

# .id briefing series

## The population is changing, are you prepared?

**.id** is Australia's leading firm of demographic analysts, specialising in local government population statistics.

Our population forecasting work has uncovered a **significant demographic shift** since the last Census that has major implications for any organisation delivering **aged-based services**

- it's not all about ageing
- there is a new baby boom happening
- there will be significant increases in demand for children's services
- change is happening now – we need to start preparing

These trends will affect local areas in different ways. To help you understand the coming changes, **.id** is offering a **free executive level briefing** for all of our clients to explain what is driving these changes nationally, and what impact these changes may have on your **local community**. These briefings will be held at your premises at a time that suits your executive team.

No need to wait until the next Census – one of **.id's** demographic experts can deliver an engaging and entertaining 60 minute presentation, now, to allow you to factor these shifts into your planning and budgeting processes in advance of the census data becoming available.

It's about **.id** delivering information to enable you to make **informed decisions**.

**.id** is also available for councillor briefings, strategic planning workshops and executive planning sessions.

Contact your **.id** client manager to arrange a session time.

inform ● persuade ● engage