

business case

why .id?

The pressures on councils to deliver services are ever increasing. More demands from your communities, extra reporting requirements and constraints applied by other levels of government, coupled with difficulties in balancing the budget, can be a real challenge.

Add to this, ageing populations, increasing overseas migration and population change. In this environment, difficult decisions have to be made about how best to allocate finite resources across numerous services and facilities to meet the changing community's needs.

A modest annual investment in **.id's** information tools has the potential to save millions of dollars by enabling councils to streamline their service delivery programs, manage their assets in line with demographic change, and plan effectively for changing communities. Here are just some of the benefits:

build confidence in decision making

.id provides councils with the means to move past observations, intuition, assumptions and anecdotal evidence and to test their assumptions using data – thus enabling them to have confidence that the decisions they are making are based on sound evidence. **.id's** products are produced by expert demographers giving you complete confidence that the information you are using to make crucial decisions is accurate.

manage assets to meet changing demands

The next 20 years will see massive changes in the makeup of our populations around Australia. Some areas will experience significant ageing trends while others (often in the same council areas) will go through a growth phase with more young families moving in and a commensurate increase in young children. Assets that were developed and maintained for the age and growth profiles of the past may need to adapt and change to meet the needs of the new residents. Having access to information about these changes will enable asset plans to be developed to keep pace with the dynamic environment.

allocate resources to where they are most needed

Typically demographic analysis is provided only at the Local Government Area (LGA) level. This is not particularly helpful to councils as they conduct all their business within the LGA making suburb-level information essential. **.id's** products present information at the neighbourhood level (suburbs, wards etc.) enabling councils to accurately target resources to the relevant communities within their LGAs.

better use of internal resources

The cost of producing community profiles in-house will typically take between 6-8 months for 1.5 people (a senior officer and analyst) at a cost of around \$80,000. **.id's** complete suite of information products costs \$55,000 per annum – providing you with expertise in Census, housing and economic analysis, as well as population forecasting - for less than the cost of one analyst.

Developing a partnership with a company that specialises in this area means council officers can spend their time considering the implications of the information provided rather than crunching numbers.

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minimise spending on research projects

Councils frequently commission studies (eg housing strategies, youth, health and well-being plans) that require a demographic component. For example, in a \$60,000 study, typically around \$10,000 is spent generating demographic data. If only five studies are commissioned each year this could represent an annual cost of \$50,000 or more. In addition, such demographic profiling is often sub-standard, rarely forward-looking and each study often presents different figures causing confusion across council and the community. **.id**'s products ensure consistent inputs for every study, delivering significant cost and quality assurance benefits.

deliver consistency in reports and information

Economic and demographic data comes in many different datasets which are updated at different times. Because **.id**'s products are delivered online, and hosted by **.id**, they are regularly updated as new data becomes available - ensuring that councils always have the latest information on hand.

By using just one, up to date and well-maintained central point for demographic information, council reports, media releases, grant applications and other documents will always be consistent and accurate.

provide useful information to your community 24/7 – and save staff time

One of the most time-consuming demands on council's scarce resources is the requirement to meet increasing external demands for demographic related information, for everything from school projects to business investment plans and multi-million dollar developments. When councils put **.id**'s products on their own websites, the whole community (and beyond) has access to the information. Because no technical knowledge is required to use the product, it's accessible to all members of the community as well as potential investors.

For example, community groups and sporting clubs can use the information to target their recruitment of volunteers, members and players.

encourage economic development and investment

Local businesses can use **.id** tools to plan investment decisions while interested investors from other areas can use it to consider new ventures within your council boundaries.

Delivered online, in an accessible format, **.id**'s products are a great way to share important demographic and economic information with local industry and potential investors and promote the local area.

enhance funding requests

Councils are increasingly being required to use demographic evidence to back up their requests for funding and to support their policy decision making. **.id**'s products make it easy to illustrate the need for external grant funding by delivering evidence-based information about areas of disadvantage, emerging health and community issues, or economic development and local skills training.