

# Living in a Growth Area

The values, experiences, overall liveability and future needs of growth area residents

Presentation for the National Growth Areas Alliance | 2022 Research Symposium  
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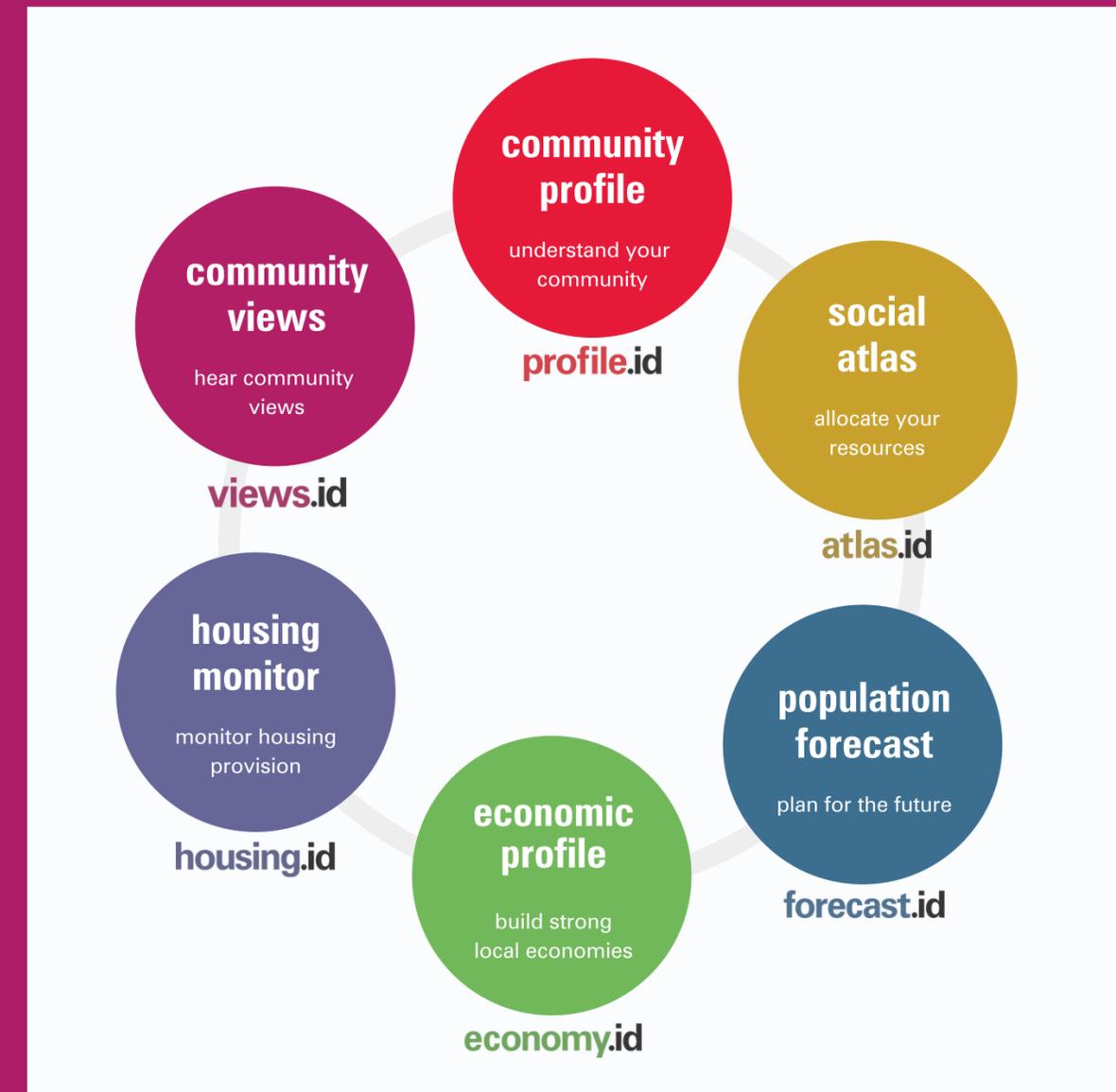
# Introducing .id - informed decisions...

## Who we are...

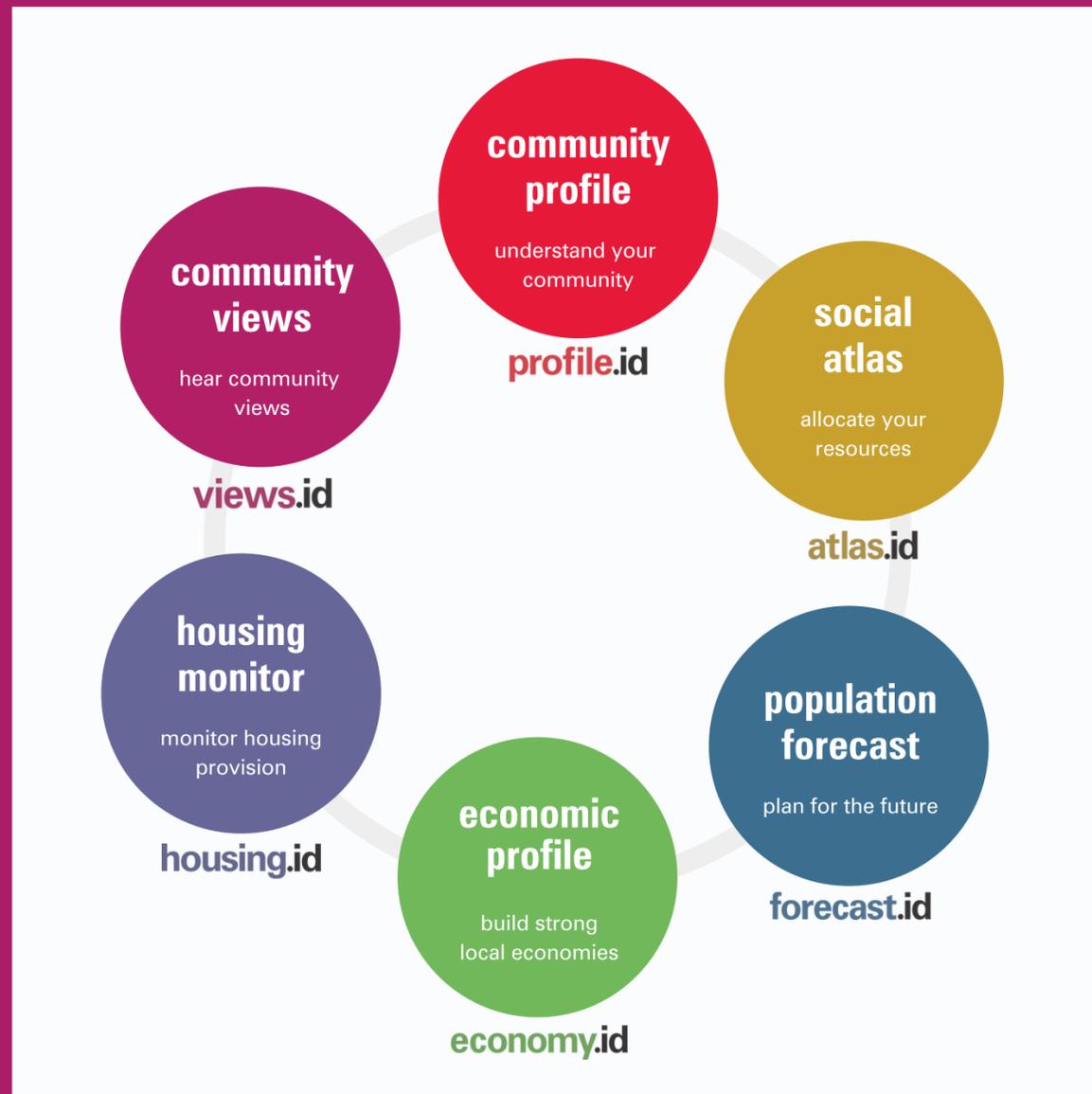
- Demographers, housing analysts, forecasters, economists and social researchers with 25 years' experience working with local government.
- Our tools and resources cover 90% of the population.

## What we do...

- Study how cities, towns and regions are changing and organise complex data in intuitive web applications for people with diverse needs.
- Help clients and others make informed decisions about when and where to provide services, invest and advocate.



# Today's presentation for the NGAA...



## Understanding Metropolitan Growth Areas...

- Who lives in a Growth Area? (community profile)
- Are Growth Areas still growing? (population forecast)
- How are Growth Areas recovering? (economic profile)
- What is it like to live in a Growth Area? (community views)

# Who lives in a Growth Area?

One out-of-every five Australians live in a Metropolitan Growth Area.



Growth Area residents are younger.



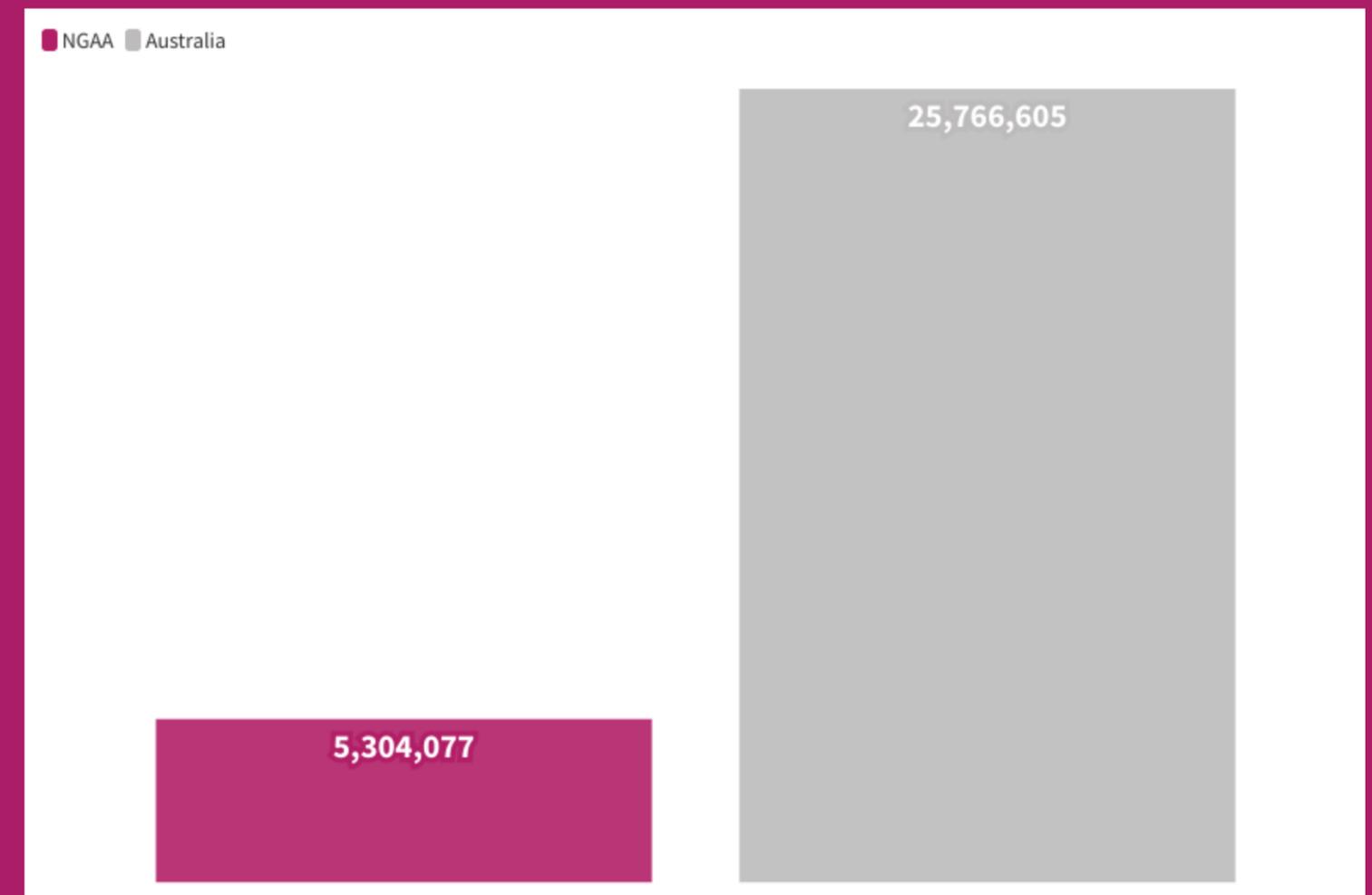
A higher proportion have mortgages.



Couples with dependent children is the dominant household structure.

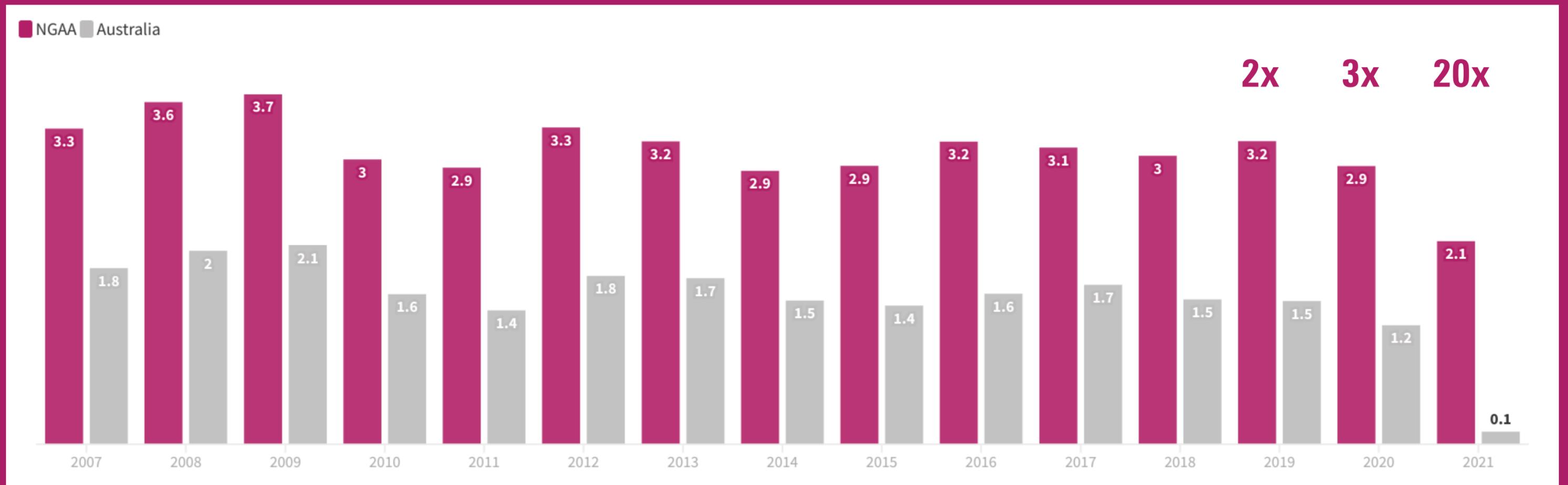


Most likely to work in health care and social assistance sector.



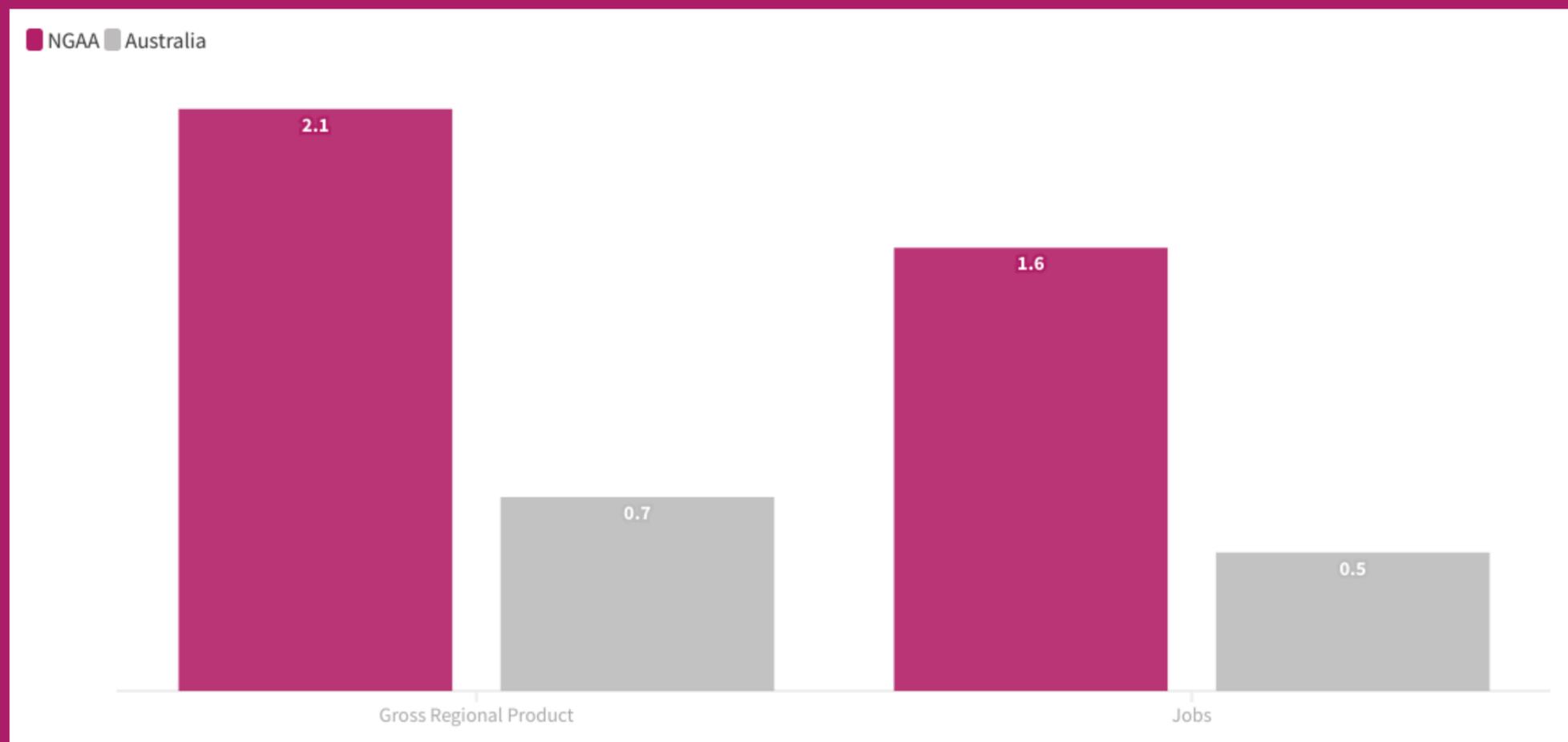
# Are Growth Areas still growing?

Yes! While COVID reduced growth, the population still increased by more than 2%.  
Australia grew 0.13% - the slowest since World War 1.



# But what about the local area economy?

Economic recovery has been faster in Growth Areas, as represented by annual average growth in GRP and Jobs, 2019 to 2021.



## Top five LGAs for GRP...

- Melton (C) 8.8%
- Playford (C) 6.8%
- Serpentine-Jarrahdale (S) 6.5%
- Ipswich (C) 5.1%
- Armadale (C) 4.6%

# What makes somewhere a good place to live?

views.id's Living in Place community survey uses 16 attributes to understand the values, experiences, liveability and future needs of Australians in their local areas.



Survey designed in 2014 by Ipsos Public Affairs to bring a credible resident lens to the 'liveability' conversation.



In April-May 2022 we surveyed over 5,000 Australians, including >800 from Metropolitan Growth Areas.



This data is used to benchmark our Living in Place survey and views.id platform for local government and others.



# What will we learn about living in a Growth Area?



Understand  
Values

What the local community believes makes somewhere a good place to live

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Measure  
Experiences

What's going well (and not so well) in and across residents' local areas

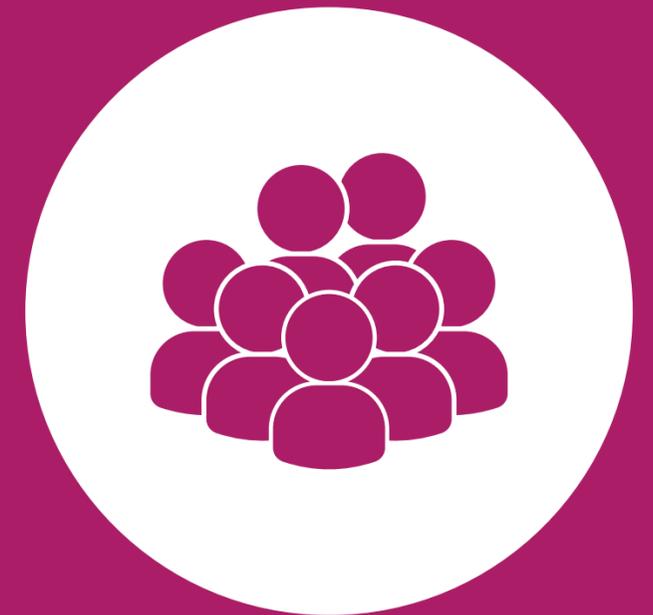
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Current  
Liveability

One number between 0 & 100 to monitor collective quality of life

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Community  
Needs

Attributes correlated to advancing quality of life used to inform planning and advocacy

# Living in a Growth Area, 2022 - Key Insight summary

100

Overall liveability in Metropolitan Growth Areas is lower than benchmark averages.



The community has a clear set of values and priorities regarding what makes somewhere a good place to live.



Improving residents' ability to get around is crucial to advancing quality of life.



The provision of 'affordable decent housing' represents an area to improve and a strategic opportunity.



How safe the community feels in their local area is central to informing liveability.

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