GRANTS FOR GROWTH:
Adopting an evidence-based approach to grant writing using .id

A co-delivered workshop

Proudly delivered in partnership with:

PRESENTERS

Sarah Wetton
Research & Grants Coordinator
RDA Sunshine Coast

Mr Rob Hall
Lead Economic Consultant
.id – the population experts

Kerrieanne Haggie
Industry Advancement Leader
Tourism, Sport and Leisure,
Economic Development and
Major Projects at Sunshine
Coast Council

Regional
Development
Australia
SUNSHINE COAST INC

Today's objectives

- Learn how to access regional statistics, trends and information essential to setting the strategic context for your project and your grant applications.

- Learn how to demonstrate the potential economic contribution your project could have on your local community and the broader Sunshine Coast region – using .id modelling tools and support available to you

- Leave with more questions than you came with! Today should arm you with the confidence to start exploring the FREE .id resources at your fingertips and begin building an evidence-base to strengthen your grant application.

THREE GUIDING PRINCIPLES FOR TODAY

1. All questions are welcomed
2. Feel free to bring your own project ideas into discussion to make today relevant to you
3. Please provide feedback after the session

Regional
Development
Australia
SUNSHINE COAST INC

Set the strategic context

Who are we? What makes us unique? What are our strategic priorities?

Profile.id allows you do:

- Identify population trends and barriers to growth
- Age-structure within the community
- Analyse social disadvantage
- Identify important dependencies
- What are the strategic drivers for your council and region?

Build the evidence base

How does my project fit the strategic drivers or need for my region?

Economy.id allows you do:

- Demonstrate the drivers of your economy
- Identify the barriers to growth
- Estimate the economic impacts
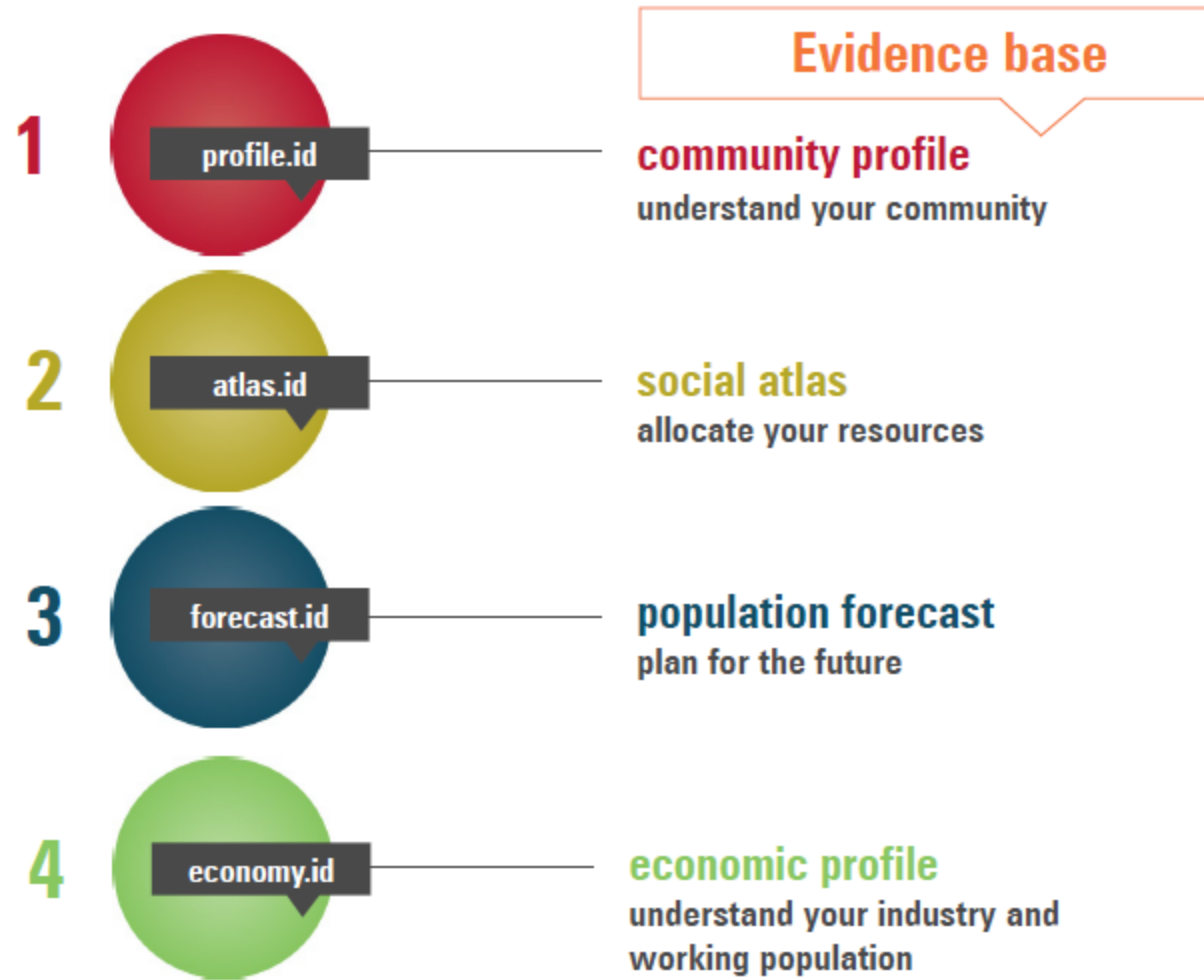- You should also share the outcomes of similar projects that have been successful

The .id

Grant application guide

The complete, step-by-step guide to building a more compelling grant application

- YOU USE A CHEAT SHEET?!? - OUR COMMUNITY ISNT COMPLAINING!

1

Regional Development Australia
SUNSHINE COAST INC

What is .id?

Evidence base

1 profile.id — **community profile** — understand your community

2 atlas.id — **social atlas** — allocate your resources

3 forecast.id — **population forecast** — plan for the future

4 economy.id — **economic profile** — understand your industry and working population

Regional Development Australia
SUNSHINE COAST INC

Map: RDA Sunshine Coast Geographical Boundaries, comprising both Noosa Council and Sunshine Coast Council LGAs. Source: Sunshine Coast Council, 2013

FREE ONLINE RESOURCE

Set the strategic context

Who are we? What makes us unique? What are our strategic priorities?

Profile.id allows you do:

- Identify population trends and barriers to growth

- Age-structure within the community

- Analyse social disadvantage

- Identify important dependencies

- What are the strategic drivers for your council and region?

Build the evidence base

How does my project fit the strategic drivers or need for my region?

Economy.id allows you do:

- Demonstrate the drivers of your economy

- Identify the barriers to growth

- Estimate the economic impacts

- You should also share the outcomes of similar projects that have been successful

The .id

Grant application guide

The complete, step-by-step guide to building a more compelling grant application

1

Profile.id – what is it?

- Online information tool, for council and the public
- 1991, 1996, 2001, 2006, 2011 and 2016 Census data
- A range of demographic topics for telling the changing story of the your area
- Can be used to extract data and trend at Local Government Area (Sunshine Coast Council and Noosa Council) or RDA Sunshine Coast Region (both LGA's combined)
- Detailed migration and SEIFA datasets
- Reporting and data export options designed to integrate with other tools
- 2016 Census update complete and online

The Sunshine Coast: A large and fast growing **region**

Significant urban areas	Population	% change 2017/18
Sydney	4,835,206	1.9
Melbourne	4,784,608	2.4
Brisbane	2,379,724	2.1
Perth	2,020,138	1.0
Adelaide	1,326,958	0.8
Gold Coast - Tweed Heads	679,127	2.5
Newcastle - Maitland	486,704	1.2
Canberra - Queanbeyan	457,563	1.9
Central Coast	333,627	0.8
Sunshine Coast	**375,291**	**2.6**
Wollongong	302,739	1.4
Geelong	268,277	2.7
Hobart	213,502	1.4
Townsville	180,820	0.6
Cairns	152,729	1.0
Toowoomba	136,861	1.2
Darwin	134,544	-0.2
Ballarat	105,471	1.8
Bendigo	99,122	1.7

Source: 3218.0 - Regional Population Growth, Australia, 2017-18

Regional Development Australia
SUNSHINE COAST INC
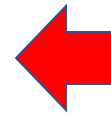
Regional Population
375,291 (ERP, 2018)
▲ 9,507 from previous year

Sunshine Coast Council
319,922 (ERP, 2018)
▲ 8,780 from previous year

Noosa Council
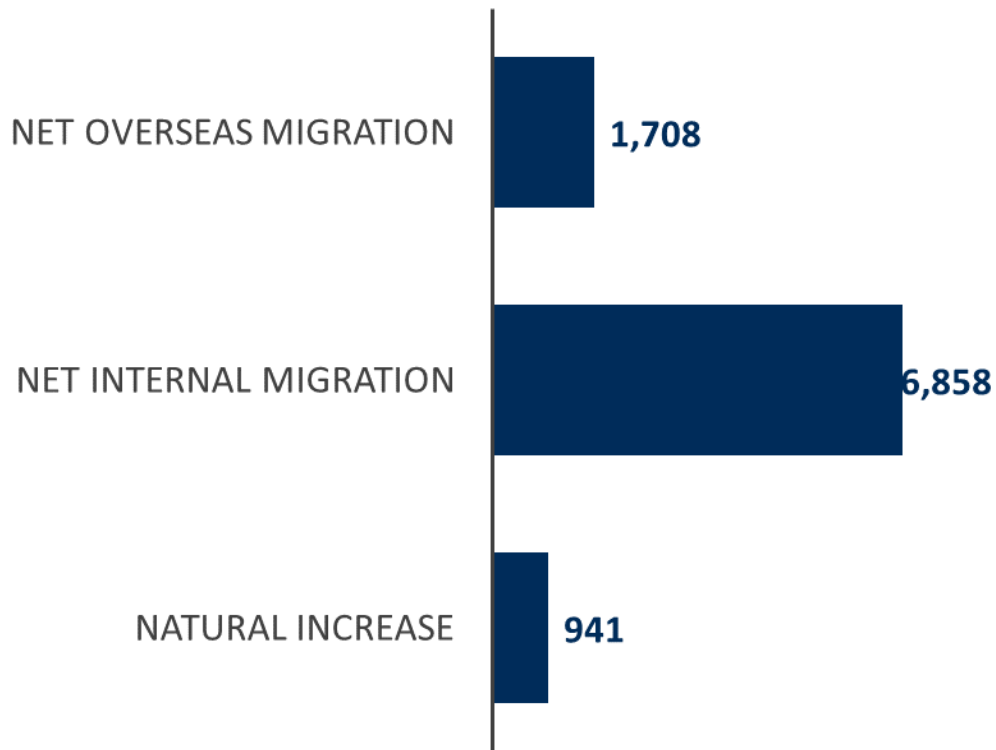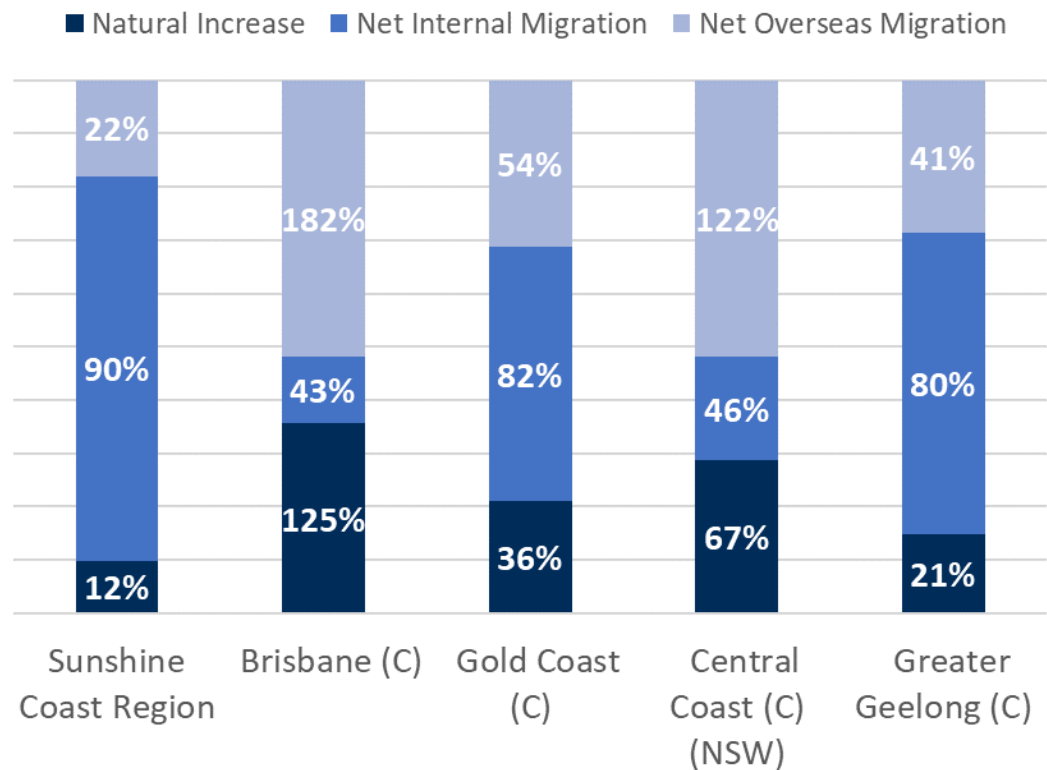55,369 (ERP, 2018)
▲ 727 from previous year

Population growth driven by migration

Components of population growth, 2017-18
RDA Sunshine Coast Region

NET OVERSEAS MIGRATION — 1,708

NET INTERNAL MIGRATION — 6,858

NATURAL INCREASE — 941

Components of population growth, % of total, 2017-18,

- Natural Increase
- Net Internal Migration
- Net Overseas Migration

	Sunshine Coast Region	Brisbane (C)	Gold Coast (C)	Central Coast (C) (NSW)	Greater Geelong (C)
Net Overseas Migration	22%	182%	54%	122%	41%
Net Internal Migration	90%	43%	82%	46%	80%
Natural Increase	12%	125%	36%	67%	21%

Regional Development Australia
SUNSHINE COAST INC

Attracts families and retirees

Net migration by age group, 2016

Biggest in-migration group is families with school age children
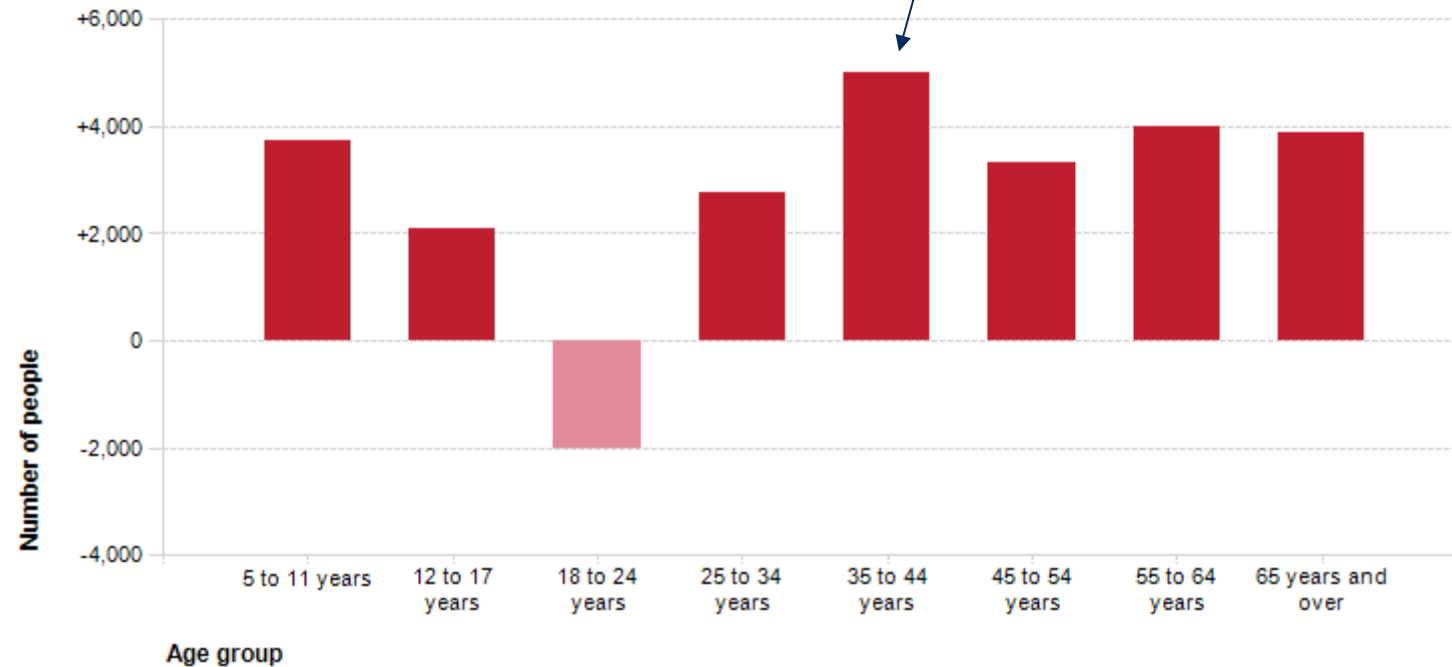
This migration profile means that there will be **demand for a wide range** of facilities, services and programs (e.g. from early learning to aged care).

RDA Sunshine Coast Region

Regional Development Australia
SUNSHINE COAST INC

But much older than the QLD average

Median age
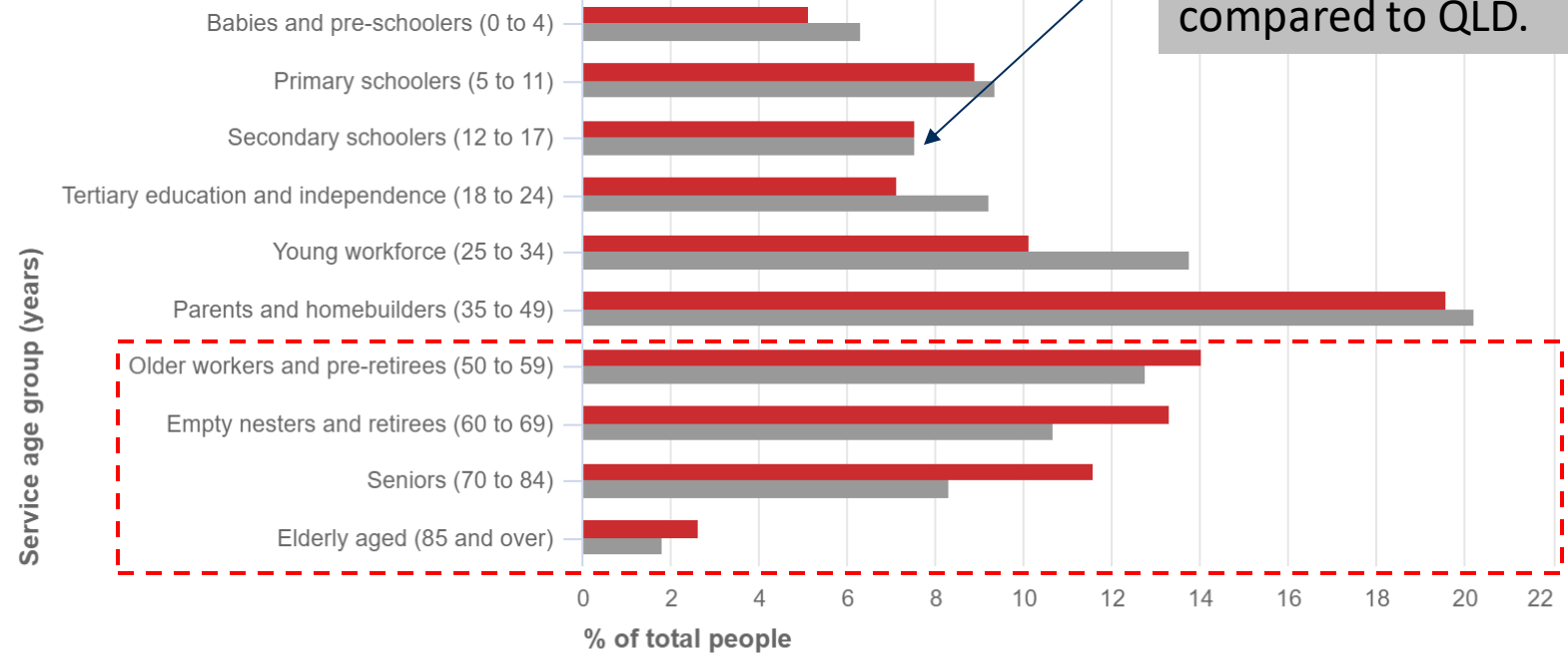
44 ▲(2)

Regional QLD	39 ▲
Queensland	37 ▲
Australia	38 ▲

Age structure - service age groups, 2016
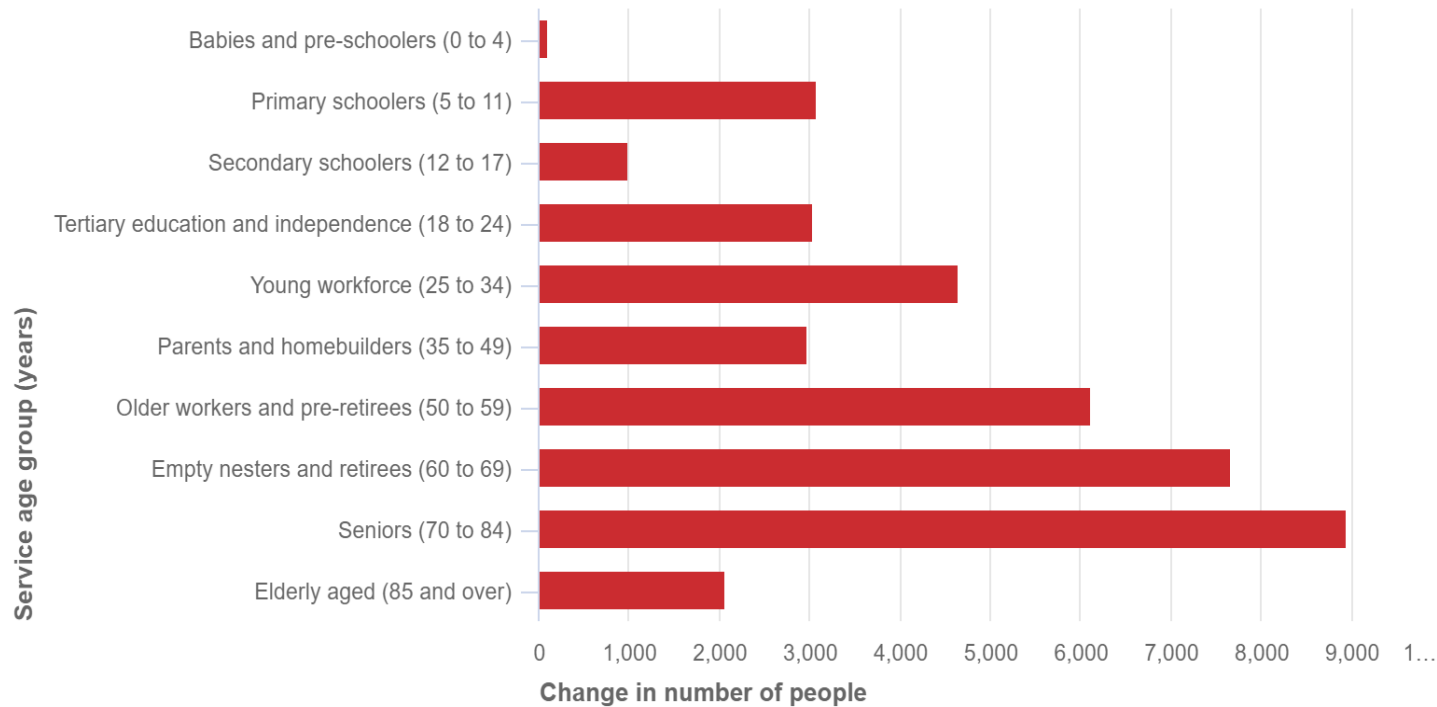
Total persons

■ RDA Sunshine Coast Region   ■ Queensland

Older, but the region has a similar share of families with older children compared to QLD.

Service age group (years) — % of total people

- Babies and pre-schoolers (0 to 4)
- Primary schoolers (5 to 11)
- Secondary schoolers (12 to 17)
- Tertiary education and independence (18 to 24)
- Young workforce (25 to 34)
- Parents and homebuilders (35 to 49)
- Older workers and pre-retirees (50 to 59)
- Empty nesters and retirees (60 to 69)
- Seniors (70 to 84)
- Elderly aged (85 and over)

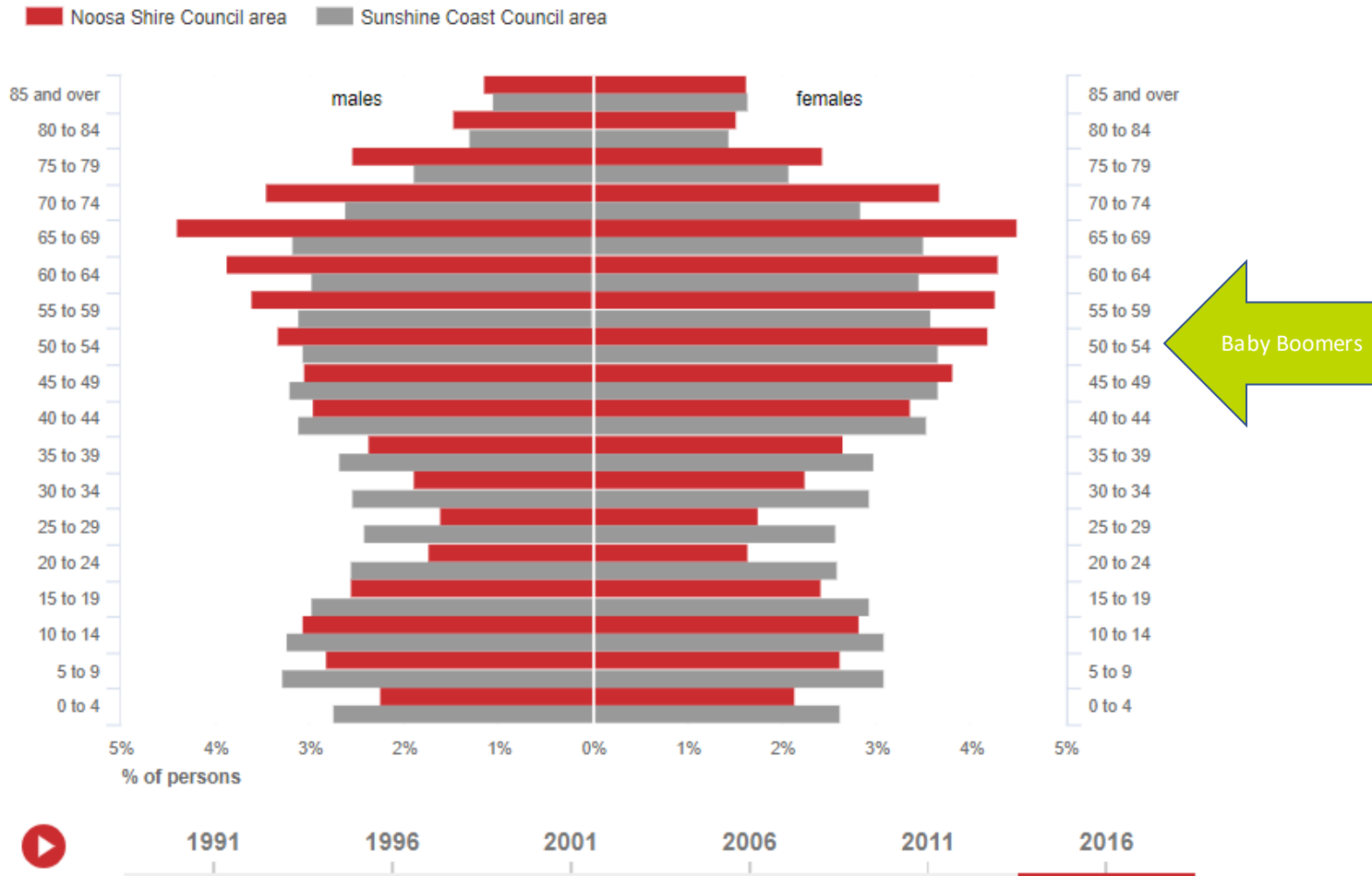Regional Development Australia
SUNSHINE COAST INC

Strong growth in older age groups

RDA Sunshine Coast Region - Total persons

Influenced by ageing in place and an attractive place for retirees.

Regional Age-Sex Pyramid, 2016

Noosa Shire Council area — Sunshine Coast Council area

males — females

| Age group | 85 and over |
| 80 to 84 |
| 75 to 79 |
| 70 to 74 |
| 65 to 69 |
| 60 to 64 |
| 55 to 59 |
| 50 to 54 |
| 45 to 49 |
| 40 to 44 |
| 35 to 39 |
| 30 to 34 |
| 25 to 29 |
| 20 to 24 |
| 15 to 19 |
| 10 to 14 |
| 5 to 9 |
| 0 to 4 |

5% 4% 3% 2% 1% 0% 1% 2% 3% 4% 5%
% of persons

Baby Boomers
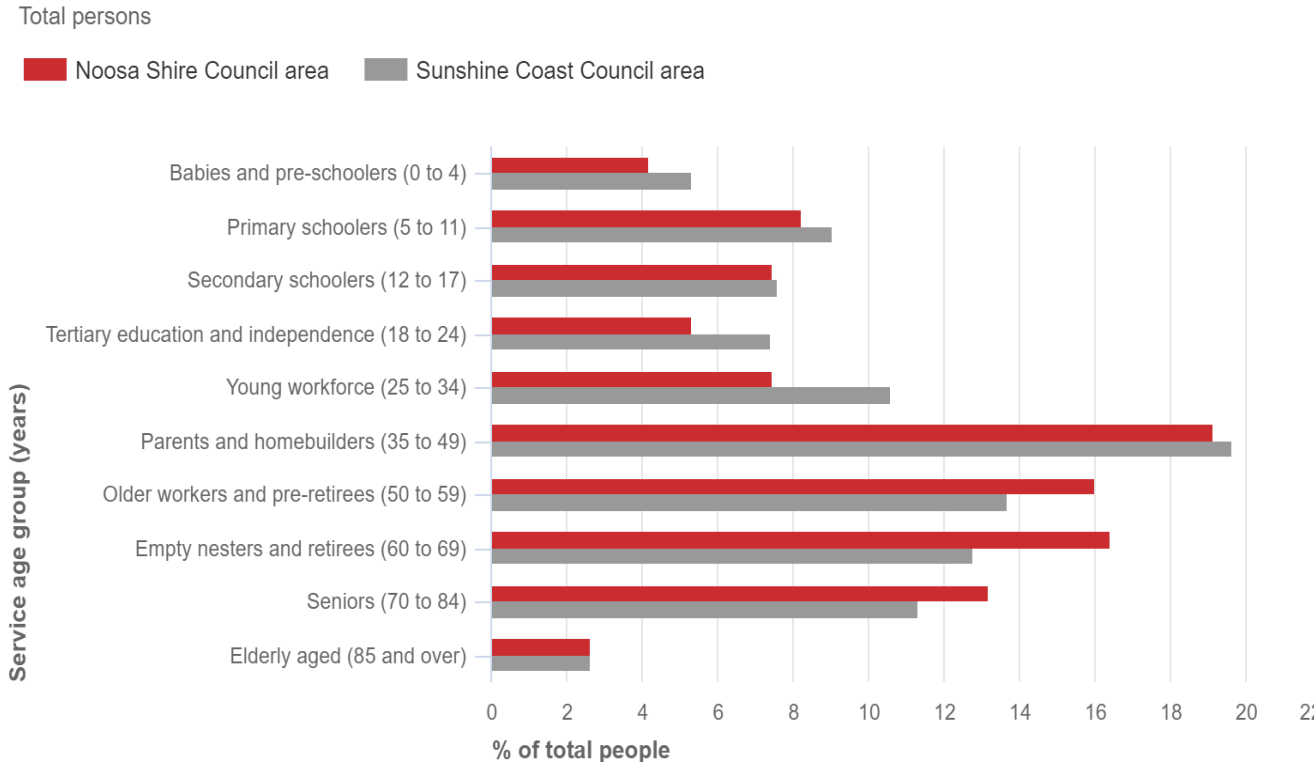
1991 1996 2001 2006 2011 2016

A "Reverse" pyramid?

▲ Ageing in place and attracting retirees.

▲ But also balanced by migration pattern (i.e. Families with school age children)

▼ With a net loss of 18-24 year olds

PRESS PLAY ON THE PYRAMID

How does your project address existing needs? (wide)
How might your project 'mitigate' or 'support' emerging needs? (narrow)

https://profile.id.com.au/rda-sunshine-coast/age-sex-pyramid?BMID=110&WebID=100

Regional Development Australia
SUNSHINE COAST INC

Differences present different opportunities

Adding in demographic data adds to the story

Total persons

🟥 Noosa Shire Council area   ⬜ Sunshine Coast Council area

Service age group (years)

- Babies and pre-schoolers (0 to 4)
- Primary schoolers (5 to 11)
- Secondary schoolers (12 to 17)
- Tertiary education and independence (18 to 24)
- Young workforce (25 to 34)
- Parents and homebuilders (35 to 49)
- Older workers and pre-retirees (50 to 59)
- Empty nesters and retirees (60 to 69)
- Seniors (70 to 84)
- Elderly aged (85 and over)

0 2 4 6 8 10 12 14 16 18 20 22

% of total people

Sunshine Coast Council
Higher Youth (<15 years)

▲ persons aged 20 to 24 (5.2% compared to 3.5%)
▲ persons aged 25 to 29 (5.0% compared to 3.4%)
▼ persons aged 65 to 69 (6.4% compared to 8.3%)
▼ persons aged 60 to 64 (6.4% compared to 8.1%)

Emerging Groups
▲ Seniors (70 to 84) (+7,546 people)
▲ Empty nesters and retirees (60 to 69) (+6,220 people)
▲ Older workers and pre-retirees (50 to 59) (+5,431 people)
▲ Young workforce (25 to 34) (+4,681 people)

Noosa Council
Higher Seniors (60+ years)

▲ Empty nesters and retirees' (16.4% compared to 12.8%)
▲ 'Older workers & pre-retirees' (16.0% compared to 13.7%)
▼ 'Young workforce' (7.5% compared to 10.6%)
▼ 'Tertiary education & independence' (5.3% compared to 7.4%)

Emerging Groups:
▲ Seniors (70 to 84) (+1,664 people)
▲ Empty nesters and retirees (60 to 69) (+1,367 people)
▲ Older workers and pre-retirees (50 to 59) (+774 people)
▼ Parents and homebuilders (35 to 49) (-533 people)

Regional Development Australia
SUNSHINE COAST INC

Understanding the local context is important

Given many funding programs are contestable it is critical to understand the profile of the area that is relevant to your project … and how this compares to other areas.

But with so much information what should you focus on?

The key priorities for intervention… Government documents can be a good indicator of what impacts matter to funding bodies, for example:

Look at targets and the details behind these to understand the priorities

Sunshine Coast Regional Economic Development Strategy

- Size of the economy
- Exports
- High-value jobs
- Household incomes
- *High-value industries*
- *Local to Global Connections*

Sunshine Coast Social Strategy

- Safe and healthy communities
- Resilient and engaged communities
- *Reduced outmigration of young adults*
- *Active and engaged lifestyles*
- *Workforce participation*
- *High volunteerism*
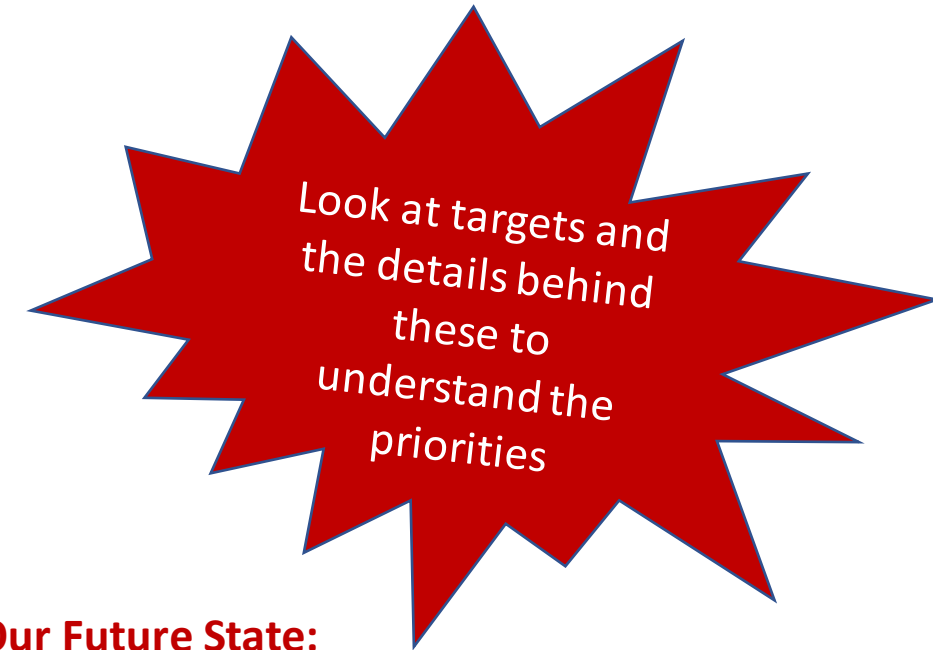
Our Future State: Advancing Queensland's Priorities (sample)

- Jobs
- Private Sector Investment
- Engagement in education
- Reduced suicides
- Reduced victims of crime
- Reduced youth reoffending
- Increased immunisation rates

Regional Development Australia
SUNSHINE COAST INC

Understanding the local context is important cont'd

Noosa Local Economic Plan

- Industry diversification. Growing sectors of high economic value with low environmental impact
- Connections and collaboration, Talent Attraction, skilled and innovative workforce (high value employment)
- Grow the economic impact of key industry sector

Social Strategy

- Cohesive and resilient community
- Active and healthy community
- Accessible, diverse and affordable community, and
- Creative and informed community.

Look at targets and the details behind these to understand the priorities

Organisation Sustainability Principles

1. Resources are sustainably managed so that the lifestyle of the community is preserved, without compromising the ability of future generations to meet their own needs. 2. Noosa's economy is prosperous, diverse and protective of its unique environment. 3. Noosa residents belong to a community that values its diversity, accessibility and affordability. 4. Noosa's community is inclusive, connected and resilient and it encourages participation and information sharing. 5. Noosa's community benefits from quality places and programs that enhance wellbeing and support creative, active and healthy lifestyles. 6. Good governance is achieved through effective and efficient decision-making, with decisions being made in the best interests of the community.

Regional Development Australia
SUNSHINE COAST INC

Sunshine Coast Council Example

Let's look at a few examples from the group ... What are the funding program objectives

Example **Business Development Fund** aimed at creating high value, knowledge-based and skilled jobs now and into the future

Combining economic data sets can tell a compelling story

Local workers occupations

Sunshine Coast - All industries		2016	
Occupations (Click rows to view sub-categories)	Number	%	Moreton Bay Region %
Managers	12,916	11.7	10.6
Professionals	21,889	19.7	17.1
Technicians and Trades Workers	15,545	14.0	14.1
Community and Personal Service Workers	13,983	12.6	13.8
Clerical and Administrative Workers	15,689	14.2	12.8
Sales Workers	13,291	12.0	12.6
Machinery Operators And Drivers	4,956	4.5	6.1
Labourers	10,977	9.9	11.4
Inadequately described or not stated	1,596	1.4	1.5
Total persons	110,842	100.0	100.0

Full-time equivalent employment by industry sector

Sunshine Coast		2017/18	
Industry (Click rows to view sub-categories)	Number	%	Queensland%
Agriculture, Forestry and Fishing	2,603	2.3	3.1
Mining	474	0.4	3.2
Manufacturing	6,990	6.2	7.9
Electricity, Gas, Water and Waste Services	1,131	1.0	1.5
Construction	19,714	17.5	11.2
Wholesale Trade	2,516	2.2	3.1
Retail Trade	10,958	9.7	8.8
Accommodation and Food Services	7,577	6.7	5.8
Transport, Postal and Warehousing	4,514	4.0	6.1
Information Media and Telecommunications	1,255	1.1	1.3
Financial and Insurance Services	4,360	3.9	2.9
Rental, Hiring and Real Estate Services	2,372	2.1	1.9
Professional, Scientific and Technical Services	6,923	6.2	7.5
Administrative and Support Services	3,790	3.4	3.1
Public Administration and Safety	4,852	4.3	7.1
Education and Training	9,050	8.0	7.6
Health Care and Social Assistance	17,069	15.2	12.1
Arts and Recreation Services	2,039	1.8	1.6
Other Services	4,350	3.9	4.2
Total Industries	112,535	100.0	100.0

Productivity per worker (annual) by industry

Sunshine Coast - Constant prices	2017/18	
Industry (Click rows to view sub-categories)	$	South East Queensland $
Mining	454,817	235,420
Electricity, Gas, Water and Waste Services	312,873	336,617
Financial and Insurance Services	274,160	333,631
Rental, Hiring and Real Estate Services	201,380	213,956
Wholesale Trade	175,896	194,375
Information Media and Telecommunications	137,460	164,641
Agriculture, Forestry and Fishing	135,297	135,516
Manufacturing	107,805	123,024
Professional, Scientific and Technical Services	100,777	121,339
Public Administration and Safety	97,590	113,442
Transport, Postal and Warehousing	94,141	118,751
Administrative and Support Services	90,046	117,619
Construction	80,264	101,928
Health Care and Social Assistance	68,132	71,235
Education and Training	61,829	66,691
Retail Trade	54,868	59,171
Other Services	52,011	59,406
Arts and Recreation Services	51,221	61,850
Accommodation and Food Services	40,492	42,213
Total Industries	87,207	104,491

Resident workers field of qualification

Sunshine Coast		2016	
Field of qualification (Click rows to view sub-categories)	Number	%	South East Queensland%
Natural and Physical Sciences	183	2.5	3.5
Information Technology	371	5.1	8.4
Engineering and Related Technologies	899	12.4	13.6
Architecture and Building	487	6.7	5.8
Agriculture, Environmental and Related Studies	122	1.7	1.1
Health	376	5.2	3.4
Education	162	2.2	1.6
Management and Commerce	1,847	25.4	24.4
Society and Culture	653	9.0	11.9
Creative Arts	445	6.1	4.9
Food, Hospitality and Personal Services	123	1.7	1.1
Mixed Field Programmes	0	0.0	0.0
Not stated or inadequately described	112	1.5	1.4
No qualification	1,497	20.6	18.9
Total persons	7,277	100.0	100.0

Compiled and presented in economy.id by .id, the population experts.

Addressing disadvantage and inequality

Social Disadvantage indicators
RDA Sunshine Coast Region

Indicator	Sunshine Coast Region	QLD
Prosperity		
% Low income households (less than $650/week)	18.9 🔴	17.6
Median weekly household income	$1,254 🔴	$1,392
Education		
% Population completed Year 12	48.7 🔴	50.5
% Population with university degree	17.1 🔴	18.3
Disadvantage groups		
% Population aged over 65+	20.9 🔴	15.3
% Speaks a language other than English at home	5.0	11.8
% Indigenous population	1.9	4
% Households without an internet connection	81.5	75.8
% Has need for assistance	5.7 🟡	5.2
% Provided unpaid child care	27.4 🟡	28.1
% Youth disengagement	9.9 🔴	11.5
Community participation		
% Population that volunteer	20.7	18.8

Social Atlas – Sunshine Coast Council example

Functionality and reporting

- How to create a report and send it to yourself

- Bulk report or tailor it for your needs

- Email to yourself in session

- Demo drop down menus

- https://profile.id.com.au/rda-sunshine-coast

Set the strategic context

Who are we? What makes us unique?

Profile.id allows you do:

- Identify population trends and barriers to growth
- Age-structure within the community
- Analyse social disadvantage
- Identify important dependencies
- What are the strategic drivers for your council and region?

Build the evidence base

How does my project fit the strategic drivers or need for my region?

Economy.id allows you do:

- Demonstrate the drivers of your economy
- Identify the barriers to growth
- Model the economic impacts of your project

The .id

Grant application guide

The complete, step-by-step guide to building a more compelling grant application

1

economy.id

- Annually updated, modelled economic data.
- Size of the economy, value and employment in 87 industry sectors
- Detailed journey to work information by industry and occupation.
- Track individual industry change over 15 years.
- Detailed worker profiles and characteristics.
- Economic modelling tool – what if? Analysis
- Event impact calculator
- Tourism information

Important Statistics	GRP $18.55 billion NIEIR 2018	Population 375,291 ABS ERP 2018	Local jobs 166,041 NIEIR 2018
	Largest industry* Health Care and Social Assistance NIEIR 2018	Local businesses 38,557 ABS 2018	Employed residents 177,716 NIEIR 2018

Regional Development Australia
SUNSHINE COAST INC
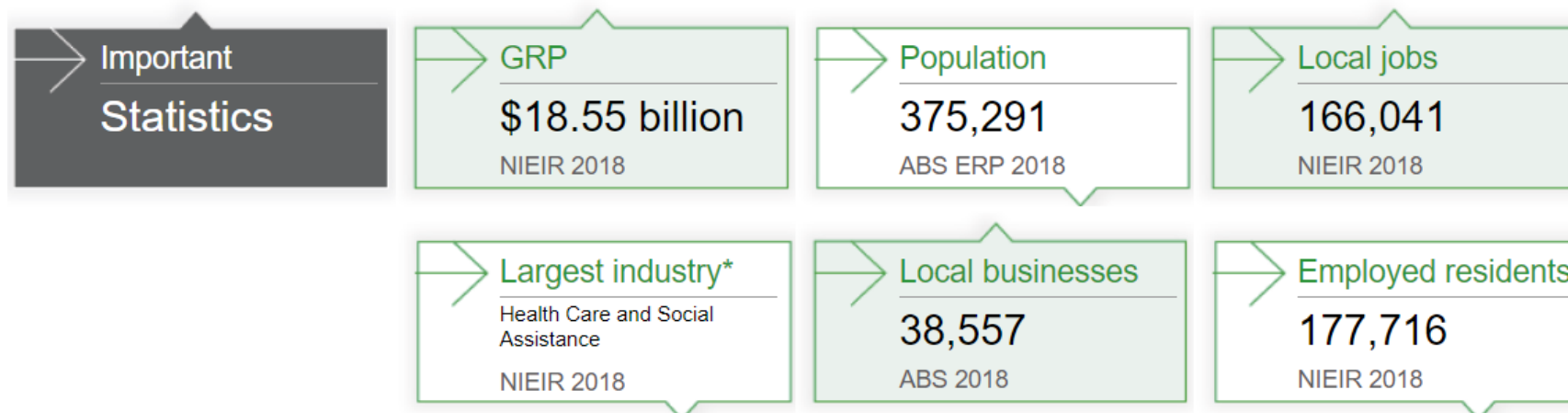
Population servicing and tourism based economy

Employment (total) by industry 2017/18

Legend:
- RDA Sunshine Coast Region (green)
- Queensland (grey)

Y-axis: Industry sector
X-axis: % of the employed (estimated)

Industry sectors (top to bottom):
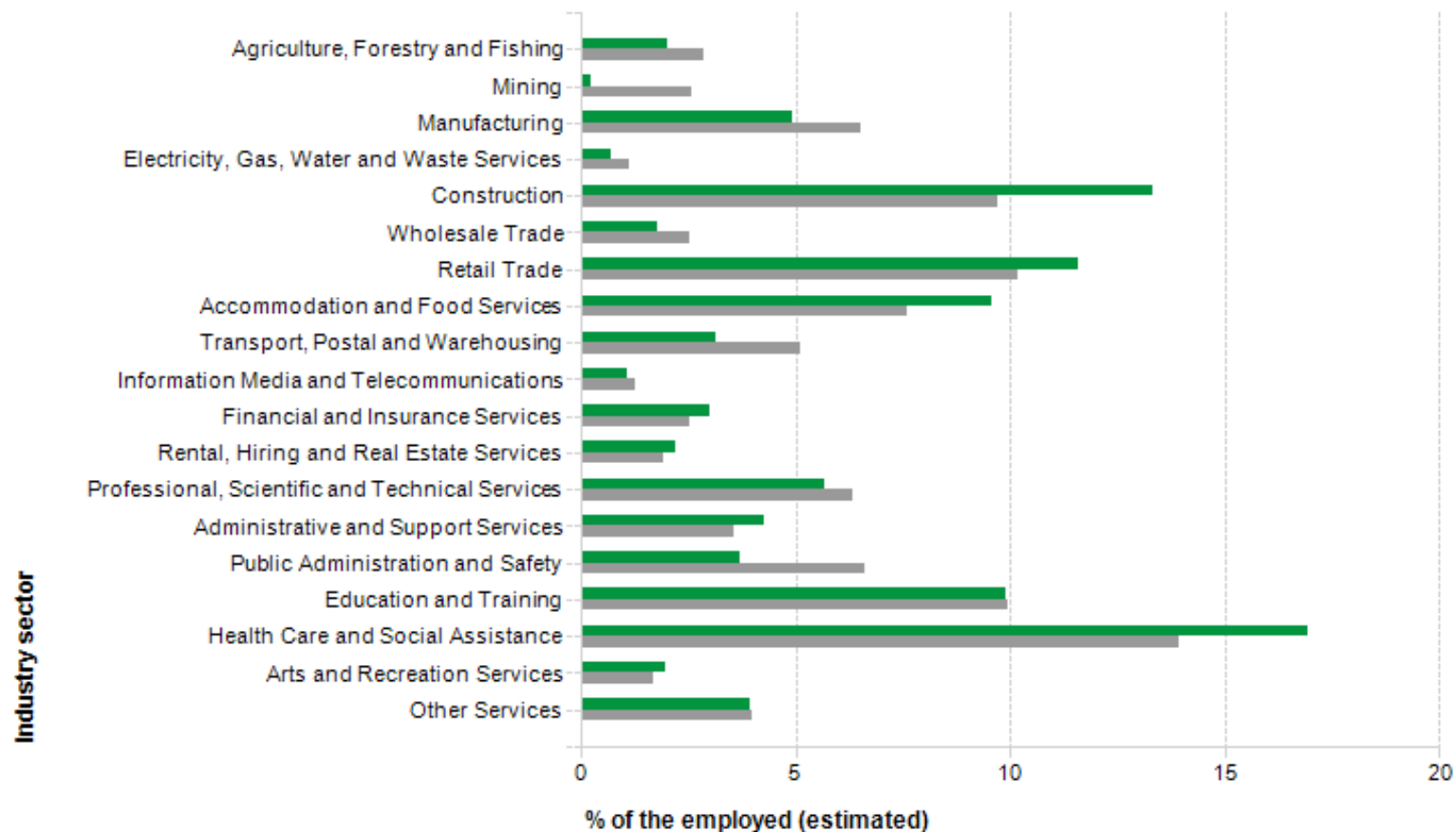Agriculture, Forestry and Fishing; Mining; Manufacturing; Electricity, Gas, Water and Waste Services; Construction; Wholesale Trade; Retail Trade; Accommodation and Food Services; Transport, Postal and Warehousing; Information Media and Telecommunications; Financial and Insurance Services; Rental, Hiring and Real Estate Services; Professional, Scientific and Technical Services; Administrative and Support Services; Public Administration and Safety; Education and Training; Health Care and Social Assistance; Arts and Recreation Services; Other Services

Specialisations
- Tourism and hospitality
- Construction
- Accommodation and Food Services
- Health Care and Social Assistance
- Administrative and Support Services
- Financial and Insurance Services

.id the population experts

Regional Development Australia
SUNSHINE COAST INC

Strong economic growth on the back of population growth

Annual change in Gross Regional Product
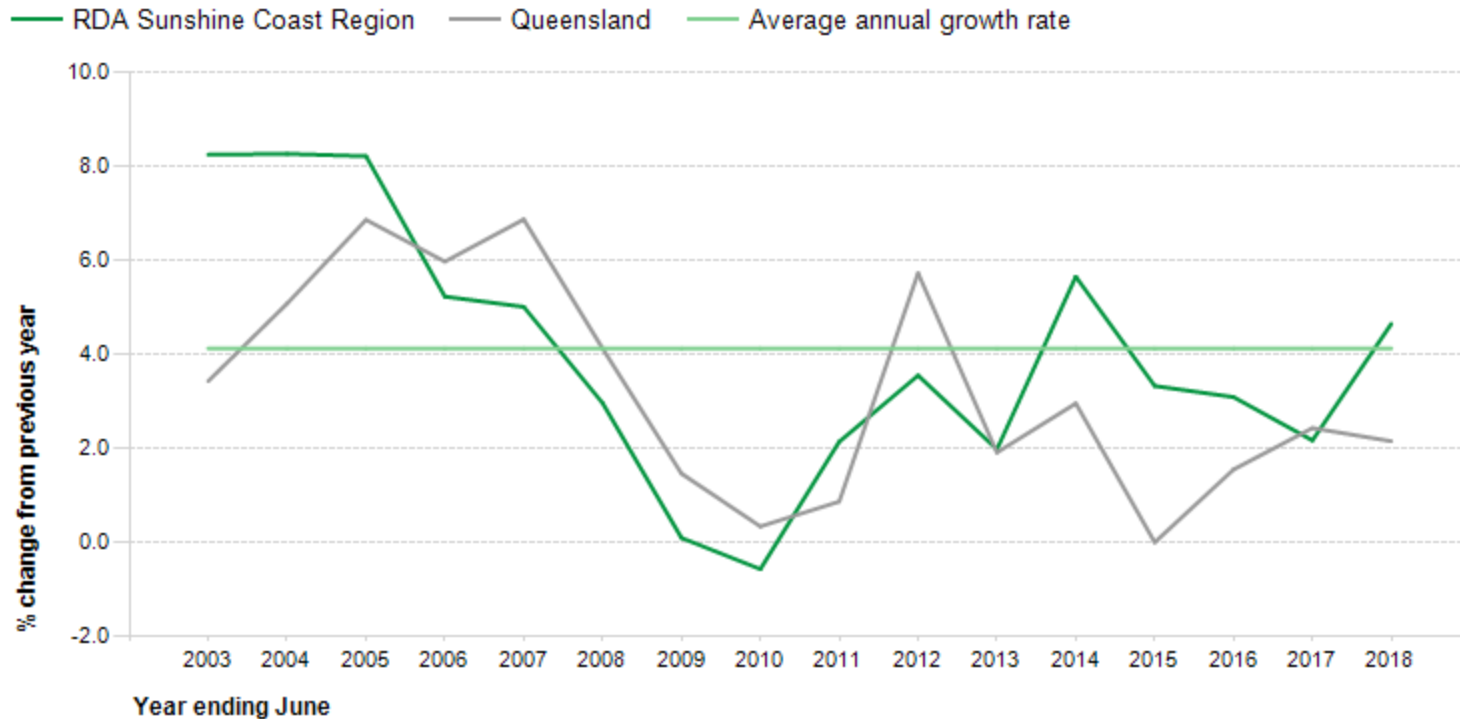
— RDA Sunshine Coast Region   — Queensland   — Average annual growth rate

Source: National Institute of Economic and Industry Research (NIEIR) ©2018
Compiled and presented in economy.id by .id the population experts
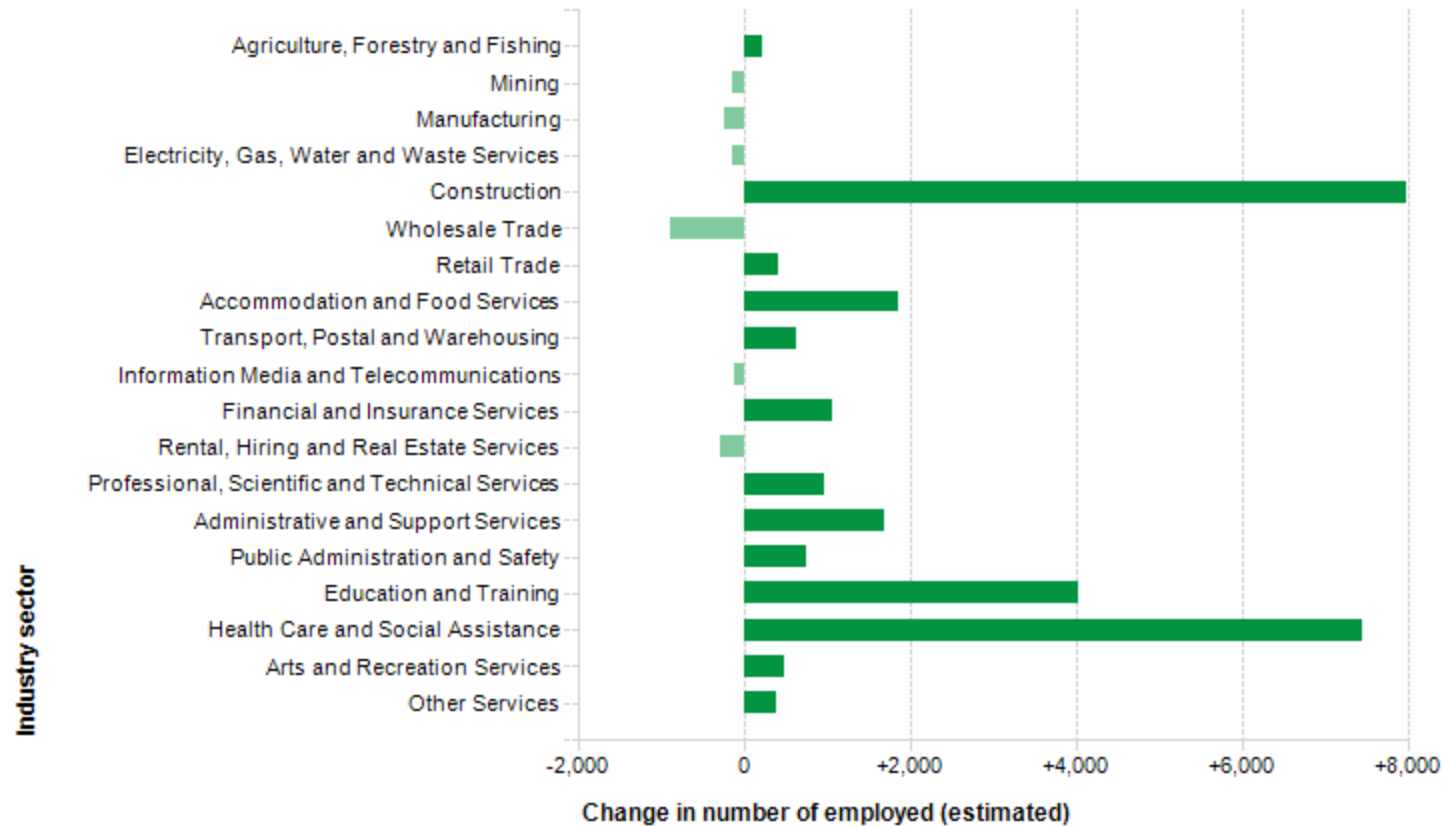
.id the population experts

Grant considerations:
- How does the project support ongoing population growth?
- How does the project drive other components (e.g. productivity)

Regional Development Australia
SUNSHINE COAST INC

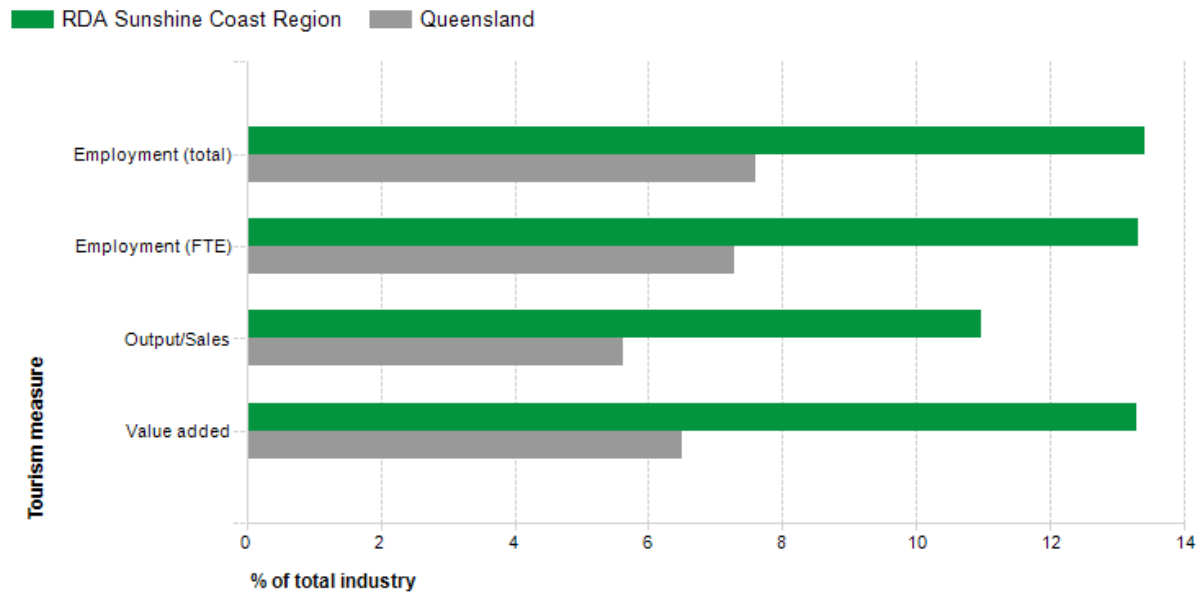Change in employment (total) by industry, 2012/13 to 2017/18

RDA Sunshine Coast Region

Grant considerations:
- How does your project leverage off growth in health and education?
- How does your project help diversify the industry growth profile?

Source: National Institute of Economic and Industry Research (NIEIR) ©2018
Compiled and presented in economy.id by .id the population experts

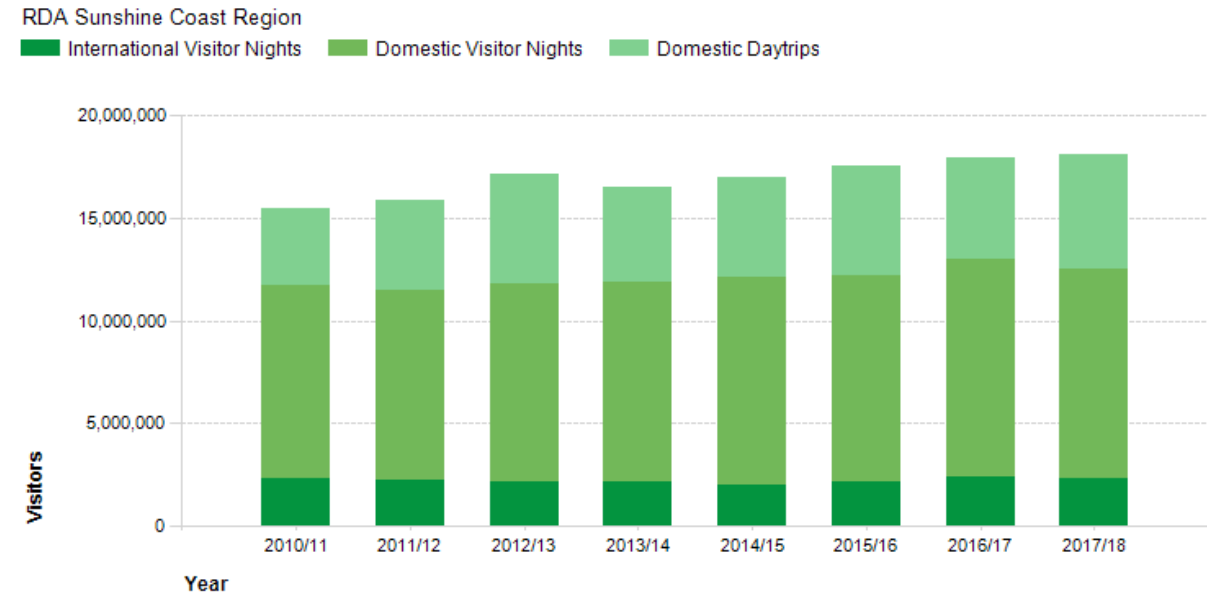# Tourism is an important driver. Visitation continues to grow

Value of tourism and hospitality 2016/17

Legend: RDA Sunshine Coast Region | Queensland

Y-axis (Tourism measure): Employment (total), Employment (FTE), Output/Sales, Value added
X-axis: % of total industry (0 to 14)

Source: National Institute of Economic and Industry Research (NIEIR) ©2016
Compiled and presented in economy.id by .id the population experts

Time series - Tourism nights

RDA Sunshine Coast Region
Legend: International Visitor Nights | Domestic Visitor Nights | Domestic Daytrips

Y-axis (Visitors): 0 to 20,000,000
X-axis (Year): 2010/11, 2011/12, 2012/13, 2013/14, 2014/15, 2015/16, 2016/17, 2017/18

Source: Tourism Research Australia, Unpublished data from the <i>National Visitor Survey and International Visitor Survey</i>
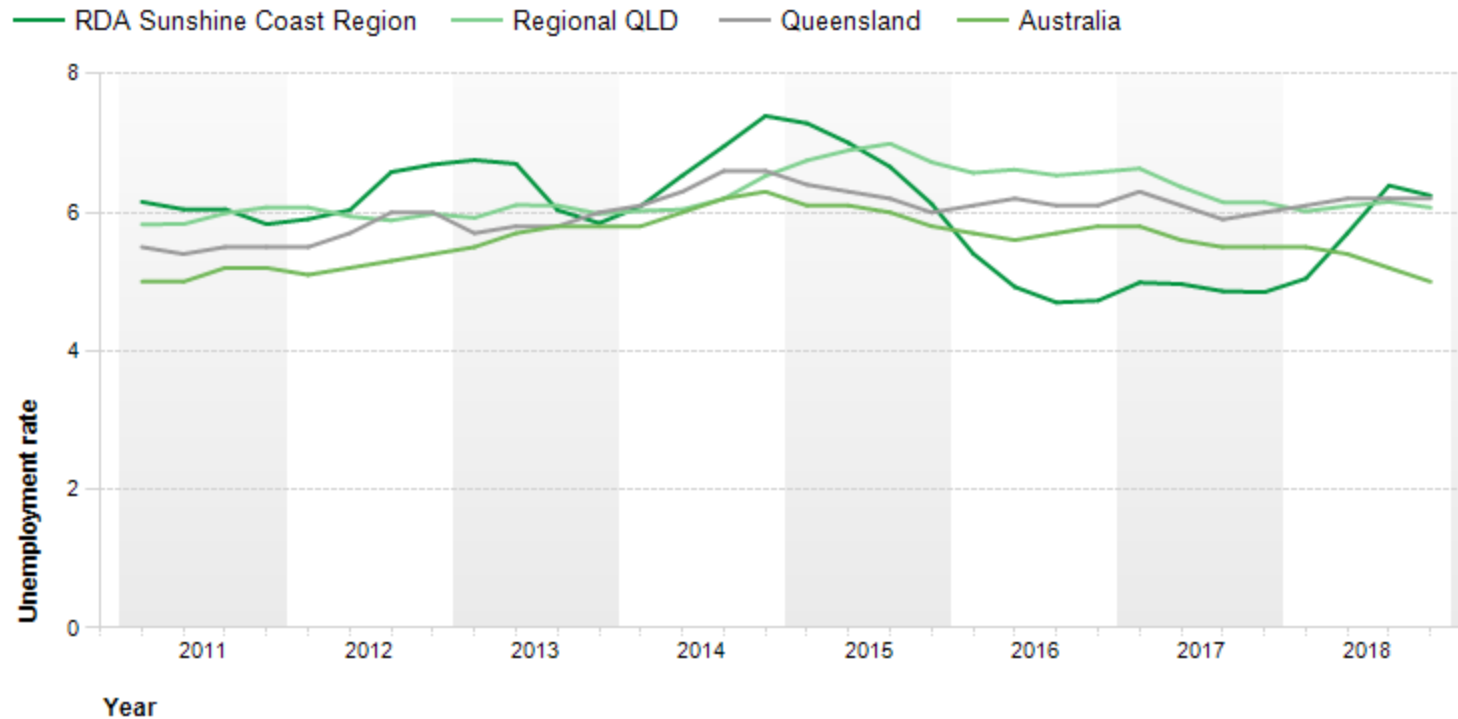[Econ_TRA_SummaryNumber].[LatestYear].

Grant considerations:
- How does your project support growth in tourism?

Unemployment is trending up

Quarterly unemployment rate

Legend: RDA Sunshine Coast Region — Regional QLD — Queensland — Australia

Source: Australian Bureau of Statistics, Labour force survey, catalogue number 6202.0, and Department of Employment, Small Area Labour Markets, December 2018. Compiled and presented in economy.id by .id the population experts.

Grant considerations:
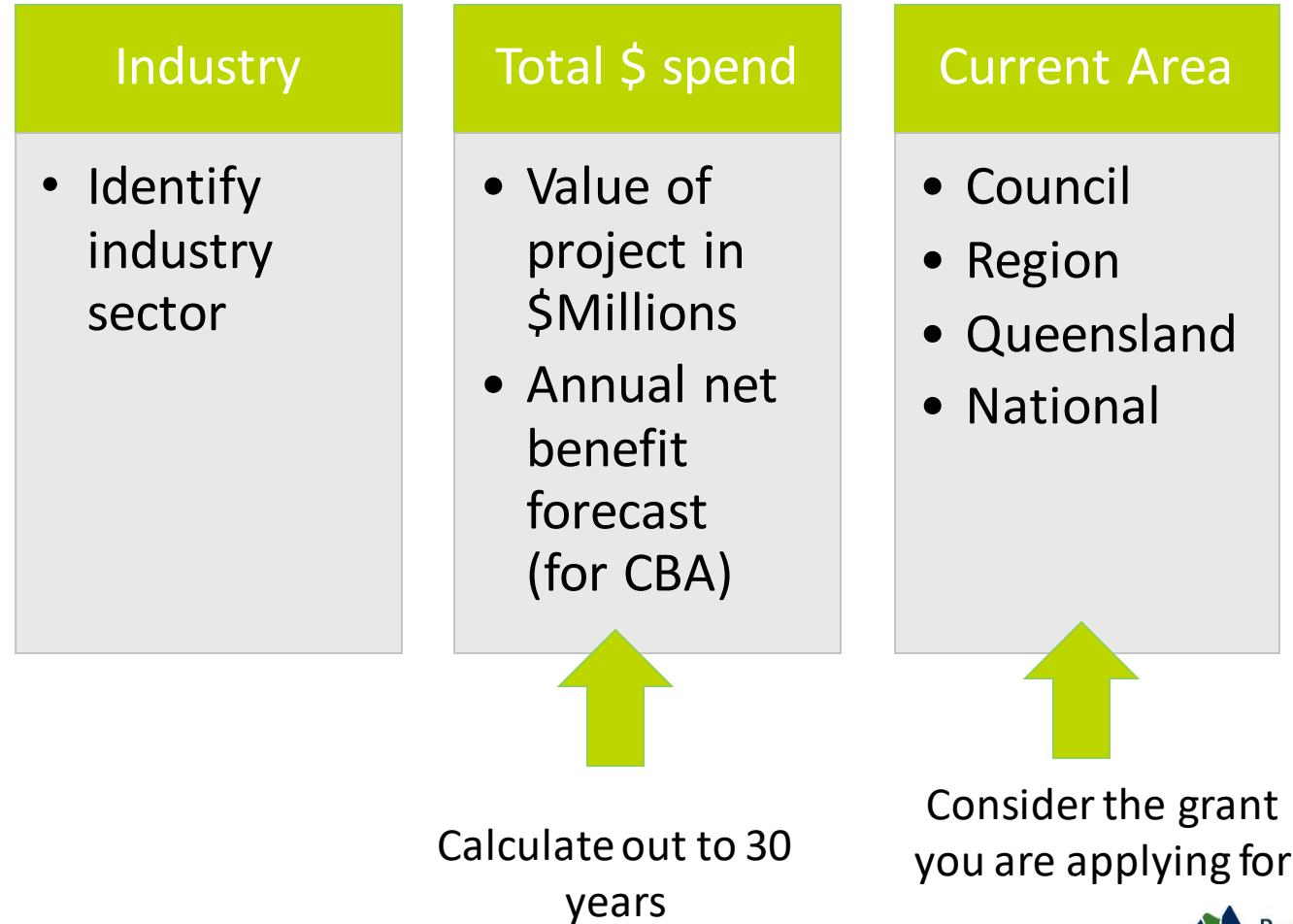- Need projects that can support job generation

Examples from the room

ECONOMY.ID MODELLING TOOLS
- Model the Economic Impact of your Event/Project-

Regional
Development
Australia

SUNSHINE COAST INC

Model the economic impact of your PROJECT

What information is required to run the economic impact model?

Industry

- Identify industry sector

Total $ spend

- Value of project in $Millions
- Annual net benefit forecast (for CBA)

Calculate out to 30 years

Current Area

- Council
- Region
- Queensland
- National

Consider the grant you are applying for

What information is required to run the event impact model?

Event information
- Type of event (e.g. arts/heritage; sports; business)
- Duration

Attendance
- Local
- Non-local

Spend per visitor
- Expenditure at event
- Before/after event in region

- ✓ Spectator counts
- ✓ surveys
- ✓ case studies
- ✓ stakeholders

.id the population experts
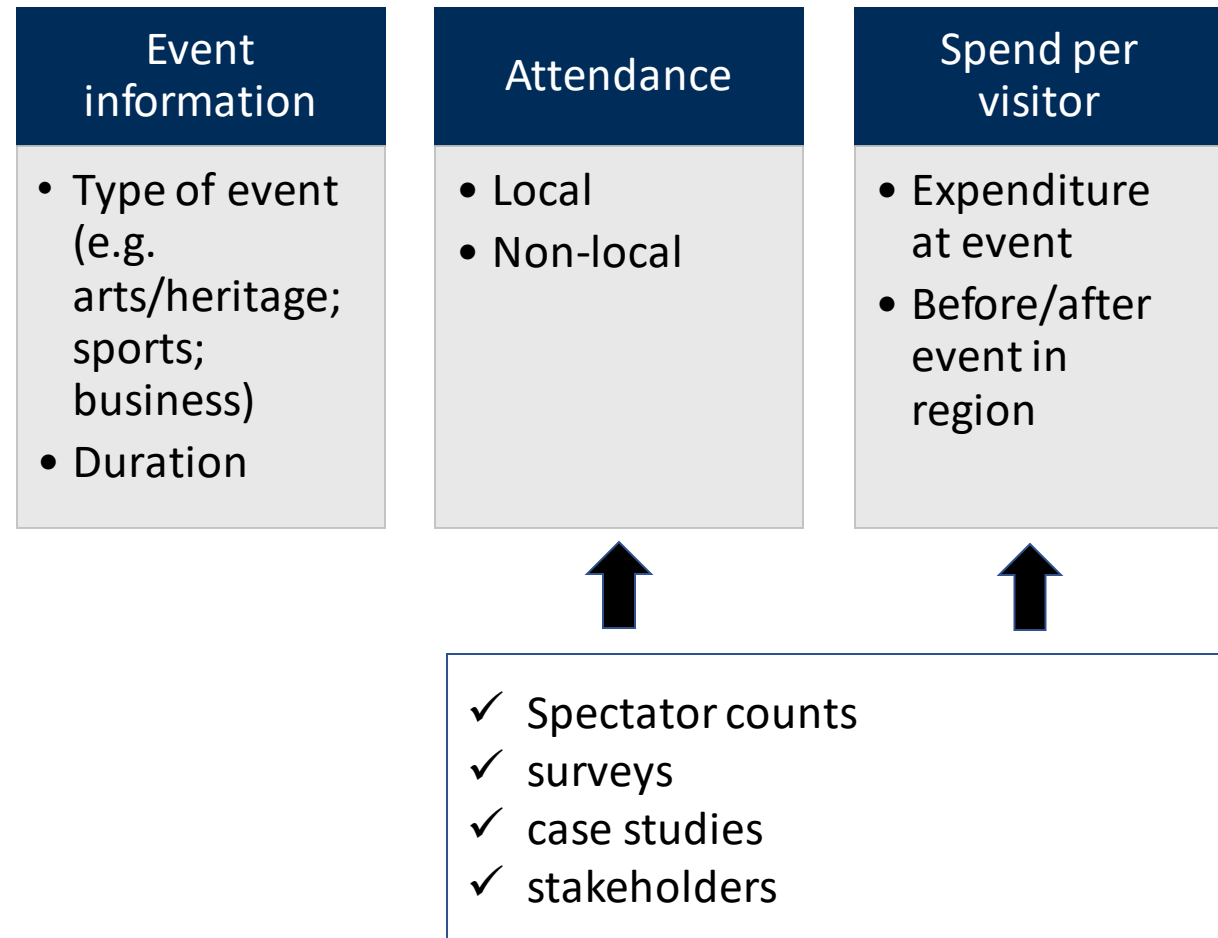
ADDITIONAL SUPPORT RESOURCES

Regional Development Australia

SUNSHINE COAST INC

Sunshine Coast Council Video Resources

Videos

Sunshine Coast economy.id – Business Location

Sunshine Coast Council
YouTube - Dec 17, 2014

2:56

ECONOMIC & COMMUNITY DATA CASE STUDY

Sunshine Coast economy.id – Application for Finance

Sunshine Coast Council
YouTube - Sep 29, 2014

3:39

Sunshine Coast economy.id – Target Marketing

Sunshine Coast Council
YouTube - Dec 17, 2014

2:55

https://www.youtube.com/watch?v=LC_0vklRuo0

https://www.youtube.com/watch?v=H-Tbc8vejCg

https://www.youtube.com/watch?v=smEx-bA7C64

FREE
ONLINE RESOURCE

https://economy.id.com.au/rda-sunshine-coast

https://profile.id.com.au/rda-sunshine-coast

Grants & Funding Support

https://www.rdasunshinecoast.org.au/grants-and-funding/

https://www.rdasunshinecoast.org.au/grants-and-funding-assistance/

FREE
ONLINE RESOURCE

https://economy.id.com.au/sunshine-coast

https://profile.id.com.au/sunshine-coast

Grants & Funding Support

https://www.sunshinecoast.qld.gov.au/Living-and-Community/Grants-and-Funding

https://www.sunshinecoast.qld.gov.au/Business/Regional-Economic-Development-Strategy

FREE
ONLINE RESOURCE

https://economy.id.com.au/noosa

https://profile.id.com.au/rda-sunshine-coast

Grants & Funding Support

https://www.noosa.qld.gov.au/funding-grants

https://www.noosa.qld.gov.au/economy

https://noosa.grantguru.com.au

https://home.id.com.au/