

Media release

22 February 2021

New research shows why city dwellers want a life in the country

New research released today by the Regional Australia Institute (RAI) shows one-in-five city residents are looking to move to the regions, with more than half wanting to make the jump within the next 12 months.

Involving more than 1,000 people in Sydney, Brisbane, Melbourne and Perth who were considering moving to Regional Australia, the research showed that the appeal of the regions is a more motivating factor to move than any dissatisfaction with city life.

According to the research, the top three factors drawing people to regional Australia are sense of space (77%), connecting with the natural environment (77%) and overall improved wellbeing (75%). These factors are even stronger for people who have children transitioning from pre to primary school.

The top three factors driving people's desire to leave big city life were avoiding roads and traffic congestion (70%), reducing general stress and anxiety (69%) and reducing cost of living (68%).

While COVID significantly increased interest in moving for one-fifth of those surveyed, more than half of all respondents indicated they were thinking about relocating even before COVID.

"The research also showed that a perception of there being limited job opportunities is the biggest barrier to people moving to the regions," said Cradle Coast Authority (CCA) CEO, Daryl Connelly. "This reinforces the importance of the work we and our Member Councils have committed to, which involves shining a light on the excellent career opportunities that exist here," he said.

Examples of that work include the Choose Cradle Coast website and social media presence, the regional jobs board, recent projects involving schools and a soon to be announced project that will showcase renewable energy careers.

While the most popular locations being considered were larger coastal areas, smaller inland areas held the same appeal as smaller coastal towns with about one third of respondents indicating an interest in both.

"This research is great news for our region, although in many ways it tells us what we already know; that is, from Cradle Mountain to the coast and beyond, our region offers an enviable lifestyle. It's a fantastic place to live, work, visit and invest" said Mr Connelly.



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RAI and CCA work together through the Regional Activators Alliance, a group of 37 regional stakeholders brought together by RAI to drive population to the regions.

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Attached: Key messages from RAI report.

CCA is jointly owned by the nine Councils of western and north-western Tasmania, to help them achieve regional outcomes and maintain strong local government, by working together.

