

# 2024 Regional Wellbeing Survey

## STAKEHOLDER INSTRUCTIONS



Thanks for supporting the Regional Wellbeing Survey, delivered by the University of Canberra. Since 2013, the Regional Wellbeing Survey has provided a wide range of organisations across Australia with insight into the different factors affecting the wellbeing of people living across the nation's diverse communities. Every year, thanks to support from our funders and partners around 15,000 people answer questions about their wellbeing and resilience, and the resilience and liveability of the community live in.

### How can my organisation help?

We are asking you to help by promoting the survey to your networks and social media audiences. We have prepared draft text and social media tiles for download to simplify the process.

The more people we have respond to the survey, the more robust and representative our findings. Support from organisations such as yours help us increase the number of people participating in the survey. It can also help us reach groups who typically do not respond to invitations to complete surveys, such as young people, men, and those working in agriculture (to name a few). For many people, receiving a direct invitation from an organisation they know, and trust increases the likelihood they will complete the survey.

### How does the survey work?

The Regional Wellbeing Survey is now open and surveys completed before the 31st January 2025 can enter a draw to win one of 11 prizes worth \$9,000 in total. Winners can select from a range of gift cards or can donate their prize to a registered charity of their choice. The survey can be complete online or by completing a paper survey available by phoning 1800 981 499.

The survey asks a broad range of questions related to wellbeing, liveability and resilience. Depending on whether all the questions apply to the person the survey takes between 20 to 60 minutes to complete. In addition to our regular topics, this year's survey will include questions related to changing land use in regional and rural areas, and farmer mental health and wellbeing.

### How are the results used?

Data from the survey is used by decision makers across different government, not-for-profit and private sector organisations to enhance and improve quality of life in regional and rural Australia. In the past, the data from the survey has helped communities track resilience and natural disaster recovery in their local community, and to examine the impact of policy decisions have wellbeing. See [www.regionalwellbeing.org.au](http://www.regionalwellbeing.org.au) for results and reports from a range of projects.

In addition to our reports and research articles, every year key survey findings are made publicly available through our data tables published on our website. By accessing our data tables, you can track how your community/region is doing across more than 80 different measures of wellbeing, liveability and resilience.

If you are interested in receiving updates on the results, please email the team at [regionalwellbeing@canberra.edu.au](mailto:regionalwellbeing@canberra.edu.au).

Thank you in advance, and we look forward to sharing the results in 2025.  
 Jacki Schirmer, Mel Mylek, Kimberly Brown, Michael Dale, Celia Maddox, Greta Amorsen

# Regional Wellbeing Survey Campaign Messages and Resources

To make things easier we have included our campaign messaging below for you to use when promoting the survey. But please feel free to add your own wording or provide examples of why your organisation is supporting the Regional Wellbeing Survey. [CLICK HERE TO DOWNLOAD SOCIAL MEDIA TILES.](#)

Date	Target	Post Text
Post any time before <b>Friday 31<sup>st</sup> January 2025</b>	<b>Rural population – individual outcome focused</b>	<p>There's a lot to love about living in rural and regional Australia, but sometimes living outside the cities can be hard. Over the last decade, the Regional Wellbeing Survey has highlighted the challenges rural Australians face such as accessing GPs, childcare, and tradies. Findings have also shown that people living in rural communities are often more socially connected compared to those living in the cities.</p> <p>Data from the Regional Wellbeing Survey captures the opportunities and challenges faced by people in rural and regional Australia and helps mobilise solutions. Take part in this survey and help shape better outcomes for you, your family, and our community.</p> <p>Head to <a href="https://uoc.sydney.qualtrics.com/jfe/form/SV_bp02G51k4XpoyLs">https://uoc.sydney.qualtrics.com/jfe/form/SV_bp02G51k4XpoyLs</a> to take part.</p>
	<b>Rural population – community outcome focused</b>	<p>With bushfires, drought, cost of living, and service shortages across rural and regional and rural Australia, we're facing some big challenges.</p> <p>The Regional Wellbeing Survey helps capture how we are responding, and where more funding and support might be needed to help support a great quality of life across all Australia's diverse regional and rural communities.</p> <p>Take part in the survey to make sure your community and your voice is represented!</p> <p><a href="https://uoc.sydney.qualtrics.com/jfe/form/SV_bp02G51k4XpoyLs">https://uoc.sydney.qualtrics.com/jfe/form/SV_bp02G51k4XpoyLs</a></p>
	<b>Rural population – time focus</b>	<p>Do you live outside a major city? Want to help improve life in rural and regional Australia? Take the Regional Wellbeing Survey!</p> <p>Spend the time you can – we offer a shorter and a longer version depending on how much time you have. You can also complete part and come back to it again when you have time.</p> <p>The survey results help a range of organisations, from local to national to build better services, support, and systems in remote, rural and regional communities.</p> <p>Take the survey:  <a href="https://uoc.sydney.qualtrics.com/jfe/form/SV_bp02G51k4XpoyLs">https://uoc.sydney.qualtrics.com/jfe/form/SV_bp02G51k4XpoyLs</a></p>





Date	Target	Post Text
	<p><b>General population – prize focused</b></p>	<p>Go in the running for \$9,000 worth of prizes, and help your community be heard!</p> <p>Take part in the Regional Wellbeing Survey, and your responses could shape the programs, policies, and funding available in your area.</p> <p>Respondents will also go in the draw to win 11 prizes, including a grand prize of \$2,500 cash.</p> <p>Share your story by taking the survey and win!</p> <p><b><a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></b></p>
	<p><b>Regional and rural families</b></p>	<p>Calling all regional and rural families, take part in this annual survey to ensure your voice is heard!</p> <p>Share what makes life great, what challenges you face, and which services or support might be missing.</p> <p>Make sure your voice is counted and help us understand how to make life in rural and regional Australian better than ever.</p> <p>Take the survey at <b><a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></b></p>
	<p><b>New residents in regional/ rural areas</b></p>	<p>New to the region or been here for ever? Passionate about your community and its future?</p> <p>Take the Regional Wellbeing Survey so we can understand what's great, what can be improved, and how we can build a better future for people living in rural and regional Australia.</p> <p>Your experience makes a difference, and you'll go in the running to win \$9,000 worth of prizes.</p> <p>Take the survey now - <b><a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></b></p>
	<p><b>Young men - direct call</b></p>	<p>Male? Under 45? We need to hear from you! The experiences of men (particularly younger men) often go unheard.</p> <p>We are seeking men under 45 to take part in the annual Regional Wellbeing Survey. If you know someone who should take part, tag them below!</p> <p>Responses from more young men are needed to understand how their lives are changing – for the better or for the worse. Make sure your voice is counted and help us understand how to make life in Australian better than ever.</p> <p>Anyone who takes the survey goes into the running to win prizes, with \$9,000 worth of gift cards up for grabs.</p> <p>Head to <b><a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></b> to take part.</p>

Date	Target	Post Text
	<b>Young men -</b> indirect call	<p>Just started smoko? Out in the field? Quiet night at home?</p> <p>If you've got 30 minutes to spare, take the Regional Wellbeing Survey. It's your chance to share ideas, help regional and rural Australia be heard and go in the draw to win \$2500 in your choice of gift cards.</p> <p>Results will show how regional Australia is tracking compared to our bigger cities, and help shape decisions, policy, and funding across Australia.</p> <p>Stand up and be counted! Do the survey here: <a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></p>
	<b>State based focus</b>	<p>Tasmanians, we need you!</p> <p>Join thousands of Australians across Australia by sharing your views on wellbeing in your community – and make sure Tasmania is represented!</p> <p>The Regional Wellbeing Survey shapes decisions, policy and funding across the country, so make sure Tasmania is counted in this national survey!</p> <p><a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></p>
	<b>Urban audiences</b>	<p>Australia is a big country – and our rural, regional and urban communities all face a range of challenges.</p> <p>The Regional Wellbeing Survey asks how YOUR community is going. Help us understand what's happening in your region of Australia – whether it's a remote community, a rural town, or a big city.</p> <p>The Regional Wellbeing Survey is your chance to share ideas and go in the draw to win \$2500 in your choice of gift cards.</p> <p><a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></p>
Post ion the week before closing <b>Friday 31st January 2025</b>	<b>Rural audiences -</b> Time running out	<p>Only one more week to enter! Be sure your voice is counted so you go in the draw for over \$9,000 of prizes.</p> <p>Plus, your responses could shape decisions on programs and funding in your area, and help build a strong regional and rural Australia.</p> <p>Jump on and complete the survey before <b>Friday 31st January 2025</b>.</p> <p><a href="https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs">https://uoc.syd1.qualtrics.com/jfe/form/SV_bP02G5Ik4XpoyLs</a></p>

**KEY DATES**

 Closing date for prize draw entry - **11:59pm 31st January 2025**

 Start date for social media campaign - **From the 27th November 2024**
