

# Scottsdale's Demographic Destiny

## Demographic Aspirations

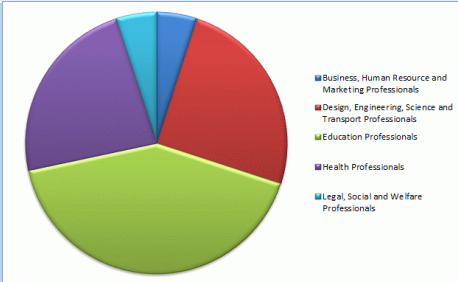
- Attracting more entrepreneurs to the town
- Retaining the demographic and economic identity of Scottsdale
- Harnessing skills of new residents to contribute to community transformation
- Leverage tourism opportunities to provide local jobs and grow population

## Demographic Apprehensions

- Young adults having fewer post-school opportunities because of economic change
- Increasing economic and social distance between longer term residents and new arrivals
- Family breakdown as men move away to find work
- Professionals who work in the community do not live in the community

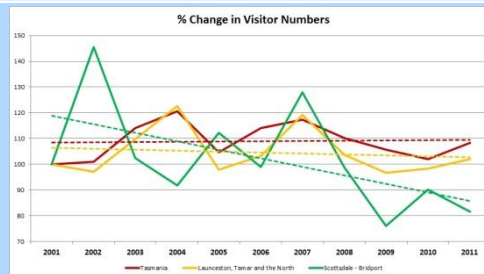
## What has been happening so far? Important trends from 2001-2011

### Professionals commuting in to the region



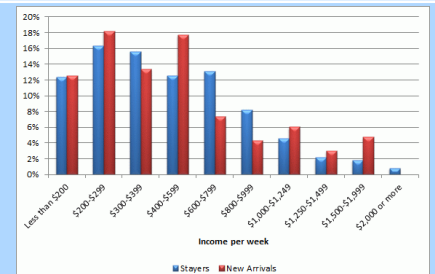
In 2011, there were 319 professionals working in the Dorset Local Government Area. About 60 of these (20%) lived outside of the region, mostly in Launceston. The largest proportion of non-resident professionals were education professionals.

### Tourism potential



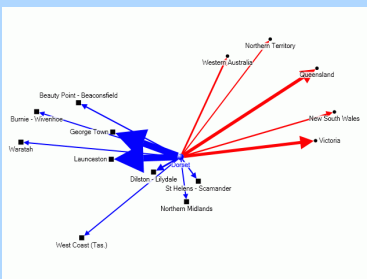
While tourism has become an increasingly important economic activity across Tasmania, with a 10% rise in tourist numbers since 2001, there has been quite a substantial decline in tourism in the Scottsdale-Bridport region of about 20% over that same time.

### Economic contribution of new residents



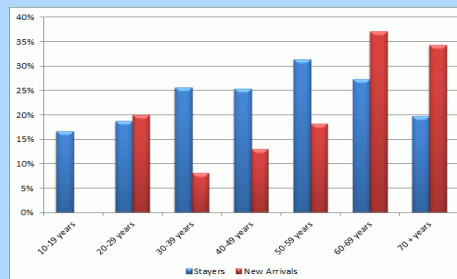
Overall, new residents (arrived since 2006) had a similar weekly income to those who had lived in town for the period, but the income distribution of new residents was relatively polarised – with higher numbers on lower incomes and higher numbers on higher incomes.

### Dorset LGA men working outside of the Council area



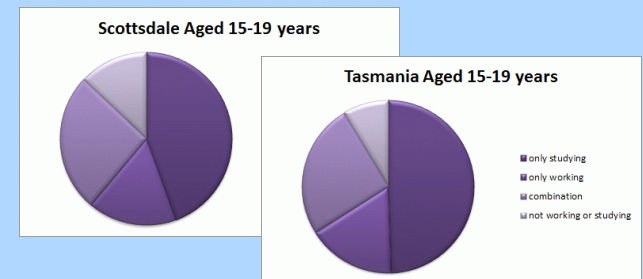
About 80% of Dorset workers worked in various locations in the Council area at the 2011 Census, but there were nearly 150 who worked in other locations. Most of these (115) were men. The most common places of work were George Town and Launceston, but some also worked on the mainland. Many of these workers were in the manufacturing or agricultural industries (about 20% each), or in construction or transport (about 10% each).

### Percentage of new arrivals doing volunteer work



The extent to which new arrivals perform volunteer work is a strong indicator of the extent to which new people engage in the positive social capital of a place. Younger new arrivals to Scottsdale were generally less likely than longer term residents to perform volunteer work according to the 2011 Census, but new arrivals aged over 60 years are much more likely than longer term residents to do so.

### Prospects for Scottsdale's youth



The graphs look at what young people aged 15-19 years were doing at the 2011 Census. About 45% of Scottsdale's youth were studying but not working, and a further 25% were studying and working. About 13% were not working or studying. Across Tasmania, a higher proportion of youth were studying only (50%) and a lower proportion were neither studying or working (8%).

## What are the Prospects?

Our ability to understand Scottsdale's demographic destiny will be helped by understanding **Tasmanian**, **national**, and **international** trends relating to the demographic aspirations and apprehensions. Critical issues appear to include population ageing (international), the challenges facing manufacturing and agricultural industries (national), and the opportunities to attract new businesses to town (Tasmania).

### INTERNATIONAL

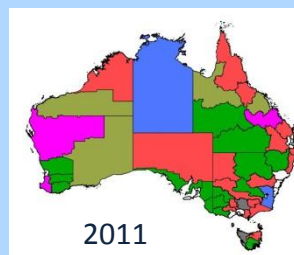
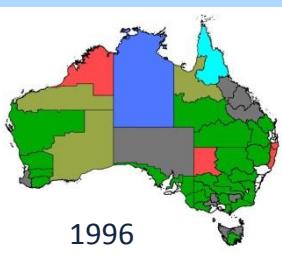
#### KEYS TO ATTRACTING 'THE YOUNG OLD'



- A preferred place to live for health and active pre/post retirees has -
- Natural amenity (preferably related to water)
  - An amenable climate
  - Access to infrastructure (transport and health)
  - Core activities to engage in (especially for men)
  - PLUs ("People Like Us") – other people of similar age/ status
  - Opportunities for investment (good return on housing investment, small business opportunities)

### NATIONAL

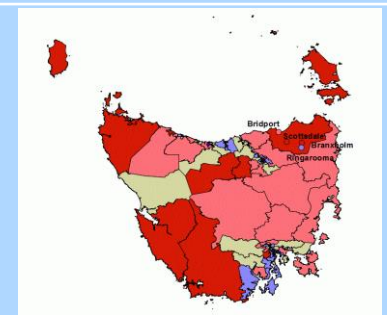
#### TRANSITIONING ECONOMIES?



The period 1996 through 2011 presented many challenges to traditional agricultural and manufacturing economies across Australia with periods of severe drought and impacts of globalisation. Some rural economies made the transition from an agricultural base (green) or manufacturing base (pink) to service sector base (grey). The north-east of Tasmania was one of these transitioning economies. In general, regions which become over-reliant on public service activity (especially health and aged care services) struggle to sustain population growth.

### TASMANIA

#### WHERE ENTREPRENEURS ARE MIGRATING TO



The Dorset region attracted 69 new business owners between 2006 and 2011. The map compares how successful regions across Tasmania were at attracting business owners. Red represents relatively poor performance, yellow is about average, and blue is above average. On average, new business owners were about 25% of the business community. In Dorset, they were just 12% of the business community. In Scottsdale, just 4%. The more successful regions were in Hobart, Devonport and Launceston and their immediately adjacent regions.

## Acknowledgements and Contacts

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The poster is based on data from the Australian Bureau of Statistics (Census of Population and Housing 1996-2011) and the National and International Visitor Survey (data extracted by Dr Doris Carson). Insights into 'aspirations' and 'apprehensions' have emerged from research work in Scottsdale led by Jen Cleary from the University of South Australia ([jen.cleary@unisa.edu.au](mailto:jen.cleary@unisa.edu.au)).

More information about 'transitioning economies' across Australia is available at [http://crawford.anu.edu.au/public\\_policy\\_community/content/doc/ANIPP%200057%20-%20%20CarsonPatchwork%20-%20v3.2.pdf](http://crawford.anu.edu.au/public_policy_community/content/doc/ANIPP%200057%20-%20%20CarsonPatchwork%20-%20v3.2.pdf)

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