



Central Highlands Regional Council  
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## Media Release

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### **Council launches new online regional profiling tools.**

The Central Highlands Regional Council, in partnership with the Central Highlands Development Corporation, recently purchased two web based tools that provide easy access to census based social and demographic data about the Central Highlands and its communities - Community Profile and Community Atlas.

The tools were launched by the Mayor, Peter Maguire at Council's meeting on Monday September 7, and may be accessed from Council's website, [www.centralhighlands.qld.gov.au](http://www.centralhighlands.qld.gov.au) under the Community heading.

Council also provided free information sessions in Emerald, Capella and Springsure. Further sessions in other towns will be rolled out soon.

The Community Profile tool uses data from the past four ABS Censuses, from 1991 to 2006. The data is presented in simple, clear tables and charts with concise factual commentary.

It provides breakdowns of population characteristics for different geographic areas within the region, and includes historical data to show how they have changed over time.

"It really is a fantastic tool" Central Highlands Regional Council Mayor, Peter Maguire said. "We first saw it a few months ago, and the amount of information on there is just enormous, and very, very useful.

"For investors, community workers, planners, school teachers, anyone – the potential is huge.

They will be essential tools for anyone who writes submissions for funding grants, whether it is a local sporting group or a regional organisation," he added.

The Community Atlas tool is an online “social atlas” of maps showing where specific groups of people live at a fine level of detail, and is based on data from the past two censuses.

The Atlas can be used to understand demographic characteristics of the area. present a strong demographic case for funding or advocacy, and identify pockets of disadvantage, or hidden groups within the community.

Council was one of the first local governments in Queensland to purchase the two systems.

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*For further details or to arrange an interview please contact:*

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