

GRIFFITH 'GOLDILOCKS TOWN'

It comes as no surprise to RDA Riverina that Griffith was named as one of Australia's top country towns.

Demographer Bernard Salt named Griffith a 'Goldilocks town' – "Not too big, not too small and with just the right mix of verve, chutzpah and a fair go."

Looking at factors such as population, demographic diversity and economic diversity, the list appeared in the *Weekend Australian* (March 24) and includes communities that "deliver this nation's best country-town lifestyle".

With a population of 19,000, Griffith was the largest town listed, with others including Margaret River in WA, Goondiwindi in QLD and Katherine in NT.

Bernard Salt also made special mention of Wagga Wagga in the article, which, without the population cut-off at 30,000 "would have been a contender" for the list.

The same edition also included a feature on the economic boom currently underway in Griffith and the need for more skilled workers in the city.

This is something the Country Change campaign – a program of activities designed to increase investment in the Riverina by attracting new residents and businesses – seeks to directly address.

RDA Riverina Director of Regional Development and CEO, Rachel Whiting, said the articles bring good exposure to the area.

"We've always known that Griffith is a wonderful community to live, work and invest in, but it's nice to have this validated by this list and to let the rest of the country in on our secret.

"Through the Country Change campaign we look forward to welcoming even more people into this prosperous community and into other supportive communities surrounding Griffith and Wagga Wagga."

Deputy Prime Minister and Federal Member for Riverina Michael McCormack said Riverina's regional centres, such as Wagga Wagga and Griffith, provided the strong framework for the wider community to thrive.

"Wagga Wagga, as the largest inland city in New South Wales, offers opportunities to regional and rural Australians which they would otherwise have to move to the city to obtain," Mr McCormack said.



“Wagga Wagga and indeed Griffith give the wider Riverina region a firm footprint in offering fantastic career opportunities whilst maintaining the lifestyles in which rural Australians enjoy so much.

“Regional Australia – why would you want to live anywhere else?”

Member for Farrer Sussan Ley agrees.

“Am I surprised by this finding? Absolutely not! Since becoming local federal MP, it’s obvious Griffith is a city which knows where it is going, with an intrepid community spirit to help it get there. Those qualities and an instinctive ethic that hard work can achieve many good things, make us hard to top as a great place to live.”

- Ends -

MEDIA NOTE: For more information, contact RDA Riverina Director of Regional Development and CEO Rachel Whiting on 0429 444 213.

