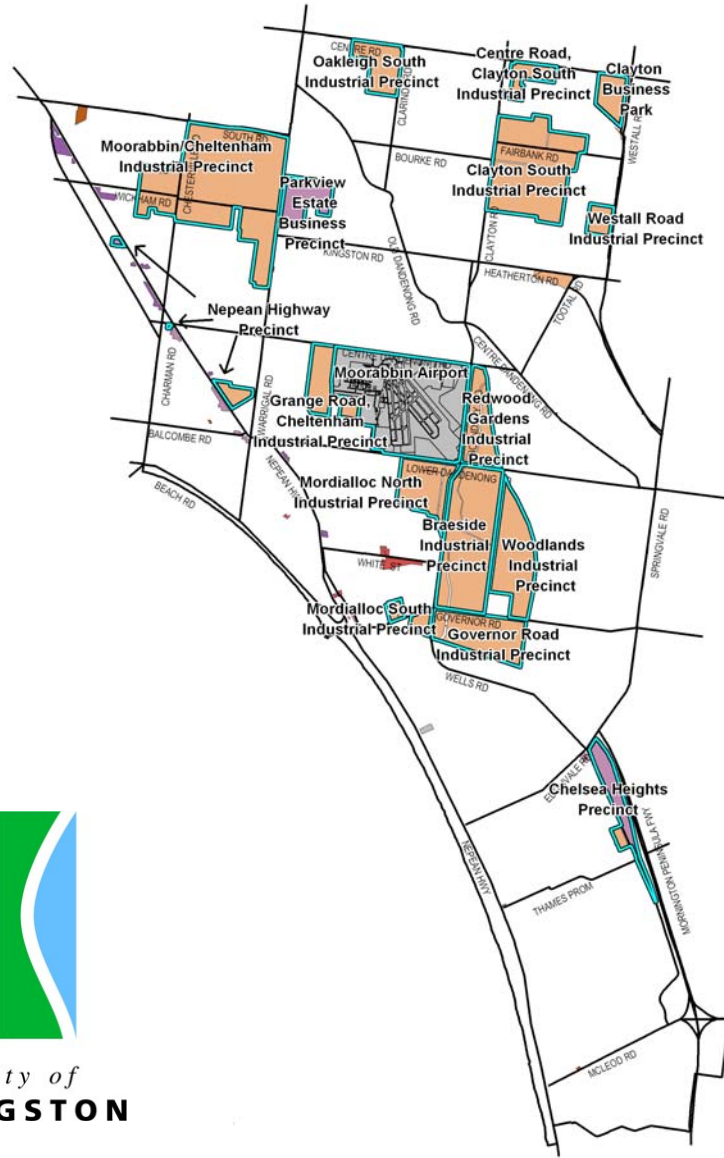


City of Kingston Economic Profile (2007-08)

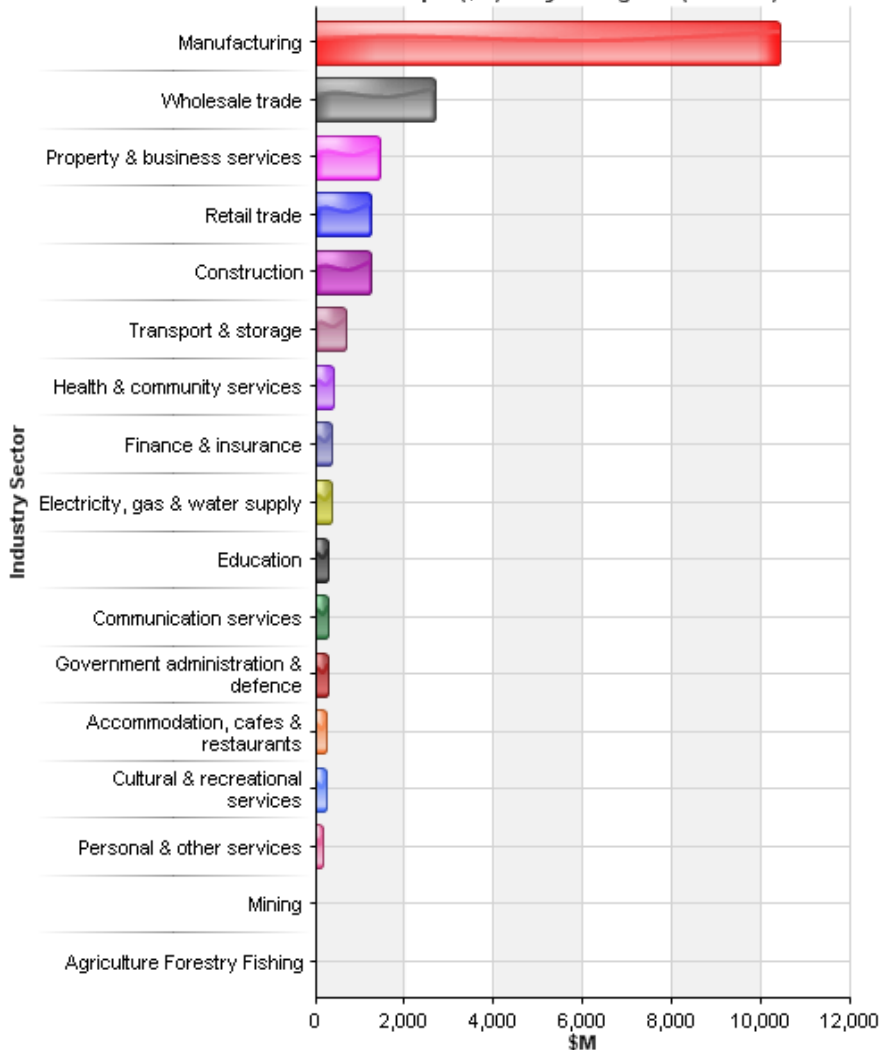
The City of Kingston is one of Melbourne's most diverse and interesting municipalities. It combines substantial residential areas with strong retail and industrial sectors, including one of the largest and most concentrated manufacturing regions in metropolitan Melbourne.

The chart below shows the gross revenue generated by businesses and organisations in Kingston. The total output estimate for City of Kingston is **\$20.43 billion**. Output from Manufacturing, shown in detail in the table below right, accounts for **\$10.44 billion** or **51.0%** of total output for the municipality. Manufacturing is also an important employer in Kingston, accounting for almost **20,000 jobs** or **30%** of total employment as shown in the chart at right.

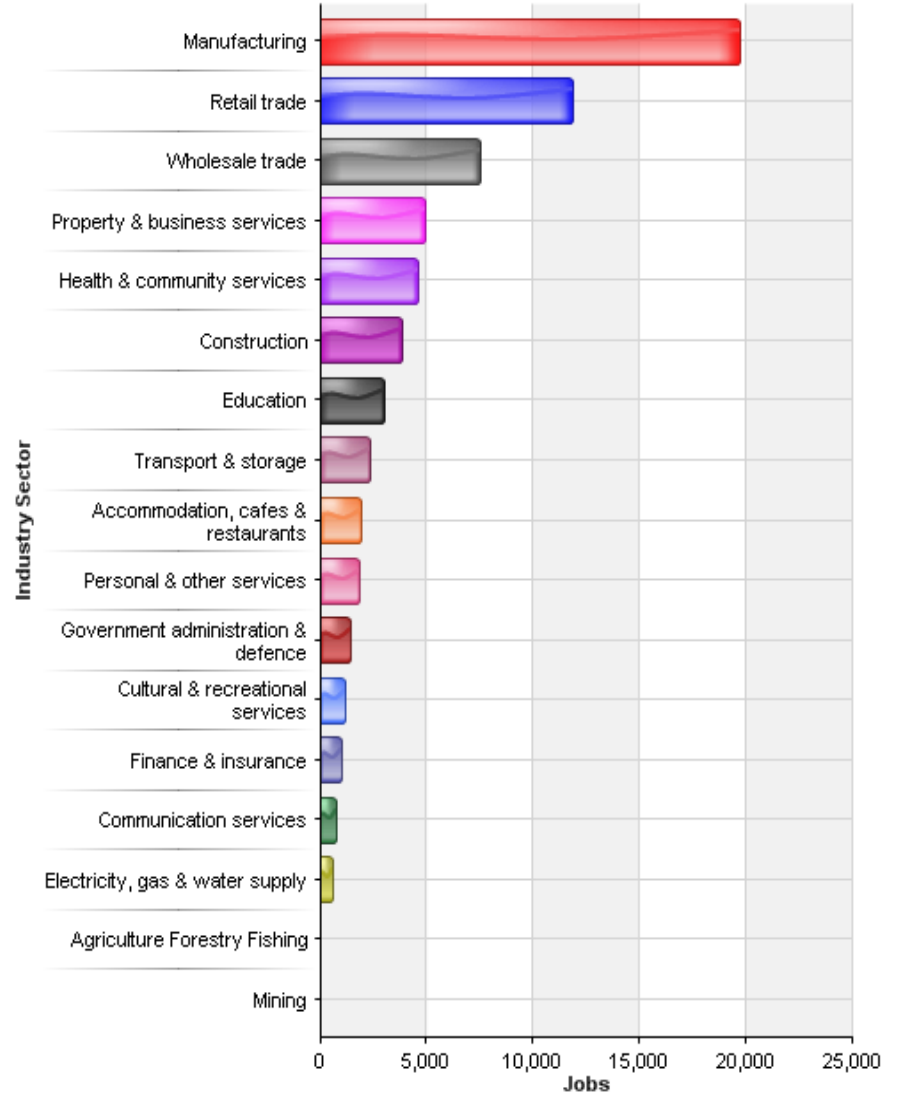
Kingston Industrial and Business Precincts



Output (\$M) - City of Kingston (Dec 2007)



Employment (Jobs) - City of Kingston (Dec 2007)



Output (\$M) by Manufacturing Sector - City of Kingston (Dec 2001)

Sector	Output \$M	%
Motor vehicles & parts; other transport equipment	\$1,530.519	7.5 %
Plastic products	\$788.275	3.9 %
Medicinal & pharmaceutical products, pesticides	\$620.650	3.0 %
Household appliances	\$445.593	2.2 %
Other machinery & equipment	\$436.951	2.1 %
Soft drinks, cordials & syrups	\$433.293	2.1 %
Wine, spirits & tobacco products	\$410.644	2.0 %
Fabricated metal products	\$382.675	1.9 %
Printing & services to printing	\$369.964	1.8 %
Basic non-ferrous metal & products	\$366.723	1.8 %
Other food products	\$320.043	1.6 %
Paper containers & products	\$308.513	1.5 %
Dairy products	\$261.850	1.3 %
Fruit & vegetable products	\$228.265	1.1 %
Basic chemicals	\$227.183	1.1 %
Furniture	\$225.272	1.1 %
Iron & steel	\$211.670	1.0 %
Electronic equipment	\$195.700	1.0 %
Other manufacturing	\$175.126	0.9 %
Glass & glass products	\$154.058	0.8 %
Rubber products	\$153.474	0.7 %
Other electrical equipment	\$147.879	0.7 %
Other chemical products	\$131.740	0.6 %
Structural metal products	\$125.719	0.6 %
Petroleum & coal products	\$118.956	0.6 %
Publishing; recorded media etc	\$112.280	0.5 %
Bakery products	\$112.135	0.5 %
Other wood products	\$111.339	0.5 %
Pulp, paper & paperboard	\$110.761	0.5 %
Textile fibres, yarns & woven fabrics	\$108.976	0.5 %
Sheet metal products	\$107.651	0.5 %
Photographic & scientific equipment	\$91.565	0.4 %
Confectionery	\$81.526	0.4 %
Agricultural, mining etc machinery	\$80.255	0.4 %
Clothing	\$78.839	0.4 %
Aircraft	\$77.881	0.4 %
Textile products	\$73.853	0.4 %
Soap & other detergents	\$70.602	0.3 %
Flour mill products & cereal foods	\$68.080	0.3 %
Meat & meat products	\$59.391	0.3 %
Other non-metallic mineral products	\$57.405	0.3 %
Cement, lime & concrete slurry	\$47.364	0.2 %
Paints	\$46.409	0.2 %
Oils & fats	\$30.115	0.1 %
Cosmetics & toiletry preparations	\$29.074	0.1 %
Leather & leather products	\$26.311	0.1 %
Ships & boats	\$18.418	0.1 %
Plaster & other concrete products	\$17.065	0.1 %
Ceramic products	\$16.003	0.1 %
Total	\$10,436.519	

City of Kingston: Key Facts

Suburbs

- Moorabbin, Highett, Cheltenham, Clarinda, Oakleigh South, Braeside, Mentone, Clayton South, Dingley Village, Heatherton, Parkdale, Mordialloc, Aspendale, Aspendale Gardens, Edithvale, Chelsea, Chelsea Heights, Bonbeach, Carrum, Patterson Lakes and Waterways.

Postcodes

- 3167, 3169, 3172, 3189, 3190, 3192, 3194, 3195, 3196, 3197, 3202.

Population

- Estimated population as at 30 June 2007 – 141,550
- Annual growth rate of approximately 1% per annum
- 52,800 households and 56,664 rateable properties

Age

- Older residential age profile (40,000 or almost 30% of people over 50, Melbourne average 25%) – projected to continue ageing
- Significant numbers of younger age groups, (28,000 under 17 and 11,000 18 to 24 year olds)

Education

- Proportion of residents with post secondary qualification in Kingston: 23.7% (Melbourne metropolitan average: 24.8%)

Labour Market (Kingston Residents)

- About 67,000 residents in employment, around 30% within Kingston
- High proportion of people working in Manufacturing, (15.5%, Melbourne average 12.9%)
- High proportion working in Wholesale and Retail trade
- Increasing proportion in Health Care and Social Services
- Significant numbers of Tradespersons, Plant and machine operators and Labourers
- Unemployment rate 4.5% as at March 2008

Jobs in Kingston (includes non-residents)

- Over 60,000 jobs
- Almost 20,000 jobs or 30% of employment in Manufacturing (down from 40% in 2001)
- Almost 10% of Melbourne's Manufacturing jobs are located in Kingston (down from 11% in 2001)
- 7,500 jobs or 11% of Kingston's jobs in Wholesale trade
- 11,800 or 17.8% of Kingston's jobs in Retail trade (up from 8,400 jobs or 12% in 2001)

Industry and Commerce

- Moorabbin (Harry Hawker) Airport
- Westfield Southland shopping complex
- DFO bulky goods precinct
- 10 "Village" shopping centres
- About 2,500 commercial and 4,000 industrial premises
- 16 industrial precincts
- One of the largest concentrations of small to medium industrial enterprises in Melbourne
- Moorabbin, Cheltenham, Clayton South and Braeside Industrial Clusters
- Redwood Gardens, Woodlands, Chifley and Parkview Industrial Estates

Manufacturing

The City of Kingston is one of Victoria's major employment centres. Its industrial sector is one of the largest and most concentrated in the State. There are approximately 4,200 industrial businesses in the municipality. Manufacturing businesses provide jobs for more than 20,000 people or almost 10% of Melbourne's manufacturing jobs.

The industrial area of Kingston covers about 1,400 ha (14 km²) and Moorabbin Airport covers another 300 ha that could also be considered industrial. Major sectors of manufacturing in Kingston are automotive, engineering, plastics, chemicals, pharmaceuticals, food/beverages, tobacco, metal fabrication and printing.

Automotive related industry

Although Geelong, Broadmeadows and Altona are usually associated with the automotive industry, a substantial proportion of new vehicle components are designed and manufactured by Kingston businesses. In addition Kingston has a large number of other businesses related to the automotive industry including toolmakers, mechanics; panel beaters; spray painters; and transport, warehouse and storage facilities.

Industrial Precincts & small to medium size businesses

There are a number of key industrial precincts in Kingston including Redwood Gardens, Chifley Estate, Parkview and Woodlands. Kingston's best known firms include: Amcor, Philip Morris, Coca Cola Amatil, Sara Lee, Simplot Australia and National Foods. However, Kingston's great strength is the many dynamic small to medium business such as State Automation (theatre and stage lighting), Marand Precision Engineering (which has expanded from 90 staff to over 190), AAV Regency Recordings and Robins Australian Foods.

Commercial and retail sectors

Kingston's commercial and retail sectors are also particularly strong with more than 2,500 commercial premises. Kingston has ten village shopping centres in addition to Westfield Southland shopping complex that has recently undergone a major expansion making it one of Australia's most impressive retail complexes. Commercial and retail centres at Southland, Moorabbin and Mordialloc also provide an important employment source for the municipality.

Aviation Industries

Moorabbin Airport is a key freight service centre located centrally in the City of Kingston. The airport is the third busiest in Australia in terms of take-offs and landings. It supports a wide range of aviation related activities including flying schools, aerospace engineering and aircraft maintenance.

For more information contact:

Economic Development Department
City of Kingston

Phone: 9581 4735

Email: business@kingston.vic.gov.au

Web: www.kingstonbusiness.com.au



City of
KINGSTON