



## South Gippsland Regional Profile Released

Council has released a new document that provides an overview of the South Gippsland region, including a snapshot of the priorities of our community, the things that are valued, and the opportunities for improvement.

The Regional Profile was developed by analysing external data sources such as the ABS Census Data, Forecast.id population forecasting and Crime Statistics Victoria, as well as comprehensive community feedback.

To collect feedback from local residents, 21 in-depth interviews were conducted (7 participants per ward) and 7,856 households were randomly selected to complete a Community Survey. An open access survey was also promoted online which gave residents who were not randomly selected a chance to share their views. Close to 2,000 survey responses were received providing a solid, and statistically reliable, sample size for each Council ward.

The Regional Profile provides valuable information for people considering relocating to South Gippsland and can be used to support Council and community planning, grant applications and advocacy projects.

Some of the topics covered in the Profile include:

- community views on the appeal of the region
- population change and the potential challenges
- sporting participation
- regional likes and dislikes
- incidents of alcohol, gambling and drug use
- preferred activities
- social connection

The regional profile was completed towards the end of last year, but its public release was delayed so that the most recent census data could be uploaded into the report. The report is now available at:

<https://www.southgippsland.vic.gov.au/regionalprofile>

**Quote attributable to Cr Nathan Hersey, Mayor South Gippsland Shire Council:**

*“The South Gippsland Regional Profile is a comprehensive piece of work that will be used regularly by Council. As Councillors it is essential that we understand as much as we can about our local community. Sometimes we hear strong statements from vocal people and it can be difficult to determine if what we hear is reflective of the community at large. Resources like the Regional Profile, provide us with some of the information we need to make informed decisions for the benefit of the South Gippsland community.”*

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