.

F6. MARITAL STATUS, 2021



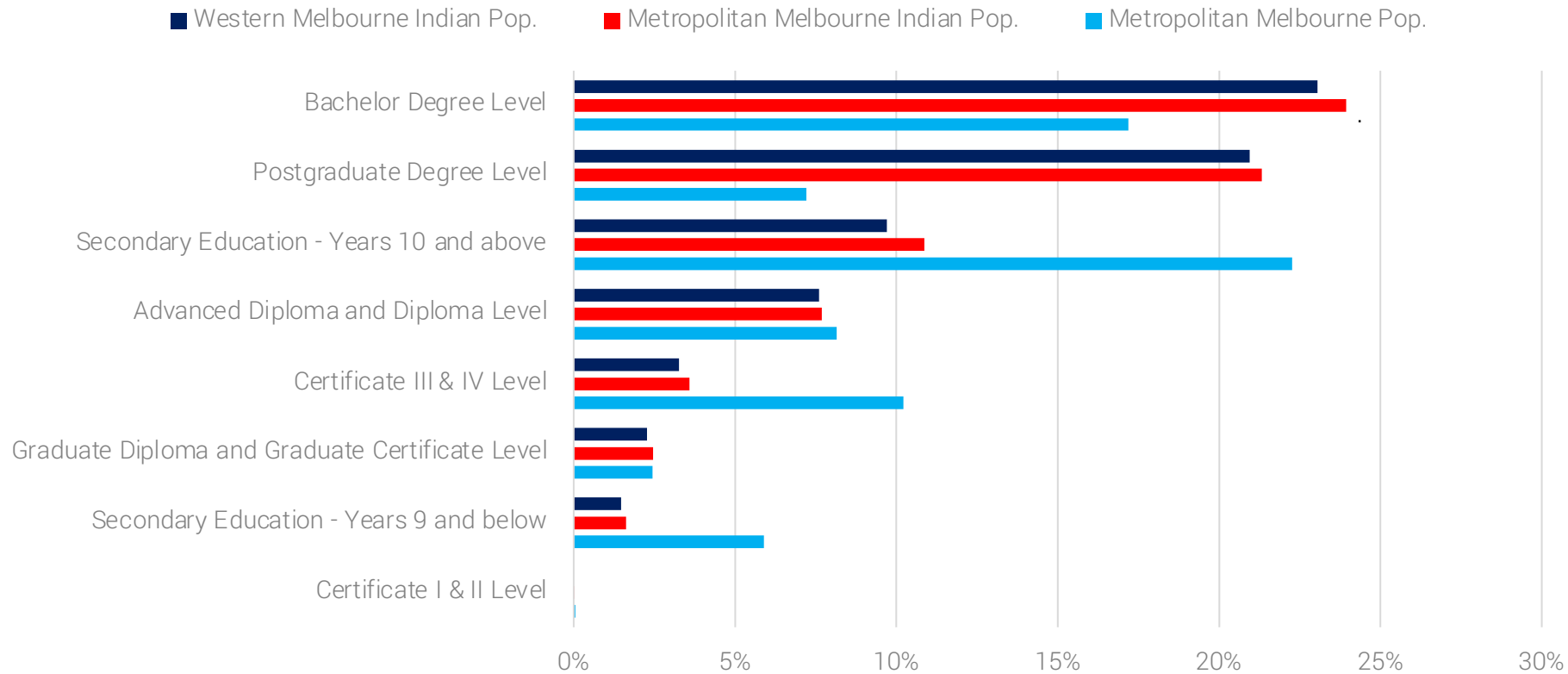
The majority of residents with Indian Ancestry are married.

More than half of residents are married (52%) while 15% have never been married. Only a small proportion of residents (4%) are either divorced, widowed or separated.

Source: Census of Population and Housing, ABS, 2021.

Indian residents are skilled with a large proportion having attained tertiary education qualifications.

F7. LEVEL OF HIGHEST EDUCATIONAL ATTAINMENT, 2021

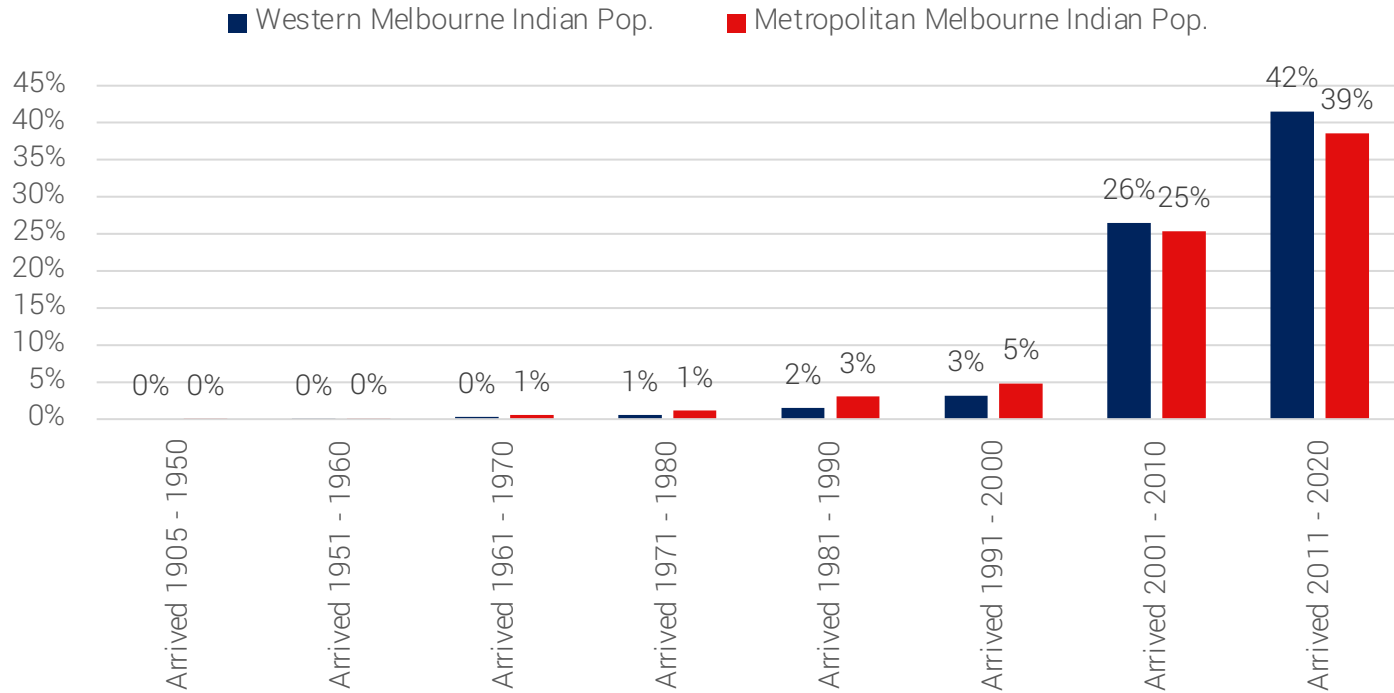


Proportionate to the Metropolitan population, a greater proportion of the India community in Western Melbourne have bachelor's degrees and postgraduate degrees, when compared to the general population across metropolitan Melbourne.

Source: Census of Population and Housing, ABS, 2021.

In the years between 2000 and 2020 the number of Indian residents arriving in the region has increased to an average annual rate of 14%.

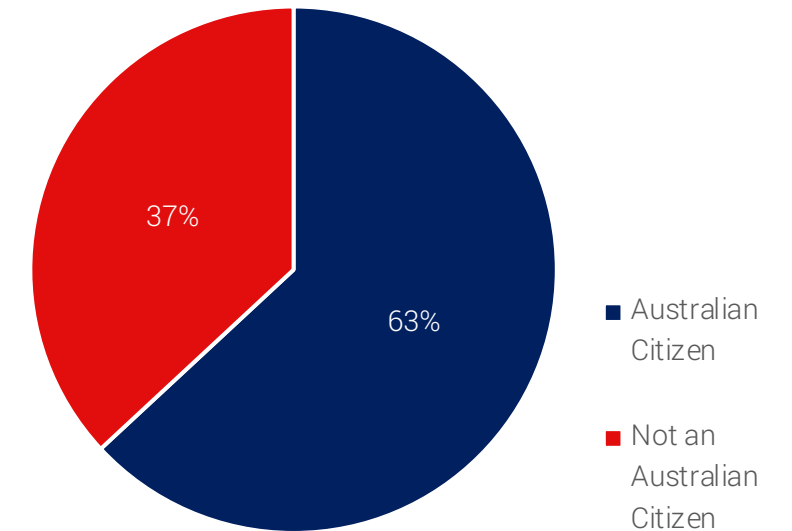
F8 YEAR OF ARRIVAL IN WESTERN MELBOURNE, 2021



Source: Census of Population and Housing, ABS, 2021.

Since the 1960s growth in Indian immigration to West Melbourne had been steadily rising at an average rate of 6% each year up until 2000. After 2000 Indian immigration increased significantly.

F9. STATUS OF CITIZINSHIP, 2021

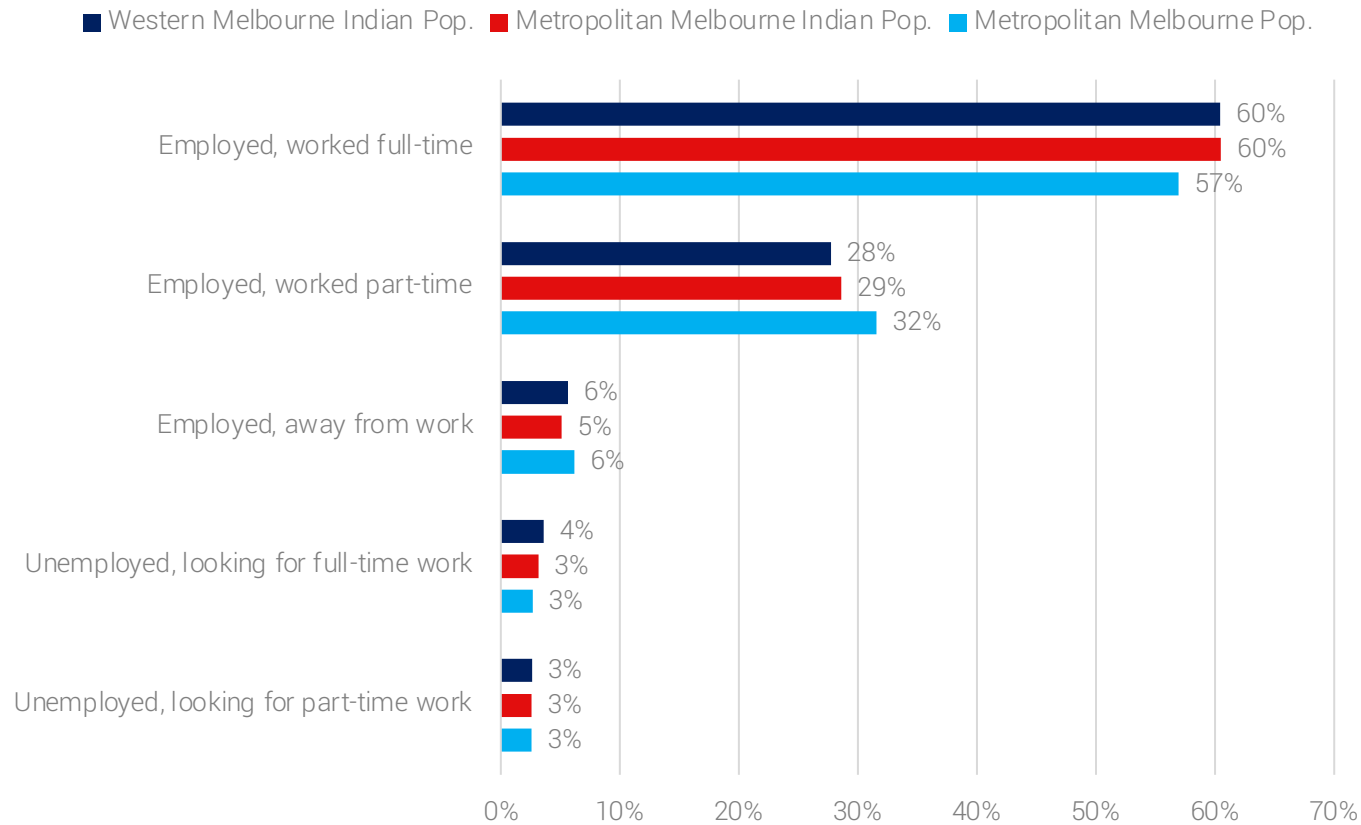


Source: Census of Population and Housing, ABS, 2021.

Most Indian residents in Western Melbourne have Australian citizenship (63%).

Most Indian residents in Western Melbourne's labour force are employed full time (60%).

F10. LABOUR FORCE STATUS, 2021

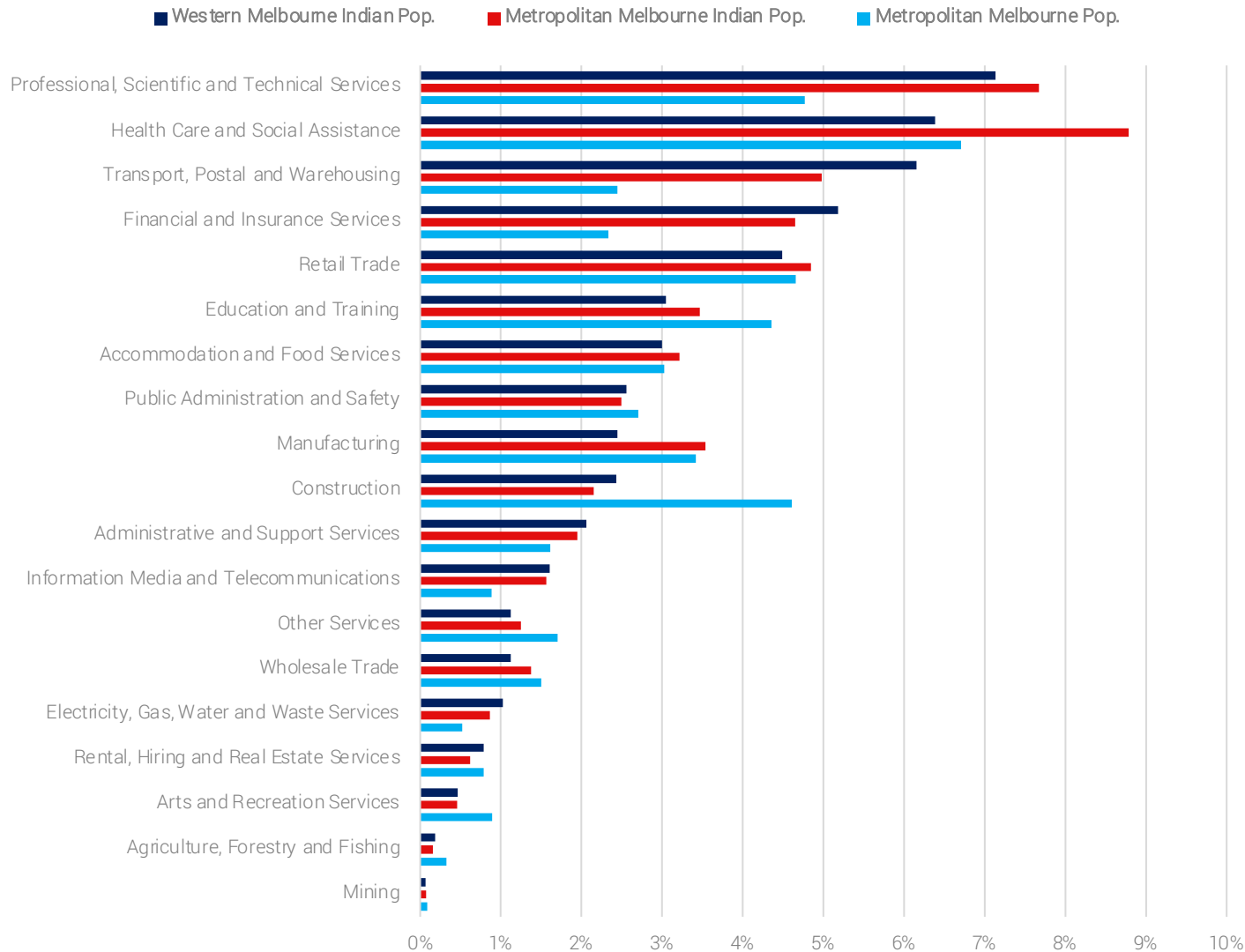


The number of Indian residents in Western Melbourne working fulltime is 5% more than the general metropolitan Melbourne population.

Other than the fulltime employment category, Western Melbourne's Indian population work force status is relatively consistent with the general metropolitan population and Indian metropolitan population.

Source: Census of Population and Housing, ABS, 2021.

F11. INDUSTRY OF EMPLOYMENT, 2021



Amongst the Indian population living in Western Melbourne, 7% are employed in professional, scientific and technical services.

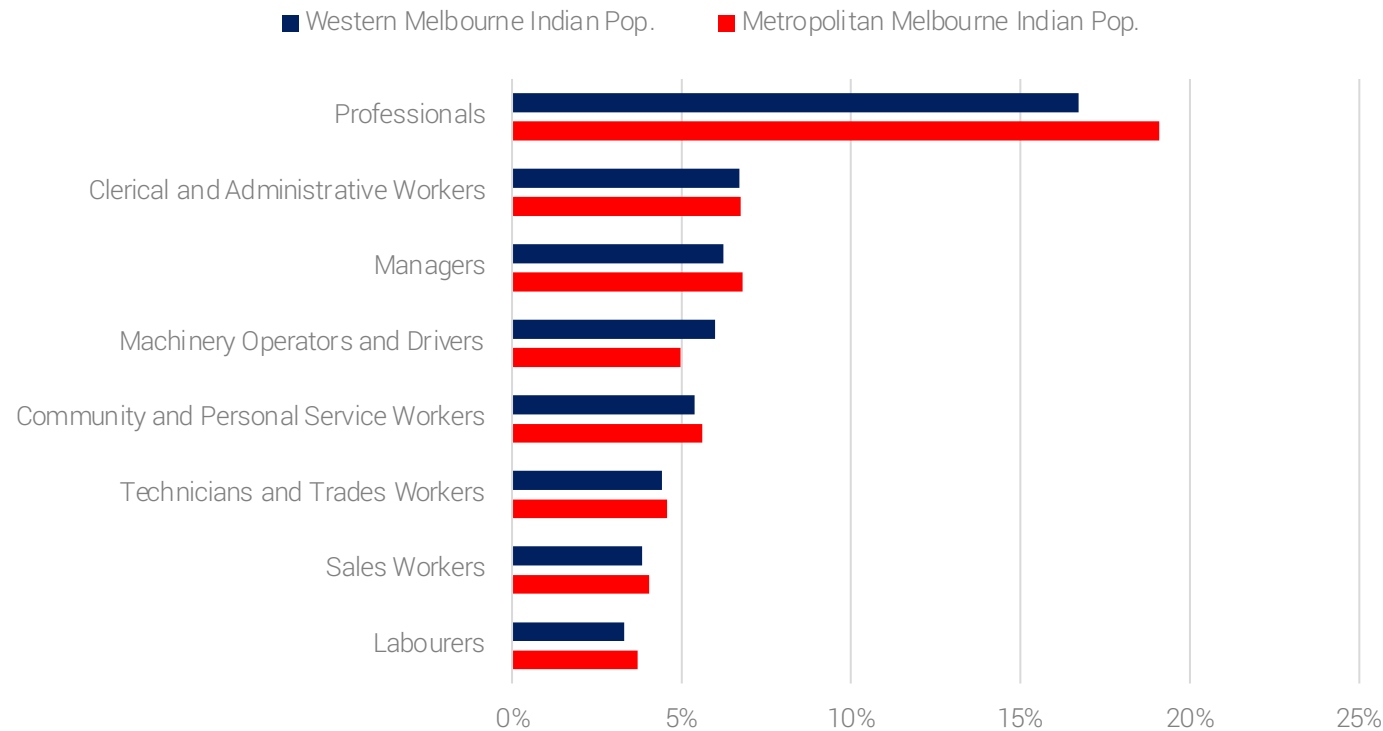
The second largest industry of employment for Indian residents in Western Melbourne is Health Care (6%), however this represents a lower proportion of the workforce when compared with the metropolitan Indian population (9%) and general Melbourne population (7%).

As well as being overrepresented in professional services, the Western Melbourne Indian population also exceeds the proportion of workers in the general metropolitan Melbourne population in transport, finance, administration, information media and electrical, gas and water services.

Source: Census of Population and Housing, ABS, 2021.

Professionals are the most common type of occupation for Indian residents living in Western Melbourne.

F12. OCCUPATION, 2021



Source: Census of Population and Housing, ABS, 2021.

The weekly incomes of the Western Melbourne Indian population is comparable to the Indian metropolitan and general metropolitan population.

T3. WEEKLY PERSONAL INCOME, 2021

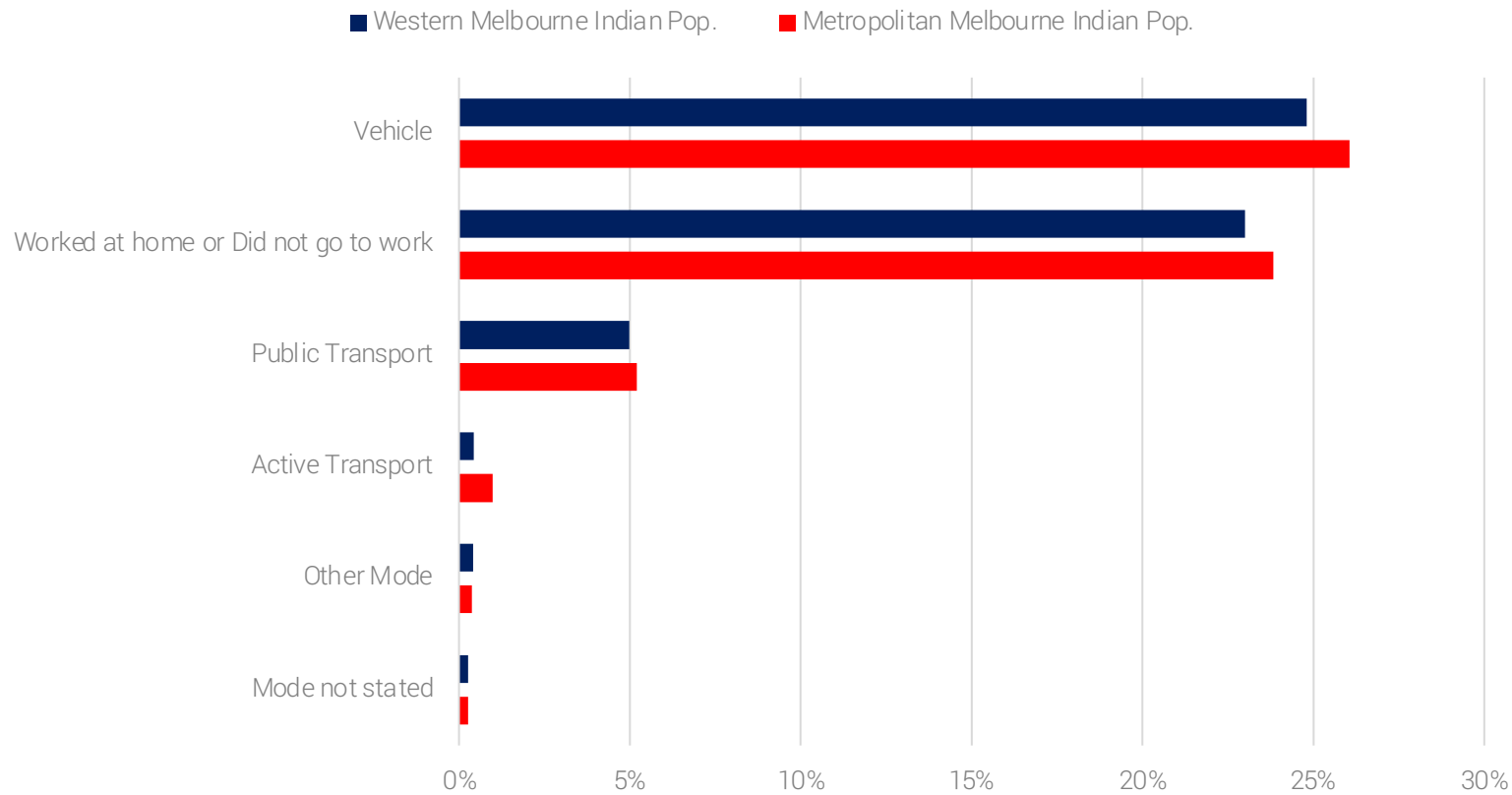
Weekly Personal Income	Western Melbourne Indian Pop.	% of Pop.	Metropolitan Melbourne Indian Pop.	% of Pop.	Metropolitan Melbourne Pop.	% of Pop.
\$1-\$149 (\$1-\$7,799)	1,268	2%	4,839	3%	136,880	4%
\$150-\$299 (\$7,800-\$15,599)	1,651	3%	6,023	3%	193,155	5%
\$300-\$399 (\$15,600-\$20,799)	1,966	3%	6,961	4%	277,429	7%
\$400-\$499 (\$20,800-\$25,999)	2,318	4%	8,115	4%	274,490	7%
\$500-\$649 (\$26,000-\$33,799)	3,122	5%	10,549	5%	266,724	7%
\$650-\$799 (\$33,800-\$41,599)	3,948	7%	12,975	7%	263,067	7%
\$800-\$999 (\$41,600-\$51,999)	5,908	10%	18,765	10%	322,234	9%
\$1,000-\$1,249 (\$52,000-\$64,999)	6,785	12%	21,895	11%	364,309	10%
\$1,250-\$1,499 (\$65,000-\$77,999)	5,028	9%	16,910	9%	283,460	8%
\$1,500-\$1,749 (\$78,000-\$90,999)	4,296	7%	14,712	8%	252,344	7%
\$1,750-\$1,999 (\$91,000-\$103,999)	3,186	6%	10,999	6%	183,327	5%
\$2,000-\$2,999 (\$104,000-\$155,999)	6,812	12%	21,916	11%	323,963	9%
\$3,000-\$3,499 (\$156,000-\$181,999)	1,754	3%	5,750	3%	79,582	2%
\$3,500 or more (\$182,000 or more)	1,589	3%	6,927	4%	146,299	4%
Negative income	282	0%	775	0%	29,782	1%
Nil income	7,821	14%	24,215	13%	381,845	10%

The most common personal weekly income bracket among the Western Melbourne Indian community is \$1,000 - \$1,249 (12%). This income bracket is also the most common in the Indian metropolitan (11%) and general metropolitan (10%) population.

Source: Census of Population and Housing, ABS, 2021.

A quarter of the Indian Community living in Western Melbourne travel to work using a private vehicle.

F13. METHOD OF TRAVEL TO WORK, 2021



Source: Census of Population and Housing, ABS, 2021.

Within the Indian community of Western Melbourne, 62% of the population speak either Punjabi, Hindi or English as their preferred dialect.

T4. LANGUAGES SPOKEN AT HOME, 2021

Language	Western Melbourne Indian Pop.	%	Metropolitan Melbourne Indian Pop.	%
Punjabi	18,182	22%	48,634	19%
Hindi	18,164	22%	54,371	21%
English	13,728	17%	60,239	23%
Telugu	8,220	10%	16,919	6%
Gujarati	6,672	8%	18,613	7%
Urdu	4,232	5%	8,814	3%
Malayalam	3,402	4%	18,556	7%
Tamil	2,346	3%	9,623	4%
Marathi	1,571	2%	6,383	2%
Kannada	1,196	1%	4,813	2%

Source: Census of Population and Housing, ABS, 2021.

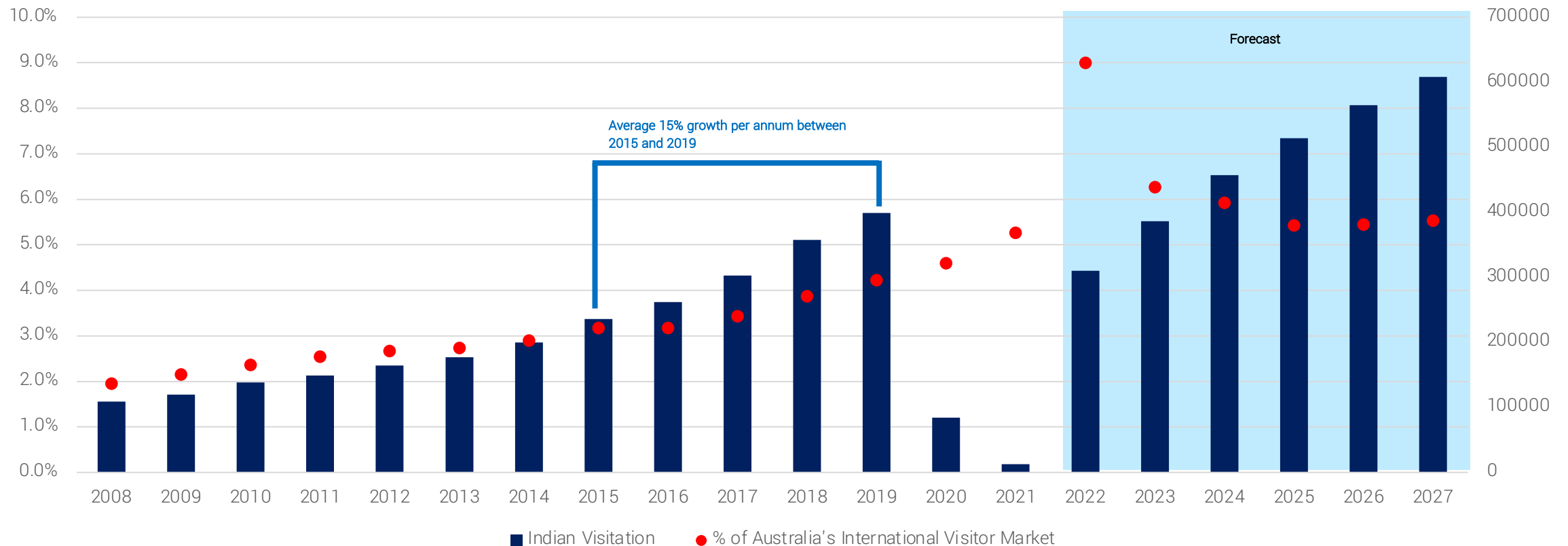
Key Findings

- Western Melbourne is home to over 80,000 people born in India (62% of which live in the City of Wyndham).
- The City of Wyndham has the highest number of Indian born residents of all Local Government Areas in Victoria.
- The number of Indian born residents in Western Melbourne grew by almost 55,000 residents at an average rate of 12% per annum between 2011 and 2021.
- The Indian born population in the City of Wyndham grew at an average rate of 20% per annum between 2011 and 2021.
- The Indian population in Western Melbourne is younger than the general Metropolitan population, reflecting the younger age profile of new residents.
- Indian residents are skilled with a large proportion having attained tertiary education qualifications.
- Most Indian residents in the labour force in Western Melbourne are employed full time. Common industries of employment include professional, scientific and technical services, health care, transport and warehousing, financial and insurance services and retail trade.
- The median weekly personal income of Indian born residents is on par with the general population across metropolitan Melbourne.

3. Indian Visitation to Western Melbourne

Since 2008 India has become an increasingly important part of Australia's international visitor market. By 2027 it is forecast that Indian international visitors will account for 5.5% of all international arrivals to Australia with a projected 608,223 arrivals.

F14. INDIAN INTERNATIONAL ARRIVALS FORECASTS, to AUSTRALIA 2008 - 2027



Source: TRA tourism forecast overview, Tourism Research Australia, 2022.

On average Western Melbourne attracted 27,888 international visitors from India between 2018-2022, equating to around 10% of total visitation from India to Australia.

T5. INDIAN INTERNATIONAL VISITATION, 5 YEAR AVE. (2018-22)

LGA	5 Year Ave. (2018 - 2022)	% of Visitors
Wyndham	18,796	67%
Moonee Valley	1,294	5%
Maribyrnong	1,324	5%
Hobsons Bay	1,135	4%
Brimbank	2,950	11%
Melton	2,389	9%
Western Melbourne	27,888	100%

Source: Visitation, IVS, Tourism Research Australia, 2018-22 (ave).

T6. INDIAN INTERNATIONAL VISITOR NIGHTS, 5 YEAR AVE. (2018-22)

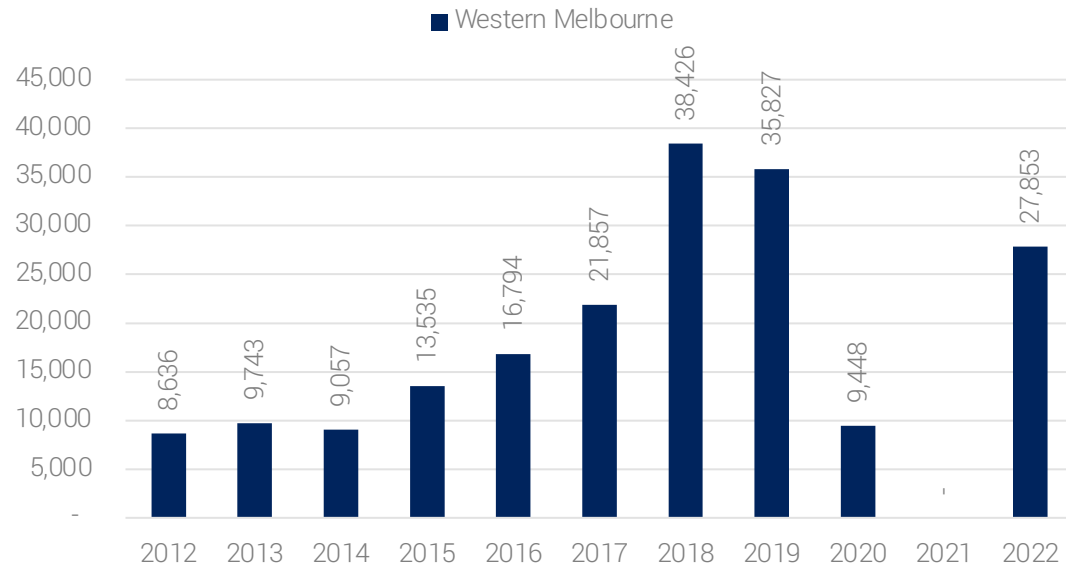
LGA	5 Year Ave. (2018 - 2022)	% of Visitors
Wyndham	1,176,213	70%
Moonee Valley	62,330	4%
Maribyrnong	97,697	6%
Hobsons Bay	69,195	4%
Brimbank	171,302	10%
Melton	107,081	6%
Western Melbourne	1,683,818	100%

Source: Visitor Nights, IVS, Tourism Research Australia, 2018-22 (ave).

The international arrivals from India accounts for approximately 1.7M visitor nights annually. Between 2018–2022, Wyndham as attracted the largest proportion of international visitors from India in comparison to the other LGAs within Western Melbourne. This can be attributed to the size of the Indian population that lives in Wyndham, which is the largest in Western Melbourne.

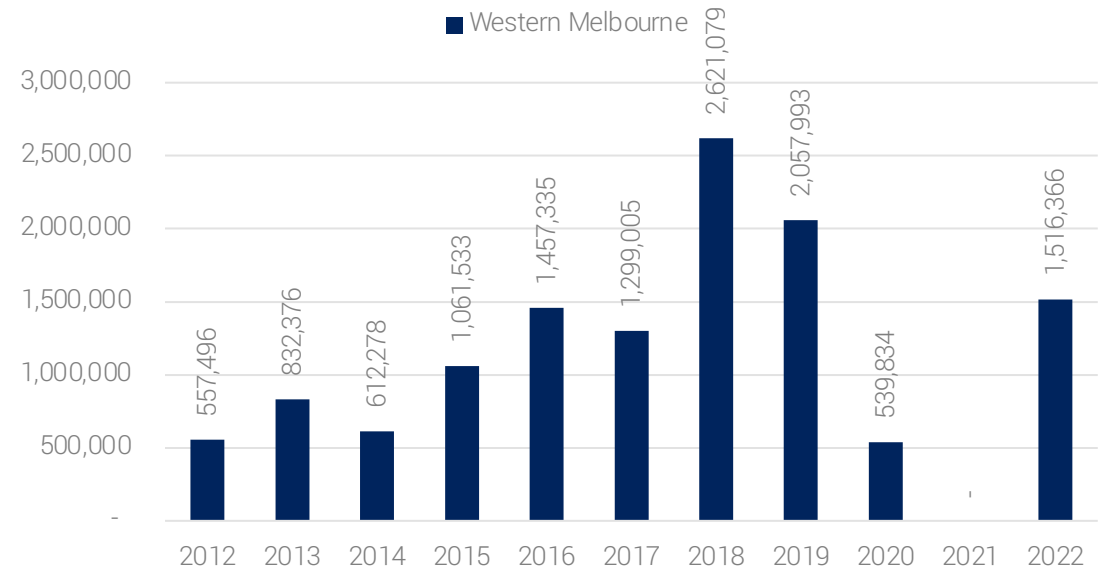
Between 2012 and 2019 international visitation from India to Western Melbourne was growing at an average rate of 23% per year. This increased to 28% in the two years prior to the pandemic.

F15. INDIAN INTERNATIONAL VISITATION, 2012 - 2022



Source: Visitation, IVS, Tourism Research Australia, 2012 - 2022.

F16. INDIAN INTERNATIONAL VISITOR NIGHTS, 2012 - 2022



Source: Visitor Nights, IVS, Tourism Research Australia, 2012 - 2022.

Up until 2018 international visitation and the number of visitor nights stayed by Indian arrivals had been steadily growing. There was a slight drop in numbers in 2019 and then a significant decline in 2020 and 2021. This is due to the impacts of the COVID-19 pandemic, which includes the closure of Australia's International borders. The numbers from 2022 show signs of recovery and indicate that the numbers are on track to reach pre-covid levels within the next few years.

Visitor Profile

The following presents a visitor profile of international visitors from India to Western Melbourne.

The profiling data is based off a 4-year average including the calendar years 2018, 2019, 2020 and 2022.

2021 is excluded due to there being no available data for this year due to the COVID-19 pandemic.

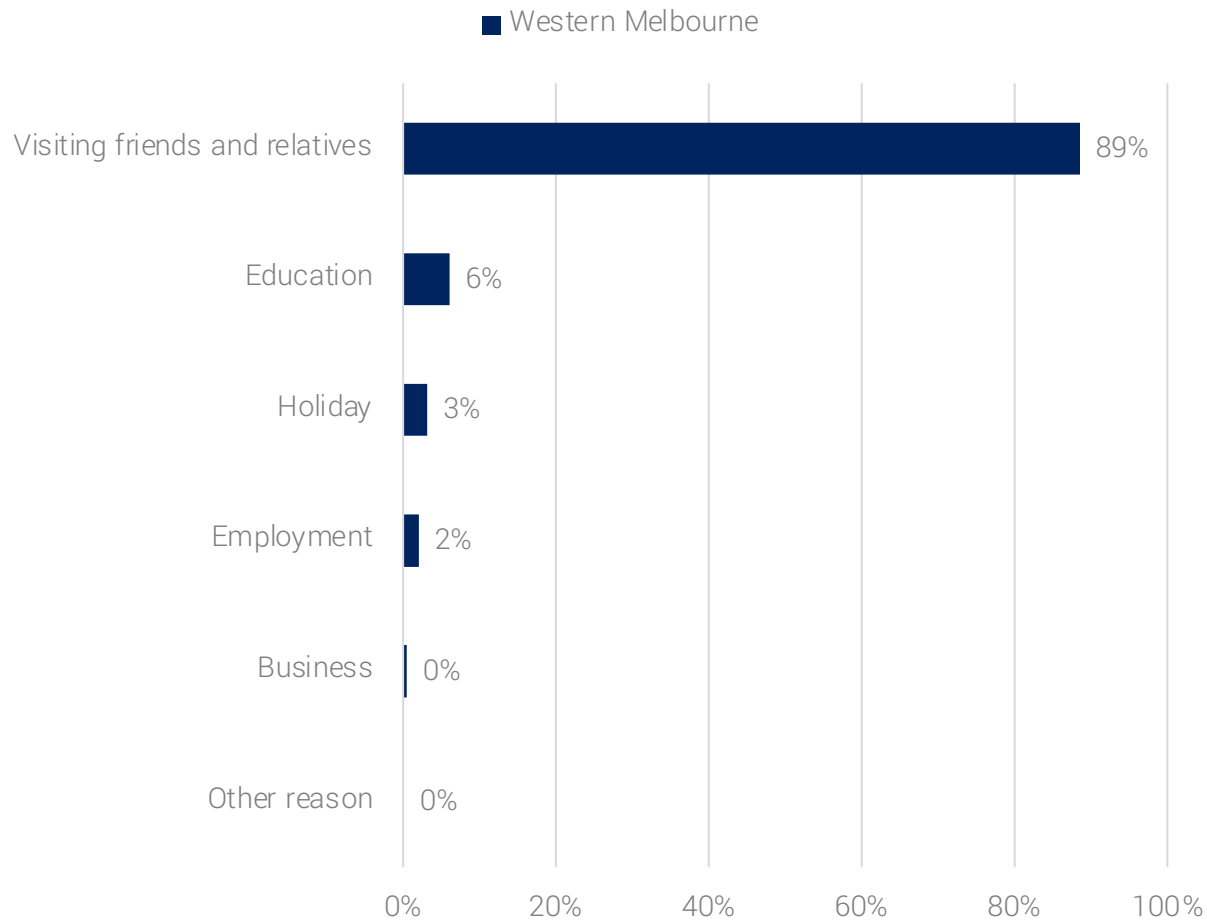
A four year average has been utilised to provide a more reliable sample size and accurate visitor profile.

The percentages provided within the visitor profile are proportionate to total average visitation from India over the corresponding four year period.

The visitor profile includes:

- Reason for trip
- Visitor age Visitor gender
- Travel party
- Length of stay
- Accommodation
- Activities undertaken

F17. REASON FOR TRIP, 2018 - 2022



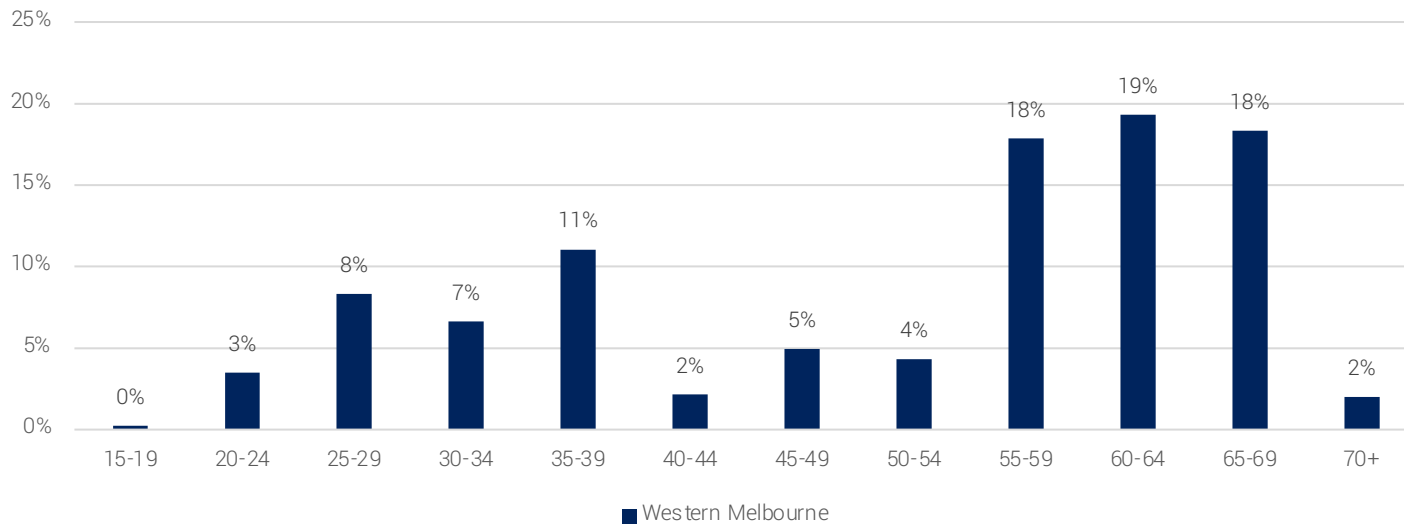
The main reason for visiting Western Melbourne for 89% of international visitors from India is to visit friends and relatives.

Education is the second most common reason, accounting for 6% of arrivals. Holiday (3%) and Employment (2%) are two other reasons people from India visit Western Melbourne.

Source: Reason for trip, IVS, Tourism Research Australia, 2018 - 2022.

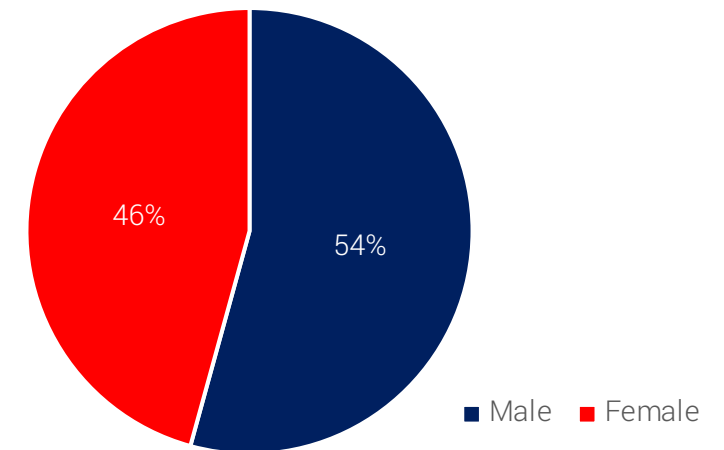
56% of International visitors from India to Western Melbourne are aged between 55-69 years.

F18. VISITOR AGE PROFILE, 2018 - 2022



Source: Age Profile, IVS, Tourism Research Australia, 2018 - 2022.

F19. VISITOR GENDER SPLIT, 2018 - 2022

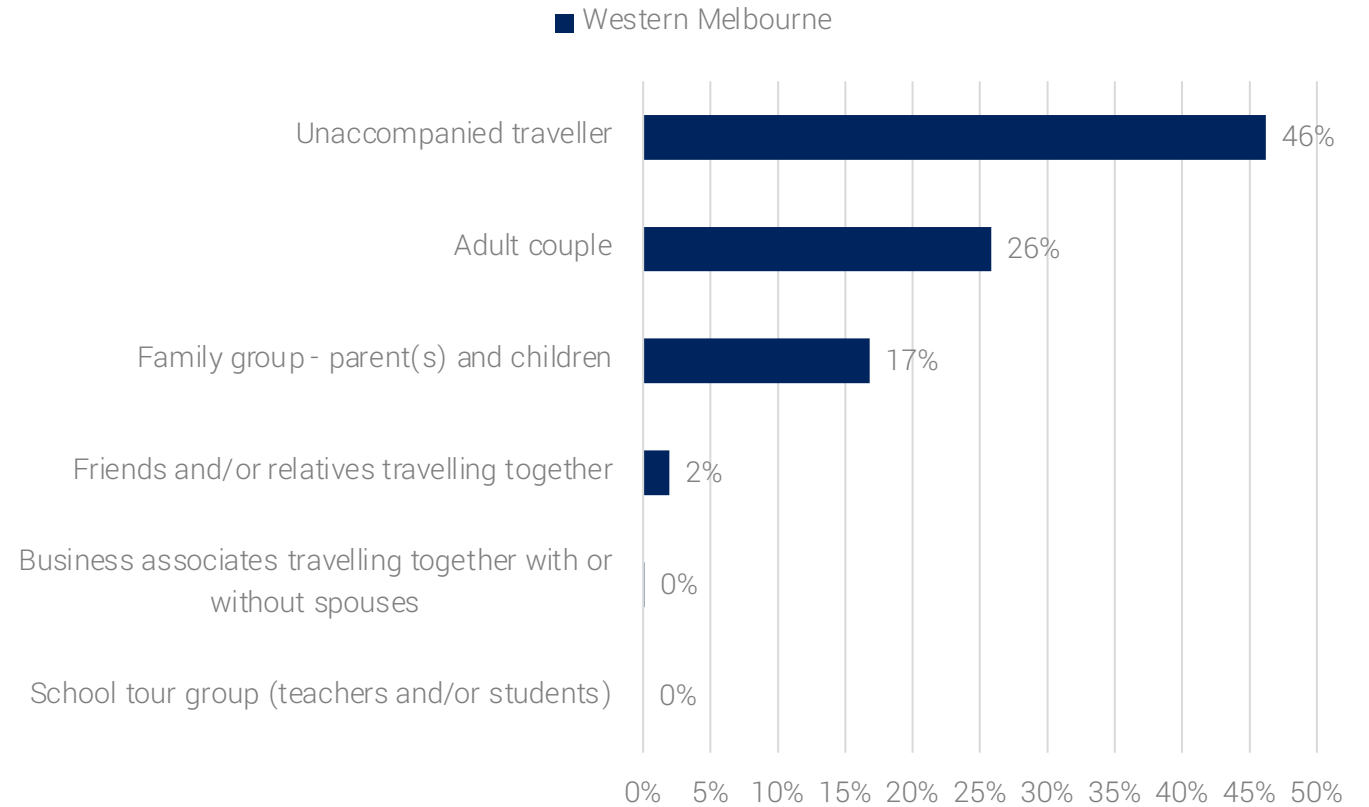


Source: Gender, IVS, Tourism Research Australia, 2018 - 2022.

The large proportion of older to middle-aged visitors may indicate that those visiting are primarily older relatives visiting their children and grandchildren living in Melbourne's West. Those aged between 25-39 account for 26% of all international arrivals from India. This is a significant proportion and may be composed of international students, workers, people visiting siblings and friends. The gender split among international arrivals is relatively even, with a slightly higher proportion of males (54%).

Nearly half of those travelling to Western Melbourne from India are unaccompanied travellers (46%), Adult Couples (26%) and Family Groups (17%) are also common.

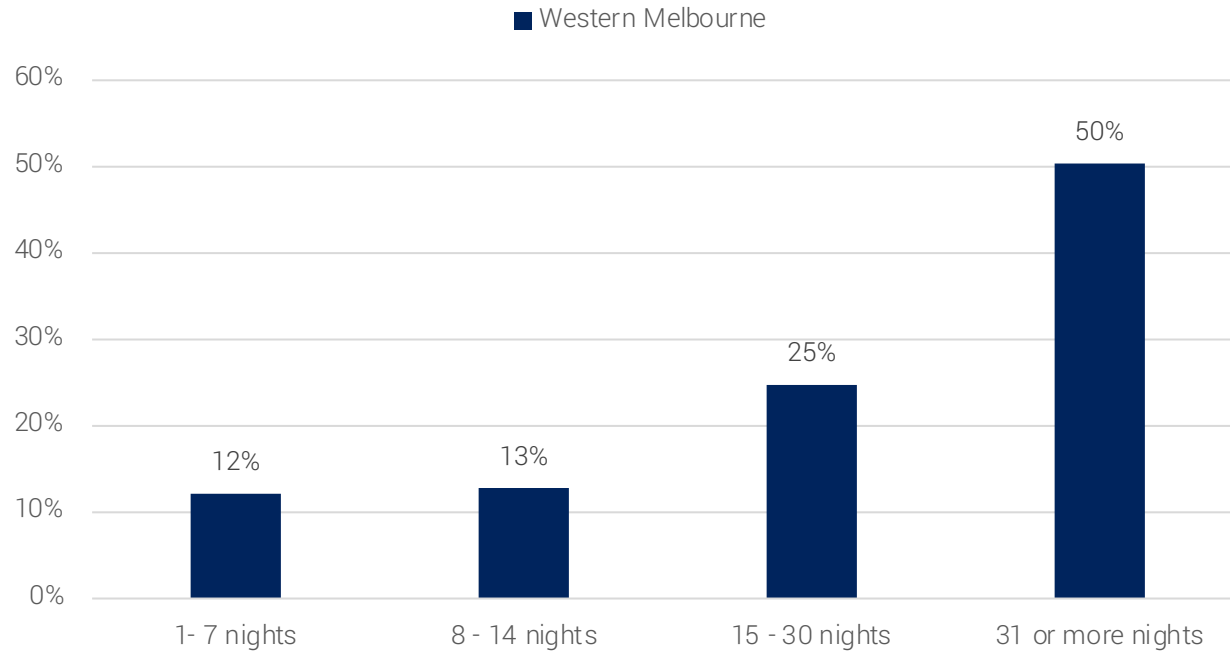
F20. TRAVEL PARTY, 2018 - 2022



Source: Travel Party, IVS, Tourism Research Australia, 2018 - 2022.

The average length of stay for Indian international visitors in Western Melbourne is 60 nights. Those visiting friends and relatives stayed an average of 42 nights.

F21. LENGTH OF STAY, 2018 - 2022

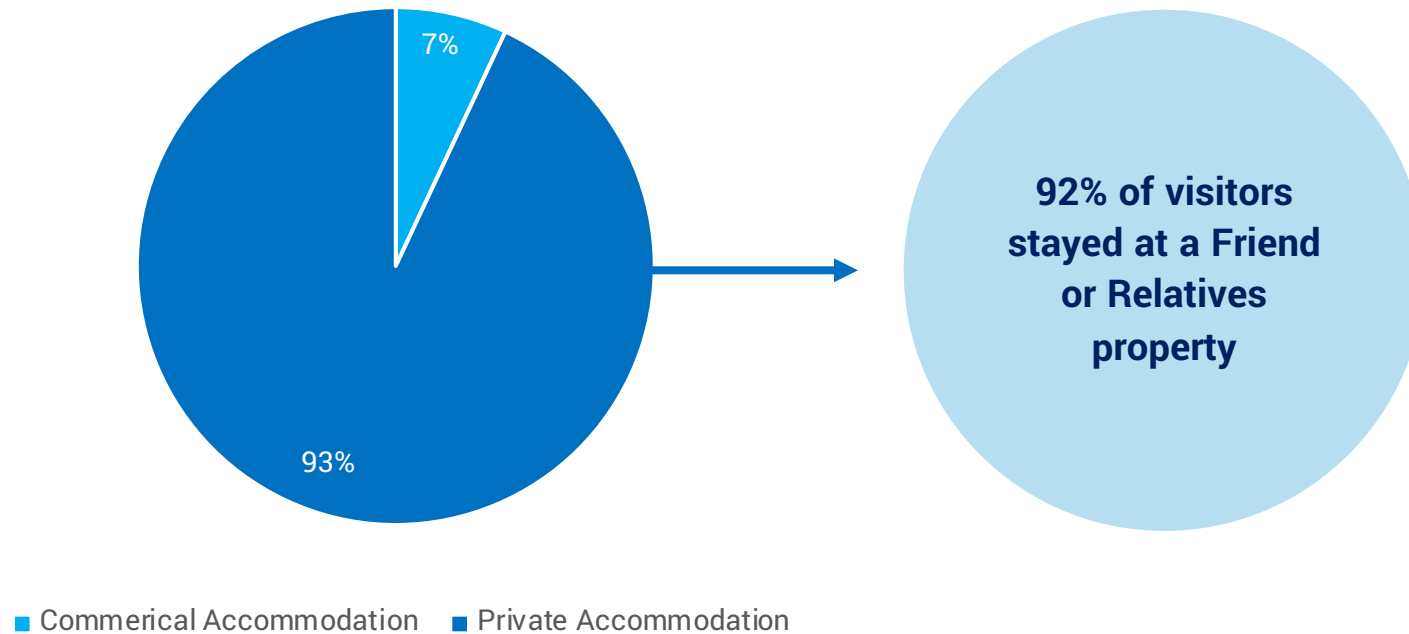


**VFR visitors
stayed an average
of 42 nights.**

Source: Length of stay, IVS, Tourism Research Australia, 2018 - 2022.

93% of Indian visitors to Western Melbourne stayed in private accommodation, primarily at a friend or relatives property.

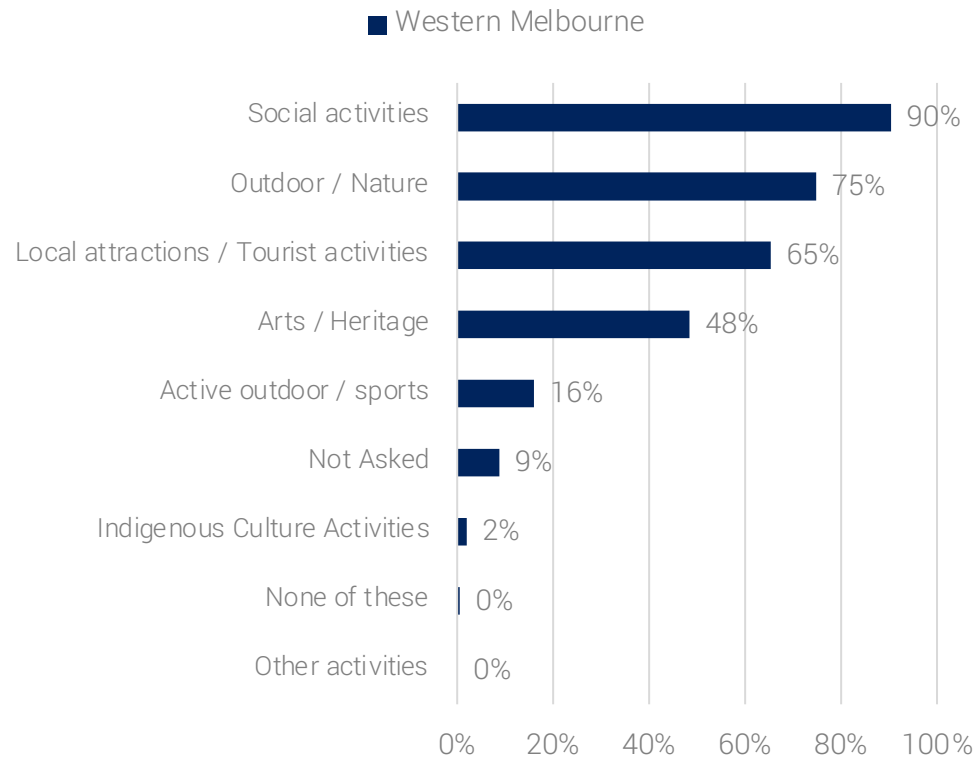
F22. ACCOMMODATION, 2018 - 2022



Source: Stopover accommodation, IVS, Tourism Research Australia, 2018 - 2022.

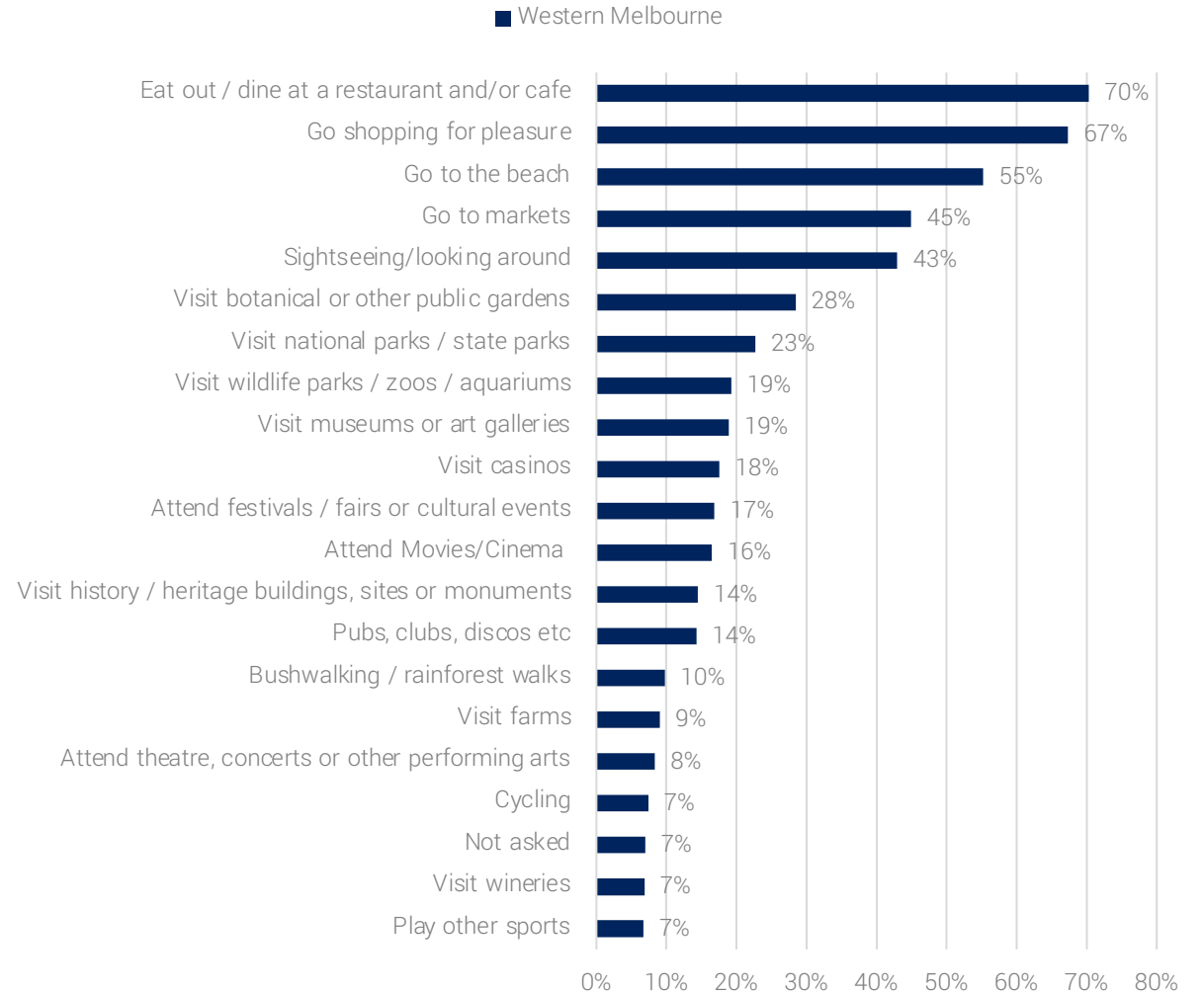
Social activities were the most popular among international visitors from Indian (90%).

F23. ACTIVITIES BY GROUP, 2018 - 2022



Source: Individual activity on trip, IVS, Tourism Research Australia, 2018 - 2022.

F24. TOP 20 ACTIVITIES UNDERTAKEN BY INDIAN VISITORS, 2018-2022



Source: Individual activity on trip, IVS, Tourism Research Australia, 2018 - 2022.

Key Findings

- Inbound arrivals to Australia from India were growing strongly pre-pandemic (rate of 15% per annum between 2014 and 2019).
- Inbound Indian arrivals to Australia are forecast to recover to pre-pandemic levels by around 2023/24.
- Western Melbourne attracted in the order of 10% of total Indian visitor arrivals to Australia in recent years.
- Western Melbourne has seen significant visitor growth from India (23% per annum between 2012-2019).
- The majority are visiting friends and relative (90% of the market).
- Western Melbourne primarily attracts older ad middle aged visitors likely associated with relatives visiting their children and/or grandchildren.
- Second biggest market aged in the 25-39 year bracket, who may be visiting visiting siblings, friends, or for work or education.
- The majority of visitors are unaccompanied travellers or adult couples, aligning to the VF market.
- Significant average length of stay (60 nights across all markets).
- Majority of visitors staying in private accommodation at friends and relatives properties.
- Top visitor activities include eating/dining out, going shopping, visiting the beach, going to markets, sightseeing, gardens and national parks, and wildlife parks/zoos.

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