

Oh What a Challenge – Get Sigrid!!!!

A recent newspaper article about population growth, based on the current ABS figures, stated that Queensland's population could be bigger than Victoria's in around 35 years!!!!

It appears that most of this growth is going to be in the south-east corner of the state and along the coastal strip of Queensland.

This will provide different challenges for the areas experiencing population growth and for regions missing out. The former will have to find ways to stretch their resources to get the best allocation, while the latter will have to be creative to find ways to latch onto some of the growth.

Maybe the latter group can learn from the example of 2 Victorian areas which experienced a condition called "the Sigrid factor". In a book written by Bernard Salt called "The Big Shift: Welcome to the Third Australian Culture" (Hardie Grant Books), the authors refer to the powerful impact on 2 regions used as the setting for the TV mini-series which starred the actress Sigrid Thornton. The 2 regions impacted were Echuca-Moama and Barwon Heads.

Echuca-Moama was the location for "All the Rivers Run", and as Bernard Salt states

"... this series popularized the region, attracted weekend visitors and stimulated the local economy to further develop the port..."

The port refers to the old port of Echuca. With the popularity of the mini-series and the region refocusing on lifestyle, tourism and sporting events, the area quickly boomed, ie changed from a slow to a fast-growing region

This phenomenon was repeated for Barwon Heads with the mini-series entitled "Sea Change" focusing on the beach lifestyle.

The common factor in both mini-series was the same actress, Sigrid Thornton. As Bernard Salt states,

"...both All The Rivers Run and Sea Change popularized localities and a lifestyle. The subsequent growth of a locality suddenly thrust into the national spotlight is helped along if the local geography is pretty much on side.....perhaps the answer to rural demographic decline is to entice Sigrid Thornton to make her next mini-series..." in your regional area!!!!

Food for thought and best of luck!!!!!!

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