

## Eurobodalla Area Profile



**Population:** 38,400 persons (2016 population)

**Growth Rate:** 3.77% (2011-2016) 0.46% average annual growth

**Key Industry:** Tourism, Retail, Health & Community Services (incl. Aged Care),  
Construction, Agriculture/Fishing

**Urban Centres:** Batemans Bay, Moruya, Narooma, Tuross Heads, Tilba, Bodalla

### Location

The Eurobodalla Local Government Area is located along the New South Wales south coast, approximately 280km south of Sydney and 150km east of Canberra.

The region comprises around 3,421.7sqkm of land, between Durras and Wallaga Lake. Around three quarters of this mountainous region is national park or state forest.

Eurobodalla is bounded on the east by more than 100km of pristine coastal waters and marine parks with 83 beaches and 4 major river systems and 20 lakes.

The region's primary road arteries are the Princes Highway and the Kings Highway. The main residential centres are Batemans Bay, Narooma and Moruya.

## People & Community

It is estimated that as of 30 June 2016 the Eurobodalla Local Government Area had a resident population for 38,400 people. Females slightly outnumber males (RDA).

There were 11 people per square kilometre of land in Eurobodalla.

The shire is unusual, in that 37% of ratepayers are non-residents.

As at 2011, 5.1% of Eurobodalla residents were of Indigenous heritage, while another 13.7% were born overseas; 6.2% were from the United Kingdom, 1.2% were from New Zealand, 0.9% from Germany and 0.6% from the Netherlands (Profile ID).

According to the census, there were a total of 14,337 households in the region.

Eurobodalla families consisted of 34.1% of couples with no children, of that, 17.1% are older couples without children, which suggests an older population with many empty nesters. Over a quarter had dependent children (29.4%) and 10.1% were one-parent families.

The median age in the Eurobodalla LGA was 51.8, compared to a national average of 37. One quarter (25%) of the estimated resident population is aged 65 years or older.

The dominant religions in the area are Anglicanism (27.9%) and Catholicism (23.0%). 22.6% of residents do not identify with any religion.

## Population Projections

It is expected that the Eurobodalla Shire's population will increase to 40,650 by 2031, an increase of 9.6%.

Forecasts suggest that the number of households in the Eurobodalla will increase from 15,672 in 2006 to 22,316 in 2031, with the average household size decreasing slightly from 2.33 to 2.25 persons.

This is consistent with the prediction that the Eurobodalla population is aging. While the number of residents aged under 15 years will increase by an estimated 27.7% over that 25 year period, the number of persons aged 65 years or over will increase by 68.3%. This older age group will account for over a quarter of the Eurobodalla population (27.6%).

Females will still slightly outnumber males at 50.3%.

In 2011, the number of births per year was 337 and the fertility rate in the Eurobodalla Shire has increased 2% since 2007.

## Workforce

In 2017 the Eurobodalla labour force consisted of 14,340 people. 92.5% of the labour force was employed (13,265) while 7.5% was unemployed (1,076 persons). Just under half of the labour force engaged in full time work (47.3%), with another 42.9% in part time work. 2.3% did not state the amount of hours they worked.

The local workforce was fairly evenly split across occupational groupings. 14.8% was in the Retail Trade, compared to 13.6% in the Health Care & Social Assistance industry. Tourism accounted for 11.6%, followed by Construction (10.9%), then Education & Training (8.2%) and Public Administration & Safety (6.1%) (Profile ID).

## Income

There were 12,165 wage and salary earners in the Eurobodalla Local Government Area at 30 June 2011. Overall they earned \$440.8M that financial year, equating to an average of \$36,231 per person compared to NSW's average wage of \$53,917 and the national average of \$51,923 per year (ABS).

## Economy, Industry & Business

At 30 June 2015 there were 2,763 businesses in the Eurobodalla Shire. (ABS)

More than half of registered local businesses are non-employing (1554), while 846 are micro businesses with four or fewer employees. Just 361 businesses hire five or more employees. (ABS)

Retail is the largest industry in the Eurobodalla employing 14.8% of the work force, followed by 13.6% in Health Care & Social Assistance. A further 11.6% were working in Tourism, while 10.9% were employed in Construction.

The strength of the services sector in the region is largely explained by the importance of tourism and the growing aged care sector given the increasing proportion of older residents.

Traditionally, the Eurobodalla Shire has been an agricultural area, with extensive grazing lands and highly productive dairy producers. Today the Agriculture, Forestry and Fishing industry accounts for 2.7% of Eurobodalla workers, down from 4.6% in 2001. Other dominant industries include Education and Training (8.4%), Public Administration and Safety (6.1%) and Manufacturing (4.9%), while 4.2% of Eurobodalla workers were employed in Professional, Scientific and Technical Services.

INDUSTRY	EUROBODALLA	REGIONAL NSW
Retail Trade	14.8%	11.4%
Health Care & Social Assistance	13.65	13.0%
Tourism	11.6%	7.7%
Construction	10.9%	7.9%
Education & Training	8.4%	8.6%
Public Administration & Safety	6.1%	7.2%
Manufacturing	4.9%	8.3%
Professional, Scientific & Tech. Services	4.2%	4.6%
Other Services	4.2%	3.9%
Transport, Postal & Warehousing	3.4%	4.2%
Tourism	3.3%	2.8%
Agriculture, Forestry & Fishing	2.7%	5.8%
Inadequately described or not stated	2.1%	2.1%

Wholesale Trade	1.8%	2.8%
Rental, Hiring & Real Estate Services	1.8%	1.4%
Arts & Recreation Services	1.7%	1.2%
Financial & Insurance Services	1.5%	2.2%
Info. Media & Telecommunications	1.5%	1.0%
Electricity Gas Water & Waste Services	1.2%	1.5%
Mining	0.4%	2.5%

### **Property**

Sales figures show that the median price paid for residential dwellings during 2013 was \$340,000. Renters paid a median of \$200 per week for a two bedroom dwelling and \$290 for three bedroom dwellings in the Eurobodalla.

### **Transportation**

There are three private bus services operating in the Eurobodalla, as well as two long-distance coach services and a Council run community bus. Three taxi companies service the region and there is an airport at Moruya, with Regional Express offering flights to and from Sydney and Melbourne. A multi-million dollar upgrade and redevelopment of Moruya Airport is planned to include an improved terminal, a new tourism precinct, an increase of the apron to receive more planes and the opening up of 14 hectares of employment lands.

### **Education**

The Eurobodalla Shire is home to 9 primary schools and 4 high schools, as well as a college catering for K-12.

The University of Wollongong has a campus at the Batemans Bay Education Centre, offering full courses in Arts, Commerce, Graduate Education and Graduate Management.

TAFE NSW has training facilities at the Batemans Bay Education Centre and has a campus in Moruya. TAFE NSW delivers courses in Aged Care, Disabilities, Trades, Hospitality, Tourism, IT, Business, Horticulture, Agriculture and Industry legislative compliance.

There are other Registered Training Organisations including a Community College in the Eurobodalla.

Over half of the Eurobodalla working age population (54.8%) have some form of higher education qualification.

### **Sports & Recreation**

In addition to the various water sports available along its many beaches and lakes, there are three aquatic centres located in the Eurobodalla Local Government Area. These are at the main urban centres of Batemans Bay, Moruya and Narooma.

### **Tourism**

The tourism sector has become increasingly important to the Eurobodalla economy over recent decades, with particular marketing emphasis on 'Paddock to Plate' food ventures and ecotourism.

While many come to the region for its beaches and bush hinterland, Eurobodalla is also home to many other popular tourist attractions such as Mogo Zoo, Mogo's Original Gold Rush Colony, the Eurobodalla Regional Botanic Gardens Montague Island and South Coast Sea Planes.

The annual Oyster Festival attracts several thousand visitors, many of whom stay overnight or longer.

Eurobodalla Shire has 45 tourist accommodation establishments (five or more rooms), offering nearly 1,000 rooms. Eurobodalla Shire Council's Tourism Statistics shows a total of 1,221,000 visitors in the year ending June 2014 with a total of just over 2.5M domestic and international guest nights. Domestic overnight visitors averaged expenditure of \$394 per visit, with domestic day visitors averaging \$121 per visit. International overnight visits contributed an average of \$301 per visit. In total, visiting tourists contributed \$733M over the entire year. (Destination NSW)

Tourism accounted for 3,686 direct and indirect full time jobs in the year ending June 2016, with approximately 1200 part time and casual positions during the same period.