A Regional Career

Migration histories of professionals in Ballarat, Victoria

VICTORIA
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Land, Water
and Planning

Authors
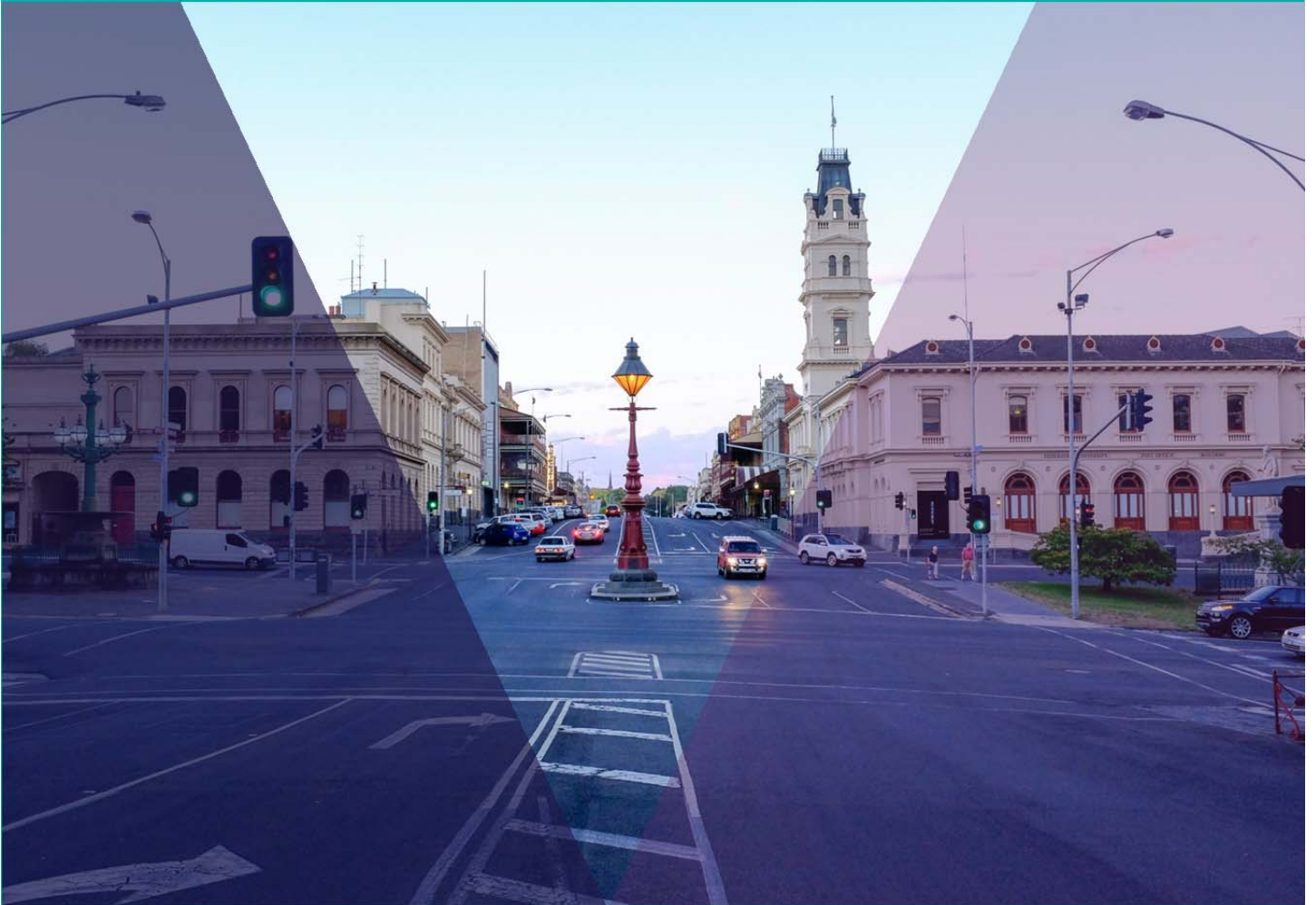
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Attraction and retention of professionals

Attracting people to, and retaining them in, regional Victoria is important for the economic and social wellbeing of non-metropolitan communities.

People growing up in non-metropolitan areas who wish to pursue a professional career may leave regional areas to gain higher education or broader working experience in capital cities. This trend is a key reason why many regional areas experience a net loss of school leavers and young adults. Even those who attend regional universities may pursue more specialist education or seek further career development in larger centres like Melbourne (Argent & Walmsley 2008; McKenzie 2010).

Research has shown that around a third of young people who leave regional Australia to work or study in a capital city return to rural cities or regional areas before the age of 24. Others return to regional areas at later ages and some metropolitan-born or overseas-born residents are attracted to non-metropolitan regions for work or lifestyle reasons.

Such migration is important for regional areas because the net loss of regional youth can have negative effects if it is not balanced by in-migration of other age groups. Young adults are important for regional economies as they contribute skills and energy to a region. Regional communities benefit socially and demographically from young adults as they contribute to social life and future population generation.

This research report presents findings of three surveys of three professional workplaces in Ballarat, undertaken in late 2016. Ballarat is located 115 kilometres west of Melbourne and has a population of 104,000 people as at June 2016 (ABS cat. 3218.0). The research builds upon similar work undertaken in Bendigo in 2015. Bendigo is of similar population size to Ballarat but is located slightly further from Melbourne, 150 kilometres to the north west.

Metropolitan Melbourne offers a depth of professional networks and career advancement opportunities that is not replicated in regional cities or towns, because of the size difference. However, many professionals *do* choose to remain in, return to, or move to non-metropolitan locations. This research aims to better understand the migration pathways and choices of such workers.

While research has often focused on the causes and implications of regional population loss, there has been less attention given to retention and attraction to regional areas and, in particular, the migration pathways of professional workers in regional locations. The companion research reports, *A Regional Career: Ballarat* and *A Regional Career: Bendigo,* produced by the Department of Environment, Land, Water and Planning (DELWP) represent an important step in filling this research gap.

Findings from the Ballarat surveys

The Ballarat surveys cover three different workplaces: IBM; Ballarat Health Services, and the City of Ballarat (Council). More than 500 respondents participated in the surveys, providing information on where they were born, where they were educated and the reasons why they chose to live and/or work in Ballarat.

Nearly 28 percent of respondents were born in Ballarat while another 30 percent were born in regional locations elsewhere in Victoria or the rest of Australia. Thus, 58 percent of respondents were from non-metropolitan backgrounds. An additional 23 percent were born in metropolitan areas, mostly Melbourne, and 19 percent were born overseas.

People who moved to Ballarat generally did so for family reasons. In fact, 27 percent of respondents reported this as a reason for moving. This included those wanting to be closer to family members, those wanting to have a good place to raise children, and those wanting to return to their place of birth. This highlights the importance of having a connection to a place when making a major migration decision. It also suggests that targeting those who have previously lived in regional areas could form the basis of more effective regional attraction strategies.

Employment reasons were also a significant factor in peoples' decision to move to Ballarat and, in the case of IBM, this was the most important factor. Those moving from regional locations to Ballarat often did so to access the wider range of employment opportunities available in the regional city. Those moving from Melbourne were more likely to move to undertake a specific position. Importantly, many of the Melbourne-born respondents had made the move to regional Victoria in the later stages of their career. While younger professionals may be attracted to major cities like Melbourne, workers in their 40s or 50s may be motivated by a range of other factors such as seeking a balance of lifestyle and career.

Many respondents, including those holding senior roles, had undertaken education and training locally rather than in the metropolitan area. This suggests that regional universities and other training providers are effectively developing a supply of skilled workers for the local labour market. A greater proportion of those from Ballarat Health Services had obtained their highest degree in Melbourne, suggesting that some medical specialities still require training in metropolitan locations.

There is a difference between why people move to a location (a driver of migration) and why they like a particular location (the advantage of living there). Whereas key drivers were found to be family and employment, these appear to be less prominent in peoples' list of advantages,

When asked about the advantages of living in Ballarat, many respondents highlighted the ease of getting around the city and the short commuting times, especially when compared to Melbourne. Affordability also ranked highly, with comparisons to Melbourne being common. Proximity to Melbourne remained an important advantage for many respondents while other listed advantages included: lifestyle, good city size and quality of services.

The most commonly listed disadvantage of living in Ballarat was lack of services and this was reported more often in the Ballarat Health Services sample. Other reported issues related to employment, specifically limited career pathways outside the current organisation, and discrepancy between regional and metropolitan salaries. Environmental factors were also commonly mentioned, notably the cold climate of Ballarat.

Despite these listed disadvantages, the majority of respondents (62%) had no intention to move away from Ballarat in the near future. Those in younger age groups were more likely to have an intention of moving away from Ballarat with most of these considering a move to Melbourne.

Comparing Ballarat and Bendigo

The Ballarat surveys followed similar work undertaken in Bendigo in 2015. This enabled comparison of the two locations. In total, the combined sample contains 1,271 respondents from six organisations. Perhaps the most significant difference between the Ballarat and Bendigo samples is the proportion of overseas-born respondents. None of the Bendigo samples had more than 10 percent born overseas whereas Ballarat had two organisations, IBM and Ballarat Health Services, with more than a quarter of respondents in this category.

While the Ballarat sample shows a higher proportion of respondents with bachelor degrees than Bendigo, much of the difference can be attributed to the influence of the IBM sample in which nearly half of respondents had this level of qualification. Ballarat Health Services and Bendigo Health had relatively high proportions of postgraduate qualifications, most likely reflecting the requirement of many medical specialities to have that level of qualification.

In terms of reasons for moving to Ballarat or Bendigo, the greatest difference was seen in relation to 'family reasons' with this being more important for Bendigo respondents. The Ballarat sample had a greater proportion of respondents moving to join the current organisation or for education and training. This is particularly the case with IBM where employment reasons out-ranked family as a reason for moving to Ballarat.

Ballarat respondents placed greater emphasis on housing affordability as an advantage than did their Bendigo counterparts. The younger age profile of the sample may include young adults seeking their first home or there may be simply be a greater comparison with Melbourne housing markets. Bendigo respondents were more likely to list lifestyle and quality of life factors than their Ballarat counterparts.

Proportions of people intending to leave either Ballarat or Bendigo were similar (12% and 14% respectively), although this was a much smaller proportion than those intending to stay (62% and 86% respectively). A higher proportion of those in Ballarat expressed uncertainty about whether they intended to leave or stay. For the combined sample of those intending to leave, metropolitan areas represented the most common intended destination (43%), followed by regional destinations (31%).

Policy implications

The Ballarat and Bendigo surveys provide a unique insight into the pathways and motivations of professional workers who end up living in a regional location. Based on a combined sample of more than 1000 respondents, the results clearly indicate that regional Victoria can provide successful career pathways across a range of professional occupations. In addition, the advantages of a regional location, such as a more relaxed lifestyle and lower levels of congestion than metropolitan areas, leads to a high level of satisfaction as seen by the majority of respondents who do not intend to leave their regional city in the near future.

There are limits to the range and depth of services that a city of 100,000 can provide compared to a city the size of Melbourne (4.4 million population). This will always be a challenge for Australia's regional cities given the primacy of Australian state capitals. Nevertheless, the finding that regional cities like Ballarat and Bendigo are now large enough to provide the basis for skilled career development is a positive one. It is worth noting that in both locations, private companies like IBM and Bendigo Bank had proactively sought and helped develop training courses through partnerships with local universities. This provides a useful model for planners seeking to address specific skills shortages in regional areas.

For policy makers seeking to attract new residents to regional areas, a relevant finding from the research is that people are more likely to move to areas where they have a personal connection such as through family. Thus, targeting people from regional backgrounds may be more productive than seeking to attract people who have spent their whole lives in metropolitan locations.

Chapter 1. Introduction

Young adults have an important role within society. They bring skills and energy to the economy and they contribute to population growth through family formation and births. This group is also highly mobile. Where they choose to study, work and live has implications for both sending and receiving locations as it represents a transfer of skills, knowledge and labour. Gains and losses of population can affect levels of economic growth and prosperity.

Retention and/or attraction of young adults is central to the aspirations of many regional areas. Across Australia, there is a dominant population trend of young adults leaving regional areas to seek educational and employment opportunities in capital cities (McKenzie 2010). These life stages of higher education and early working life are significant because they represent a key period of human capital accumulation for individuals. Hence, the location of these individuals has implications for the economic gains of metropolitan and regional areas.

Net flows from rural communities into metropolitan areas reinforce the concentration of economic activity and the relatively young profile of the metropolitan labour force. At the same time, this has led to a gradual ageing of the population structure in many regional areas and an erosion of the local stock of human capital, creating constraints on local development (Hogan & Young 2013).

Although regional Victoria loses young adults to metropolitan areas, it has net gains in other age groups. Some of the gain in people aged 25 years and over may be returnees who trained or worked in Melbourne then returned to a non-metropolitan location. Or this may include people who move from the city to seek a regional lifestyle.

The lack of information about the human capital implications of migration between regional and metropolitan areas of Victoria led to this research being undertaken. The survey upon which this report is based was undertaken as part of a larger study – an Australian Research Council (ARC) Linkage Project[1] – which examined the spatial dimensions of educational and post-educational pathways. In 2015, an initial survey was conducted within the Bendigo municipality. A comparative survey was conducted in 2016 within the Ballarat area[2].

Survey-based data was used to gain insights into migration pathways and potential return migration. The findings from this research are important for policy makers who deal with population and attraction strategies – either at local or state government level. These decision-makers form are the main audience of this report.

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[1] *ARC Linkage Project LP LP120100212 'Attraction and Retention: The role of mobility in educational pathways and human capital development', involving a partnership between the Victorian Government, University of Queensland, Graduate Careers Australia and Latrobe University Bendigo.*

[2] *Those surveyed worked within the Ballarat municipality. 96 percent of these people lived within, or immediately adjacent to, the municipality.*

Chapter 2. The Ballarat Survey

The project

For many secondary school students in regional Australia, the decision to continue studies beyond Year 12 means making a decision about moving to a new location – either to a regional city or to a capital city. Analysis of the Longitudinal Survey of Australian Youth (LSAY) data found that, of those who moved to a metropolitan area after leaving school, 29 percent had made a return move to a regional area by the age of 23. It is not clear whether such return migration continues for people through their subsequent adulthood or whether it reflects a pattern of 'early return or no return'.

Because it is difficult to track the movements of individuals beyond their early 20s, a retrospective approach was taken in order to understand the potential pathways of people with high levels of education and training. In the regional city of Ballarat, three workplaces with high numbers of professional occupations were selected for a survey. The survey enabled the pathways of those who work professionally in regional areas to be tracked over a long period of time.

Research method

Following the research method used in the 2016 Bendigo study[3], a sample of professional workers in Ballarat was sought for survey. The three organisations identified as potential sources for survey samples in Ballarat included: IBM; Ballarat Health Services, and the City of Ballarat. The surveys were undertaken in October and December 2016 via a web-based survey tool.

The survey aimed to collect information about the locational histories of people currently working in a regional location. Key questions included:

- Did workers originate from the local area?

- Did they train in the local area or did they train elsewhere and return?

- What have been the motivations for various migration decisions?

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[3] *A Regional Career: Migration Histories of Professionals Working in Bendigo, Victoria*, DELWP 2016.

Sample characteristics

A total of 537 respondents took part in the surveys: 241 from IBM; 217 from the City of Ballarat and 79 from Ballarat Health Services. Female respondents formed just over half (52%) of the combined sample. There were organisational differences in terms of gender balance, with IBM having a much higher proportion of males (67%) and Ballarat Health Services having the highest proportion of females (87%).

Compared to the wider working age population of Ballarat, the survey sample generally has lower proportions of young adults (18-24 years) (figure 1). This is not surprising given that professional workers are likely to be in education and training while in this age group. Of interest though, is the very young age profile of IBM where 58 percent of the sample is aged less than 35 years. This is likely to reflect the younger age profile of technology-based companies.

Figure 1: Age profile of respondents from IBM, BHS and Ballarat Council samples and for the Local Government Area of Ballarat

% of respondents
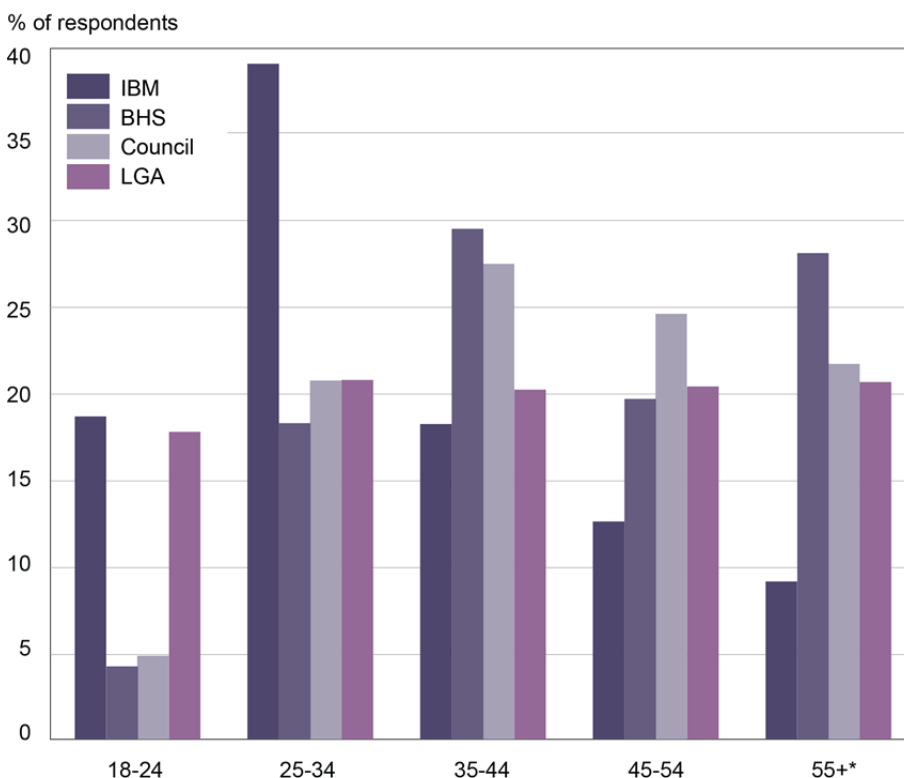
* Data for the LGA of Ballarat are for those aged 55-64

Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016; ABS Unpublished Estimated Resident Population by age 2015

Chapter 3. Survey Findings

Locational backgrounds of respondents

When the survey sample is considered as a whole, over half of the respondents were born in a regional location (58%). This comprises 28 percent born within the City of Ballarat and 25 percent born in other parts of regional Victoria. The proportion of overseas-born and Melbourne-born were each the same (19%).

There was a notable dominance of regional-born respondents at the Council (33% Ballarat and 36% other regional) (table 1). In contrast, IBM and Ballarat Health Services had lower levels of staff born in Ballarat or another regional location. IBM and Ballarat Health Services had higher proportions of overseas-born (25% and 28% respectively) compared to the Council (10%).

Table 1: Birthplace of respondents, IBM, Ballarat Health Services (BHS) and Ballarat Council samples

Where were you born?	IBM		BHS		COUNCIL	
	No.	%	No.	%	No.	%
City of Ballarat	60	25	15	19	72	33
Melbourne	49	21	14	18	40	19
Other capital city	11	5	5	6	5	2
Regional Victoria (excl. Ballarat)	47	20	17	22	70	32
Regional Australia (outside Victoria)	13	5	6	8	8	4
Overseas	59	25	22	28	21	10
TOTAL	239	100	79	100	216	100

Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Locational histories of respondents

As well as birthplace, the survey gathered information on other locations at key stages of life:

- up until the age of 15;
- the period of secondary schooling; and,
- the period of post-school education and training.

A summary of findings is shown in figure 2. The chart shows the location of respondents at each life stage recorded in the survey. Ballarat becomes increasingly represented as the location for survey respondents as they move through primary, secondary and tertiary schooling. Regional Victoria becomes less prominent during post-school stages. This aligns with our understanding that many young people move from rural areas to larger regional centres to access educational opportunities.

This pattern is reflected in each of the organisations surveyed, although the Council starts with, and maintains, a higher proportion of Ballarat-based respondents at each life stage.

Although Melbourne becomes more important as a location during the attainment of higher qualifications, it is not of greater prominence than Ballarat for any of the organisations. This suggests that the local education and training sectors are playing an important role in delivering services to local businesses to facilitate human capital accumulation.

Figure 2: Locations of respondents at key life stages, combined Ballarat sample
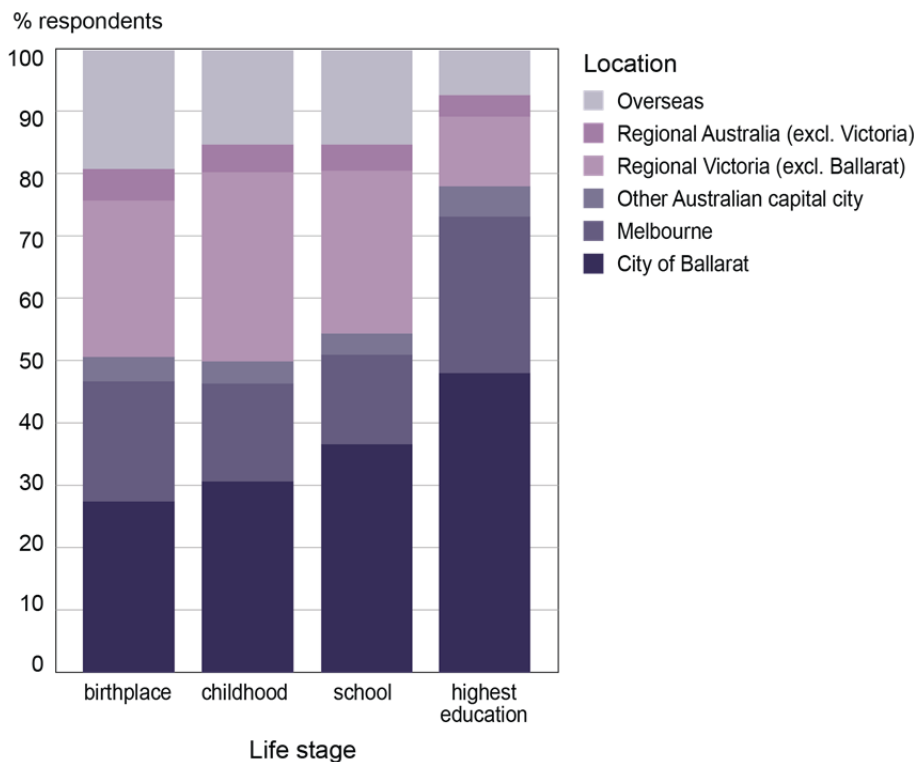
% respondents

Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Where respondents answered all of the four locational questions, longitudinal patterns could be analysed. Sixty-two combinations were identified from the simplified location categorisation of: Ballarat (B); other regional (R); metropolitan (M) and overseas (O). For example, a pattern of 'MRBB' would indicate a respondent who had been born in Melbourne, spent their childhood mostly in a regional location and spent secondary school and post-school qualification periods in Ballarat. A pattern of 'MMMM' would represent a respondent who had spent all of these periods of time in Melbourne and was now in Ballarat as part of the organisation being surveyed.

The most common migration history patterns are shown in figure 3. These twelve patterns represent 73 percent of the total sample of the 513 useable responses. The Ballarat-based pattern of 'BBBB' formed the largest group although it was much more prominent for Council (22%) and IBM (17%). The most common migration pattern seen in the Ballarat

Health Services sample was the metropolitan-dominant 'MMMM'. Other common pathways in the Ballarat Health services sample included 'RRRM', 'OOOO' and 'OOOM'.

Four of the top twelve categories included overseas ('O') locations with IBM and Ballarat Health Services being represented to a greater degree than the Council in these categories.

The appearance of 'MMMM' and 'RRRR' is of interest because, like the 'BBBB' pattern, it suggests that non-migration during earlier stages of life is a common pattern. Evidence of returnee migration can be seen in regional-metro-regional migration patterns, for example the patterns of BBBM and RRRM. The latter pattern shows a return to the regional centre of Ballarat rather than a return to regional area of origin, a pattern noted earlier from previous qualitative research (McKenzie 2010).

Figure 3: Simplified migration histories, IBM, BHS and Ballarat Council samples
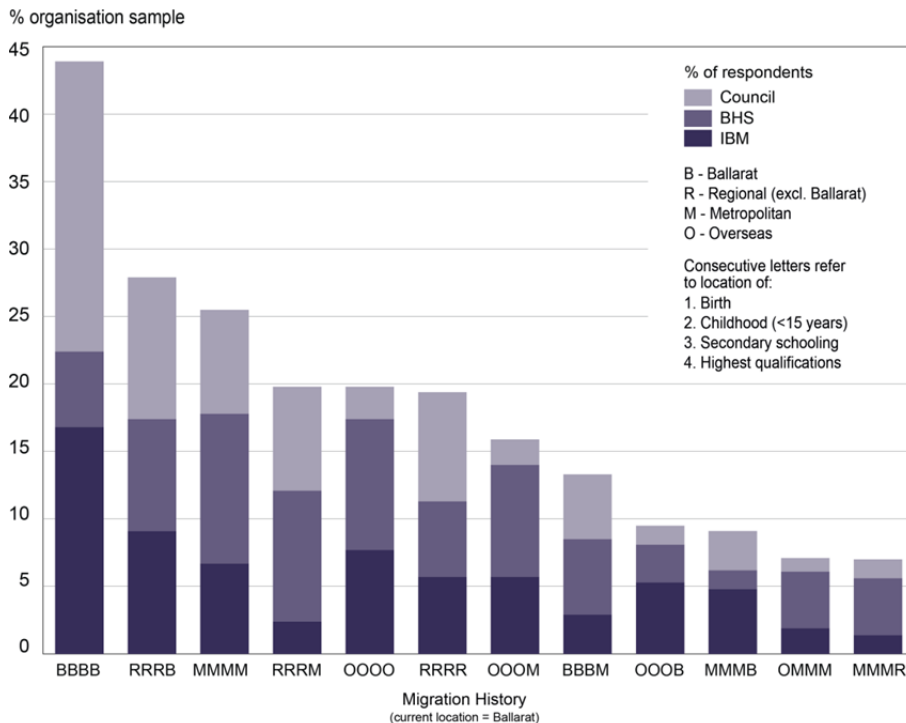
NOTE: The migration histories sample includes 513 useable records comprising: 232 from IBM; 72 from Ballarat Health Services; and, 209 from Ballarat Council samples. Any migration sequence which accounted for more than 4% in any of the three samples was included in the chart.

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Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Qualifications

As would be expected at professional workplaces, the three organisations showed higher levels of educational attainment than the municipal average. The proportion of bachelor degrees at IBM (49%) is much higher than the municipal average of 27 percent, highlighting the close partnership the company enjoys with Federation University Australia where it is co-located. Each of the three organisations has more than 10 percent of its respondents holding postgraduate degrees compared to the municipal average of 6 percent (figure 4). The greatest proportion in this category was at Ballarat Health Services (24%).

More than half (56%) of those holding bachelor degrees had obtained these in Ballarat, while 21 percent had obtained this qualification from Melbourne. This highlights the important role which local universities (Australian Catholic University and Federation University Australia) have in providing education for the local labour market (figure 5). Postgraduate education, however, was much more likely to have occurred in a metropolitan area. For the combined sample, 59 percent of those with a postgraduate degree had gained it from a metropolitan area (46% from Melbourne). Seventeen percent had gained their postgraduate degree in Ballarat and 14 percent in an overseas location. This suggests that regional areas still have a strong reliance on metropolitan areas for more specialist higher education services.

Figure 4: Highest qualifications, IBM, BHS and Ballarat Council samples

% of organisations' respondents
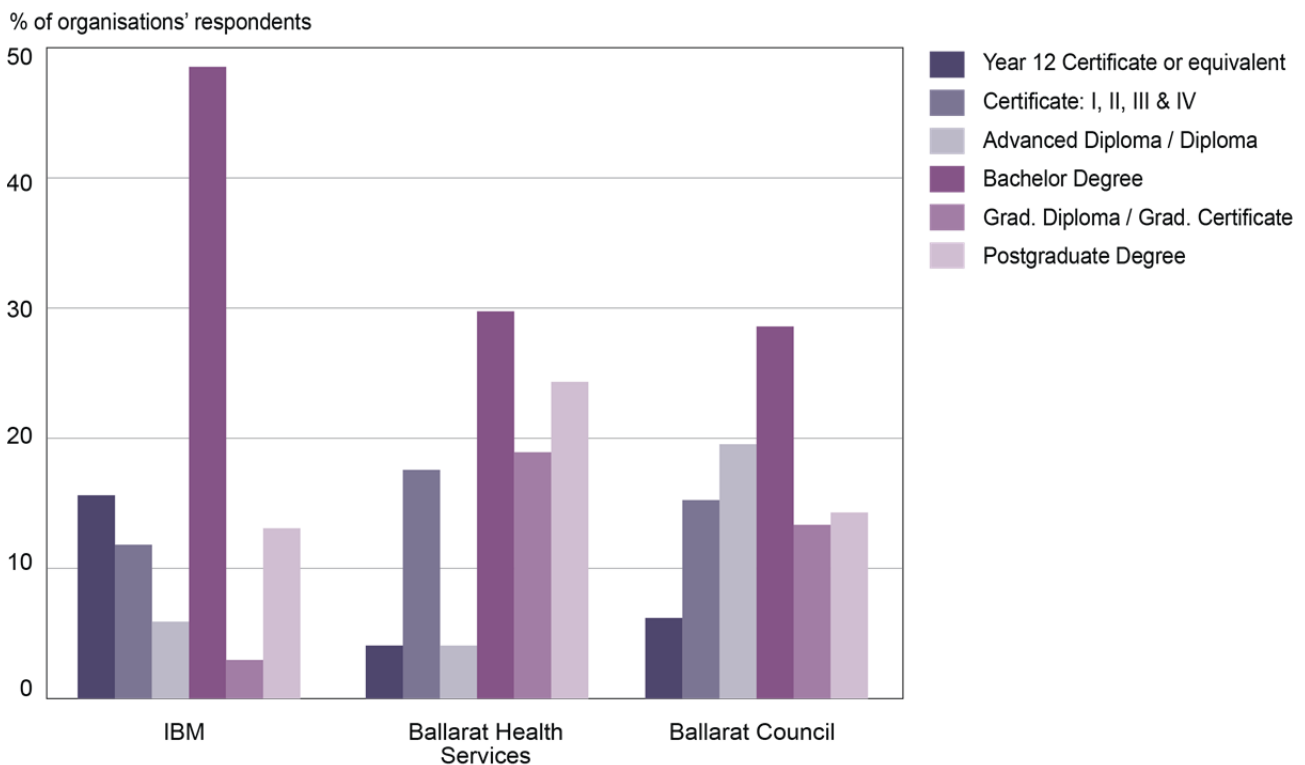
Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Figure 5: Location where bachelor and postgraduate degrees were obtained, combined Ballarat sample

Number of respondents
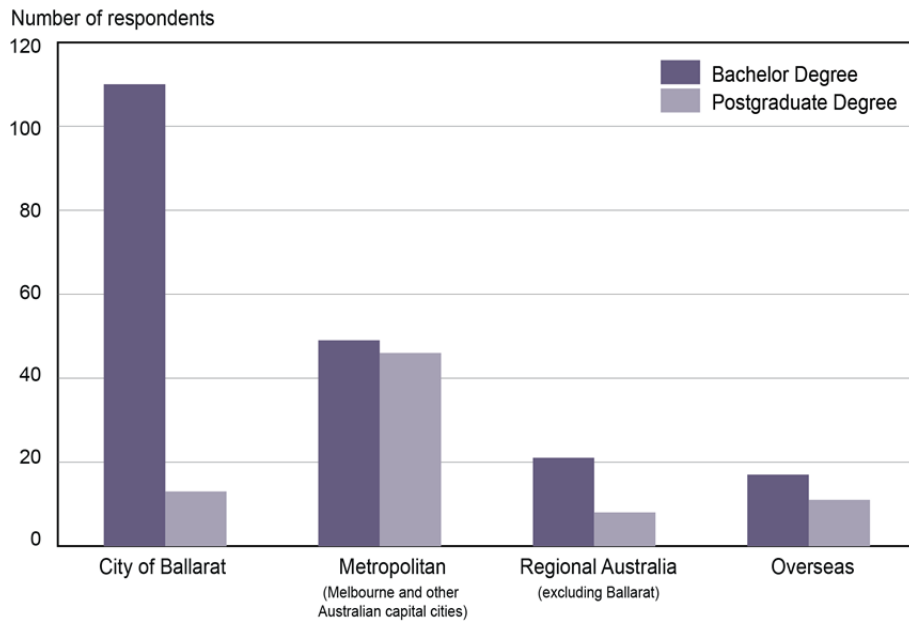
Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Work role and locational background

Metropolitan centres like Melbourne are able to provide a wide range of educational and employment opportunities, especially for specialist occupations. For this reason it might be expected that regional centres would need to source highly skilled staff from larger cities.

In the combined sample, 40 percent of those with management roles had gained their highest qualification in Ballarat. A further 14 percent had gained their highest qualifications while in other regional locations and 36 percent while in Melbourne or other capital cities. Overall, 54 percent of those in management roles had gained their highest qualification while living in a non-metropolitan location suggesting that a non-metropolitan education is in no way a barrier to career advancement.

There is some variation between the three workforce samples with Ballarat Health Services having a high proportion of managers who had trained in metropolitan areas (50%) while the Council and IBM had a high proportion of managers who had trained in Ballarat (52% and 48% respectively) (figure 6).

Figure 6: Location while obtaining highest educational qualification for those holding a senior role at IBM, BHS and Ballarat Council
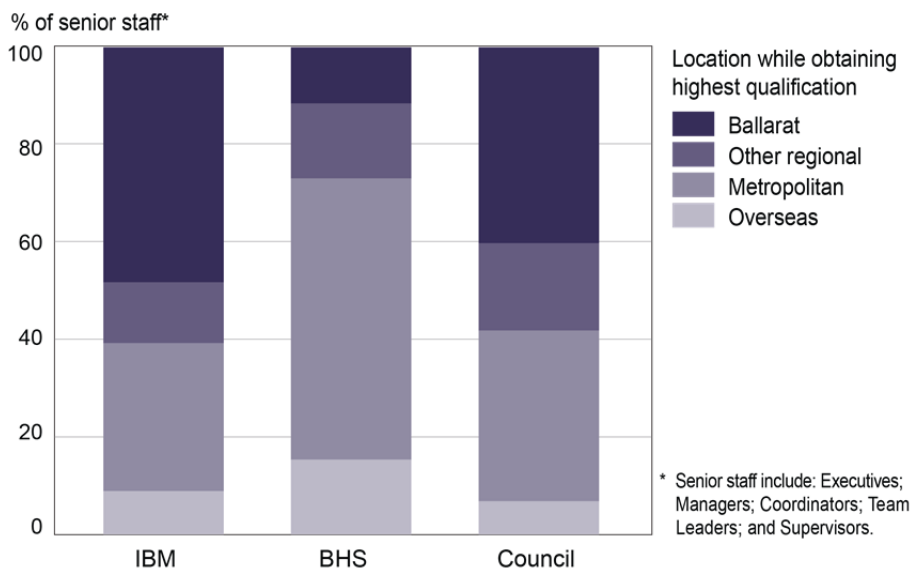
Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Reasons for moving to Ballarat

The respondents who had moved to Ballarat at some point in their lives were asked about their reasons for making the move – up to three reasons could be selected from a list of ten. A number of these options related to family and employment and are combined in table 2. The table reveals the dominance of employment and family reasons which account for 27 and 28 percent of responses respectively in the combined sample.

Education or training (14%) and amenity (11%) were also popular responses for moving to Ballarat. Housing choice and affordability formed only 10 percent of responses.

The main difference between organisations was in relation to employment and education-related drivers. For the IBM sample, employment was the most prominent driver of migration although, in proportional terms it was lower than for the other organisations. Education and training, however, was a much more important driver for IBM workers suggesting that local universities (notably the co-located Federation University Australia) are significant in providing labour resources for local businesses.

Table 2: Reasons for moving to Ballarat – IBM, BHS, Council and combined samples

Reason for moving	IBM		BHS		COUNCIL		TOTAL	
	No.	%	No.	%	No.	%	No.	%
Employment related*	82	26	38	30	79	28	199	28
Family related**	62	20	43	34	90	32	195	27
Education / training	66	21	12	10	25	9	103	14
Amenity / lifestyle reasons	33	11	13	10	34	12	80	11
Housing choice / affordability	31	10	17	13	27	10	75	10
Parent(s) made choice	20	6	2	2	15	5	37	5
Other	18	6	1	1	14	5	33	5
TOTAL	312	100	126	100	284	100	722	100

* includes: Join current organisation; Employment (other than current).
** includes: Family reasons; Follow spouse or partner; Return to region of birth.

Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

An examination of responses based on the location prior to moving to Ballarat reveals the degree to which metropolitan and regional respondents reported different reasons for moving.

Figure 7 presents this data with the metropolitan category including respondents from Melbourne and other capital cities, and the regional category including respondents from both regional Victoria and regional Australia. For those coming from a metropolitan background, the major reason for moving was to join the current employer to undertake a specific role was. Those from regional backgrounds were more likely than their metropolitan counterparts to move to Ballarat to access the employment opportunities generally available in the regional city. This reflects the relative sizes and depths of regional, regional centres and metropolitan labour markets.

Family was a major reason for moving, irrespective of whether respondents came from regional or metropolitan backgrounds. Those moving from metropolitan areas were more likely to respond with 'return to region of birth', 'amenity/lifestyle' or 'housing choice and affordability' as reasons for moving compared to those from regional backgrounds.

Those moving from an overseas location were more likely to move for current employment and education or training. These two elements can be linked as overseas students often apply for residency at the end of their studies. The location of IBM at the Federation University Australia Ballarat campus also highlights an important relationship between training programs and industry demand which may also account for the combined significance of education and specific employment in many responses. Respondents who selected *both* joining the current employer and education/training as reasons for moving represented 10 percent of IBM respondents, 7 percent of Ballarat Health Services respondents and 2 percent of Council respondents.

Figure 7: Reasons for moving to Ballarat by prior location, combined Ballarat sample
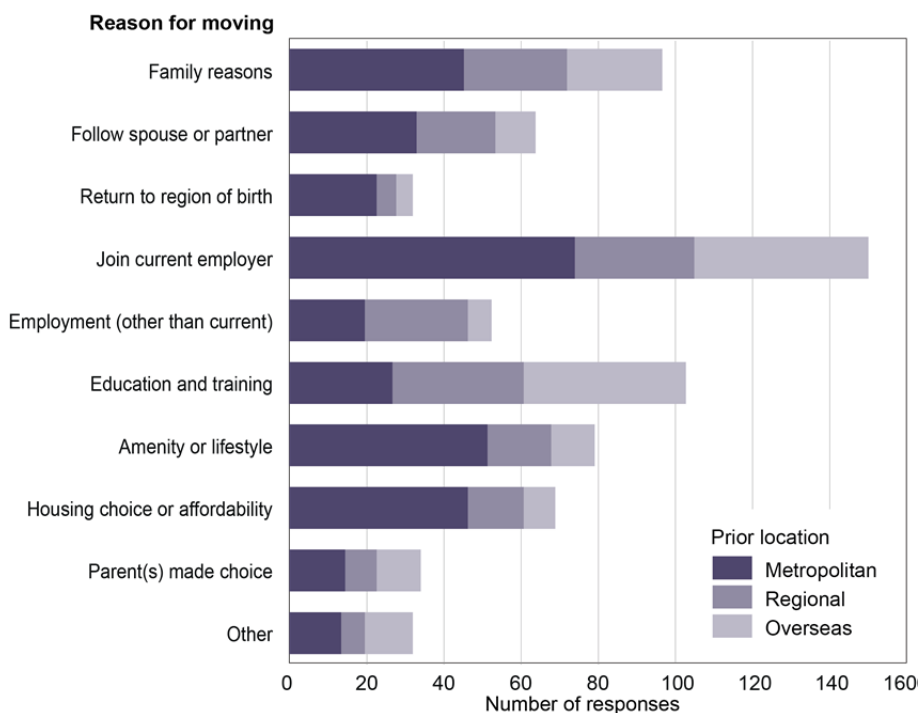
Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Reported advantages of Ballarat

The survey offered open-ended questions about the advantages and disadvantages of living in Ballarat. Up to three items could be recorded and these were then grouped into broad categories for ease of analysis. Table 3 shows results for the combined sample in terms of reported advantages.

The theme of 'accessibility' ranked highly in the frequency of responses (16%). This category included elements such as: short drive to services; ease of getting around; and the short distance between home and work.

The theme of 'affordability' also ranked highly (15%). This included cheaper housing costs as well as affordable schools and living costs. This was often used in the context of comparing Ballarat to Melbourne. This type of comparison was also used in relation to Ballarat's lower level of congestion. Proximity to Melbourne ranked third among advantages (12%). Lifestyle, good city size and quality of services also ranked highly in respondents' lists of advantages.

There was general consistency of responses across the three organisations with most categories showing little variation. IBM and Ballarat Health Services saw accessibility, affordability and lifestyle as the major advantages, while Council respondents favoured the proximity to Melbourne, quality services and affordability.

Table 3: Advantages of living in Ballarat, as reported by respondents

THEME	Examples	No. of responses	%
Accessibility/less congestion	*Ease of travel; less traffic; parking available*	199	15.7
Affordability	*Housing affordability; cost of living*	195	15.4
Proximity to Melbourne	*Close to Melbourne by car and train*	152	12.0
Lifestyle, quality of life	*Relaxed, rural lifestyle; work-life balance*	129	10.2
Good services/facilities	*Good health & education; transport services*	127	10.0
Good size/country-city balance	*Small city with conveniences of a larger city*	103	8.1
Close to family/friends	*Connections with family & friends; birthplace*	72	5.7
Employment	*More opportunity than other areas; job security*	64	5.1
Access to services/activities	*Range of services/activities in Ballarat*	54	4.3
Built form - heritage, parks	*Beautiful city; historic buildings; open space*	40	3.2
Friendly community	*Community feel; local events; small community*	39	3.1
Natural amenity	*Fresh air, less pollution; access to nature*	36	2.8
Good place to raise family	*Family friendly lifestyle; amenities; safety*	29	2.3
Other		26	2.1
TOTAL*		1,265	100

* Up to 3 responses were allowed, hence the number of responses is higher than the number of participants

Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Reported disadvantages of Ballarat

The most commonly listed disadvantage of living in Ballarat was 'lack of services' (22%) (table 4). This was particularly the case among Ballarat Health Services employees, with 25 percent of these employees identifying issues within this category

The category of limited career options was mentioned in 16 percent of the responses. Eighteen percent of responses included environmental factors as a disadvantage, notably the cold climate of Ballarat.

There is a greater level of variation between organisations regarding disadvantages compared to advantages. Council respondents were more concerned with the cold climate and social issues. Those from IBM were more concerned with limited local career opportunities while those from Ballarat Health Services were moer likely to list limited local career opportunities as well as a lack of services.

It is interesting to note that the IBM sample had more respondents who were concerned about the distance to Melbourne than did the other organisations. Whereas proximity to Melbourne was reported as an advantage in 9 percent of IBM responses, 11 percent of of the same sample had distance from Melbourne listed as a disadvantage. One reason may be the much younger age profile of their workforce, assuming that young adults may desire greater access to metropolitan amenities and entertainment.

Table 4: Disadvantages of living in Ballarat, as reported by respondents

THEME	Examples	No. of responses	%
Lack of services	*Lack of specialist services; Lack/quality/cost of public transport; limited taxi availability*	186	21.8
Environment	*Very cold winters; wet;*	147	17.2
Limited career options	*Few jobs for youth; lack of career opportunities*	133	15.6
Lack of activity/diversity	*Lack of entertainment, arts, culture, dining, retail*	86	10.1
Distance from Melbourne	*Isolated from Melbourne; distance to family/friends*	62	7.3
Social issues/crime/safety	*Social disadvantage; drug issues; increased crime*	55	6.4
Infrastructure/congestion	*Poor quality roads, drainage, lack of technology*	54	6.3
Local culture/attitudes	*Conservative; lack of cultural diversity*	40	4.7
Lower pay than metro	*Regional pay rates low*	27	3.2
Cost of living	*High food prices; lack of affordable housing*	24	2.8
Growth / planning/ sustainability	*Limited parking; car dependency; increasing population; lack of strategic direction for city*	22	2.6
Other		19	2.2
TOTAL*		824	100

* Up to 3 responses were allowed, hence the number of responses is higher than the number of participants

Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Future migration intentions

Most respondents (62%) had no intention to move away from Ballarat in the near future. The figure was highest at the Council where 73 percent of respondents indicated they did not intend to move.

IBM had the highest proportion intending to leave within two years (17%) and Ballarat Health Services had the lowest proportion (7%) (figure 8). A relatively high proportion remained unsure about whether they would stay or leave, notably at IBM (31%) and Ballarat Health Sertvices (31%).

For those indicating an intention to leave, Melbourne was the most popular destination (42%). Regional Victoria accounted for 22 percent of respondents' intended destination. Fifteen percent remained unsure about their potential destination.

When age is factored into the analysis the results show that those in younger age groups appear more likely to move from Ballarat in the near future (figure 9). Given that people in their early adult years are, on average, the most mobile age group in the population this result is not surprising.

Figure 8: Intention to leave Ballarat in next two years, respondents as a proportion of total IBM, BHS and Ballarat Council samples
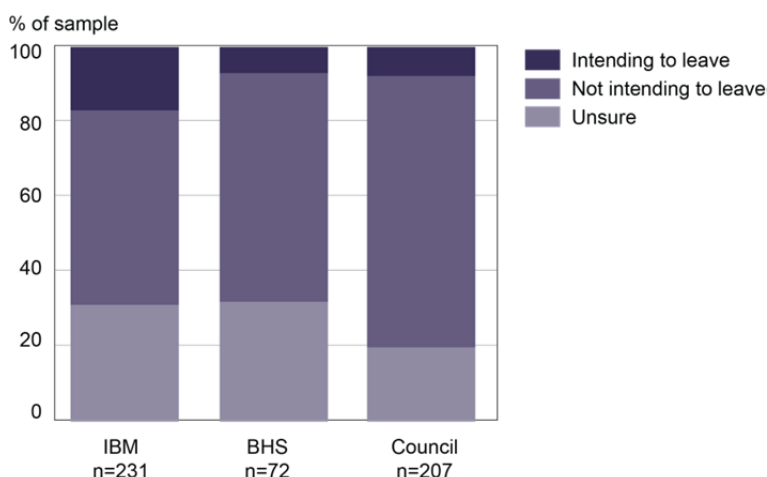
Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Figure 9: Intention to leave Ballarat in next two years by age group, combined sample
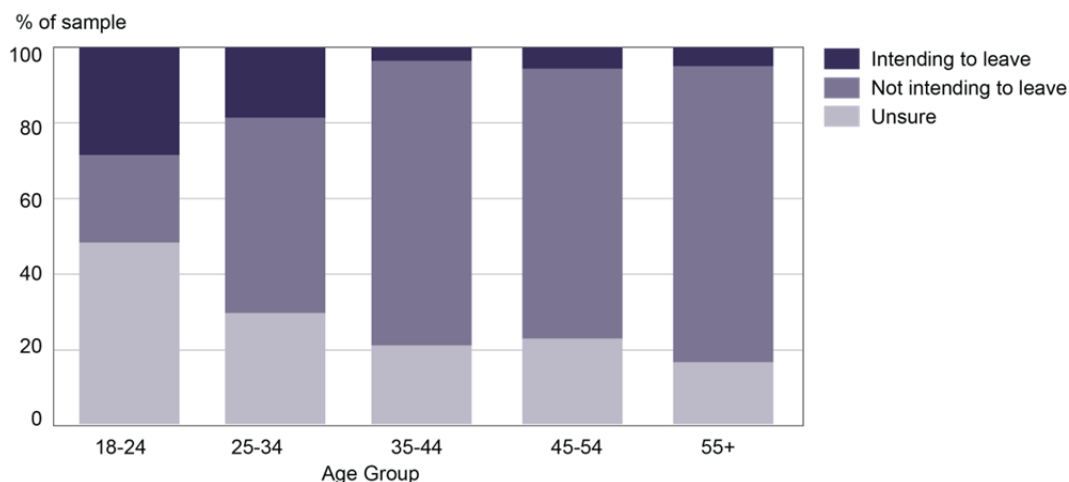
Sources: IBM, Ballarat Health Services and Ballarat Council Surveys 2016

Chapter 4. Comparing Ballarat with Bendigo

Introduction

The survey undertaken in the three Ballarat workplaces followed similar work undertaken in Bendigo in 2015. This enables the comparison of the two locations overall, as well as comparisons between similar organisations (eg. Council-Council). In total, the combined sample contains 1,271 respondents from six organisations (table 5).

Both the Ballarat and Bendigo sample have a higher proportion of female than male respondents. This, however, differs by organisation ranging from only 30 percent at the male-dominated IBM technology company to 87 percent in the female-dominated Ballarat Health Services. IBM is also notable for

having a much younger age profile, with more than half of the respondents being less than 35 years of age. This profile has influenced the overall age profile of Ballarat survey which is younger on average than the Bendigo sample.

Perhaps the most significant difference between the Ballarat and Bendigo samples is the proportions born overseas. None of the Bendigo samples has more than 10 percent born overseas whereas Ballarat has two organisations with more than a quarter of respondents in this category: IBM (25%) and Ballarat Health Services (28%).

Table 5: Profile of survey samples, Ballarat 2016 and Bendigo 2015

SAMPLE	Number of respondents	% female	% aged less than 35 years	% aged more than 45 years	% born overseas
BALLARAT	**537**	**52**	**40**	**35**	**19**
IBM	241	30	58	22	25
Ballarat Health Services	79	87	23	48	28
Ballarat Council	217	64	26	46	10
BENDIGO	**734**	**62**	**30**	**42**	**8**
Bendigo Bank	440	57	35	38	7
Bendigo Health	119	76	24	44	6
Bendigo Council	175	63	22	51	10

Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Locational backgrounds

The current location (Ballarat or Bendigo) accounts for a higher proportion of the sample at each subsequent life stage: birthplace, childhood, schooling and higher education (figure 10). Nevertheless, it remains more prominent in Bendigo than Ballarat by between 5 and 9 percentage points at each stage. By the time of highest education qualification, Ballarat was home to 48 percent of the Ballarat sample while Bendigo was home for 54 percent of the Bendigo sample. It is worth noting that the Greater Bendigo municipality is much larger than Ballarat, so some of this difference may be affected by the inclusion of a larger Bendigo region.

In Ballarat, the overseas category is more prominent at each life stage. Bendigo shows a higher proportion of regional locations at each of the first three life stages although, by the time of highest educational qualification, it represents 15 percent for both samples.

Both councils have a similar proportion of overseas-born (10%). However, there are very large differences between the other Ballarat-based organisations. IBM and Ballarat Health Services have 25-30 percent of respondents born overseas while Bendigo Bank and Bendigo Health have only 5-7 percent of respondents in this category. This is a much lower figure than the Victorian average of 34 percent working age persons (15-65 years) born overseas (ABS Census 2011).

Bendigo Health had the highest proportion of Melbourne-born (nearly 30%). All other organisations had between 15 percent and 20 percent of respondents born in Melbourne. The organisation with the highest proportion born in regional Victoria was Bendigo Health with more than 35 percent of respondents in this category.

The detailed data (see Appendix) show that the Bendigo Bank has the most local profile with nearly 40 percent born in Bendigo. Ballarat Council has a high level of local-born respondents (>30%) and Bendigo Council has 25 percent in this category.

Figure 10: Location of respondents at key life stages, combined Ballarat and Bendigo samples
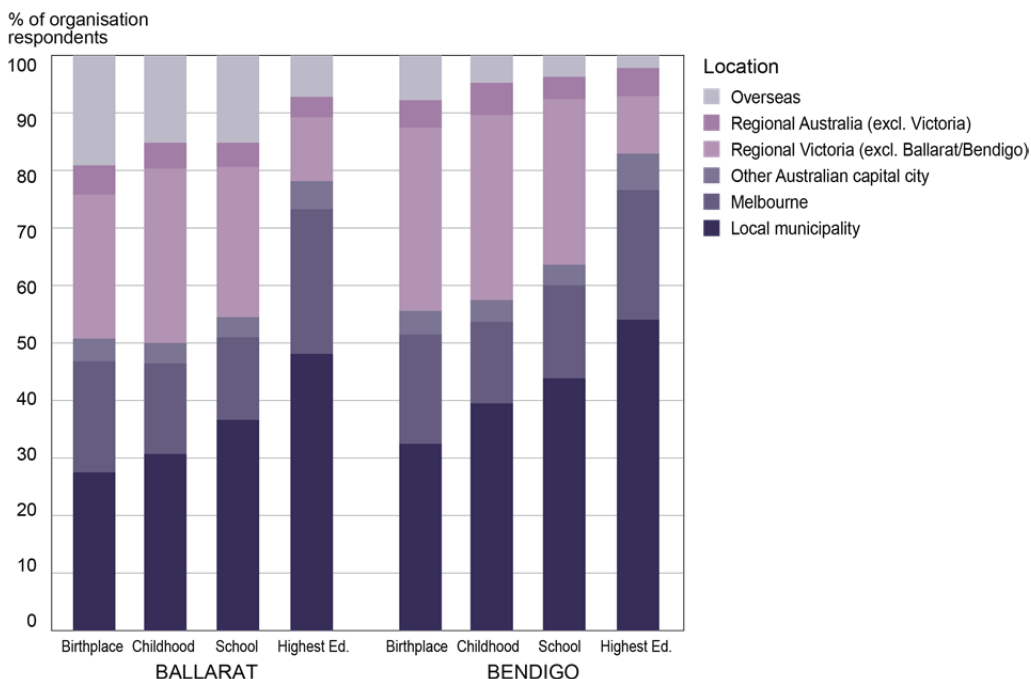
Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Qualifications

At the time of gaining higher education qualifications, around half of the respondents were located in the city of current employment (Ballarat or Bendigo) (figure 11). However, at the detailed organisation level there are exceptions to this pattern. For Ballarat Health Services, metropolitan locations accounted for 43 percent of respondent locations compared to a Ballarat location (28%).

The regional cities themselves provide higher educational opportunities for many of the respondents surveyed. Bendigo Bank has more than 60 percent of its sample having trained locally. Ballarat Health Services showed a higher proportion of respondents with postgraduate qualifications than any other organisation which may reflect the degree of specialistion in health services. A high proportion of these post graduate qualifications were gained in metropolitan areas.

While the Ballarat sample shows a higher proportion of respondents with bachelor degrees than Bendigo, much of the difference can be attributed to the influence of the IBM sample in which almost half of respondents had this level of qualification. Health services and Councils showed a fairly consistent level of bachelor degrees (25-30%) in both locations, while Ballarat and Bendigo health services had relatively high proportions of postgraduate qualifications, most likely reflecting the requirement of many medical specialities to have that level of qualification.

A difference is seen in the proportion of Council respondents with postgraduate degrees – 14 percent in the case of Ballarat and 24 percent in the case of Bendigo. This may reflect the availability of particular courses at the local university, but the data alone do not offer an explanation.

Figure 11: Highest qualification attained, Ballarat and Bendigo
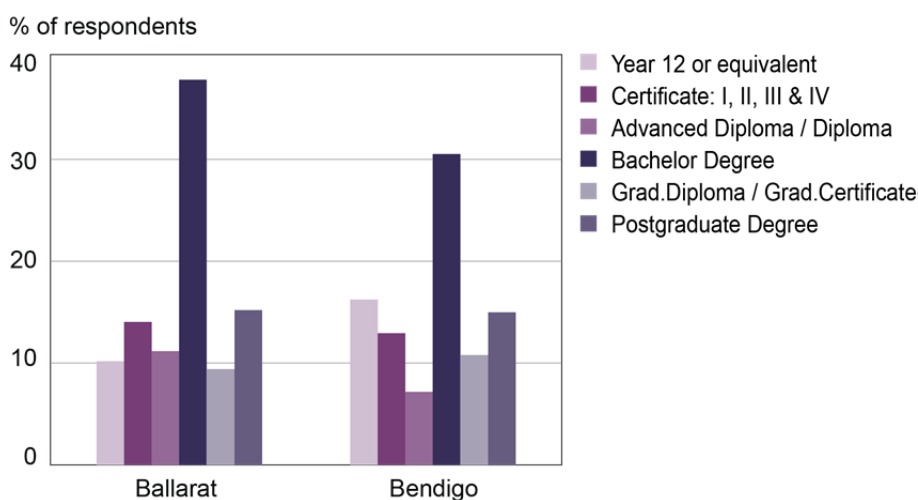
% of respondents

Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Longitudinal migration histories

There were 16 migration history patterns in which more than 20 respondents from the combined samples were represented. The total number of combinations was 129, but the 16 patterns shown in figure 12 represent 80 percent of the total sample of 1,152 useable responses.

Bendigo's profile is generally more local or regional in character, while Ballarat shows more categories containing an overseas element. In fact, taking into account all pathway combinations, 21 percent of Ballarat pathways contained at least one "O", compared to 7 percent for all Bendigo combinations.

Figure 12: Migration histories for Ballarat and Bendigo samples

Number of responses
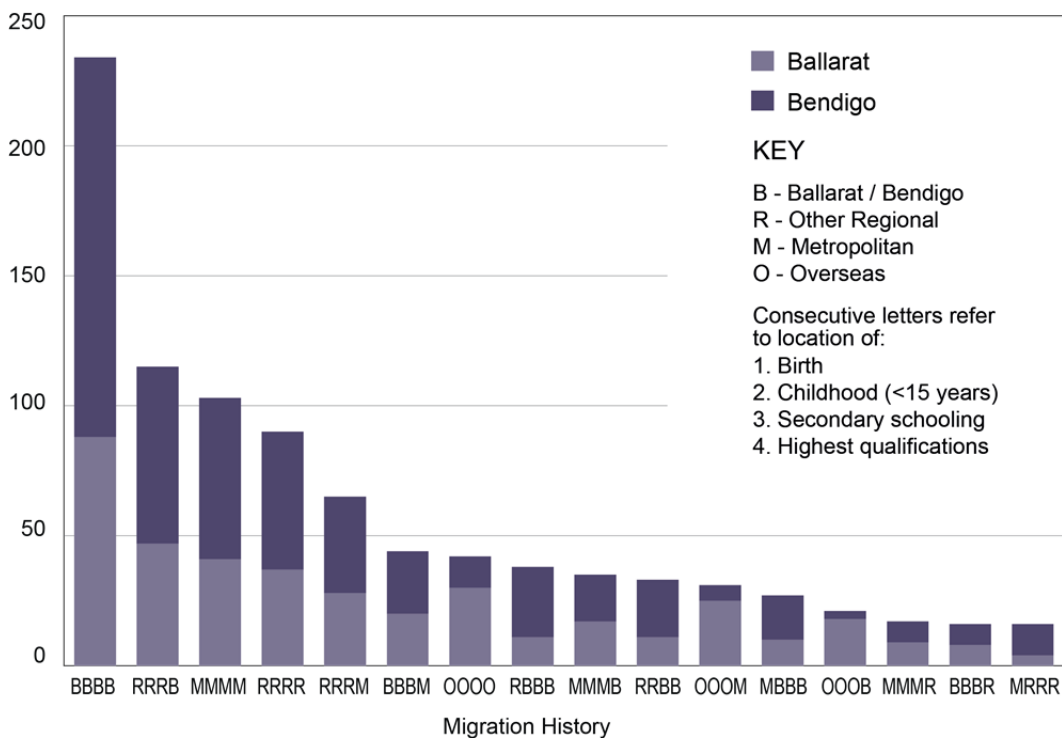
Migration History

NOTE: The migration histories sample comprised 1,152 useable records - 513 from Ballarat and 639 from Bendigo. The chart only shows migration patterns which accounted for a total of more than 20 respondents with that pattern.

Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Reasons for moving to Ballarat/Bendigo

Family and employment reasons account for the majority of reasons for moving to Ballarat and Bendigo. The greatest difference was seen in relation to 'family reasons' with this being more important for Bendigo respondents, as was returning to region of birth (figure 13). The Ballarat sample showed a greater proportion moving to join the current organisation or for education and training. It is useful, however, to consider the organisation-level data as the differences are often explained by specific workplace groups (see table 6).

Figure 13: Reasons for moving to Ballarat and Bendigo
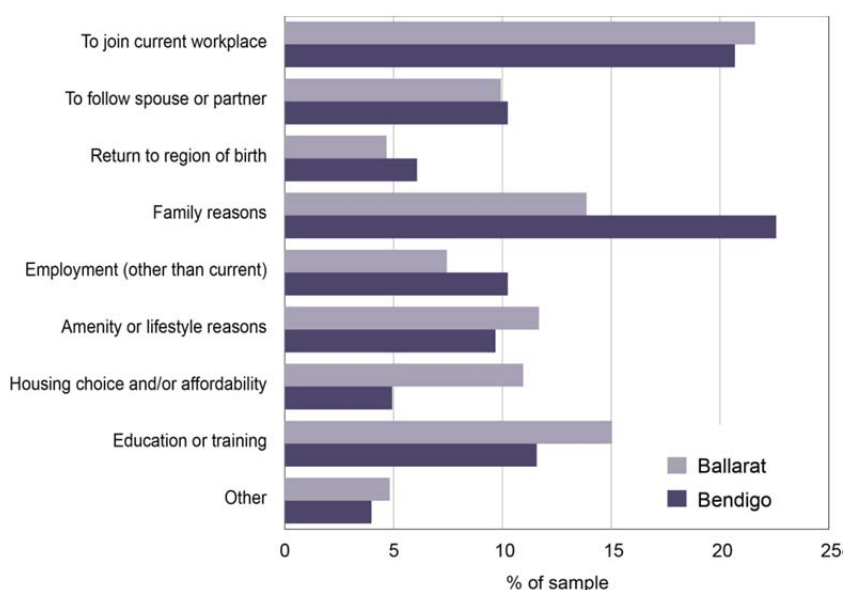
Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Table 6: Reasons for moving at each organisation in the Ballarat and Bendigo samples

REASON FOR MOVE	BALLARAT (%)			BENDIGO (%)		%
	IBM	BHS	COUNCIL	BANK	HEALTH	COUNCIL
Follow spouse or partner	6.2	14.5	11.9	11.2	12.2	7.6
Return to region of birth	3.1	4.0	6.7	8.6	1.6	5.8
Family reasons	12.0	16.1	14.9	24.5	20.3	21.6
Total family-related	*(21.3)*	*(34.6)*	*(33.5)*	*(44.3)*	*(34.1)*	*(35.0)*
Join current workplace	25.3	25.8	15.6	22.3	23.6	16.4
Employment (other than cuirrent)	2.7	4.8	13.8	9.4	6.5	14.0
Total employment-related	*(28.0)*	*(30.6)*	*(29.4)*	*(31.7)*	*(30.1)*	*(30.4)*
Amenity or lifestyle reasons	11.3	10.5	12.6	3.9	16.3	12.9
Housing choice / affordability	10.6	13.7	10.0	0.4	8.1	8.8
Education or training	22.6	9.7	9.3	15.9	8.1	8.2
Other	6.2	0.8	5.2	3.9	3.3	4.7
TOTAL	100	100	100	100	100	100

NOTE: An additional response option was provided in the Ballarat survey: "My parents made the choice to move when I was young". To enable comparison with Bendigo, this response was removed from analysis of reasons for moving. To see Ballarat data, refer to Table 2, Figure 5 or Appendix.

Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

In each of the Councils and each of the health services, family and employment accounted for the majority of reasons for moving. Larger differences are evident between the two private businesses with the home-grown Bendigo Bank showing greater proportions of people having moved for family reasons. Interestingly, Bendigo Bank staff ranked amenity and housing affordability much lower than for any other organisation.

The multinational firm, IBM, has a distinctive profile with employment out-ranking family as a reason for moving to Ballarat. Of note is the high proportion who moved for education or training (ranked number two). The co-location of IBM with Federation University Australia and the use of graduates by the company (for both internships and casual staff in their call centre) may account for some of this difference.

Advantages of Ballarat/Bendigo

Respondents in the different cities listed different advantages of their location. In Ballarat, the ease of getting around town and lack of congestion ranked as the greatest advantage of being in the city (figure 14). This theme ranked third in the Bendigo sample.

Ballarat respondents placed greater emphasis on housing affordability than their Bendigo counterparts which may reflect the younger age profile of the Ballarat sample, many of whom may be seeking their first home. Alternatively, respondents may be comparing the Ballarat housing market with the Melbourne housing markets. Bendigo respondents were more likely to list lifestyle and quality of life factors than their Ballarat counterparts.

Figure 14: Reported advantages in Ballarat and Bendigo
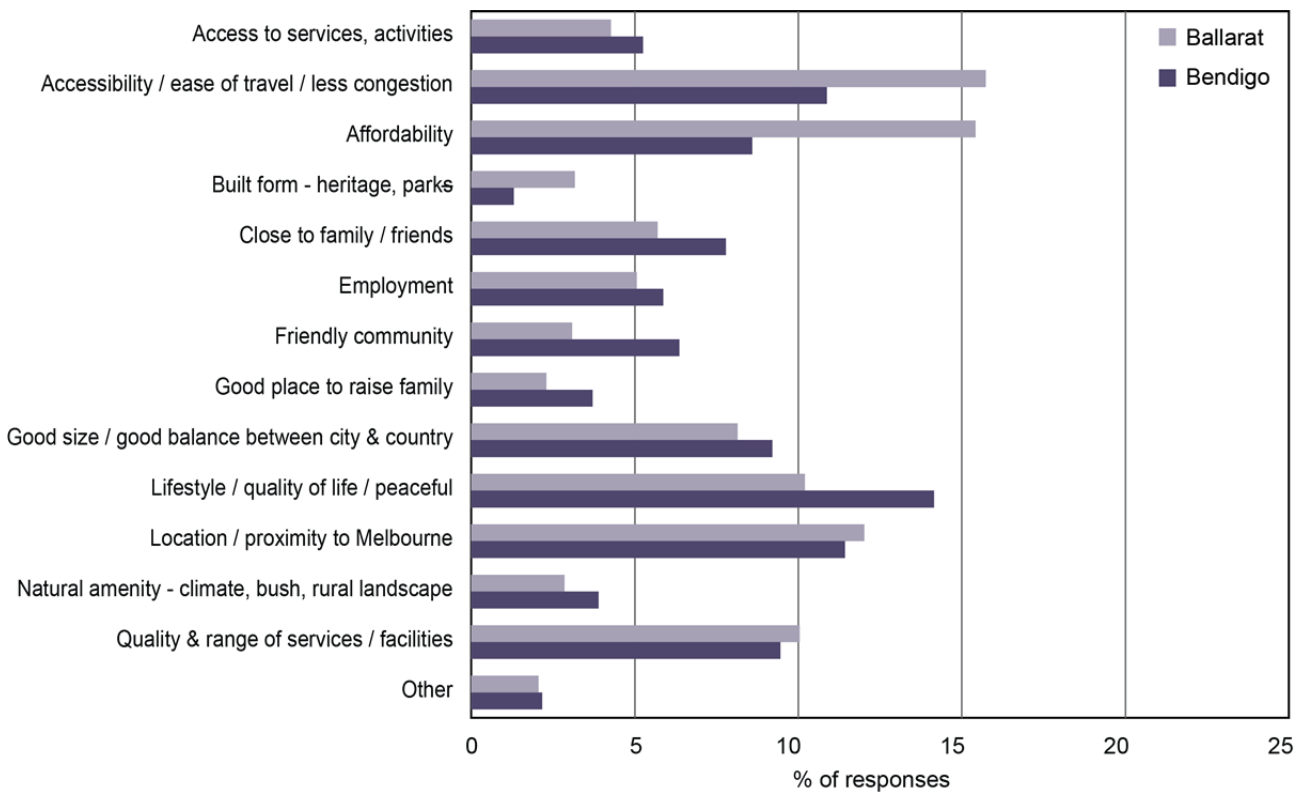
Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Proximity to Melbourne ranked third for both samples, yet this theme also appeared in the list of disadvantages, showing how perceptions of closeness or distance can vary between individuals. Around 11-12 percent in each sample regarded the *closeness* of Melbourne as an advantage (table 7). *Distance* to Melbourne was seen as a disadvantage by 7.5 percent of the Ballarat sample and 10 percent of the Bendigo sample. These differences might be expected given the slightly greater distance between Bendigo and Melbourne.

Table 7: Proximity/distance to Melbourne reported as advantage or disadvantage, Ballarat and Bendigo, (% of each sample)

	Ballarat	Bendigo
Proximity reported as an advantage	12.0	11.4
Proximity reported as a disadvantage	7.5	9.9

Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Disadvantages of Ballarat/ Bendigo

There are some differences in reported disadvantages between Ballarat and Bendigo (figure 15). In some cases, this reflects particular local conditions or issues. For Ballarat, access to services and the (cold) weather provided the greatest dissatisfaction, followed by employment issues related to job security and internal career prospects. For Bendigo, infrastructure issues such as parking and congestion ranked highly, followed by limited career opportunities in the region and also the (hot) weather and associated issues around lack of recreational water.

It is perhaps curious that many expressed dissatisfaction with seemingly immutable factors like the climate. High proportions reported cold weather as a disadvantage of Ballarat and hot weather conditions and lack of water as a disadvantage of Bendigo. Although the existence of such climatic conditions cannot be changed, it may be that in both centres there are measures which can be taken to make life more comfortable. This may take the form of improvements in building insulation and heating systems in Ballarat, or developing opportunities for water-based recreation in Bendigo.

Figure 15: Reported disadvantages in Ballarat and Bendigo
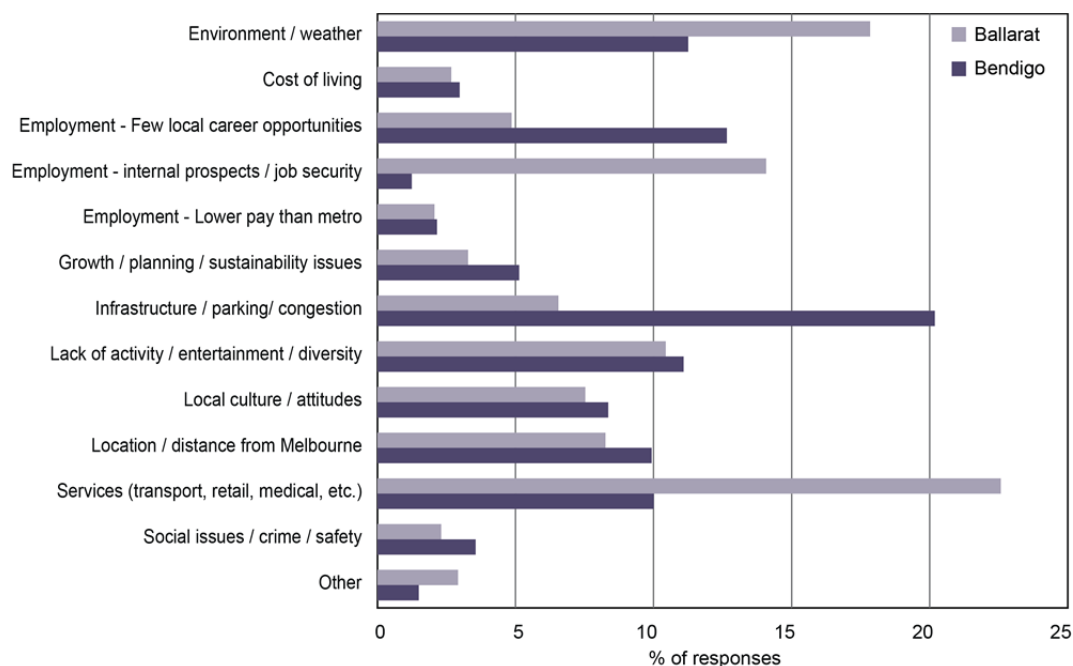
Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Intention to leave current area

In both samples, most respondents intended to stay in their regional city and were generally happy with the lifestyle that their location afforded. The fact that the number of advantage responses (2,884) is around 30 percent higher than the number of disadvantage responses (2,033) is one indicator of respondents being generally satisfied with regional living. Of course this indicator does not measure the strength of feeling but, given the opportunity to list up to three items in each category, it can at least be concluded that people were more easily able to think of positive rather than negative responses.

A relatively high proportion of Bendigo respondents (86%) indicated that they did not intend to leave the area in the near future compared to Ballarat (62%) (figure 16). The proportion indicating they intended to move showed very little difference – 12 percent in Ballarat and 14 percent in Bendigo. However, there was a large proportion (27%) of Ballarat respondents who were unsure about their future intentions. With a younger age profile than the Bendigo sample, it is not unusual to see a higher level of potential mobility in the Ballarat sample as young adults are more likely to move than older adults. The difference might also reflect the influence of IBM on the Ballarat sample and the global nature of this workplace. It is, nonetheless, not clear why those in Bendigo expressed a higher intention of staying then those in Ballarat.

Figure 16: Intention to leave current location

% of respondents
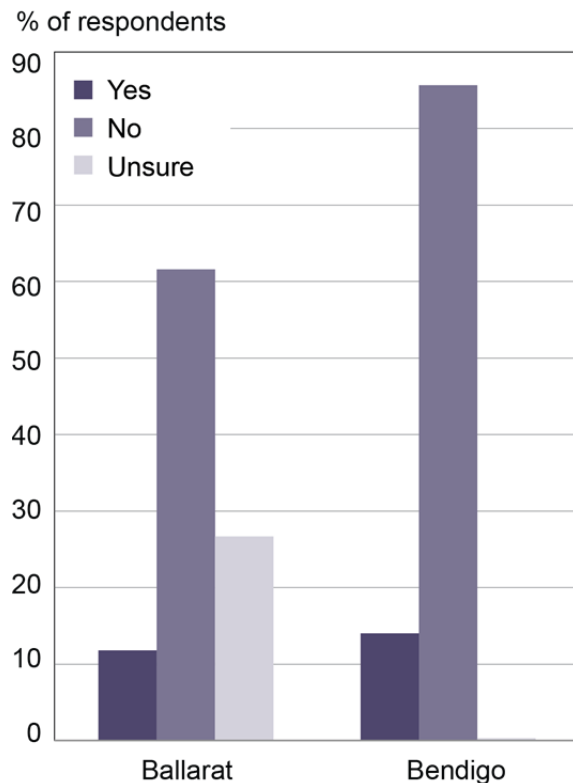
Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

In both Ballarat and Bendigo organisations, there were generally small numbers indicating an intention to leave the area in the near future and even fewer who had a clear view about a potential destination. As a result, the number of respondents is too small for analysis. However, the combined Ballarat and Bendigo sample provides a total of 126 people who indicated an intended destination. Although there was variation by organisation (see Appendix for detailed data), there was little difference between the two surveys, therefore the combined data for both locations is shown in figure 17.

Metropolitan areas were the most common intended destination, accounting for 65 respondents (43%), of which 55 indicated Melbourne as their intended destination. This was followed by regional destinations which accounted for 47 respondents (31%), 36 in Victoria and 11 interstate. Overseas destinations accounted for 14 responses (9%) and the remaining 27 (18%) were unsure of their potential destination.

Figure 17: Intended destination for those indicating an intention to move, Ballarat and Bendigo combined sample

No. respondents
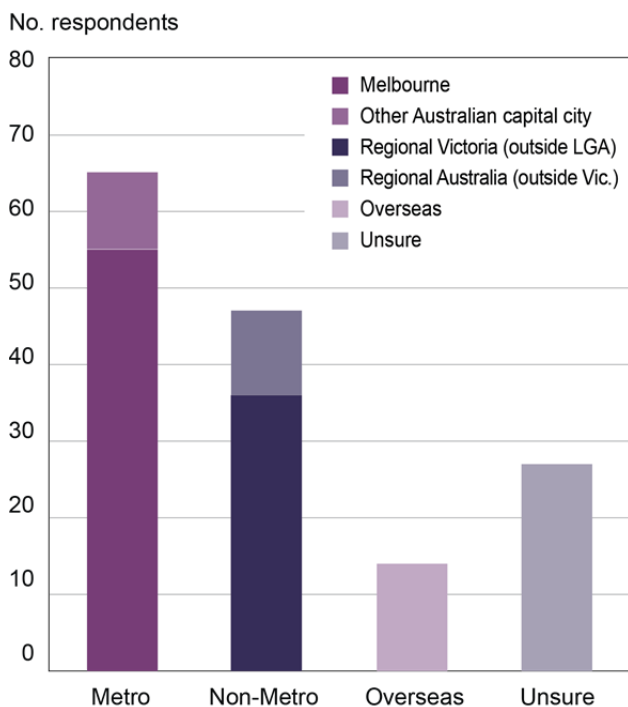
Sources: Ballarat Survey Data 2016 and Bendigo Survey Data 2015

Chapter 5. Conclusion

Given that many regional locations experience skills shortages, knowing the most effective ways to attract skilled workers to, and retain them in, a regional location is important. Understanding the pathways and motivations of professional workers in regional Victoria can inform attraction and retention strategies.

This report has highlighted that many of those currently working in regional locations have regional backgrounds. For those who moved to a regional location at some point in their working life, it was most commonly for reasons of family – following a spouse or partner; wishing to raise children in the country; or returning to the region of birth. These motivations highlight the importance of having connections with a location through friends, family or past experience. Hence, attraction strategies may be more effective if they are targeted to those who already have experience of country life.

Economic factors are also important drivers of migration. Those from metropolitan backgrounds often moved for a specific job opportunity. One challenge for those working in regional professional roles is that the smaller job markets of regional cities (compared to metropolitan areas) makes it less likely that a wide selection of alternative jobs are available. This is more of an issue for those at the start of their career. Hence, the younger age profile of respondents from IBM tended to have higher levels of uncertainty about whether they would stay in Ballarat, and a greater likelihood to report the lack of employment opportunities in Ballarat as a problem.

There appears to be an effect arising from Ballarat's proximity to Melbourne with many of those surveyed comparing their current situation with that in Melbourne. On the positive side, this can mean that affordability is raised as a more important factor for moving than it was in the Bendigo study. On the other hand, it may mean that income, service availability or entertainment opportunities are reported as being lower than in Melbourne. These issues, which arise from the size difference between Melbourne and regional cities, are difficult to change given the pattern of settlement in Victoria.

In response to smaller labour markets and the need for specific skills, local business can play an important role in 'growing their own' employees. Developing and maintaining close partnerships with local training providers and universities is one way of ensuring skills training is available to locals. Combined with internships and scholarships, career pathways can be developed for local youth. Communicating these pathways to those still at secondary school may assist in retaining young adults in the local labour force. While they may still spend some time away to gain wider work experience in their chosen career, having a regional start to their working life may be important in showing that a regional career is possible – either to develop or to return to at a later date.

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Appendix. Data Tables

	IBM n=241		BHS n=79		COUNCIL n=217		TOTAL SAMPLE n=537	
Where do you currently live?	No	%	No	%	No	%	No	%
City of Ballarat	195	80.9	64	81.0	180	82.9	439	81.8
LGA adjacent to Ballarat	35	14.5	12	15.2	29	13.4	76	14.2
Geelong	3	-	1	-	4	-	8	1.5
Melbourne	4	-	0	-	2	-	6	1.1
Bendigo	2	-	0	-	0	-	2	0.4
Other	2	-	2	-	2	-	6	1.1
Total responses	241	100.0	79	100.0	217	100.0	537	100.0

	IBM		BHS		COUNCIL		TOTAL SAMPLE	
Where were you born?	No	%	No	%	No	%	No	%
City of Ballarat	60	25.1	15	19.0	72	33.3	147	27.5
Melbourne	49	20.5	14	17.7	40	18.5	103	19.3
Other Australian capital city	11	4.6	5	6.3	5	2.3	21	3.9
Other regional Victoria	47	19.7	17	21.5	70	32.4	134	25.1
Other regional Australia (outside Victoria)	13	5.4	6	7.6	8	3.7	27	5.1
Overseas	59	24.7	22	27.8	21	9.7	102	19.1
Total responses	239	100.0	79	100.0	216	100.0	534	100.0

	IBM		BHS		COUNCIL		TOTAL SAMPLE	
Where did you mostly live before the age of 15?	No	%	No	%	No	%	No	%
City of Ballarat	72	30.1	14	17.7	78	36.1	164	30.7
Melbourne	37	15.5	14	17.7	33	15.3	84	15.7
Other Australian capital city	9	3.8	5	6.3	5	2.3	19	3.6
Other regional Victoria	61	25.5	24	30.4	77	35.6	162	30.3
Other regional Australia (outside Victoria)	9	3.8	5	6.3	10	4.6	24	4.5
Overseas	51	21.3	17	21.5	13	6.0	81	15.2
Total responses	239	100.0	79	100.0	216	100.0	534	100.0

	IBM		BHS		COUNCIL		TOTAL SAMPLE	
After age 15, have you lived outside the City of Ballarat?	No	%	No	%	No	%	No	%
Yes	180	75.3	69	87.3	168	78.1	417	78.2
No	59	24.7	10	12.7	47	21.9	116	21.8
Total responses	239	100.0	79	100.0	215	100.0	533	100.0

	IBM		BHS		COUNCIL		TOTAL SAMPLE	
When did you move to the City of Ballarat?	No	%	No	%	No	%	No	%
1960-1969	1	0.6	1	1.8	2	3.2	4	1.3
1970-1979	2	1.1	6	10.5	12	19.0	20	6.7
1980-1989	4	2.3	6	10.5	14	22.2	24	8.1
1990-1999	36	20.3	6	10.5	25	39.7	67	22.6
2000-2009	49	27.7	17	29.8	44	69.8	110	37.0
2010-2016	85	48.0	21	36.8	57	90.5	163	54.9
Total responses	177	100.0	57	100.0	63	100.0	297	100.0

	IBM n=241		BHS n=79		COUNCIL n=217		TOTAL SAMPLE n=537	
Why did you move to the City of Ballarat?	No	%	No	%	No	%	No	%
To join current workplace	74	23.7	32	25.4	42	14.8	148	20.5
To follow spouse or partner	18	5.8	18	14.3	32	11.3	68	9.4
Return to region of birth	9	2.9	5	4.0	18	6.3	32	4.4
Family reasons	35	11.2	20	15.9	40	14.1	95	13.2
Employment (other than current	8	2.6	6	4.8	37	13.0	51	7.1
Amenity or Lifestyle reasons	33	10.6	13	10.3	34	12.0	80	11.1
Housing affordability	31	9.9	17	13.5	27	9.5	75	10.4
Education or Training	66	21.2	12	9.5	25	8.8	103	14.3
Parents made the choice	20	6.4	2	1.6	15	5.3	37	5.1
Other	18	5.8	1	0.8	14	4.9	33	4.6
Total responses	312	100.0	126	100.0	284	100.0	722	100.0

	IBM		BHS		COUNCIL		TOTAL SAMPLE	
Where did you live immediately prior to moving to Ballarat?	No	%	No	%	No	%	No	%
Melbourne	77	39.5	29	42.0	56	32.9	162	37.3
Other Australian capital city	17	8.7	6	8.7	12	7.1	35	8.1
Other regional Victoria	68	34.9	20	29.0	84	49.4	172	39.6
Other regional Australia (outside Victoria)	8	4.1	6	8.7	9	5.3	23	5.3
Overseas	25	12.8	8	11.6	9	5.3	42	9.7
Total responses	195	100.0	69	100.0	170	100.0	434	100.0

	IBM		BHS		COUNCIL		TOTAL SAMPLE	
When did you start working for your current employer?	No	%	No	%	No	%	No	%
1960-69	0	-	0	0.0	0	-	0.0	0.0
1970-79	0	-	5	6.8	2	0.9	7.0	1.3
1980-89	0	-	4	5.4	8	3.8	12.0	2.3
1990-99	31	13.2	7	9.5	24	11.4	62	11.9
2000-2009	62	26.4	22	29.7	49	23.2	133	25.6
2010-2016	142	60.4	36	48.6	128	60.7	306	58.8
Total responses	235	100.0	74	100.0	211	100.0	520	100.0

What is your current role?	No	%	No	%	No	%	No	%
Leadership/Management	56	23.6	26	35.6	118	55.9	200	38.4
General Staff	181	76.4	47	64.4	93	44.1	321	61.6
Total responses	237	100.0	73	100.0	211	100.0	521	100.0

Where did you attend the majority of your secondary school education?	No	%	No	%	No	%	No	%
City of Ballarat	84	35.4	18	24.3	89	42.4	191	36.7
Melbourne	31	13.1	16	21.6	28	13.3	75	14.4
Other Australian capital city	11	4.6	3	4.1	4	1.9	18	3.5
Other regional Victoria	55	23.2	18	24.3	63	30.0	136	26.1
Other regional Australia	6	2.5	4	5.4	12	5.7	22	4.2
Overseas	50	21.1	15	20.3	14	6.7	79	15.2
Total responses	237	100.0	74	100.0	210	100.0	521	100.0

		IBM *n=241*		BHS *n=79*		COUNCIL *n=217*		TOTAL SAMPLE *n=537*	
What is your highest qualification?	No	%	No	%	No	%	No	%
No Post-school Qualification	5	2.1	1	1.4	6	2.9	12	2.3
Year 12 or equivalent	37	15.6	3	4.1	13	6.2	53	10.2
Certificate: I, II, III & IV	28	11.8	13	17.6	32	15.2	73	14.0
Advanced Diploma and Diploma	14	5.9	3	4.1	41	19.5	58	11.1
Bachelor Degree	115	48.5	22	29.7	60	28.6	197	37.8
Grad Diploma / Certificate	7	3.0	14	18.9	28	13.3	49	9.4
Postgraduate Degree	31	13.1	18	24.3	30	14.3	79	15.2
Total responses	237	100.0	74	100.0	210	100.0	521	100.0

Where did you attain that qualification?	No	%	No	%	No	%	No	%
City of Ballarat	123	53.0	20	27.8	104	49.8	247	48.1
Melbourne	46	19.8	31	43.1	52	24.9	129	25.1
Other Australian capital city	10	4.3	5	6.9	10	4.8	25	4.9
Other regional Victoria	23	9.9	7	9.7	27	12.9	57	11.1
Other regional Australia	8	3.4	2	2.8	8	3.8	18	3.5
Overseas	22	9.5	7	9.7	8	3.8	37	7.2
Total responses	232	100.0	72	100.0	209	100.0	513	100.0

What do you see as the main benefits of living in Ballarat?	No	%	No	%	No	%	No	%
Access to services, activities	13	2.4	6	3.4	35	6.4	54	4.3
Accessibility/ Less congestion	103	19.3	39	21.8	57	10.3	199	15.7
Affordability	93	17.4	26	14.5	76	13.8	195	15.4
Built form – heritage, parks	5	0.9	1	0.6	34	6.2	40	3.2
Close to family/friends	32	6.0	9	5.0	31	5.6	72	5.7
Employment	25	4.7	12	6.7	27	4.9	64	5.1
Friendly community	21	3.9	5	2.8	13	2.4	39	3.1
Good place to raise family	7	1.3	5	2.8	17	3.1	29	2.3
Good size/ city country balance	53	9.9	8	4.5	42	7.6	103	8.1
Lifestyle, Quality of life	66	12.3	25	14.0	38	6.9	129	10.2
Proximity to Melbourne	48	9.0	21	11.7	83	15.1	152	12.0
Natural amenity	23	4.3	4	2.2	9	1.6	36	2.8
Good services and facilities	30	5.6	17	9.5	80	14.5	127	10.0
Other	16	3.0	1	0.6	9	1.6	26	2.1
Total responses	535	100.0	179	100.0	551	100.0	1265	100.0

	IBM n=241		BHS n=79		COUNCIL n=217		TOTAL SAMPLE n=537	
What do you see as the main disadvantages of living in Ballarat?	No	%	No	%	No	%	No	%
The weather	58	14.0	15	11.9	89	21.8	147	17.8
Cost of living	13	3.1	0	0.0	9	2.2	22	2.7
Limited career options	97	23.4	32	25.4	36	8.8	133	16.2
Lower pay than metro	18	4.3	3	2.4	9	2.2	27	3.3
Growth/planning/sustainability	1	0.2	0	0.0	18	4.4	19	2.3
Infrastructure/ congestion	19	4.6	3	2.4	35	8.6	54	6.6
Lack of activity/diversity	55	13.3	9	7.1	31	7.6	86	10.4
Local culture/ attitudes	11	2.7	3	2.4	29	7.1	40	4.9
Location/Distance from Melb.	44	10.6	7	5.6	18	4.4	62	7.5
Lack of services	75	0.2	31	24.6	80	0.2	186	22.6
Social issues/crime/safety	14	3.4	10	7.9	41	10.0	55	6.7
Other	10	2.4	13	10.3	14	3.4	24	2.9
Total responses	415	100.0	126	100.0	409	100.0	824	100.0

Do you intend to move outside the City of Ballarat over the next 2 years?	No	%	No	%	No	%	No	%
Yes	39	16.9	5	6.9	16	7.7	60	11.8
No	120	51.9	44	61.1	150	72.5	314	61.6
Unsure	72	31.2	23	31.9	41	19.8	136	26.7
Total responses	231	100.0	72	100.0	207	100.0	510	100.0

Where do you intend to move?	No	%	No	%	No	%	No	%
Melbourne	21	53.8	1	-	3	-	25	41.7
Other Australian capital city	1	-	0	-	1	-	2	-
Other regional Victoria	4	-	4	-	5	-	13	-
Other regional Australia	4	-	0	-	1	-	5	-
Overseas	3	-	0	-	3	-	6	-
Unsure	6	15.4	0	-	3	-	9	-
Total responses	39	100.0	5	-	16	100.0	60	100.0

	IBM n=241		BHS n=79		COUNCIL n=217		TOTAL SAMPLE n=537	
What is your household status?	No	%	No	%	No	%	No	%
Living alone	33	14.3	10	14.3	26	12.6	69	13.6
With spouse - partner (no dependants)	64	27.8	23	32.9	64	30.9	151	29.8
With spouse - partner and dependants	83	36.1	26	37.1	90	43.5	199	39.3
Other	46	20.0	11	15.7	24	11.6	81	16.0
Total responses	230	100.0	70	100.0	207	100.0	507	100.0

	No	%	No	%	No	%	No	%
To which of the following age groups do you belong?	No	%	No	%	No	%	No	%
18-24	43	18.7	3	4.2	10	4.8	56	11.0
25-34	90	39.1	13	18.3	43	20.8	146	28.7
35-44	42	18.3	21	29.6	57	27.5	120	23.6
45-54	29	12.6	14	19.7	51	24.6	94	18.5
55+	21	9.1	20	28.2	45	21.7	86	16.9
Total responses	230	100.0	71	100.0	207	100.0	508	100.0

What is your gender?	No	%	No	%	No	%	No	%
Female	69	30.0	60	87.0	131	63.6	260	51.5
Male	154	67.0	9	13.0	73	35.4	236	46.7
Total responses	230	100.0	69	100.0	206	100.0	505	100.0