

LIVEABILITY IN REGIONAL AUSTRALIA



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AUSTRALIA**
INSTITUTE



ABOUT THE REGIONAL AUSTRALIA INSTITUTE



- Australia's only independent think-tank dedicated to making regions and the people THRIVE
- Research for policy influence, broker relationships, convene conversations and are working to change the narrative about regional Australia.



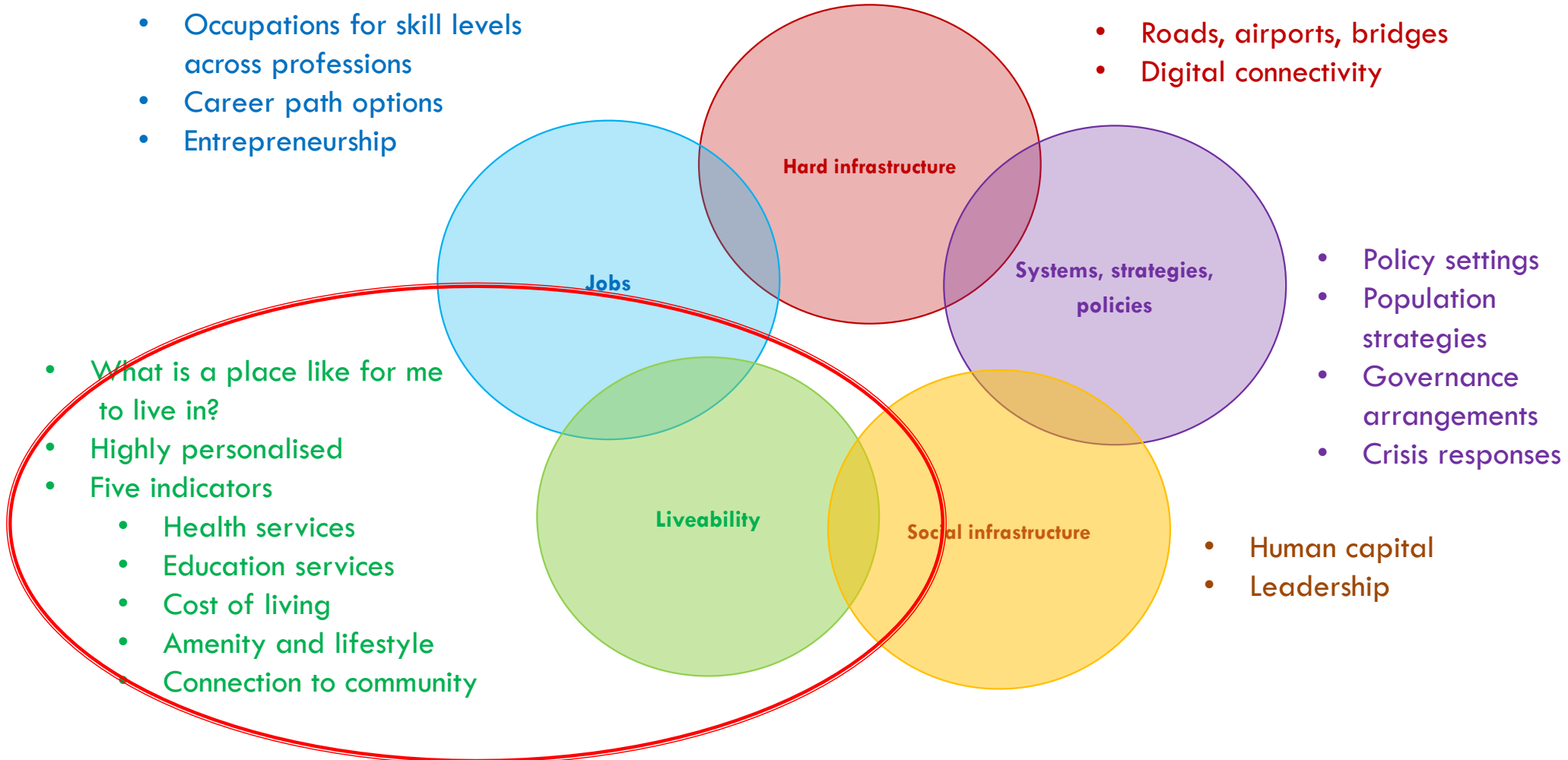
REGIONAL JOBS



MID-SIZED TOWNS



ATTRACTING AND RETAINING POPULATIONS



WHAT DOES THE POPULATION FLOW LOOK LIKE?

FROM OTHER REGIONAL AREAS



FROM METRO AREAS



MOVING
TO
REGIONS



FROM 'PERIPHERY' AREAS

- Conservative figures show over one million people moved into regions or between regions between 2011 and 2016
- Populations may be moving to the cities, but there is a large scale movement back from cities and between regional areas

WHAT IS IT THAT PEOPLE ARE LOOKING FOR?

- Most definitions of liveability are conceptualised for urban and metro areas and then extrapolated, which is problematic
- Highly personalised. What matters to one person doesn't always matter or matter in the same way to another person



- **Health services** – quality and access to a range of services, which can be nearby rather than in a town
- **Education services** – accredited childcare and early childhood education, at least one primary school, a local high school with curriculum breadth and depth. Vocational and life-long learning options as well as options for professional development
- **Cost of living** – reasonable balance of incoming and outgoing expenses
- **Amenity and lifestyle** – built and green spaces, parklands, feelings of safety, lifestyle and leisure options
- **Connection to community** – being part of the community and having close friends and/or family close by

VARIATION ACROSS FOUR DEMOGRAPHIC GROUPS

	Families	Under 35 years old (Millennials)	Professionals	Over 65 years old (Boomers)
Health services	<ul style="list-style-type: none"> GP and chemist OK 	<ul style="list-style-type: none"> Mental health services GP and dentist OK 		<ul style="list-style-type: none"> Access to specialist health services
Education services	<ul style="list-style-type: none"> Childcare and early childhood education Primary school options Local secondary school (breadth and depth of curriculum) 	<ul style="list-style-type: none"> Access to tertiary education options, especially through distance/correspondence 	<ul style="list-style-type: none"> Vocational and life-long learning Professional development Access to tertiary education options, especially through distance/correspondence 	
Cost of living	<ul style="list-style-type: none"> Rentals (private including high end and some social) Price of fruit and veg 	<ul style="list-style-type: none"> Rentals (private and some social) Price of fruit and veg 	<ul style="list-style-type: none"> Rentals (private and high end) Price of fruit and veg 	<ul style="list-style-type: none"> Some access to social rentals (government provided)
Amenity and Lifestyle	<ul style="list-style-type: none"> Access to parks and green spaces and access to back yards for keeping pets. Access to a range of leisure activities, with sports most popular 	<ul style="list-style-type: none"> Access to parks and green spaces and access to back yards for keeping pets. Community and cultural vitality Access to sporting 	<ul style="list-style-type: none"> Community and cultural vitality is important, but so too are sporting opportunities Range of leisure options are desired Natural amenity important 	<ul style="list-style-type: none"> Importance of built and natural amenity increases with age Community and cultural vitality is important –participate in arts and cultural activity Perceptions of safety are important
Connection to Community	<ul style="list-style-type: none"> Connect by volunteering through school or sporting activity 	<ul style="list-style-type: none"> Less likely to feel connected to the wider community or to find opportunities to connect Group least likely to volunteer and to report a strong sense of belonging 	<ul style="list-style-type: none"> Being able to connect to close friends or family 	<ul style="list-style-type: none"> More likely to volunteer than other demographics. Also the most likely group to report a strong sense of belonging.

FAMILIES

- Attracted to places with good access to general health services
- Attracted to places with education options including accredited early childhood, primary school options, local high school
- Place must be affordable, with reasonably priced fruit and veg
- Some private rental options, including high end
- Green spaces for kids and pets
- Range of leisure activities, most important of which are sporting
- Connect to community through school or sports activities



MILLENIALS (UNDER 35 YEARS)

- Attracted to places with good access to general health services, but desire mental health services too
- Access to tertiary education options, especially through distance/correspondence
- Place must be affordable, with reasonably priced fruit and veg
- Some private rental options, including high end
- Access to parks and green space as well as access to a range of leisure, sporting, and cultural options
- Less likely to find opportunities to connect to community



- Access to vocational and life-long learning options, including but not limited to tertiary education (online, distance education)
- Access to professional development opportunities
- Access to private rentals, including high end
- Attracted to places that are culturally vibrant, with natural amenity
- Range of leisure options – arts, culture, sports
- Attracted to places where they can have or maintain contact with close family and friends. This can be in the town, or by easily accessing other parts of the country



OVER 65 YEARS OLD

- Attracted to places that can offer access to specialist health services
- Mostly own their homes, yet there is still some desire for socially provided rental accommodation, including but not limited to aged care options
- Built and natural amenity is important, as is a feeling of safety (low crime rate)
- Artistic and cultural activities are popular
- This demographic group reports the strongest feelings of community connection and strong rates of volunteering



NEXT STEPS



CASE STUDIES – hotspots determined by analysing Census data, focus on millennials



POLICY GUIDE – what do the policy levers look like? Where are they being used well?



FURTHER RESEARCH – cultural and arts participation, civic engagement



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