

# Diversity among coastal towns

## Coastal town characteristics<sup>1</sup>



## The 'Sea Change' debate

Some analysts have labelled people who have recently moved to the coast as 'sea changers' conjuring up images of people wishing to escape the metropolitan rat race. Others have emphasised the importance of economic factors such as employment growth.<sup>2</sup> Examination of Victoria's coastal towns indicates that composition and growth patterns are varied.

## Economic success stories

While some towns have seen strong population growth through retirement migration, others, such as those around the Surf Coast have experienced growth across all age groups. As population has increased unemployment levels have dropped considerably through either local jobs growth or because of the proximity of large employment centres like Geelong. There is also growth in part-time residents who may divide their time between a city location and a coastal retreat or part-time commuters who may work from home for part of the week and travel to city offices at other times.

## Constructing a typology

Using data from the ABS Census, demographic and economic indicators were chosen to reflect the different types of towns along Victoria's coast. Because Geelong, Warrnambool and Portland are larger cities these were excluded from the analysis.

## Criteria for town categories<sup>1</sup>

	TOWN CATEGORIES				
	Economic success and grey growth	Economic success and family growth	Economic challenges	Grey growth and economic challenges	Ageing with slow growth
Population growth, 1996-2001	above average	above average	above average	above average	below average
% aged 0-17, 2001		above average			below average
% aged 25-59, 2001	above average	above average	below average		
% aged 60 and over, 2001	above average		above average	above average	above average
% in highest income group, 1996-2001	increasing	increasing			
% in lowest income group, 1996-2001			increasing	increasing	increasing
Unemployment rate, 2001	below average	below average			
% employed in business & property services, 2001	above average	above average			
% employed in health, comm'y & pers. services, 2001	above average	above average			
% employed in tourism related services, 2001	above average	above average			
% employed in professional occupations, 2001	above average	above average			
	At least 5		At least 3		At least 2
	Number of green box criteria that need to be met				

## NOTES:

- Blue boxes are required indicators, green boxes indicate that a minimum no. of criteria (specified at bottom of column) need to be met.
- Not all coastal towns will appear on the map - only those that meet the listed criteria
- Large coastal cities (Geelong, Warrnambool, Portland) are excluded from this analysis