

## Census data helps communities confidently plan their future

With a passion for society and expertise in demographics, economics, housing and population forecasting, *.id consulting* understands that data is at the heart of every community, telling the story of its people, places and potential.

*.id consulting's* client base includes more than 250 Local Government Associations (LGAs), state government, education and the private sector. It provides data and analysis, and demographic and economic consulting to help clients make evidence-based decisions about their communities.

*.id consulting* Demographer Glenn Capuano said while the firm sources and presents population and demographic data from a variety of sources, it relies heavily on Census data for small area information to develop detailed local area profiles.

“These profiles look at the characteristics of each suburb, town or locality in each LGA, how it is changing over time and what role it plays within the wider region,” Mr Capuano said.

“We also use modelling to forecast future populations, age and household types, and economic modelling to look at the impact of changes to industry makeup and events in the area. These demographic trends support strategic planning and economic development.

“Of critical importance is how Census provides data at fine geographic levels. We use it to tell local stories for our clients, helping them better understand the local population, its current and future needs, and the services required to meet those needs,” he said.

*.id consulting* worked with several Queensland councils to help them identify vulnerable populations for emergency management procedures during cyclones, fires or other disasters.

“We used Census data to determine trends that make a household vulnerable, such as no internet connection, no vehicle ownership, low English proficiency, lone-person households and over-crowding.

“This let councils know where there may be areas where people might not hear messages to evacuate, or where people might not be able to move when that order to evacuate comes.

“As a result, councils identified hot spots where they should focus their communication during an emergency. They also fine-tuned their cyclone and emergency management plans and preparedness to consider these vulnerable communities, which could save lives,” he said.

Mr Capuano stressed the importance of Census participation.



# Census

Every stat tells a story.

“Accurate information is key to local governments being able to plan, understand and advocate for their areas. They can't do this without people universally completing the Census.

“Census is the great equaliser. Everyone counts, no matter your income, your background, or whether you're experiencing homelessness. Your Census form is as important as everyone else's.