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# St Peter's Brighton Beach Parish Social Profile

Based on the 2016 Australian Census



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## Disclaimer

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## Executive Summary

This demographic profile summarises key data from the 2016 census for the Parish of St Peter's Brighton Beach and the metro area. It also draws data from the parish directory and electoral rolls and using computer mapping shows the geographic spread of parishioners.

The parish church of St Peter's Brighton Beach is situated at 77 Were St, Brighton, approximately 15 kilometres south of Melbourne CBD. The boundaries of the parish that it serves encompass an area of 6.3 square kilometres.

The congregation is closely clustered around the church: the median lineal distance of parishioners from the church is 1.09 kilometres. Two thirds live within 1.84 kilometres and three quarters within 2.2 kilometres. Only one in ten parishioners live more than 3.6 kilometres from the church.

According to the 2016 Census, the Parish of St Peter's Brighton Beach is home to 9 150 residents, an increase of 0.6% on the 9 099 recorded in the census of 2011. This modest increase reflects a comparatively mature, fully settled locality with limited scope population increase other than through densification.

The congregation has a comparatively mature profile with a median age of 59 years, some 13 years older than the median age of the parish area (46 years). Parish area residents in turn are markedly older than residents of the wider metropolitan area, whose median age is 36 years, ten years younger.

Australian-born account for slightly over seven in ten residents of the parish as against six out of ten Melburnians. At 6.2% of the parish population, the representation of English-born is twice that of the wider metropolitan area. Chinese born ranked third, accounting for 2.2% but were comparatively under-represented.

The parish area has a higher proportion of English speakers than the wider metropolitan area. Slightly over four out of five residents of the parish only speak English at home. This is one third higher than the metro mean of slightly over three in five.

Slightly less than a third of parish residents professed no religion at the 2016 census, marginally above the metropolitan mean. Over half the parish population (54.7%) identify as Christian, well above the metropolitan mean.

Some 1 660 parish residents, or 18% of the population identify as Anglican. This representation compares very favourably with representation across the wider metropolitan area being almost two and a half times higher. Significantly is 24 times higher than the average weekly number of Sunday communicants (60) attending St Peter's Brighton Beach. This comparatively large number of nominal Anglicans represents an opportunity to re-engage and re-activate.

The number of parish residents identifying as Anglican has declined by 16.3% since the last census, falling from 1991 in 2011 to 1661. Expressed as a proportion of the total population this represents a fall from 21.9% in 2011 to 18.1% at the latest census. The decline is consistent with a trend evident across the wider Metropolitan Area, where the proportion of persons identifying as Anglican fell from 10.8% of the population to 7.6%.

With a median annual personal income of \$49 395, 41% higher than the Metro median, residents of St Peter's Brighton Beach parish are comparatively affluent. 28.5% of individuals reported personal income in excess of \$91 000 per annum. Parish households are comparatively under-represented in all income brackets below \$182 000 per annum.



35% of parish households declared annual incomes in excess of \$182 000 which is three times the proportion of Metro households in this income bracket.

The Parish has an average household size of 2.8 persons, slightly larger than the Metropolitan mean 2.7 persons. The household size is skewed larger by an above average representation of households comprising 4 or more persons and correspondingly fewer households comprising 3 or less people.

Couple families prevail, accounting for 56.6% of all households and comparatively over-represented relative to Metro Melbourne where this household type accounted for less than half the total. Couple families with children aged under 15 years are the most common household type, accounting for 36.1% of all households, somewhat above their representation across the wider Metropolitan Area.



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## 1. Introduction

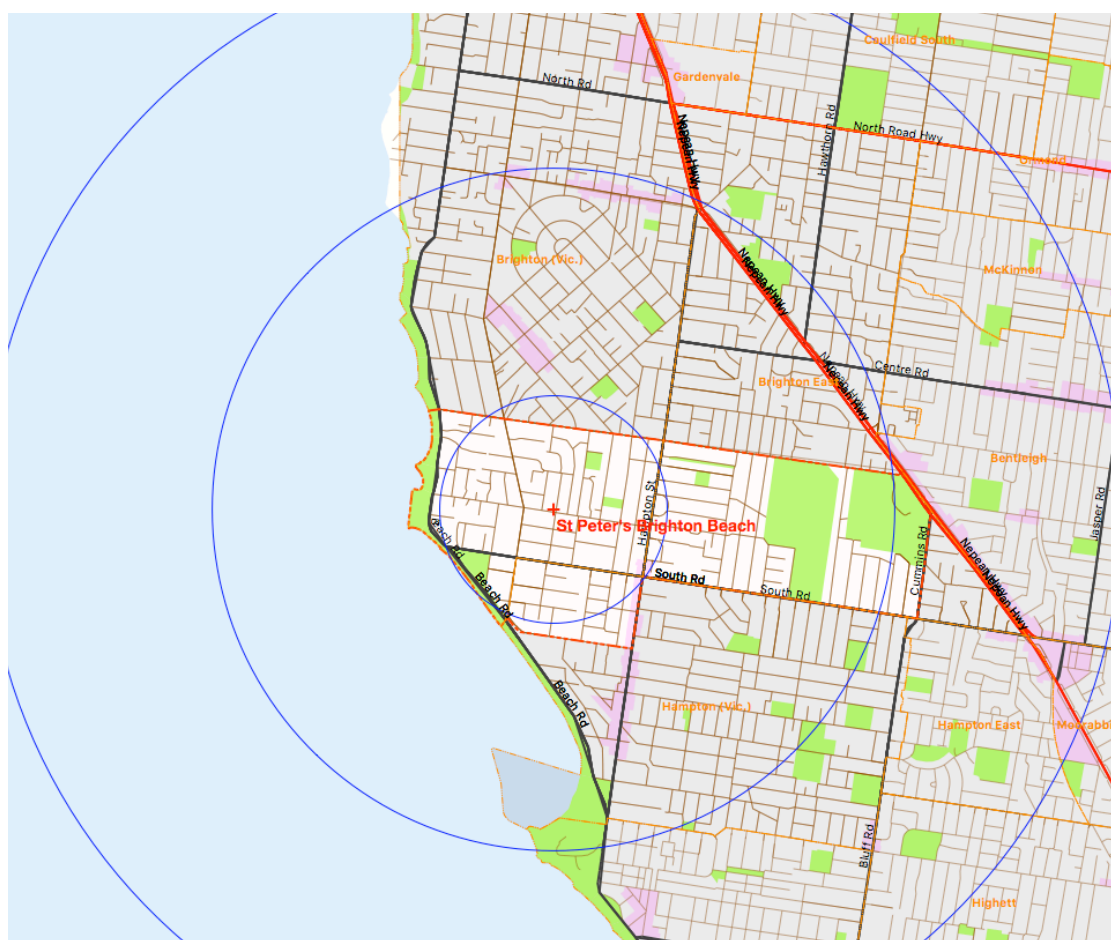
The recently released results of the 2016 census provide an opportunity to gain insights into the demographic composition of the parish and how it compares with the broader metropolitan area (which generally corresponds to the diocese). It also provides a benchmark for comparing and contrasting the demographic make-up of the congregation against its host community, highlighting any gaps. It also provides a means to compare with the previous census, undertaken five years earlier in 2011, identifying interim developments. These insights may be instructive for shaping, directing and prioritising mission efforts.

This demographic profile summarises key data from the 2016 census and selected information from the 2011 census for the Parish of St Peter's Brighton Beach and the metro area. It also draws data from the parish directory and electoral rolls and using computer mapping shows the geographic spread of parishioners.

## 2. Location and Context

The parish church of St Peter's Brighton Beach is situated at 77 Were St, Brighton VIC 3186, approximately 15 kilometres south of Melbourne CBD.

Figure 2.1 Parish Regional Context



The boundaries of the Parish of St Peter's Brighton Beach encompass an area of 6.3 square kilometres. The parish extends 4.6 kilometres east-west and between 1.2 and 1.8 kilometres north-south. The parish is bounded to the west by Port Phillip Bay, to the north by Dendy Street, to

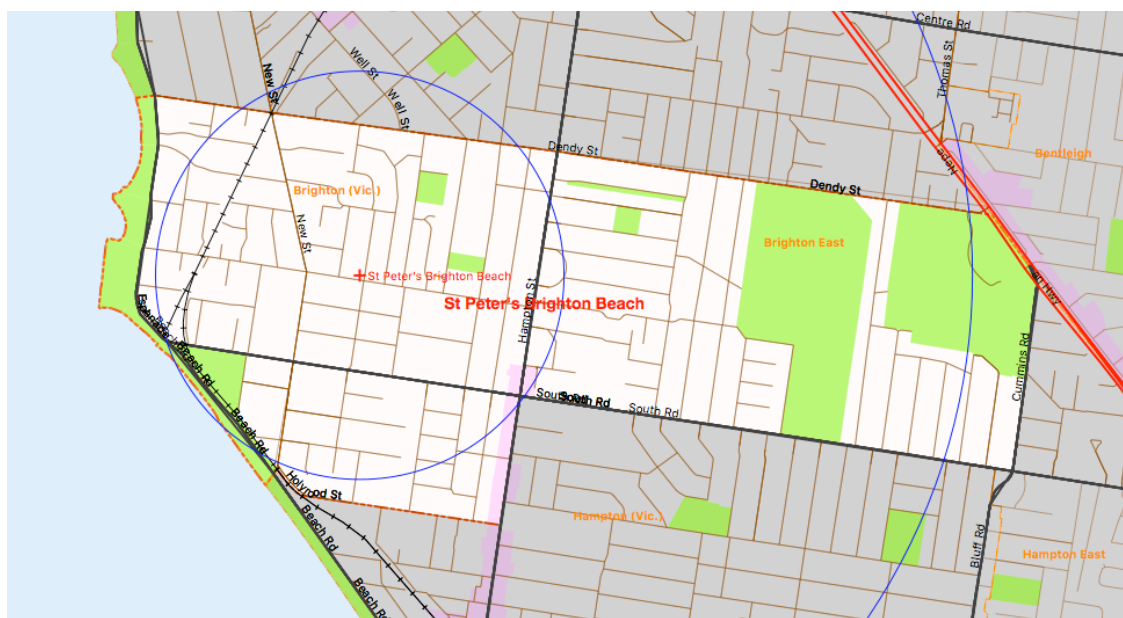




the east by Nepean Highway and Cummins Road and to the south by South Road as far west as Hampton Street and then Holyrood Street west to Port Phillip Bay.

### 3. Parish Catchment

Figure 3.1 Parish Boundaries



The following analysis is based upon the parish address list.

Number of parishioners on list	254
Number resident within parish	128
Number resident outside parish	126
<b>Lineal distance of Parishioners from Church (kilometres)</b>	
Median	1.09
Mean	2.30
67th percentile	1.84
75th percentile	2.22
80th percentile	2.72
90th percentile	3.63
Maximum	39.80
Minimum	0.05

Congregation members are almost evenly divided between those resident within the parish and those living beyond, with the former having a marginal majority.

The median lineal distance of parishioners from the church was 1.09 kilometres (i.e. half parishioners live closer than this, half further away). The median is considered as more meaningful than the average as it is less prone to being inflated by outlying values.

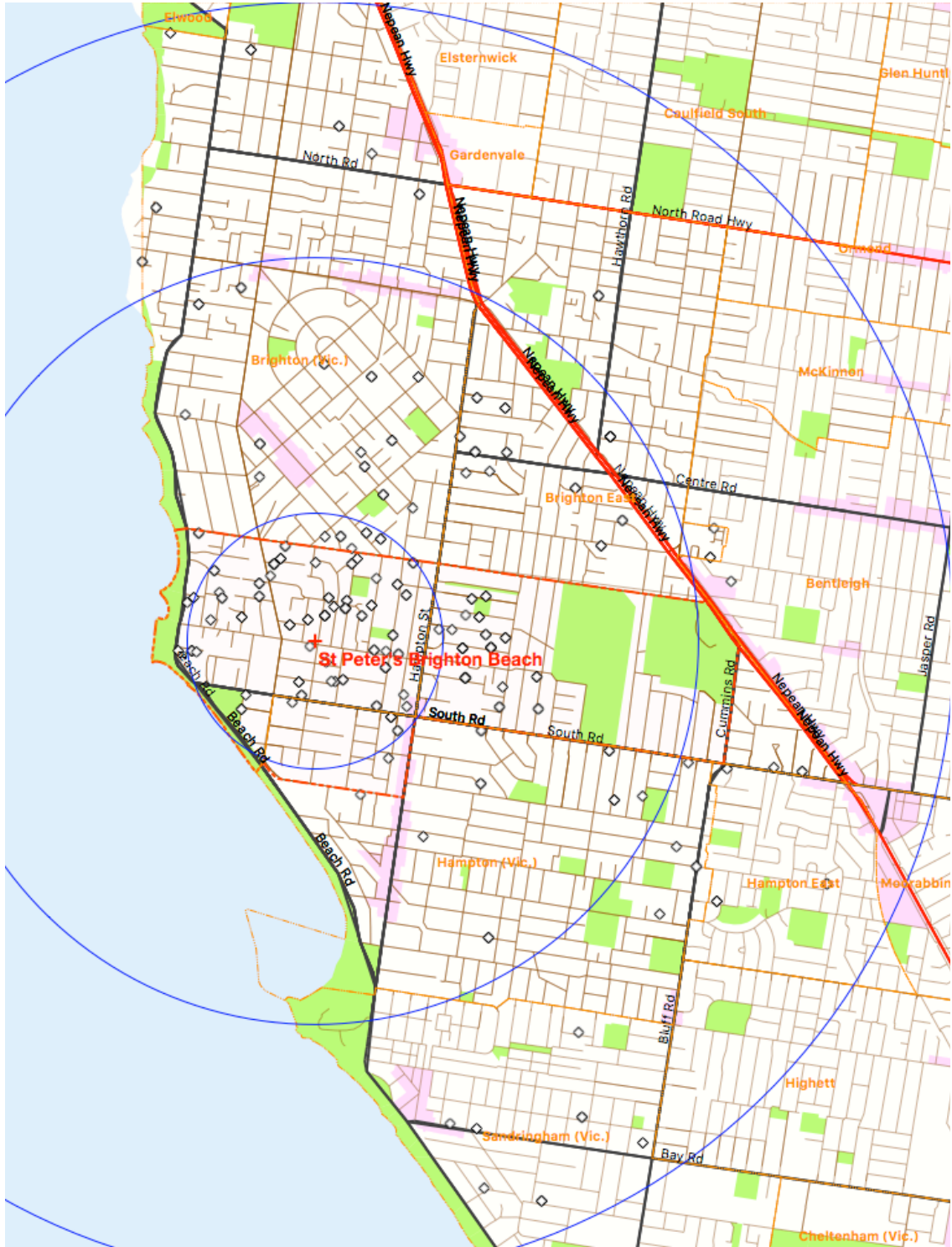
Two thirds live within 1.84 kilometres and three quarters within 2.2 kilometres.

Only one in ten parishioners live more than 3.6 kilometres from the church. This includes a parishioner travelling from the Mornington Peninsula.



Figure 3.3 is colour shaded to provide heat map showing concentration and dispersal of parishioners. A comparatively dense cluster in the immediate vicinity of the church is evident. Density falls off markedly beyond the parish boundaries but also to the eastern extremity of the parish. It is evident that the two parkland areas act as a form of boundary to the catchment.

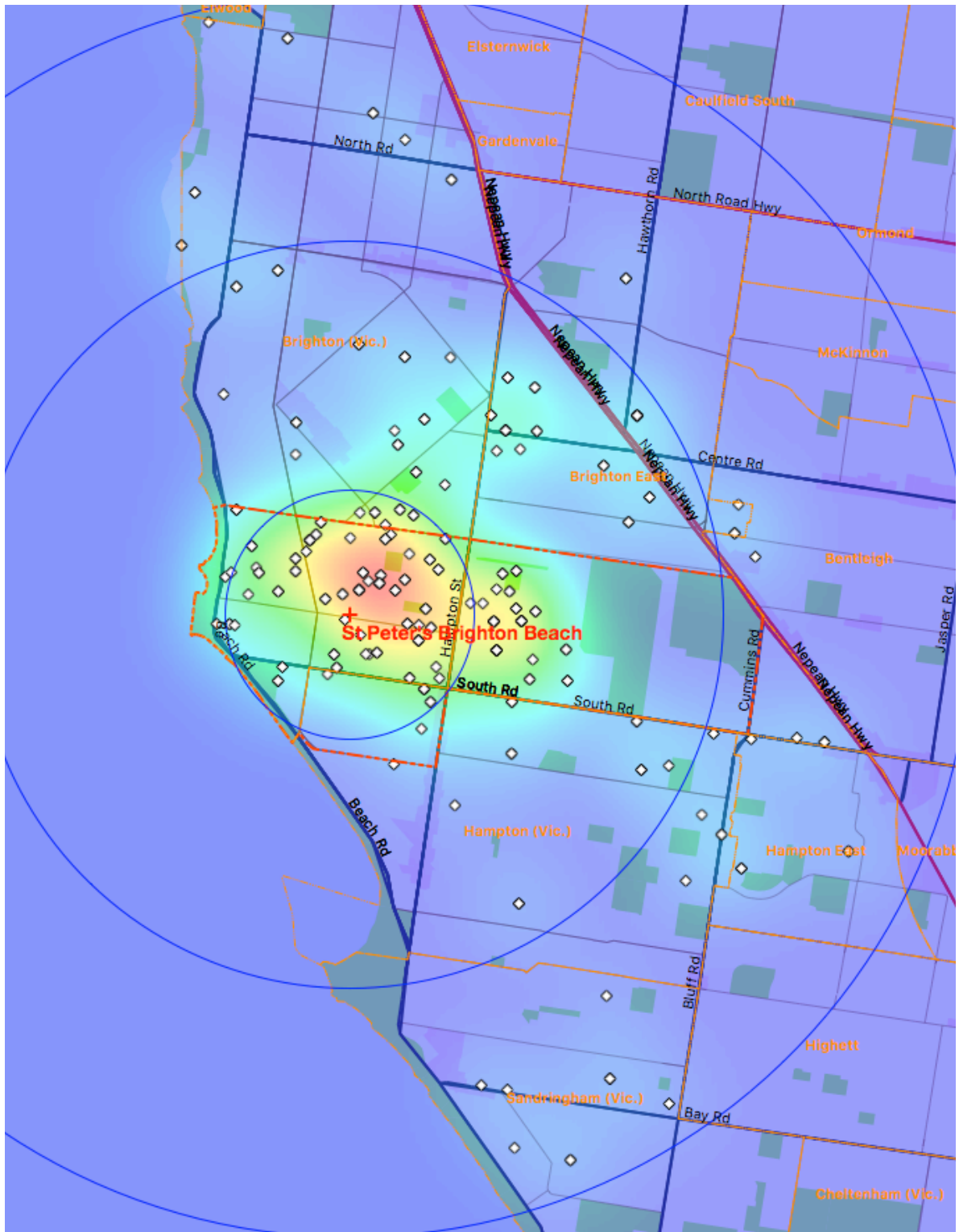
**Figure 3.2: Distribution of St Peter's Brighton Beach Parishioners**



Source: Choice Location Strategists, St Peter's Brighton Beach



Figure 3.3: Heat map of Concentration St Peter's Brighton Beach Parishioner (Effective catchment)



Source: Choice Location Strategists, St Peter's Brighton Beach



## 4. Age Profile

According to the 2016 Census, the Parish of St Peter's Brighton Beach is home to 9 150 residents, an increase of 0.6% on the 9 099 recorded five years ago in 2011. The interim rate of population increase, while positive, was very modest compared to the wider Metropolitan Area, which gained 12.1% over the same five year period. As a mature and fully settled locality, local scope for population increase is essentially limited to redevelopment and densification.

The following age profile compares members of the congregation with the age profile of residents of the parish and the wider metropolitan area.

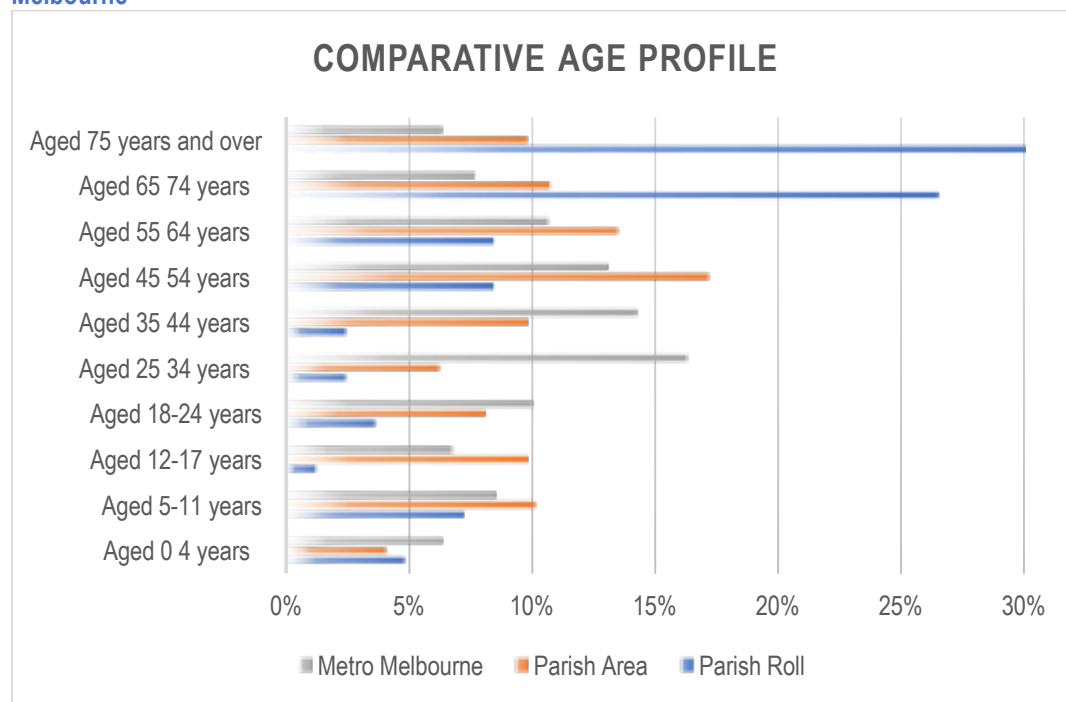
The congregation has a comparatively mature profile with a median age of 59, some 13 years older than the median age of the parish area (46 years). Parish area residents in turn are markedly older than residents of the wider metropolitan area, whose median age is 36, ten years younger.

Figure 4.1 and table 4.1 respectively illustrate and tabulate the comparative age composition of the three groups (congregation, parish area and metropolitan area). The congregation is skewed older with 35% of members in the oldest age cohort (75 years and over), followed by 26.5% in the 65-74 years cohort. These representations are 3.5 times and 2.5 times the representation of these two cohorts in the parish area.

Meanwhile, the age cohorts between 5 and 64 years are comparatively under-represented, with a profound gap in the teenage bracket (12-17 years), down 87.8% relative to the parish area and in the 35-44 years (down 75.6%). These age cohorts are an important gap to target in the interests of maintaining and increasing congregational longevity.

Encouragingly, the congregation's pre-schooler and toddler cohort (aged 0-4 years) is better represented than in the parish area.

**Figure 4.1: Comparative Age Profile: St Peter's Brighton Beach Parish Roll, Parish Area & Metro Melbourne**



Sources: Parish Electoral Roll (November 2016) & Parish Roll extension; Australian Bureau of Statistics 2016 Census



**Table 4.1: Comparative Age Profile: St Peter's Brighton Beach Parish Roll, Parish Area & Metro Melbourne**

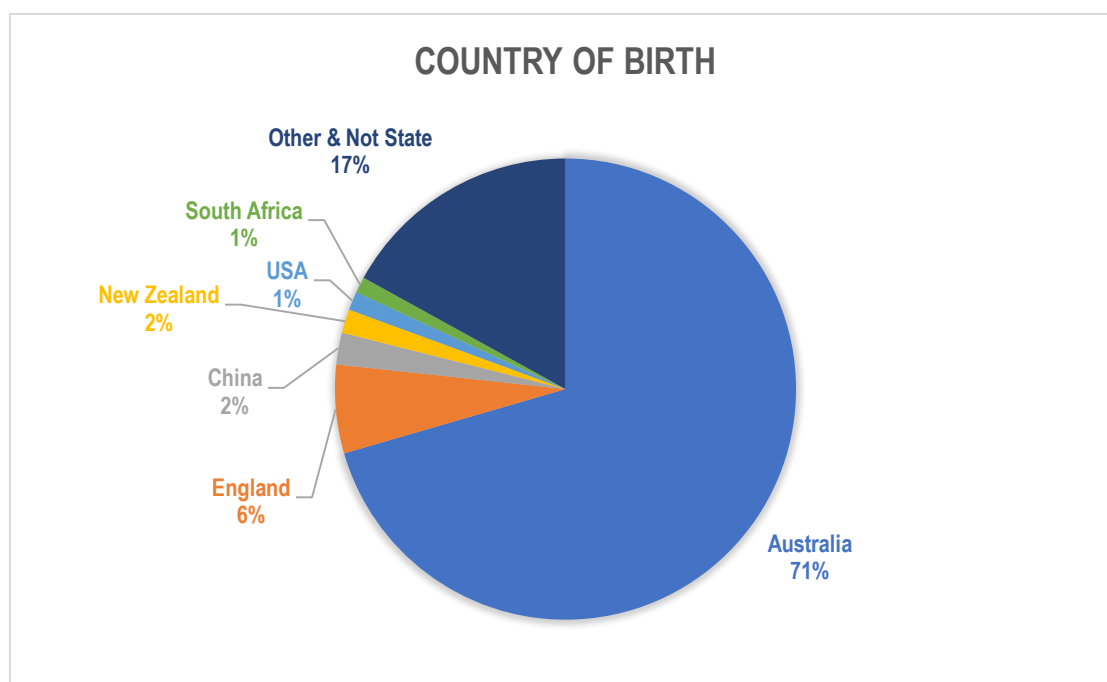
Comparative Age Profile	Parish Roll	Parish Area	Variance	Metro Melbourne	Variance
Aged 0-4 years	4.8%	4.1%	18.8%	6.4%	-36.7%
Aged 5-11 years	7.2%	10.1%	-28.6%	8.5%	18.6%
Aged 12-17 years	1.2%	9.9%	-87.8%	6.7%	46.6%
Aged 18-24 years	3.6%	8.1%	-55.5%	10.0%	-18.9%
Aged 25-34 years	2.4%	6.2%	-61.3%	16.3%	-61.8%
Aged 35-44 years	2.4%	9.9%	-75.6%	14.2%	-30.7%
Aged 45-54 years	8.4%	17.2%	-50.9%	13.1%	31.1%
Aged 55-64 years	8.4%	13.5%	-37.4%	10.6%	26.7%
Aged 65-74 years	26.5%	10.7%	147.4%	7.7%	39.6%
Aged 75 years and over	34.9%	9.8%	256.3%	6.4%	54.2%
Median age persons	59	46.32		36	28.7%

Sources: Parish Electoral Roll (November 2016) & Parish Roll extension; Australian Bureau of Statistics 2016 Census

## 5. Birthplace

Australian-born account for slightly over seven in ten residents of the parish as against six out of ten Melburnians. At 6.2% of the parish population, the representation of English-born is twice that of the wider metropolitan area. Chinese born ranked third, accounting for 2.2% but were comparatively under-represented. New Zealanders ranked fourth, with a representation marginally below their metropolitan mean.

**Figure 5.5.1: Country of Birth - St Peter's Brighton Beach Parish**





**Table 5.1: Country of Birth - St Peter's Brighton Beach Parish Area & Metro Melbourne**

<b>Country of Birth</b>	<b>Parish Area</b>	<b>Metro Melbourne</b>	<b>Variance</b>
Australia	70.5%	59.8%	17.9%
England	6.2%	3.0%	108.9%
China	2.2%	3.5%	-35.9%
New Zealand	1.7%	1.8%	-5.6%
USA	1.3%	0.4%	250.9%
South Africa	1.1%	0.5%	106.9%
India	0.7%	3.6%	-79.6%
Italy	0.7%	1.4%	-48.9%
Scotland	0.7%	0.4%	53.3%
Germany	0.7%	0.5%	47.9%
Poland	0.6%	0.3%	84.1%
Greece	0.4%	1.0%	-55.9%
Ireland	0.4%	0.3%	39.7%
Malaysia	0.4%	1.1%	-63.0%
Canada	0.3%	0.2%	95.6%
Netherlands	0.3%	0.3%	4.9%
Hong Kong	0.2%	0.5%	-55.3%
Singapore	0.2%	0.3%	-48.9%
France	0.2%	0.1%	15.3%
Elsewhere	6.7%	14.8%	-54.4%
Not Stated	4.4%	6.3%	-29.1%

*Source: Australian Bureau of Statistics 2016 Census*





## 6. Language spoken at home

The parish area has a higher proportion of English speakers than the wider metropolitan area. Slightly over four out of five residents of the parish only speak English at home. This is one third higher than the metro mean of slightly over three in five. Commensurately fewer parish residents speak other languages at home.

The main foreign languages spoken at home by non-English speaking parish residents, in descending order of prevalence, include Mandarin, Greek, Russian, Italian and French. The local representation of Russian speakers is three times the metropolitan mean.

**Table 6.1 Language spoken at home - St Peter's Brighton Beach Parish Area & Metro Melbourne**

Language Spoken at Home	Parish	Metro Melbourne	Variance
Speaks English only	82.1%	62.0%	32.5%
Speaks other language	13.5%	32.3%	-58.4%
Chinese Language	3.0%	6.2%	-52.0%
Mandarin	2.4%	4.1%	-42.0%
Cantonese	0.3%	1.7%	-79.4%
Other Chinese Language	0.2%	0.4%	-45.1%
Greek	2.2%	2.4%	-9.6%
Russian	1.3%	0.4%	231.9%
Italian	1.1%	2.3%	-51.9%
French	0.6%	0.4%	56.0%
German	0.5%	0.4%	45.7%
Polish	0.5%	0.3%	57.1%
Indo Aryan Languages Total	0.5%	4.5%	-89.3%
Spanish	0.5%	0.8%	-35.9%
Dutch	0.3%	0.1%	109.1%
Arabic	0.2%	1.7%	-91.0%
Vietnamese	0.2%	2.3%	-93.2%
Other	1.4%	4.9%	-70.7%
Speaks English only	82.1%	62.0%	32.5%
Speaks Other language & speaks English			
Very well or well	12.4%	26.7%	-53.7%
Not well or not at all	1.1%	5.6%	-79.9%
Speaks other language & speaks English			
Total	13.8%	32.3%	-57.3%
Not Stated	4.0%	5.7%	-29.1%

Source: Australian Bureau of Statistics 2016 Census



## 7. Religious Affiliation

Slightly less than a third of parish residents professed no religion at the 2016 census, marginally above the metropolitan mean. Over half the parish population (54.7%) identify as Christian, well above the metropolitan mean. Across Melbourne less than half the population now identify as Christian.

Slightly under a quarter of parish residents identify as Roman Catholics, generally in line with their metropolitan representation.

Some 1 660 parish residents, or 18% of the population identify as Anglican. This representation compares very favourably with representation across the wider metropolitan area being almost two and a half times higher. Significantly is 24 times higher than the average weekly number of Sunday communicants (60) attending St Peter's Brighton Beach. This comparatively large number of nominal Anglicans represents an opportunity to re-engage and re-activate.

The geographical distribution of these nominal Anglicans is depicted in figure 7.2. This map is useful to identify concentrations of people identifying as Anglican, particularly for any canvassing purposes. There tends to be a higher concentration closer to the bay, falling away moving inland.

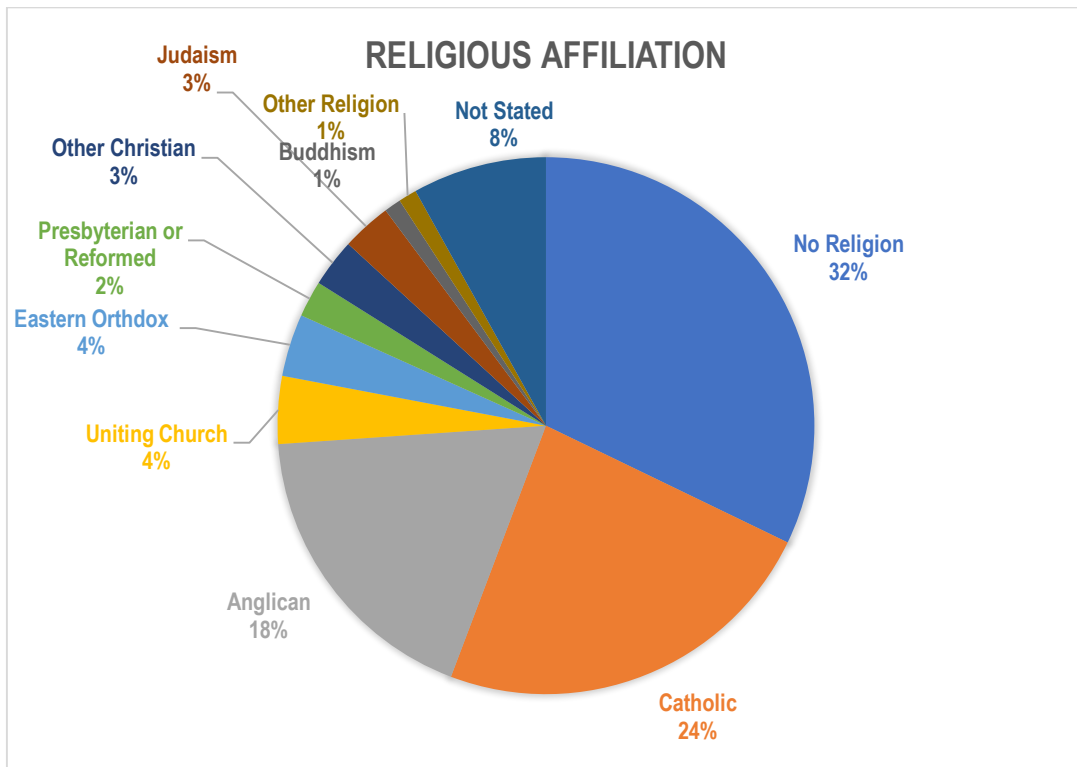
With the exception of Jews, adherents of non-Christian religions are comparatively under-represented. At 3% of the total population, our Hebrew brethren are markedly over-represented relative to the wider metropolitan area.

The number of parish residents identifying as Anglican has declined by 16.3% since the last census, falling from 1 991 persons in 2011 to 1 661 persons in 2016. Expressed as a proportion of the total population this represents a fall from 21.9% in 2011 to 18.1% at the latest census. The decline is consistent with a trend in the wider Metropolitan Area, where the proportion of persons identifying as Anglican fell from 10.8% to 7.6%.

In interpreting the decline it is worth noting that under lobbying from the Atheists, the 'No Religion' moved from bottom position in 2011 to first option in the 2016 Census and this repositioning was accompanied by a high profile advertising campaign (funded by the Atheists) to mark 'No Religion'. Less charitably expressed, 'No Religion' gained the 2016 Census donkey vote.

**Figure 7.1 Religious Affiliation of St Peter's Brighton Beach Parish Area.**







**Table 7.1: Religious Affiliation - St Peter's Brighton Beach Parish Area & Metro Melbourne**

<b>Religious Affiliation</b>	<b>Parish</b>	<b>Metro Melbourne</b>	<b>Variance</b>
No Religious Affiliation	32.2%	31.5%	2.2%
Religiously Affiliated	59.8%	59.5%	0.5%
Christianity	54.7%	46.3%	18.3%
Anglican	18.1%	7.6%	139.3%
Baptist	0.5%	1.3%	-60.8%
Catholic	23.6%	23.4%	0.8%
Eastern Orthodox	3.8%	4.3%	-13.5%
Lutheran	0.3%	0.3%	4.4%
Oriental Orthodox	0.1%	0.3%	-77.6%
Other Protestant	0.2%	0.4%	-47.8%
Pentecostal	0.1%	0.9%	-89.6%
Presbyterian or Reformed	2.2%	1.6%	40.0%
Salvation Army	0.0%	0.1%	-67.4%
Uniting Church	4.1%	2.3%	75.6%
Christian nfd	1.3%	2.6%	-50.3%
Jehovahs Witnesses	0.0%	0.2%	-80.9%
Other Christian	0.0%	0.1%	-62.7%
Buddhism	1.0%	3.8%	-73.3%
Hinduism	0.4%	2.9%	-85.2%
Islam	0.2%	4.2%	-94.2%
Judaism	3.0%	0.9%	221.4%
Sikhism	0.2%	1.1%	-84.2%
Other Religions	0.2%	0.3%	-33.3%
Not Stated	8.1%	9.1%	-10.8%

*Source: Australian Bureau of Statistics 2016 Census*



Figure 7.2: Distribution of Nominal Anglicans around St Peter's Brighton Beach Area

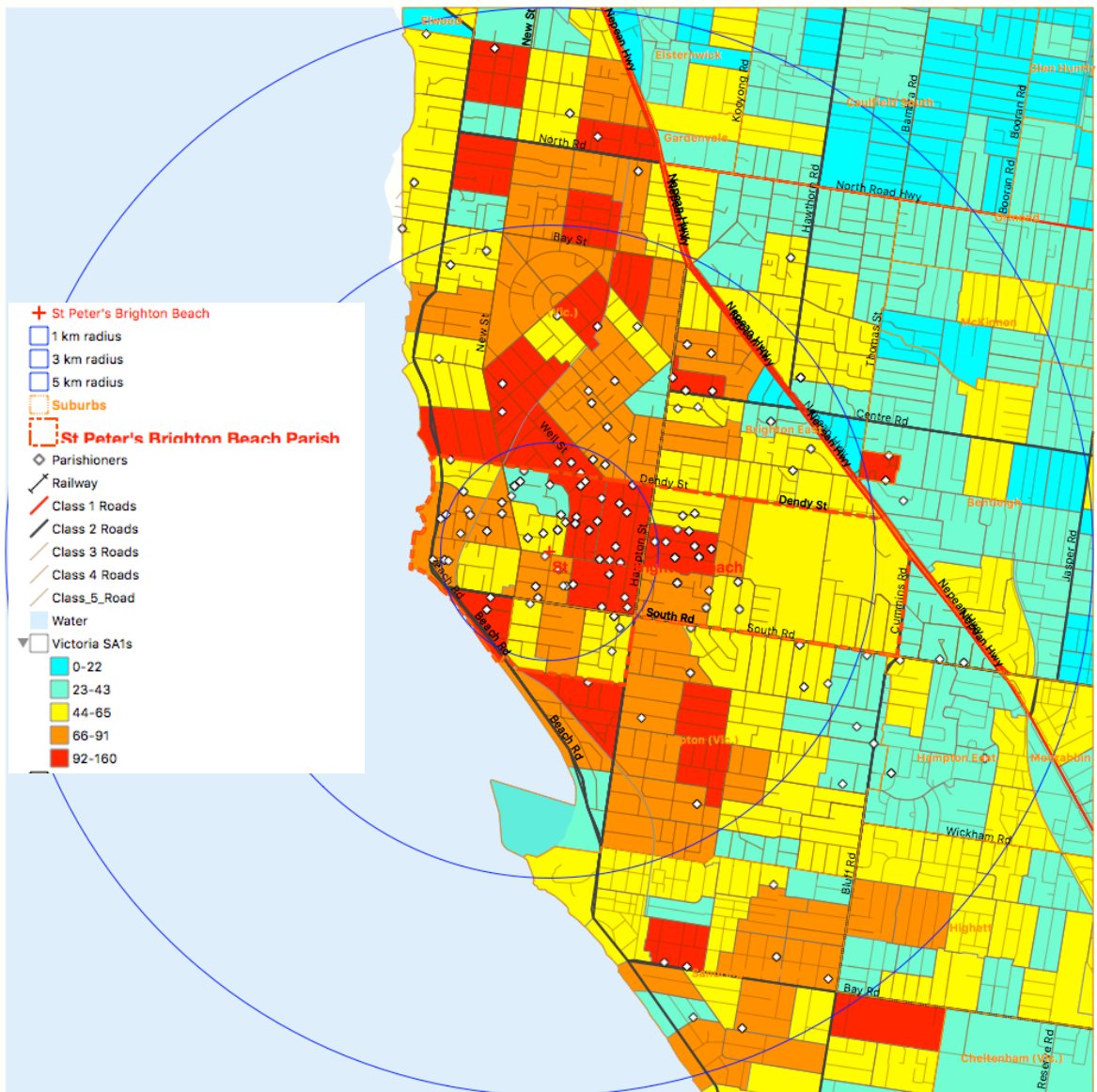
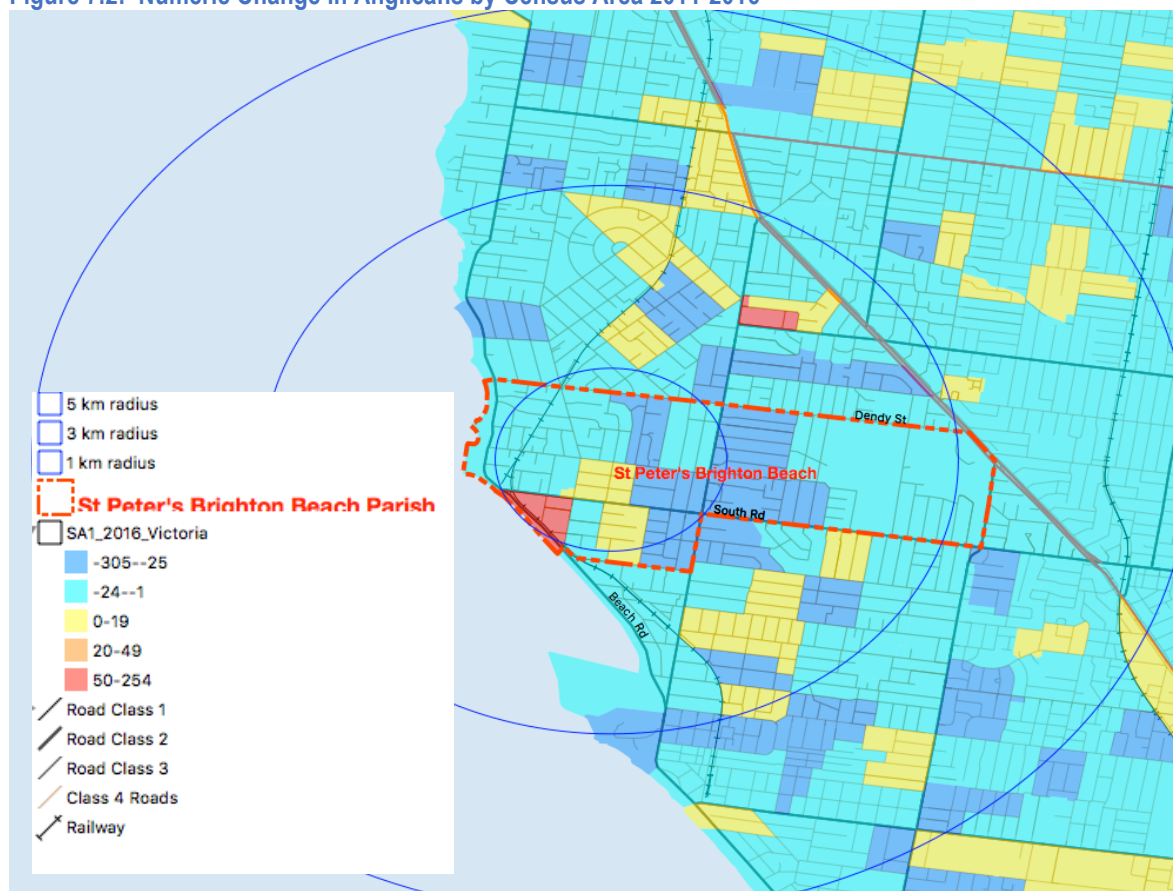




Figure 7.2: Numeric Change in Anglicans by Census Area 2011-2016



## 8. Income Profile

- With a median annual personal income of \$49 395, 41% higher than the Metro median, residents of St Peter's Brighton Beach parish are comparatively affluent.
- 28.5% of individuals reported personal income in excess of \$91 000 per annum.
- Parish residents earning between \$7 800 and \$90 999 were comparatively under-represented relative to Metro Melbourne.
- The proportion of Parish residents earning in excess of \$156 000 annually is five times the Metro average.
- The median annual income of parish households of \$143 962 is 80% higher than the Metro mean (\$80 184).
- Parish households are comparatively under-represented in all income brackets below \$182 000 per annum.
- 35% of parish households declared annual incomes in excess of \$182 000 which is three times the proportion of Metro households in this income bracket.



**Table 8.1 Personal Income Profile - Brighton Beach Parish Area & Metro Melbourne.**

<b>Total Personal Income</b>	<b>Parish</b>	<b>Metro Melbourne</b>	<b>Variance</b>
Median annual personal income	\$49 395	\$34 996	41.1%
Negative or nil income	12.2%	11.2%	9.2%
\$1-\$ 7 799	5.6%	4.5%	24.4%
\$7 800 - \$15 599	5.0%	7.0%	-29.1%
\$15 600 - \$20 799	4.5%	7.7%	-41.8%
\$20 800 - \$25 999	6.2%	7.4%	-15.9%
\$26 000 - \$33 799	4.8%	7.0%	-31.2%
\$33 800 - \$41 599	4.7%	7.3%	-34.9%
\$41 600 - \$51 999	5.2%	8.3%	-37.6%
\$52 000 - \$64 999	6.1%	8.6%	-29.6%
\$65 000 - \$77 999	5.3%	6.0%	-12.7%
\$78 000 - \$90 999	4.6%	5.0%	-8.1%
\$91 000 - \$103 999	3.8%	3.4%	12.1%
\$104 000 - \$155 999	8.6%	5.1%	68.7%
\$156 000 or more	16.1%	3.4%	372.8%
Personal Income Not Stated	7.1%	8.2%	-13.3%

Source: Australian Bureau of Statistics 2016 Census

**Table 7.2: Household Income Profile - Brighton Beach Parish Area & Metro Melbourne**

<b>Household Income</b>	<b>Parish</b>	<b>Metro Melb</b>	<b>Variance</b>
Median annual household income	\$143 962	\$80 184	79.5%
Negative or nil income	1.5%	2.3%	-35.0%
\$1-\$ 7 799	0.6%	0.8%	-22.7%
\$7 800 - \$15 599	0.7%	1.9%	-65.5%
\$15 600 - \$20 799	1.3%	2.4%	-46.1%
\$20 800 - \$25 999	2.8%	5.4%	-48.4%
\$26 000 - \$33 799	2.2%	3.9%	-42.2%
\$33 800 - \$41 599	3.8%	6.1%	-37.4%
\$41 600 - \$51 999	3.2%	6.2%	-49.1%
\$52 000 - \$64 999	5.1%	7.8%	-34.6%
\$65 000 - \$77 999	4.3%	7.2%	-40.8%
\$78 000 - \$90 999	4.1%	6.2%	-34.2%
\$91 000 - \$103 999	3.0%	5.8%	-48.6%
\$104 000 - \$129 999	8.9%	11.1%	-19.8%
\$130 000 - \$155 999	5.1%	6.9%	-25.9%
\$156 000 - \$181 999	4.4%	4.4%	-1.3%
\$182 000 - \$207 999	8.6%	4.1%	111.2%
\$208 000 & over	26.3%	7.6%	246.8%
Income partially or totally not stated	12.5%	9.9%	26.8%

Source: Australian Bureau of Statistics 2016 Census



## 9. Household Profile

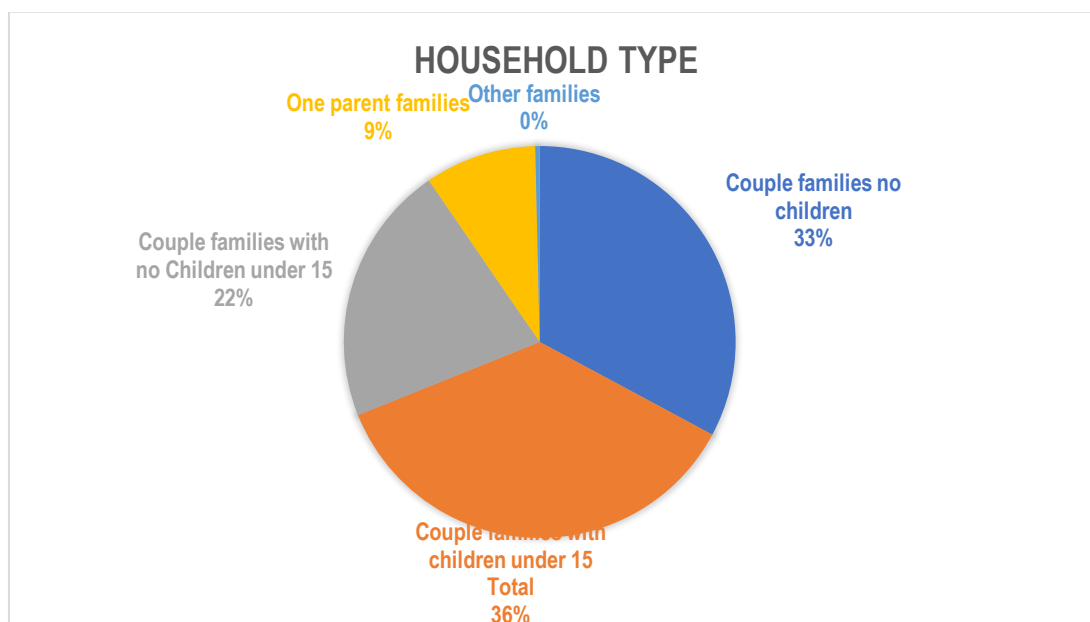
The Parish has an average household size of 2.8 persons, slightly larger than the Metropolitan mean 2.7 persons. The household size is skewed larger by an above average representation of households comprising 4 or more persons and correspondingly fewer households comprising 3 or less people.

Couple families prevail, accounting for 56.6% of all households and comparatively over-represented relative to Metro Melbourne where this household type accounted for less than half the total.

Couple families with children aged under 15 years are the most common household type, accounting for 36.1% of all households, somewhat above their representation across the wider Metropolitan Area.

The Parish has markedly fewer one parent and other family types.

**Figure 9.1: Household Type**



**Table 9.1 Household Profile**

	Parish	Metro Melb	Variance
Couple families no children	32.9%	34.5%	-4.6%
Couple families with children under 15 Total	36.1%	32.5%	11.0%
Couple families with no Children under 15	21.6%	15.9%	35.1%
Total Couple families	56.6%	48.5%	16.7%
One parent families	9.2%	15.0%	-38.7%
Other families	0.4%	2.0%	-81.5%



Figure 9.2 Household Size: Number of Persons Usually Resident

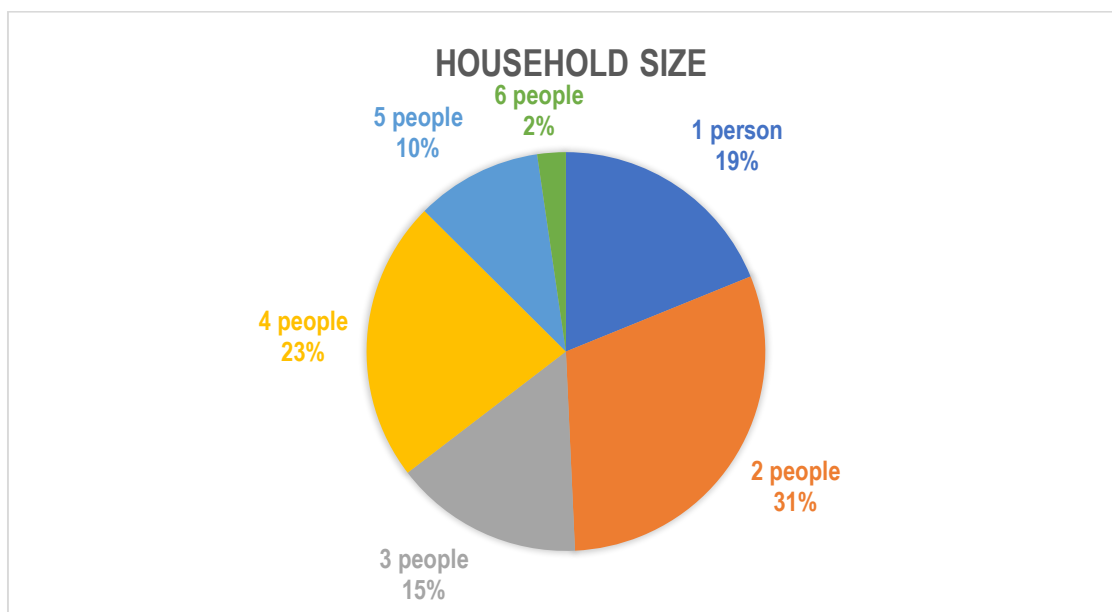


Table 9.2: Household Size (number of persons usually resident).

	Parish Area	Metro Melbourne	Variance
Average household size	2.82	2.7	4.5%
<b>Number of Persons usually resident</b>			
1 person	19.0%	23.2%	-18.3%
2 people	30.6%	31.4%	-2.3%
3 people	15.4%	17.3%	-10.5%
4 people	23.0%	17.6%	30.8%
5 people	10.3%	7.1%	45.5%
6 people	2.3%	3.5%	-32.8%

## 10. Number of Motor Vehicles per Dwelling

Table 9.1: Number of Motor Vehicles per Dwelling

Number of motor vehicles per dwelling	Parish	Metro Melb	Variance
0 motor vehicles	3.0%	8.7%	-66.1%
1 motor vehicle	25.9%	34.7%	-25.3%
2 motor vehicles	46.8%	36.6%	28.0%
3 motor vehicles	15.2%	11.0%	38.0%
4 or more motor vehicles	6.8%	5.8%	17.3%
Not Stated	98.2%	96.8%	1.4%

Source: Australian Bureau of Statistics 2016 Census



Parish households are comparatively mobile, with more than two thirds having two or more motor vehicles present, as against slightly over half of Metro households.





**choice location**  
S T R A T E G I S T S

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