

# views.id

Represent your community's best interests  
in strategic planning and advocacy



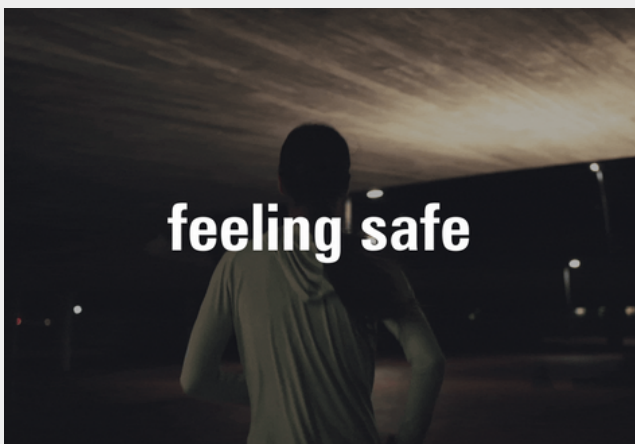
## A resident-centric approach

The views.id online reporting and exploratory platform is home to the Living in Place community survey data, insights and resources created by .id's social research team, Community Views.

Living in Place and views.id credibly, professionally and efficiently represent the community's views in Council strategic planning and advocacy.

# Understand your community's values, experiences, liveability and future needs

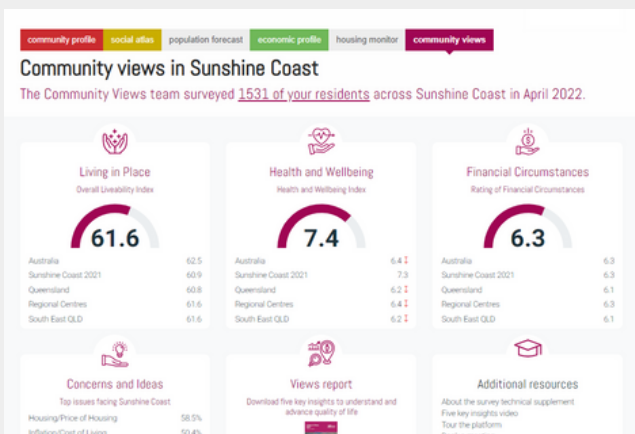
- ✓ **What do your residents believe makes somewhere a good place to live?**
- ✓ **What are they most worried about and what ideas do they have to advance quality of life?**
- ✓ **How do they experiences these items in their local area? How liveable is your LGA and what needs to happen to advance quality of life?**
- ✓ **How do your community's views and needs change across your LGA, and what role does demography and life-stage play?**
- ✓ **How does the community feel about their health, wellbeing and financial circumstances?**
- ✓ **How do you compare to other places, and how are your community's views and needs changing over-time?**



## About the Living in Place survey

Living in Place is an independent, robust and repeatable community survey that seeks to understand and advance the liveability of Australians' local areas.

The survey uses 16 critical attributes to understand community values and experiences, calculate local area liveability and determine future needs. It takes just five minutes to administer and also understands health & wellbeing, financial circumstances, community concerns and seeks ideas for improving quality of life.



## About the views.id reporting platform

views.id analyses and reports survey insights for Australian Councils and related groups.

It shows how local area values and experiences compare to national benchmarks, how perspectives change spatially across local areas and explores the role that demography and life-stage play in informing future needs. It monitors change over-time and is also home to tailored reports, insights and resources that help decision makers maximise the value they receive from investing in their community's views.



|| The process has been seamless and we have got some really valuable information out of this...

**Michelle Gledhill**  
Manager Economic Development and Strategy



|| We greatly appreciate your assistance and support in taking the journey and exploring what 'liveability' really means to the everyday person...

**Robyn Douglas**  
Coordinator Open Space and Social Policy

# Benefits to Council

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- ✓ A modern approach
- ✓ Rigorously designed
- ✓ Fast and efficient
- ✓ Managed for you
- ✓ Affordable price point
- ✓ A resident-centric program
- ✓ National benchmarking for context
- ✓ Annual survey to monitor change
- ✓ Beautifully produced & policy ready insights
- ✓ A proven methodology



## A modern approach

Traditional surveys are too expensive to deploy and less representative than ever. Community engagement is often hijacked by a few whose views don't reflect the community at large. Living in Place and views.id represent much needed leap forward for Australian Councils who want to truly represent the breadth and depth of their community's views in decision making.



## Fast, efficient and managed for you

Our Design > Collect > Report approach considers each Council's specific needs with regard to internal engagement, survey sample representativeness, communication of insights and support. We manage the entire process so Council can focus on their core policy and advocacy work.

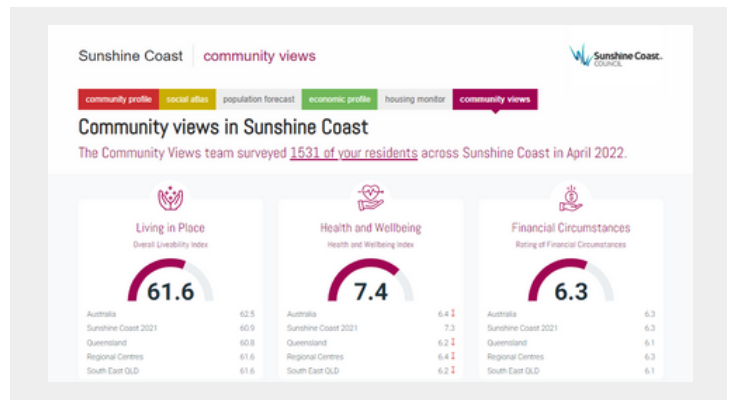


## Beautifully produced and policy ready insight

Historically, survey insights prepared for local government have been dense, unapproachable and in a format Council cannot efficiently use. The views.id platform and associated deliverables are designed with local government decision makers' needs at the centre. They are approachable, informative, instructive and published to a high enough standard that you will be proud to share them with your community.

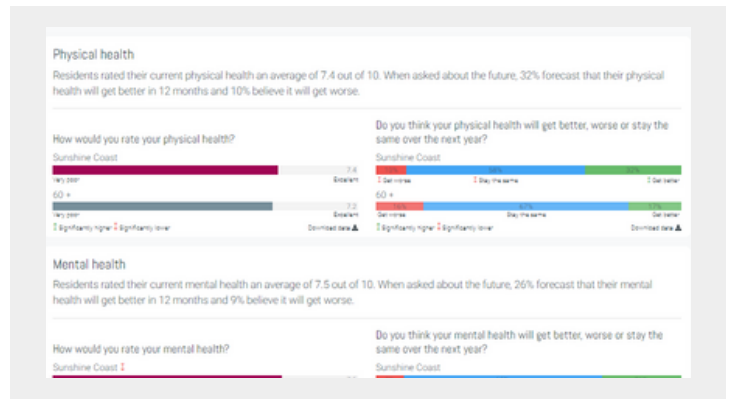
## Local area insights and analytical capability that makes sense for your strategic planning and advocacy agenda

How do your community's views and future needs manifest spatially across your LGA? Be it planning areas, electoral wards, stand alone suburbs or groups of towns, views.id presents local area insights at geographies that work best for your planning and advocacy needs. And remember, the platform also allows you to create your own custom geographies for ad-hoc analysis.



## Use views.id to understand the role of demography and life-stage

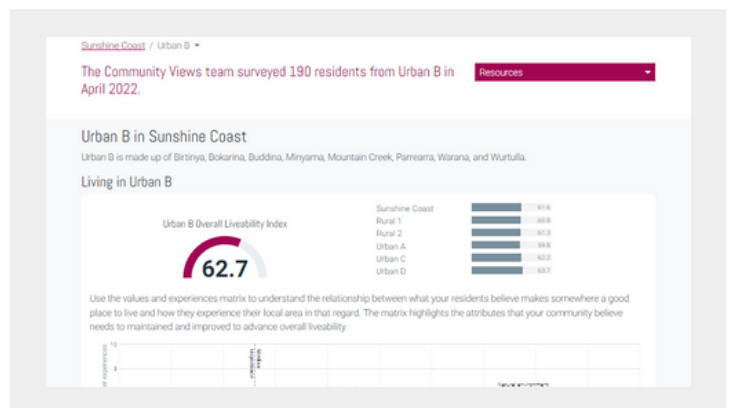
What do your older residents value? How do renters and young people feel about the provision of affordable decent housing in your LGA? What about the relationship between living with a chronic illness and self-reported health and wellbeing, or personal financial circumstances? views.id makes it easy for you to explore and understand the relationship between your community's views and objective characteristics.



## Compare against external benchmarks for context, monitor change over time with annual updates

Compare your community's views against national, state, regional and peer-group averages.

Check-in with your community at the same time each year to monitor and ultimately evaluate the impact of your policy and advocacy.



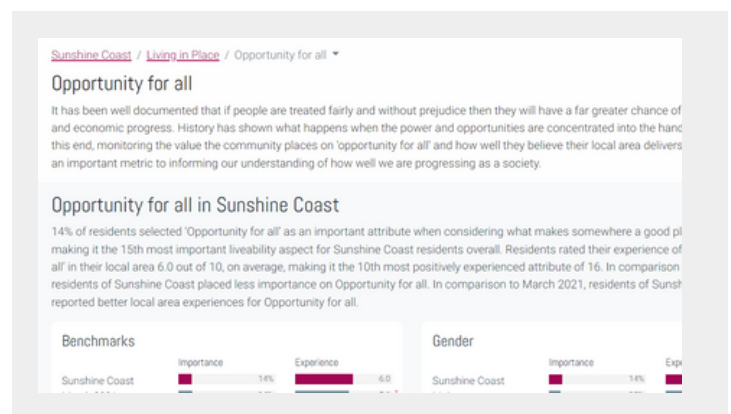
## Insights, data, helpful resources and support

In recognition that Councils have diverse needs, your annual subscription to Living in Place and the views.id platform also includes a professionally produced narrative based Views report and technical supplement, an in-person insights workshop and shareable key insights video tailored to your local context, links to helpful resources and ongoing support to help maximise the investment you have made in your community's views.



## Additional analysis, reporting and assistance when you need it

Beyond the core annual deliverables, our consultants can be booked to produce additional topic and place based survey reporting, and are also available to bring the data and insights to life across a range of forums, including at community workshops, executive briefings and Councillor presentations.



# The Living in Place community survey liveability attributes

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**A lack of road congestion**



**A prosperous economy**



**A strong sense of  
community**



**Access to the natural  
environment**



**Affordable decent housing**



**Cultural facilities such as  
museums, galleries,  
festivals**



**Feeling safe**



**Good job prospects**



**High quality education  
opportunities**



**High quality health  
services**



**Making your way to and  
from services with ease**



**Opportunity for all**



**Reliable and efficient  
public transport**



**Shopping, leisure and  
dining experiences**



**Social cohesion**



**Sports and recreation**

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## Request a free demonstration

Please contact us to learn more about the Living in Place community survey and views.id reporting and exploratory platform.

● 0407 502 887

● [views@id.com.au](mailto:views@id.com.au)

## Learn more about Living in Place | [views.id](#)

● [home.id.com.au/community-views](http://home.id.com.au/community-views)

## To see views.id in action

● [views.id.com.au](http://views.id.com.au)

## Briefings, training & support

As experts in the application of social research for local area decision making, our consultants are on hand to brief your executive team, elected representatives and other stakeholders on the benefits of integrating your community's views into Council policy and advocacy.