

Gippsland's Views, 2024

Views report



community views | [views.id](https://views.id.com.au)

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<https://views.id.com.au/gippslands-views>

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GIPPSLAND REGION

Local Area Overview

About Gippsland

Gippsland - traditionally home to the Gunaikurnai people - is a sprawling region in south-eastern Victoria, stretching from the outer eastern suburbs of Melbourne, around Pakenham, all the way east to the border of New South Wales near the town of Mallacoota.

The landscape is diverse: you'll find rich farmland, lush rainforests, sandy beaches along the Bass Strait, and the mountain ranges of the Great Dividing Range, including sections of the Victorian Alps.

Major towns include Warragul, Traralgon, Sale, and Bairnsdale, with smaller coastal towns like Lakes Entrance popular for their beach access.

Gippsland is divided into six local government areas: Bass Coast, Baw Baw, South Gippsland, Latrobe City, Wellington, and East Gippsland, each offering unique scenery and communities.

This mix of coastlines, forests, and hills makes Gippsland both scenic and varied, attracting residents and visitors who enjoy nature and outdoor activities.

Home to over 300,000 Victorians, .id's independent population forecast predicts that Gippsland will grow by around 70,000 people by 2046. The region's current median age is 46, notably higher than the Australian median of 38; while this median age is expected to stay stable in Gippsland's western areas, it will increase significantly in the East as older residents age in place and younger people move away in search of economic opportunities. Gippsland's size contributes to a wide range of social advantage and disadvantage, with towns like Morwell, Moe, and Newborough ranking among Victoria's more disadvantaged local areas. The region also has a relatively high rate of chronic illness and co-morbidities, which is partially linked to its older age profile. Economically, .id's independent local area economic modeling indicates a positive trend in Gross Regional Product, particularly in the Baw Baw and Bass Coast LGAs, while health care and social assistance remain Gippsland's largest employment sectors; however, upcoming renewable energy transition projects will bring significant investment and a broader skill base to the region in the near future.

GIPPSLAND'S VIEWS

About Community Views for Gippsland Region

About Community Views

Community Views uses a survey based approach to bring a credible resident voice to local area decision making.

Our standard questions cover a diverse range of topics including community values, experiences, local area liveability and future needs, health, wellbeing and financial circumstances, climate change, local area concerns and ideas to improve quality of life. Clients are also welcome to ask custom questions.

The survey data is analysed and published on our leading online platform, [views.id](#), which is supported by insights reporting, workshops, videos and on-demand assistance.

Together, Community Views and [views.id](#) provide councils and other organisations with a deep and representative understanding of their community's views to inform, monitor and evaluate strategic planning and advocacy.

Community Views is delivered in partnership with leading social research consultancy, Ipsos Public Affairs.

About Gippsland's Views

In 2024, Gippsland conducted their survey which was collected in September, returning a sample of $n=1,829$ completed surveys.

Beyond the standard questions, Gippsland's Views also collected attitudes to energy transition, digital connectivity and the future of Gippsland.

While the insights and data from Gippsland's Views will form a set of baseline metrics against each of the stated outcomes for the Latrobe Valley Authority's [Gippsland 2035](#) policy, it will also help inform, monitor and evaluate a diverse portfolio of planning and advocacy initiatives across the Region.

Gippsland residents views are compared against Australia, Rural and Regional Australian, Victorian and Greater Melbourne benchmarks collected as part of .id's annual Living in Australia survey.

Reports, insights and data derived from Gippsland's Views is available on views.id.com.au/gippslands-views/

GIPPSLAND'S VIEWS

This report contains four key insights

1

While Gippsland's Overall local area liveability may be slightly lower than contemporary benchmarks, the Community has a clear set of priorities around what needs to happen to advance quality of life.

2

Community values, experiences, local area liveability and future needs differ across Gippsland's six local government areas.

3

Investing in critical role of social infrastructure will advance quality of life across Gippsland, especially improving the provision of 'high quality health services' and 'high quality education opportunities'.

4

The Community's Views on climate change and energy transition are diverse, and influenced by place, life stage and demography.

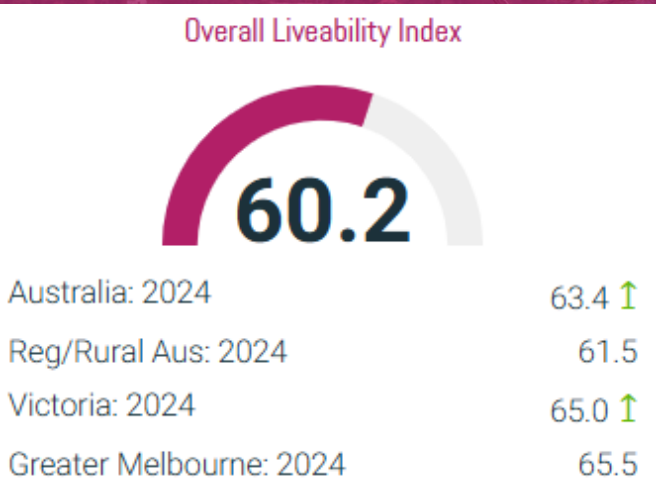
While Gippsland’s Overall local area liveability may be slightly lower than contemporary benchmarks, the Community has a clear set of priorities around what needs to happen to advance quality of life.

Overall Liveability across Gippsland was 60.2/100, below the 2024 benchmark for Australia (63.4), Regional and Rural Australia (61.5), Victoria (65.0) and Greater Melbourne (65.5).

Gippsland residents identified ‘feeling safe’, ‘access to the natural environment’, ‘high quality health services’, ‘affordable decent housing’, ‘a strong sense of community’ and ‘good job prospects’ as the six items that contribute most towards making somewhere a good place to live.

While the community placed considerable stock on ‘feeling safe’, ‘high quality health services’ and ‘good job prospects’, their collective experiences of those items where they live was relatively poor, with residents rating their local area significantly lower on each in comparison to Australian benchmarks.

This combination of high importance and relatively poor local area experiences is the main contributor to Gippsland’s lower levels of overall local area liveability.



When compared with the average Australian across all the items that contribute to local area liveability, Gippsland residents reported poorer local area experiences for 10 of the 16 attributes offered in the community values and experiences portion of the survey in comparison to the average Australian.

What could be done to improve the quality of life for people in your local area?

Attracting employment opportunities to the area. Providing health and support services to those with long term mental health struggles or addiction. Providing services to guide people into constructive and productive pursuits rather than substance abuse and crime.

41 | Male | Latrobe

What's driving Quality of Life across Gippsland?

Mapping the 16 liveability attributes

By combining the community's values - what they believe makes somewhere a good place to live - with their local area experiences - how they experience those items where they live - we can clearly identify community priorities regarding which specific attributes are areas of relative strength (greater importance, better local area experiences) and relative weakness (greater importance, worse local area experiences).

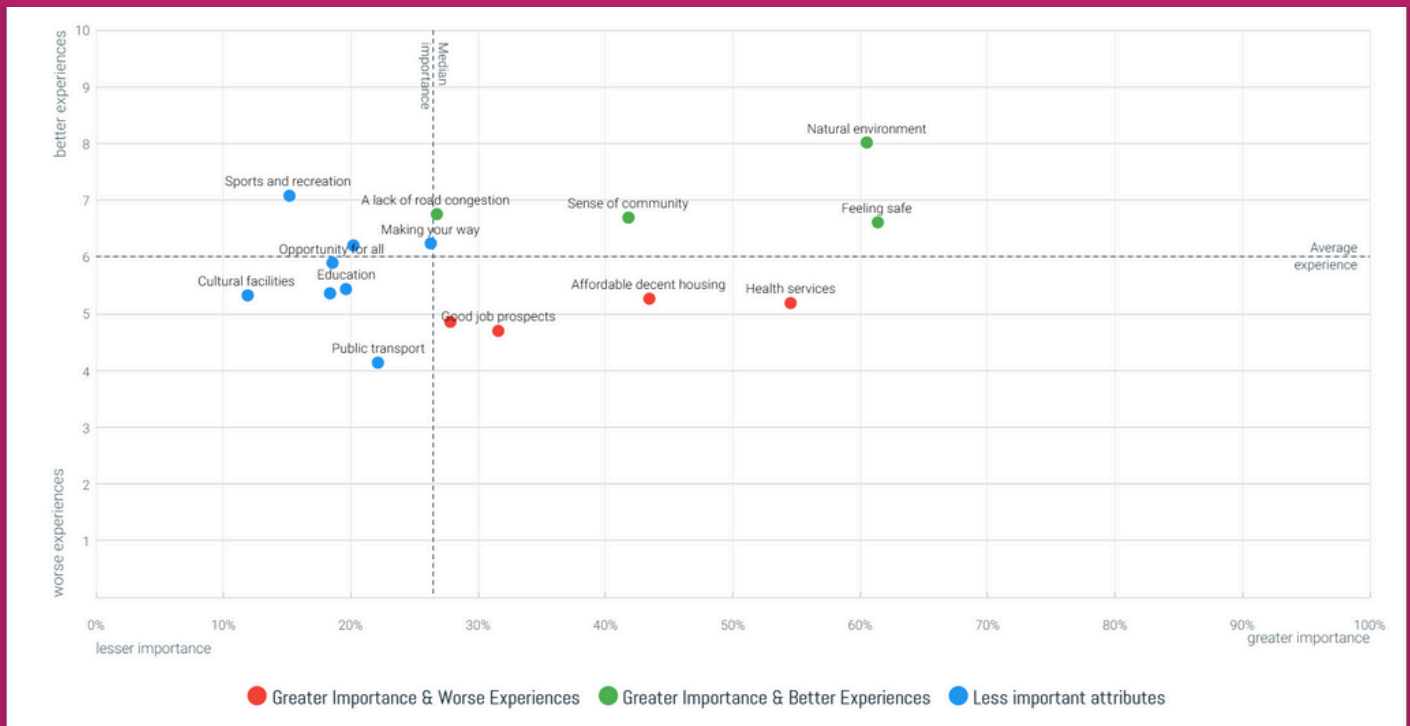
Attributes of high importance and above average in terms of local area experiences (i.e. **areas of strength**) include:

- 'feeling safe'
- 'access to the natural environment'
- 'a sense of community'
- 'a lack of road congestion'

Attributes of high importance and below average in terms of local area experiences (i.e. **areas of relative weakness**) include:

- 'high quality health services'
- 'affordable decent housing'
- 'good job prospects'
- 'shopping, leisure and dining'

Gippsland's Views - Values and Experiences Matrix

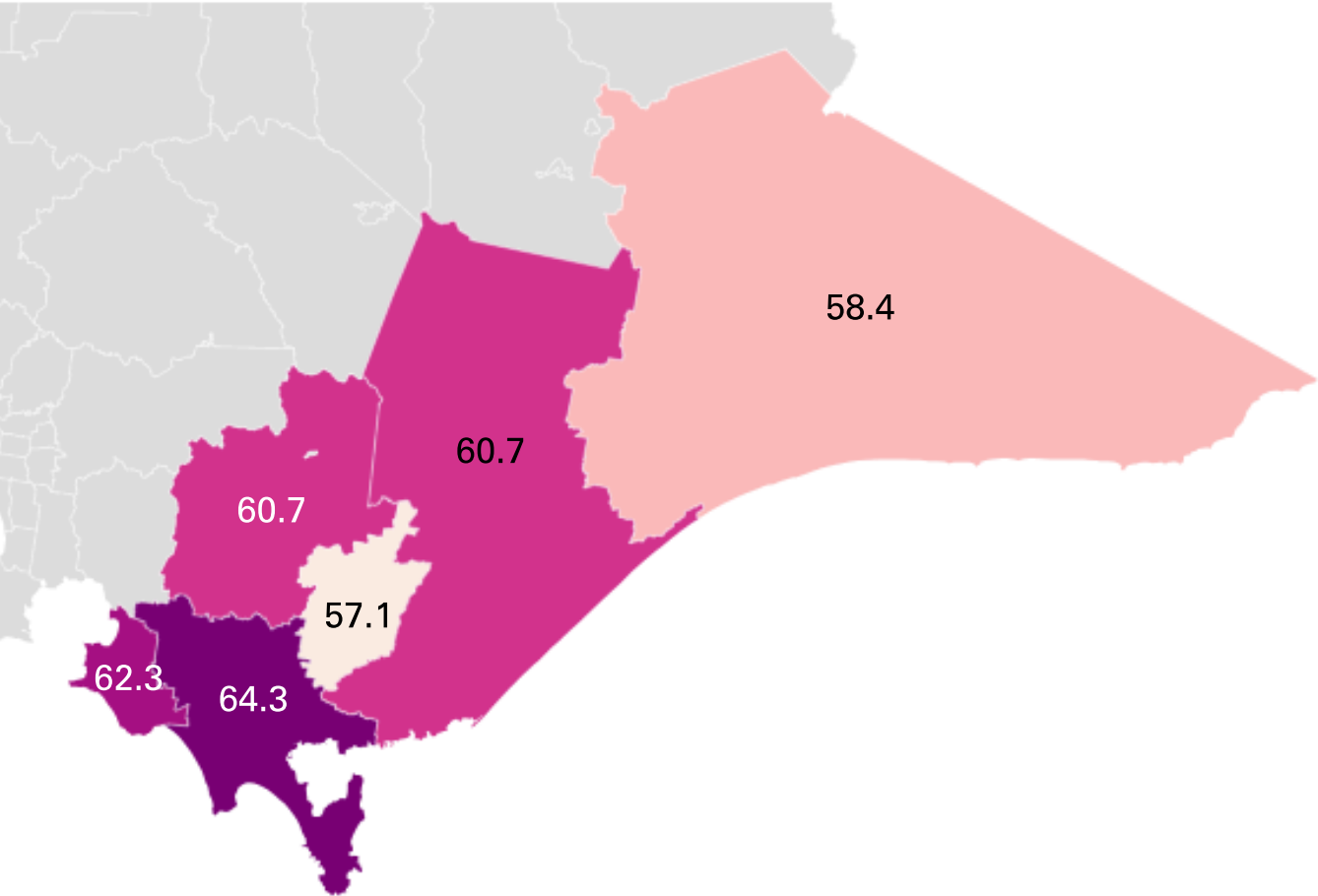
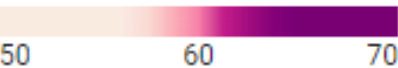


How community values, experiences, local area liveability and future needs manifest spatially across Gippsland...

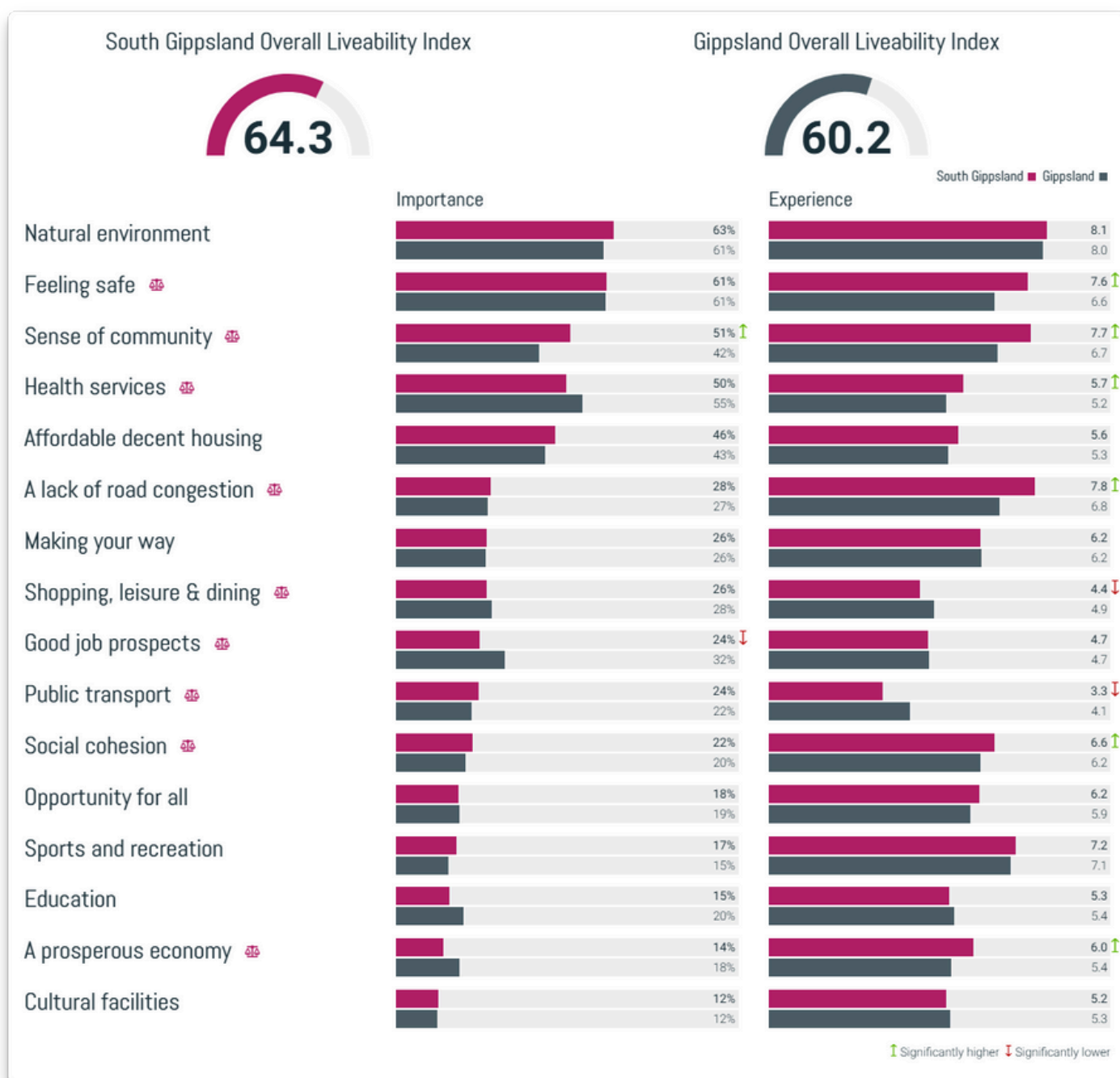
While there were many common themes across the Gippsland region, each local government area also has a distinctly unique set of values, experiences and priorities regarding what needs to change to advance quality of life.

Gippsland's Views - 2024

Overall Liveability Index

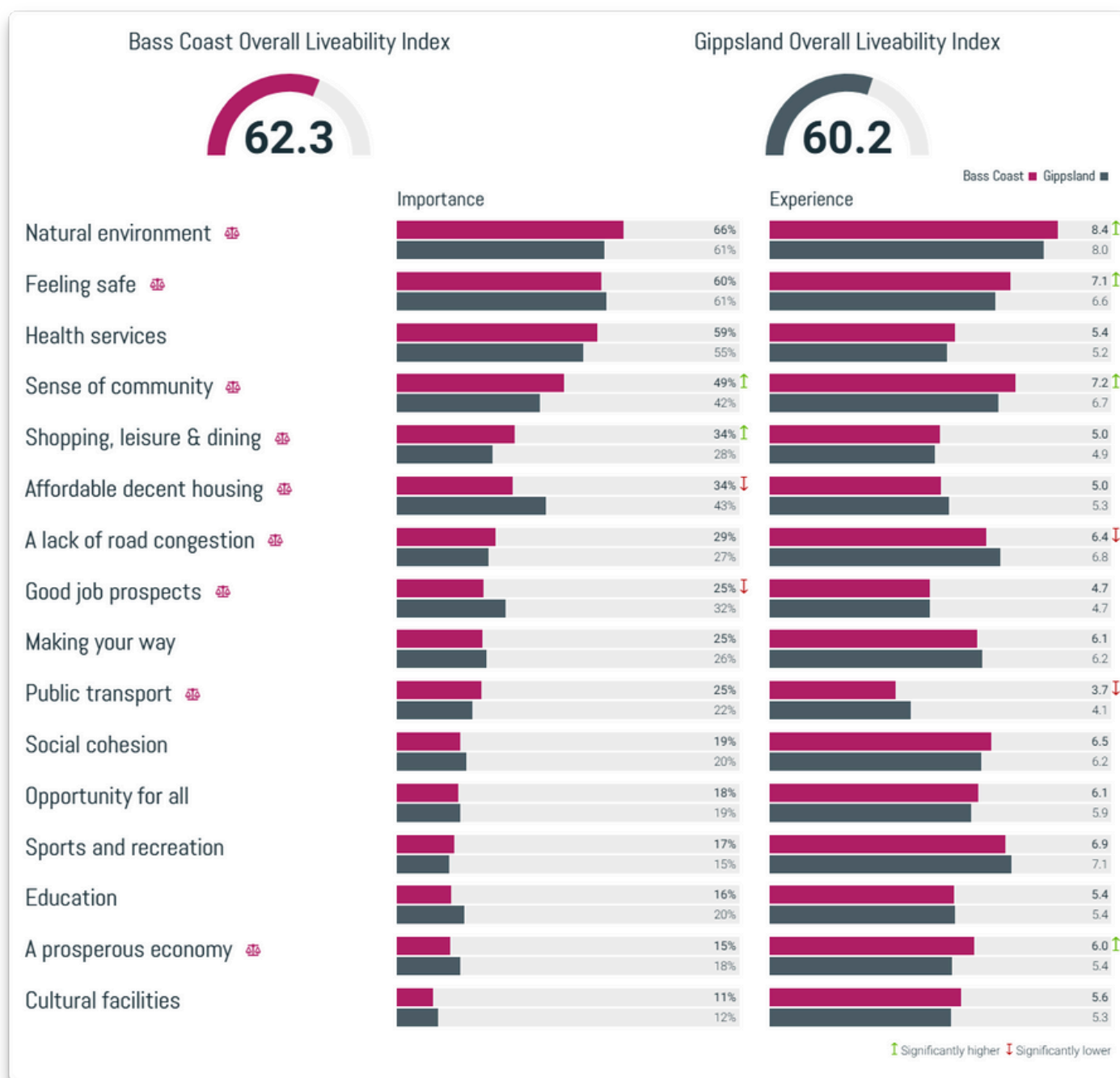


In the South Gippsland LGA, the Overall Liveability was 64.3 out of a possible 100. High importance is placed on natural environment (63%), feeling safe (61%) and a strong sense of community (51%) with very positive experiences for each (8.1, 7.6 and 7.7).



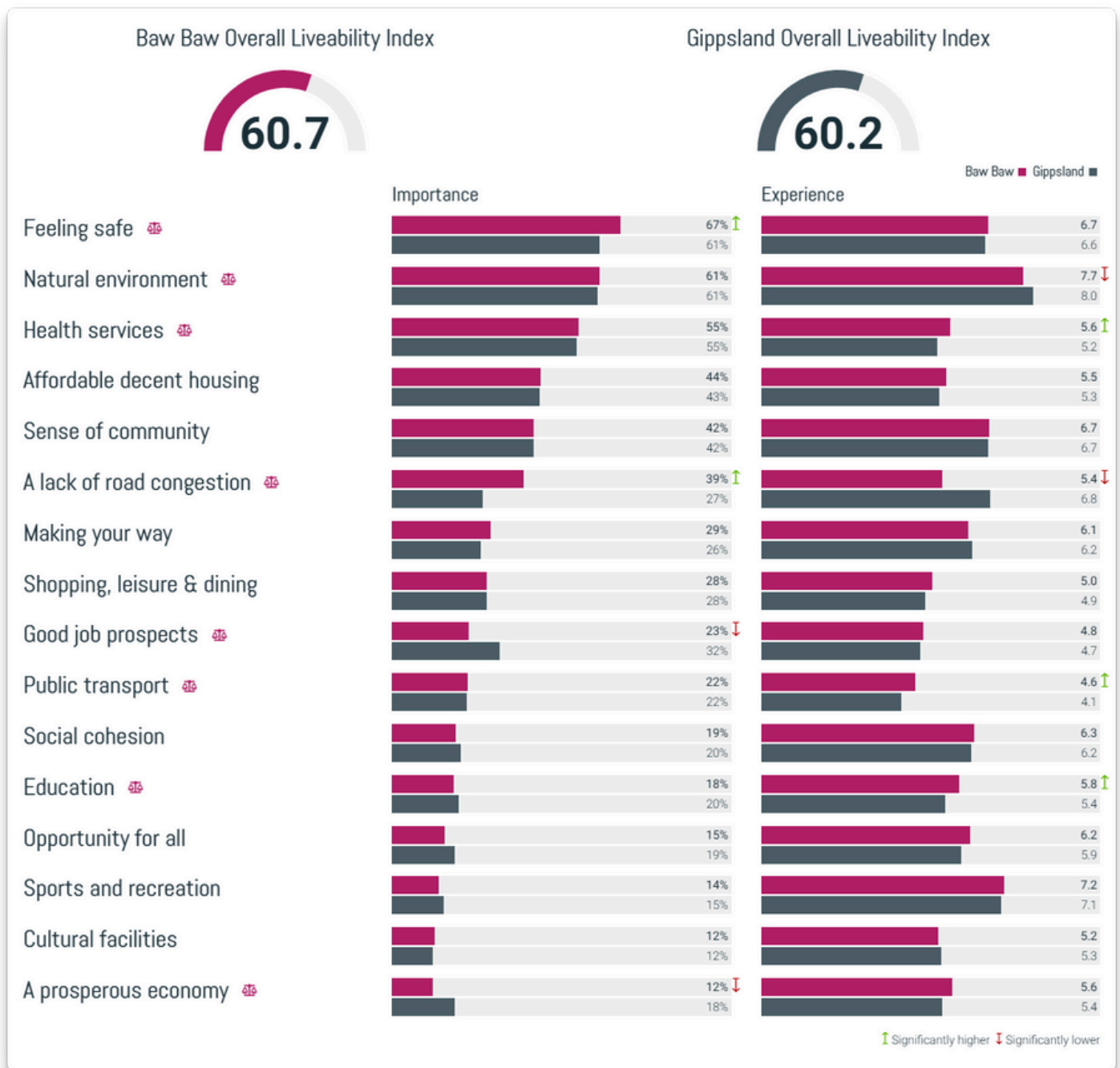
https://views.id.com.au/gippslands-views/local_area/SOUTH-GIPPSLAND

In the Bass Coast LGA, the Overall Liveability was 62.3 out of a possible 100. The community places a high value on natural environment (66%) and feeling safe (60%), and reports strong local area experiences for both (8.4 and 7.2). While high quality health services (59%, 5.6) and affordable decent housing (34%, 5.4) represent areas for improvement, a strong sense of community (49%, 7.2) contributes positively to quality of life.



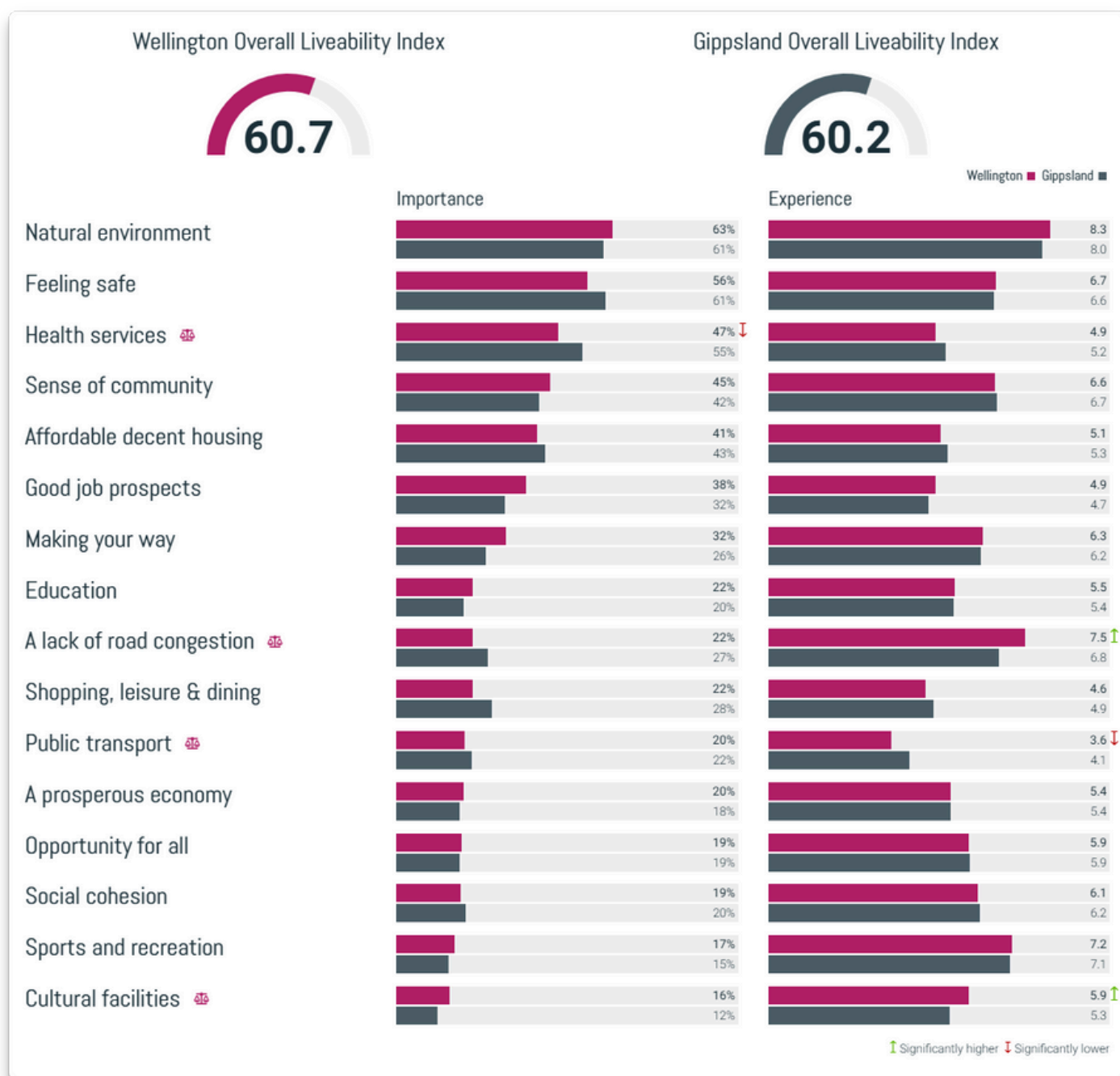
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In the Baw Baw LGA, the Overall Liveability was 60.7 out of a possible 100. Feeling safe (67%) and access to the natural environment (61%) are important and relatively positively experienced (6.7 and 7.7). Poorer experiences for health services (5.6) and affordable decent housing (5.5) represent opportunities to advance quality of life.



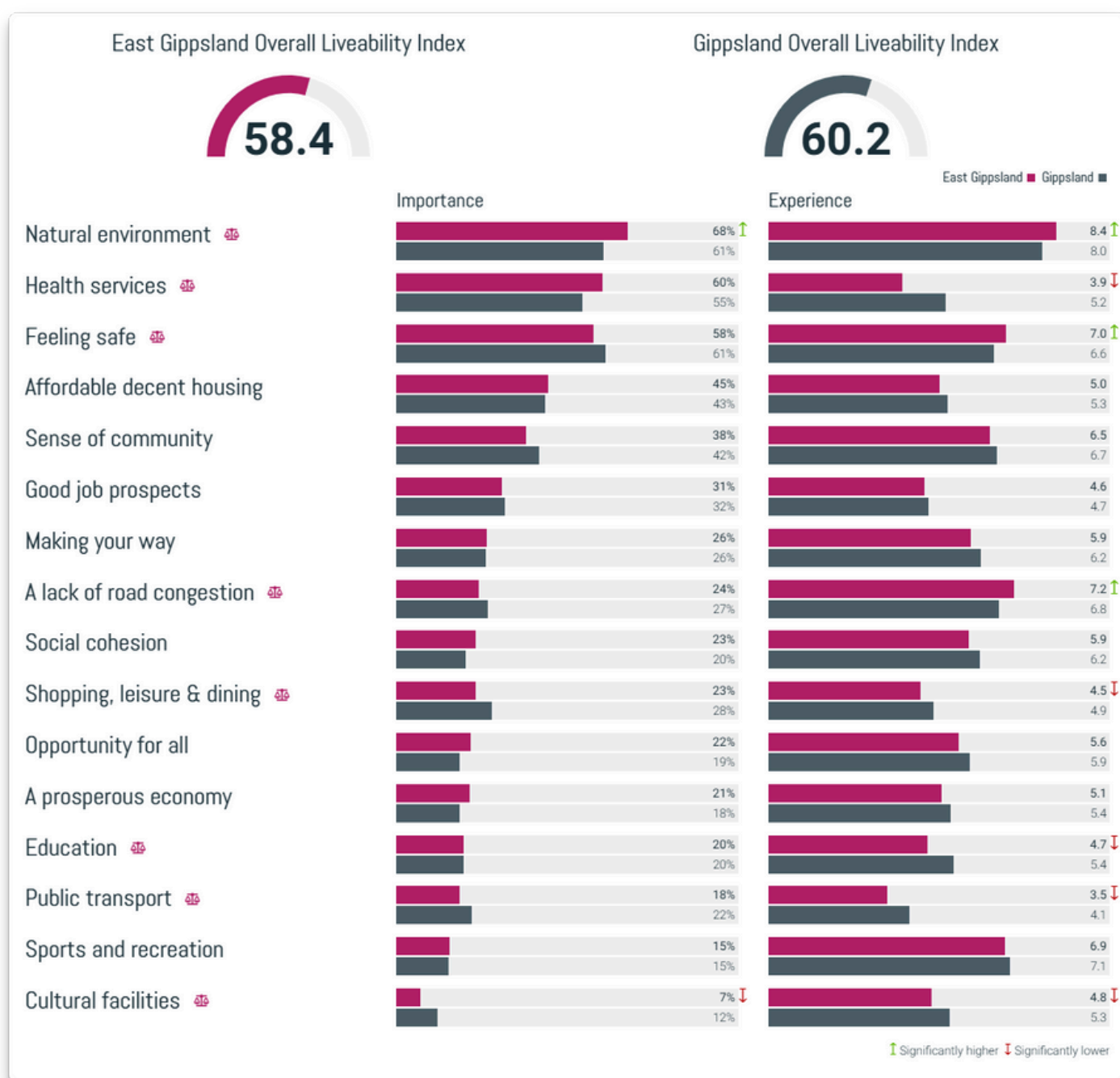
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In the Wellington LGA, the Overall Liveability was 60.7 out of a possible 100. Access to the natural environment (63%) and feeling safe (56%) are important to this community and relatively positively experienced (8.3, 6.7). High value placed on health services (47%) and affordable decent housing (41%) coupled with poor local area experiences (4.9 and 5.1) highlight the priorities to advance quality of life.



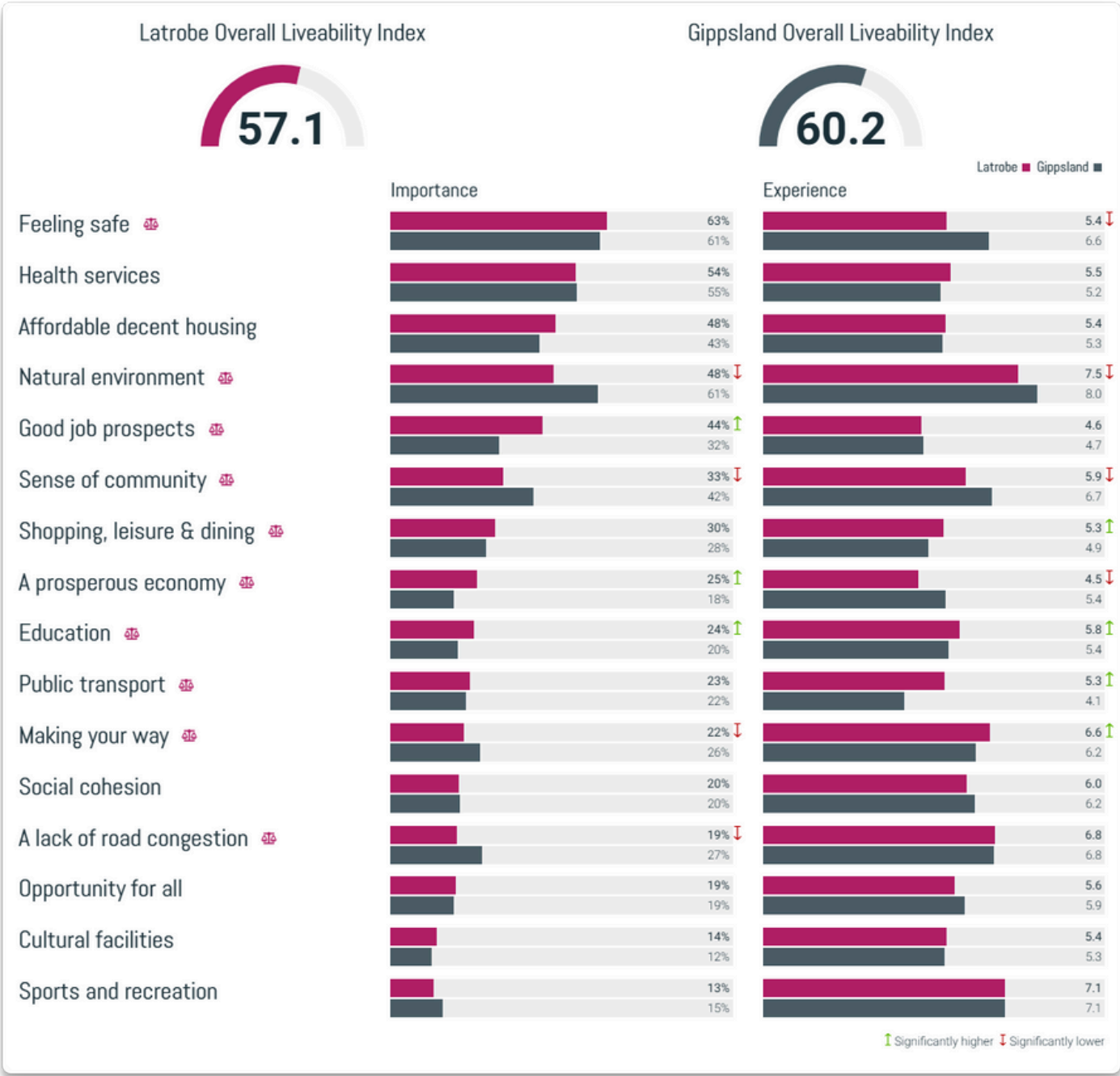
https://views.id.com.au/gippslands-views/local_area/WELLINGTON

In the East Gippsland LGA, the Overall Liveability was 58.4 out of a possible 100. Access to the natural environment (68%) and feeling safe (58%) are valued and positively experienced (8.4, 7.0). High quality health services (60%, 3.9) and affordable decent housing (45%, 5.0) are highly valued and quite poorly experienced - constraining local area liveability.



https://views.id.com.au/gippslands-views/local_area/EAST-GIPPSLAND

In the Latrobe LGA, the Overall Liveability was 57.1 out of a possible 100. Despite feeling safe (63%) and high quality health services (54%) being of high importance to this community, residents local area experiences for these items was quite poor (5.4, 5.5). These factors, and others including the community's views on economic prosperity and job prospects are placing downward pressure on local area quality of life.



The critical role of social infrastructure in advancing quality of life across Gippsland

Social infrastructure is comprised of the facilities, spaces, services and networks that support the quality of life and wellbeing of communities (Infrastructure Australia)

Access to high-quality health services and education opportunities is essential for both individual and community well-being, resilience, productivity, and innovation.

While education promotes lifelong learning, skill development, and economic opportunities, access to health services ensures people live healthier, more fulfilling lives. Both are critical to every stage of life and significantly contribute to local economies, both directly and indirectly.

Views on ‘high quality health services’

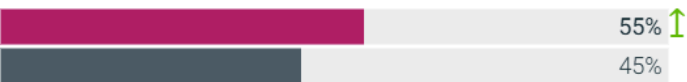
In Gippsland, residents placed high importance on health services but reported poor local experiences. Specifically, 55% of residents identified ‘high quality health services’ as one of the top five factors making an area a good place to live, ranking it 3rd in importance. However, local experiences with health services averaged only 5.2 out of 10, making it the 13th most positively experienced feature. This discrepancy is even more pronounced when compared to national figures, where Australians rated health services 4th in importance (45%) and gave a higher average experience score of 6.5/10.

The stark gap between the value Gippsland residents place on health services and their actual experiences represents an opportunity. Instead of seeing this as a failure, it highlights the potential for targeted investment in health infrastructure, which could not only boost the local economy but also improve quality of life over the medium to long term.

In different areas across Gippsland, the perception of health services varies. For example, East Gippsland residents rated health services the most important (60%) but gave it the lowest experience score (3.9/10). In contrast, South Gippsland residents rated their experience higher at 5.7/10.

Health services

Importance



Experience



Gippsland ■ Australia: 2024 ■

The critical role of social infrastructure in advancing quality of life across Gippsland

Social infrastructure is comprised of the facilities, spaces, services and networks that support the quality of life and wellbeing of communities (Infrastructure Australia)

Views on ‘high quality education opportunities’

While ‘high quality education opportunities’ weren’t seen as critical to liveability in Gippsland, local experiences with education mirrored the issues with health services, scoring significantly below Australian benchmarks.

Twenty percent of Gippsland residents identified high-quality education as important, ranking it 12th overall for liveability. However, the local experience score of 5.4/10, while consistent with the national average in terms of value, was much lower than Australian benchmarks (Australia = 6.7/10, Regional/Rural Australia = 5.9/10, Victoria = 6.8/10, Greater Melbourne = 7.1/10).

In particular, residents in the Latrobe local government area placed higher value on education and reported better experiences compared to the rest of Gippsland.



What could be done to improve the quality of life for people in your local area?

Investment in more free facilities that target both physical and social health and wellbeing. Access to public transport. Greater access to healthcare services.

19 | Female | South Gippsland

Education

Importance



Experience



Gippsland ■ Australia: 2024 ■



What could be done to improve the quality of life for people in your local area?

Improved job prospects Fostering a culture of pride in our community Support to disenfranchised youth in undertaking education & trades apprenticeships Regeneration of the disused open cut mines.

58 | Female | Latrobe

The Community's Views on climate change and energy transition are diverse, and influenced by place, life stage and demography.

87% of Gippslanders believe in climate change, which is slightly lower than Australian (91%), Victorian (92%) and Greater Melbourne (95%) and subtly higher than Regional and Rural Australia (86%) averages.

While most Gippsland residents believe in climate change, their views on its causes are varied. 39% attribute it primarily to human activities, 30% believe it's caused by a mix of human and natural factors, and 11% think it's due to natural causes alone. Another 7% believe in climate change but are unsure of the cause.

Although belief in climate change across Gippsland aligns with national trends, fewer residents directly associate it with human activities compared to Australian benchmarks.

This pattern is not unique to Gippsland. Our data consistently shows that residents living closer to cities are more likely to believe human activities are the primary cause of climate change, compared to those in suburban, regional, or rural areas.

Beyond geography, demographics also play a role in shaping climate change beliefs. In Gippsland, younger residents (ages 18 to 34) are more likely to strongly believe in climate change and attribute it to human activities than older generations.

Climate Change

Belief in Climate Change



What could be done to improve the quality of life for people in your local area?

Significant action on climate change that brings about new business and jobs and elicits hope for the future.

59 | Not answered | Bass Coast

Social and affordable housing. Improved transport system. Social education regarding racial acceptance, science and reality of climate change.

78 | Female | Wellington

Allow forestry and mining industries to prosper. Come down harder in repeat offenders. Stop building renewables in our forests!!!

53 | Female | Latrobe

To what extent is climate change impacting local communities across Gippsland, and what ideas do the community have about how to best respond?

While Gippsland residents are more likely than the average Australian to believe that their local area is being affected by climate change (50% vs 45%), fewer feel they are personally experiencing its effects (37% vs 44%). This reflects how place influences views on climate change. Generally, people in rural and regional areas are more likely to perceive climate change impacts on their community rather than on themselves personally, whereas in metropolitan areas, the reverse is often true.

Across Gippsland, 61% of Bass Coast residents believe their area is already feeling the effects of climate change, the highest across the regions. In South Gippsland and East Gippsland, half of the residents (50%) reported their local areas are already feeling climate change impacts.

% who believe local area is currently feeling effects of climate change

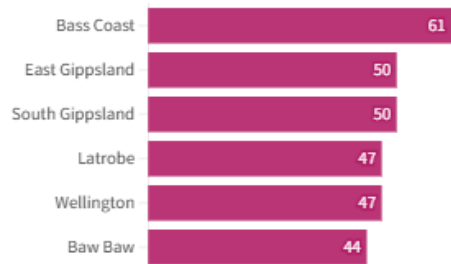


When asked to nominate the best ways to address the effects of climate change in their local area, Gippsland residents' ideas were broadly aligned with national views on many measures, there are some notable differences, especially in areas like pollution reduction and sustainable transport options.

Specifically, Protecting and enhancing local biodiversity was the top priority for both Gippslanders (63%) and Australians (64%), followed by 'educating residents on sustainable living' (57%, 58%) and 'adopting renewable energy sources' (53%, 55%).

While the majority of Gippslanders were supportive of adopting renewable energy sources, the community's views were more tepid when it came to hosting and creating renewable energy.

% who believe local area is currently feeling effects of climate change



A Community Split: Gippsland's transition to renewables and its relationship with the environment and economy

When asked to consider the specific benefits and concerns associated with Gippsland's transition from fossil fuels to renewable energy sources across a ten-year time horizon, residents cited many benefits, including improved community health (54%), natural environment benefits (53%) and job creation (51%), and several drawbacks, including more expensive power (55%), job losses (49%) and impacts on wildlife and environment (49%).

Environmental benefits and drawbacks

The community sees both positive and negative environmental impacts. On the positive side, many expect benefits like cleaner air, healthier ecosystems, and reduced pollution. However, there is also significant concern about the impacts of renewable infrastructure on wildlife and the visual landscape. The recycling of renewable materials is a specific concern, reflecting awareness of the environmental lifecycle of renewable technologies.

Economic benefits and drawbacks

There's a notable divide here. While job creation and transitioning fossil fuel jobs to renewable sectors are seen as positives, there's still a strong concern about potential job losses and increased energy costs. This suggests that while some community members see economic opportunities, others fear economic instability and increased living expenses due to the transition.

Overall, the data indicates both optimism and caution within the community. While there's an appreciation for potential environmental and economic benefits, these are tempered by concerns over economic costs, job security, and environmental side effects associated with renewable energy infrastructure. Importantly, these tensions reflect your community's core beliefs ('access to the natural environment') and priorities to advance quality of life ('good job prospects').



Gippsland's Views Views Report

Please visit views.id.com.au/gippslands-views for additional insights, resources and data.



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