

Living in Place - Logan

Workshop





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Daniel Evans | Consultant @ .id - informed decisions
dan@id.com.au | 0407 502 887 | views.id.com.au
<https://views.id.com.au/logan>

community views

powered by
.id informed
decisions

Our time together...

-  About the Living in Place community survey
-  How we delivered 'Living in Logan' (via Inland Rail)
-  Key insights summary
-  Open discussion

Introducing .id - informed decisions...

About us



We are demographers, housing analysts, forecasters, economists and social researchers with 25 years' experience working with local government.

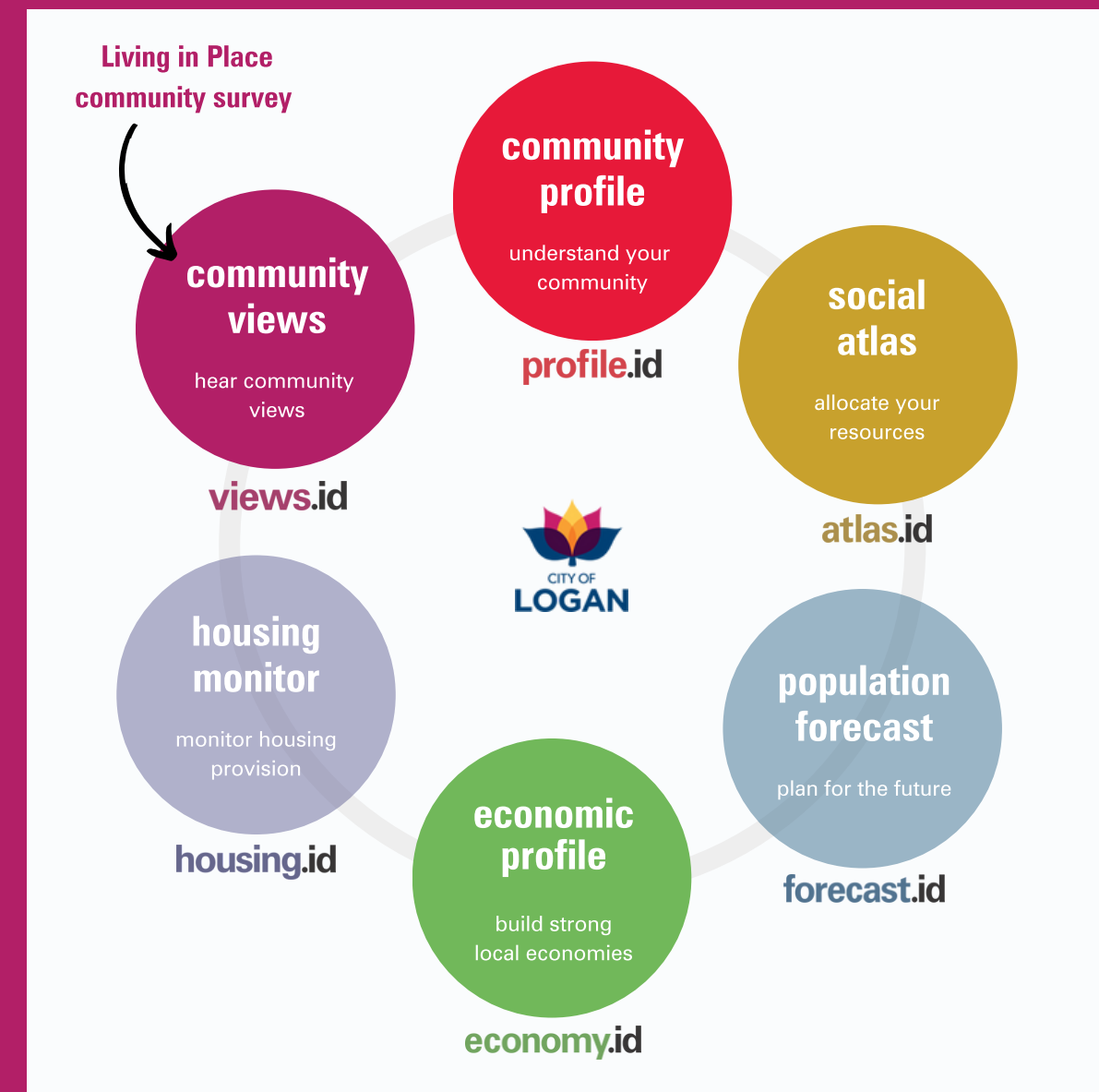


Who study how cities, towns and regions are changing and organise complex data in intuitive web applications for people with diverse needs.



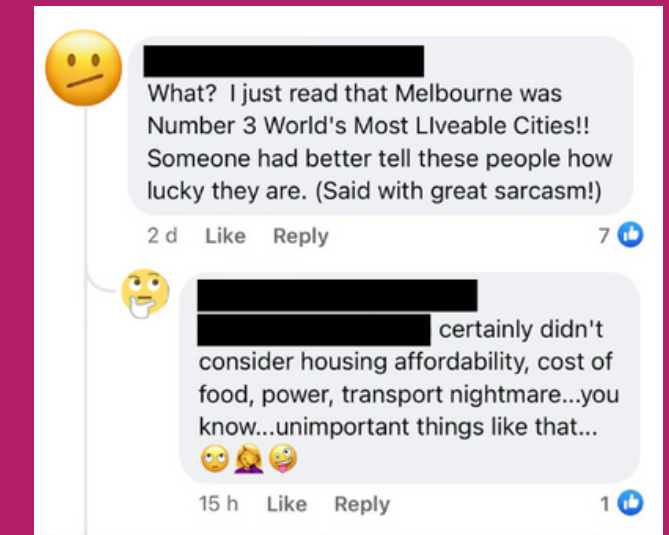
We help clients and others make informed decisions about when and where to provide services, invest and advocate.

The .id Platform



Creating 'Living in Place'...

"Liveability manifests in many ways. It's highly personal and deeply rooted to place." Understanding Liveability (.id consulting)



16 attributes developed by Ipsos Public Affairs in 2014 to give the community a voice in the 'liveability' movement.



Attributes selected through global literature review, UK research, consultation and survey trials.



Approach piloted by .id and Ipsos in 2019 to test appropriateness for LG planning and advocacy.



Living in Place formally launched in 2021.



A lack of road congestion



A prosperous economy



High quality education opportunities



High quality health services



A strong sense of community



Access to the natural environment



Making your way to and from services with ease



Opportunity for all



Affordable decent housing



Cultural facilities such as museums, galleries, festivals



Reliable and efficient public transport



Shopping, leisure and dining experiences



Feeling safe



Good job prospects



Social cohesion

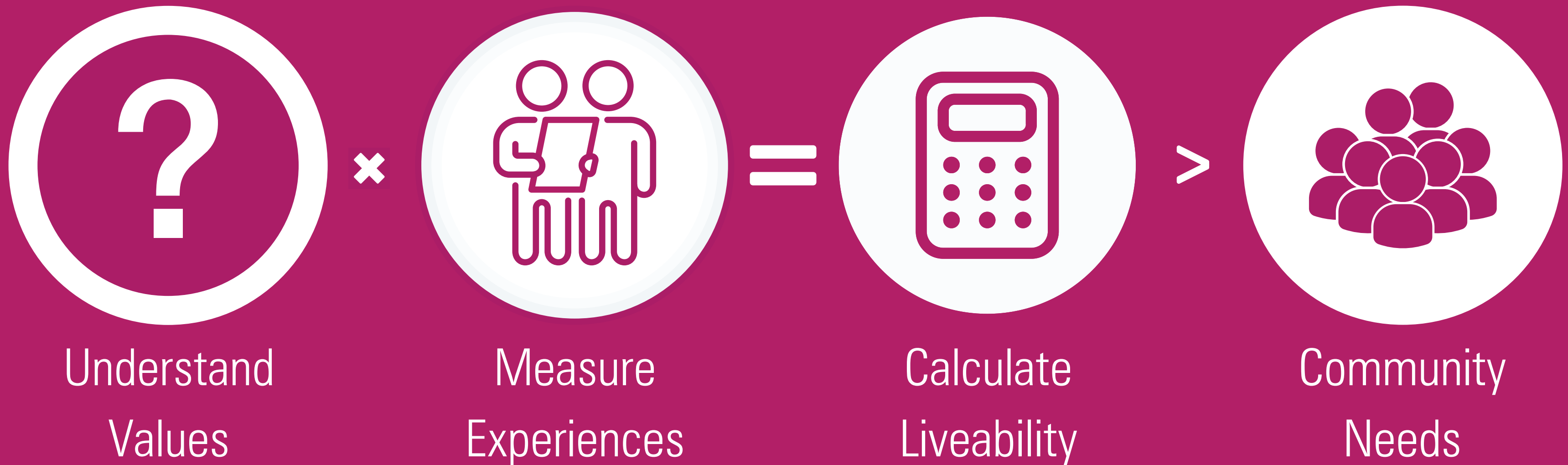


Sports and recreation



Australian Government
The Treasury

How 'Living in Place' works...



What the local community believes makes somewhere a good place to live

What's going well (and not so well) in and across residents' local areas

One number between 0 & 100 to monitor collective quality of life

Attributes related to advancing quality of life to inform Council planning and advocacy

What else do you ask?

The survey measures community values and experiences, local area liveability and future needs. It also understands health, wellbeing, financial circumstances, concerns and ideas.



Uses 16 attributes to determine community values and experiences, calculate local area liveability and identify future needs.



Also measures health and wellbeing, financial circumstances, local area concerns and seeks ideas for improving quality of life.



Contextualises community views spatially, through demography and life-stage.



[This video introduces the Living in Place survey and how we collect the data.](#)



[Complete the survey yourself](#)

How do you collect the survey data?

The survey is conducted using a social media advertising approach - which strikes the right balance across representativeness, price and speed.



Living in Place takes just eight minutes to complete using our proven social media advertising methodology. We run this for Council.



83% of Australians are active on social media, and approximately one-third of our time online is spent on social media.



Random selection increases the probability that the community's views from the survey reflect the broader population.



How many people did you survey?

In May / June we surveyed n=3,754 people across the proposed Alignment, consistent with 2022.

LGA	Sample Goal	Sample Size	B2G	G2H	H2C	C2K	K2AR&B
Logan	500	703	N	N	N	Y	Y
Scenic Rim	500	506	N	N	N	Y	N
Ipswich	1200	1202	N	N	Y	Y	N
Lockyer Valley	500	507	N	Y	Y	N	N
Toowoomba	500	632	Y	Y	N	N	N
Goondiwindi	200	204	Y	N	N	N	N
Total	3400	3754	836	1139	1709	2411	703
Alignment Towns	500	510	57	117	164	43	129

Aim is to deliver meaningful sample sizes for LGA to represent views spatially (towns and villages), by demography (e.g. age) and life-stage (e.g. home ownership).

Surveyed n=703 residents across two local areas (Rural and Urban) in April and May 2023. More residents surveyed in 2023 compared to 2022 (n=571).

How do you report the survey data?

All Living in Place survey deliverables and data are available through our online platform, [views.id](#).



[views.id](#) analyses and reports the Living in Place survey insights for Australian LGAs and related groups.



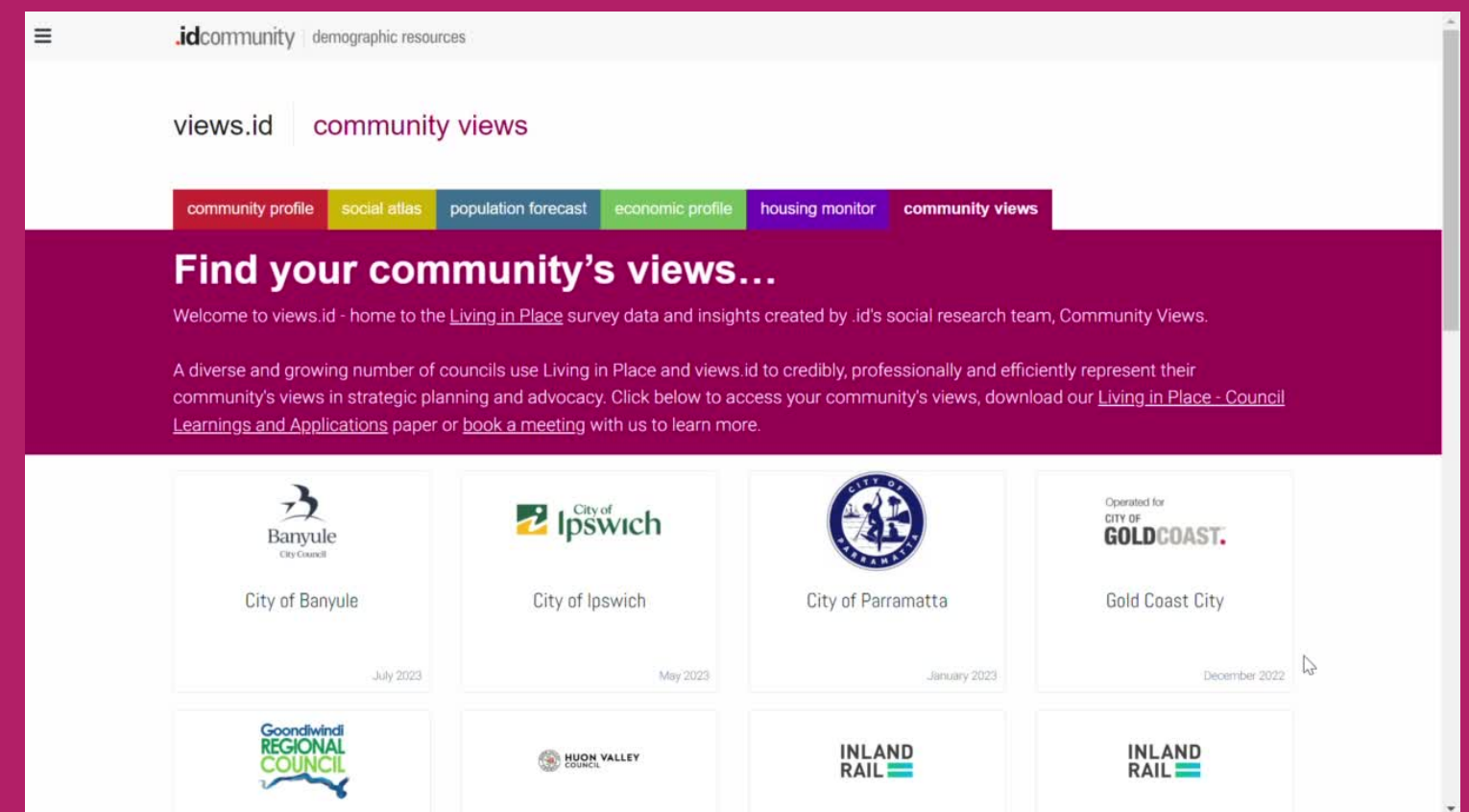
The [Insights workshop](#) launches the Living in Place insights to Council and acts as a [views.id](#) on-boarding opportunity.



The Views report delivers a narrative from the Living in Place survey in an engaging and shareable manner.



[Ongoing support](#) to help Council continue to represent its community's views in decision making.



Data analysed and uploaded into views.id in July 2023.

Insights workshop delivered today, Views report uploaded in September.

Ongoing support to connect insights and data with local policy and advocacy provided on demand.

How are the insights and data are being used?



Evidence base to create, monitor and evaluate strategic planning and advocacy.



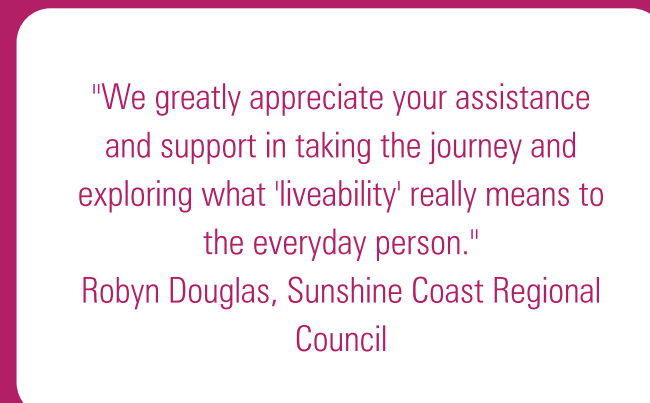
Understand how views and future needs manifest spatially across (local areas), change within (demography, life-stage) and compare beyond (external benchmarking) the LGA to inform investments.



Strategic planners and advocates can focus on utilising insights instead of designing, running, analysing surveys and engagement.



Comprehensive nature of the questionnaire and utility of the views.id platform reduces the need for multiple surveys and 'over-engagement' - saving time, resources and money.



Why Living in Place for Inland Rail QLD?



Monitor how communities feel they are progressing with regard to various aspects of Inland Rail's social performance framework, including the 'community health and wellbeing' agenda.

- Compare how views and future needs of communities along Inland Rail are similar or different to Australian, Regional and Rural Australian and Queensland averages.
- Understand the role that place plays in shaping perspectives and future needs based on Project Area, LGA, sub-LGA, Alignment proximity.
- Explore how demography and life-stage influence needs.
- Monitor how the community's views change over-time in the context of the Inland Rail project delivery and broader societal trends.
- A data-led approach to help with building constructive community focused relationships with Councils that enables collaboration, shared effort for mutual and broader benefit.



How can Living in Place help Logan?

It can credibly, professionally, efficiently and consistently represent how your community feels they are progressing against your vision, themes, other plans and advocacy. One dataset. Annually updated. Multiple uses.



FOCUS AREA 1

Maintaining current levels of services

FOCUS AREA 2

Proud city

FOCUS AREA 3

Environment

FOCUS AREA 4

Healthy connected community

FOCUS AREA 5

Economy and growth

FOCUS AREA 6

Infrastructure

FOCUS AREA 7

High performing organisation

Healthy, inclusive and connected communities are at the heart of our city. We will provide social infrastructure that meets the needs of our community and is accessible. We encourage residents and visitors to explore and enjoy what our city has to offer and support locals to lead healthy and active lifestyles.



Budget 2023-24

Use Living in Place and views.id for Advocacy...

- City Deals
- Thriving Suburbs Program
- Urban Precincts and Partnerships Program
- Represent your community's needs in the State context

Watch videos about the role Living in Place can play for...

- [Health and wellbeing](#)
- [Housing](#)
- [Transport infrastructure](#)
- [Social infrastructure](#)
- [Financial wellbeing and local area economic confidence](#)

How can the insights be used for Advocacy?

Urban Precinct Programs \$160m

\$150 million will support transformative investment in urban Australia based on the principles of unifying urban places, growing economies and serving communities.

This program will fund both the development of precincts through facilitating planning, design and consultation, leading to business cases for investment-ready proposals, as well as a stream to support delivery of larger scale precinct projects.

Thriving Suburbs \$217m

Funded with \$200 million over two years from 2024-25 to provide merit-based and locally driven grants that address shortfalls in priority community infrastructure in urban and suburban communities

Growing Regions Program \$300m

The Growing Regions Program – Round 1 will deliver grants up to a maximum of \$15,000,000 over 3 years to deliver community infrastructure projects. It will deliver community and economic benefits by investing in community-focused infrastructure which revitalises regions and enhances amenity and liveability throughout regional Australia..

The objectives of the program are:

- constructing or upgrading community infrastructure that fills an identified gap or need for community infrastructure
- contributing to achieving a wide range of community socio-economic outcomes
- is strategically aligned with regional priorities.

Outcomes Fund \$100m

A new \$100 million Outcomes Fund which will see the Commonwealth partner with states, territories and social enterprises to tackle disadvantage by funding projects that deliver outcomes in communities.

This is the first step in our Government's work in response to the Social Impact Investing report written by the Impact Investing Taskforce Expert Panel.

Living in Logan: Key Insights

Five key insights...

- Overall Liveability in Logan has remained on par with 2022, with some progress made in local area experiences and further opportunities for improvement.
- How safe your community feels in their local area is critical to improving quality of life.
- Perceived ability to get around Logan has improved at the LGA level since 2022, but experiences differ spatially across the region.
- In Logan, 'affordable decent housing' is considered a relative strength, with above average experiences compared to other attributes of liveability.
- Despite a growing economy, Logan residents are feeling the impacts of rising cost of living.

