

# THE FLEURIEU VitalSigns®

2021

This Vital Signs report is a community 'health-check' for the Fleurieu Peninsula region, outlining our strengths, challenges and needs as a community.

The Fleurieu Peninsula is located south of Adelaide. Traditionally, the Fleurieu has been a popular holiday and retirement destination. However, rural industries, including wine and dairy, are increasingly playing a significant role in the region's economic base.

The geographic range of the Fleurieu Community Foundation includes the Local Government Areas of Alexandrina, Victor Harbor and Yankalilla.



## THE FLEURIEU SNAPSHOT

Population (2016) - 46,849

Median age - The Fleurieu: 53 (South Australia: 40)

Net migration (2018) - 537 more people moved to the Fleurieu than those who left the region

Median household weekly income - The Fleurieu: approximately \$900 (South Australia: \$1,203)

Median household size - The Fleurieu: 2.2 (South Australia: 2.4)

## IF THE FLEURIEU COMMUNITY WERE A GROUP OF 100 PEOPLE WE WOULD BE:

### GENDER



48  
MALE



52  
FEMALE

### COMMUNITY



28  
VOLUNTEER



18  
NO INTERNET ACCESS

### NATIONALITY



1

ABORIGINAL/  
TORRES STRAIT  
ISLANDER



13

BORN  
OVERSEAS



90

AUSTRALIAN  
CITIZENS



3

SPEAK A  
LANGUAGE  
OTHER THAN  
ENGLISH AT  
HOME

### TRAVEL



4

HOUSEHOLDS  
DON'T OWN  
A CAR



2

CATCH  
PUBLIC  
TRANSPORT  
TO WORK



90

TRAVEL TO  
WORK IN A  
PRIVATE  
VEHICLE



5

WALK OR  
CYCLE TO  
WORK

### AGE



17  
CHILDREN  
ZERO - 17



31  
OVER 65

54 ARE OF WORKING  
AGE (15-64)

### HEALTH + WELLBEING



14  
EXPERIENCED  
HIGH LEVELS  
OF DISTRESS  
RECENTLY



7  
NEED  
ASSISTANCE  
WITH CORE  
ACTIVITIES

### EDUCATION

37 COMPLETED  
YEAR 12

12 UNIVERSITY  
QUALIFIED

24 VOCATIONALLY  
TRAINED

### WORK + EMPLOYMENT

46 FULL TIME

46 PART TIME

06 UNEMPLOYED

# Affordable housing and homelessness



U.N. SUSTAINABLE DEVELOPMENT GOALS

Housing provides the stability that people need to address unemployment, addiction, mental illness, and physical health. Ending homelessness is not only beneficial to the people who have moved into housing, it is beneficial to the community and to the healthcare system as well.

## HOUSING AFFORDABILITY AND STRESS

MEDIAN HOUSING PRICE  
(MARCH 2021)

**\$350,000**

YANKALILLA LGA



**\$337,000**

ALEXANDRINA LGA

**\$353,000**

VICTOR HARBOR LGA

GROWTH IN SUBURBS RANGED FROM 0.5% TO MORE THAN 20% IN ONE YEAR.

AVERAGE MORTGAGE REPAYMENT

**\$1,431** PER MONTH

FLEURIEU REGION

(South Australia: \$1,605 per month)



AVERAGE RENTAL COST

**\$1,055** PER MONTH

FLEURIEU REGION

(South Australia: \$1,146 per month)

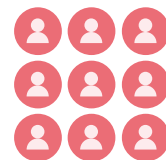


LOW-INCOME HOUSEHOLDS EXPERIENCING FINANCIAL STRESS DUE TO HOUSING COSTS

**23.5%**

FLEURIEU REGION

(South Australia: 26.9%)



LIVING IN SOCIAL HOUSING

**2.1%**

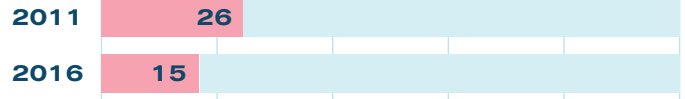
FLEURIEU REGION

(South Australia: 6.3%)



## HOMELESSNESS

HOMELESS RATE (FLEURIEU REGION) PER 10,000



SOUTH AUSTRALIA RATE:  
37 HOMELESS IN EVERY 10,000 PEOPLE

AUSTRALIA:  
50 HOMELESS IN EVERY 10,000 PEOPLE

HOME OWNERSHIP AND RENTAL

21.4% RENTED

30.3% UNDER MORTGAGE

43% OWNED OUTRIGHT



Victor Harbor LGA has a high ownership rate of 46.6%, compared to South Australia's 31%.



## FLEURIEU HOMELESSNESS FUND

The Foundation helps individuals and families on the Fleurieu who may be experiencing financial hardship.

Through the Foundation, the Fleurieu Homelessness Fund financially supports the provision of services provided by Junction Australia and South Coast Christian Community Care.

The Foundation also funds the employment of a **Homelessness Early Intervention Officer** and a financial capacity building program called **Seeds of Abundance**.

# Belonging & leadership



U.N. SUSTAINABLE DEVELOPMENT GOALS

Developing and maintaining a sense of belonging, now and into the future, is critical in sustaining the culture and lifestyle of the Fleurieu region. There is a strong volunteering ethic in the Fleurieu, with residents having a desire to build and support their community.

## HOUSEHOLD MAKEUP

### AVERAGE HOUSEHOLD SIZE

**2.2**

FLEURIEU REGION  
(South Australia: 2.4 per month)



### COUPLES WITH CHILDREN

**20.1%**

FLEURIEU REGION  
(South Australia: 27.7%)



### COUPLES WITHOUT CHILDREN

**36.8%**

FLEURIEU REGION  
(South Australia: 26.3%)



### ONE PARENT FAMILIES

**8.2%**

FLEURIEU REGION  
(South Australia: 10.7%)



### OTHER FAMILIES

**0.5%** FLEURIEU REGION

(South Australia: 1.1%)

### GROUP HOUSEHOLD

**2.0%** FLEURIEU REGION

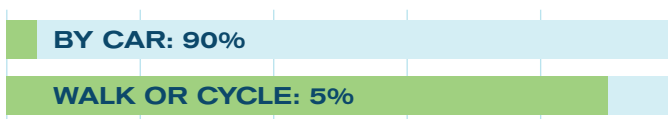
(South Australia: 3.4%)

### LONE PERSON

**28.6%** FLEURIEU REGION

(South Australia: 27%)

## TRAVEL TO WORK



Due to the limited public transport available in the region, less than 1% travelled by train or bus. 1,368 people, or 8.1%, worked from home, which is high for pre-COVID times.

## PEOPLE EXPERIENCING HIGH LEVELS OF PSYCHOLOGICAL DISTRESS\* (AGED 18+)

\*using Kessler 10 scales



FLEURIEU REGION  
(Australia: 14.1%)



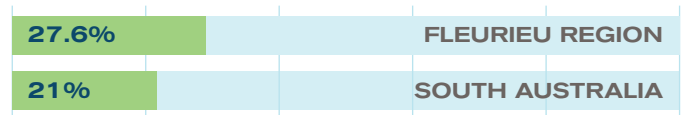
### CARING FOR CHILDREN

**9,059**

PEOPLE PROVIDE UNPAID CARE FOR CHILDREN

57% are female, 43% are male

### VOLUNTEER RATES



### DONATIONS

37% of employed people made tax-deductible donations, with a median donation of \$120. At 45%, Victor Harbor LGA had the highest rate of giving in the region, and one of the highest rates in the state.

In 2016, more than \$700,000 was donated.

## BUILDING COMMUNITY WELLBEING



The Building Community Wellbeing grants focus on community health and wellbeing, community development, education, environmental and cultural projects. There are two grant rounds each year, one in Autumn and one in Spring.

Currently, priority is being given to projects that support:

**People with disability** – to develop resourcefulness, living skills and confidence that facilitates self-reliance and participation in the community.

**Mental health** – programs and initiatives that support positive mental health and wellbeing for people of all ages.

**Youth Leadership** – programs and initiatives that foster leadership in young people aged 13 to 25.

# Community identity & diversity



U.N. SUSTAINABLE DEVELOPMENT GOALS

Community identity and connection is important for a vibrant and healthy community. It is important that everyone can be part of the success of our region, achieved through recognising, respecting and valuing diversity.

## GROWTH



Recently, each year, more than 500 people have moved to the Fleurieu region to live.

The Fleurieu is South Australia's fastest growing region outside of Adelaide, increasing by 17.4% since 2011.

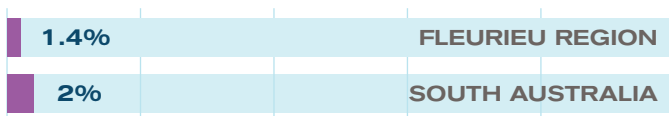
## MEDIAN AGE



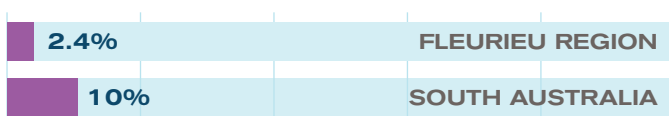
The areas with the oldest median ages in South Australia were popular retirement destinations, including Goolwa, Port Elliot and Victor Harbor.

## ABORIGINAL AND TORRES STRAIT ISLANDER POPULATION

PERCENTAGE OF THE POPULATION IDENTIFYING AS ABORIGINAL OR TORRES STRAIT ISLANDER (2019)



PERCENTAGE OF THE POPULATION SPEAKING AN ABORIGINAL LANGUAGE AT HOME



## LANGUAGE OTHER THAN ENGLISH

**2.8%**

of people speak a language other than English at home

**91%**

of residents reported speaking English only

PERCENTAGE OF THE POPULATION BORN OVERSEAS

**13%** FLEURIEU REGION

(South Australia: 8.6%)



PERCENTAGE OF THE POPULATION BORN OVERSEAS IN PREDOMINANTLY NON-ENGLISH SPEAKING COUNTRIES

**4.2%** FLEURIEU REGION

(South Australia: 14.7%)



YOUNG PEOPLE (15-24) ENGAGED IN SCHOOL, EMPLOYMENT OR FURTHER EDUCATION

**79%** FLEURIEU REGION

(South Australia: 85%)



INTERNET ACCESS AT HOME

**79.9%** FLEURIEU REGION

(South Australia: 80.6%)



## AWARDS AND SCHOLARSHIPS ENABLING OPPORTUNITIES

The Fleurieu Community Foundation has developed a number of awards and scholarships in partnership with other community groups or family estates.

The awards are not based on academic ability, but are designed to encourage young people and their supporters to dream of possibilities.

Depending on the award, the financial assistance can be used to cover the costs associated with tertiary or secondary study, like course fees, books and computer equipment, or alternatively, expenses such as rent and travel.

The Foundation currently offers the following awards: Wally Bradley Award, Florence Wilkens Award, Colin Sibby Award, Val Ball Award, and the Yankalilla District Young Adult Award.

# Disadvantage & poverty



U.N. SUSTAINABLE DEVELOPMENT GOALS

Understanding where relative disadvantage exists in our region and communities will allow us to act and advocate for changes that can move our life experiences, opportunities and aspirations closer to those of the rest of South Australia and Australia.

## INCOME INEQUALITY



INCOME INEQUALITY IN THE REGION IS HIGH, WITH GREATEST DISCREPANCY IN VICTOR HARBOR.

In Victor Harbor, the total income of the highest 20% of earning households is equal to 693% of the total income of the lowest 20% of earning households.

In South Australia, this figure is 461%.

## DISADVANTAGE

SEIFA (INDEX OF SOCIO-ECONOMIC DISADVANTAGES) BASED ON AN AUSTRALIAN SCORE OF 1000. A LOWER SCORE INDICATES GREATER RELATIVE DISADVANTAGE

ALEXANDRINA LGA	986
VICTOR HARBOR LGA	958
YANKALILLA LGA	974
SOUTH AUSTRALIA	979

### LOW INCOME HOUSEHOLDS

**52.9%** FLEURIEU REGION  
(South Australia: 41.8%)



WELFARE-DEPENDENT FAMILIES WITH CHILDREN  
**26.2%** FLEURIEU REGION  
(South Australia: 24%)

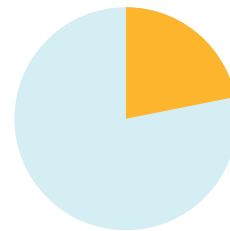


The highest rate is in the Victor Harbor LGA, at 31.4% of children.

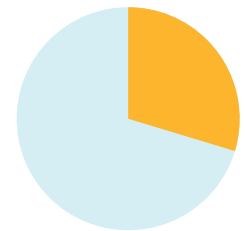
### MEDIAN PERSONAL WEEKLY INCOME

ALEXANDRINA LGA	\$522
VICTOR HARBOR LGA	\$481
YANKALILLA LGA	\$496
SOUTH AUSTRALIA	\$600

### PEOPLE AGED 20+ EARNING LESS THAN \$400 PER WEEK



FLEURIEU REGION  
24.7%



SOUTH AUSTRALIA  
29.2%

### PEOPLE AGED 65+ RECEIVING THE PENSION

**71.5%** FLEURIEU REGION  
(South Australia: 68.5%)



### UNEMPLOYMENT



FLEURIEU REGION



SOUTH AUSTRALIA

### PERCENTAGE OF PEOPLE RECEIVING JOBSEEKER AND YOUTH ALLOWANCE (AGED 15-64) IN THE ALEXANDRINA LGA

2019	7.0%
2020	11.3%

## HOW TO USE THIS REPORT?

We have a lot to be proud of as a community in South Australia, though we face many challenges. Use this report to start conversations with friends, family and colleagues. Start thinking about how you can make a difference and be a change maker for a better Fleurieu region.

## THE FLEURIEU COMMUNITY FOUNDATION

The Fleurieu Community Foundation provides a simple, cost-effective way to invest in the future of our local community on the Fleurieu. We raise money through donations, sponsorship and fundraising. The funds raised in the community stay in the community.

Our vision is to build a stronger and more resilient Fleurieu community through giving and grant making.

## WHAT HAPPENS NEXT?

This report is an important starting point. Much of the data is pre-COVID-19 and will be an important baseline for monitoring future trends. But data is only one tool. Engaging deeply with our community through service providers and individuals, enables us to fully understand their needs and how we can provide support.

As we launch this inaugural Vital Signs report, we acknowledge that this is just the beginning. We can use this as a tool to track our progress towards improved outcomes for those in need.

## THANK YOU

We would like to thank The Wyatt Trust for providing the leadership, support and project management to create Vital Signs reports for the five South Australian Community Foundations:

## ABOUT VITAL SIGNS AND THE SUSTAINABLE DEVELOPMENT GOALS

Vital Signs is a community-driven data program used by community foundations around the world to measure the vitality of their communities and identify significant trends in a range of quality-of-life areas. We acknowledge, with appreciation, the work of the Toronto Foundation who have developed and shared the Vital Signs concept. The Vital Signs trademark is used with permission from Community Foundations of Canada, and licensed through Australian Community Philanthropy.

The Vital Signs approach connects with the United Nations' Sustainable Development Goals. These 17 goals were adopted by United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

## ACKNOWLEDGEMENT

The Fleurieu Community Foundation acknowledges the region has significant cultural value to the Ngarrindjeri First Nations peoples who retain strong connections to their land.

## CONTACT US

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