

BIG MOVERS: POPULATION MOBILITY IN REGIONAL AUSTRALIA

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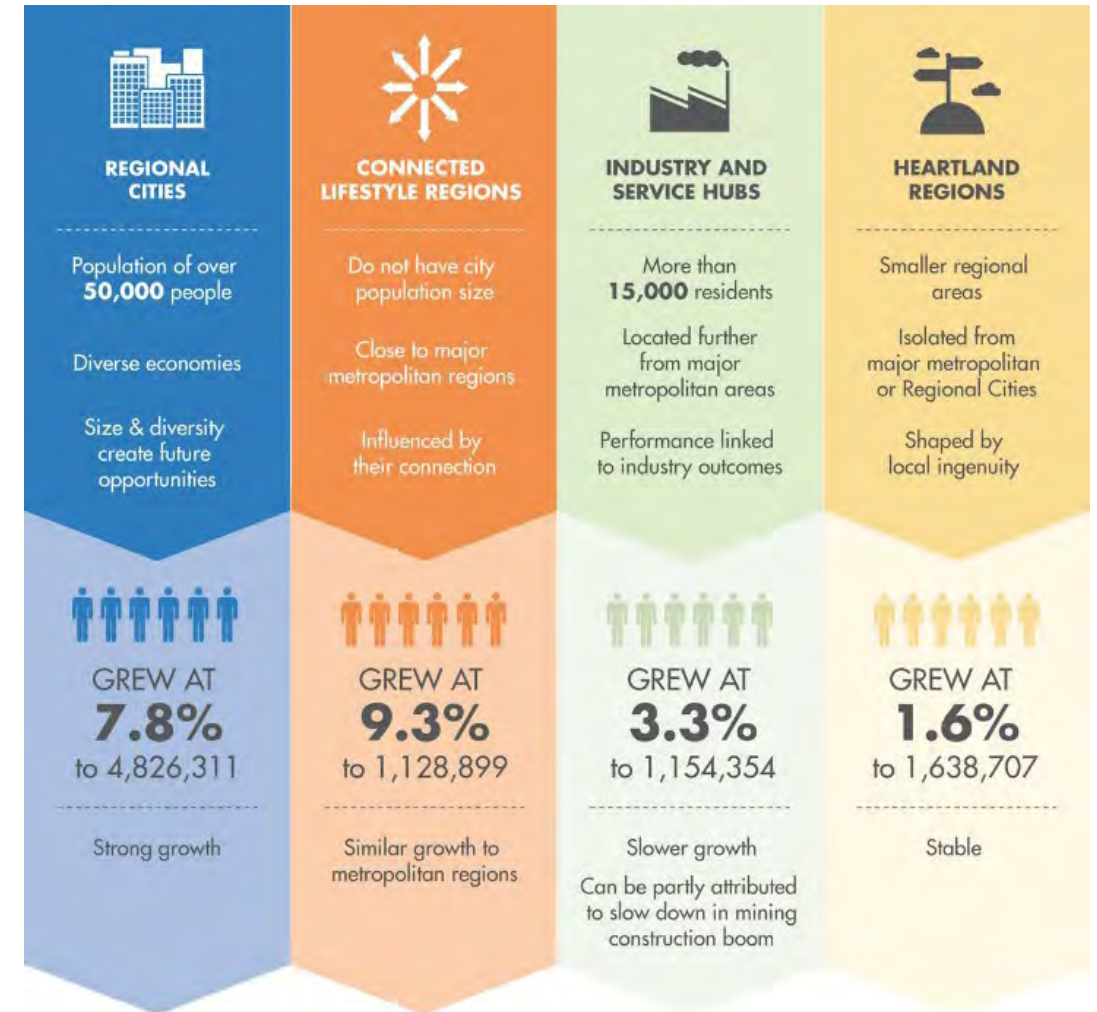
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1. Changing people
2. Working with mobility
3. National campaign

CHANGING PEOPLE

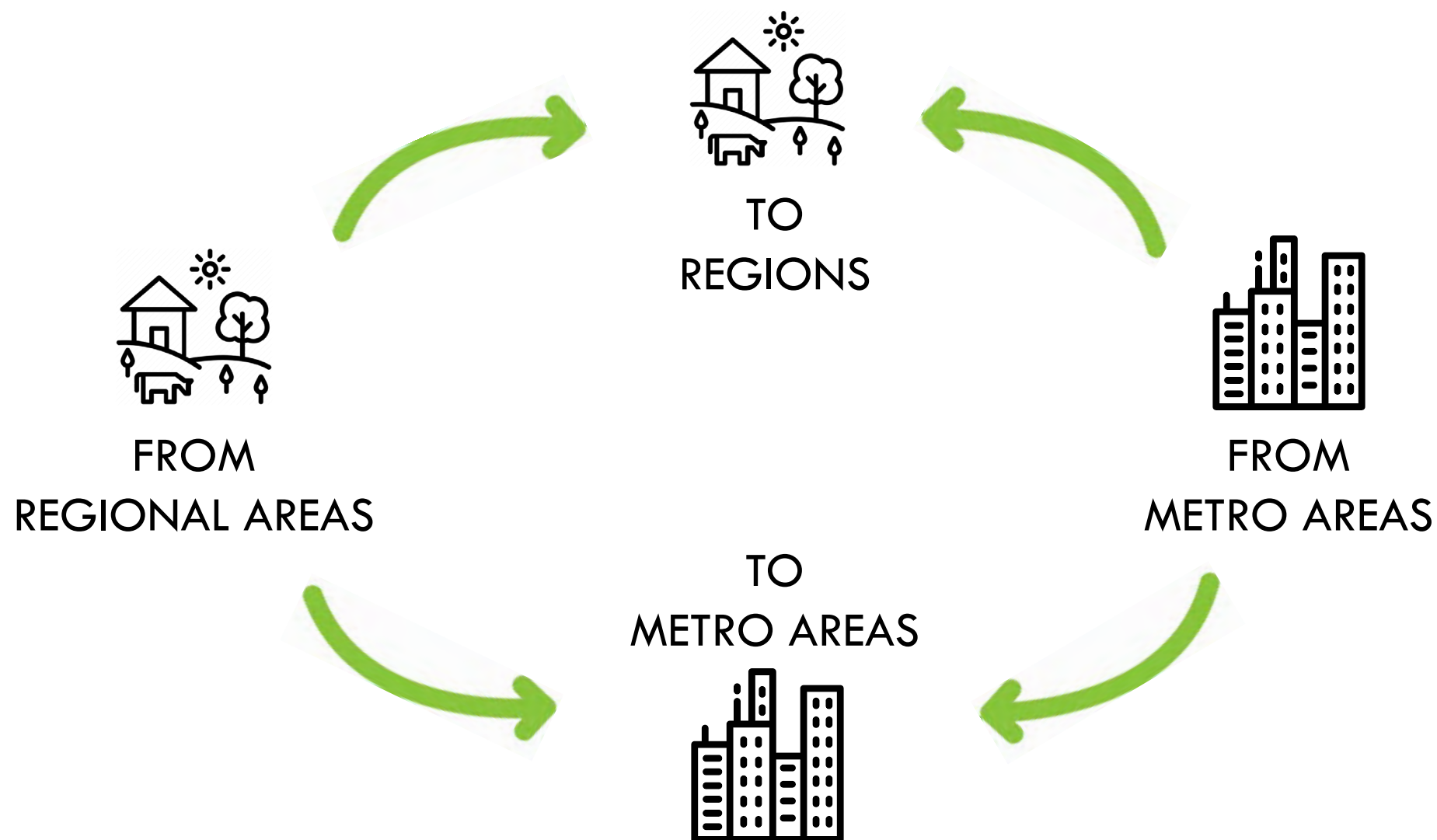
- It is a myth that populations are declining across all regional Australia
- Across the board regions have grown
- But remote places are the ones that tend to be losing residents
- Less than 40 LGAs lost more than 500 people over 5 years



Metropolitan LGA's are those council areas in the main cities of Melbourne, Sydney, Perth, Brisbane and Adelaide

Grew at **10.5%**
to 14,590,917

WHAT DOES THE POPULATION FLOW LOOK LIKE?



2011–2016
FROM CAPITALS TO REGIONS NET LOSSES/GAINS

BRISBANE	+15,597
PERTH	+4,298
HOBART	+1,663
CANBERRA	+160
DARWIN	+484
ADELAIDE	-1,041
MELBOURNE	-21,609
SYDNEY	-64,756



MOBILE PEOPLE

From capital city	Moved to regions <i>within</i> home state/territory		
Sydney	NSW	103,942	75%
Melbourne	VIC	77,401	69%
Brisbane	QLD	83,074	76%
Adelaide	SA	23,683	61%
Perth	WA	40,999	70%
Hobart	TAS	4,618	51%
Darwin	NT	1,540	12%
Total from capitals to regions		335,257	

A RESTLESS NATION

Total population		To	
		Regional Australia	Capital Cities
From	Regional Australia	690,216	436,439
	Capital Cities	501,643	2,145,188



2011–2016
REGIONAL AUS NET INFLOW
+65,204

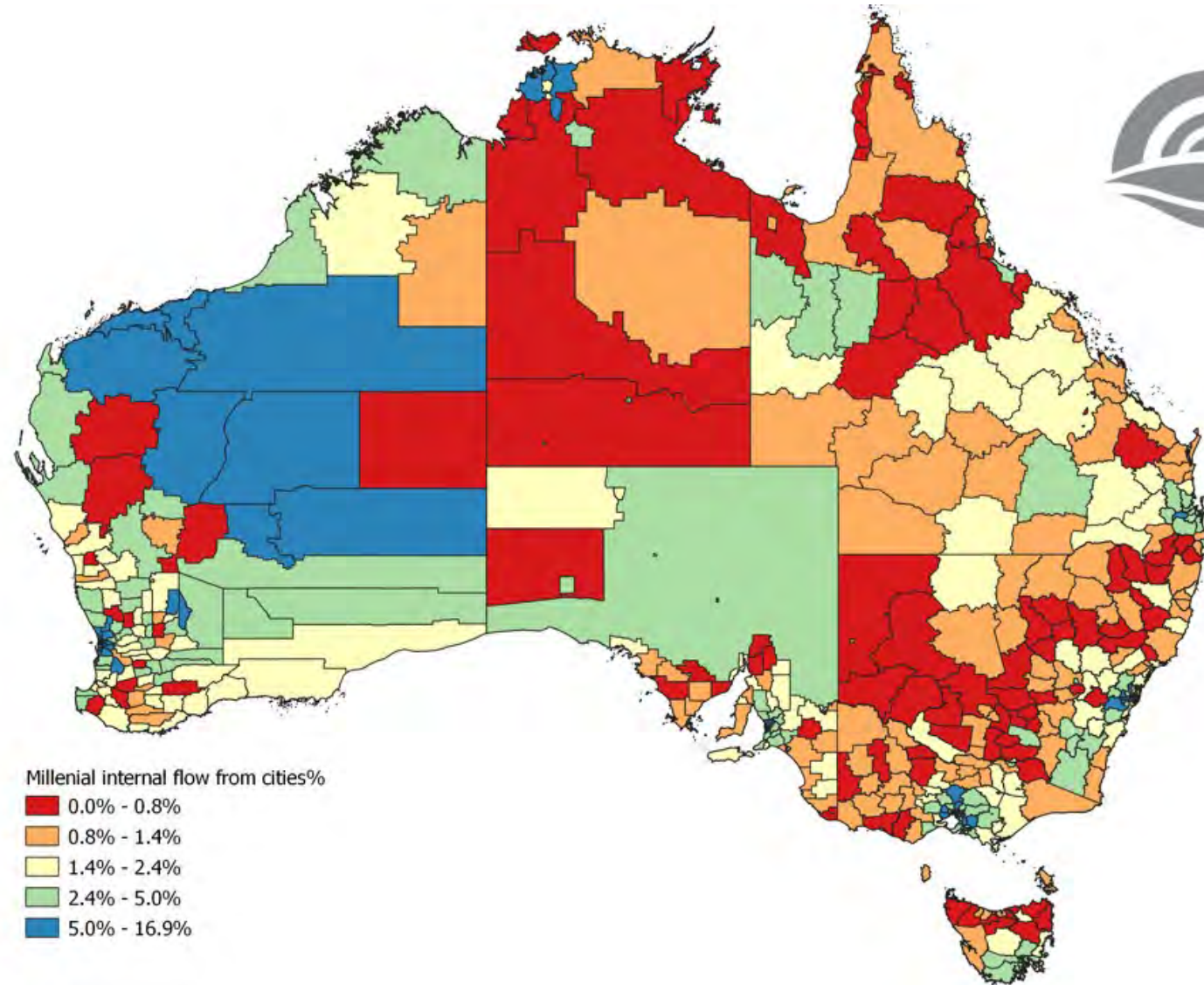
**MOVED TO & AROUND
REGIONAL AUS**

 **1.2M**

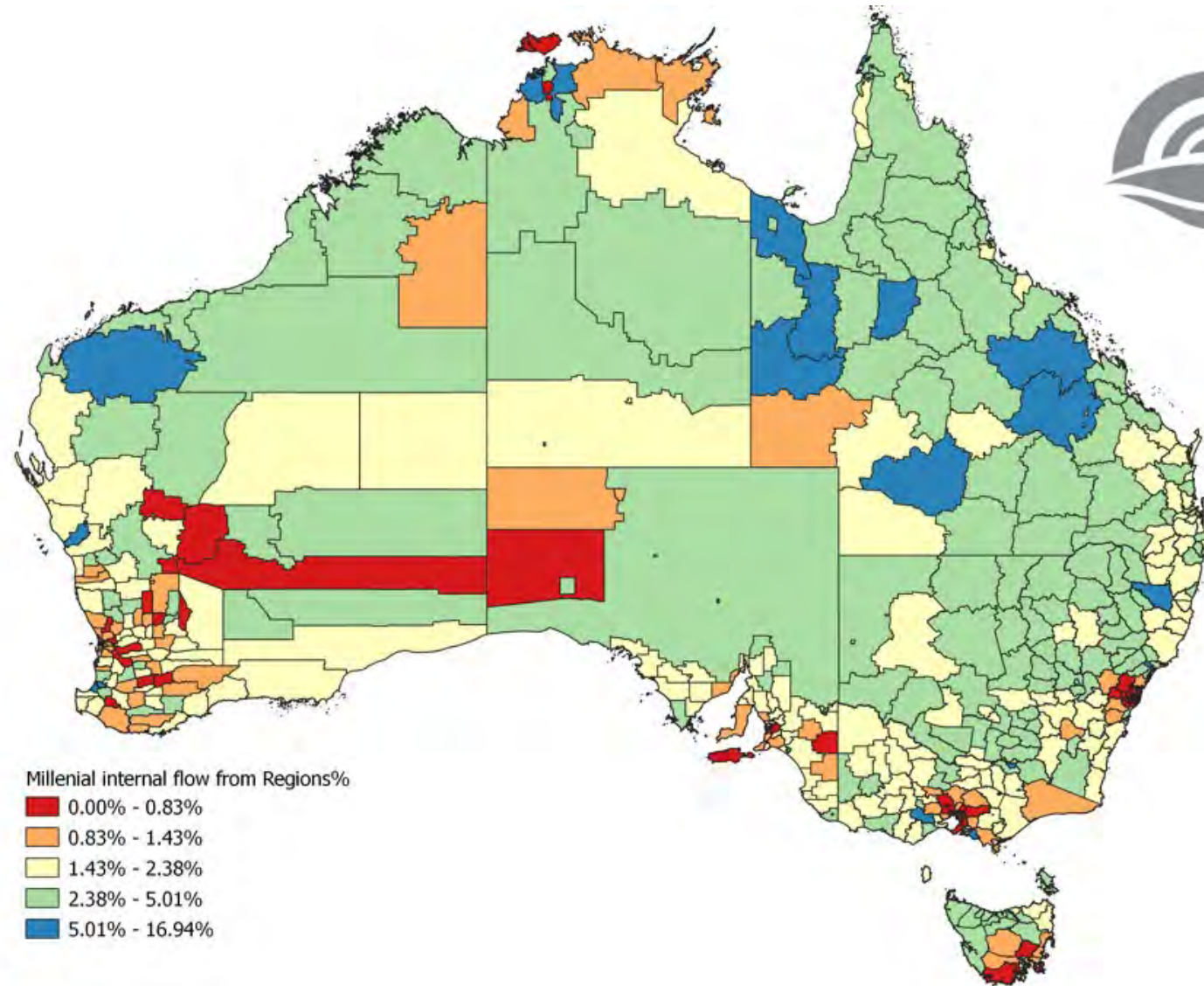
MOBILE MILLENNIALS

Millennials (20-35yo in 2016)		To	
		Regional Australia	Capital Cities
From	Regional Australia	207,510	178,961
	Capital Cities	146,962	874,443

YOUNG PEOPLE TOO — MILLENNIALS FROM CITIES



YOUNG PEOPLE TOO — MILLENNIALS FROM REGIONS

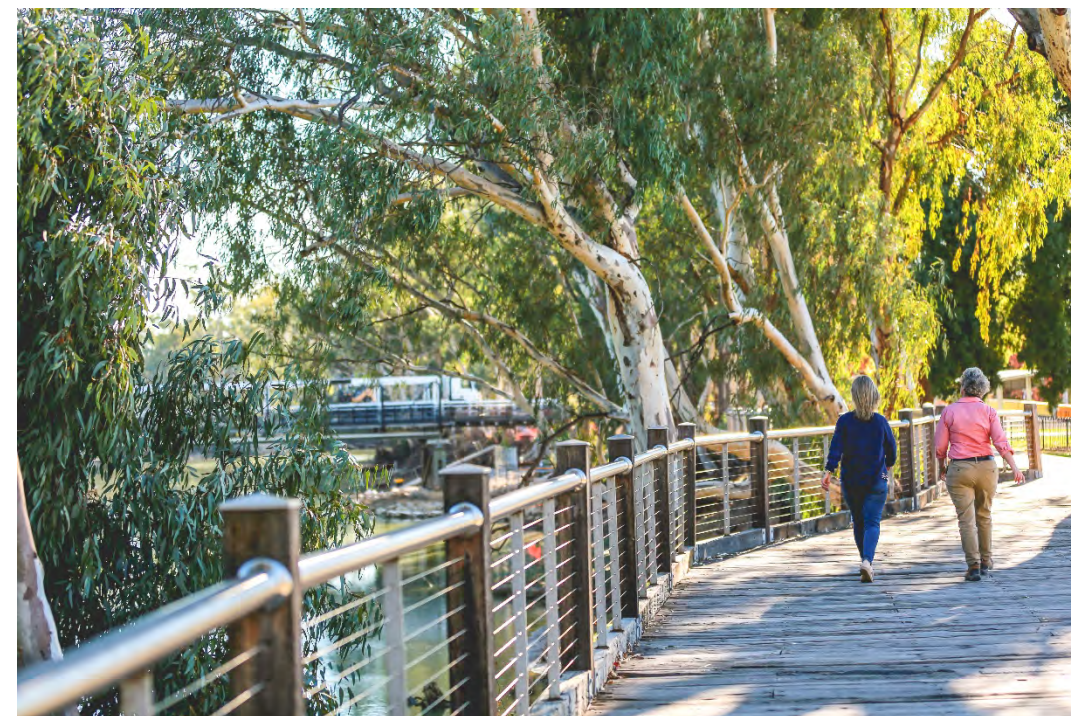


WORKING WITH MOBILITY

LOCAL GOVERNMENT AREA (LGA)	NO. NEW RESIDENTS	INFLOW AS PROPORTION OF 2016 POPULATION
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NSW

Murray River	2,636	22.6%
Uralla	1,218	20.1%
Port Stephens	13,665	19.6%
Yass Valley	3,168	19.6%
Maitland	15,137	19.6%



- **Places are competing for the same kinds of people** – places must have their own unique appeal to survive
- **Town led campaigns** – tend to highlight the same features and benefits, aren't differentiated
- **What works?** – small financial incentives don't work
- **Major business role modelling is critical** – decentralization can be good for business and for staff
- **National campaign** – to push market to outer suburban families and individuals the benefits of regional living



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