Aboriginal Tourism Activities in Victoria

Results for the year ending December 2019

This report was produced by the Tourism and Events Research Unit from the Department of Jobs, Skills, Industry and Regions, Victorian Government December 2020.

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# 1. Summary for Victoria

* 459,400 international and domestic visitors participated in an Aboriginal activity in Victoria, spending $1.1 billion and 7.6 million nights in the year ending December 2019.
* International and domestic visitors to Victoria tend to engage only superficially with Aboriginal people and culture while travelling in Australia, preferring to view displays, performances and galleries rather than participating in more immersive experiences like visiting Aboriginal communities and sites or going on guided tours.
* A significant opportunity exists to encourage more international visitors to participate in Aboriginal activities in Victoria. In the year ending December 2019, an estimated 438,000 international visitors to the state displayed a strong interest in engaging in Aboriginal activities but did not do so during their time in Victoria.

# 2. Headline results for Victoria

* Of the 459,400 visitors who participated in an Aboriginal activity in Victoria in the year ending December 2019, 212,800 or 46% were international overnight visitors, 156,000 or 34% were domestic overnight visitors and the remaining 90,600 or 20% were domestic daytrip visitors.
* Of the $1.1 billion spent by visitors who participated in an Aboriginal activity in Victoria in the year ending December 2019, $985 million or 90% of it was spent by international overnight visitors while the remaining $108 million or 10% was spent by domestic overnight visitors.
* Of the 7.6 million nights spent in Victoria by visitors who participated in an Aboriginal activity in Victoria in the year ending December 2019, 7.1 million or 93% of them were accounted for by international overnight visitors while the remaining 531,400 nights or 7% were accounted for by domestic overnight visitors.

Note that the remainder of this report refers to Aboriginal activity visitors, who are defined as visitors who reported participating in one or more Aboriginal activity on their trip. Refer to the Notes section on page 14 for a list of included activities.

## 2.1 Headline results for international overnight Aboriginal activity visitors to Victoria

* 212,800 or 7% of international overnight visitors to Victoria participated in an Aboriginal activity in the state in the year ending December 2019. This represents an increase of 17% compared to the year ending December 2018 and an average annual increase of 15% per annum between the year ending December 2014 and year ending December 2019.
* 11% of all international overnight visitor spend in Victoria, or $985 million, was accounted for by international overnight Aboriginal activity visitors to Victoria in the year ending December 2019. This represents an increase of 29% compared to the year ending December 2018 and an average annual increase of 21% per annum between the year ending December 2014 and year ending December 2019.
* 7.1 million or 10% of all international visitor nights to Victoria were accounted for by international Aboriginal activity visitors to the state in the year ending December 2019. This represents an increase of 9% compared to the year ending December 2018 and an average annual increase of 12% per annum between the year ending December 2014 and year ending December 2019.

## 2.2 Headline results for domestic overnight Aboriginal activity visitors to or within Victoria

* 156,000 or 0.5% of domestic overnight visitors to or within Victoria participated in an Aboriginal activity in the state in the year ending December 2019.
* 0.6% of all domestic overnight visitor spend in Victoria, or $108 million, was accounted for by domestic overnight Aboriginal activity visitors to or within Victoria in the year ending December 2019.
* 531,400 or 10% of all domestic visitor nights to Victoria were accounted for by domestic overnight Aboriginal activity visitors to or within the state in the year ending December 2019.
* Growth rates for all domestic metrics are unavailable as previous years’ figures are below publishable thresholds.

Further results for domestic daytrip visitors are not available due to daytrip expenditure figures being below publishable thresholds.

# 3. State and territory comparisons

## 3.1 Share of Aboriginal activity visitors

* International Aboriginal activity visitors are greatly underrepresented in Victoria. In the year ending December 2019, Victoria received 36% of all international overnight visitors to Australia but only 15% of those who participated in an Aboriginal activity on their trip. Conversely, the Northern Territory received only 3% of all international overnight visitors to Australia, but 14% of international Aboriginal activity visitors.
* Domestic overnight Aboriginal activity visitors are underrepresented in Victoria. In the year ending December 2019, Victoria received 25% of all domestic overnight visitors in Australia, but only 16% of those who participated in an Aboriginal activity on their trip. Conversely, the Northern Territory received only 1% of all domestic overnight visitors in Australia but 30% of domestic overnight Aboriginal activity visitors.

### 3.1.1 Data table: State and territory shares of international overnight Aboriginal activity visitors to Australia

The table below provides the figures for each state’s and territory’s share of international overnight Aboriginal activity visitors alongside their shares of total international overnight visitors to Australia in the year ending December 2019.

| **State or Territory** | **Share of international overnight Aboriginal activity visitors to Australia** | **Share of total international overnight visitors to Australia** |
| --- | --- | --- |
| **Victoria** | 15% | 36% |
| **New South Wales** | 24% | 50% |
| **Queensland** | 26% | 32% |
| **South Australia** | 5% | 6% |
| **Western Australia** | 9% | 11% |
| **Tasmania** | 1% | 3% |
| **Northern Territory** | 14% | 3% |
| **Australian Capital Territory** | 2% | 3% |

### 3.1.2 Data table: State and territory shares of domestic overnight Aboriginal activity visitors in Australia

The table below provides the figures for each state’s and territory’s share of domestic overnight Aboriginal activity visitors alongside their shares of total domestic overnight visitors in Australia in the year ending December 2019.

| **State or Territory** | **Share of domestic overnight Aboriginal activity visitors in Australia** | **Share of total domestic overnight visitors in Australia** |
| --- | --- | --- |
| **Victoria** | 16% | 25% |
| **New South Wales** | 19% | 33% |
| **Queensland** | 11% | 22% |
| **South Australia** | Non publishable | 7% |
| **Western Australia** | 11% | 9% |
| **Tasmania** | Non publishable | 3% |
| **Northern Territory** | 30% | 1% |
| **Australian Capital Territory** | np | 3% |

## 3.2 Participation in Aboriginal activities around Australia

* In the year ending December 2019, 17% of all international overnight visitors to Australia participated in an Aboriginal activity on their trip.
* Victoria had the lowest rate of participation in Aboriginal activities with only 7% of international overnight visitors to the state engaging in an Aboriginal activity. In contrast, the Northern Territory had the highest participation rate with 66% of international overnight visitors to the territory engaging in an Aboriginal activity.
* In the year ending December 2019, only 0.8% of domestic overnight visitors around Australia participated in an Aboriginal activity on their trip.
* Queensland had the lowest rate of participation in Aboriginal activities, with only 0.4% of domestic overnight visitors to or within the state engaging in an Aboriginal activity. In contrast, Northern Territory had the highest participation rate with 17% of domestic overnight visitors to or within the territory engaging in an Aboriginal activity.
* Victoria’s participation rate was 0.5% during the same period, made up of roughly half interstate visitors and half intrastate visitors. Regional Victoria received an 88% share of all domestic overnight Aboriginal activity visitors to or within Victoria.

### 3.2.1 Data table: Participation in Aboriginal activities by international overnight visitors to each state and territory

The table below provides the rates of participation in Aboriginal activities among international overnight visitors to each state and territory in the year ending December 2019. States and territories are ranked in order from highest participation rate to lowest participation rate.

| **State or Territory** | **Participation rates among international overnight visitors to Australia** |
| --- | --- |
| **Northern Territory** | 66% |
| **South Australia** | 15% |
| **Western Australia** | 14% |
| **Queensland** | 13% |
| **Australian Capital Territory** | 12% |
| **New South Wales** | 8% |
| **Tasmania** | 7% |
| **Victoria** | 7% |
| **Australia** | 17% |

### 3.2.2 Data table: Participation in Aboriginal activities by domestic overnight visitors to and within each state and territory

The table below provides the rates of participation in Aboriginal activities among domestic overnight visitors to or within the top five states and territories in the year ending December 2019. States and territories are ranked in order from highest participation rate to lowest participation rate. Figures for South Australia, Tasmania and the Australian Capital Territory are below publishable thresholds.

| **State or Territory** | **Participation rates among domestic overnight visitors in Australia** |
| --- | --- |
| **Northern Territory** | 17% |
| **Western Australia** | 1% |
| **Victoria** | 0.5% |
| **New South Wales** | 0.5% |
| **Queensland** | 0.4% |
| **Australia** | 0.8% |

# 4. International Aboriginal activity visitors to Victoria

* 19% or 582,900 of all international overnight visitors to Victoria participated in an Aboriginal activity somewhere on their trip to Australia in the year ending December 2019.
* 37% or 212,800 of these international visitors participated in an Aboriginal activity in Victoria.
* The remining 63% or 370,100 participated in an Aboriginal activity outside of Victoria only. These visitors may represent an opportunity for Victoria.

## 4.1 Aboriginal experiences as a driver of international visitation

* 18% of international overnight visitors who participated in an Aboriginal activity in Victoria in the year ending December 2019, cited native or indigenous experiences as one of the reasons they chose to visit Australia.
* Native or indigenous experiences was the 11th most common reason for visiting Australia among these international overnight visitors.
* However, only 6% of all international overnight visitors to Victoria cited native or indigenous experiences as one of the reasons they chose to visit Australia in the year ending December 2019.
* Native or indigenous experiences was the 18th most common or second to last reason for visiting Australia among international overnight visitors to Victoria overall.
* An estimated 67,700 international overnight visitors to Victoria, or 2% of total international overnight visitors to the state in the year ending December 2019, cited native or indigenous experiences as one of their reasons for choosing to come to Australia but did not end up participating in any Aboriginal activities on their trip. These visitors may represent a further opportunity for Victoria.

### 4.1.1 Data table: Drivers for international visitation to Australia

The table below provides a list of drivers for international visitation to Australia and the proportions of international overnight visitors to Victoria who cited each driver during the year ending December 2019. The first data column provides the proportions for international overnight visitors to Victoria who participated in an Aboriginal activity on their trip while the second data column provides the proportions for international overnight visitors to Victoria overall. Drivers are ranked from highest to lowest based on the proportions for international overnight Aboriginal activity visitors to Victoria.

| **Measure** | **International overnight visitors who participated in an Aboriginal activity in Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| World class beauty and natural environments | 56% | 47% |
| The local wildlife | 46% | 33% |
| Friendly and open citizens | 45% | 30% |
| Interesting attractions | 41% | 24% |
| A safe and secure destination | 39% | 28% |
| Vibrant cities | 34% | 20% |
| Clean cities, good roads and signposts | 33% | 25% |
| Good food and wine | 28% | 18% |
| Rich history and heritage | 22% | 12% |
| Local festivals and events (e.g. sporting, music, nature) | 19% | 10% |
| Native or indigenous experiences | 18% | 6% |
| A family friendly destination | 16% | 15% |
| Flights with no stop-overs | 14% | 9% |
| Ease of obtaining visa | 14% | 9% |
| Great shopping and brand names | 11% | 12% |
| A range of quality accommodation | 10% | 8% |
| A destination that offers value for money | 9% | 7% |
| None of the above | 13% | 21% |

# 5. Aboriginal activities engaged in by visitors to Victoria

* The most common type of Aboriginal activity participated in by international overnight visitors to Victoria was seeing an Aboriginal art, craft or cultural display, with 409,600 or 13% of international overnight visitors to Victoria engaging in this type of activity. The second most common activity was seeing an Aboriginal site or community, with 188,300 or 6% of international overnight visitors to Victoria engaging in this type of activity. A list of the top 8 activities and their participation rates among international overnight visitors to Victoria is provided in the data table below. Note that no information is available on which state or territory each activity was undertaken in, rather these figures are for international overnight visitors to Victoria who participated in an Aboriginal activity anywhere on their trip to Australia.
* For domestic visitors, only two types of Aboriginal activities were measured prior to 2020. The most common type of Aboriginal activity participated in by domestic overnight visitors to or within Victoria was experiencing Aboriginal art, craft or cultural displays, with 64,200 visitors or 0.2% of domestic overnight visitors to or within Victoria engaging in this type of activity. The other measured activity was visiting an Aboriginal site or community, with 49,500 visitors or 0.2% of domestic overnight visitors to or within Victoria engaging in this type of activity. These figures are three-year averages.

## 5.1 Types of Aboriginal activities participated in

### 5.1.1 Data table: Volume and proportion of international overnight visitors to Victoria who participated in each type of Aboriginal activity

The table below provides a list of key types of Aboriginal activities participated in by international overnight visitors to Victoria in the year ending December 2019, ranked in order from highest participation rate to lowest participation rate. For each activity, data is provided on the volume of visitors who participated in that type of activity and the proportion of international overnight visitors to Victoria who participated in that type of activity.

| **Activity** | **Number of international overnight visitors to Victoria** | **Proportion of international overnight visitors to Victoria** |
| --- | --- | --- |
| **Total Aboriginal activity visitors to Victoria** | **582,900** | **7%** |
| See any Aboriginal art craft or cultural display | 409,600 | 13% |
| See an Aboriginal site or Aboriginal community | 188,300 | 6% |
| Visit an Aboriginal gallery | 142,700 | 5% |
| Attend an Aboriginal dance or theatre performance | 136,200 | 4% |
| Visit an Aboriginal cultural centre | 127,100 | 4% |
| Purchase Aboriginal art / craft or souvenirs | 96,700 | 3% |
| Some other interaction with Aboriginal people | 52,500 | 2% |
| Go on a tour with an Aboriginal guide | 36,800 | 1% |

### 5.1.2 Data table: Participation growth rates for each type of Aboriginal activity among international overnight visitors to Victoria

The table below provides the same list of Aboriginal activities in the same order as the previous table, but this time data is provided on the 5 year average annual growth rates for participation in each type of activity.

| **Activity** | **5 year average annual growth from 2014 to 2019** |
| --- | --- |
| **Total Aboriginal activity visitors to Victoria** | **Increase of 8% per annum** |
| See any Aboriginal art craft or cultural display | Increase of 10% per annum |
| See an Aboriginal site or Aboriginal community | Increase of 6% per annum |
| Visit an Aboriginal gallery | Increase of 4% per annum |
| Attend an Aboriginal dance or theatre performance | Increase of 4% per annum |
| Visit an Aboriginal cultural centre | Increase of 3% per annum |
| Purchase Aboriginal art / craft or souvenirs | Increase of 5% per annum |
| Some other interaction with Aboriginal people | Increase of 8% per annum |
| Go on a tour with an Aboriginal guide | Decrease of 1% per annum |

# 6. Profiles of Aboriginal activity visitors

## 6.1 Profile of international overnight Aboriginal activity visitors to Victoria

Compared with international overnight visitors to Victoria overall, international overnight visitors who participated in an Aboriginal activity in Victoria were more likely to be:

* from the UK or the USA
* visiting on holiday or for education purposes
* female
* visitors who had a longer length of stay
* backpackers
* not part of a group tour
* visitors to regional Victoria (almost two thirds more likely)
* in a younger age group (15-34 years old)
* young or midlife singles and couples (no kids)
* travelling as part of an adult couple

## 6.2 Key profile characteristics of international Aboriginal activity visitors to Victoria

The following series of tables provides incidence rates for profile characteristics of international Aboriginal activity visitors to Victoria compared with all international overnight visitors to Victoria in the year ending December 2019.

### 6.2.1 Data table: Top 5 international markets to Victoria ranked by participation in an Aboriginal activity on their trip.

| **Origin Markets** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| China | 15% | 22% |
| United Kingdom | 12% | 7% |
| New Zealand | 11% | 12% |
| United States of America | 10% | 8% |
| India | 4% | 6% |

### 6.2.2 Data table: Purpose of visit to Victoria for international visitors

| **Purpose of Visit** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| Holiday | 61% | 54% |
| Visiting Friends and Relatives | 33% | 33% |
| Business | 8% | 11% |
| Education | 11% | 6% |

### 6.2.3 Data table: Sex of international overnight visitors to Victoria

| **Sex** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| Female | 56% | 53% |
| Male | 44% | 47% |

### 6.2.4 Data table: Length of stay by international overnight visitors to Victoria

| **Length of Stay** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| 1- 7 nights | 46% | 60% |
| 8 - 14 nights | 19% | 15% |
| 15 - 30 nights | 13% | 9% |
| 31 or more nights | 23% | 16% |
| **Average Length of Stay** | **33.3 nights** | **23.3 nights** |

### 6.2.5 Data table: Age groups of international overnight visitors to Victoria

| **Age Group** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| 15-24 years | 19% | 15% |
| 25-34 years | 26% | 23% |
| 35-44 years | 15% | 16% |
| 45-54 years | 15% | 16% |
| 55+ years | 25% | 30% |

### 6.2.6 Data table: Life stage of international overnight visitors to Victoria.

Refer to Notes on page 15 for definitions of life stage categories

| **Life Stage** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| Young or Midlife single | 39% | 33% |
| Young or midlife couple, no kids | 15% | 12% |
| Parents | 18% | 26% |
| Older working | 13% | 15% |
| Older non-working | 15% | 14% |

### 6.2.7 Data table: Travel party of international overnight visitors to Victoria

| **Travel Party** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| Unaccompanied traveller | 51% | 51% |
| Adult couple | 24% | 22% |
| Family group - parent(s) and children | 12% | 13% |
| Friends and/or relatives travelling together | 10% | 11% |

### 6.2.8 Data table: Other travel behaviours of international overnight visitors to Victoria

| **Travel Behaviours** | **International Aboriginal activity visitors to Victoria** | **All international overnight visitors to Victoria** |
| --- | --- | --- |
| Backpacker | 14% | 9% |
| Group tour | 7% | 10% |
| Visit regional Victoria | 29% | 19% |

## 6.3 Profile of domestic overnight Aboriginal activity visitors in Australia

Compared with domestic overnight visitors around Australia overall, domestic overnight visitors who participated in an Aboriginal activity on their trip were more likely to be:

* from Victoria or Western Australia
* interstate travellers
* on holiday
* female
* visitors who had a longer length of stay and a more complex itinerary with more stopovers
* users of Visitor Information Centres (VICs)
* first-time visitors to their main destination state or territory
* visitors to regional Australia
* in an older age group
* older working or older non-working travellers
* travelling with others.

## 6.4 Key profile characteristics of domestic overnight Aboriginal activity visitors around Australia

The following series of tables provides incidence rates for profile characteristics of domestic overnight Aboriginal activity visitors around Australia compared with all domestic overnight visitors around Australia in the year ending December 2019. Note that profile data is unavailable for domestic overnight Aboriginal activity visitors to or within Victoria only because figures are below publishable thresholds.

### 6.4.1 Data table: Top domestic source markets ranked by participation in an Aboriginal activity on their trip.

Participation rates for states and territories not listed are below publishable thresholds.

| **State or Territory** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| New South Wales | 30% | 32% |
| Victoria | 30% | 26% |
| Queensland | 14% | 21% |
| Western Australia | 10% | 9% |

### 6.4.2 Data table: Origin of domestic overnight visitors in Australia

| **Origin** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| Interstate | 49% | 33% |
| Intrastate | 51% | 67% |

### 6.4.3 Data table: Purpose of visit to stopover for domestic overnight visitors

| **Purpose of Visit** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| Holiday | 63% | 39% |
| Visiting Friends and Relatives | 21% | 34% |
| Business | 18% | 23% |

### 6.4.4 Data table: Sex of domestic overnight visitors in Australia

| **Sex** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| Female | 55% | 48% |
| Male | 45% | 52% |

### 6.4.5 Data table: Length of stay by domestic overnight visitors in Australia

| **Length of Stay** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| 1 night | Non publishable | 30% |
| 2 nights | 17% | 27% |
| 3 nights | 15% | 15% |
| 4 - 7 nights | 27% | 20% |
| 8 - 14 nights | 21% | 6% |
| **Average Length of Stay** | **6.5 nights** | **3.6 nights** |

### 6.4.6 Data table: Age groups of domestic overnight visitors in Australia

| **Age Group** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| 15-24 years | 11% | 14% |
| 25-34 years | 13% | 18% |
| 35-44 years | 18% | 17% |
| 45-54 years | 22% | 18% |
| 55+ years | 35% | 32% |

### 6.4.7 Data table: Life stage of domestic overnight visitors in Australia.

Refer to Notes on page 15 for definitions of life stage categories

| **Life Stage** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| Young or Midlife single | 17% | 20% |
| Young or midlife couple, no kids | 11% | 14% |
| Parents | 31% | 31% |
| Older working | 21% | 19% |
| Older non-working | 19% | 17% |

### 6.4.8 Data table: Travel party of domestic overnight visitors in Australia

| **Travel Party** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| Travelling alone | 17% | 34% |
| Adult couple | 26% | 24% |
| Family group - parents and children | 19% | 14% |
| Friends or relatives travelling together | 27% | 20% |

### 6.4.9 Data table: Other travel behaviours of domestic overnight visitors in Australia

| **Travel Behaviours** | **Domestic Aboriginal activity visitors around Australia** | **All domestic overnight visitors around Australia** |
| --- | --- | --- |
| Went to a Visitor Information Centre | 33% | 6% |
| First visit to main destination state or territory | 31% | 10% |
| Visit regional Australia | 84% | 63% |

# 7. Data notes

## 7.1 Data sources

All estimates are derived from the following sources:

* International Visitor Survey (IVS), year ending December 2019, Tourism Research Australia
* National Visitor Survey (NVS), year ending December 2019, Tourism Research Australia

Base for IVS data: Only those trips where international visitors aged 15 years or over who have stayed in Australia for less than 12 months are in scope.

Base for NVS data: Domestic visitors aged 15 years or over.

Further information on international and domestic visitor statistics can be found at [Tourism Research Australia](https://www.tra.gov.au/)

## 7.2 Basis for Aboriginal activity visitor classification

The International Visitor Survey (IVS) contains two supplementary questions on international overnight visitors’ participation in Aboriginal activities around Australia. These provide data on:

1. which states and territories international overnight visitors undertook Aboriginal activities in, and
2. the types of activities that international overnight visitors participated in during their trip to Australia (note that individual activities are not linked to location). The activities included in the survey are:

* Go on a tour with an Aboriginal guide
* Stay in Aboriginal accommodation
* Visit an Aboriginal cultural centre
* Visit an Aboriginal gallery
* Attend an Aboriginal festival
* Attend an Aboriginal dance or theatre performance
* See any Aboriginal art craft or cultural display
* See an Aboriginal site or aboriginal community
* Purchase Aboriginal art / craft or souvenirs
* Some other interaction with Aboriginal people

The National Visitor Survey (NVS) activity grid includes two categories of Aboriginal activities, both of which are linked to location:

* Experience Aboriginal art/craft and cultural displays
* Visit an Aboriginal site/community

## 7.3 Life stage categories definitions

The following table provides the definitions of the life stage categories that were included in the visitor profile section.

|  |  |
| --- | --- |
| **Life Stage** | **Definition** |
| Young or Midlife single | 15-44 years, young single living at home, midlife single |
| Young or midlife couple, no kids | 15-44 years |
| Parents | Any age, children still living at home |
| Older working | 45+ years, working, married or single |
| Older non-working | 45+ years, non- working, married or single |

## 7.4 General

Figures might not add up due to rounding.

Factsheet produced by the Tourism and Events Research Unit from the Department of Jobs, Skills, Industry and Regions (DJSIR), Victorian Government, December 2020. This reformatted version was produced in November 2023.

Due care is taken in the production of this factsheet, however, DJSIR accepts no responsibility for use of this information. Data correct at time of publishing.