THE GREAT MIGRATION
LEAVING OUR CITIES FOR THE REGIONS

REGIONAL MIGRATION SURVEY
Part III: Understanding the current and latent entrepreneurialism of metro-regional movers

June 2022
ABOUT THE SURVEY

The Future of Work Lab’s survey of metro-regional migration was conducted between October-December 2021. The survey responses were collected through an anonymous survey link, using the Qualtrics survey tool. Over 500 responses were received, however, for data quality purposes this survey uses 416 unique data points.

The survey was designed to better understand the five dimensions of internal migration (intensity, who moves, when, where and why), and how these factors intersect with the way we work now and into the future. It should be noted that the report is only concerned with the movement of people from Australian cities to regional areas in Victoria. It does not consider other modes of internal migration such as regional to regional, or regional to city migration.

The regional classifications adopted in this report correspond to the Local Government Areas defined by the Victorian State Government.

This report is the third in the Future of Work Lab’s The Great Migration series. Copies of earlier reports be found here https://www.unimelb.edu.au/futureofwork#publications. Enquiries regarding the survey can be directed to the Future of Work Lab by contacting futureofwork-info@unimelb.edu.au.

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Cover image: Ballarat canola fields (courtesy of the City of Ballarat)
CONTENTS

EXECUTIVE SUMMARY ........................................................................................................................................... 4

1. CURRENT ENTREPRENEURIAL ACTIVITY ........................................................................................................ 5
   Businesses Established by Metro-Regional Movers ......................................................................................... 5
   CASE STUDY: GippsTech, Warragul, Victoria ............................................................................................... 7

2. FUTURE BUSINESS ORIENTATION ........................................................................................................... 8
   Openness to New Business Creation ............................................................................................................ 8
   Barriers to New Business Creation ............................................................................................................. 9
   Business Creation and Social Connectedness ............................................................................................... 12

3. ENTREPRENEURIAL CHARACTERISTICS .................................................................................................. 13
   An Entrepreneurial Mindset ......................................................................................................................... 13
   Engagement With Entrepreneurial Networks ............................................................................................... 14

4. TECHNOLOGY BEHAVIOURS ...................................................................................................................... 15
   New Technology Adoption ........................................................................................................................... 15

5. CONCLUSION .................................................................................................................................................. 17

6. DEMOGRAPHIC INFORMATION .................................................................................................................. 18

REFERENCES .................................................................................................................................................... 22

LIST OF FIGURES

Fig. 1: Regional location of established businesses .......................................................................................... 5
Fig. 2: Annual income of respondents with a regional business ......................................................................... 5
Fig. 3: Types of businesses established by metro-regional movers ................................................................... 6
Fig. 4: Size of business operated by metro-regional internal migrants ............................................................. 6
Fig. 5: Respondents’ level of interest in new business creation ......................................................................... 8
Fig. 6: Characteristics of respondents with an interest in new business creation ............................................ 8
Fig. 7: Some of the new business ideas proposed by metro-regional movers ................................................... 9
Fig. 8: Perceived barriers to new business creation ......................................................................................... 10
Fig. 9: ‘Fear of risk taking’ by employment type .............................................................................................. 10
Fig. 10: Respondents’ awareness of government grants .................................................................................. 11
Fig. 11: Relationship between business creation and social connectedness ..................................................... 12
Fig. 12: Percentage of respondents who consider themselves entrepreneurial .............................................. 13
Fig. 13: Respondents’ willingness to engage with entrepreneurial networks .................................................. 14
Fig. 14: Respondents’ new technology use and adaptation skills .................................................................... 15
Fig. 15: Respondents’ new technology adoption behaviours ............................................................................ 16
Fig. 16: Age of survey respondents ................................................................................................................ 18
Fig. 17: Gender of survey respondents .......................................................................................................... 18
Fig. 18: Annual income of survey respondents in the previous financial year ................................................ 19
Fig. 19: Survey respondents by occupational group ....................................................................................... 19
Fig. 20: Survey respondents by industry ....................................................................................................... 20
Fig. 21: Survey respondents by employment type .......................................................................................... 20
Fig. 22: Survey respondents by highest educational attainment .................................................................... 21
EXECUTIVE SUMMARY

Previous reports in The Great Migration series have focussed on the motivations, experiences, and working patterns of internal migrants who have relocated from metropolitan areas to regional Victoria. This report, entitled - Understanding the current and latent entrepreneurialism of metro-regional movers, explores how internal migrants might contribute to the economic wellbeing of the regions, specifically through the investment of their human capital in new business creation.

There is a well-established body of international research that has shown that the skills, knowledge, and experience associated with metro-regional movers can lead to increased innovation and entrepreneurship in rural and regional areas \(^1\). This can occur when internal migrants’ skills are deployed in local firms, through the exchange of knowledge with local communities, or through the creation of new businesses. This report focusses on the latter by investigating metro-regional movers’ openness to establishing new business ventures and the perceived challenges of doing so.

With respect to existing business ventures, the survey found that:

- 12% of working respondents had already created a new business in regional Victoria, with the majority of these being non-employing or sole traders (63%),
- 67% of existing businesses were services oriented and spanned sectors including: arts and design, professional services, healthcare and community services, technology, tourism and hospitality, and beauty and wellness,
- 76% of people who had established a business in the regions no longer had employment ties to the metro area,
- in line with national trends, over half of the respondents (51%) who had established businesses reported earning less than $60,000 p.a.

Respondents who did not already have their own business, were asked about their openness to creating a new venture in regional Victoria. The survey found that:

- 42% of respondents indicated that they had no interest in creating a new business, just over a third (34%) were possibly interested, and almost one in four people (24%) expressed a definite interest in starting a business regionally,
- people who were most interested in starting a new business were more likely to be 40-54 years old, degree qualified, and still have ties to a metro-employer (60%).

People were also asked about the perceived barriers to investing in a new business in regional Victoria. The survey results indicated that:

- the three most significant barriers to new business creation were: a lack of capital/finance (72%), a personal fear of risk-taking (67%), and uncertainty regarding market demand (67%),
- people who employed on a permanent basis were significantly more likely to consider ‘a personal fear of risk-taking’ as a barrier to new business creation,
- respondents who relocated to regional Victoria post-COVID were more likely to rate ‘uncertainty of market demand’ as highly significant than those who moved pre-COVID.

The survey also found that a majority of respondents with an interest in new business creation had very little knowledge of the government grants that may be available to them. 62% of respondents stated that they were not knowledgeable at all regarding business grant opportunities, while only 2% of respondents considered themselves to be extremely knowledgeable.

The relationship between social connection and business creation was highlighted by the finding that 68% of respondents agreed that feeling connected to their regional community was a factor in their decision to invest in a new business enterprise.

Respondents were also asked about whether they perceived themselves to be entrepreneurial and the degree to which they were interested in engaging with entrepreneurial networks. The survey found that:

- 45% of people identified as being an entrepreneurial person to some extent,
- people who had already established a business and/or were earning over $150,000 p.a. were significantly more likely to strongly identify as entrepreneurial,
- 56% of respondents expressed some level of interest in engaging with entrepreneurial networks in regional Victoria.

Finally, to explore the technological adeptness of metro-regional movers, respondents were asked general questions about their behaviours when it came to the adoption of new technology. Overall, the survey found that:

- respondents believed that their ability to use and adapt to new technology was higher than the typical Australian adult, with a majority of respondents (71%) rating themselves as far or somewhat above average,
- there was an overall skew towards people identifying as early technology adopters when compared to a normal population distribution, with 80% of respondents perceiving themselves to be either early adopters of technology or in the early majority category.
1. CURRENT ENTREPRENEURIAL ACTIVITY

BUSINESSES ESTABLISHED BY METRO-REGIONAL MOVERS

Previous data from The Great Migration series, has identified that the pandemic has seen an increase in younger, wealthier people migrating to regional and rural Victoria. Many people are taking advantage of the flexibility afforded by remote working, which has enabled them to retain their metro-based employment whilst enjoying the lifestyle benefits of regional living. However, some people have also started their own businesses since moving to the regions or have taken their existing business with them.

To help gain a clearer understanding of the existing levels of entrepreneurial activity of regional movers, survey respondents were asked to indicate whether they had established a business in regional Victoria. The survey found that 12% of working respondents had established a business. People with their own businesses were significantly more likely to have relocated to rural Victoria (65%), when compared to a regional city (22%), or a peri-urban region (13%).

Fig. 1: Regional location of established businesses (n=45)

76% of people who had established a business in the regions no longer had employment ties to the metro area, while just under a quarter of people (24%) were still connected to a metro employer in some capacity. This may be explained by business owners retaining metro-based clients after their relocation to regional Victoria, and/or people relying on additional sources of income from other forms of employment. The latter proposition is supported by the finding that people with their own businesses were significantly overrepresented in the lower income categories. 51% of people who had established a business in regional Victoria reported earning less than $60,000p.a. in the previous financial year, while a further 20% of people were earning between $60,000-$99,999p.a. Just under a quarter (24%) of people with a regionally based business were in the top two income categories.

Fig. 2: Annual income of respondents with a regional business (n=45)

The lower income figures are broadly in line with national averages which have found that 50% of business owners earn less than $52,000p.a.². It should also be noted that the restrictions associated with COVID-19 as well as natural disasters, may have also had some impact on business owners’ annual income, particularly for those respondents whose businesses were dependent on the visitor economy. The majority of established businesses (67%) were services-oriented and spanned the following sectors: accommodation, technology, arts and design, professional services, healthcare and community services, tourism and hospitality, and beauty and wellness. Only 7% of businesses were exclusively product focussed and these were in the domains of food, health, and the arts. 26% of respondents indicated that their established businesses had both a product and service component.
Respondents were also asked whether their existing businesses employed other people. The survey found that a majority of businesses were non-employing (63%), which is marginally lower than the Victorian average of 65%.

Over a third of respondents (37%) employed at least one other person. Of these businesses, the majority had one employee (60%), 27% employed between 2-5 people, 2% employed between 6-10 people, and 11% employed more than 10 people. Larger businesses with 6 or more employees were spread across industries as diverse as the arts, technology, professional services, community services, and horse racing.

These statistics provide a base level insight into the existing entrepreneurial activity of metro-regional movers, which are broadly in line with national averages in terms of business size and income generation. The types of established businesses also generally conform to the predominance of traditional service-oriented business models, with a strong emphasis on accommodation, hospitality, and professional services provision. However, the digital agency, GippsTech, offers a unique case study into innovative business enterprises created by internal migrants who now call regional Victoria home.
CASE STUDY: GIPPSTECH, WARRAGUL, VICTORIA

When the founder of GippsTech, Dr Elena Kelareva, left Melbourne in 2017 and headed for Gippsland, she wasn’t sure what employment pathways were open to her in regional Victoria: ‘I liked the idea of living in a regional area. But for me, working in AI research at Google and in startups, I thought it would be very, very hard finding a job locally.’

At the time of Elena’s move, Gippsland was in the early stages of a major economic transition with the closure of Hazelwood Power Station. The GippsTech founder saw this as an opportunity become part of the region’s evolution toward a more sustainable, entrepreneurial model of regional development. ‘It seemed really intuitive that there was an opportunity around building global businesses in country towns.’

But for GippsTech to succeed, Elena needed to open people’s minds to the types of businesses it was possible to create in regional areas and challenge some entrenched misconceptions ‘that there’s no way a bunch of country people could possibly learn to build global businesses.’

GippsTech worked closely with local governments in the region to successfully attract $400,000 in Victorian Government funding to create Startup Gippsland. Delivered by GippsTech in partnership with the 6 Gippsland councils, Startup Gippsland began as an incubator program to help develop entrepreneurial talent and introduce regional businesses to national and international markets. The program offering subsequently grew to incorporate an accelerator program as well as a series of masterclasses and bootcamps.

As for GippsTech, it’s gone from being a nascent idea in Elena’s mind to a thriving business that now employs 16 people, many of them with roots in the Gippsland community. But Elena’s not planning to stop here, she has her sights on ‘scaling up GippsTech as a full service, regional economic development agency.’
2. FUTURE BUSINESS ORIENTATION

OPENNESS TO NEW BUSINESS CREATION

To assess whether regional areas might benefit new businesses created by metro-regional movers, it is necessary to understand the entrepreneurial latency that might exist amongst this population. To capture the level of interest in new business creation amongst metro-regional movers, survey respondents were asked to respond to the following statement: I would consider starting a new business venture that is based in regional Victoria.

Overall, 42% of respondents indicated that they had no interest in creating a new business, just over a third (34%) were possibly interested, and 24% of people indicated a definite interest starting a regional business. With an aggregate of 58% of respondents showing some degree of interest in entrepreneurial activity, these results suggest that there is a sizeable level of enthusiasm for new business creation amongst internal migrants to regional Victoria.

Some distinct age demographic patterns emerged when it came to people’s interest in new business creation. People aged 40-54 years were the most likely to express a definite interest in new business creation and made up 45% of the survey population that responded affirmatively to the prospect of opening a new business in regional Victoria. This finding is in keeping with research that has found high levels of potential entrepreneurial engagement amongst an older demographic of people. People aged 65 and older were significantly less interested in starting a business, which is consistent with the proximity of this age cohort to exiting the workforce.

Respondents who were most interested in starting new businesses ventures were almost twice as likely to still have ties to metro-based employment rather than being regionally employed (60% and 34% respectively). This may be an indicator that those who remained in metro-based employment had some aspiration to make a ‘clean break’ from their former city-centric lifestyle. Previous research has suggested that internal migrants who move to regional areas often only consider new business ventures after many years of living regionally.
Education also appeared to be a significant factor in respondents' enthusiasm for business creation. 80% of people who indicated that they were firmly interested in starting a regional business were degree qualified or above, while only 20% of people without a degree expressed a definitive interest in new business formation. The types of businesses people expressed interest in creating were extremely diverse. They encompassed traditional food and beverage, professional services, land management, arts and culture, accommodation and property services, and retail (shop front and online). Respondents also indicated their interest in establishing businesses in areas where there is high demand, particularly in the provision of health/allied health services and the development of a rural health clinic. Several people were also interested in creating business opportunities within the tech sector, including the development of a STEM hub for local businesses and young people.

**Fig. 7: Some of the new business ideas proposed by metro-regional movers**

**BARRIERS TO NEW BUSINESS CREATION**

To better understand people’s perceptions about the challenges of new business creation, respondents were asked to identify what they believed to be main barriers to starting a new business or entrepreneurial venture in regional Victoria.

The results highlight three very clear issues that were considered as highly significant barriers for new business creation: lack of capital/finance (38%), personal fear of risk-taking (34%), and uncertainty of market demand for the proposed product and/or service (28%). These three factors also ranked highest in the medium significance category, confirming their status as the highest priority issues for current and potential business creators.
A lack of capital has been consistently found to be one of the major barriers for all new business creators in Australia, so it is not surprising to see it rank first in terms of high and medium significance for internal migrants to regional Victoria (72% in aggregate). These concerns were consistent across all income categories which emphasises the importance of building awareness of, and access to, traditional and non-traditional forms of capital to stimulate entrepreneurial growth amongst the internal migrant population in the regions.

A respondent’s ‘personal fear of risk-taking’ ranked as the second highest barrier to business creation, in high and medium significance (67% in aggregate). People who were currently employed on a permanent basis were significantly more likely to rank ‘fear of risk-taking’ as highly significant than those in any other employment category. Given the economic uncertainty created by the pandemic, it is perhaps unsurprising to see that those people who currently hold down secure employment were fearful of investing in new business opportunities. By contrast, only 5% of people who were already self-employed considered ‘fear of risk-taking’ as a highly significant barrier to new business development.
The survey found that there was also a relationship between a respondent’s ‘fear of risk taking’ and their perception regarding the ‘uncertainty of market demand’. From a potential business owner perspective, it is understandable that the more uncertain a person is about the market demand for their product and/or service, the more fear they are likely to have about investing in a new venture. Equally, the more a person exhibits a fear of risk-taking, the more uncertain they may feel about the market demand for their product or service. The symbiotic nature of these two factors underscores the importance of programs, networks, and spaces that support business innovation and experimentation.

‘Uncertainty of market demand’ ranked as the third highest barrier to business creation, with an aggregate high and medium significance score of 67%. Survey respondents who relocated to regional Victoria post-COVID were significantly more likely to rate ‘uncertainty of market demand’ as highly significant than those who moved pre-COVID (59% and 41% respectively). This is in part attributable to the greater uncertainty that the pandemic has caused business owners generally, however, the unfamiliarity of more recent internal migrants with regional markets is also likely to be a factor.

The unfamiliarity with regional markets was also a factor for those who remained connected to metro-based employment. People who had moved to regional Victoria but had retained work ties to a city-based employer, were more likely to rate ‘uncertainty about market demand’ as highly significant than respondents who were already working regionally (58% and 35% respectively).

In aggregate, 44% of respondents believed that the ‘difficulty obtaining government grants’ was a medium or highly significant barrier to new business creation. However, when people were subsequently asked about their awareness of government grants, 62% of respondents stated that they were not knowledgeable at all regarding the grants that might be available to them. A further 33% of respondents believed themselves to be moderately knowledgeable, while only 2% of respondents considered themselves to be extremely knowledgeable.

Respondents who had already established a business exhibited slightly more awareness about the government grants available to them, however, proportionally these numbers were still very low. Only 11% of existing business owners considered themselves to be extremely or very knowledgeable about the government support available to them. This compared to 4% of respondents who did not currently have a business but had expressed some interest in business creation.

This overall lack of awareness regarding the support available for business start-ups in regional Victoria indicates that a substantial investment in targeted awareness-raising would be necessary to capitalise on the entrepreneurial potential of internal migrants who have moved to the regions.
BUSINESS CREATION AND SOCIAL CONNECTION

Previous research has argued than an important factor in the development of a regional entrepreneurial ecosystem is the social connectedness internal migrants feel toward their new communities. To explore this further, survey respondents who expressed some interest in new business creation were asked to what extent they agreed with the following statement: Feeling connected to the local community is an important factor in whether I decide to invest in a new business or entrepreneurial activity.

Overall, 68% of respondents either strongly (27%) or somewhat (41%) agreed that feelings of connectedness to their regional community was a factor in their decision to invest in a new business enterprise. Only 12% of people disagreed with the statement to some extent, while a further 20% were neutral on the subject.

![Fig. 11: Relationship between business creation and social connectedness (n=259)](chart)

There was a correlation between the responses to this statement and people's valuing of community connection more broadly. Essentially, the more respondents agreed with the statements: 'I would like to make stronger connections with my local community' and 'Having strong ties with the local community is an important factor in helping me decide whether I continue to live regionally', the more likely they were also to also agree that community connectedness was an important factor in their decision to invest in a new business enterprise.

There was also a positive correlation between respondents' propensity towards volunteerism and their agreement with this statement. That is, those who were more likely to express an intention to volunteer in their local community were also more likely to see a relationship between business creation and feelings of community connectedness. These findings suggest that internal migrants do generally perceive a relationship between new business creation and feelings of connectedness, but that this relationship is stronger for those who intrinsically value the development of community ties.

A person’s age, gender, income, education, regional location, or pre-existing ties to their settlement area, had no significant bearing on how people responded to this statement.
3. ENTREPRENEURIAL CHARACTERISTICS

AN ENTREPRENEURIAL MINDSET

Establishing a new business venture requires a belief in one’s entrepreneurial capacities to bring a vision or idea to market. To gain a better understanding of the entrepreneurial mindset of internal migrants, all survey respondents were asked to what extent they agreed with the statement: I consider myself an entrepreneurial person.

Overall, 45% of respondents agreed with the statement either strongly (14%) or somewhat (31%), while 34% disagreed to some extent, and a further 21% remained neutral about their identification as an entrepreneurial person.

Fig. 12: Percentage of respondents who consider themselves entrepreneurial (n=416)

While responses to this question demonstrate a wide diversity of opinion, the 14% of respondents that strongly identify as entrepreneurial appears to be consistent with previous research which has found that 13% of working age Australians have entrepreneurial intentions9. Therefore, these numbers suggest that there is at least a comparable propensity toward entrepreneurialism amongst metro-regional migrants to that found in the general population.

It is not surprising that those who strongly identified as entrepreneurs were significantly more likely to have already established a business in regional Victoria. Conversely, those who did not identify as entrepreneurs were significantly less likely to display any interest in starting a new business enterprise.

The degree to which respondents identified as entrepreneurial did not differ significantly according to age, gender, or education. However, people earning over $150,000 p.a. were significantly more likely to strongly identify as being entrepreneurial, as opposed to those in the middle-income category of $60,000-$99,999 p.a., who were the least likely to view themselves as entrepreneurial.
ENGAGEMENT WITH ENTREPRENEURIAL NETWORKS

To help gauge metro-regional movers’ interest in connecting with entrepreneurial communities in regional Victoria, respondents who had expressed interest in business creation were asked to what extent they agreed with the following statement: I would like to engage with entrepreneurial networks.

In aggregate, 56% of respondents expressed some level of interest in engaging with entrepreneurial networks in regional Victoria, which might include a start-up incubator/accelerator program, or a social entrepreneurship initiative. Only 17% of respondents disagreed with the statement strongly (6%) or somewhat (11%), while a further 27% remained neutral.

![Fig. 13: Respondents' willingness to engage with entrepreneurial networks (n=416)](image)

There was a positive correlation between the degree to which people considered themselves an entrepreneurial person and a respondent’s desire to engage with entrepreneurial networks. The more a person believed themselves to be entrepreneurial, the more strongly they expressed interest in engaging with entrepreneurial networks.

Whilst this finding may appear self-evident, it is an important consideration for people who are developing regional entrepreneurial programming. This is because, whilst it may be relatively easy to attract people who already view themselves as entrepreneurial, to reach a broader audience there may be a need to think differently about how to engage with individuals who are highly skilled but more ambivalent about their identity as entrepreneurs.
4. TECHNOLOGY BEHAVIOURS

NEW TECHNOLOGY ADOPTION

The transition to a digital knowledge economy has placed a premium on the technologically adaptive mindset. Traditionally, some regional and remote rural areas have been characterised by ageing populations which tend to be late adopters of new technologies. However, as the demographic of regional areas is changing, we sought to understand whether the technological adeptness of regional movers is also evolving.

To ascertain whether internal migrants are bringing a more technologically adaptive mindset to the regions, all survey respondents were asked about their ability to use and adapt to new technology. Specifically, they were asked: Compared to the average or typical Australian adult, how would you rate your own ability to use and adapt to new technology?

The results of the survey indicate that respondents believe that their ability to use and adapt to new technology is generally higher than the typical Australian adult. Just over one in four, or 26%, of internal migrants believed their technology adaptation skills were far above average, while a majority of respondents (45%) rated themselves as somewhat above average. Over a quarter of people surveyed (26%) believed that their technology use and adoption skills were average, while only 3% of the survey population considered themselves below average to some extent.

Fig. 14: Respondents’ new technology use and adaptation skills (n=416)

There were some distinct gender differences when it came to respondents’ perceptions of their ability to use and adapt to new technology. Males were significantly more likely to rate themselves as far above average than females (36% and 20% respectively), while females were more likely to rate themselves as average than males (30% and 18% respectively). These results are consistent with broader findings on ICT use which suggest that while women often have equivalent ICT skills to men, they are less confident in these skills and are therefore more likely to understate their abilities in this domain.

With respect to age, there was a negative correlation between age of respondents and the perceptions about their ability to use and adapt to new technologies. As a person’s age increased, their belief in their proficiency with new technology decreased, and vice versa. People in the 25-34 age group were significantly more likely to rate their technology use and adaptation skills, as far above average, which is consistent with the greater proportion of digital natives in this younger age cohort.

There was a positive correlation between income and respondents’ perceptions regarding their ability to use and adapt to new technology. This was most evident at the polarities of the income spectrum, with respondents in the highest income almost twice as likely to rate themselves as far above average in technology use and adaptation than those in the lowest income bracket (39% and 20% respectively).

To explore people’s behaviours with new technology more closely, respondents were also asked to assess their behaviour when it came to adopting new technology. People were asked how they viewed themselves on a scale which ranged from ‘innovator’ to ‘laggard’, when considering how they tended to adopt new technologies.
The survey findings indicate an overall skew towards early technology adoption amongst respondents when compared to a normal population distribution (orange line above). The largest proportion of respondents (41%) perceived themselves to be in the early majority category. This group generally consists of individuals who have a pragmatic perspective on new technology adoption, preferring to learn from the experiences of early adopters before trying new technology.

Early adopters made up 39% of the survey population, which is significantly higher than the normal population distribution of 14%. Early adopters are characterised by a tendency to embrace new technology well before it becomes mainstream, although they are not necessarily people who are ‘technologists’ per se. This is the remit of the technology innovator, who made up 4% of the survey sample, which is broadly consistent with the normal population distribution.

Only 16% of people perceived themselves as ‘laggards’ or being slow to adopt new technology. 11% of respondents placed themselves in the late majority category, which generally describes people who have some reservations about their technological proficiency and only adopt new technology once it has become mainstream. Results in both these categories were significantly lower than the normal population distribution.

In terms of gender, females were underrepresented in the technology innovator category, with males significantly more likely to view themselves as being at the vanguard of technology adoption (72% and 28% respectively). There was no significant gender difference across the other technology adoption categories.

Overall, these findings suggest that the surveyed internal migrants perceive themselves as having a higher degree of technological proficiency and adaptiveness than the general population. Whilst this can only be considered a very preliminary analysis of technological adeptness, it does speak to the potential contribution internal migrants can make to a digital knowledge economy in the regions. It also adds to the existing advocacy for policy settings that support placing technology at the heart of regional development to ensure that rural and regional economies are not left behind as technology continues to transform the way people live and work.
5. CONCLUSION

The Great Migration survey findings highlight the current and latent entrepreneurialism of metro-regional movers and are intended to stimulate further discussion about how to harness the potential benefits associated with the presence of additional human capital in the regions.

The results of the survey suggest that just over one in ten respondents had already started a business in regional Victoria, while an additional 58% of people expressing some degree of enthusiasm for new business creation. Respondents also expressed a sizeable desire to engage with existing entrepreneurial networks, which suggests that there is an opportunity to further strengthen the capacity and capability of Victoria’s regional entrepreneurial ecosystem.

The survey also found that peoples’ desire to invest in new business enterprises was significantly tied to the connection they felt to their local community. Building relationships in new environments takes time and purposeful action; engaging metro-regional movers in entrepreneurial networks represents an additional avenue for people to build social connectivity whilst also capitalising on the entrepreneurial latency that exists within this cohort.

However, entrepreneurialism should not be viewed as a panacea for the structural challenges faced by regional communities (e.g., housing affordability, rental availability, access to jobs, skilled labour, healthcare, digital literacy and connectivity, and the impact of climate change). Rather, the changing demography of regional areas presents an opportunity to invest in innovative solutions to these ongoing challenges, whilst ensuring the sustainable and equitable growth of regional communities.
6. DEMOGRAPHIC INFORMATION

AGE
Survey participants represented a broad age spectrum, however, there were significantly fewer people aged 24 and younger (3%) when compared to those aged 60 years of age and older (21%). The highest single category was people aged 35-39 years (16%), while 30–44-year-olds comprised 43% of the overall survey population. Age data was not available for two respondents.

Fig. 16: Age of survey respondents (n=414)

GENDER
The majority of survey participants identified as female (65%), with 32% identifying as male, and 1% as non-binary. A further 2% selected to not disclose their gender.

Fig. 17: Gender of survey respondents (n=416)
INCOME

33% of survey respondents earned less than $60,000 p.a. and at least 26% of the survey population was earning under the annual median income of $51,389 p.a. \(^\text{11}\). Those aged 65 and older were disproportionally represented in the lowest income category, with 78% earning less than $60,000 p.a. and 79% of people within the lowest income category were women.

Overall, 60% of respondents were earning less than $100,000 p.a. and 34% of the survey population earned over $100,000 p.a. Only 10% of females were in the highest income category, as compared with 24% of males.

Fig. 18: Annual income of survey respondents in the previous financial year (n=416)

OCCUPATION

88% of the surveyed population was currently (or recently) employed. Of these, the majority were employed as professionals (66%), followed by clerical/administrative workers (11%), and managers (10%). The remaining categories consisted of community/personal service workers (6%), sales workers (3%), technician/trade workers (2%), and labourers (1%).

Respondents who were in the occupational group professionals, were more likely to be in the $100,000-$149,999 income category. Those identifying as managers were more likely to be in the highest income group.

Fig. 19: Survey respondents by occupational group (n=365)
The largest segment of the survey population came from the Education and Training sector (20%), followed by Healthcare and Social Assistance (15%), and the Professional, Scientific and Technical Services (13%). Females were more likely to be employed in the Education and Training and Healthcare sectors than men, while males were more likely to be employed in Public Administration and Construction.

The survey population consisted of a significant proportion of people employed in a permanent or ongoing role (56%). This was followed by people who were self-employed (15%), and those employed on a fixed-term basis (13%). Casual employees made up 8% of respondents, and 6% were employed part-time.

People who were employed on a casual or part-time basis and those who were self-employed, were significantly more likely to be earning under $60,000 p.a. Unsurprisingly, people employed in permanent/ongoing roles were significantly more likely to be earning over $100,000 per annum.
EDUCATION

The survey respondents reflect a highly educated population, 69% of whom had attained a degree or higher qualification. This exceeds the national average of 50% by a considerable margin.

Females were more likely to have attained a post-graduate education, and males an undergraduate education. Males were also significantly more likely to have a secondary school certificate as their highest educational attainment.

There were some notable migration patterns with regards to education. Survey respondents who were diploma-qualified were more likely to have moved from an outer Melbourne area and settled in rural Victoria. People who had attained a vocational qualification were more likely to have settled in a peri-urban region, while people with an undergraduate degree were more likely to settle in a regional city.

![Chart showing highest educational attainment](chart.png)

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Fig. 22: Survey respondents by highest educational attainment (n=416)
REFERENCES


