

# Clarence Valley's Views, 2024

Insights briefing



Daniel Evans



Jacquie Norton



Iksha Malik

[home.id.com.au/community-views](https://home.id.com.au/community-views) | [views.id.com.au/clarence-valley](https://views.id.com.au/clarence-valley)

# community views



powered by

**.id** informed  
decisions



# The .id digital platform for Clarence Valley...

What is it like to live here and what needs to happen to advance quality of life?

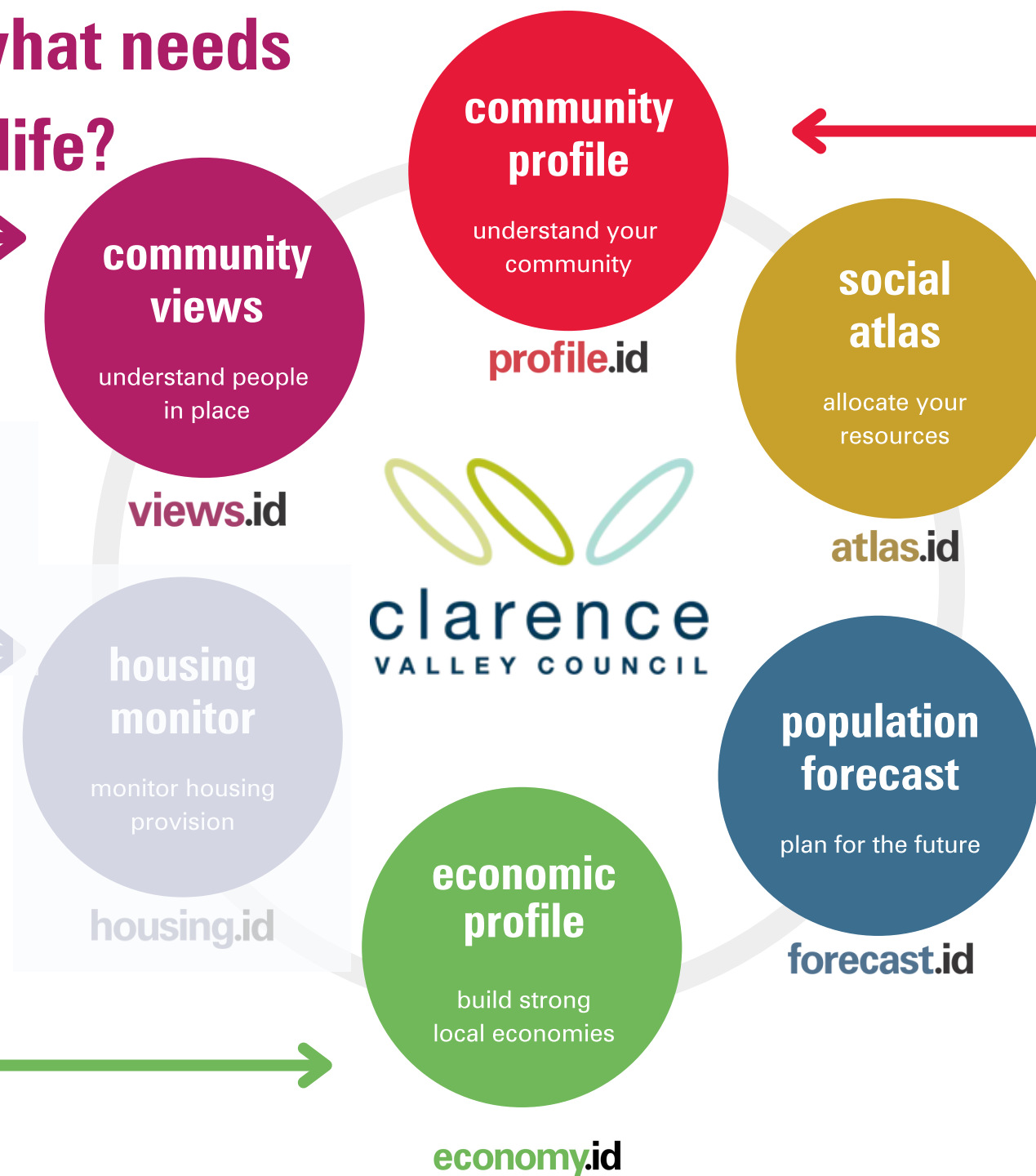
Is housing affordability impacting your community?

What are the drivers of your economy & barriers to growth?

Who lives in your community and how is it community changing?

Which areas are most disadvantaged?

What level of demand do you need to plan for?



# What do we already know about Clarence Valley?

Informed by our understanding of local area demographics, futures and economics...

**profile.id**

Currently home to >55,000 people, +664 on the previous year



**forecast.id**

Clarence Valley was forecast to grow by around 18% from 2021 to 2041

**profile.id**

Median age of 49, higher than the Australian average (38)



**profile.id**

Growing proportion of 'Empty nesters and retirees (60-69)' and 'Seniors (70 to 84)'

**atlas.id**

Spatially there are areas of social advantage and disadvantage



**profile.id**

High proportion of home owners (43% fully owned)

**economy.id**

Local GRP trajectory positive, but growing below the New South Wales average



**economy.id**

Health Care & Social Assistance, Retail Trade and Construction the main employers

# What is it like to live in Clarence Valley?

**views.id**

We ask questions that allow place based decision makers to measure the positive impact or benefits that policies generate for society, beyond purely economic considerations.

Values and Experiences	
Liveability and Future Needs	
Health and Wellbeing	
Financial Circumstances	
Climate Change	
Concerns and Ideas	
Demography and Life Stage	

## By local area



## By demography



-  A lack of road congestion
-  A prosperous economy
-  High quality education opportunities
-  High quality health services
-  A strong sense of community
-  Access to the natural environment
-  Making your way to/from services with ease
-  Opportunity for all
-  Affordable decent housing
-  Cultural facilities e.g. museums, galleries, festivals
-  Reliable and efficient public transport
-  Shopping, leisure and dining experiences
-  Feeling safe
-  Good job prospects
-  Social cohesion
-  Sports and recreation



# How many people did you survey?

views.id

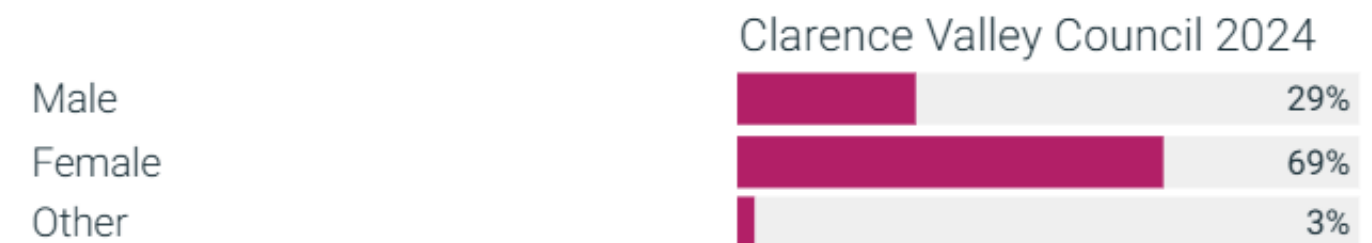
We surveyed n=526 residents in October to November 2024.

The data was collected using a combination of Social Media Advertising and via Clarence Valley Council's own channels.

Controls were employed to ensure minimum representation from key groups of interest spatially and demographically.

A data-normalisation and weighting procedure was applied to ensure the survey sample reflected population characteristics.

## Gender

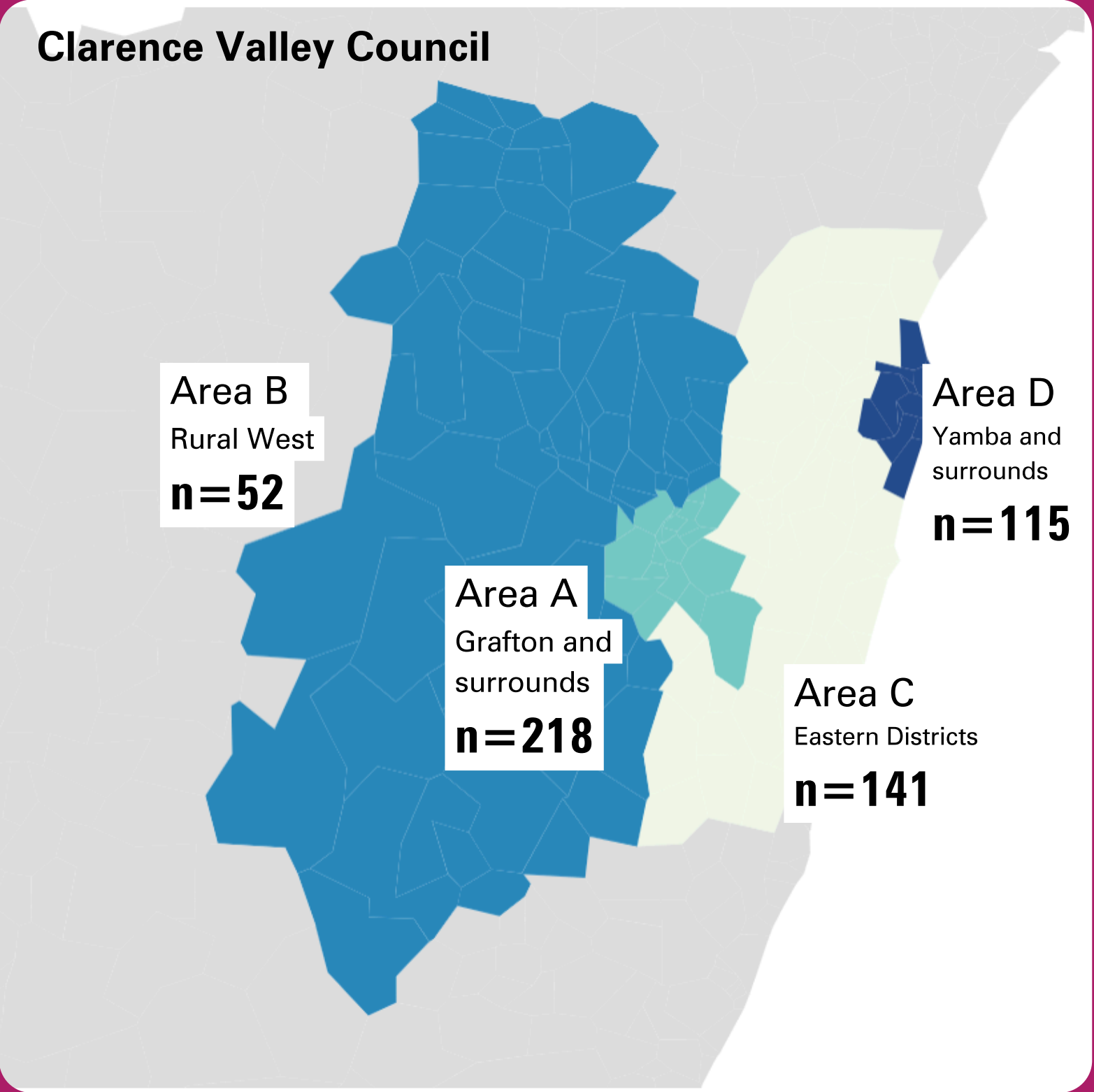


## Age





# Four local areas...





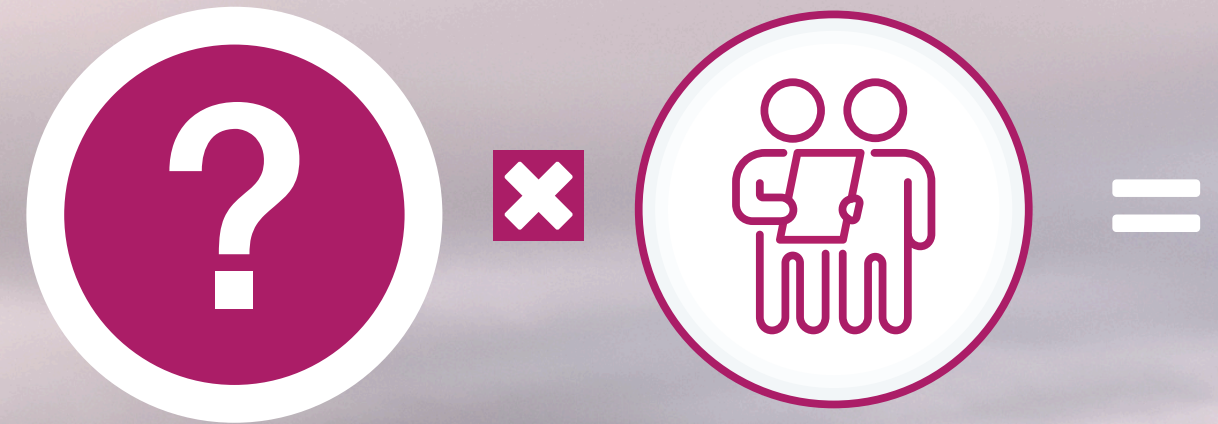
Clarence Valley's Views 2024

**Five Key Insights**



# INSIGHT 1: What is Driving Overall Liveability?

Clarence Valley achieves an Overall Liveability Index (OLI) of 61.2, outperforming Northern NSW benchmarks but falling short of the Australian average.



Values

Experiences

Living in Place

Overall Liveability Index 2024



Australia: 2024	63.4
New South Wales: 2024	63.4
Northern NSW: 2024	58.5
Regional Australia: 2024	61.5



# INSIGHT 1: What is Driving Overall Liveability?

## Liveability strengths of the region are the natural amenity, safety and sense of community

Lesser importance, better experiences

### Getting the basics right

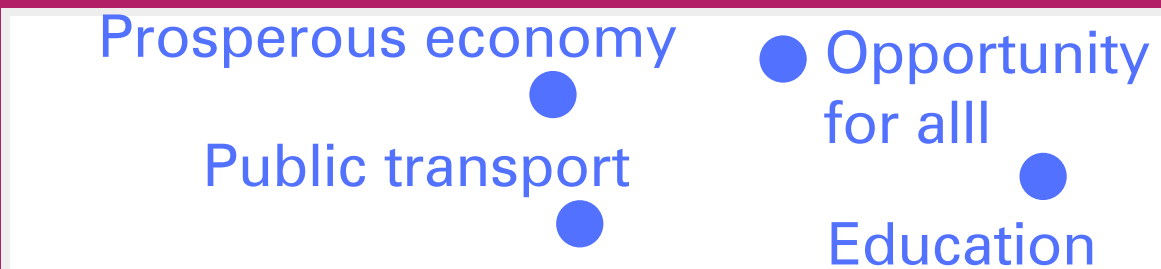
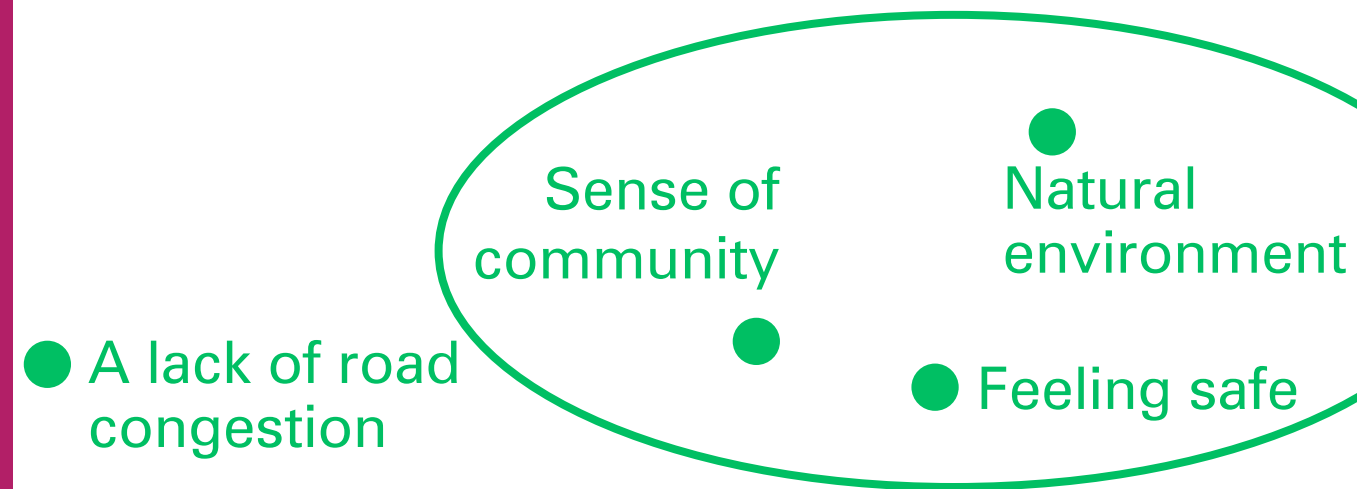
- Sports & recreation
- Making your way around
- Cultural facilities
- Social cohesion



Greater importance, better experiences

### Most influential 'positively experienced' items:

- Access to the natural environment
- Feeling safe
- A sense of community



Lesser importance, worse experiences

Shopping, leisure & dining



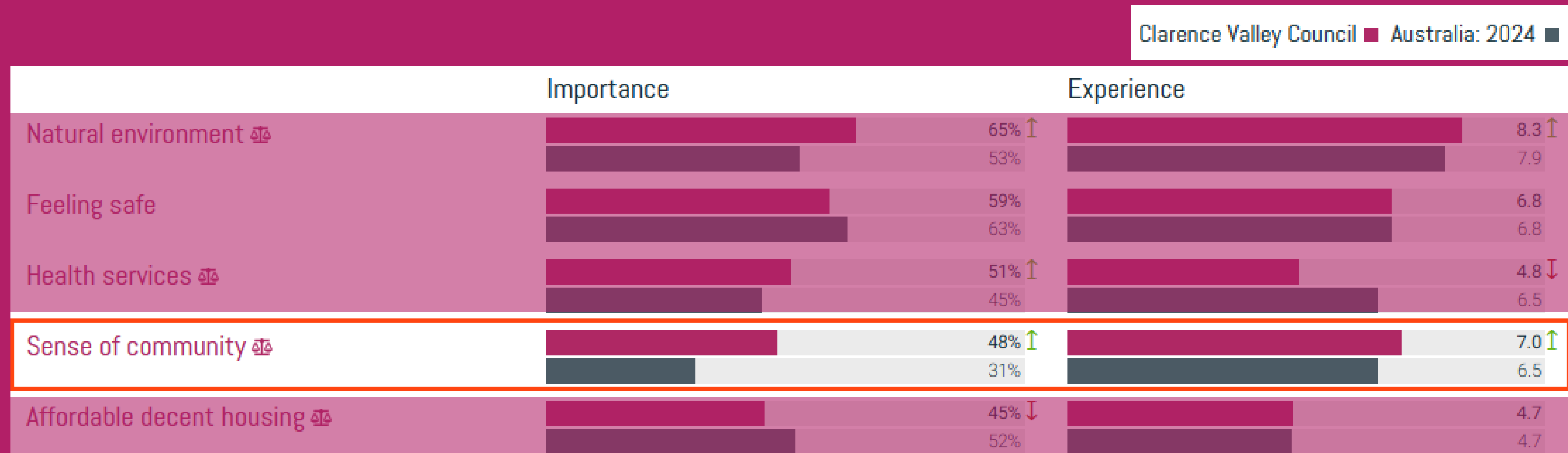
### Most influential 'poorly experienced' items

- Affordable decent housing
- Health services

Greater importance, worse experiences

## INSIGHT 1: What is Driving Overall Liveability?

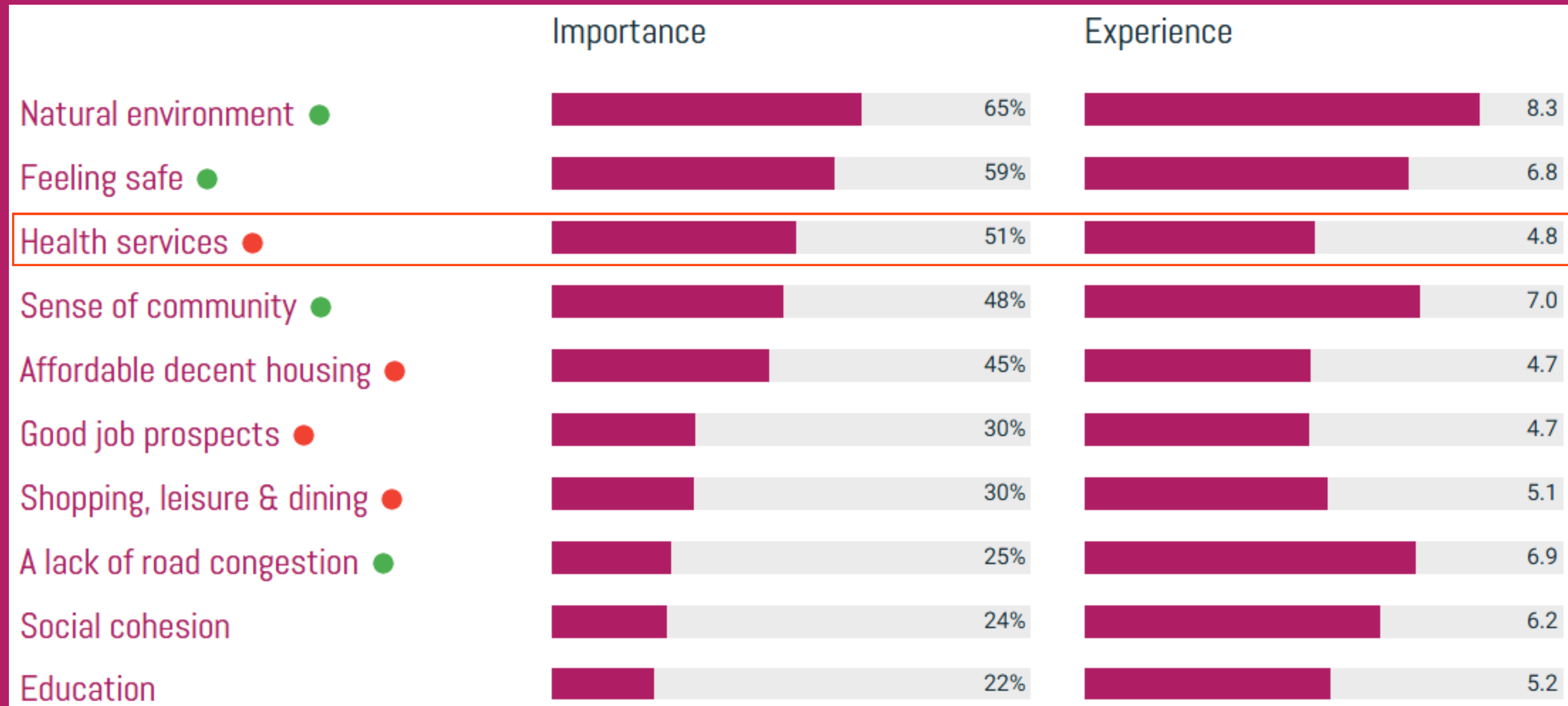
**'A sense of community' is highly important to Clarence Valley residents, and more positively experienced than other parts of Australia**





## INSIGHT 2:

# In the context of an ageing population, there is an acute need for improved health services in Clarence Valley

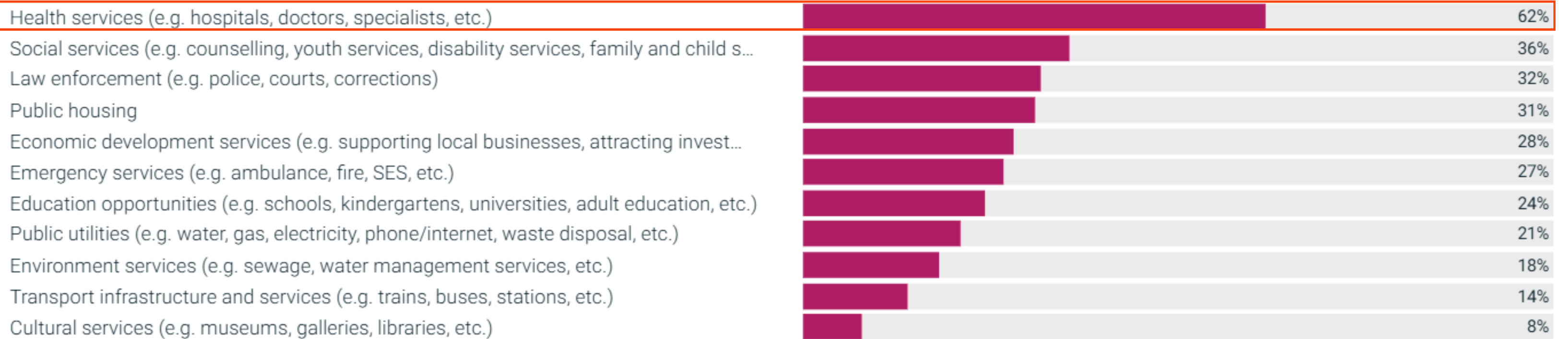


INSIGHT 2: There is an acute need for improved health services...

# Six in ten residents would like to see Council advocate for improved local health services

Which of the following services would you like to see Clarence Valley Council advocating for to help us progress towards our Vision?

Clarence Valley Council 2024



“Too many retirees moving to this area and lack of medical and hospital facilities will not work in the foreseeable future.”

66 | Female | Area D

“Increase in doctors, access to health services and a better funded hospital... Maclean hospital is poorly funded and does not cater for our community.”

49 | Female | Area C

“More mental health services. Expand, increase services and develop health care staff skills in Maclean hospital and local health services.”

25 | Female | Area D



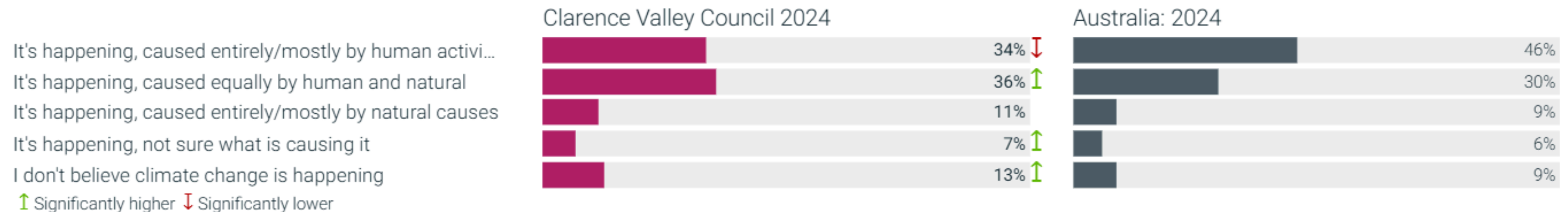
### INSIGHT 3:

# Residents are vulnerable to the effects of climate change and preparedness for dealing with natural disasters is variable

## Clarence Valley Council Belief in Climate Change



### Which of the following best describes your personal views on climate change?





## INSIGHT 3: Vulnerability to climate change...

# Confidence in the local area's ability to adapt to climate change is slightly lower than Australian norms

Please select the extent to which climate change is impacting or will impact your local area in your lifetime?

**55%** ↑

Local area is currently feeling the effects

**32%** ↓

Local area is not feeling the effects currently, but will in my lifetime

**13%**

Local area is not feeling the effects currently, and won't in my lifetime

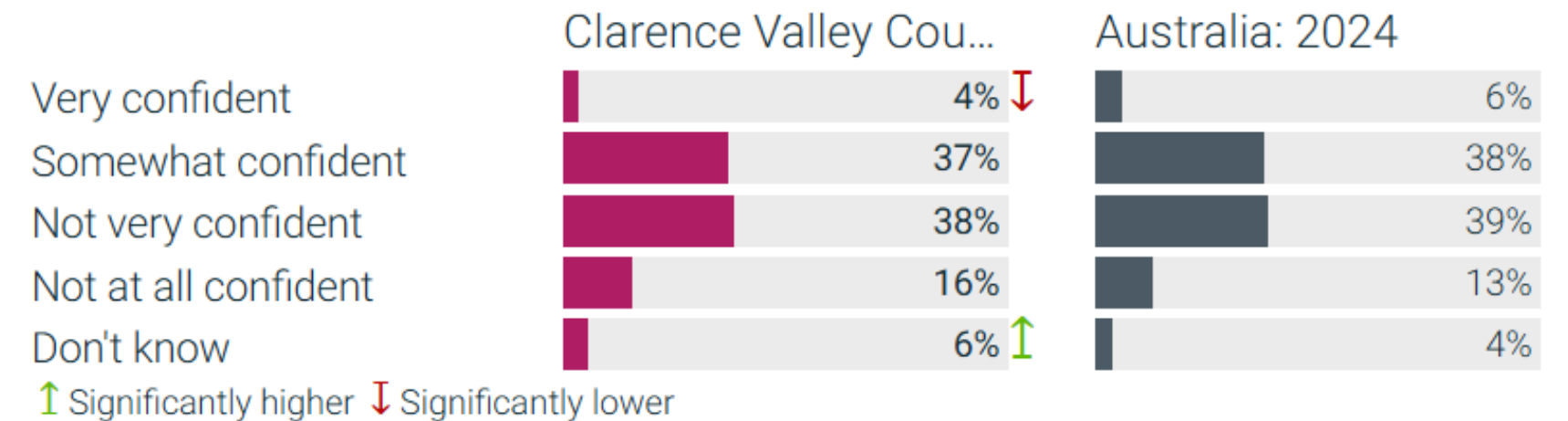
Australia 2024

45%

40%

15%

How confident are you that your local area will be able to adapt to the effects of climate change in your lifetime?



Base: Those that believe in climate change and feel it is affecting, or will affect, their local area, n=384

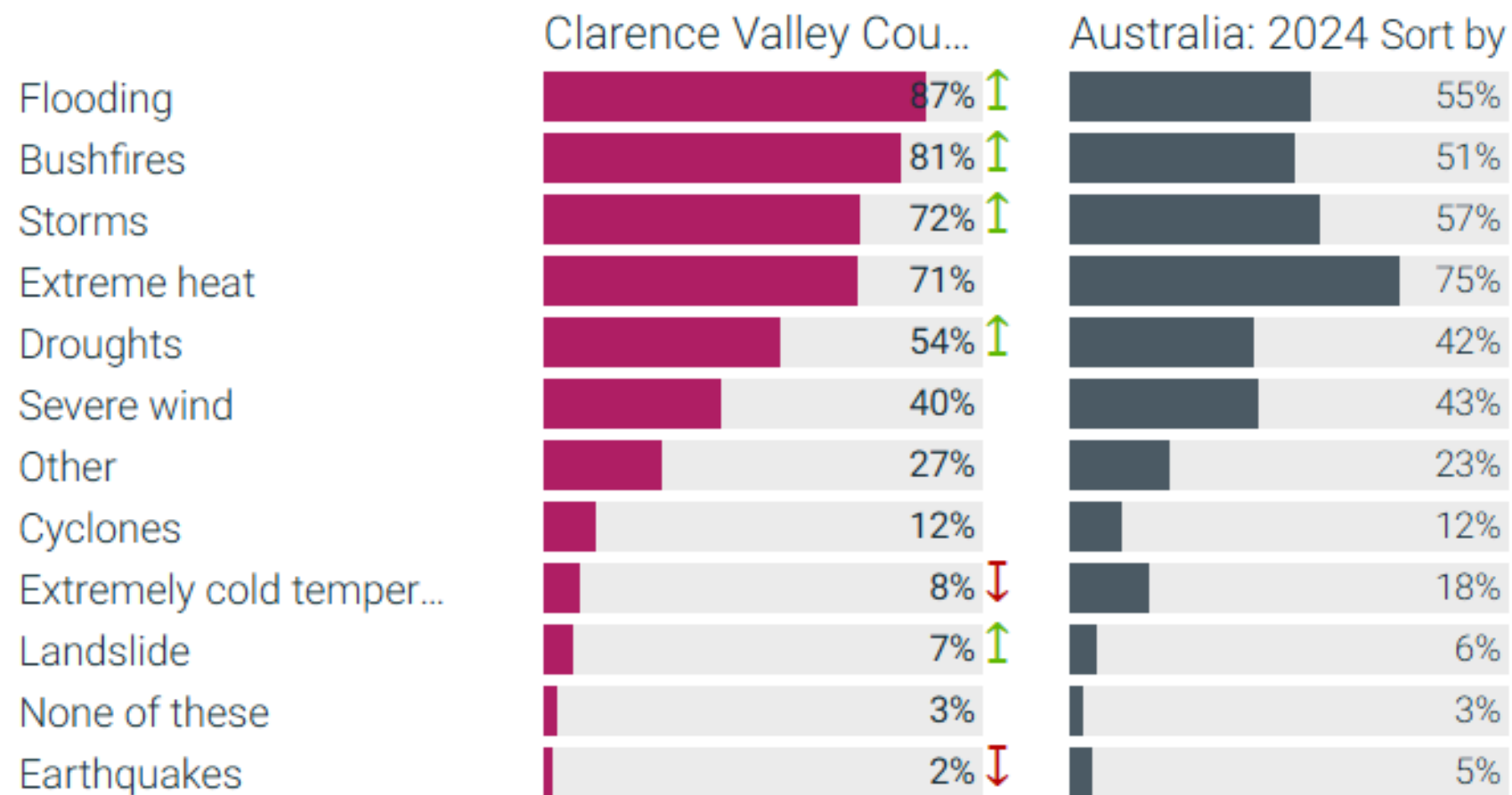
Base: Those that believe in climate change, n=453



## INSIGHT 3: Vulnerability to climate change...

# Floods, bushfires and storms top the list of concerns

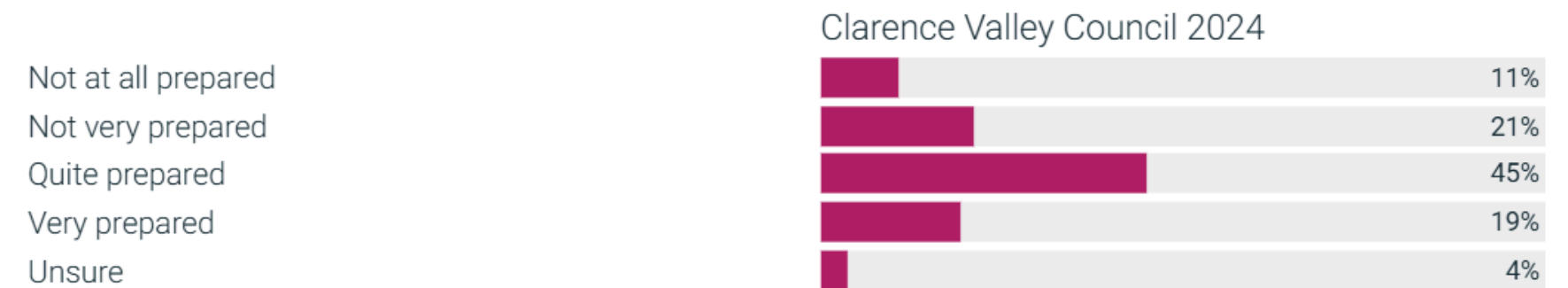
How is your local area currently, or how do you expect it will, feel the effects of climate change in your lifetime?



↑ Significantly higher ↓ Significantly lower

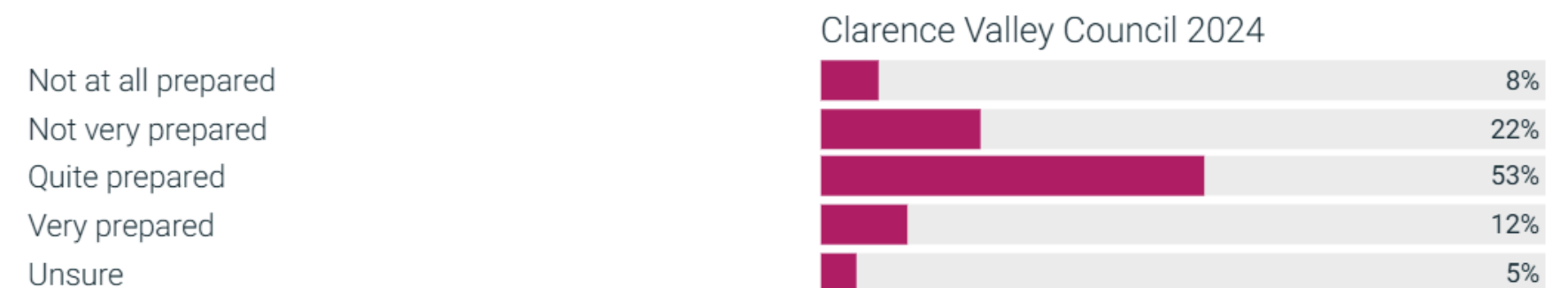
How prepared do you feel for floods?

**64% prepared**



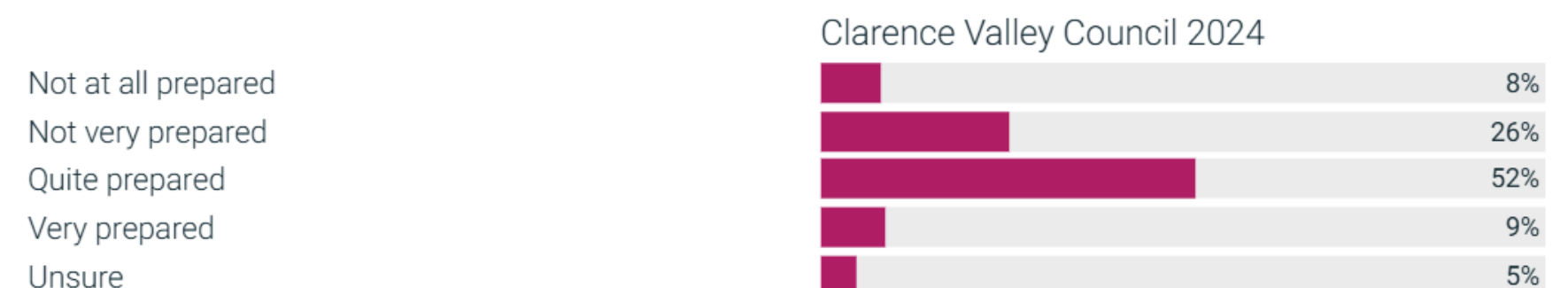
How prepared do you feel for bushfires?

**65% prepared**



How prepared do you feel for severe storms?

**61% prepared**





### INSIGHT 3: Vulnerability to climate change...

# The community were more likely to have prepared for bushfires than for floods

Have you taken any action(s) to prepare your household for a flood in the last two years?

**64% took any action for flood**

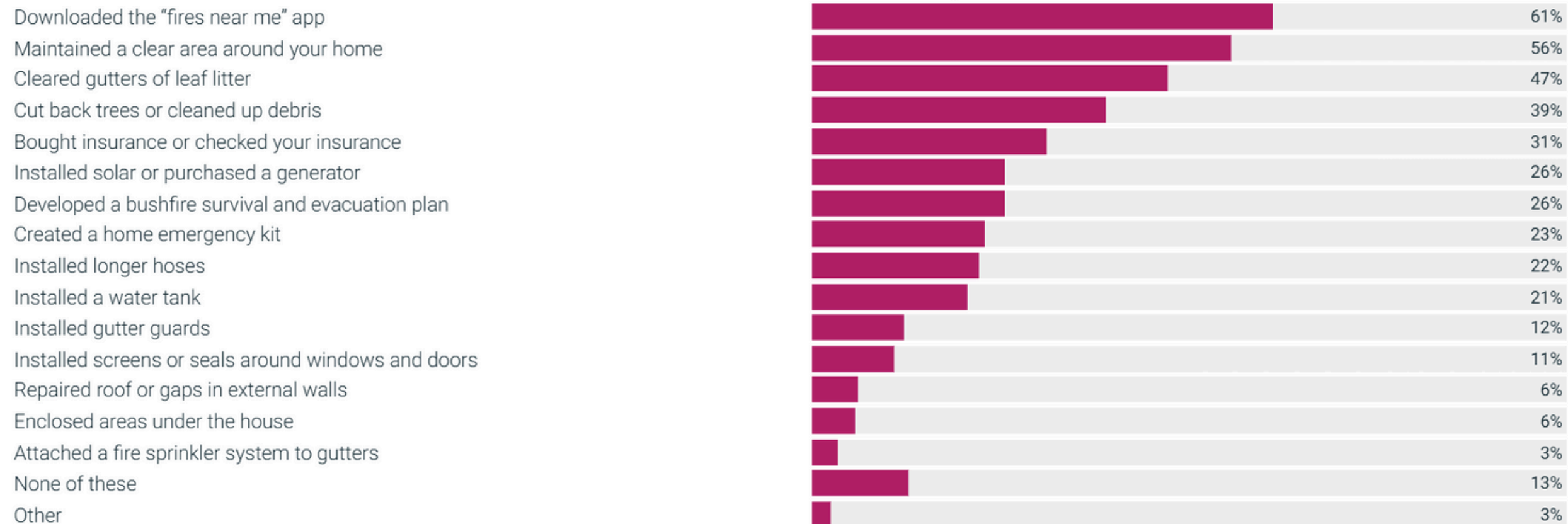
Clarence Valley Council 2024



Have you taken any action(s) to prepare your household for a bushfire in the last two years?

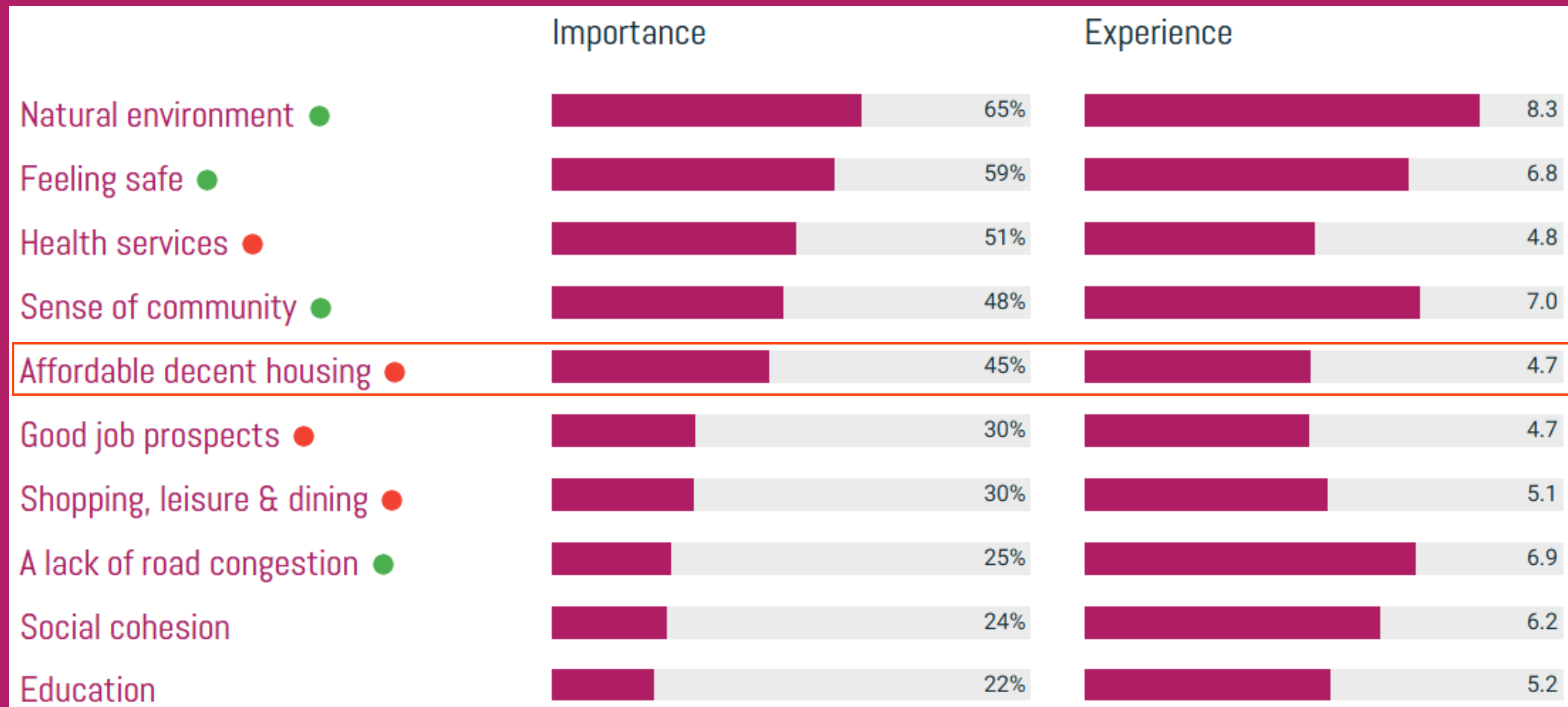
**87% took any action for bushfire**

Clarence Valley Council 2024



## INSIGHT 4:

# Although local housing conditions compare favourably to national benchmarks, renting is becoming increasingly challenging





## INSIGHT 4: Importance of housing

# For renters, affordable decent housing is the number one thing contributing to their quality of life

In terms of values, affordable decent housing is the...

**#1** 

thing renters look for in a good place to live (68%)

“Looking into the rental market. We either need to regulate the overuse of short stay rentals (e.g. Airbnb) to open up more rental opportunities or build more affordable housing.”

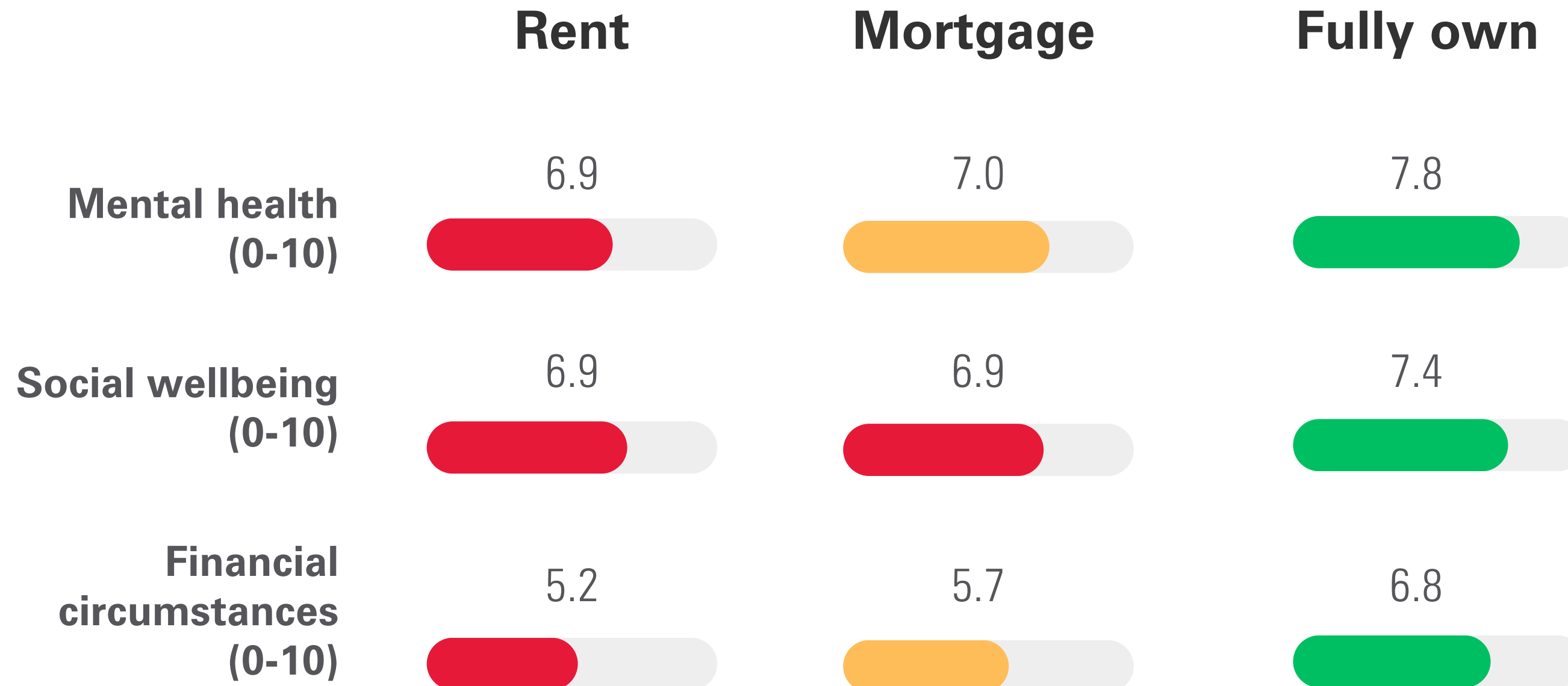
25 | Female | Area B

Experiences of renters' ability to access affordable decent housing are lower...



## INSIGHT 4: Importance of housing

# Secure housing is critical for mental health and social wellbeing





INSIGHT 5:

**The Clarence Valley community is diverse, and there are some clear generational and spatial differences in values and experiences**



INSIGHT 5: Generational and spatial differences...

# Younger and older residents have distinct priorities and perceptions regarding liveability



## 18-34 years

15.7% of Clarence Valley population

Low liveability perceptions: 59.4

Values:

- Access to the natural environment
- Affordable decent housing
- Good job prospects

Poorer mental health and social wellbeing, financial circumstances and hold stronger belief in and views regarding climate change and mitigation.



## 35-59 years

29.4% of Clarence Valley population

Moderate liveability perceptions: 60.0

Values:

- Good job prospects
- High quality education opportunities

Are the most concerned about rising cost of living/inflation, and are more likely to be late meeting financial commitments.



## 60+ years

35.5% of Clarence Valley population

High liveability perceptions: 63.1

Values:

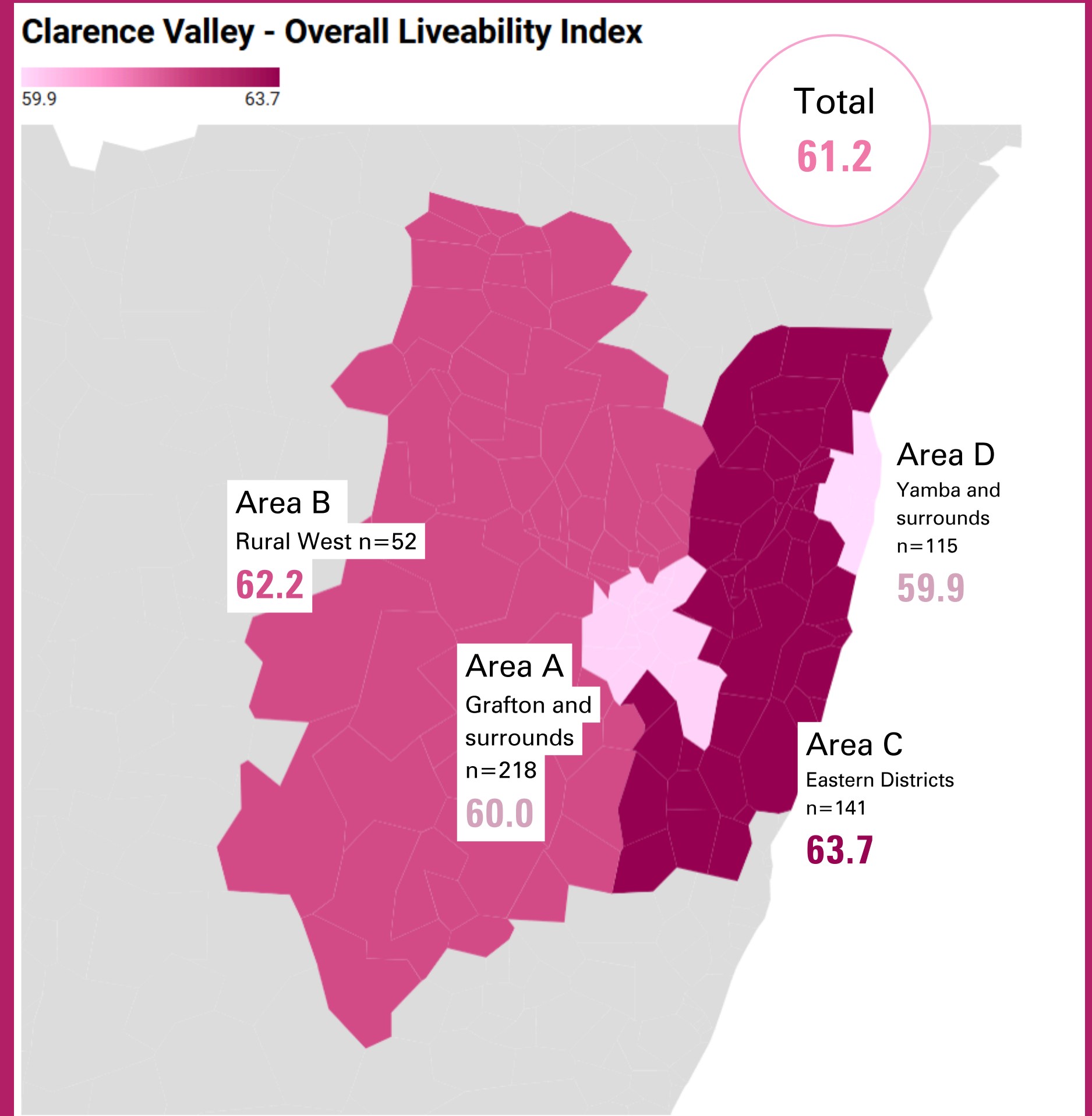
- High quality health services
- A lack of road congestion

Report better levels of mental health, social wellbeing and financial circumstances. Hold slightly lower belief in climate change.



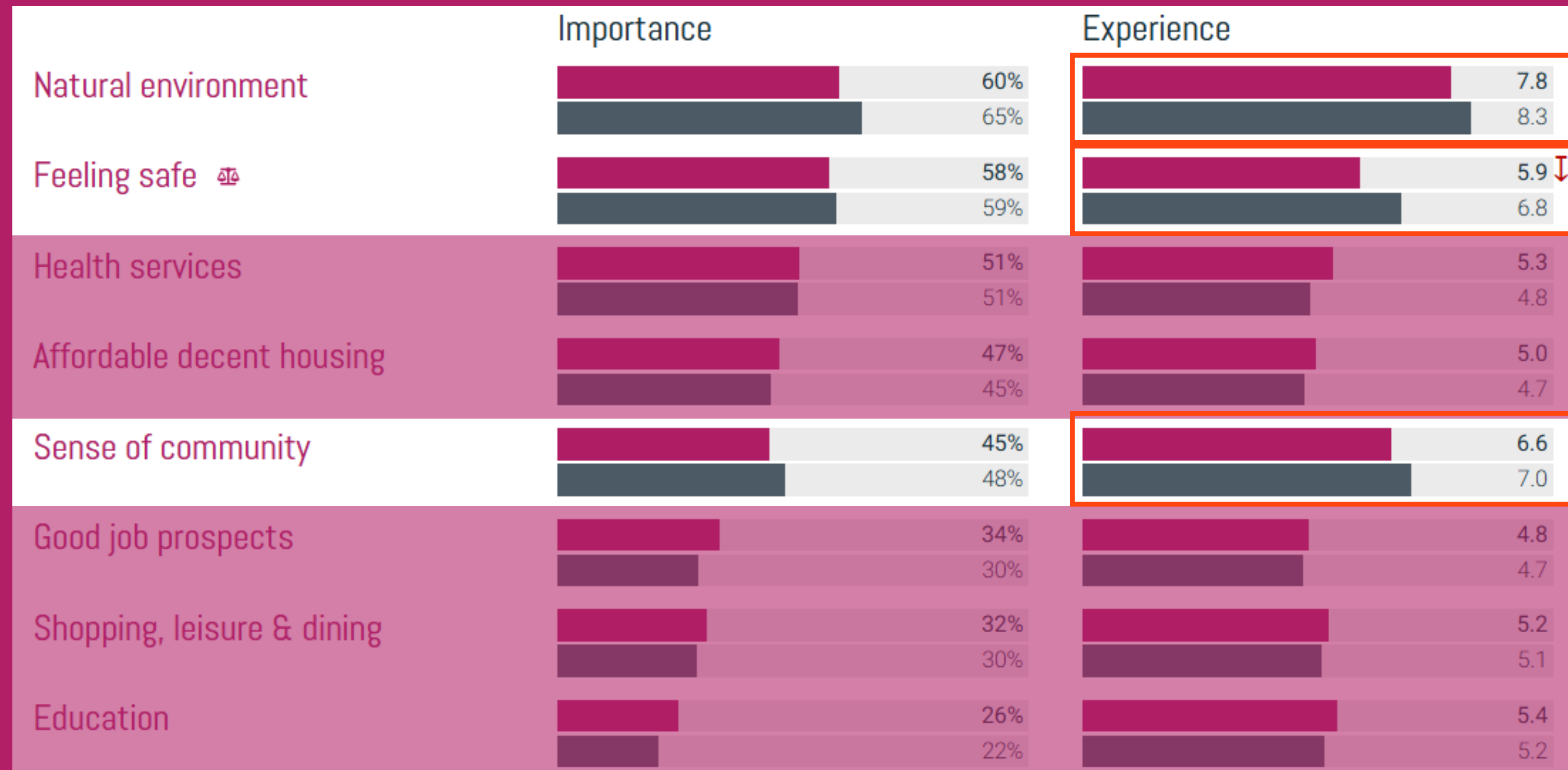
INSIGHT 5: Generational and spatial differences...

**Within Clarence Valley, there are lower perceptions of liveability in urban areas**



## INSIGHT 5: Generational and spatial differences...

# In Area A (Grafton and surrounds), natural amenity and a sense of safety and community are limiting liveability





INSIGHT 5: Generational and spatial differences...

**In Area D (Yamba and surrounds), perceived experiences with health services and road congestion are limiting liveability**

	Importance		Experience	
Natural environment		72% 65%		8.6 8.3
Feeling safe		61% 59%		7.2 6.8
Health services		54% 51%		4.0 ↓ 4.8
Sense of community		45% 48%		7.4 7.0
Affordable decent housing		44% 45%		4.2 4.7
A lack of road congestion		38% ↑ 25%		5.3 ↓ 6.9
Shopping, leisure & dining		35% 30%		5.0 5.1
Making your way		24% 20%		5.6 ↓ 6.4

# Clarence Valley's Views | In summary...

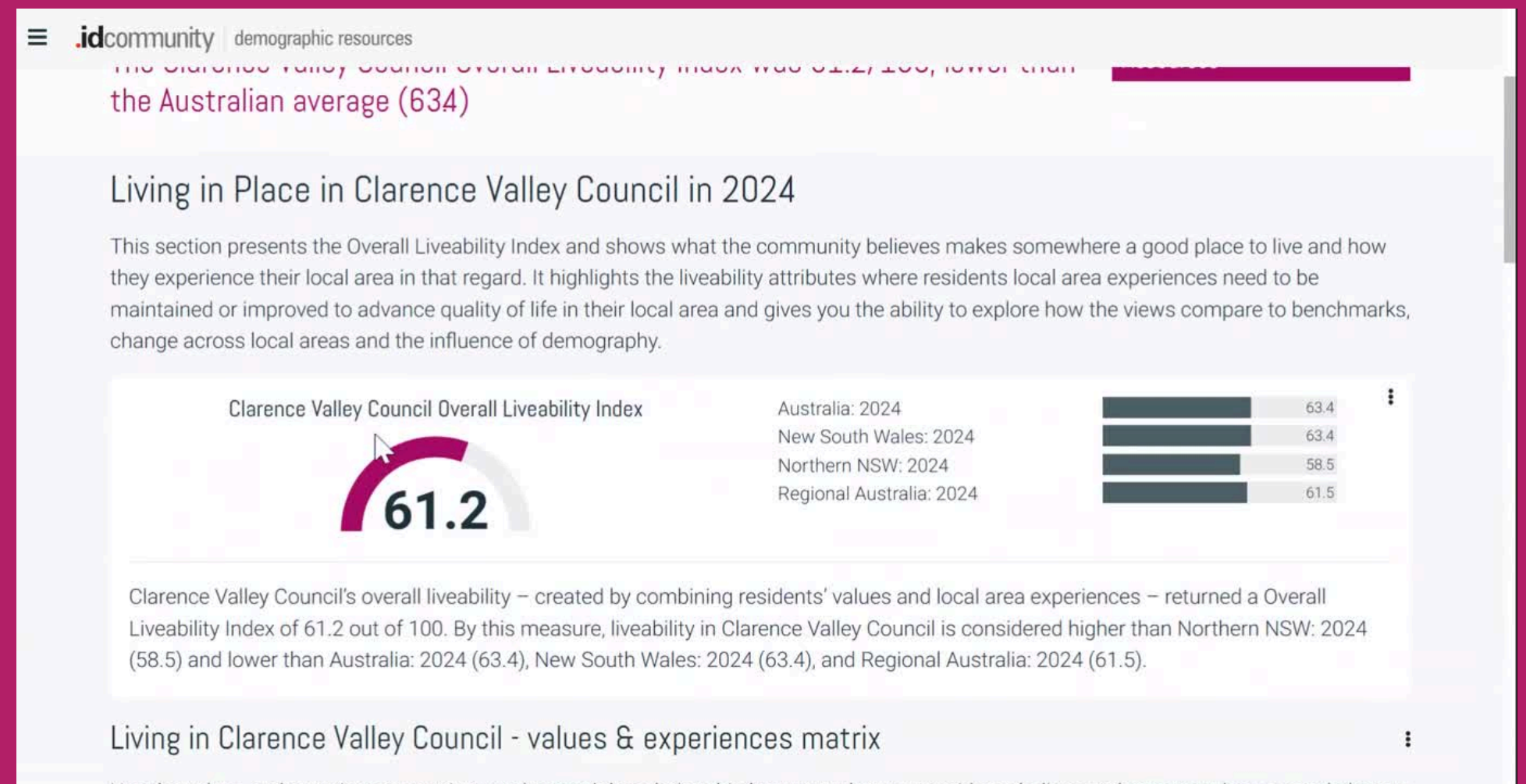
Maintaining the liveability of local areas is essential to retaining residents, attracting workers and businesses to the area, and for a strong local tourism market. The results of the survey indicate that the Clarence Valley region has many strengths, including a high level of natural amenity and a strong sense of community. However, there is an opportunity for further policy and advocacy directed at advancing quality of life for the attributes of relatively high importance, but poorer local area experiences, including high quality health services and affordable decent housing.



# What deliverables are available?

views.id

- ✓ [views.id](#) analyses and reports insights. Unlimited users, public or private.
- ✓ The [Insights workshop](#) launches the findings and acts as the first views.id platform on-boarding opportunity.
- ✓ Our [Views key insights report](#) and [Insights video](#) build narrative in the context of your strategic planning and advocacy agenda.
- ✓ Unlimited [ongoing support](#) to help policy makers continue representing their community's priorities in decision making.





# Clarence Valley's Views, 2024

Insights briefing

Thank you!

[home.id.com.au/community-views](https://home.id.com.au/community-views) | [views.id.com.au/clarence-valley](https://views.id.com.au/clarence-valley)

# community views

powered by

**.id** informed  
decisions

