

Huon Valley Community Views, 2025

Insights briefing



Daniel Evans



Jacquie Norton



Brigid Quinlan

home.id.com.au/community-views | views.id.com.au/huon-valley-council

community views



powered by
.id informed
decisions

The .id digital platform for Huon Valley...

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

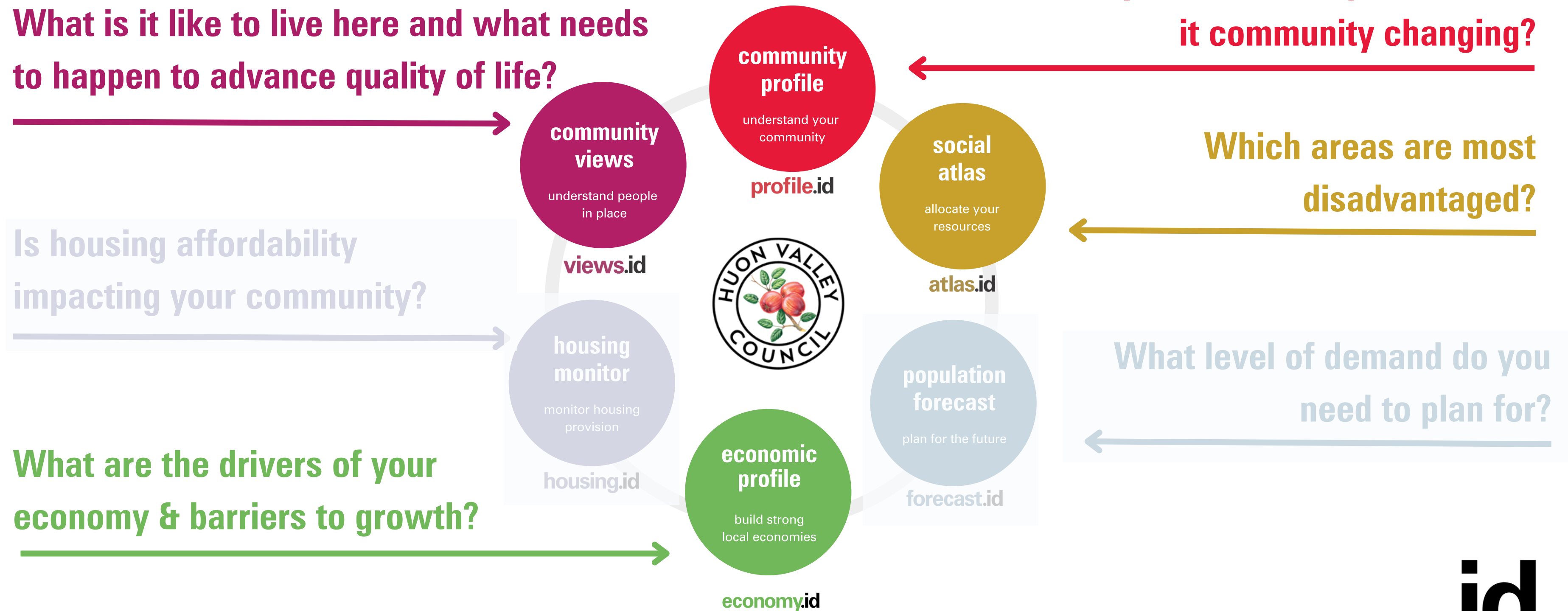
Is housing affordability impacting your community?

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 the Huon Valley?

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

profile.id

Currently home to > 19,700 people, +272 on the previous year



profile.id

Over the past ten years, the population grew at a faster rate than Tasmania on average

profile.id

Median age of 46, higher than the Australian average (38)



profile.id

Higher proportion of older couples without children (14% vs 10% across Australia)

profile.id

Higher levels of socio-economic disadvantage on average compared to neighbours



profile.id

Higher proportion of home owners without a mortgage (42% vs 36% across Tasmania)

economy.id

Local and Headline GRP trajectory positive, with Headline GRP increasing slightly from last year



economy.id

Agriculture, Forestry and Fishing are the main employers

What is it like to live in the Huon Valley?

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.

Survey Topics

Values and Experiences



Liveability and Future Needs



Health and Wellbeing



Financial Circumstances



Concerns and Ideas



Climate Change



Custom Questions

Demography and Life Stage

By local area



By demography



The 16 Attributes



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 were surveyed?

views.id

We surveyed n=1,246 residents in April and May 2025.

The data was collected using a combination of Social Media Advertising (41% of sample) and via Huon Valley Council's own channels (58% of sample).

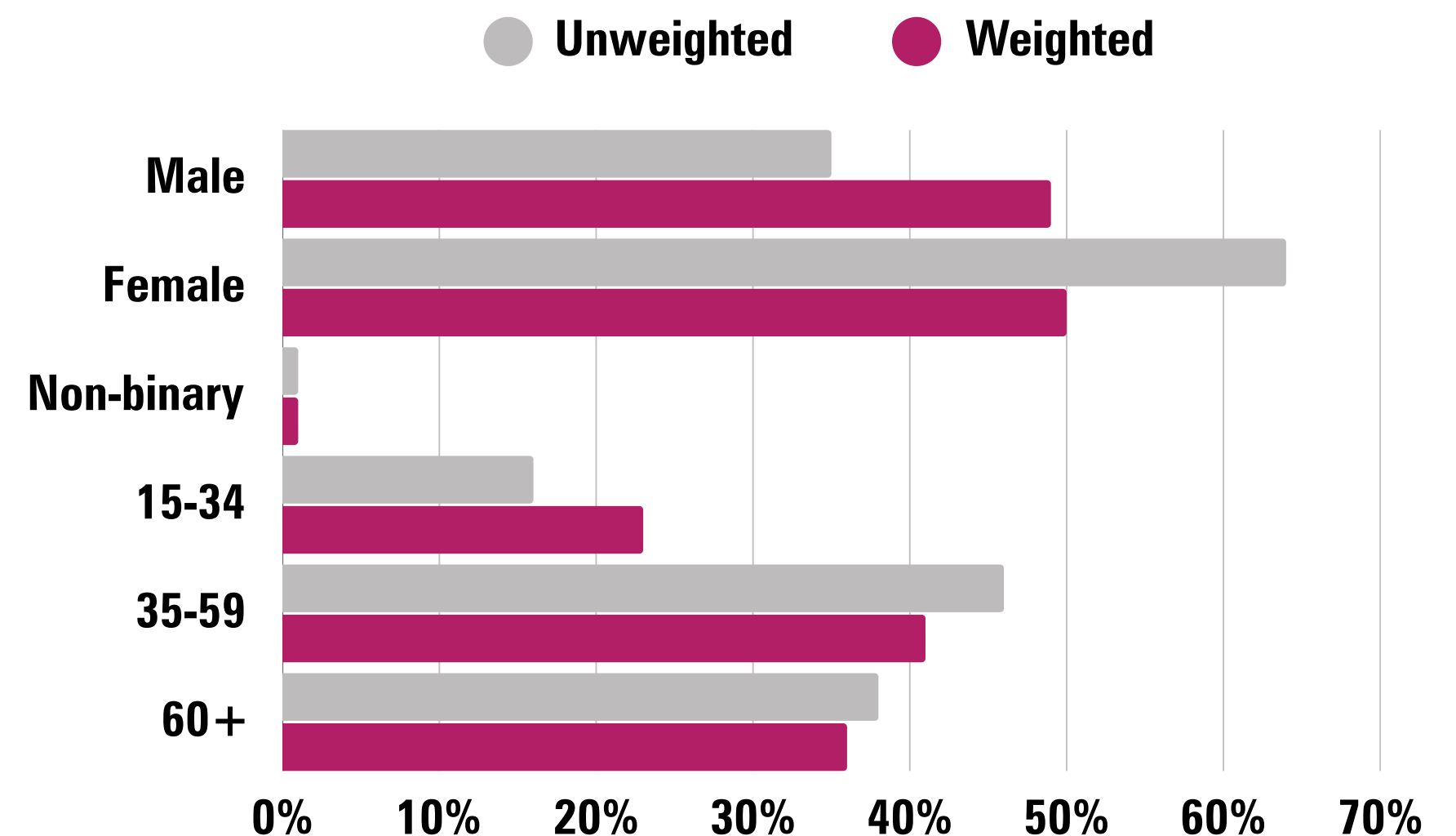
Controls were employed to ensure minimum representation from key groups of interest spatially and demographically.

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

This is the second wave of the project, with the first wave conducted in 2021.

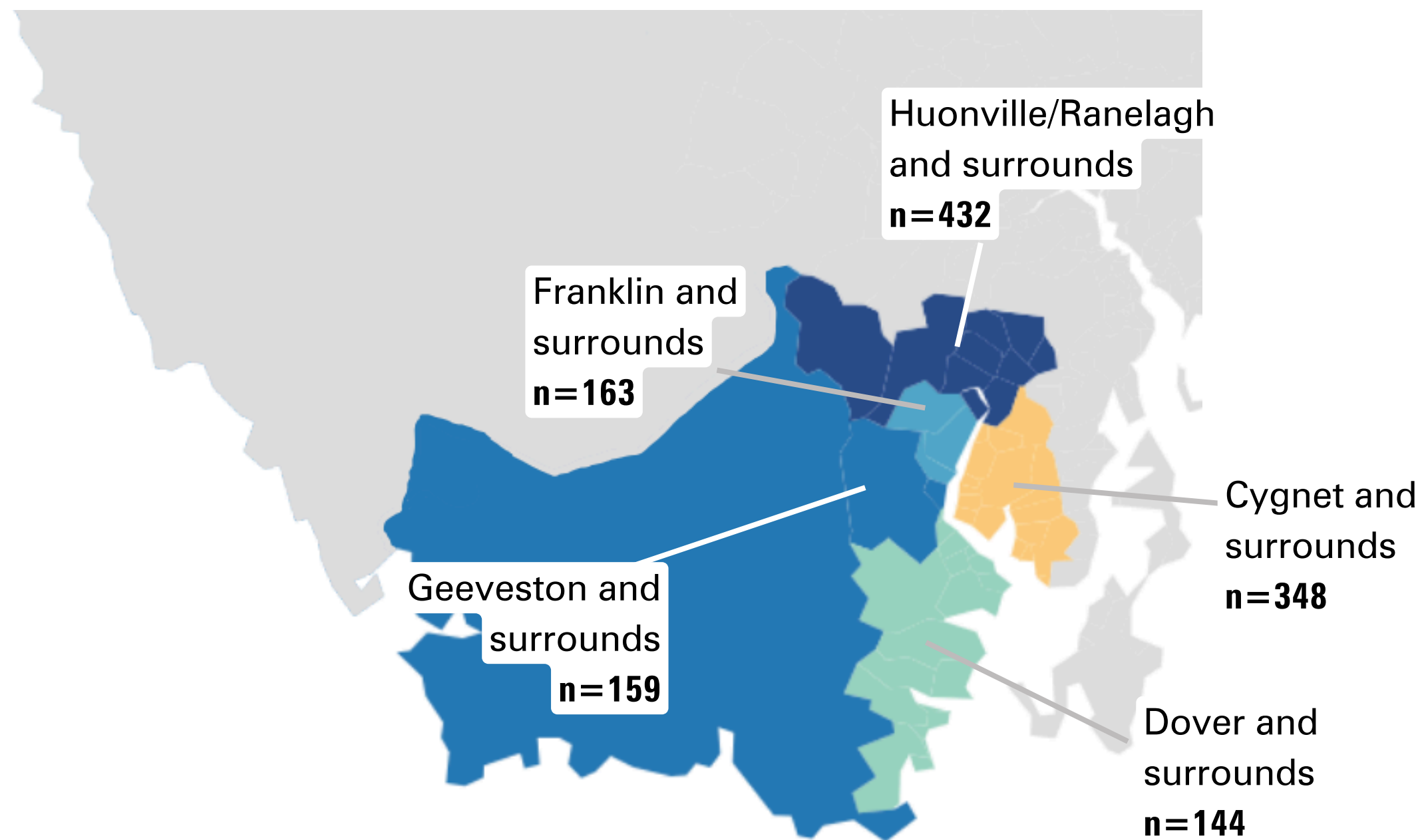
More information on the methodology can be found in the technical supplement on the Views platform.

The final data has been weighted to reflect the population distribution in Huon Valley.



The local areas represented in this data

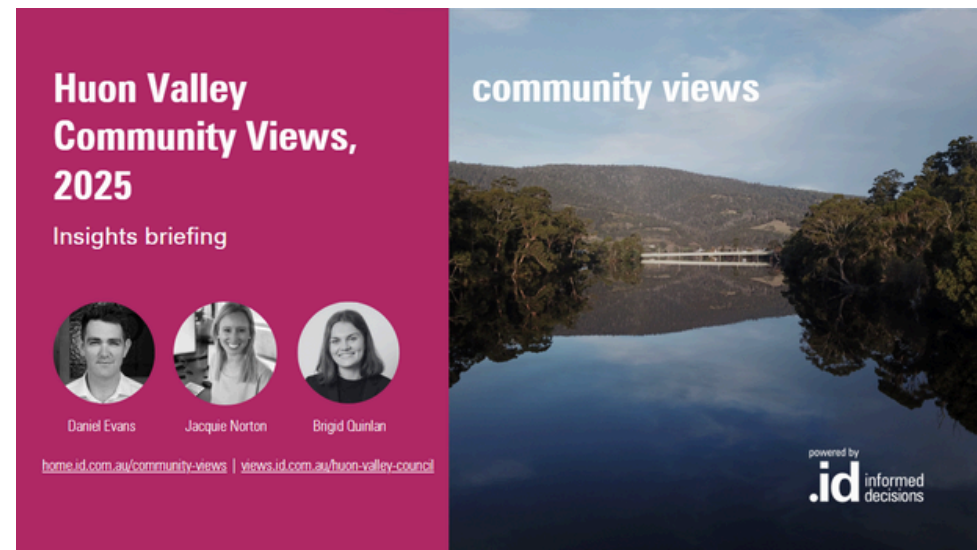
Huon Valley Council



How you can engage with this data

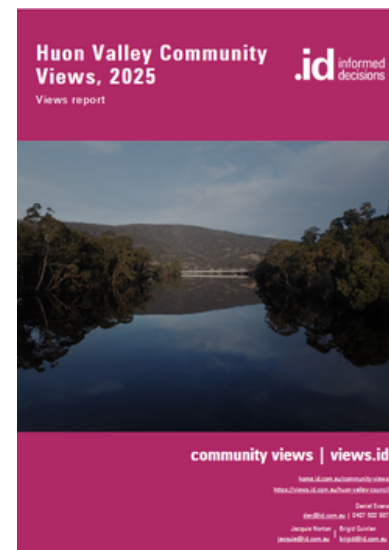
views.id

Insights Workshop Presentation



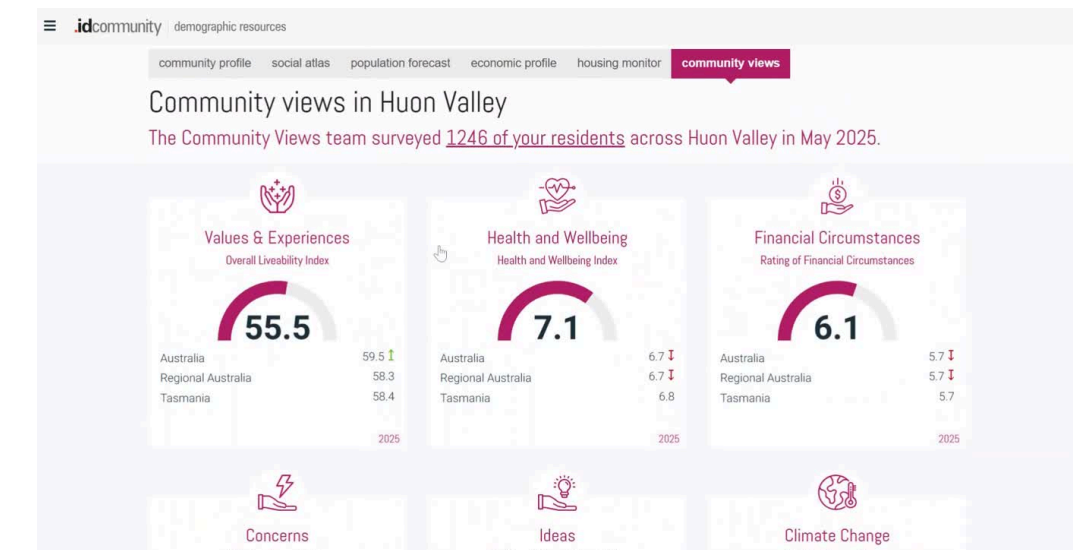
High level overview of the study and the key insights.

Insights Report



Written report with more detail about the study and the key insights.

Views.id Platform



views.id allows you to interact with the data, apply filters and run your own analysis. Unlimited users, public or private.

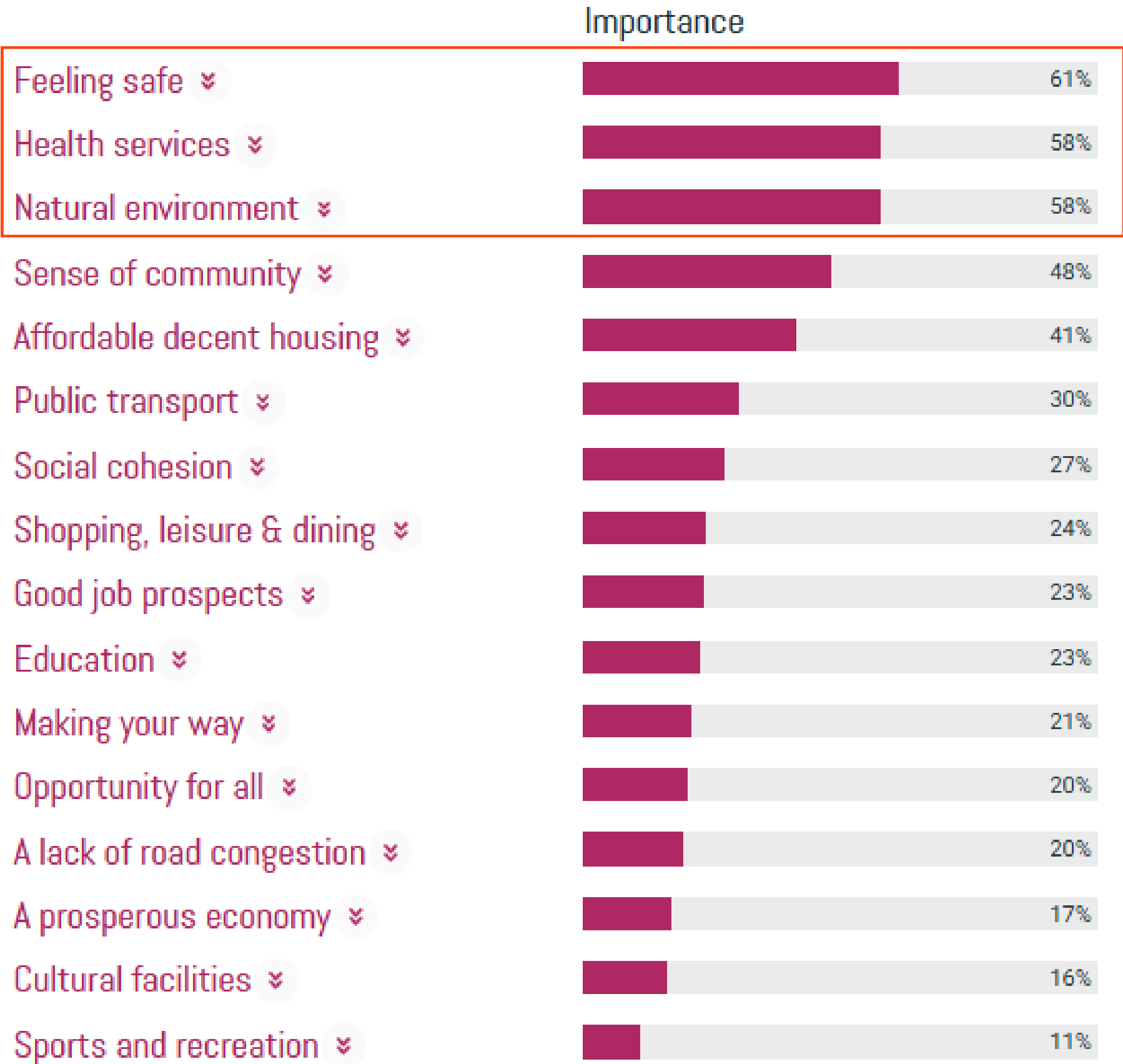
<https://views.id.com.au/huon-valley-council>

Plus unlimited ongoing support to help policy makers continue representing their community's priorities in decision making.

Key Insights

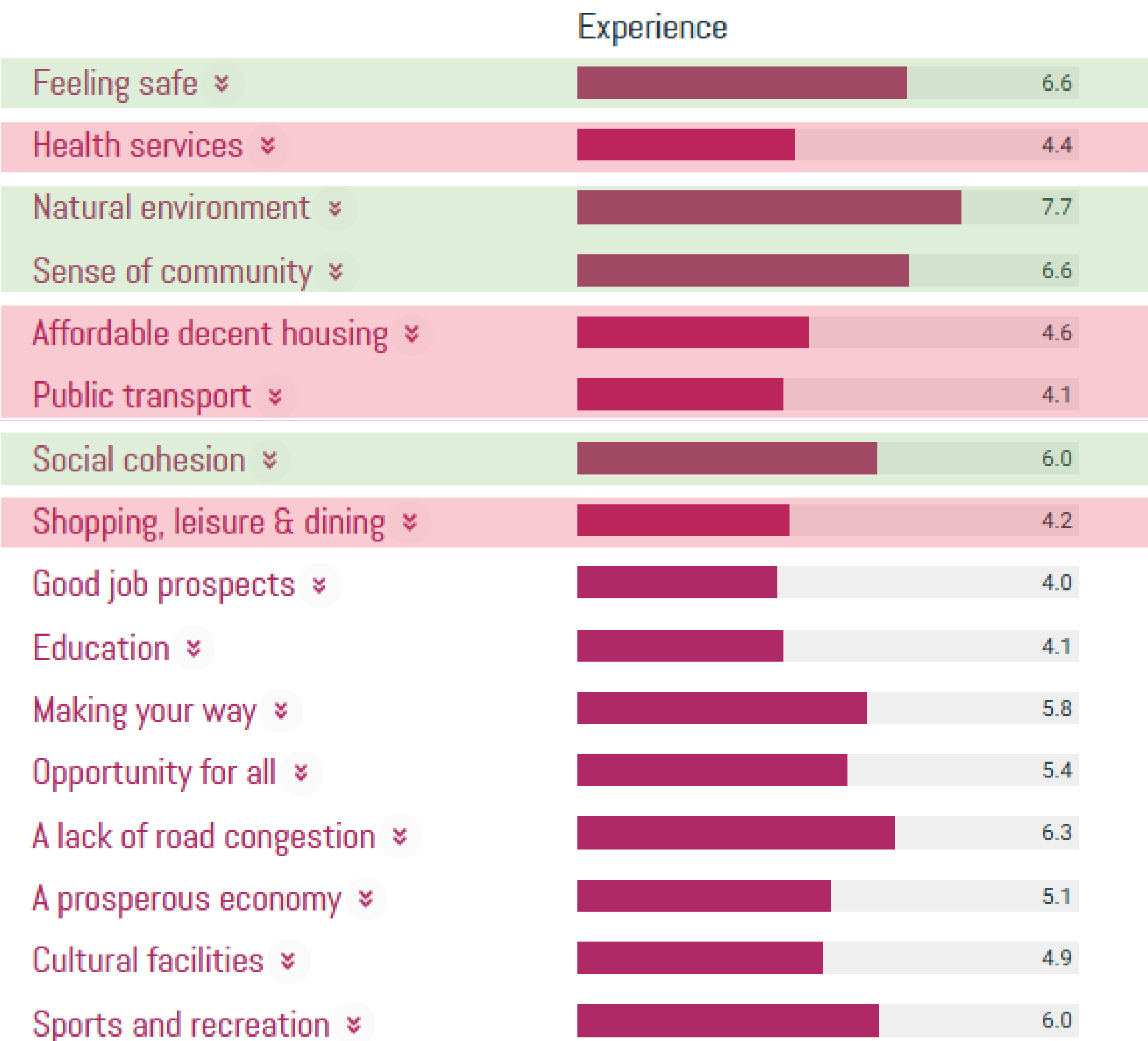
What do residents value in terms of a place to live?

Huon Valley residents most value feeling safe, high quality health services, and access to the natural environment.



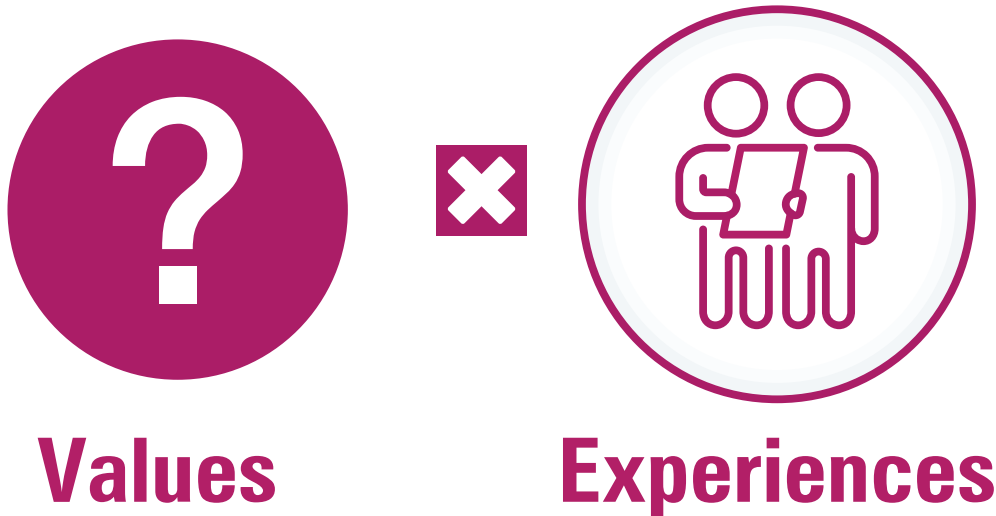
How do residents experience their local area?

The most highly experienced aspects of living in the Huon Valley are access to the natural environment and a sense of community.



What does this mean for overall liveability?

The combination of values and experiences gives the Huon Valley an Overall Liveability Index of 55.5/100. This is informed by residents' experiences of the things they value most.



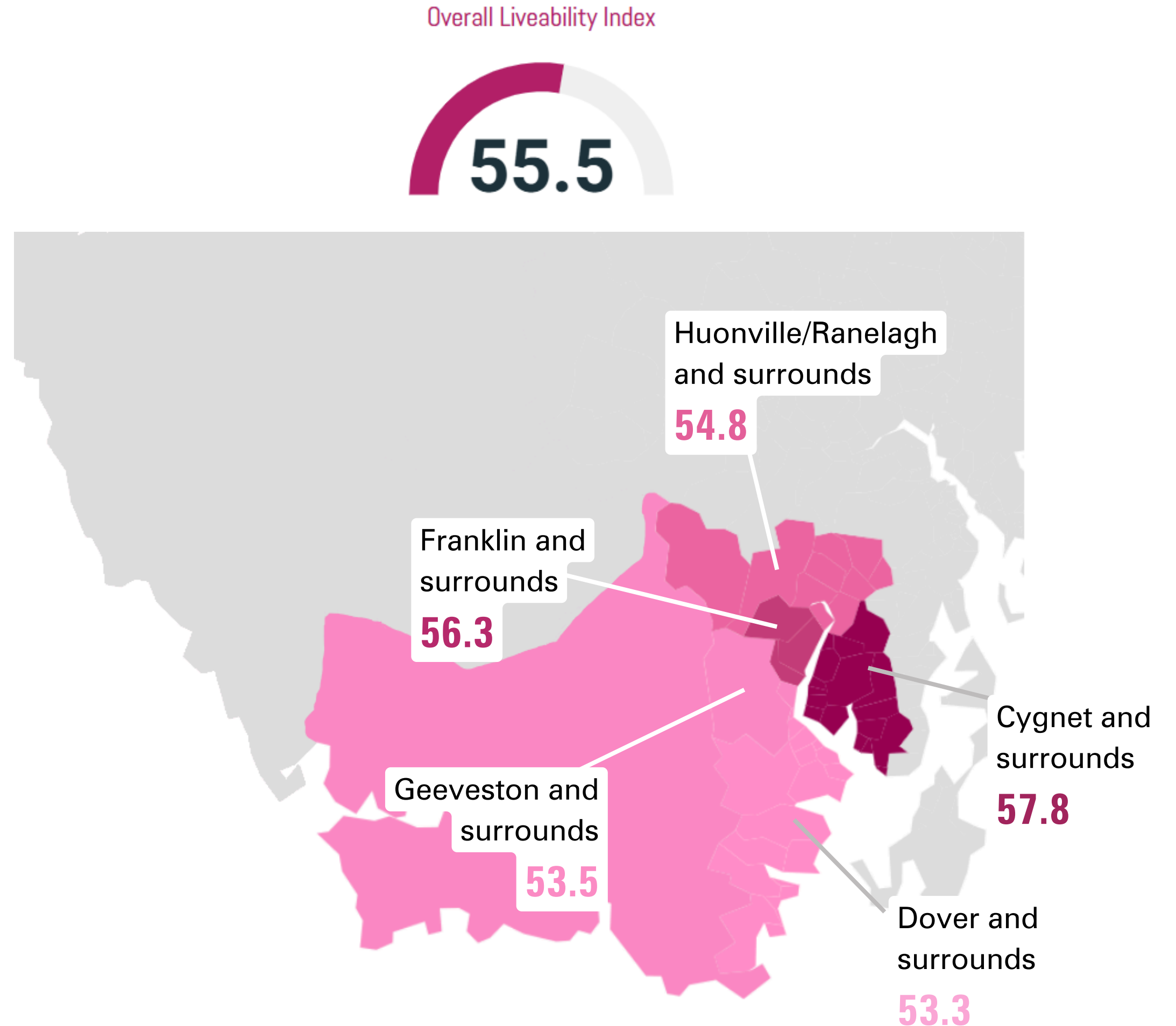
Overall Liveability Index



Australia	59.5 ↑
Regional Australia	58.3
Tasmania	58.4

Liveability differed subtly by local area

Perceived liveability was highest in Cygnet and surrounds and Franklin and surrounds and lower in Dover and Geeveston and surrounds.



Where should we focus?



What's changed since 2021 and how do we support the needs of residents into the future?

Improved experiences



Change
2021-25

Affordable decent housing	+0.4
Public transport	+0.3

Declining experiences



Change
2021-25

Health services	-0.5
Feeling safe	-0.5
Shopping, leisure & dining	-0.4

Increasing in importance



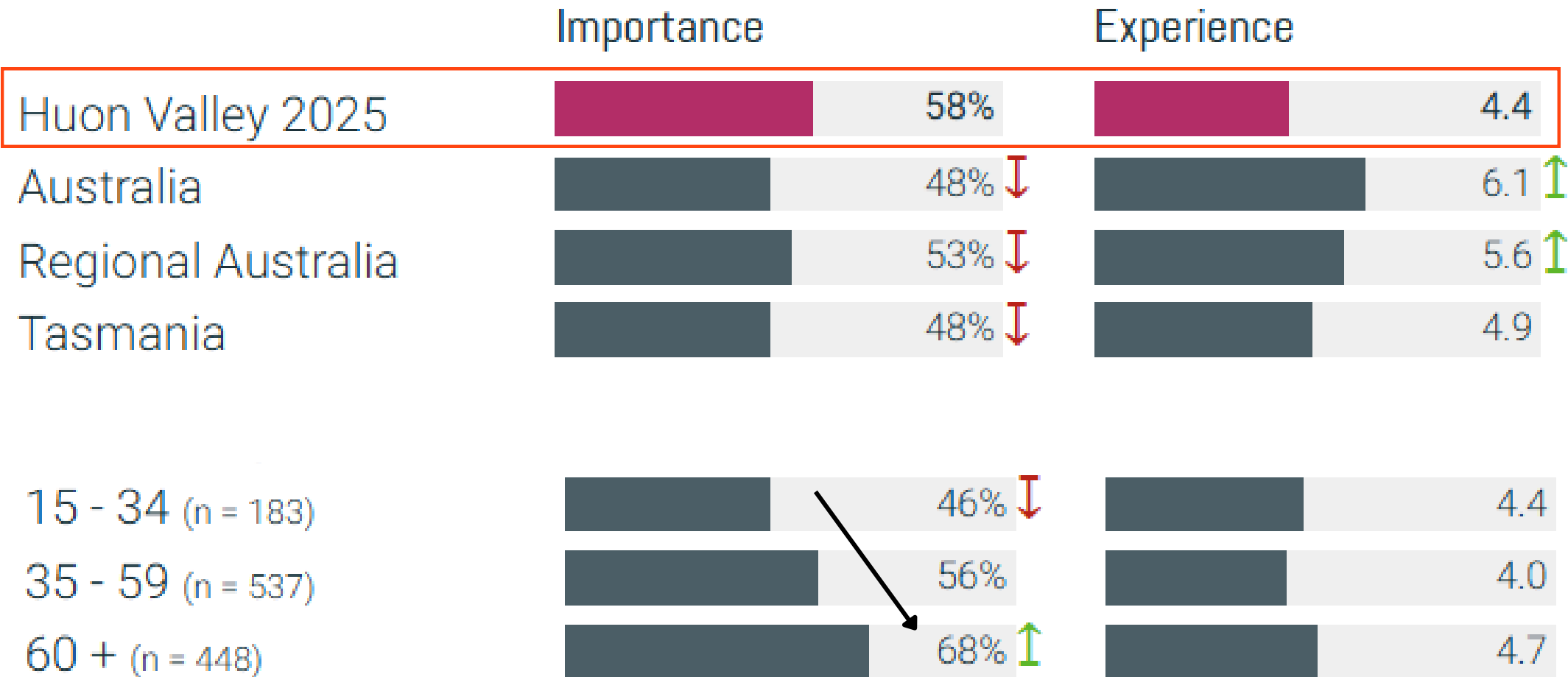
Change
2021-25

Good job prospects	+6p.p.
Public transport	+5p.p.
Health services	+4p.p.

Improving access to high quality health services in the Huon Valley is critical to progressing liveability and quality of life



‘High quality health services’
Importance (%) and experience (0-10 average) scores



↑ Significantly higher ↓ Significantly lower

Especially as four in ten residents in Huon Valley perceive 'Healthcare/ Hospitals' as a top issue facing the local area

Top three issues facing local area - 'Healthcare/ Hospitals'

Huon Valley 2025



Tasmania 2025



Regional Australia 2025



15-34



35-59



60+



↑ Significantly higher ↓ Significantly lower

The surrounding natural environment was a local area strength, enriching quality of life and enhancing the region's distinctiveness



Sorted by Importance in Huon Valley

Feeling safe ▾

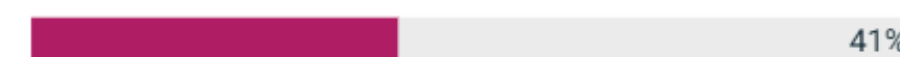
Health services ▾

Natural environment ▾

Sense of community ▾

Affordable decent housing ▾

Importance Sort by ▾



Experience Sort by ▾



With importance and experiences among 15-34 year olds in the region proportionately higher than Huon Valley average.

Importance



Experience



Huon Valley ■ 15 - 34 ■

"No more farmed salmon in or around the Huon River. Not just for the precious health of our environment but also to get huge tanker trucks off our narrow highways and industrial boats out our once-pristine waterways."

Male | 15-34 years | Geeveston and surrounds

"Hold the natural environment of Huon region in higher regard, improving protections - in particular of our public waterways."

Male | 35 - 49 years | Cygnet and surrounds

"More walking tracks so we can make use of the natural beauty around us."

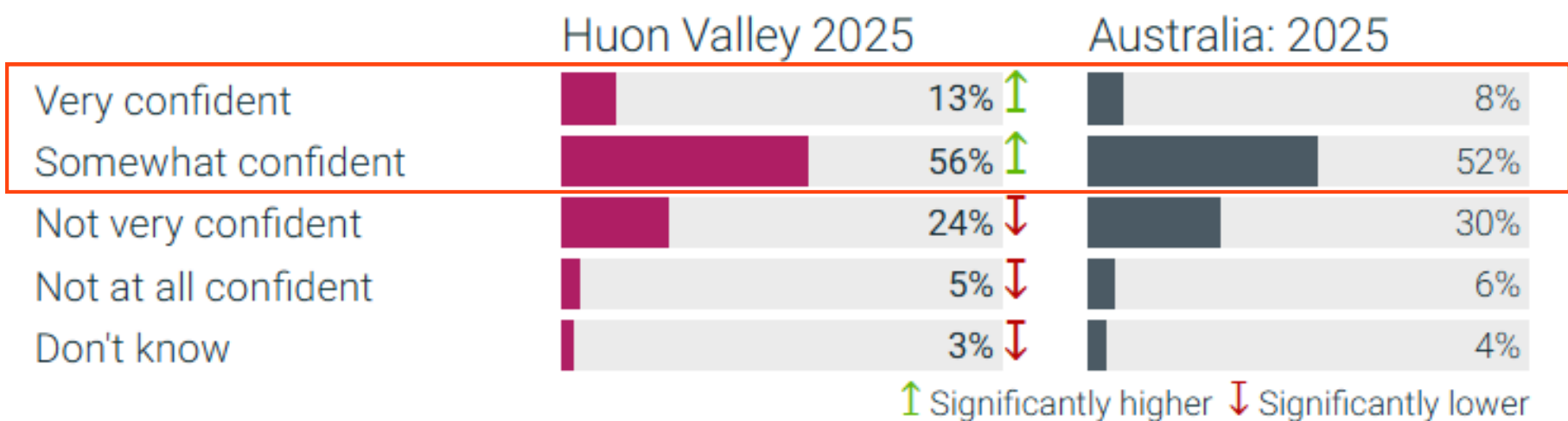
Female | 60+ years | Huonville/Ranelagh and surrounds

"Protect the environment and get ready to deal with severe climate impacts"

Male | 60+ years | Huonville/Ranelagh and surrounds

Within the Huon Valley, there was a higher level of personal agency and resilience to the effects of climate change

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



Top three disaster preparation tasks undertaken

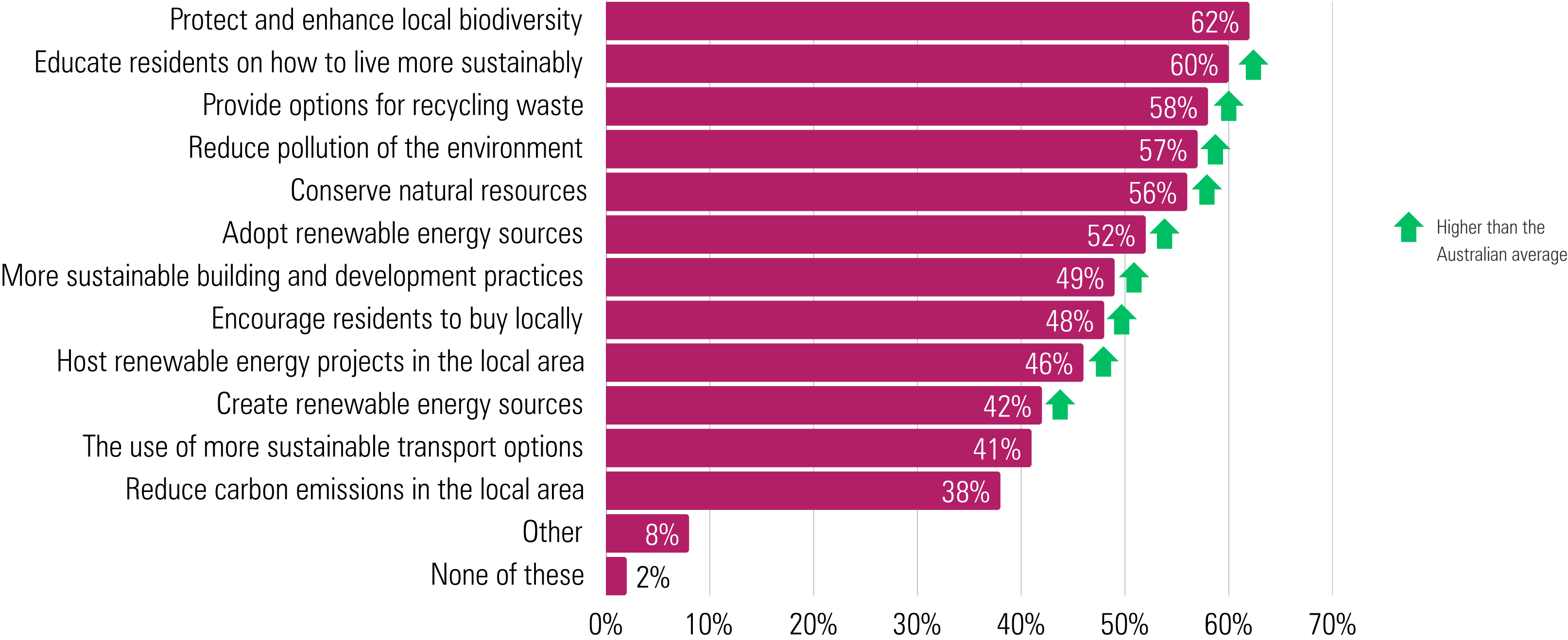
69%
know what type of emergencies
could affect me or my property

63%
using the TasALERT App

53%
have completed maintenance
activities around my house to reduce
my risk

There was strong emphasis on nature and education, and support for adoption of renewable energy sources

What do you feel are the best ways to address the effects of climate change in your local area?



Making it easier for residents to participate in consultation and engagement

How could we make it easier for you to participate in Council's consultation and engagement activities?

Huon Valley 2025



Huon Valley Community Views, 2025

Insights briefing

Thank you!

home.id.com.au/community-views | views.id.com.au/huon-valley-council

community views

powered by
.id informed
decisions