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TITLE: Lifestyle Migration: British People Seeking for the Better Way of Life in Australia

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British migration into Australia has been the focus of numbers of studies especially focussing on the patterns of past migrations (Jupp, 2004; McGregor, 2006; Jacobs, 2011). Accentuated in these stories are issues of economic and social transitions and also questions of representation of Australia to the potential migrant (see Jacobs, 2011). More recent studies from Khoo, Hugo and McDonald (2011) suggest however that a significant portion of motivation for moving to Australia for the British is 'Australia's lifestyle'. Studies of British migration elsewhere have highlighted this also, especially amongst the middle classes (Benson, 2011, 2012, 2015; Benson and O'Reilly, 2012). Conceptualised as 'lifestyle migration', this movement of people attempts to track motivations back to core sociological debates such as structure and agency (Benson and Osbaldiston, forthcoming). In this paper however, we examine the experience of the contemporary British migrant in Australia today. Using recent ethnographic data, we unpack 'lifestyle migration' arguing that while the term has relevance, it is unclear at times where the boundaries between 'lifestyle' and other factors such as 'labour' begin and end. We argue therefore that the concept 'lifestyle migration' as it is presently styled, requires a more nuanced theoretical account in the Antipodean experience.