



Hindmarsh Shire Council | PO Box 250 | 92 Nelson Street Nhill VIC 3418 | Ph: 03 5391 4444 |
Fax: 03 5391 1376 | Email: info@hindmarsh.vic.gov.au

22 July 2021

MEDIA RELEASE

Positive Movements to Hindmarsh Shire

In some positive news for Hindmarsh Shire, the recently released June 2021 Regional Movers Index has revealed that Hindmarsh has made the list of Local Government Areas across Australia where more than 100 people have relocated to.

Hindmarsh Shire Council Mayor, Cr Ron Ismay said “this is positive news for Council, the shire and the region as it is typically larger regional centers or coastal areas that are listed in these types of reports”.

The Regional Movers Index is a new index developed by the Regional Australia Institute (RAI) in partnership with the Commonwealth Bank of Australia (CBA) that presents an analysis of residential movements between Australia’s regions and capital cities.

The Regional Movers Index provides an update of trends identified in the RAI’s 2019 Big Movers report – that in recent decades more people have been moving from Australia’s capital cities to regions than in the opposite direction. The Index is informed by data from relocations amongst Commonwealth Bank of Australia’s 10 million customers.

According to the data Hindmarsh Shire Council had 1% of total movements across Australia with an increase of 33% movements based on Quarter by Quarter results but had a -5% Year on Year result.

The highest rating Victorian Local Government Area was Geelong with Ballarat, Bendigo, Shepparton and Baw Baw above Hindmarsh.

Cr Ismay said “Although the data is positive for this quarter, we are cautious that the year on year results show a decrease. We will await the results of the upcoming Census to give a true indication

of the population of Hindmarsh Shire and population movement.”

Tran, the owner of Nhill based company, Nails by Charm, relocated to Nhill earlier this year from Melbourne with her husband who obtained employment in Nhill. Tran is originally from Vietnam and said she likes Nhill because “the people are friendly and helpful. The town is fresh and not too busy and the locals have actively embraced my business”.

One of Tran’s customers is Sasha who moved to Nhill from Mildura three years ago with her husband for employment. They have a young family and Sasha said she has found Nhill a great place to bring up the kids.

She said “our family appreciates the quieter lifestyle here in Nhill and we also appreciate of the recent school holiday programs that Council ran to ensure there are things for kids to do”.

Cr Ismay said, “With all the current negativity relating to the COVID-19 pandemic it is refreshing to see some positive news, but whilst it is good to see actual data and facts, the results do not really surprise me as the rate of property sales across the shire is amazing”.

“Recently, houses have not been staying on the market for long. We are seeing a lot of people relocate to this beautiful part of Victoria.” added Cr Ismay.

Greg Wood
Chief Executive Officer