

# WARRNAMBOOL : PREMIER TOWN 1988-1991



## Introduction

The title of Victorian Premier Town is awarded triennially by a panel of judges from the Develop Victoria Council. Warrnambool is the current recipient of this prestigious award, having previously won it in 1958 (the inaugural award) and 1979.

The competition is judged on heritage and environment, community participation, industrial and commercial development, tourism, land use, planning, public works and community facilities. The title of Premier Town is regarded as being advantageous for local business and tourism, as well as being a boost for residents.

Port Fairy, a neighbouring town of Warrnambool, currently holds the title of Victoria's premier smaller town.

## Warrnambool 'Capital of the West'

Warrnambool is a flourishing coastal city of approximately 24,000 people, 260 km west of Melbourne. It is an ideal centre to explore and view the host of attractions that abound in the city and surrounding areas.

The name Warrnambool is derived from an Aboriginal word meaning "Plenty of Water". Warrnambool has the distinction of being Victoria's 6th largest city and the largest one on the ocean coastline. With sweeping beaches, cliff formations, heritage walks, museums, modern shopping centres and old and new buildings, Warrnambool has attractions to interest everyone.

In the city itself, one of the notable attractions is the Flagstaff Hill Maritime Village. From 1975, when the first stage of the Maritime Village was opened to the public, the area has developed to be recognised as one of the best Maritime Museums in Australia. The impressive stone buildings have been rebuilt in the same style and era as in the early days. Reconstruction and restoration of the ships moored in the harbour has provided a touch of added charm and tranquility. Along with the village setting, the displays of provisions and stores that were needed by the early sailors provide a most interesting and educational insight to life in the 19th Century.

Lake Pertobe is another attraction at Warrnambool that caters for both young and old. Covering an area of 35 hectares, this beautiful reserve is designed for active recreation and is located only a few minutes from the city. Originally, Lake Pertobe was a swamp area, but through community co-operation, City Council initiative and assistance from service clubs, this playground is now regarded as one of the best of its type in Australia. Flying foxes, tight-rope walks, paddle boats, canoes, slides and many other attractions complement the picnic and barbecue facilities within the reserve.

Warrnambool is fortunate in having fine Botanical Gardens, designed by R.W. Guilfoyle, who was responsible for the design of the Melbourne Botanical Gardens. The magnificent gardens at Fletcher Jones provide a special attraction for visitors and the Fletcher Jones organisation has won many industrial garden awards.

Art and culture have an important impact on community life in Warrnambool. In 1986, a new Art Gallery was completed on the civic green, opposite the imposing Performing Arts Centre, where regular amateur and professional entertainment is staged for visitors and residents of the City and district.

The annual May Racing Carnival, is highlighted by the Grand Annual Steeplechase, the longest Steeplechase race in Australia. Warrnambool is also renowned for the Melbourne to Warrnambool cycle race which is held in October of each year. The annual "Wunta Festival" held each February is a combination of delightful food and festivities, concluding with the international "Whale Boat Races" on the Hopkins River. The Annual Warrnambool Gift attracts top athletes from around Australia. Over forty Sporting Organisations provide regular activities, and assist in making Warrnambool a most exciting community.

Another attraction that has given Warrnambool national recognition is the annual appearance of the Southern Right Whales. For a number of years the whales have returned to Logans Beach to calve. During the winter months these magnificent creatures bring joy and amazement to hundreds of visitors who watch them frolic in the sea from the vantage points at Logans Beach.

Warrnambool and district is fortunate in having a number of major secondary industries including the Nestles Milk Condensing Plant at Dennington, the Fletcher Jones Organisation, and Warrnambool Textiles. In addition, Kraft Foods at Allansford and Murray Goulburn at Koroit operate important cheese and milk processing and packaging factories.

The Warrnambool area is rich in many forms of agriculture, including potato and onion growing in the Koroit district. Dairying, sheep and fat cattle production are also an important aspect of the regional economy.

Excellent education facilities are available in this area of Victoria. Primary schools, secondary schools, technical schools, Warrnambool Institute of Advanced Education and the South West College of TAFE cater for all age groups.

A short drive from the City is the Tower Hill State Game Reserve. In the early 1860s settlers denuded the vegetation of Tower Hill; however in 1961 the then Fisheries and Wildlife Department, the local Field Naturalists, service clubs and school children began replanting the Reserve as it had been portrayed by the painter Eugene von Guerard. In the years since 1961, over 250,000 trees and shrubs have been planted. The efforts of these conservationists are now



being enjoyed by the thousands of people who visit the Reserve each year. Visitors also enjoy the countless number of native birds and animals which have returned to this Sanctuary.

Hopkins Falls is another popular spot for visitors, especially during the winter months when the Falls become a raging torrent, with water pouring over the rock face. During summer, the Falls present another attraction as tiny elves climb the rocks and head for the inland waters.

Visitors to Warrnambool can enjoy a variety of day trips. The Port Campbell National Park is one of the world's great coastal spectacles, with the most well-known attraction being the Twelve Apostles. However, the raging seas at London Bridge, the narrow cliff entrance to Loch-Ard Gorge and the historical Loch-Ard Cemetery also create great interest. To the west of Warrnambool, Port Fairy has all the character of an early English fishing village with a variety of fishing boats moored in the Moyne River. The Grampians to the north-west of Warrnambool offer visitors a further choice of beautiful scenery.

The Warrnambool of today is a far cry from the Warrnambool Bay that was discovered by Baudin, the French explorer and scientist. It is believed that Baudin in 1802 was the first European to see the coastal landmarks at Warrnambool. The legend of the Mahogany Ship is still sought by interested locals and scientists. If recovered, the mysterious Mahogany ship could rewrite Australia's history by proving that the South East coast was first sighted by Portuguese explorers in 1522. Time alone will determine if the sand dunes west of Warrnambool will reveal the answer.

The City of Warrnambool has been fortunate over the years to have far sighted and civic minded people who have progressively developed the City and who have been able to preserve and beautify the many natural attractions within the area. These efforts have contributed to the City's proud record of winning the prestigious "Premier Town Award" for an historic third time.

Warrnambool is regarded as the regional commercial centre for Western Victoria. It also provides an excellent range of shopping facilities. An active Development Board provides support and encouragement to all existing and intending businesses in the City. Warrnambool readily justifies its title as the "Capital of the West".

## WARRNAMBOOL CITY - STATISTICAL HIGHLIGHTS

- Age:** The largest age grouping is the 10-19 year group, representing 18 per cent of the population.
- Occupation:** Sales and Service formed the most frequent occupation at 18 per cent of the total employed population.
- Income:** While 26 per cent of families were in the high income bracket, 71 per cent of individuals earned under \$15,000.
- Language:** The most commonly spoken language after English is Dutch.
- Couples:** Of all the couples in this area 43 per cent were both employed and 34 per cent had only one member employed.

The majority of this statistical information is produced from the ABS decision makers package called 4-SITE. The data provided is from the 1986 *Census of Population and Housing* and from the *Census of Retail Establishments*.

## AGE IN 10 YEAR GROUPS

Age	Number	Per cent
0-9	3,450	15.2
10-19	4,087	18.0
20-29	3,812	16.8
30-39	3,272	16.8
40-49	2,216	9.8
50-59	2,009	8.8
60-69	1,197	8.4
70-79	1,318	5.8
80+	625	2.8

## BIRTHPLACE

Country	Number	Per cent
Australia	20,924	94.5
England	502	2.3
Scotland	140	0.6
New Zealand	85	0.4
Germany	47	0.2
Italy	34	0.2
Greece	18	0.1
Yugoslavia	17	0.1
Poland	8	0.0
Malta	4	0.0
Vietnam	2	0.0
Others	354	1.6

## LANGUAGES SPOKEN

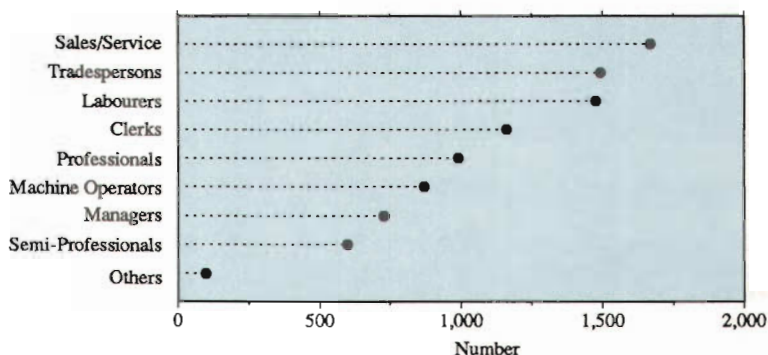
Language	Number	Per cent
English only	20,615	98.6
Dutch	65	0.3
Greek	57	0.3
Italian	55	0.3
Chinese	49	0.2
German	26	0.1

## Occupation

## EMPLOYED PERSONS

<i>Occupation</i>	<i>Number</i>	<i>Per cent</i>
Sales/Service	1,671	18.4
Tradespersons	1,496	16.5
Labourers	1,477	16.2
Clerks	1,161	12.8
Professional	990	10.9
Machine Operators	869	9.6
Managers	719	8.0
Semi-Professional	600	6.6
Others	99	1.1

## OCCUPATION



## Income

## SINGLE PARENTS

<i>Income (\$)</i>	<i>Number</i>	<i>Per cent</i>
0-15,000	279	78.2
15-32,000	78	21.8
32,001+	0	0.0

## COUPLES WITH CHILDREN

<i>Number</i>	<i>Per cent</i>
254	14.3
1,084	61.1
436	24.6

## FAMILIES WITH NO DEPENDENT CHILDREN

<i>Income (\$)</i>	<i>Number</i>	<i>Per cent</i>
0-15,000	837	34.2
15-32,000	976	39.8
32,001+	637	26.0

## TOTAL FAMILIES

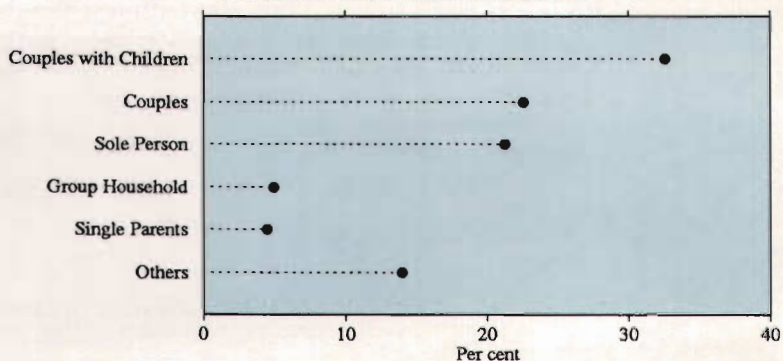
<i>Number</i>	<i>Per cent</i>
1,403	27.9
2,301	45.7
1,329	26.4

## SOLE PERSONS

<i>Income (\$)</i>	<i>Number</i>	<i>Per cent</i>
0-9,000	8,094	50.8
9-15,000	3,165	19.9
15-22,000	2,972	18.6
22-32,000	1,323	8.3
32,001+	388	2.4



## HOUSEHOLD COMPOSITION



## Transport

## NUMBER OF CARS PER HOUSEHOLD

Cars	Number	Per cent
0	846	11.2
1	3,337	44.3
2	2,599	34.5
3	756	10.0
Total	7,538	100

## METHOD OF TRAVEL TO WORK

Method	Number	Per cent
Public Transport	171	2.21
Motor vehicle	6735	85.6
Other	959	12.2
Total	7,865	100

## Housing

## WEEKLY RENTAL PAYMENTS

Rent (\$)	Number	Per cent
0-99	1,686	84.6
100-199	295	14.8
200+	13	0.7
Total	1,994	100

## MONTHLY MORTGAGE REPAYMENTS

Repayments (\$)	Number	Per cent
0-299	1,421	62.0
300-599	722	31.5
600	150	6.5
Total	2,293	100

## NATURE OF OCCUPANCY

Type	Number	Per cent
Owned	2,889	37.8
Buying	2,375	31.0
Renting	2,058	26.9
Other	329	4.3

## Retail Industry

## RETAIL ESTABLISHMENTS

	1979-80	1985-86	Percentage change*
No. of Establishments	300	326	8.7
Retail Turnover	91,287	208,319	128.2
Wages and Salaries	8,850	17,646	99.4
Persons Employed	1,676	2,257	34.7

\*CPI increases for the period June 1980 to June 1986 totalled 48%.

## RETAIL ESTABLISHMENTS

Type of store	Number	Comparison*
Department	2	0
General	1	0
Clothes - Male	10	6
Clothes - Female	27	19
Footwear	9	5
Fabrics/Textile	10	7
Floor Covering	4	2
Furniture	10	5
Domestic Hardware	11	8
Jewellers	9	5
Music	4	2
Household Appliances	11	8
New Motor Vehicles (a)	33	19
Used Motor Vehicles	8	5
Service Station	12	10
Smash Repairs	13	9
Motor Cycle Dealer	5	1
Boat & Caravan	3	1
Type/Battery	8	2
Grocery/Tobacco	28	21
Butchers	14	10
Fruit/Vegetable	4	6
Liquor	2	2
Bread/Cake	2	3
Milk Bar/Take Away Food	41	35
Pharmacies	7	9
Photographic	1	1
Sports/Toy	10	6
Newsagent/Bookshop	10	8
Second Hand Goods	3	5
Nursery/Florist	6	6
Other Retailing	8	6
<b>Total</b>	<b>326</b>	<b>232</b>

\*Based on the figures for Melbourne Metropolitan Area (excluding the Central Business District), this shows the number of establishments that would be expected with a population of the size of your chosen region.

(a) This class consists of establishments mainly engaged in wholesaling or retailing new motor vehicles (including trucks or commercial motor vehicles), in retailing new motor vehicle parts or accessories, in leasing or hiring motor vehicles, or in motor vehicle repair.

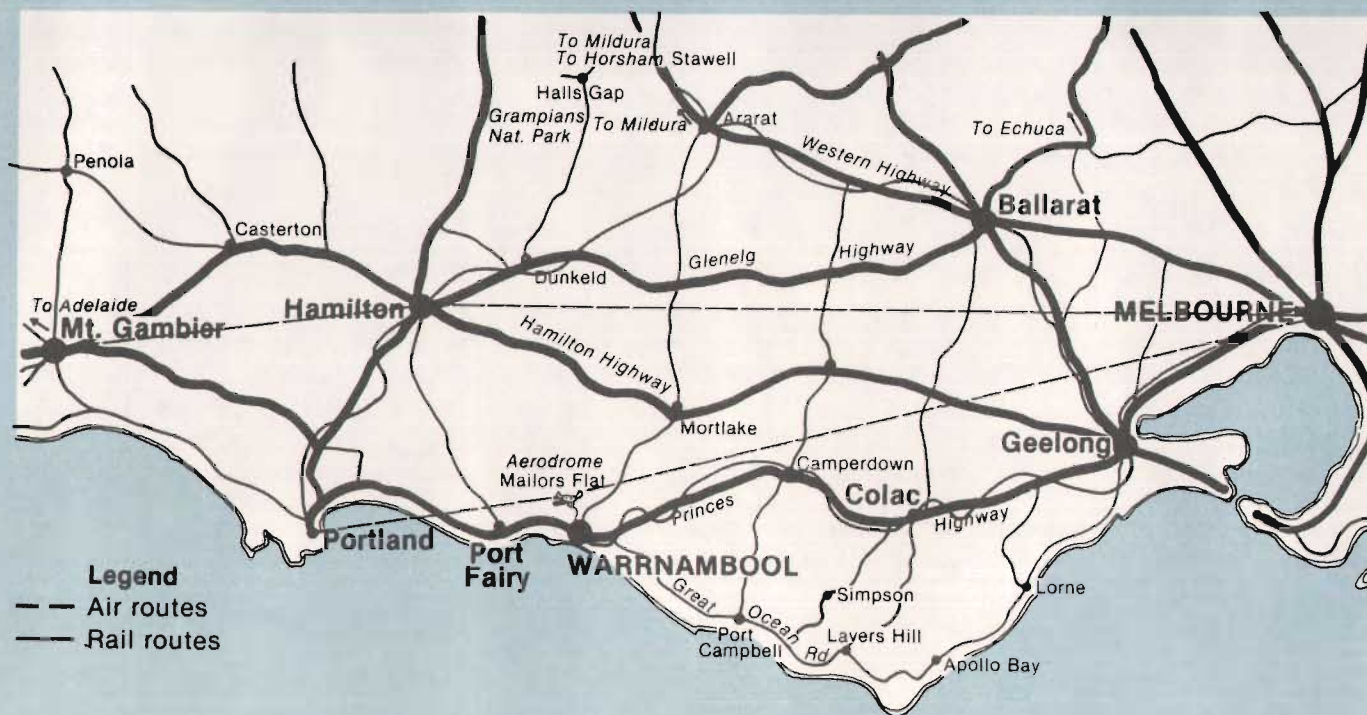


Figure 1. Locality Map of Warrnambool.

Map courtesy of Warrnambool Tourist Information Centre



WARRNAMBOOL  
PREMIER TOWN 1988-1991

*Clockwise from top:*

View over the City Centre.

*(Photo: K. Stepnell)*

Flagstaff Hill, 19th Century Maritime  
Village.

*(Photo: Victorian Tourist  
Commission)*

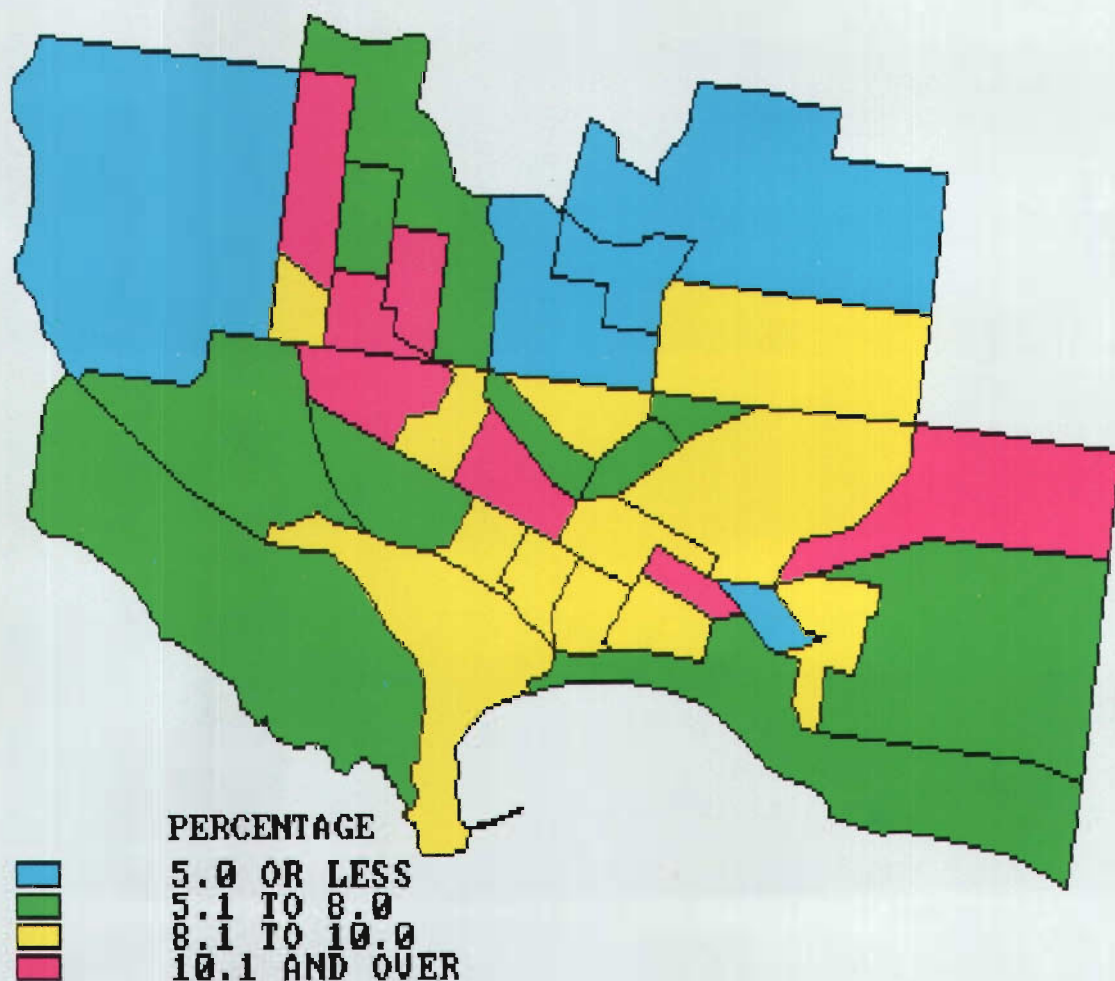
The Southern Right Whale and Calf.

Port Fairy lighthouse on Griffith  
Island.

*(Photos: K. Stepnell)*



# CITY OF WARRNAMBOOL - 1986 CENSUS UNEMPLOYMENT RATE



## ***AN EXAMPLE OF THE MAPPING CAPABILITIES OF CDATA86***

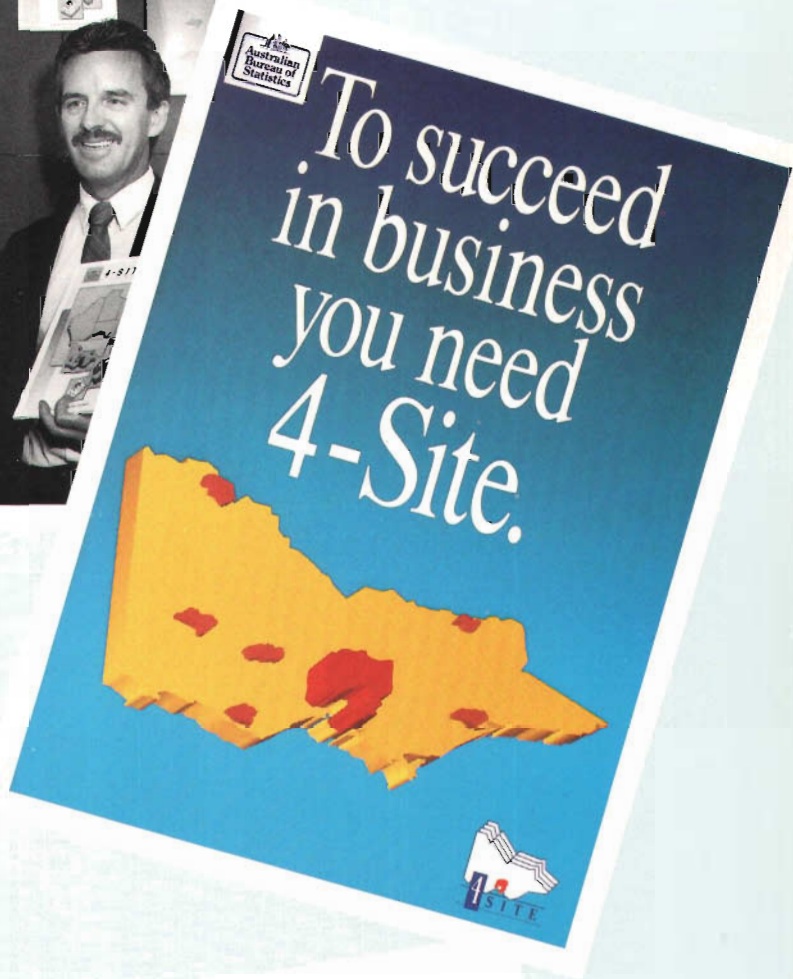
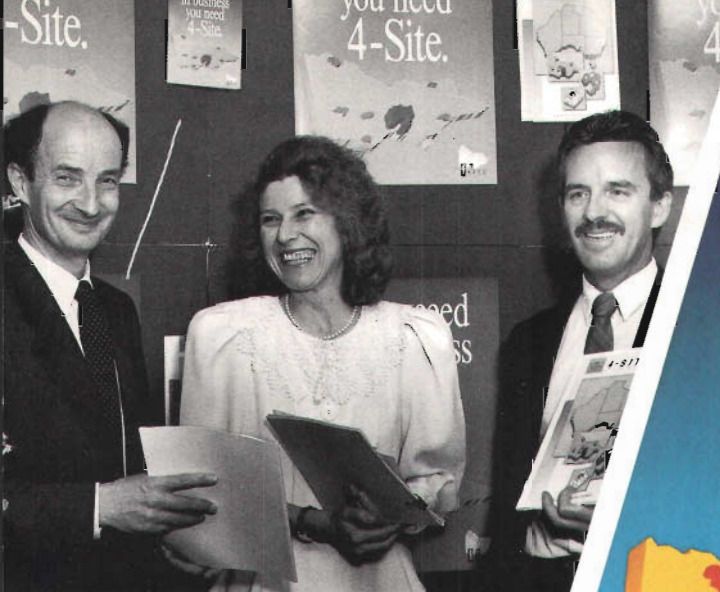
CDATA86 provides Census information for very small geographical areas known as Census Collection Districts (CD). For each CD there is a vast array of demographic, financial and lifestyle information, covering the age of the population, housing, income, education and occupation. This information can be displayed by:

- ◆ Census CDs
- ◆ Local Government Areas
- ◆ Postcodes
- ◆ Combinations of CDs
- ◆ Electorates
- ◆ A radius from a user chosen central point

**CDATA86 is available on compact disk (CD-ROM) with  
Supermap software for ease of access.**

**Call (03) 615 7865 for a no-obligation demonstration.**





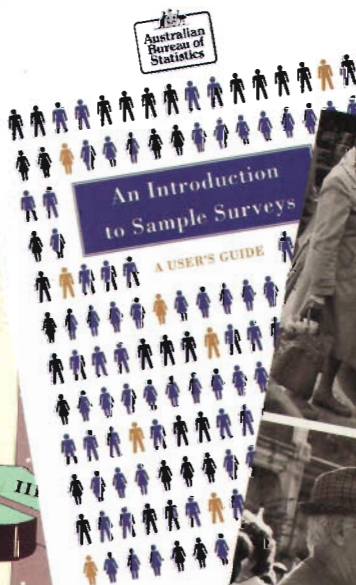
#### ABS STATISTICAL PUBLICATIONS

Above:  
Launching the product 4-Site,  
November 1989. David White,  
Minister of Industry, Technology and  
Resources; Susan Holmes, General  
Manager, Small Business  
Development Corporation; and Dick  
Crockett, Deputy Commonwealth  
Statistician, Victoria.

(Photo: Don McPhedran)

#### Below:

A selection of new titles produced by  
ABS Victoria during 1989.





VICTORIA'S FAUNAL AND FLORAL  
EMBLEMS

*Clockwise from top right:*

Helmeted Honeyeater, one of the  
rarest birds on earth.

(Photo: Len Robinson)

Common (Pink) Heath (*Epacris  
Impressa* Labill.)

Leadbeater's Possum.

(Photos: Department of Conservation,  
Forests and Land)

