Demographic River Reflections
Post-pandemic opportunities for Basin communities

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1 June 2022, Mildura
Australian exports will command higher prices

Australian physical trade (excl. services) in 2019 by category; Source: UN Statistical Division

$1.44 trillion

$1.16 trillion
Covid changed the future population of Australia

Australian population by single year of age in 2020 and 2030 based on data from the ABS and population.gov.au
Basin communities miss out on people in their 20s and 30s

Population by age as of June 2020; Sourced from: ABS Regional Population

Young people leave the region after high school

Returners & re-settlers

Bigger ageing population

Rest of Australia

Murray-Darling Basin
General trend in the Basin: Regional growth but rural decline

Very remote: Pop. decline

Regional: Pop. growth
Mildura

Inner regional city: Pop. decline
Inner regional city: Pop. decline
Inner regional city: Pop. decline

Albury +33%
Wodonga
Inner regional city: Pop. decline

Wagga Wagga

+24%
Dubbo

Inner regional city: Pop. decline

Dubbo +23%
Inner regional city: Pop. decline
Inner regional city: Pop. decline
Post-pandemic recovery in the MD Basin well on its way

Feb 2020 – Feb 2022

Jobs grown: +40,000
Jobs contracted: -42,000
Net job change: -1,000

Jobs added/lost by industry in the Murray-Darling Basin region between Feb 2020 and Feb 2022;
Source: ABS Quarterly Labour Force Estimates

Murray-Darling Basin has 1.2 million jobs
The Australian workforce was hollowing-out... now bunching-up

<table>
<thead>
<tr>
<th>Skill Level</th>
<th>Job Examples</th>
<th>February 2020</th>
<th>Change Feb’19 - Feb’20</th>
<th>Change Feb’20-Feb’22</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Doctor, Engineer, Midwife</td>
<td>32%</td>
<td>+5%</td>
<td>+12%</td>
</tr>
<tr>
<td>2</td>
<td>Police Officer, Dental Hygienist, Chef</td>
<td>13%</td>
<td>+1%</td>
<td>+2%</td>
</tr>
<tr>
<td>3</td>
<td>Electrician, Butcher, Mechanic</td>
<td>15%</td>
<td>-3%</td>
<td>+0%</td>
</tr>
<tr>
<td>4</td>
<td>Truck Driver, Waiter, Barista</td>
<td>24%</td>
<td>+1%</td>
<td>-2%</td>
</tr>
<tr>
<td>5</td>
<td>Sales Assistant, Cleaner, Café Worker</td>
<td>16%</td>
<td>+3%</td>
<td>-6%</td>
</tr>
</tbody>
</table>

Employment by skill level in Australia; Sourced from: ABS, Labour Force, National Skills Commission
$0.42/100g

$0.29/100g

$1.20/100g

Concept by The Demographics Group
The MDB will see strong population growth. Regional towns close to capital cities will benefit the most. An uptick in migration will help the city centres of regional hubs. Millennial families will be the biggest growth segment.

The polarized workforce creates demand at the high and low end of the market. Aiming at the centre is a risky bet. Wisely position yourself along the Weet-Bix spectrum. Exported goods will fetch higher prices but the cost of doing business will go up. Staffing will remain challenging.

Population growth in regional hubs will only increase pressure on infrastructure – especially water. Preparing for growth is crucial but difficult. Cooperation across the MDB is paramount to ensure prosperity across the region. You are tasked with managing a fragile and complex ecosystem.
Let’s connect

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