

Living in Wingecaribee, 2023

Insights briefing



Daniel Evans and Jacquie Norton | .id - informed decisions
dan@id.com.au | 0407 502 887 | views.id.com.au
views.id.com.au/wingecaribee

community views



powered by
.id informed
decisions

The .id digital platform for Wingecarribee Council...

What do residents believe needs to happen to advance quality of life?

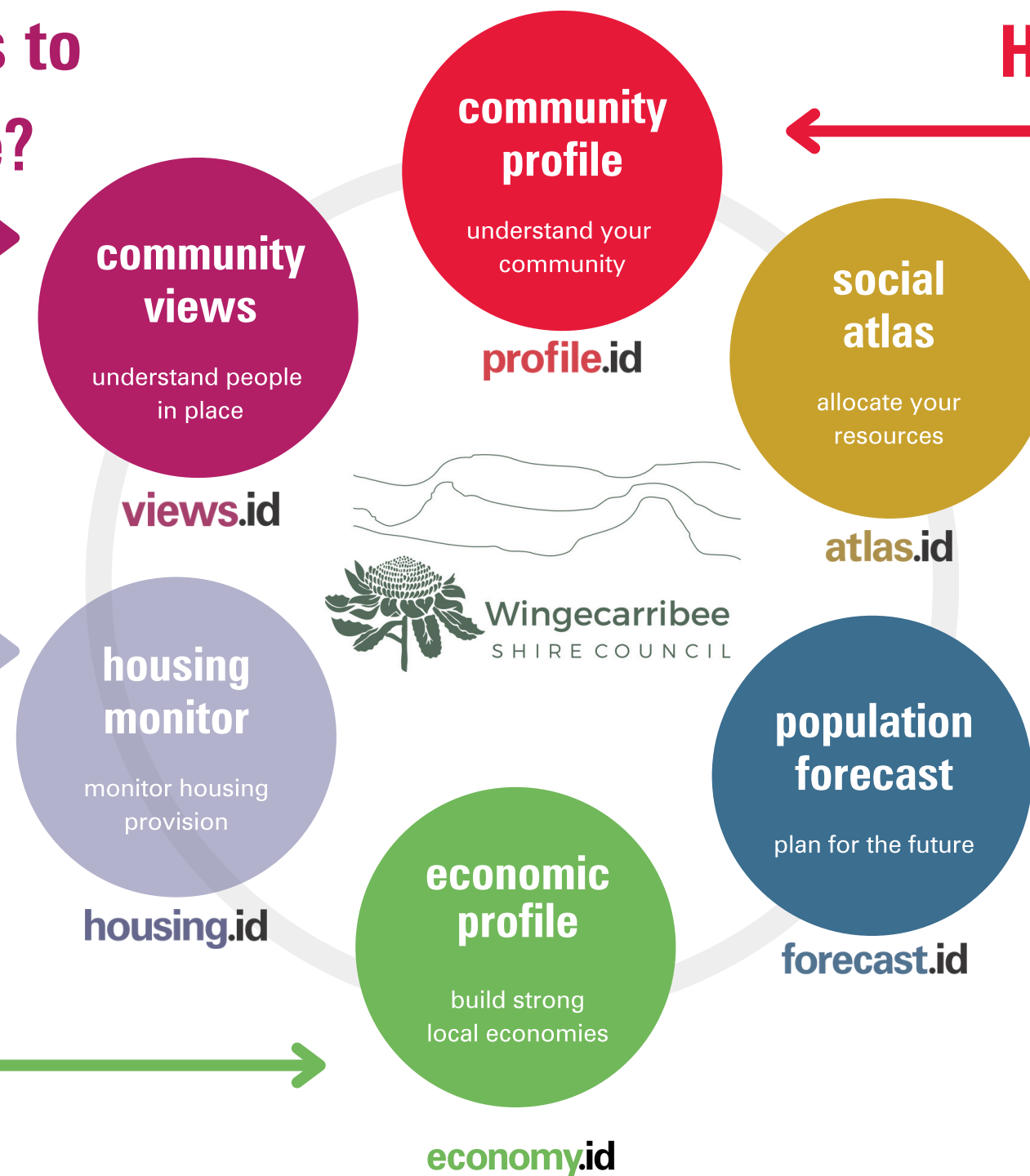
Is housing affordability impacting your community?

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

How is your community changing?

Which areas are most disadvantaged?

What level of demand do you need to plan for?



About Wingecaribee Shire...



What do we already know about Wingecaribee?



More than 53,000 people live there.



Population is forecast to be >65,000 by 2041.



With a median age of 48 years.



Greatest growth from those aged 80+ years.



90% separate dwellings.



Forecast stability in HH occupation and size (around 2.4).



43% of homes are fully owned.



Lower proportion of rental stock relative to Regional NSW.



A strong and expanding economy.



Construction the largest employer.

But what is it like to live across Wingecarribee?

An independent, robust and repeatable community survey that seeks to understand and advance quality of life across Australia's local areas.



Uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs.



Also measures health and wellbeing, financial circumstances, local area concerns, climate change and ideas for improving quality of life.



Contextualises community views spatially, through demography and according to life-stage.



Custom questions to inform local strategy and advocacy.



Living in Wingecarribee

How many people did you survey?

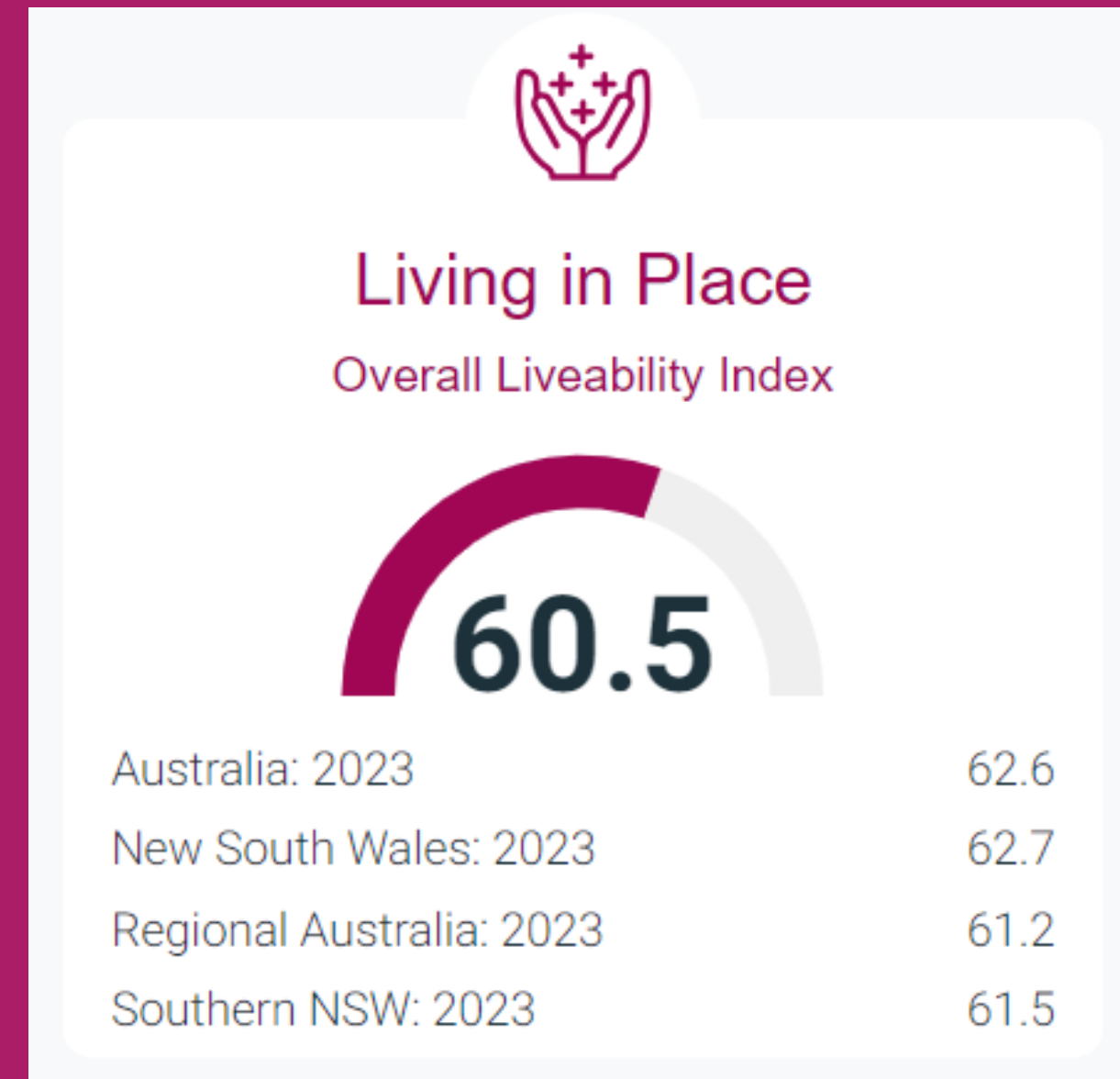
The survey was administered in December 2023 and January 2024, returning a sample of n=964 completed surveys (800 via .id social media advertising, 164 via Council distribution):

- Bowral and Surrounds (n=180)
- Moss Vale and Surrounds (n=155)
- Mittagong District and Surrounds (n=172)
- Other Towns and Villages (n=457)

The data was cleaned and weighted by age and gender to reflect the population characteristics.

WSC results are compared with the following benchmarks, informed by .id's annual Living in Australia (2023) survey:

- Australia
- Regional Australia
- New South Wales
- Southern NSW

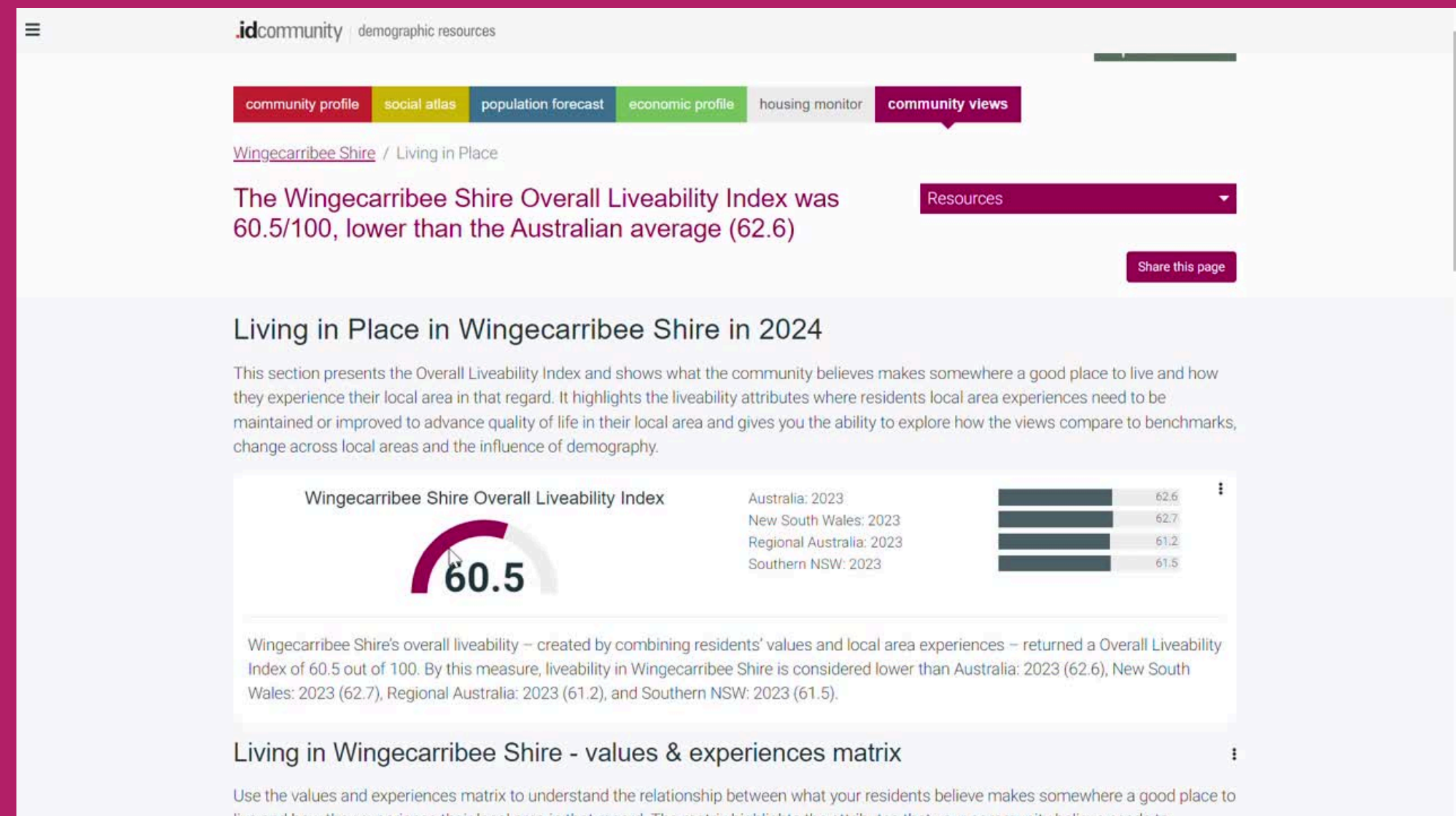


Living in Wingecarribee

How do you analyse and report the data?

The insights and data are provided across four complementary platforms.

- ✓ views.id enables you to explore and analyse the results for your Council area and compare to benchmarks.
- ✓ The Insights workshop launches the Community Views insights to Council and acts as a views.id on-boarding opportunity.
- ✓ The Views report and Insights video communicate the insights in an engaging manner.
- ✓ Ongoing support to help Council continue to represent its community's views in decision making.



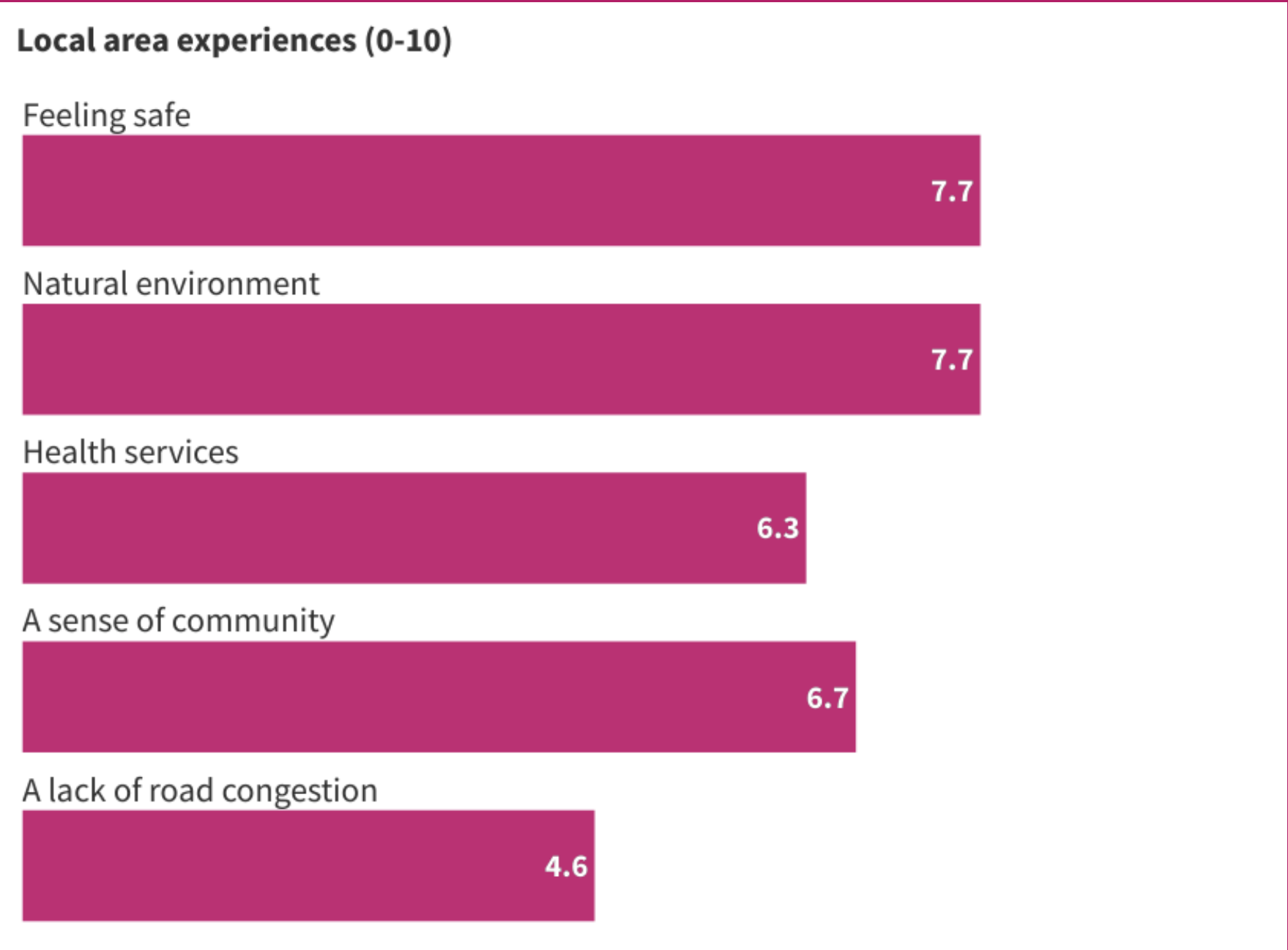
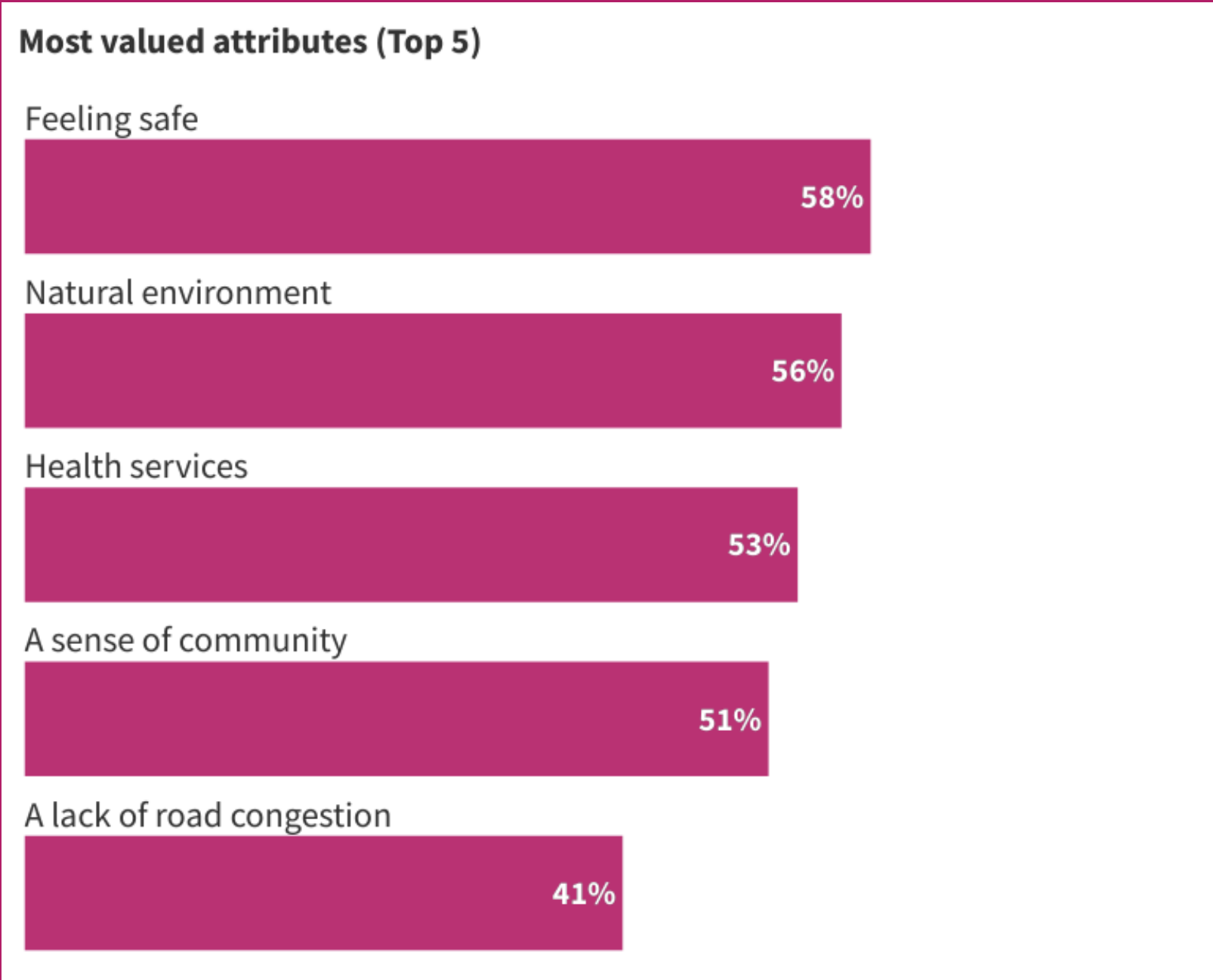


Living in Wingecarribee

Five Key Insights

INSIGHT 1:

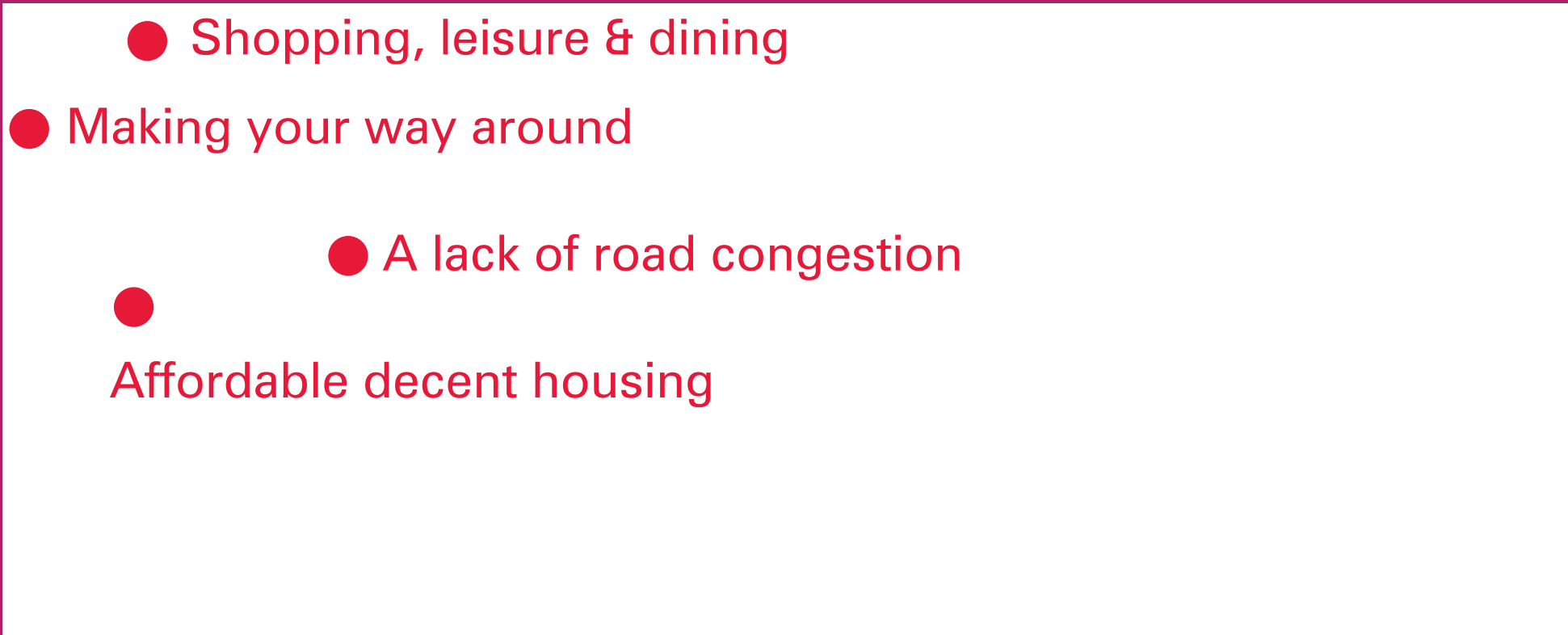
Liveability in Wingecaribee is influenced by perceptions of safety, access to the natural environment, quality of health services, a sense of community and level of road congestion.



Values and experiences matrix (8 most valued attributes)

Lesser importance, better experiences

Greater importance, better experiences



Lesser importance, worse experiences

Greater importance, worse experiences

Overall Liveability Index

Wingecarribee



Australia



Regional Australia



New South Wales



Southern NSW



INSIGHT 2:

Safety, natural environment, health services and a sense of community are considered key strengths of the region.

'Feeling safe' experiences (0-10)

Wingecarribee



Regional Australia



'Natural environment' experiences (0-10)

Wingecarribee



Regional Australia



'Health services' experiences (0-10)

Wingecarribee



Regional Australia



'Sense of community' experiences (0-10)

Wingecarribee



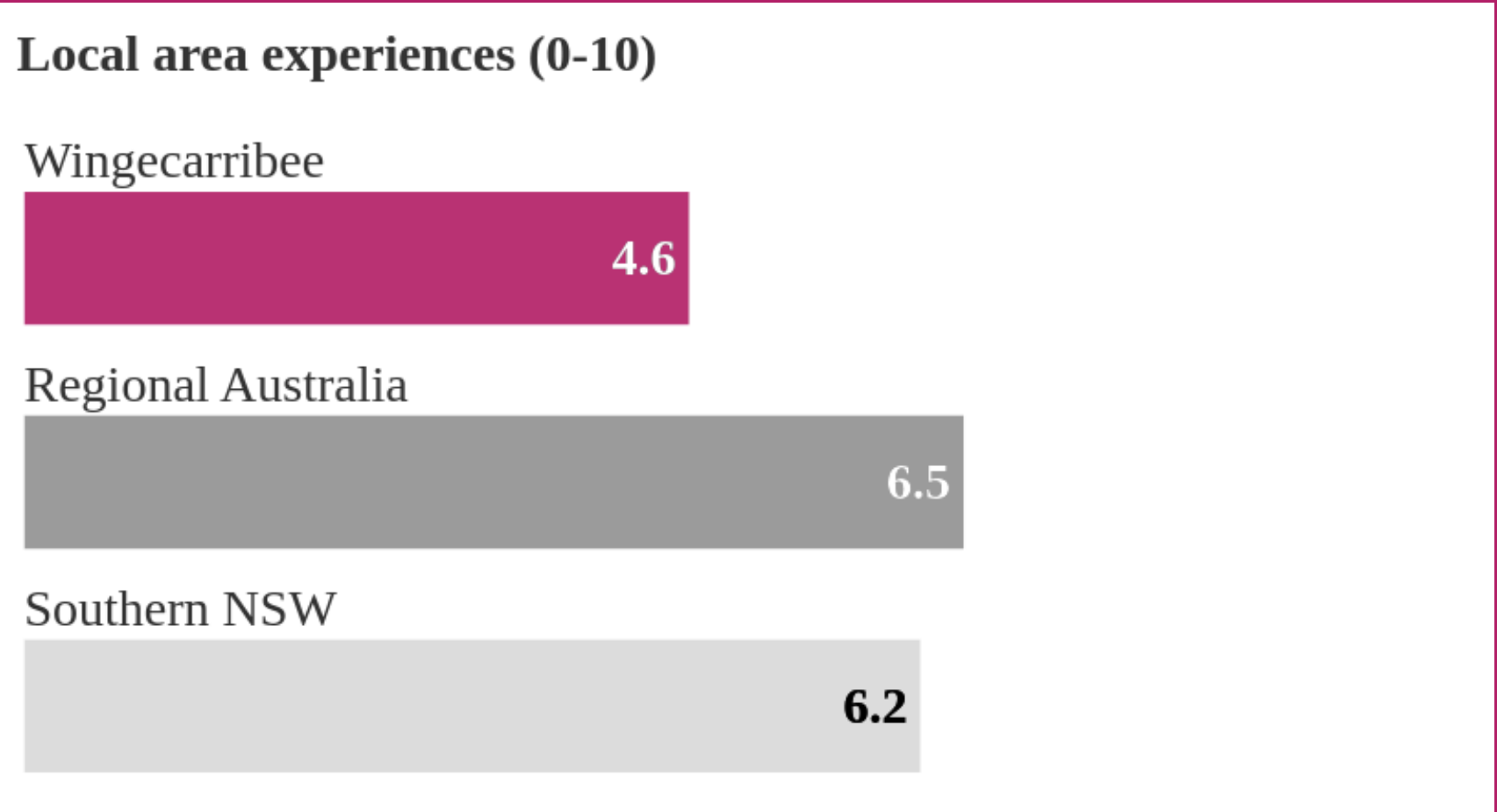
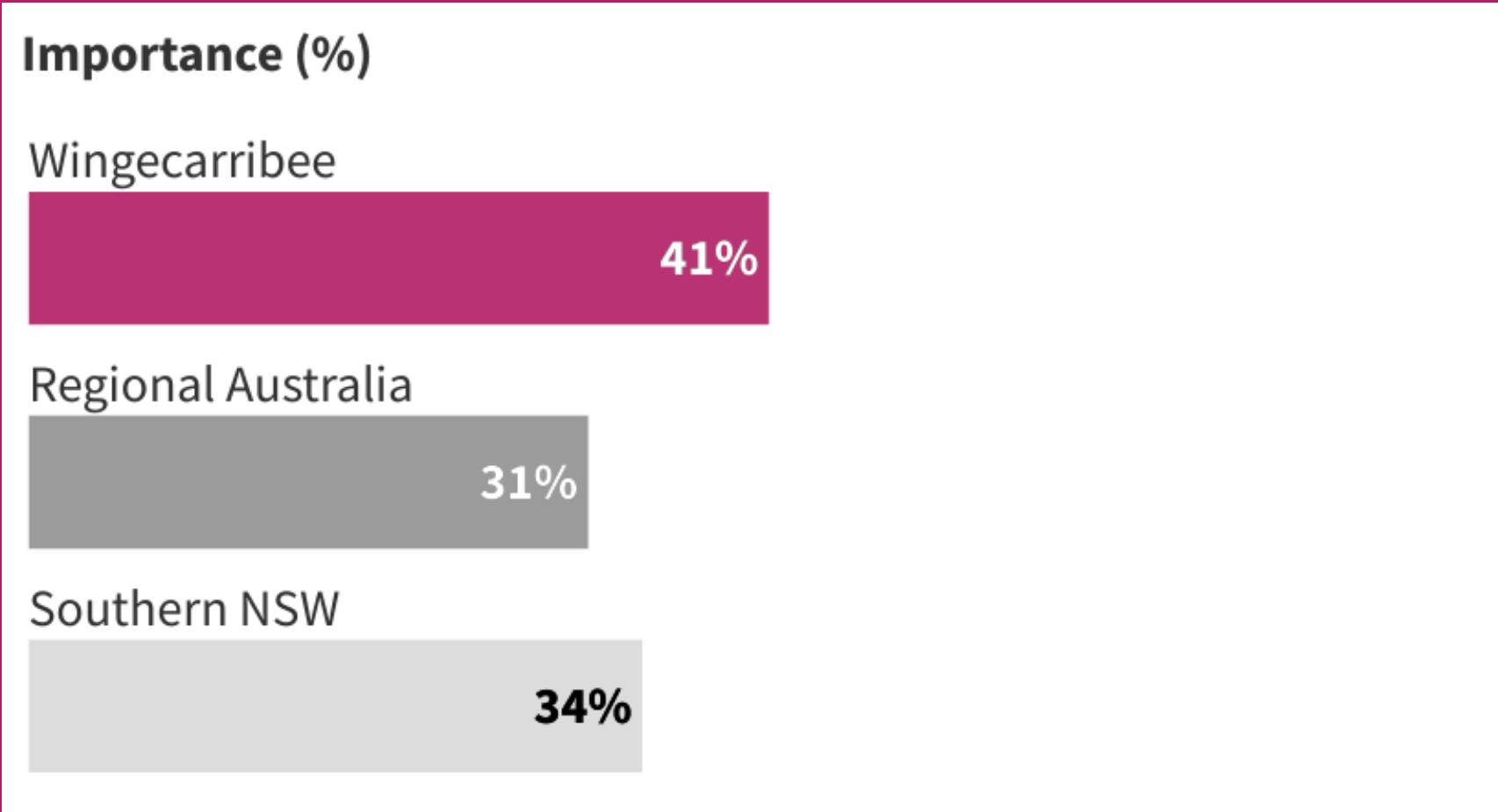
Regional Australia



INSIGHT 3:

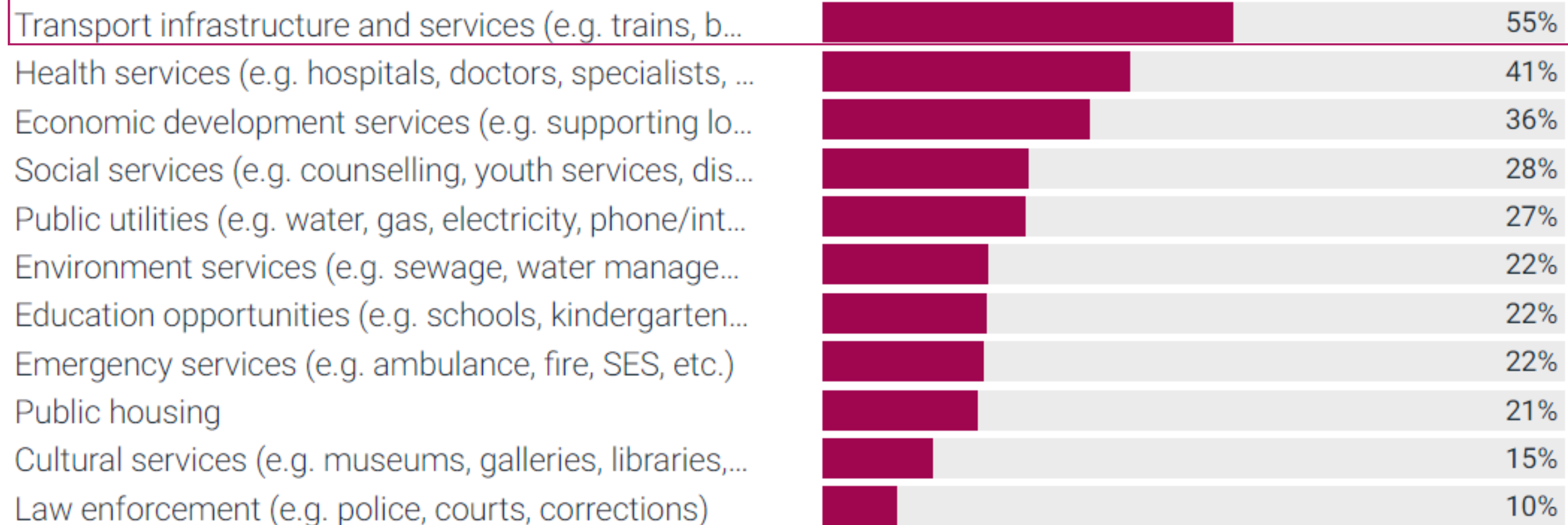
Experiences with road congestion are putting downward pressure on overall liveability.

A lack of road congestion



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

Wingecarribee Shire 2024



INSIGHT 4:

The ability to access 'affordable decent housing' is a key issue for young Wingecarribee residents and renters.

In Wingecarribee, 'affordable decent housing' is identified as the

7th most important

attribute for residents overall.

(33% value it in their top 5)

Housing tenure, 2021



Source: Australian Bureau of Statistics, Census of Population and Housing, 2021 (Enumerated data). Compiled and presented in profile.id by .id (informed decisions).

INSIGHT 4:

The ability to access 'affordable decent housing' is a key issue for young Wingecarribee residents and renters.

Affordable decent housing

Importance (%)

Wingecarribee (total)



Home owners (outright)



Home owners (mortgage)



Renters



18-34 years



35-59 years



60+ years



Affordable decent housing

Local area experiences (0-10)

Wingecarribee (total)



Home owners (outright)



Home owners (mortgage)



Renters



18-34 years



35-59 years



60+ years



INSIGHT 5:

There are a range of liveability perceptions spatially across Wingecaribee to consider in strategic planning.

Overall Liveability Index by Area

Wingecaribee Shire

60.5

Bowral

61.7

Mittagong District

59.4

Moss Vale

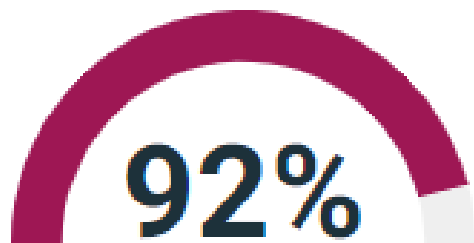
58.3

Other

61.5

Attitudes to climate change

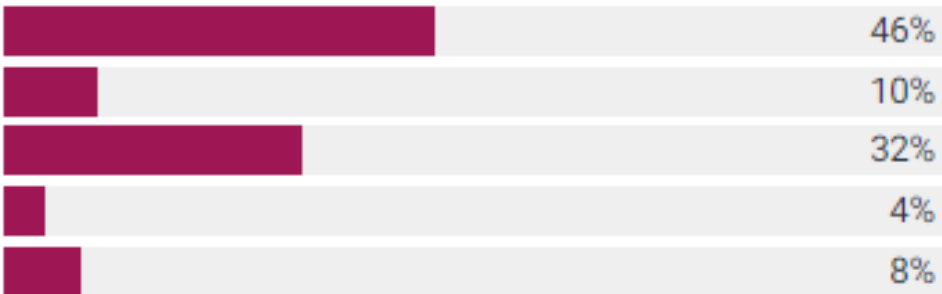
Wingecarribee Shire Belief in Climate Change



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

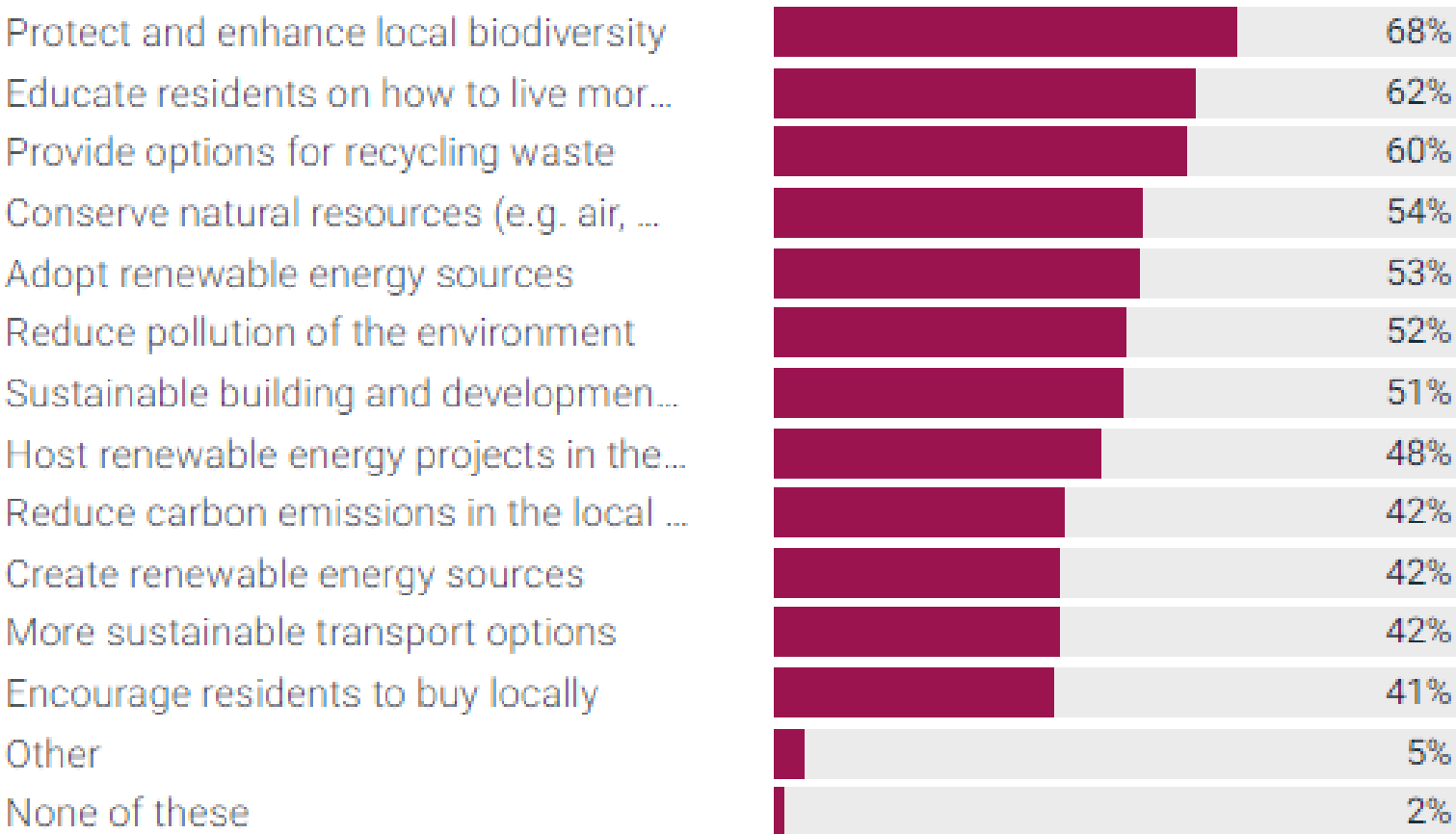
- It's happening - caused entirely or mostly by human ...
- It's happening - caused equally by human activities a...
- It's happening - caused entirely or mostly by natural ...
- It's happening - not sure what is causing it
- Do not believe climate change is happening

Wingecarribee Shire 2024



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

Wingecarribee Shire 2024



Living in Wingecaribee | Report and Support

What happens now?



Launch the Living in Wingecaribee insights and views.id platform at Council (further Insights workshops).

Provide ongoing support to help Council associate these views with WSC's planning and advocacy agenda.

Wingecaribee 2041 - Plan on a Page

Our Vision "In 2041 we will be a healthy and productive community, learning and living in harmony, proud of our heritage and nurturing our environment."



Living in Wingecaribee, 2023

Insights briefing

Daniel Evans and Jacquie Norton | .id - informed decisions
dan@id.com.au | 0407 502 887 | views.id.com.au
views.id.com.au/wingecaribee

community views



powered by
.id informed
decisions