



Business Insights Forum

Lismore City Council

3 August 2023

Business Insights Forum

Katherine O'Regan

Head of Investment & Growth



Investment and growth

Priorities:

- ▶ **Vision and Blueprint** engagement dates TBC
- ▶ **Brand and Identity** launch early 2024
- ▶ **Meanwhile campaign** in market September-December 2023
- ▶ **Capacity and capability** ongoing



Vision and Blueprint

What is a vision for a city?

- A short phrase or a single paragraph that clearly describes the **long-term** goals, dreams, and **aspirations** for the city and its communities.
- The vision statement sets the **bar high** in terms of how the city wants to be perceived by the world in the future. A good vision statement is a **self-fulfilling** prophecy.

Why is a community vision important?

- The process of developing a community vision provides an opportunity to identify and respect what those before us have accomplished, and use their **lessons** learned to move confidently into the **future**.
- Community visions help people respond to **change** and action by motivating, **inspiring**, and exciting them.



Economic Briefing Lismore

Profile .id

Ryan James, Social Scientist, .id

Goals for Today...

- ▶ Meet .id and the tools available
- ▶ Highlight Macro context
- ▶ Identify Local Demographic & Economic Trends
- ▶ Where to go for support

Understanding Places



Macro Trends

The Macro Situation



**Down-
grade**

IMF revised forecast again
in July



**4 times pre-
COVID levels**

in 16 out of 44 major
countries



**Major drought
in Europe**

21% of the continent
facing severe conditions



**Technical
Recession**

2 quarters of negative
growth



**45 Countries
with rate
rises**

in the last six months



**Geopolitical
heat rising**

US visit to Taiwan has
increased tensions

The national story



**0.9% GDP
growth**

Economy slowing



**3.5%
Unemployment**

First increase in August
since Oct 2021



**3.8% fall last
quarter**

Rates having an impact on
house prices



**6.1%
Inflation**

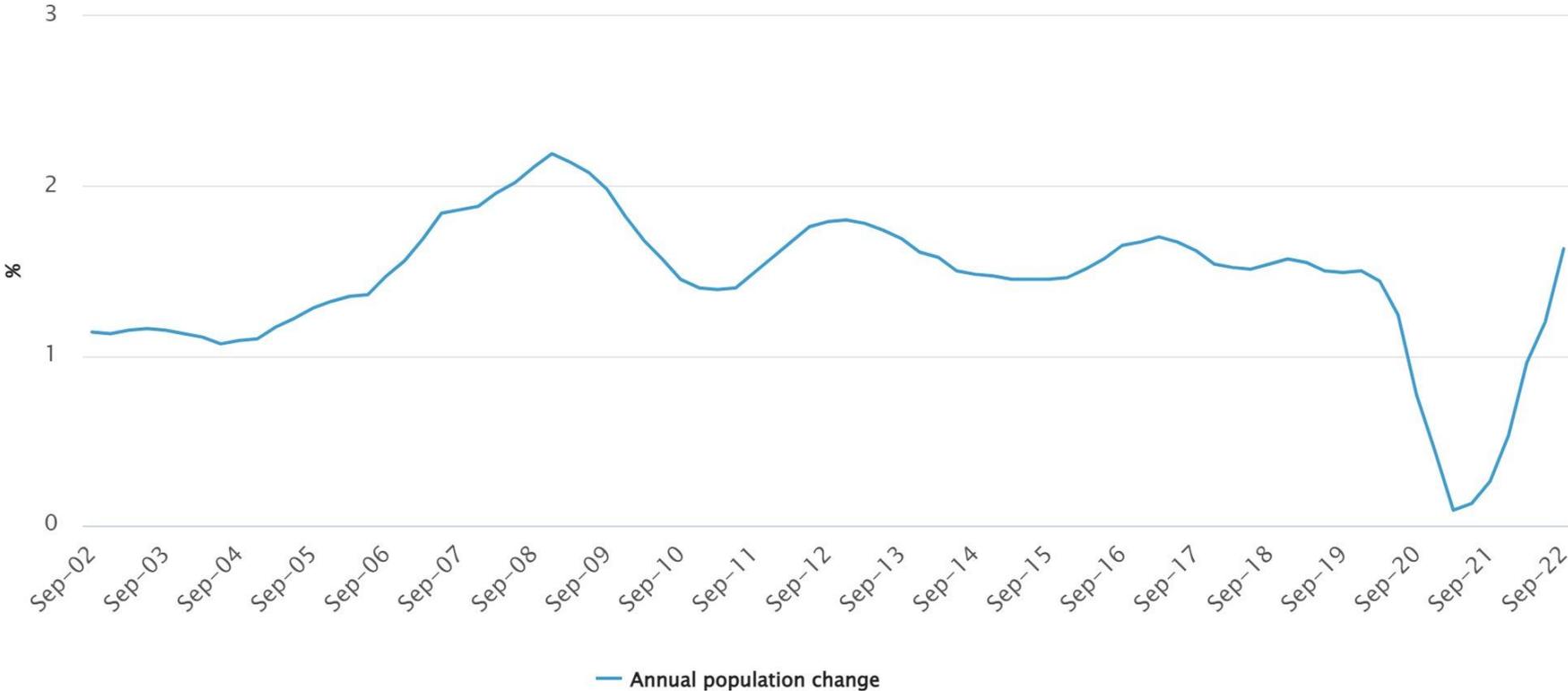
Cost of living still the hot
topic



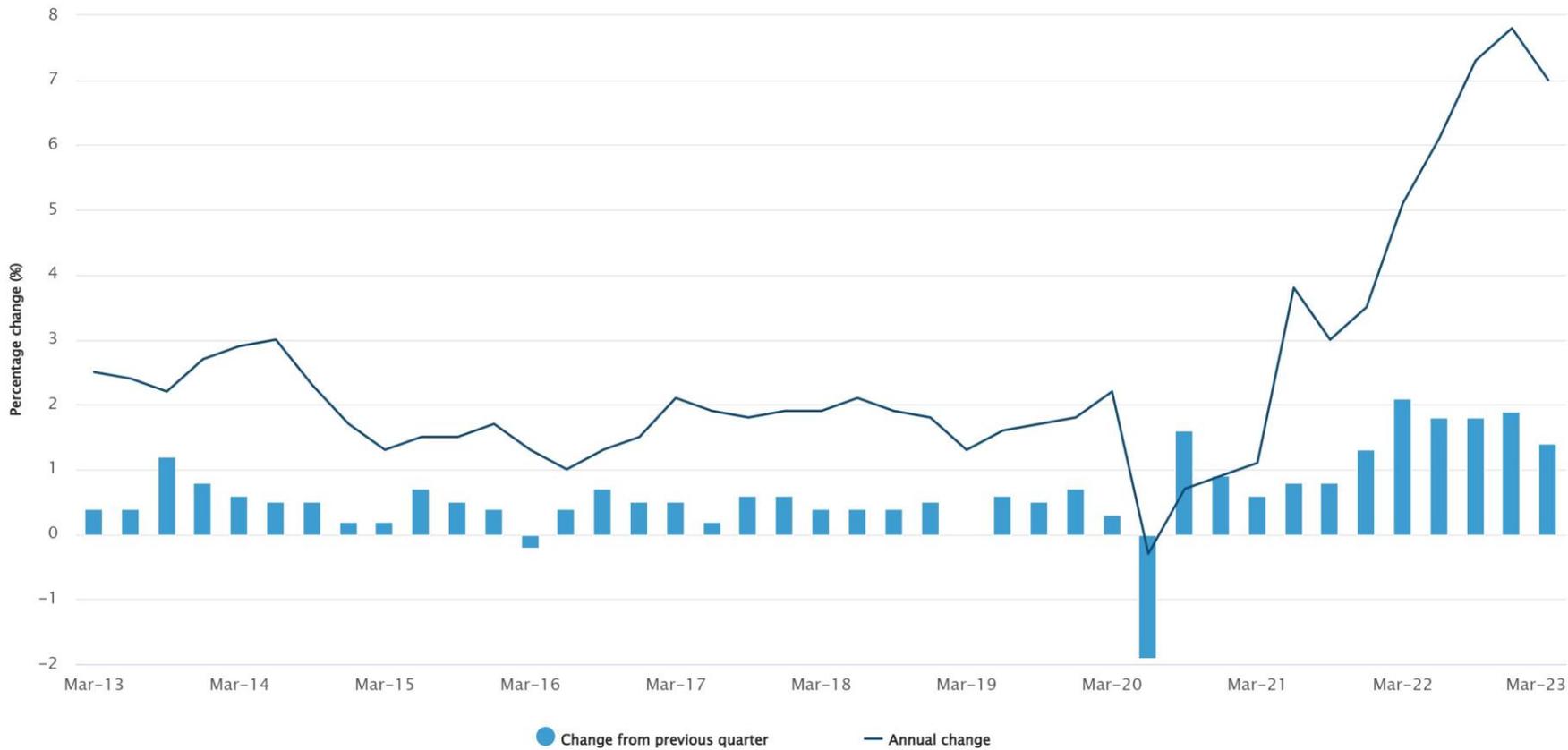
**48% of pre-
COVID levels**

International travelers
returning gradually

Annual population growth rate(a)(b)

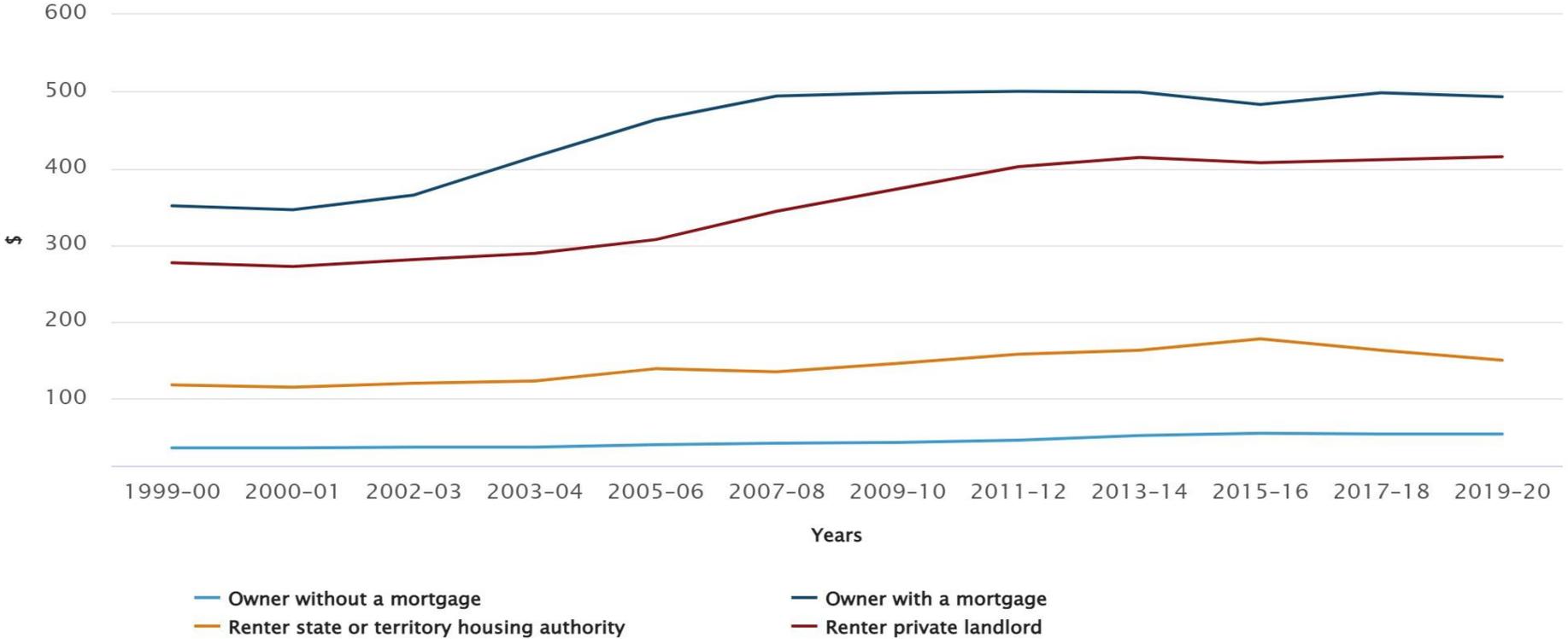


All groups CPI, Australia, quarterly and annual movement (%)



Source: Australian Bureau of Statistics, Consumer Price Index, Australia March Quarter 2023

Graph 2 – Mean weekly housing costs (a), tenure and landlord type, 1999-00 to 2019-20 (b)

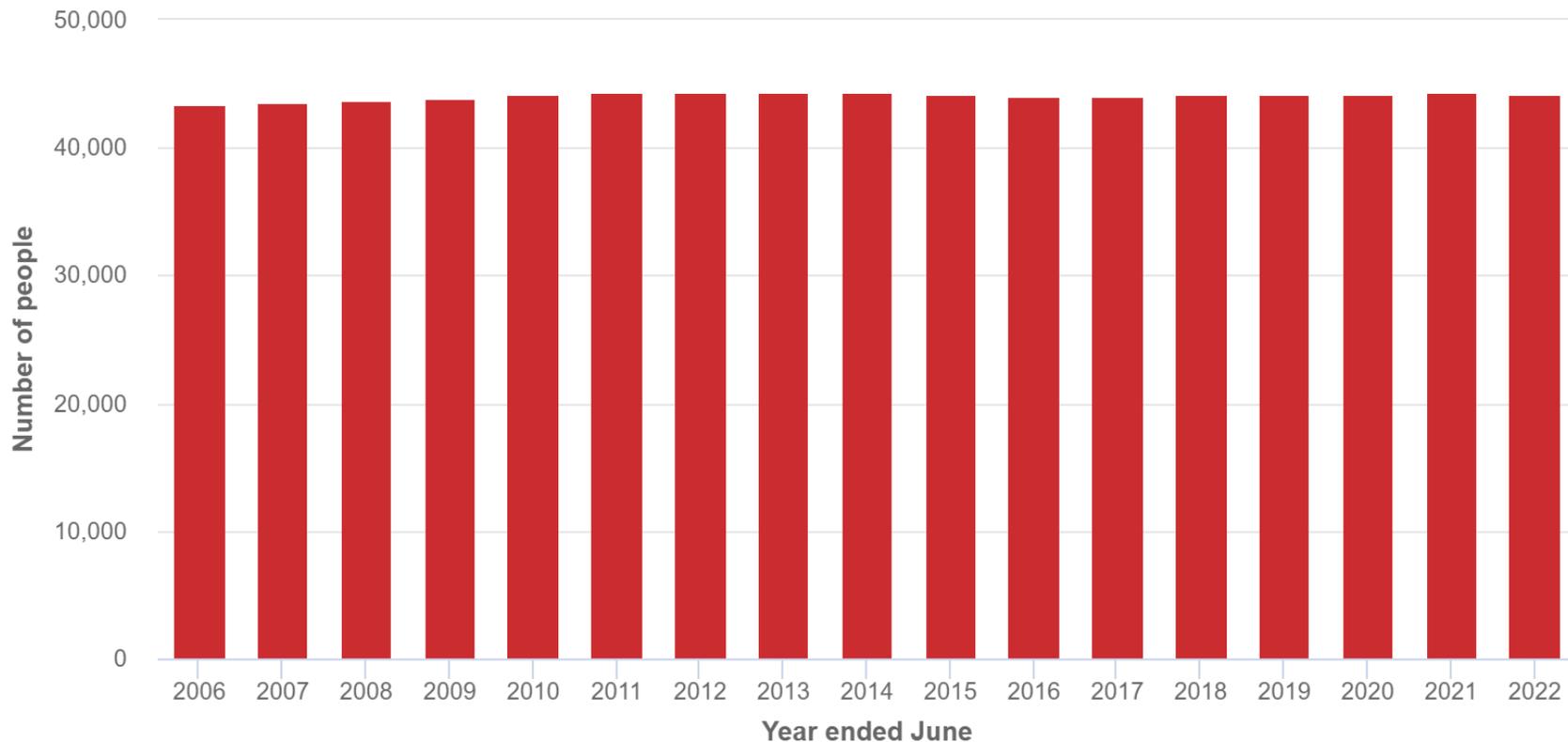


The Local Story

Estimated Resident Population (ERP)

Presented at Business Insights Forum – 3 August 2023

Lismore City

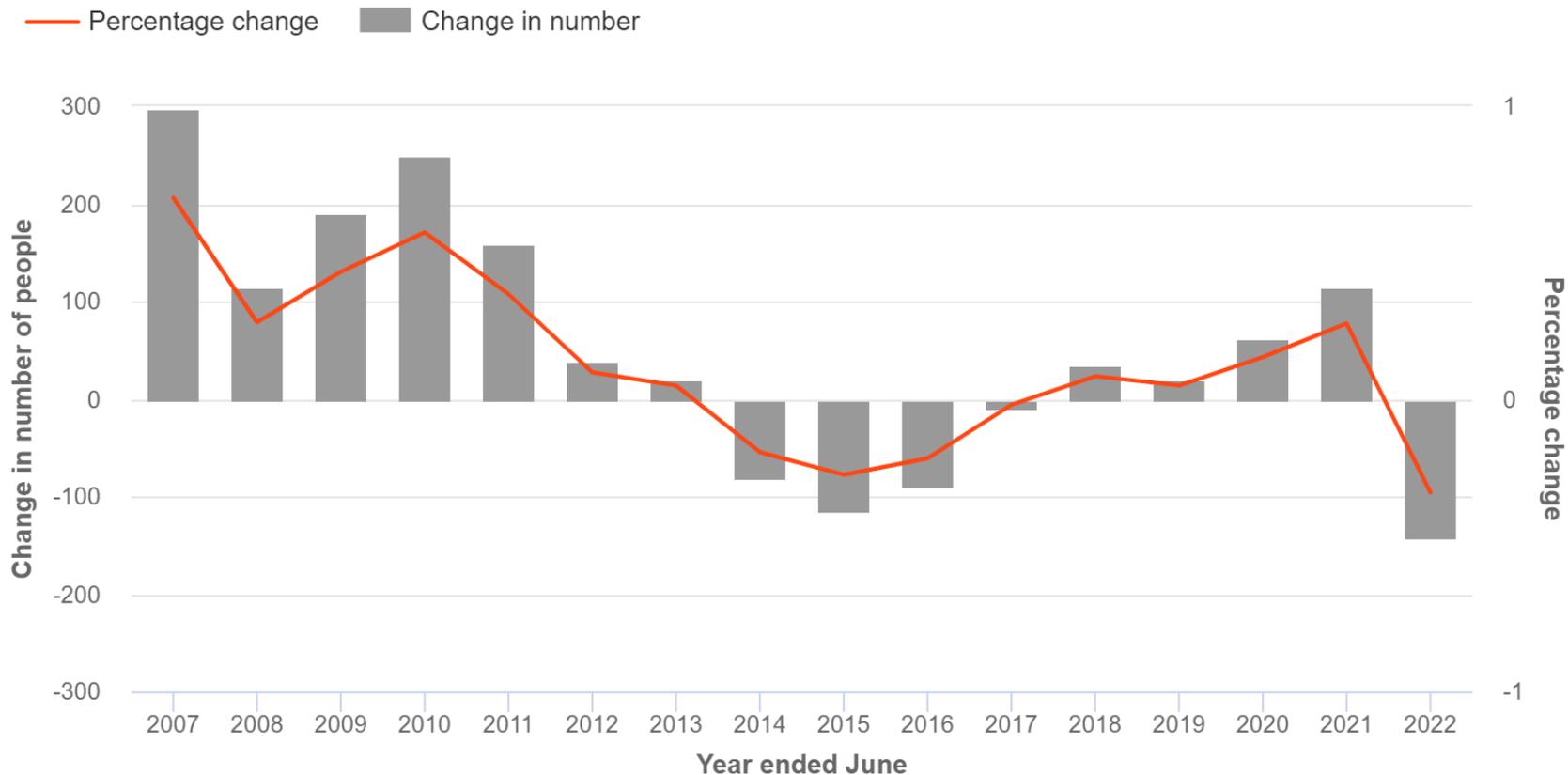


Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id (informed decisions)

Annual change in Estimated Resident Population (ERP)

Presented at Business Insights Forum – 3 August 2023

Lismore City



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id (informed decisions)

Components of population change 2021-22



61



-342

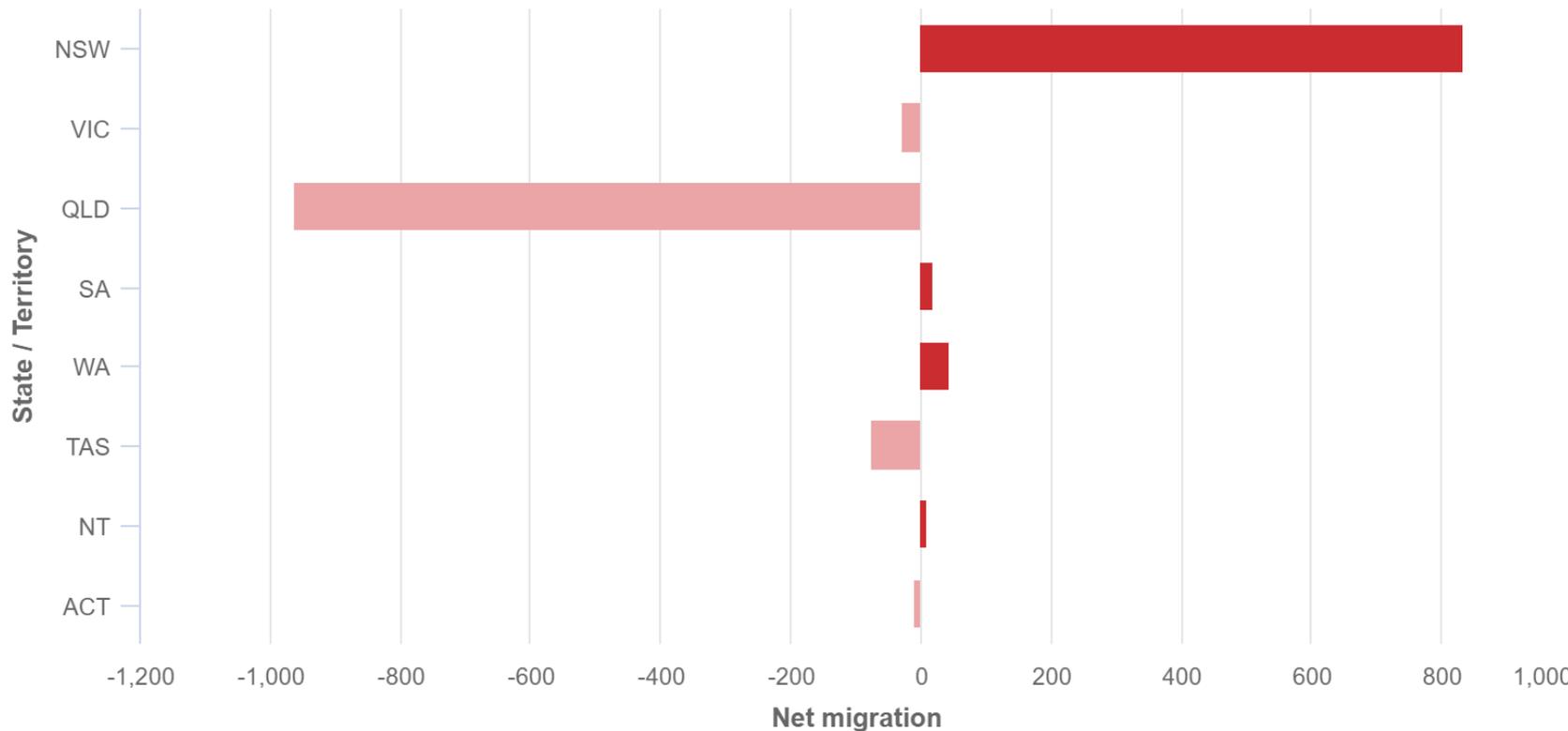


139

Population movement by State/Territory

Presented at Business Insights Forum – 3 August 2023

Lismore City



Source: Australian Bureau of Statistics, Census of Population and Housing, 2021 (Usual residence data). Compiled and presented in profile.id by .id (informed decisions).

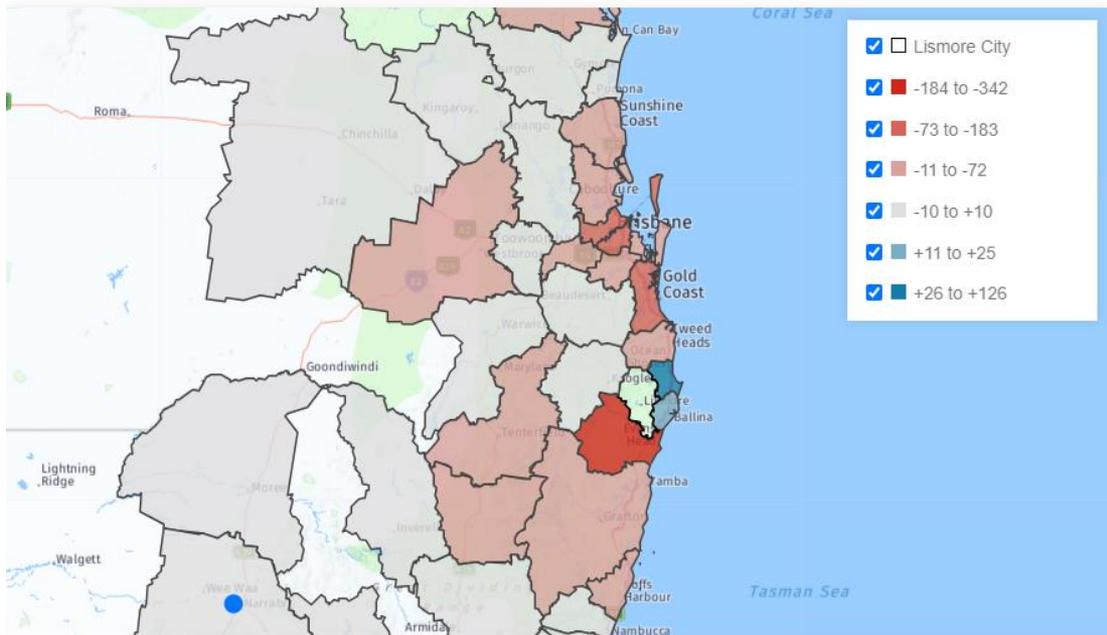
Net gains and losses by LGA

Lismore City: Total: July 2021 - June 2022

LGA	In migration	Out migration	Net migration
Richmond Valley	271	520	-249
Brisbane	167	350	-183
Gold Coast	140	260	-120
Clarence Valley	48	120	-72
Toowoomba	22	74	-52
Moreton Bay	45	88	-43
Ipswich	20	58	-38
Fraser Coast	12	48	-36
Tweed	119	155	-36
Logan	43	78	-35

Map of net gains and losses by LGA

Lismore City: Total: July 2021 - June 2022



Source: ABS, Regional Internal Migration Estimates (RIME) by LGA, unpublished data, 2016-2021

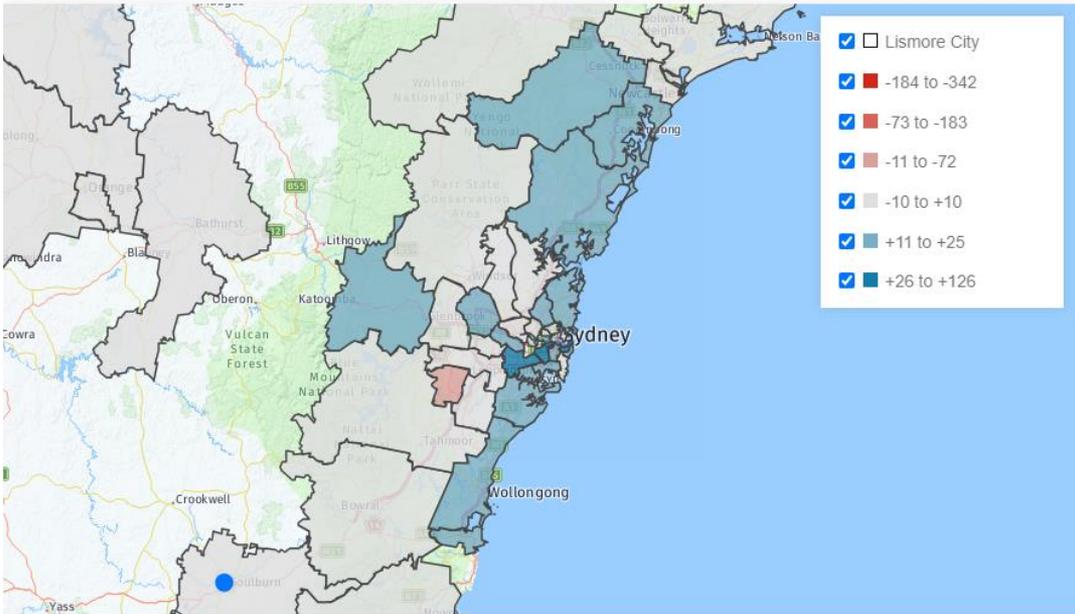
Net gains by LGA

Lismore City: Total: July 2021 - June 2022

LGA	In migration	Out migration	Net migration
Byron	280	154	+126
Melton	42	0	+42
Inner West	58	21	+37
Casey	33	4	+29
Woollahra	27	1	+26
Canterbury-Bankstown	27	1	+26
Sydney	46	21	+25
Central Coast (NSW)	59	37	+22
Blue Mountains	26	5	+21
Northern Beaches	38	17	+21

Map of net gains and losses by LGA

Lismore City: Total: July 2021 - June 2022

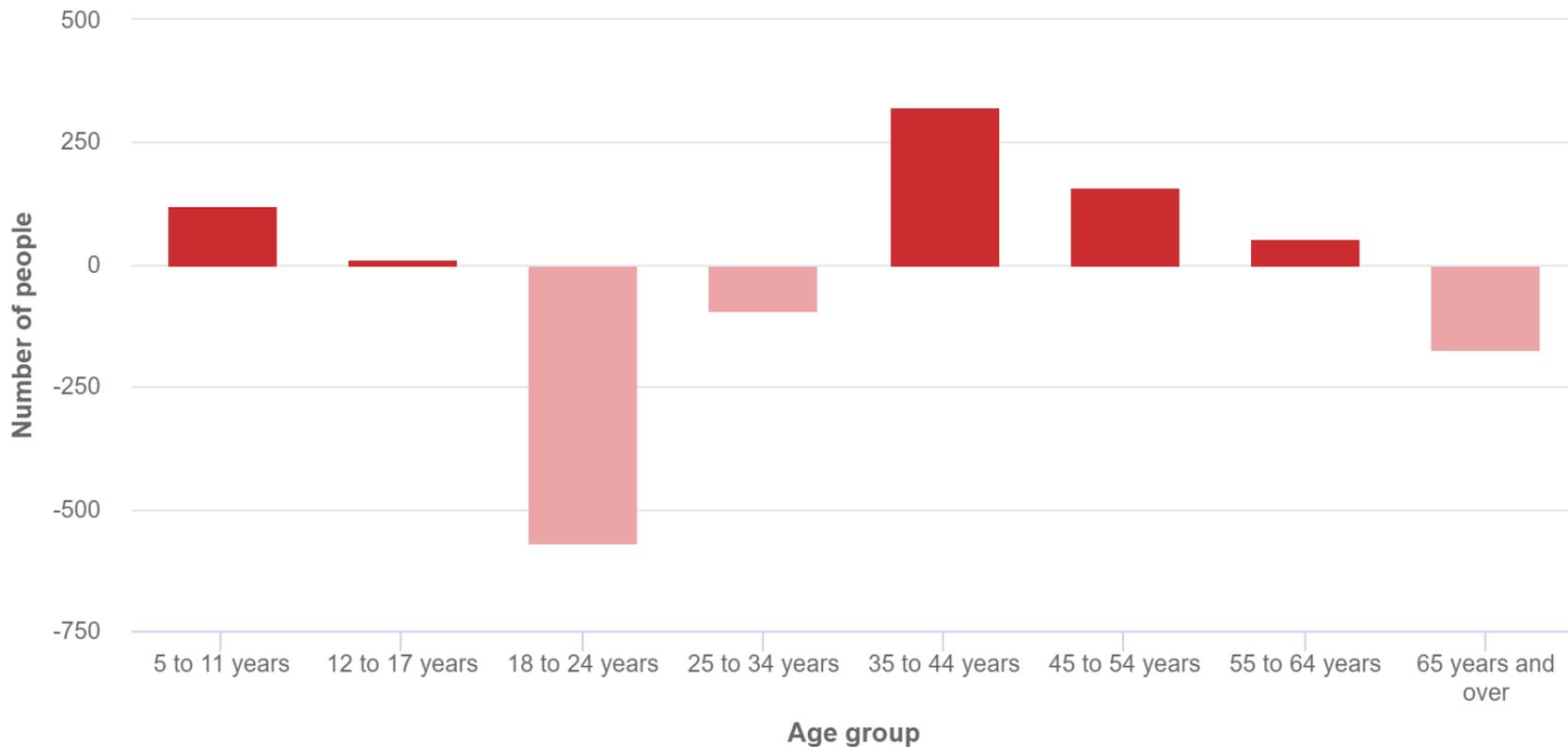


Source: ABS, Regional Internal Migration Estimates (RIME) by LGA, unpublished data, 2016-2021

Net migration by age group 2021

Presented at Business Insights Forum – 3 August 2023

Lismore City



Source: Australian Bureau of Statistics, Census of Population and Housing, 2021 (Usual residents data). Compiled and presented in profile.id by .id (informed decisions).

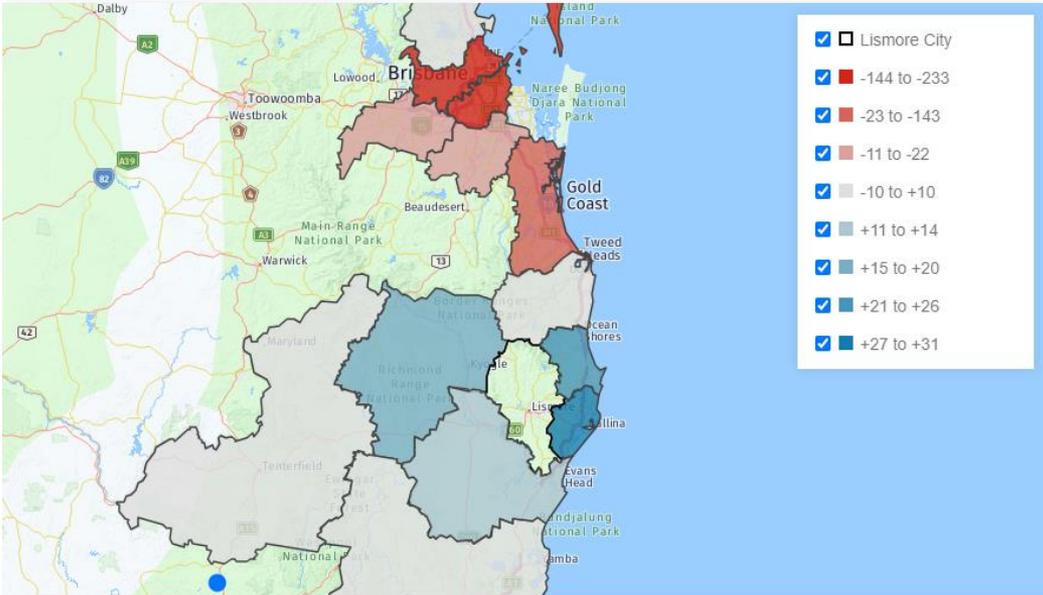
People aged 18 to 24 years moving out

migration between 2016 and 2021 by LGA

LGA	In migration	Out migration	Net migration
Brisbane	20	253	-233
Gold Coast	23	166	-143
Moreland	0	22	-22
Logan	8	29	-21
Boroondara	0	20	-20
Melbourne	3	23	-20
Yarra	0	18	-18
Stonnington	0	17	-17
Ipswich	0	16	-16
Armidale Regional	8	22	-14
Newcastle	0	14	-14
Darebin	3	15	-12

Map of net gains and losses by LGA

Lismore City - between 2016 and 2021 for people aged 18 to 24 years



Source: Australian Bureau of Statistics, Census of Population and Housing 2021. Compiled and presented in profile.id by .id (informed decisions).

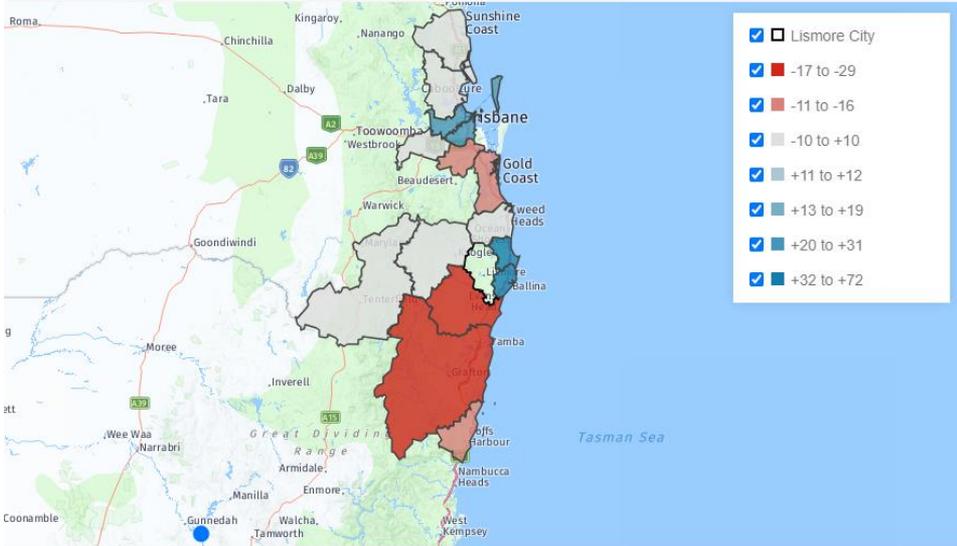
People aged 35 to 44 years moving out

migration between 2016 and 2021 by LGA

LGA	In migration	Out migration	Net migration
Byron	105	33	+72
Ballina	211	172	+39
Sydney	31	0	+31
Brisbane	72	47	+25
Inner West	27	4	+23
Northern Beaches	19	0	+19
Central Coast (NSW)	17	3	+14
Randwick	13	0	+13
Unincorporated ACT	12	0	+12

Map of net gains and losses by LGA

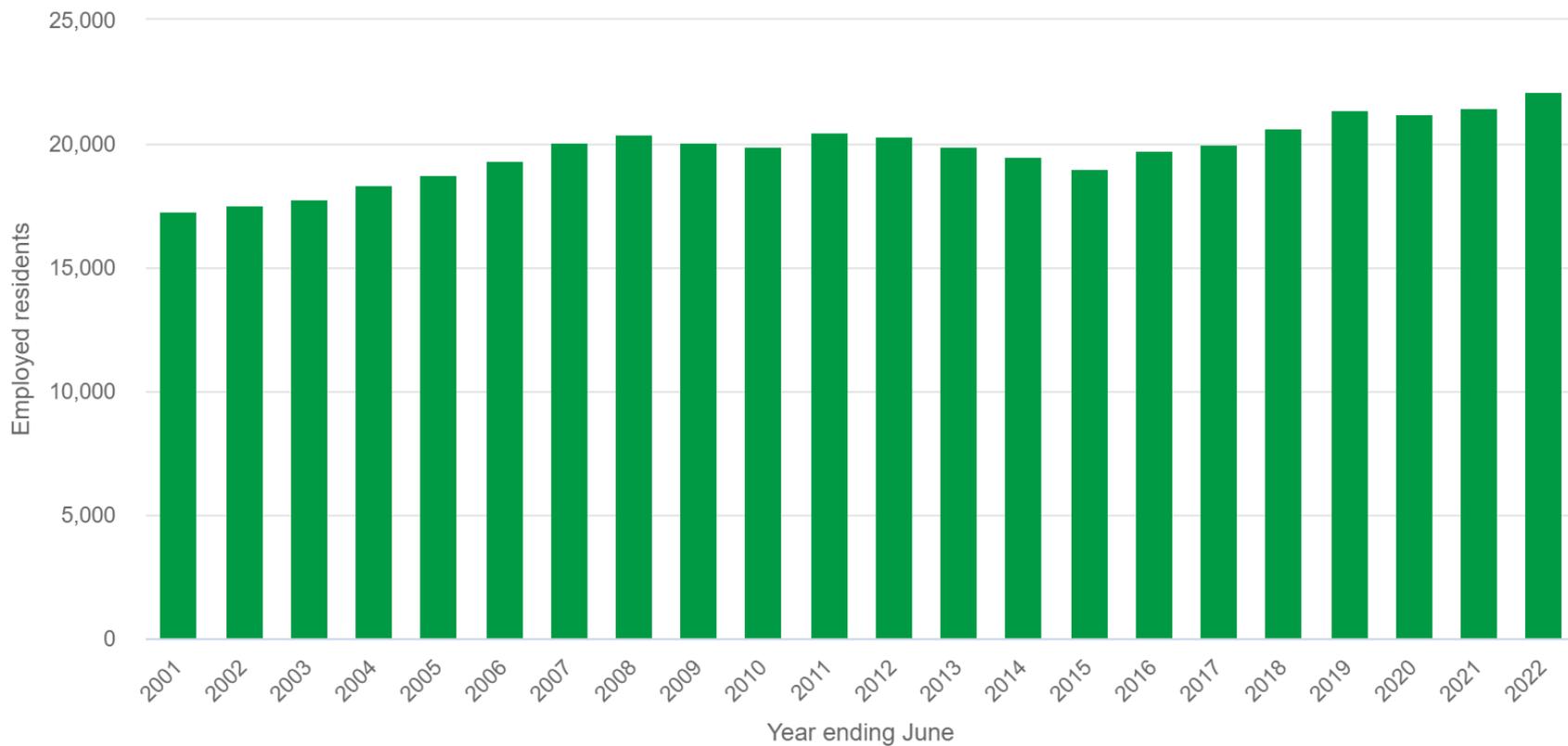
Lismore City - between 2016 and 2021 for people aged 35 to 44 years



Source: Australian Bureau of Statistics, Census of Population and Housing 2021. Compiled and presented in profile id by .id (informed decisions).

Employed residents

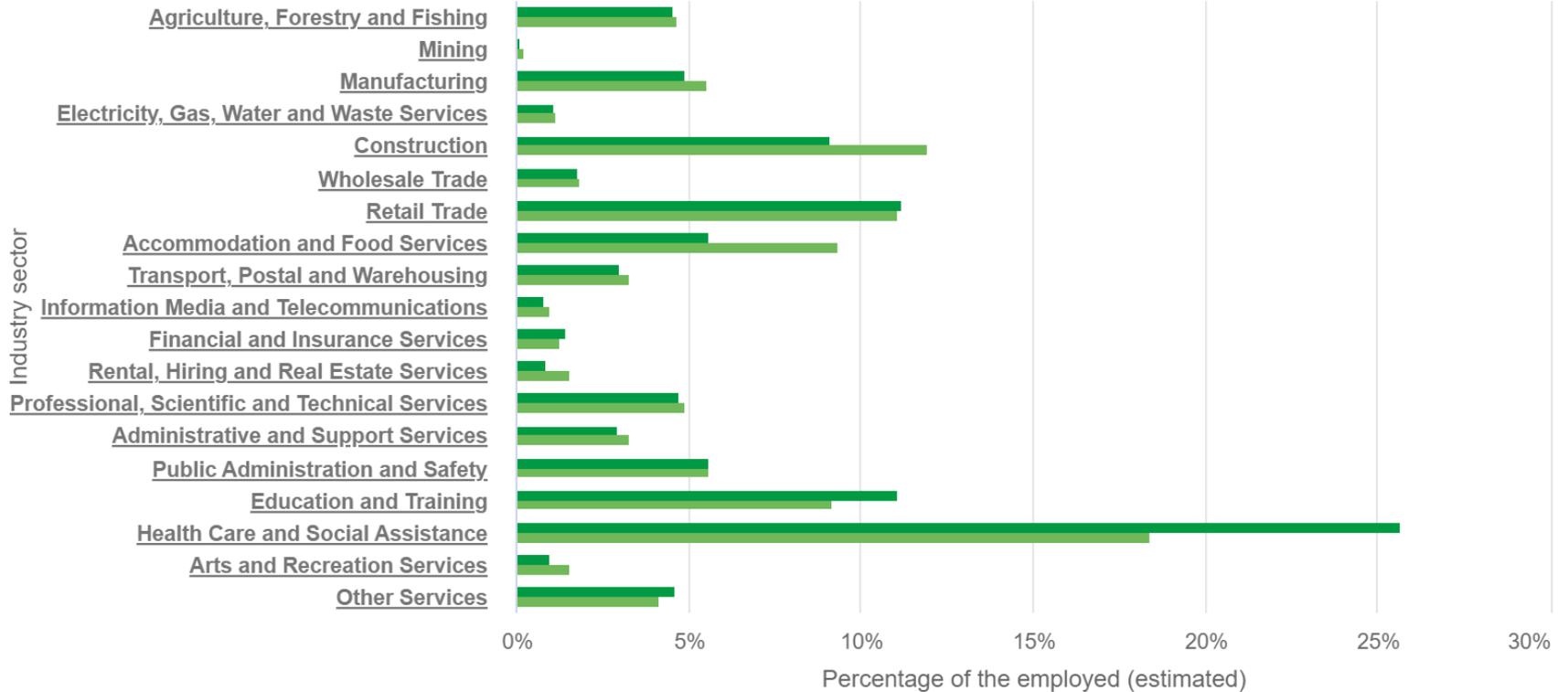
Lismore City



Employment (total) by industry 2021/22

■ Lismore City

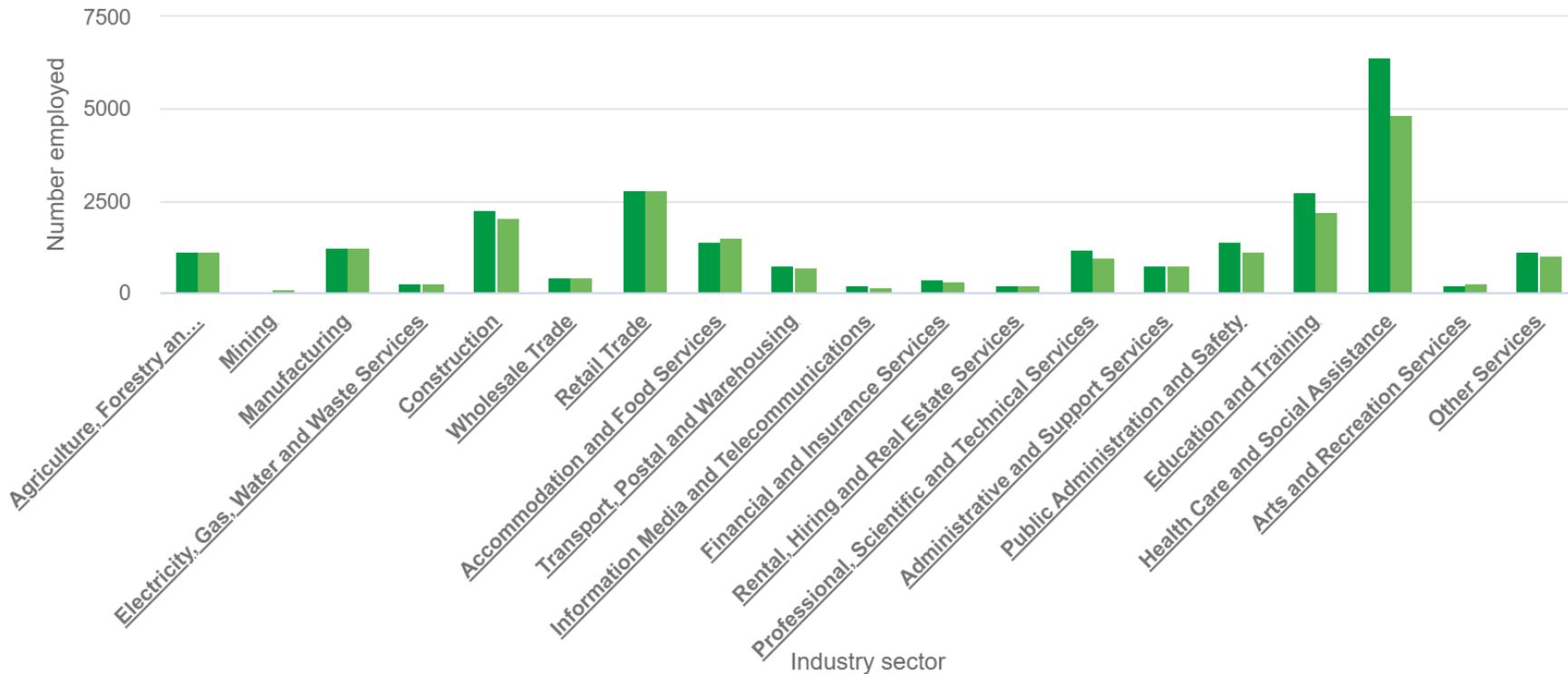
■ Northern Rivers



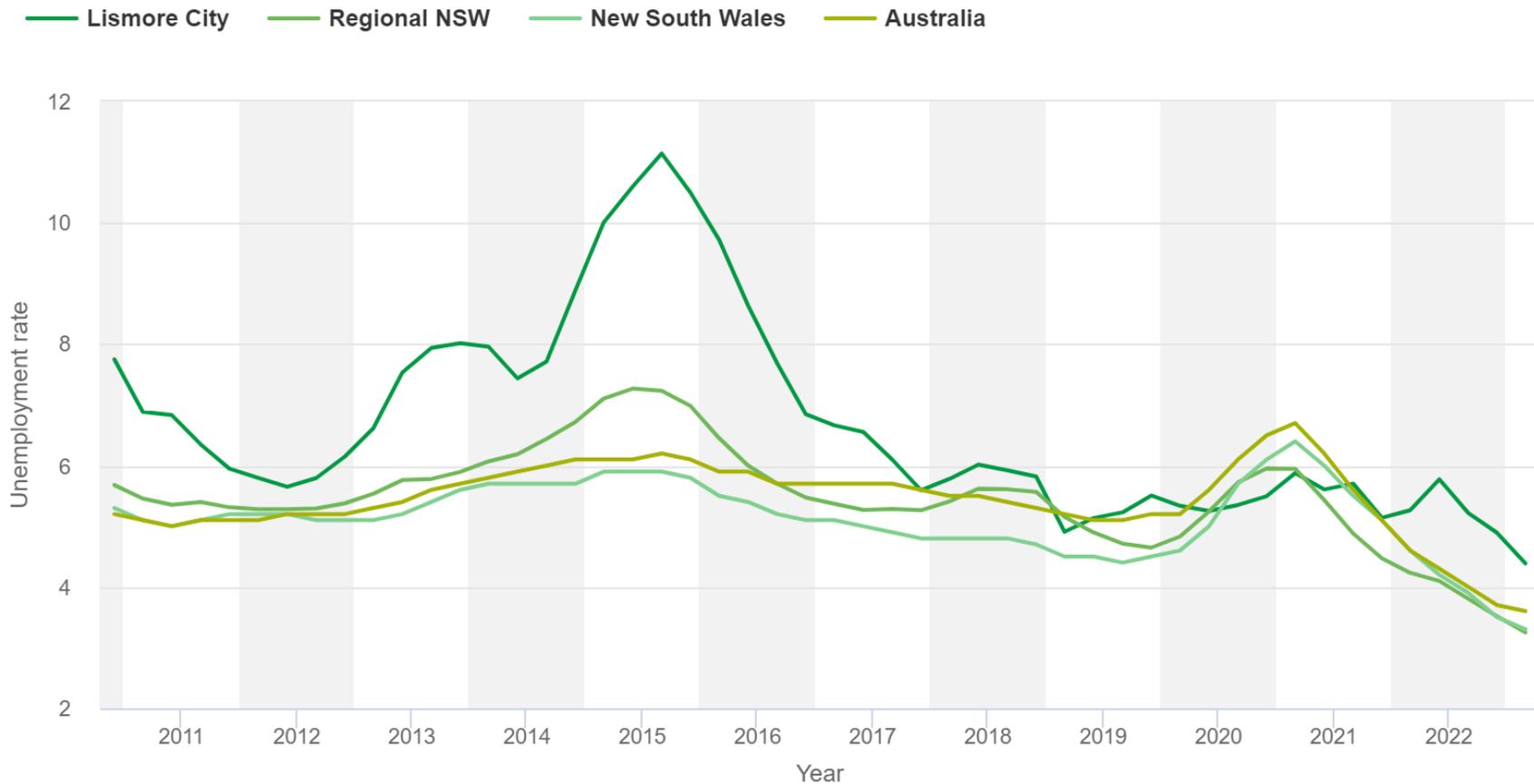
Employment capacity by industry 2021/22

Lismore City

Local jobs Employed residents



Quarterly unemployment rate

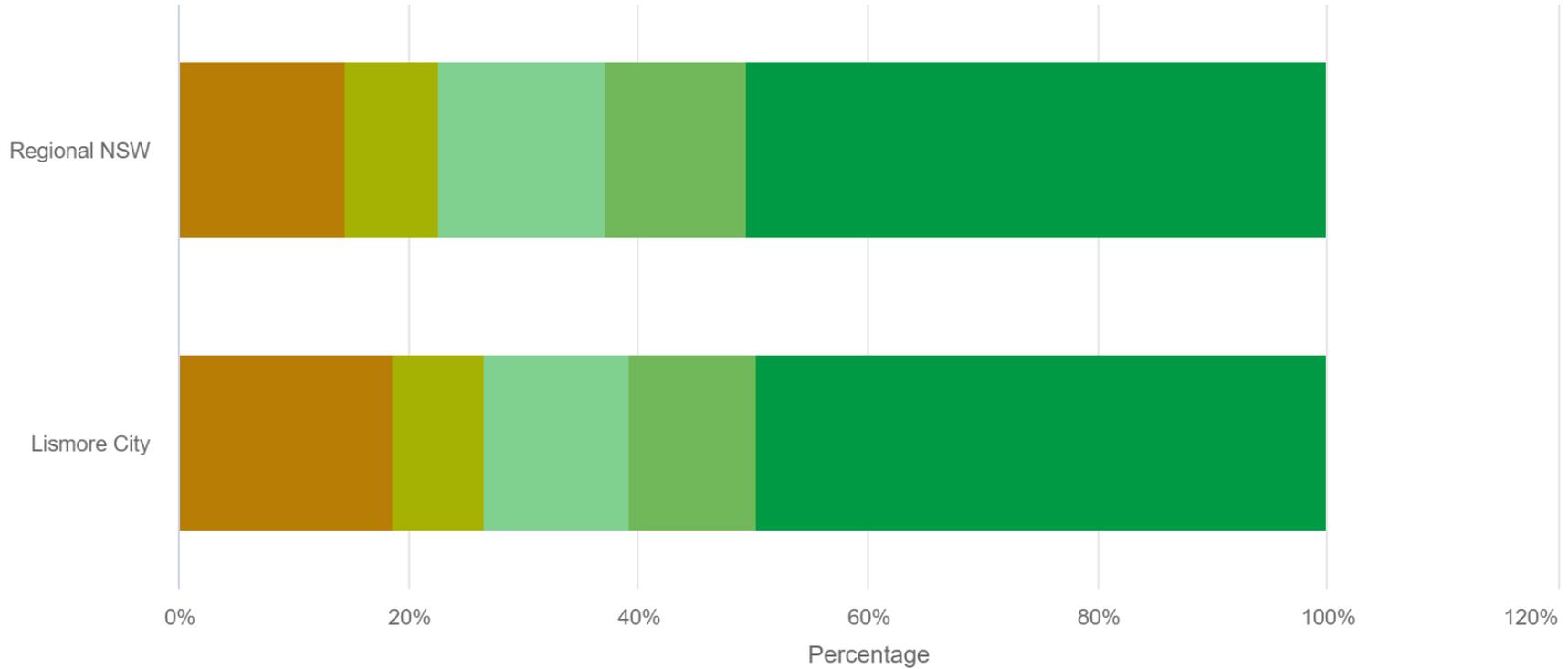


Sources of income per household

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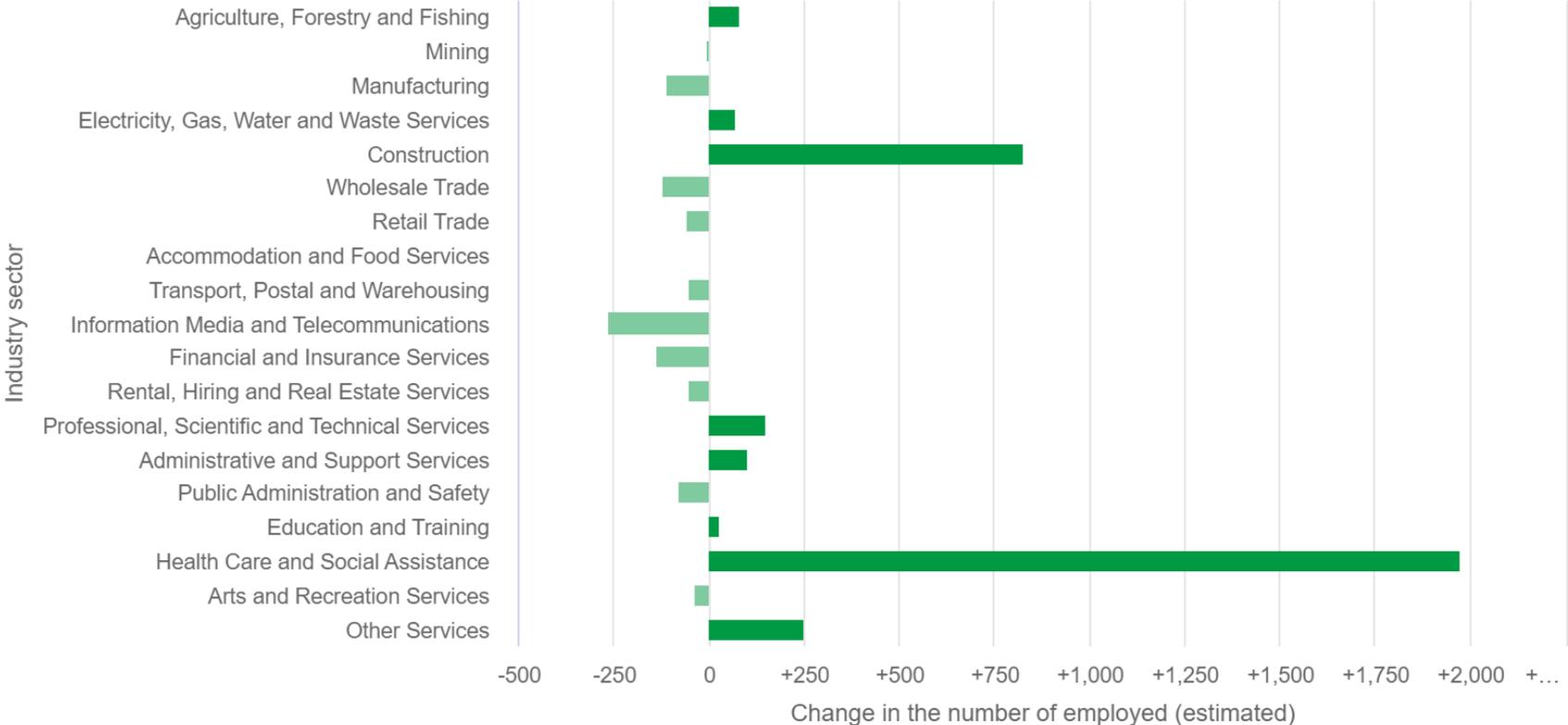
Lismore City

Wages & salaries Property income Business income Superannuation Cash benefits



Change in employment (total) by industry, 2011/12 to 2021/22

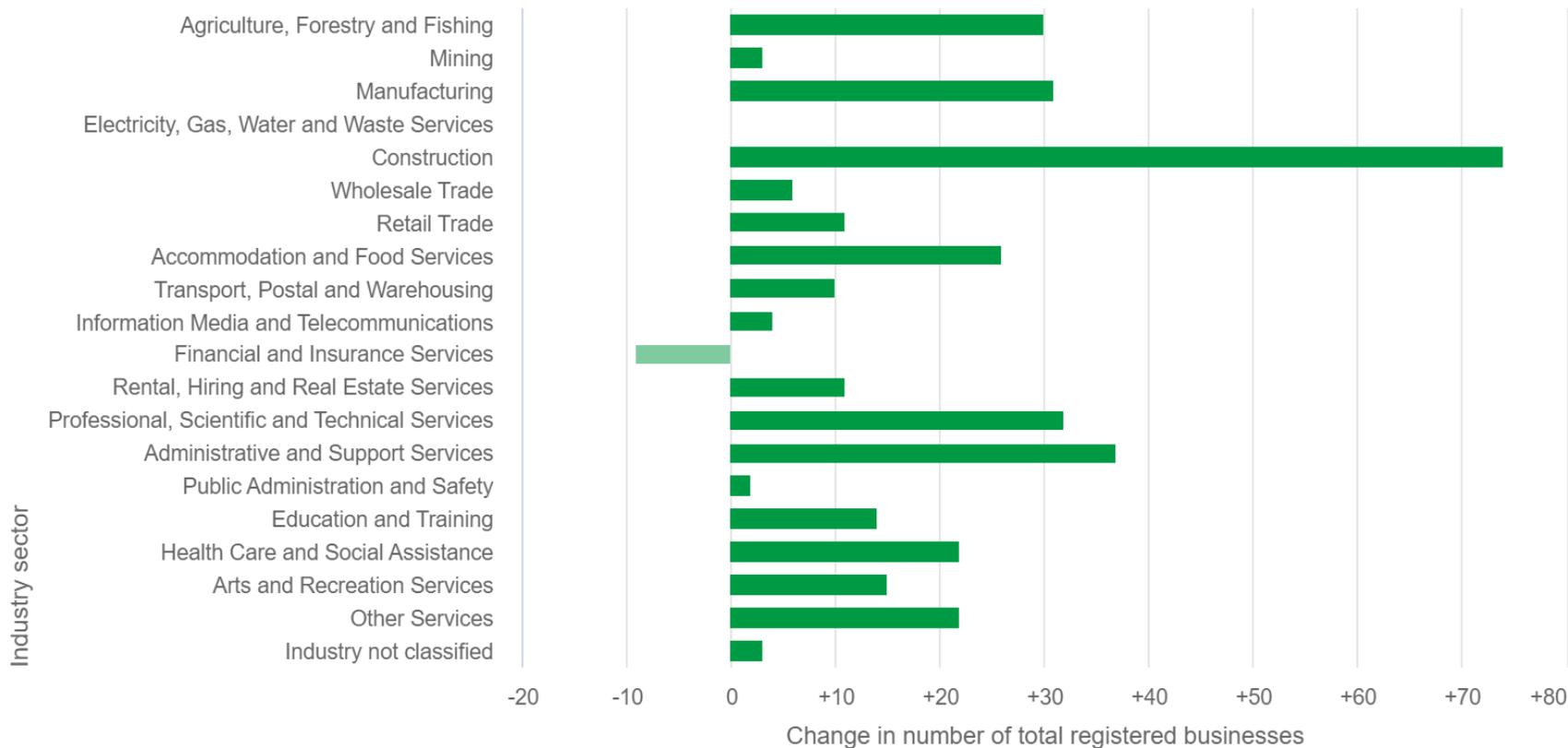
Lismore City



Change in registered businesses by industry, 2019 to 2022

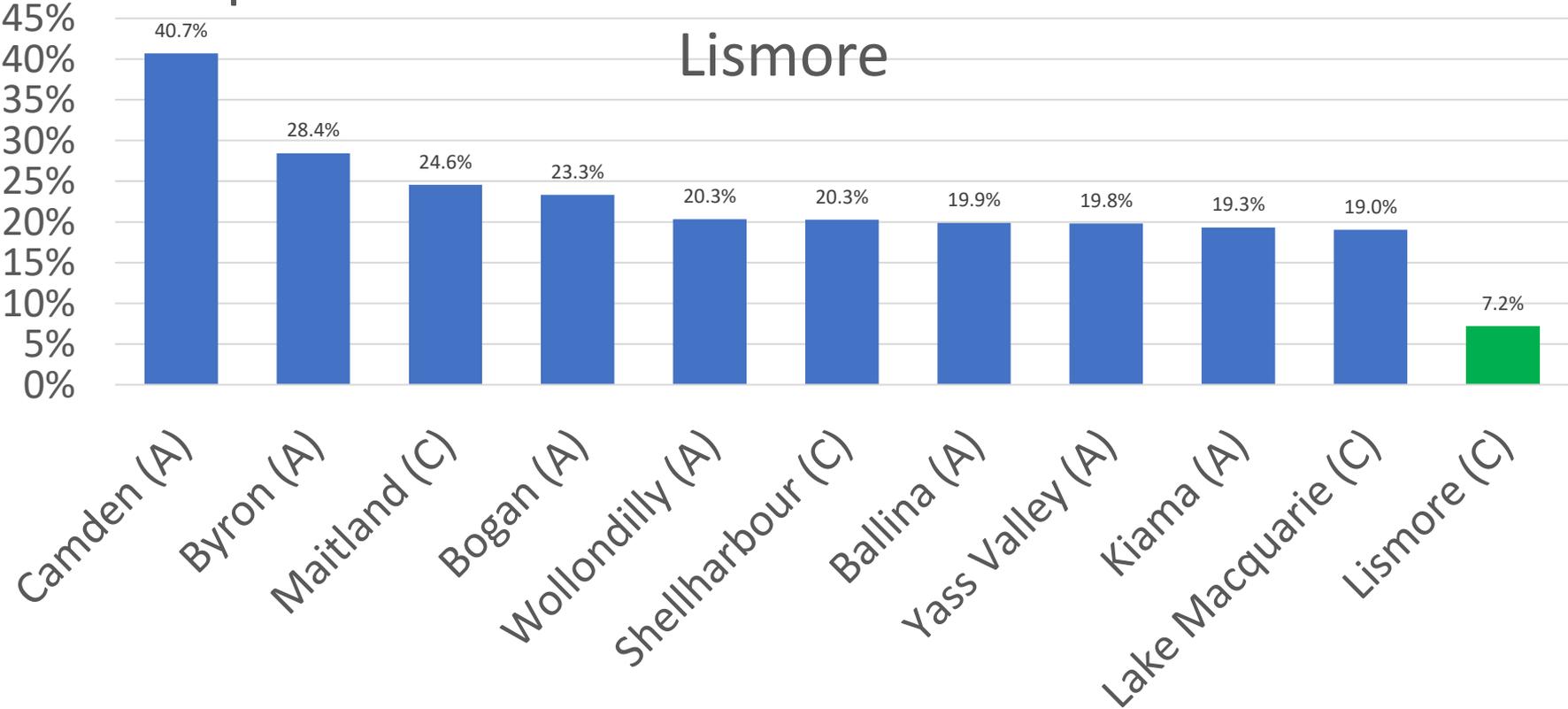
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Lismore City - Total registered businesses



Top 10 Jobs Growth between 2016-21 NSW vs

Lismore



Key Statistics

GRP
\$2.66 billion

NIEIR 2022

Population
44,202

ABS ERP 2022

Local jobs
24,979

NIEIR 2022

Largest industry (by employment)
Health Care and Social Assistance

NIEIR 2022

Local businesses
4,310

ABS 2022

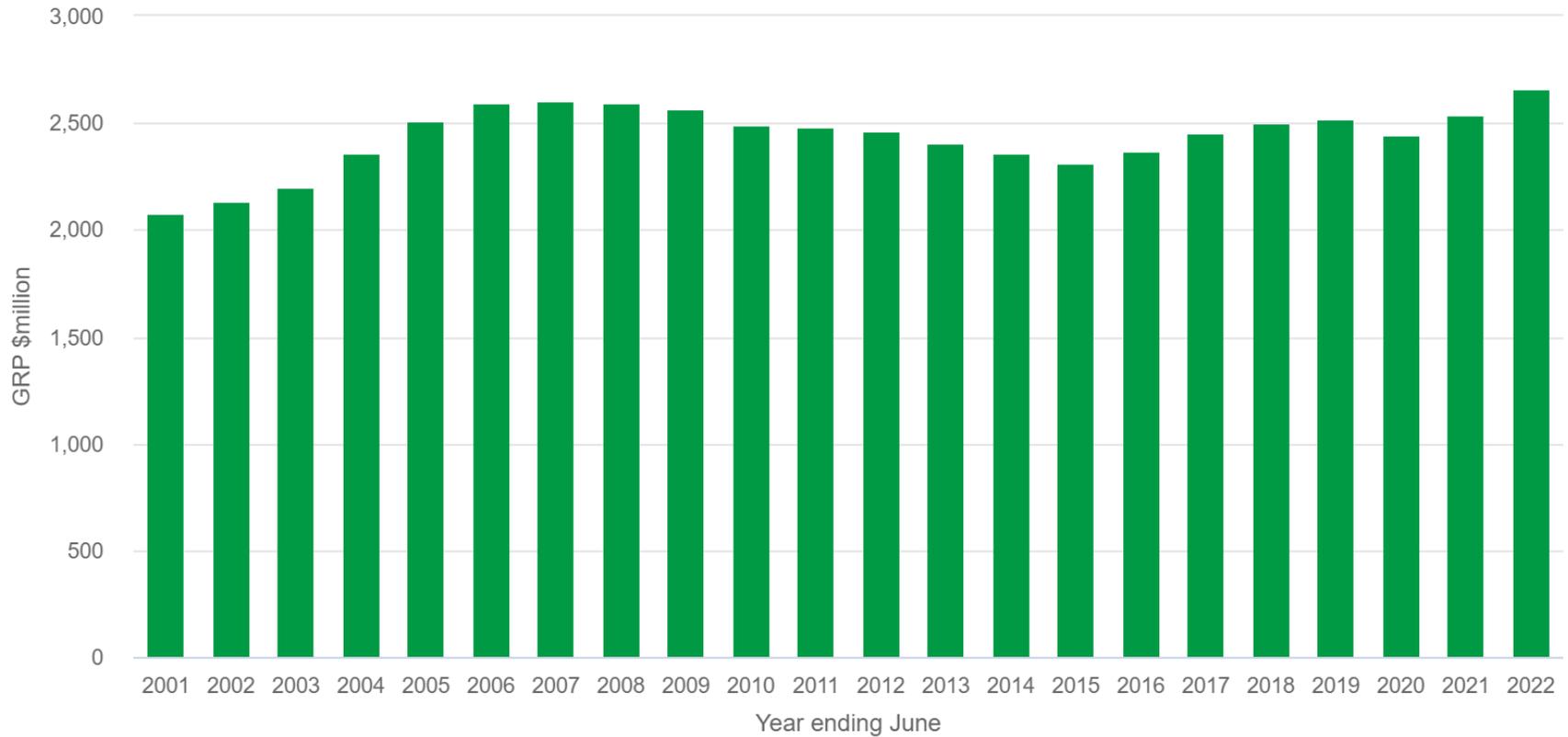
Employed Residents
22,099

NIEIR 2022

Gross Regional Product

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Lismore City

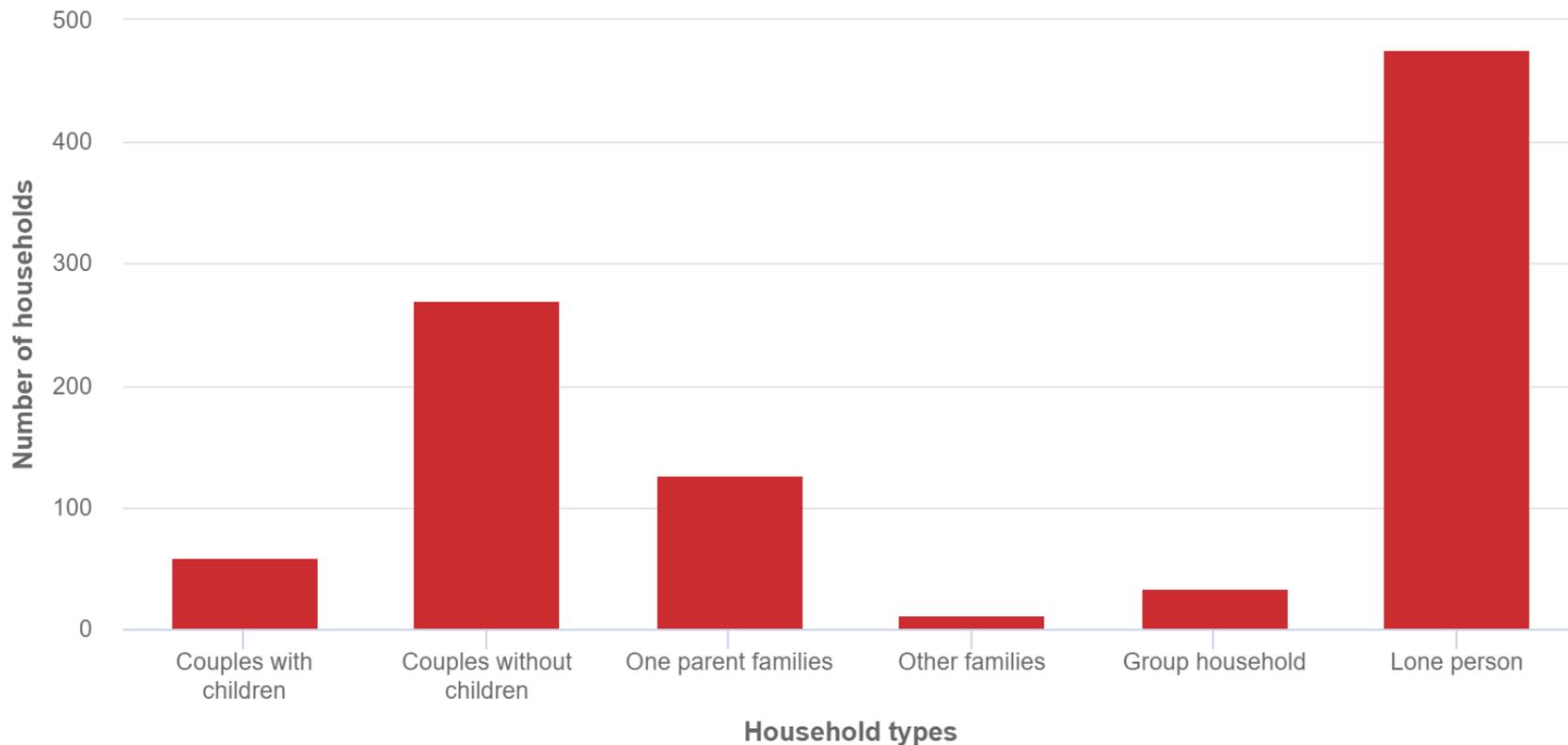


Source: National Institute of Economic and Industry Research (NIEIR) ©2023 Compiled and presented in economy.id by .id (informed decisions)

Change in household type, 2016 to 2021

Presented at Business Insights Forum – 3 August 2023

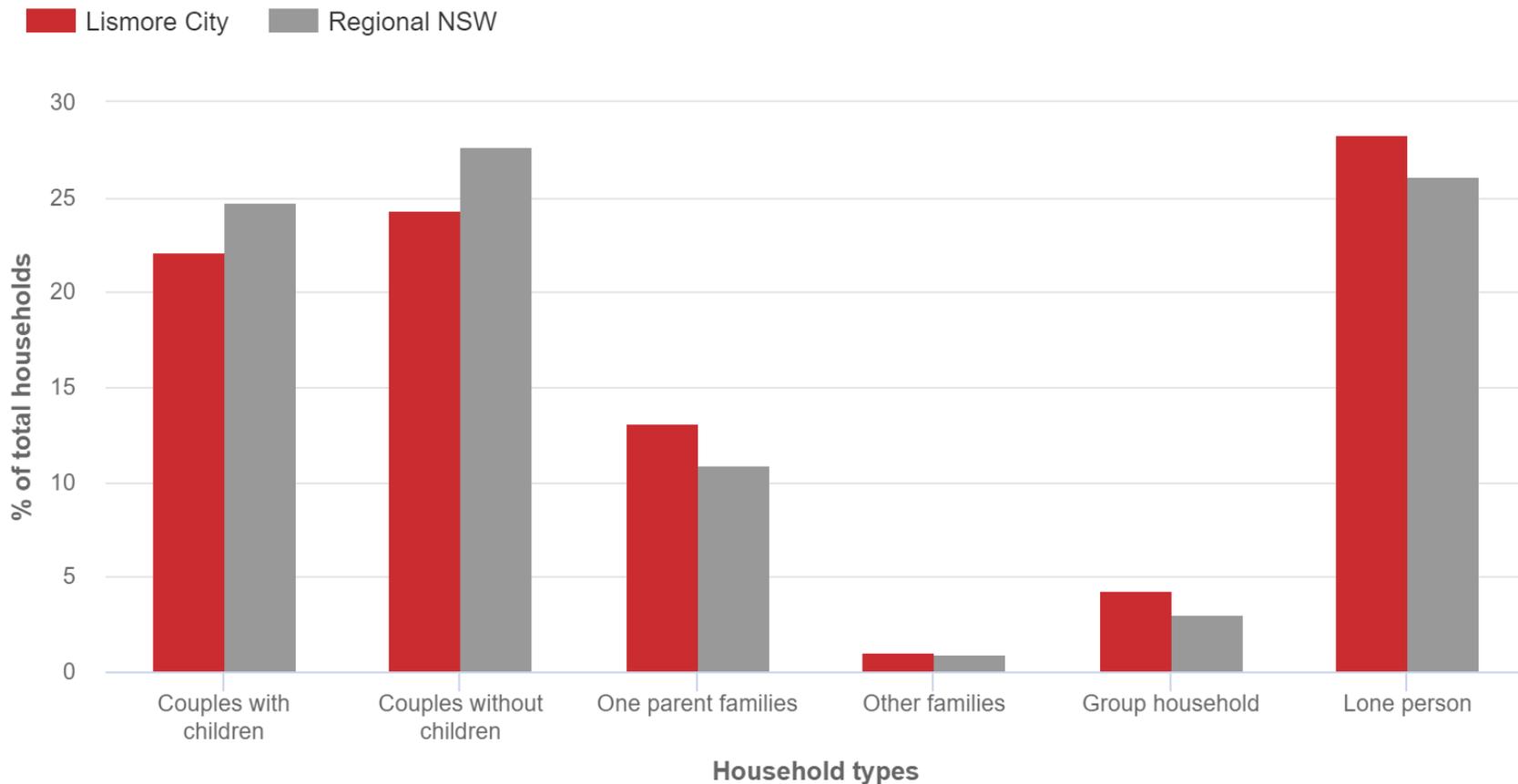
Lismore City



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 and 2021 (Enumerated data). Compiled and presented in profile.id by .id (informed decisions).

Household type, 2021

Presented at Business Insights Forum – 3 August 2023



Source: Australian Bureau of Statistics, Census of Population and Housing, 2021 (Enumerated data). Compiled and presented in profile.id by .id (informed decisions).

Change in age structure - five year age groups, 2016 to 2021

Presented at Business Insights Forum – 3 August 2023

Lismore City - Total persons



Source: Australian Bureau of Statistics, Census of Population and Housing, 2016 and 2021 (Usual residence data). Compiled and presented in profile.id by .id (informed decisions).

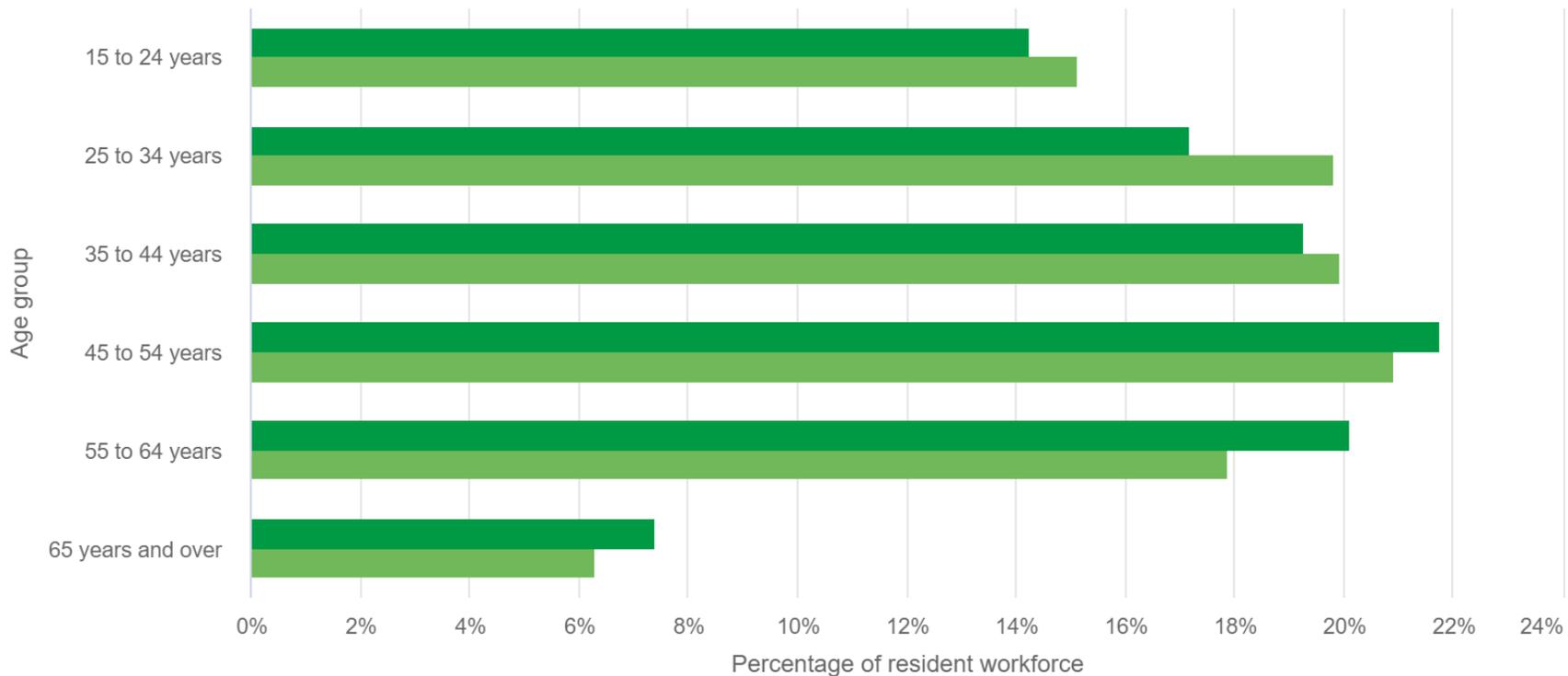
Resident workers age group, 2021

Presented at Business Insights Forum – 3 August 2023

All industries - resident

Lismore City

Regional NSW

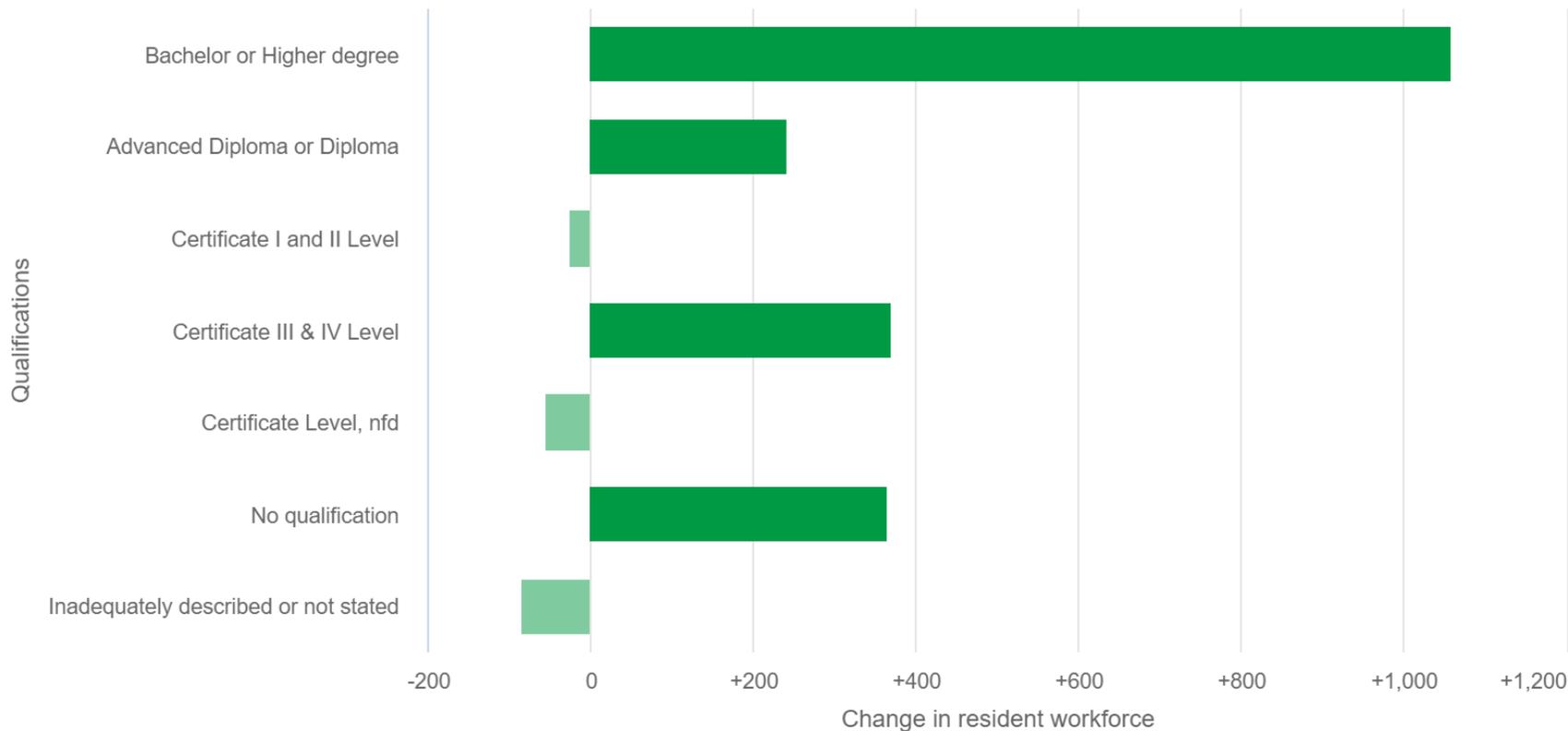


Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented in economy.id by .id

Change in resident workers qualifications, 2016 to 2021

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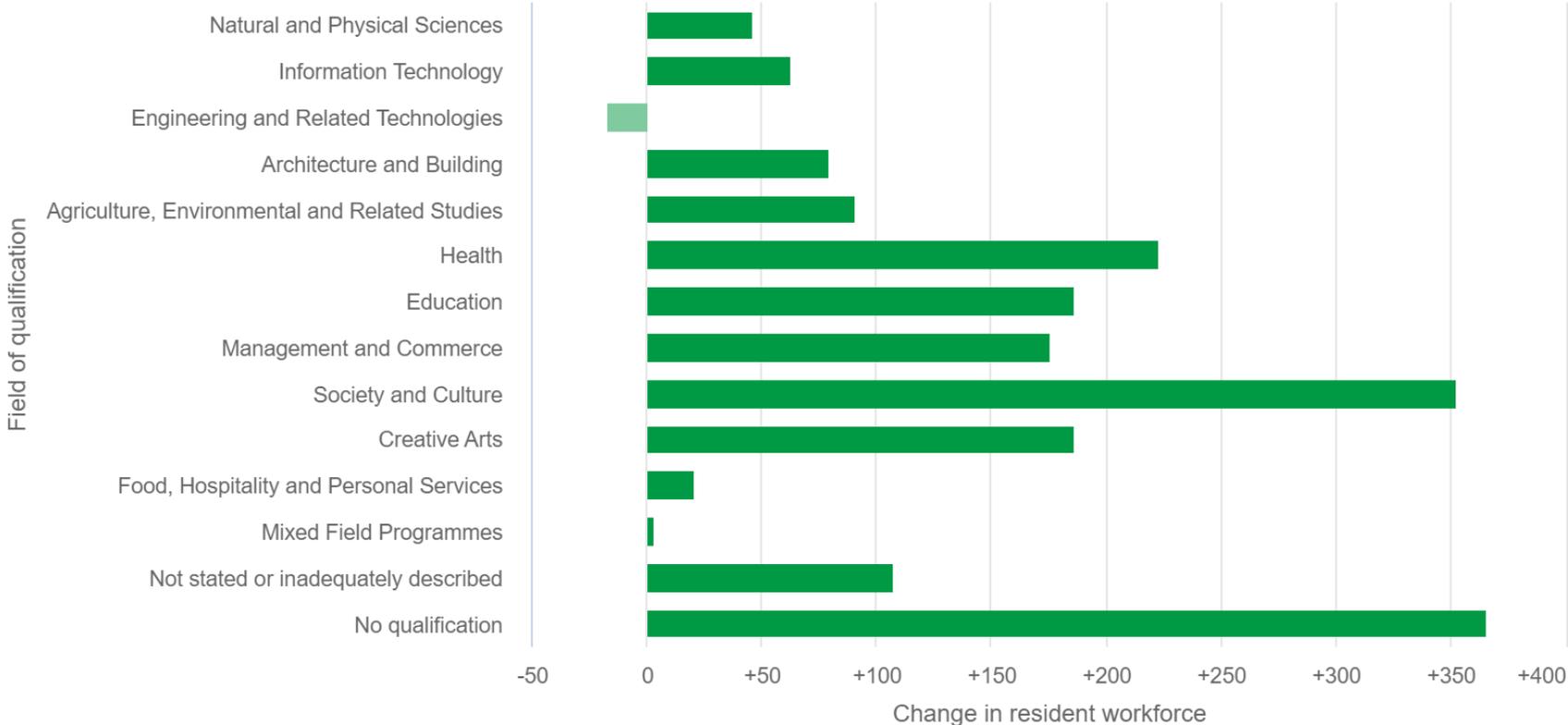
Lismore City - All industries



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented in economy.id by .id

Change in resident workers field of qualifications, 2016 to 2021

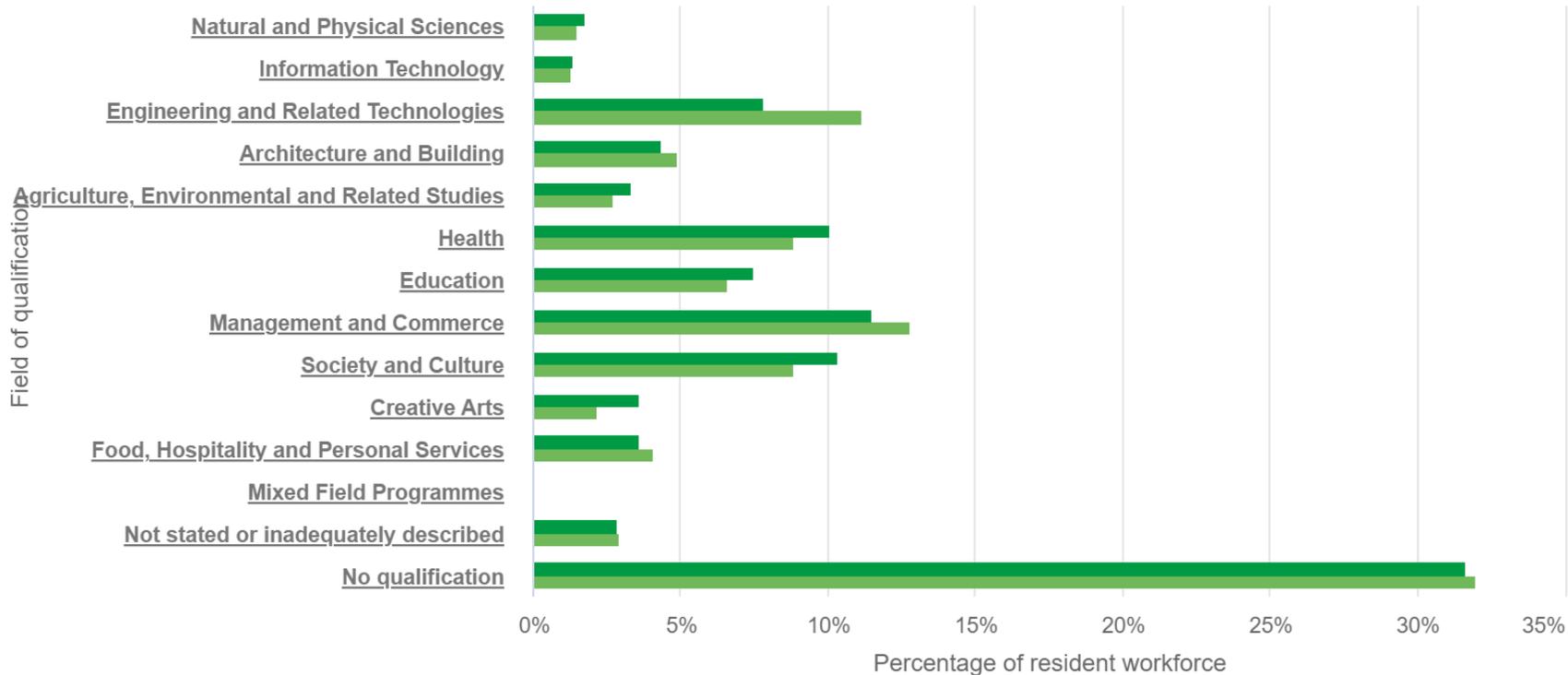
Lismore City - All industries



Resident workers field of qualifications, 2021

All industries - resident

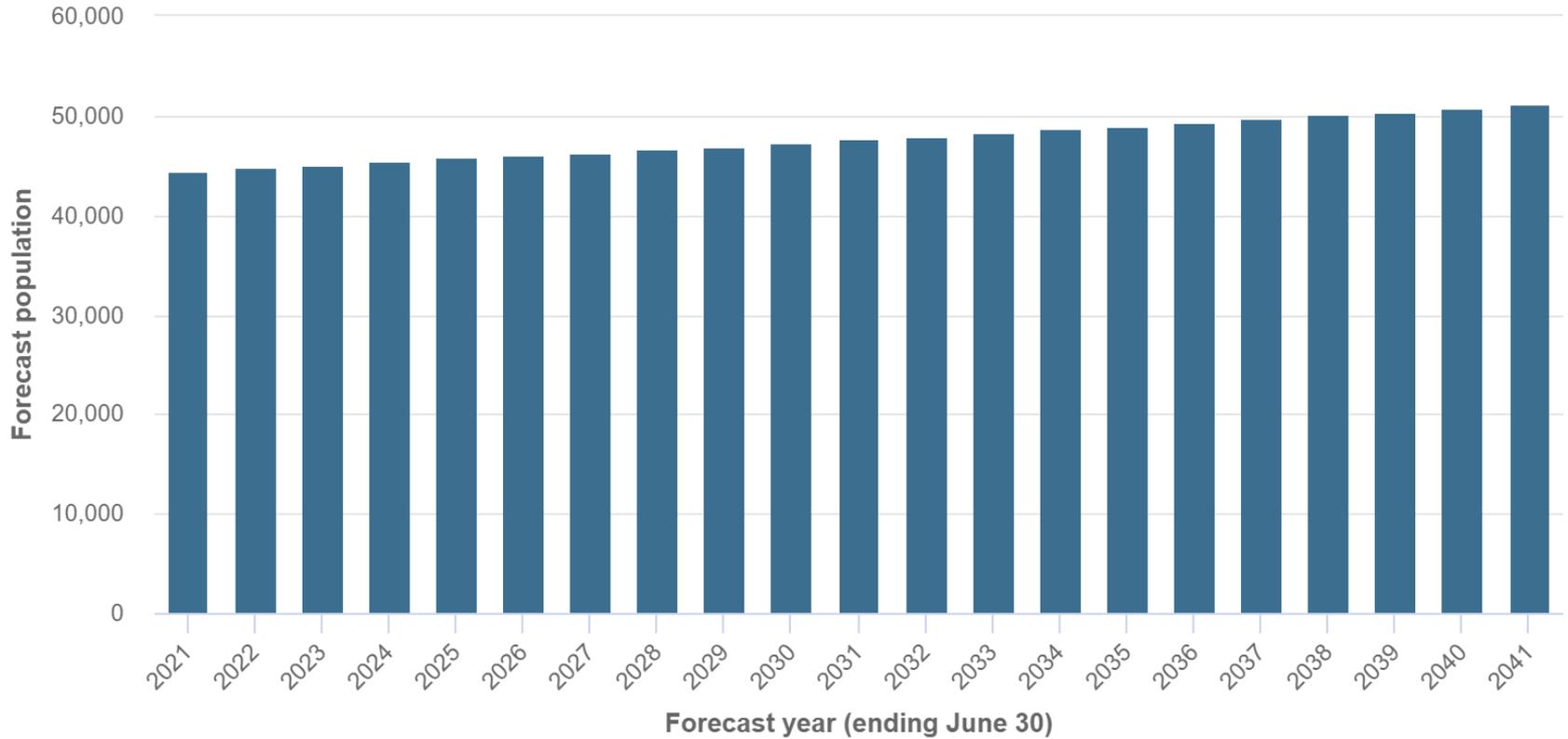
■ Lismore City ■ Regional NSW



Forecast population

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Lismore City

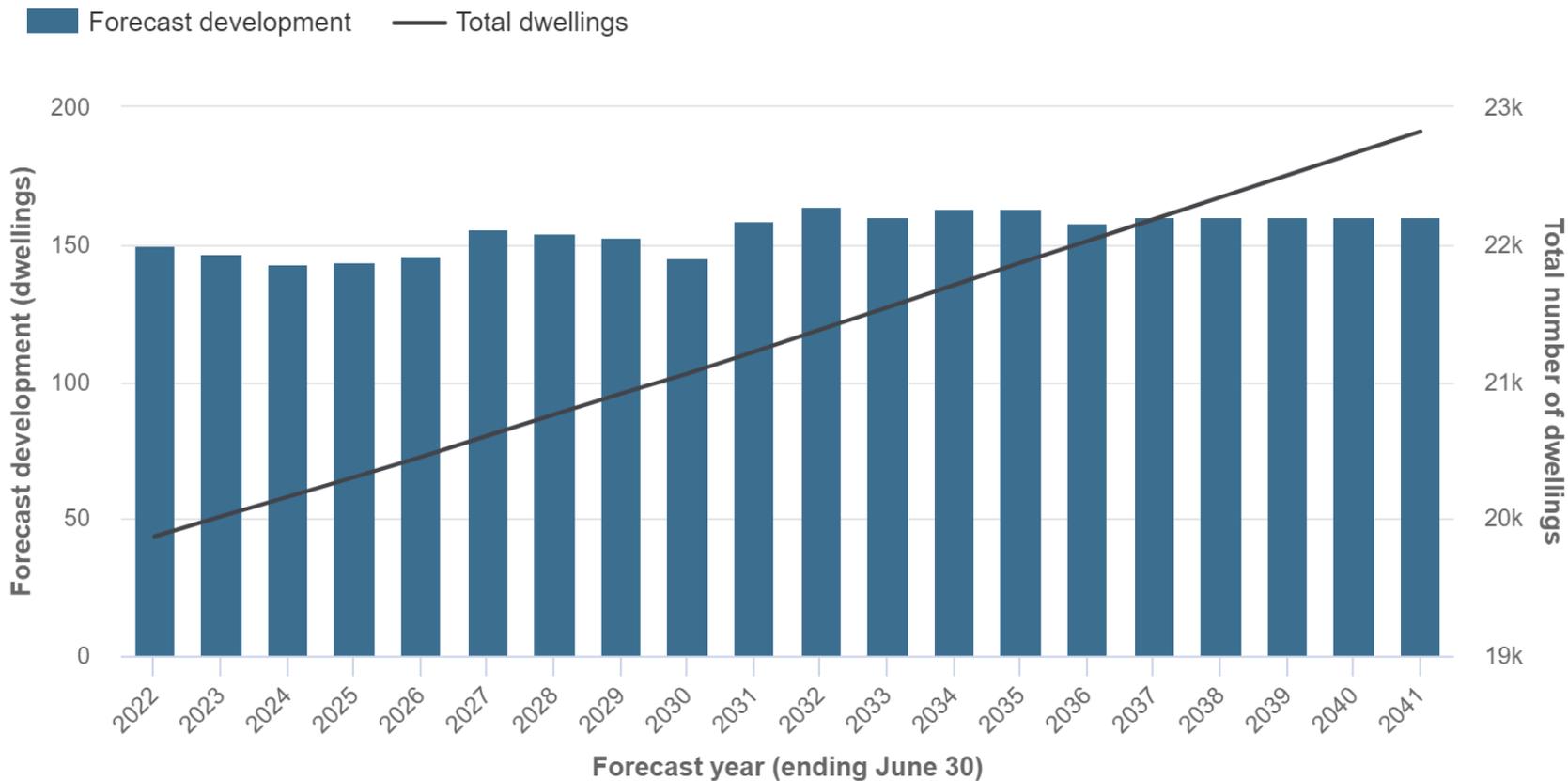


Source: Population and household forecasts, 2021 to 2041, prepared by [.id](#) (informed decisions), February 2023.

Forecast residential development

Presented at Business Insights Forum – 3 August 2023

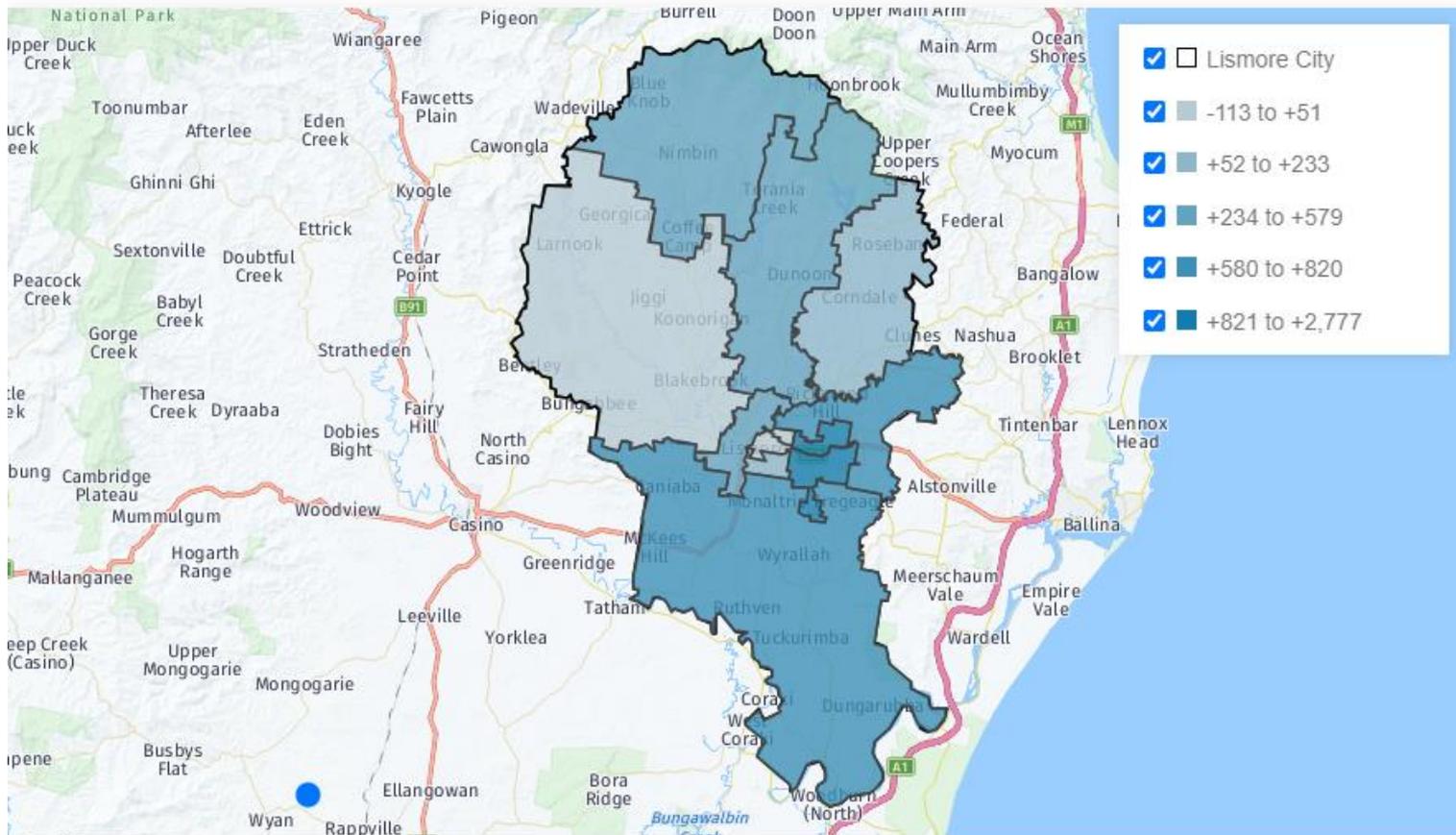
Lismore City



Source: Population and household forecasts, 2021 to 2041, prepared by [.id](#) (informed decisions), February 2023.

Population and age structure map - total persons

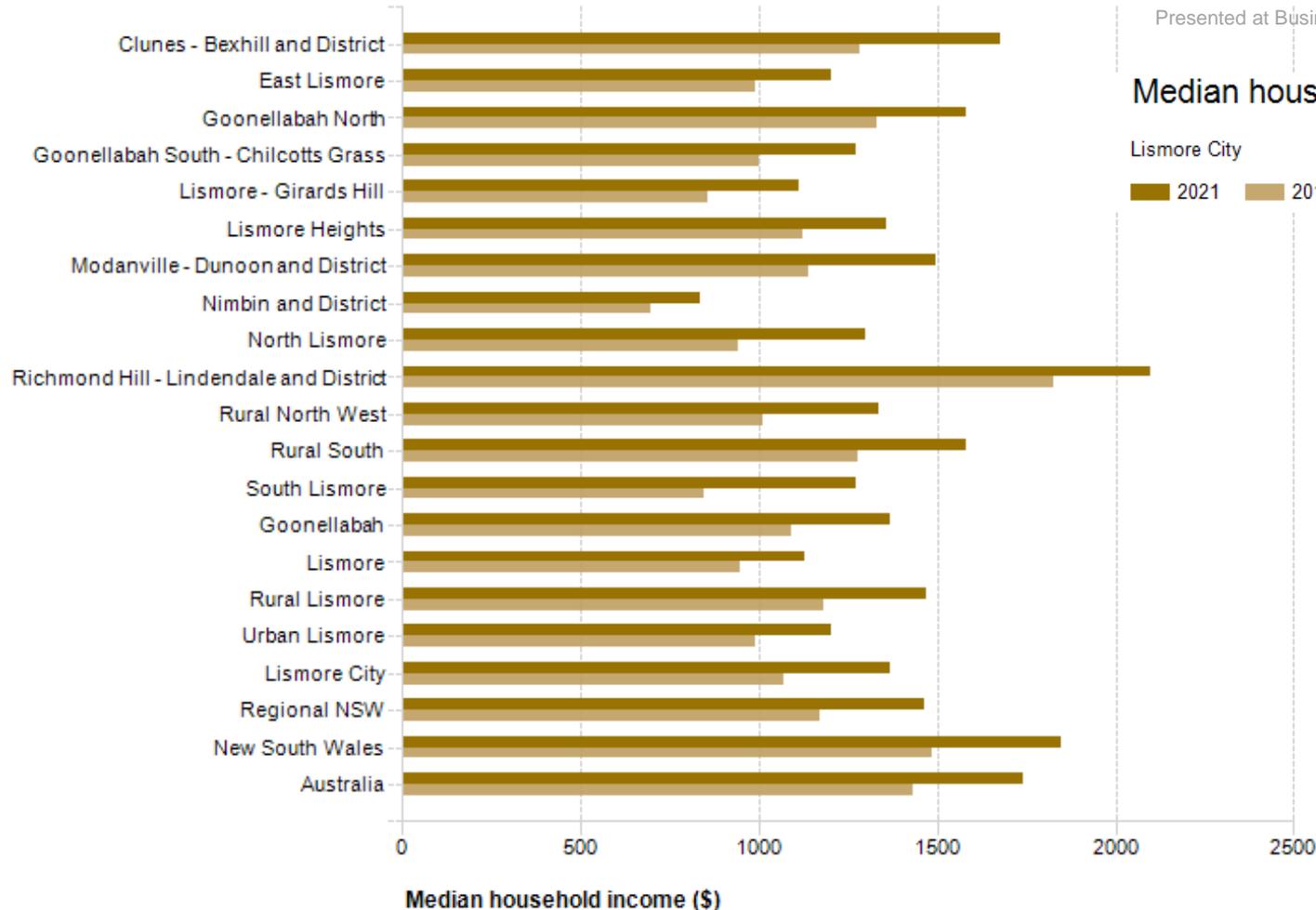
Lismore City, 2021 to 2041 number change



Median household income

Lismore City

2021 2016

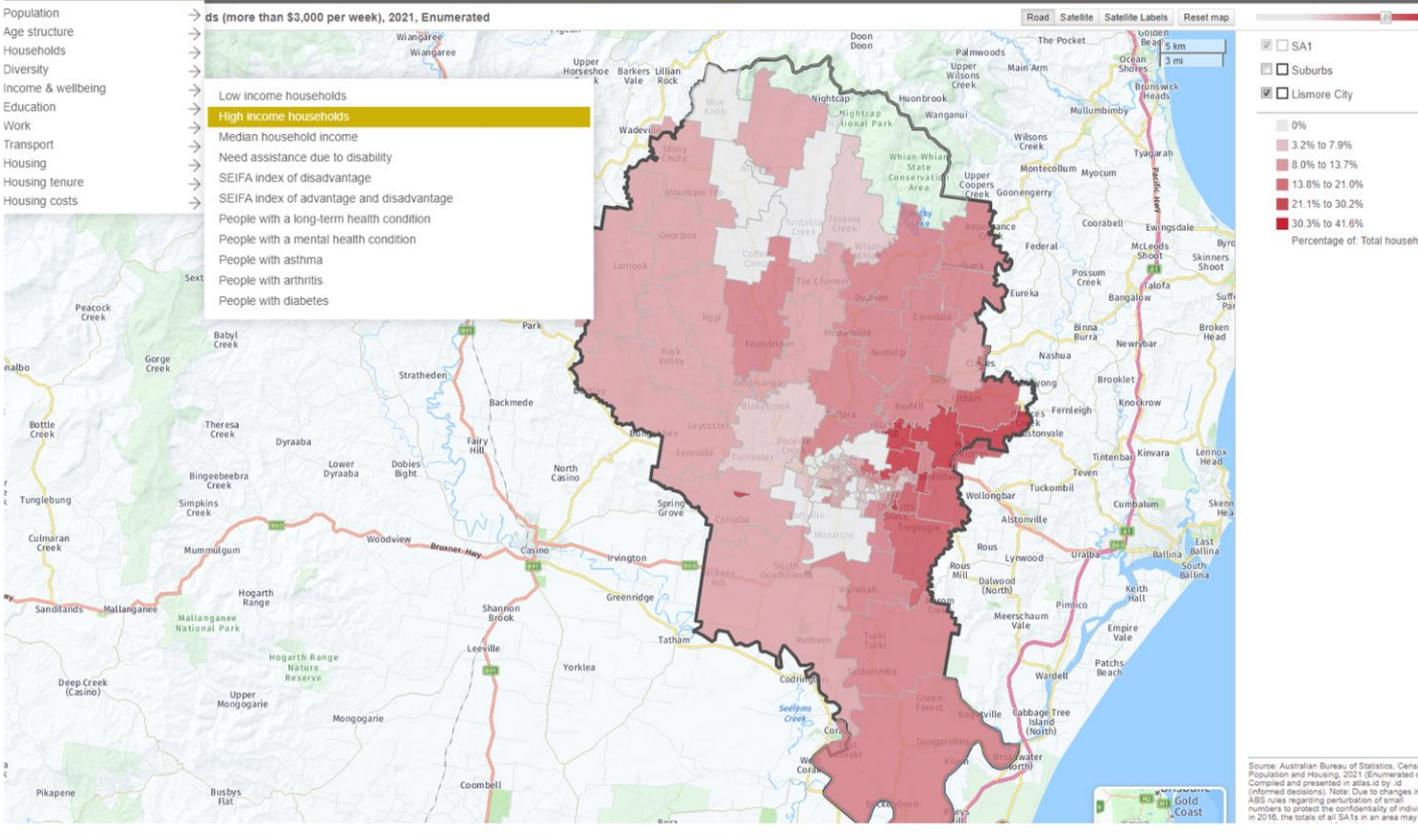


Map selector: High income households | Data type: Enumerated | Sex: n/a | Year: 2021 | Thematic: Percent | Export

- Population
- Age structure
- Households
- Diversity
- Income & wellbeing
- Education
- Work
- Transport
- Housing
- Housing tenure
- Housing costs

Income & wellbeing

- ds (more than \$3,000 per week), 2021, Enumerated
- Low income households
- **High income households**
- Median household income
- Need assistance due to disability
- SEIFA index of disadvantage
- SEIFA index of advantage and disadvantage
- People with a long-term health condition
- People with a mental health condition
- People with asthma
- People with arthritis
- People with diabetes

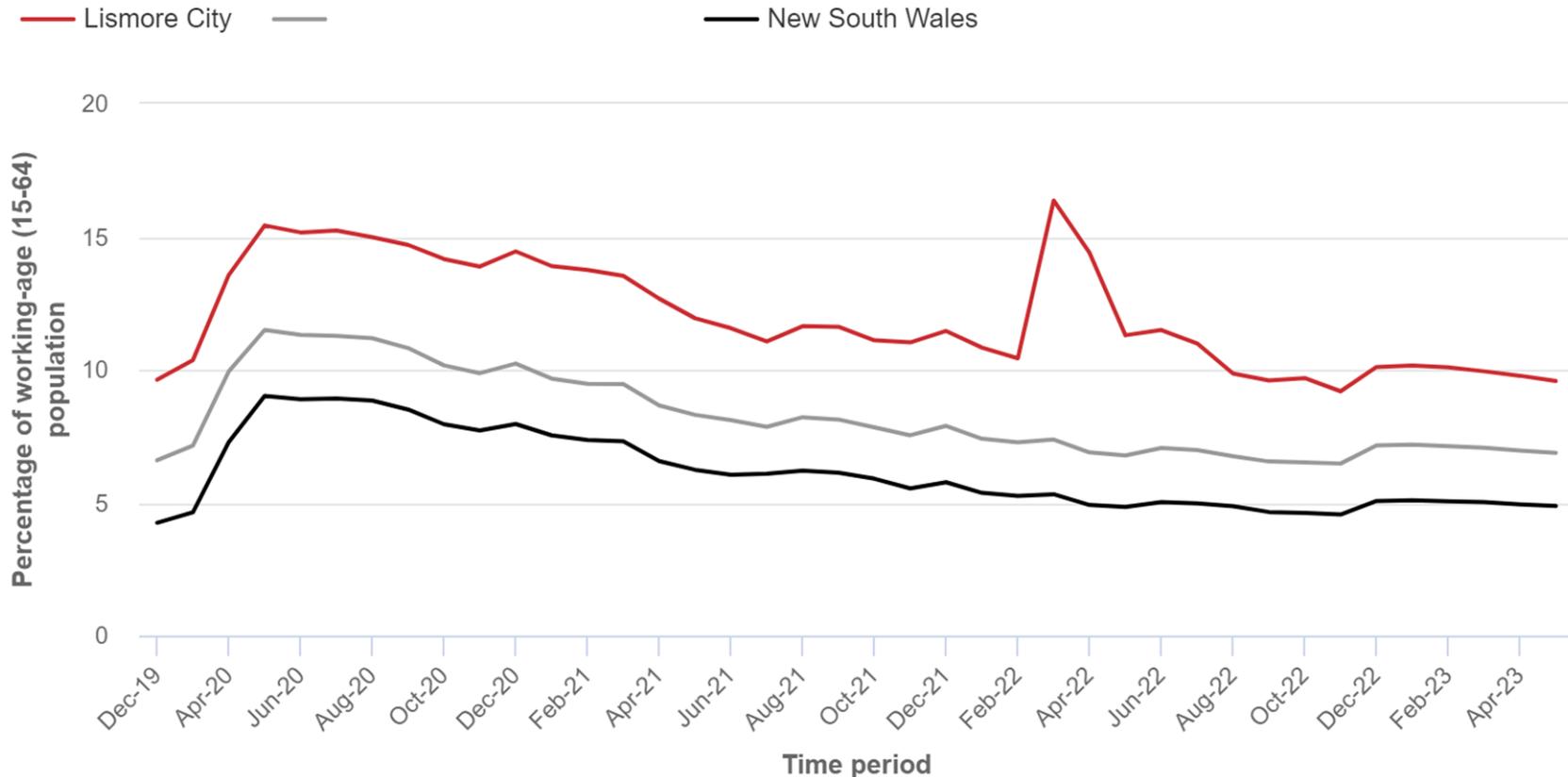


Source: Australian Bureau of Statistics, Census Population and Housing, 2021 (Enumerated & Compiled and presented in atlas by id informed decisions). Note: Due to changes in ABSI rules regarding perturbation of small numbers to protect the confidentiality of individuals in 2016, the totals of all SA1s in an area may vary.

JobSeeker rate over time, Lismore City and benchmarks

Presented at Business Insights Forum – 3 August 2023

Lismore City

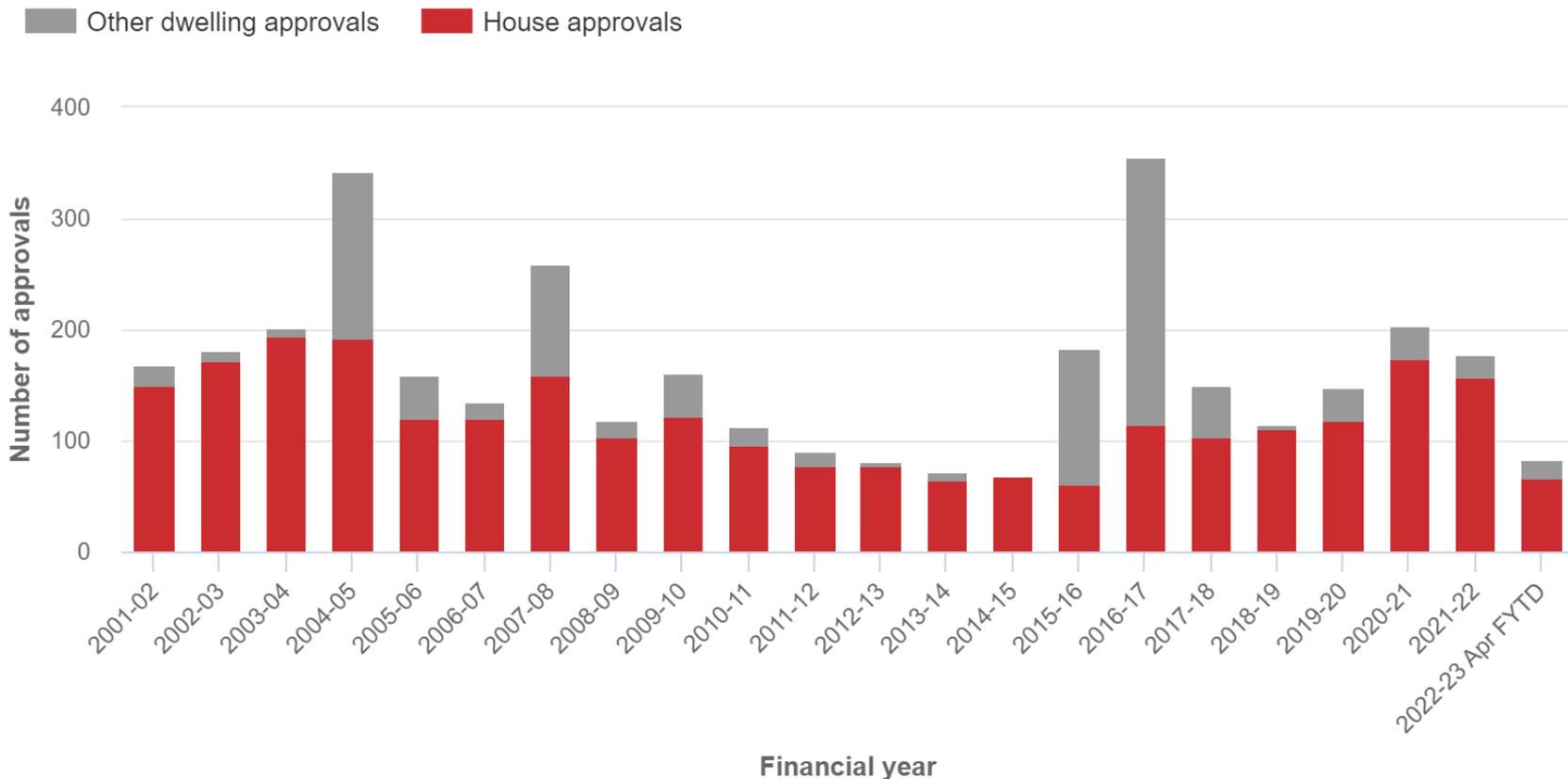


Source: Department of Social Services - JobSeeker and Youth Allowance recipients - monthly profile via data.gov.au. Compiled and presented by .id (informed decisions)

Residential building approvals

Presented at Business Insights Forum – 3 August 2023

Lismore City



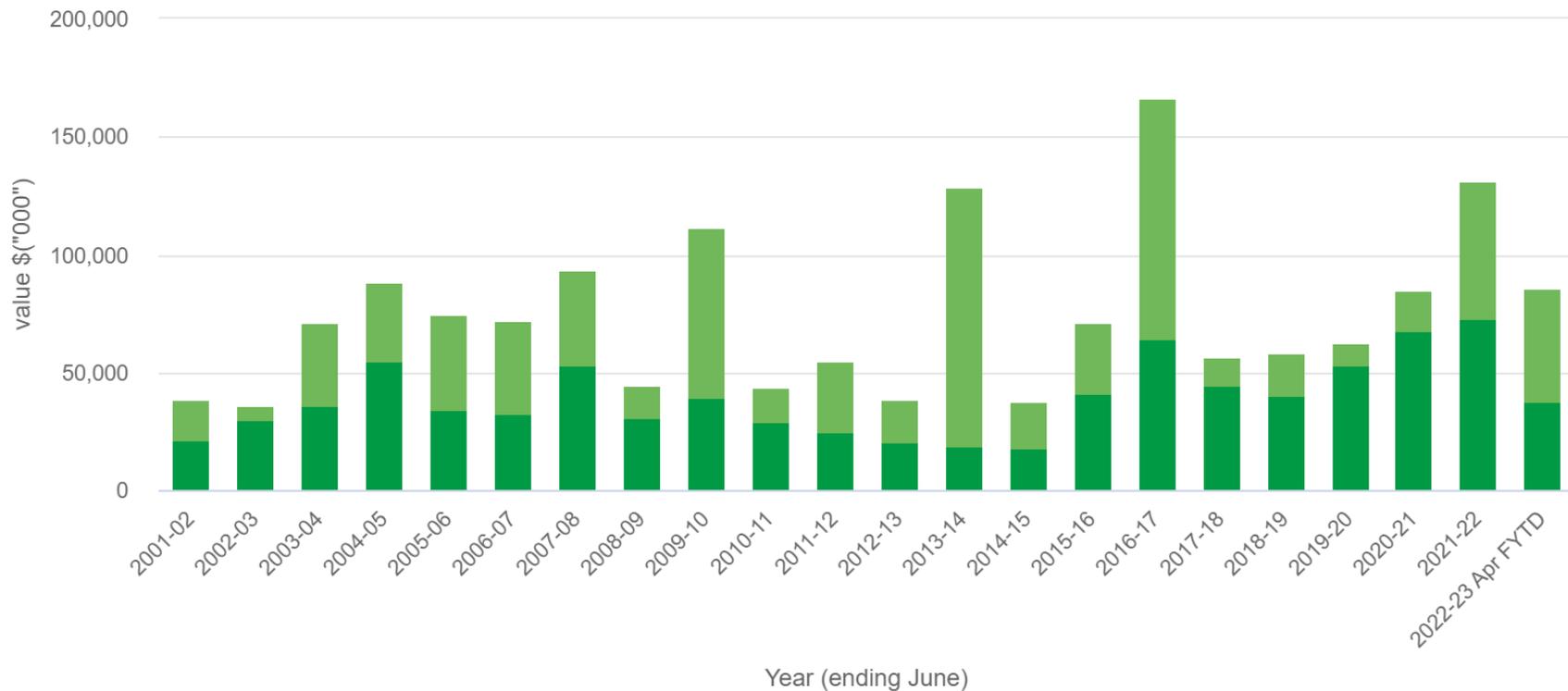
Source: Australian Bureau of Statistics, Building Approvals, Australia (8731.0). Compiled and presented by .id (informed decisions).

Value of total building approvals

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Lismore City

Non Residential Residential



Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented in economy.id by .id

Payroll Jobs Estimates

Between weeks ending 04 January 2020 and 15 April 2023 - Indexed to the week ending 14 March 2020

Richmond Valley - Hinterland New South Wales



<http://www.id.com.au/lismore>

Lismore City | Economic profile

community profile social atlas population forecast economic profile housing monitor community views

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Economic indicators **new**

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Covid19 Economic Impacts

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Event impact calculator

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Shift-share analysis **new**

Supporting information

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Reports

Other resources

Training videos

Lismore City

Share Export

Lismore City's Gross Regional Product is estimated at \$2.66 billion, which represents 0.4% of the state's GSP (Gross State Product).

New information from the 2021 Census will be progressively rolled out across this site soon.

The second release of the ABS Census 2021 will be available on the 12th October 2022 and we will be rolling it out across topics on this site. Look for the **new** indicators in the menu to see which topics have been updated.

Learn more about 2021 Census economy.id update plans on our [blog](#) and [sign up](#) for regular alerts on updates to this site.

Lismore City's economic profile presents economic information that enables you to describe the area's role within the broader economy, explore options for economic development and promote the area's strengths. The information presented here is derived from official sources of information (Australian Bureau of Statistics) as well as Australia's leading economic modellers ([NIEIR](#)). The latest data from each series is always presented in this site.

Economy.id industry structure and industry sector profiles use a National Accounts regional econometric model developed by National Economics ([NIEIR](#)).

Key Statistics

GRP \$2.66 billion <small>NIEIR 2022</small>	Population 44,202 <small>ABS ERP 2022</small>	Local jobs 24,979 <small>NIEIR 2022</small>
Largest industry (by employment) Health Care and Social Assistance <small>NIEIR 2022</small>	Local businesses 4,310 <small>ABS 2022</small>	Employed Residents 22,099 <small>NIEIR 2022</small>

lismore.nsw.gov.au/Business/Who-we-are/Our-community-profile

Spendmapp Data

Kathryn Gray

CBD Activation Officer

Spendmapp

Measuring activity with spend data

What is it?

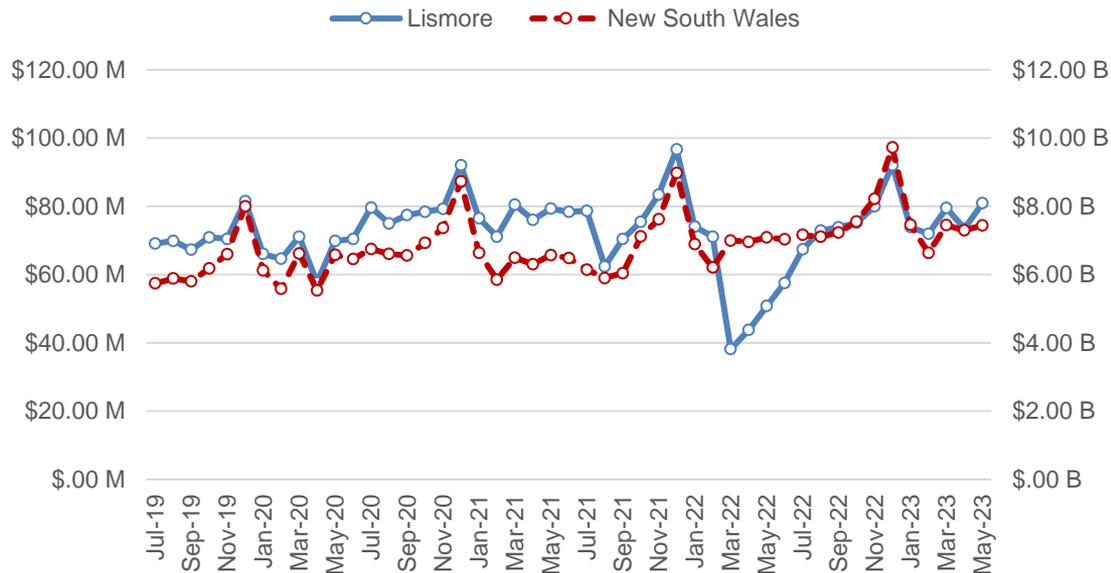
- ▶ Source of Council's spend data
- ▶ All card transactions – anonymised
- ▶ Weighted for non-card transactions
- ▶ Defined by:
 - ▶ Type and origin of cardholder
 - ▶ Type of business
 - ▶ Location and time of transaction
- ▶ Privacy measures determine the granularity
- ▶ Online spend – no business location

What can we use it for?

- Regular reporting
- Investment attraction
- Online and escape leakage analysis
- Economic development strategies and policy evaluation
- Event impact assessment
- Disaster response and recovery
- Grant applications and acquittals

Lismore and NSW

Testing Lismore's resilience

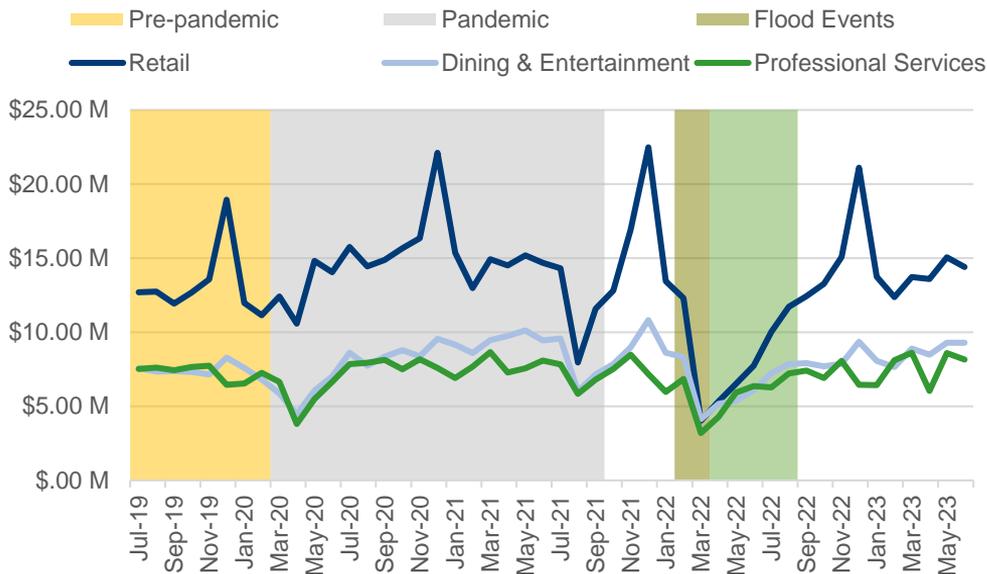


- Lismore was hit hard by the effects of COVID lockdowns
- But managed to outperform NSW's month-on-month growth in certain periods throughout the pandemic, particularly in 2021
- However, flood events in 2022 saw Lismore take five months before spending approached 2021 levels



Category spending

Resilience across different sectors

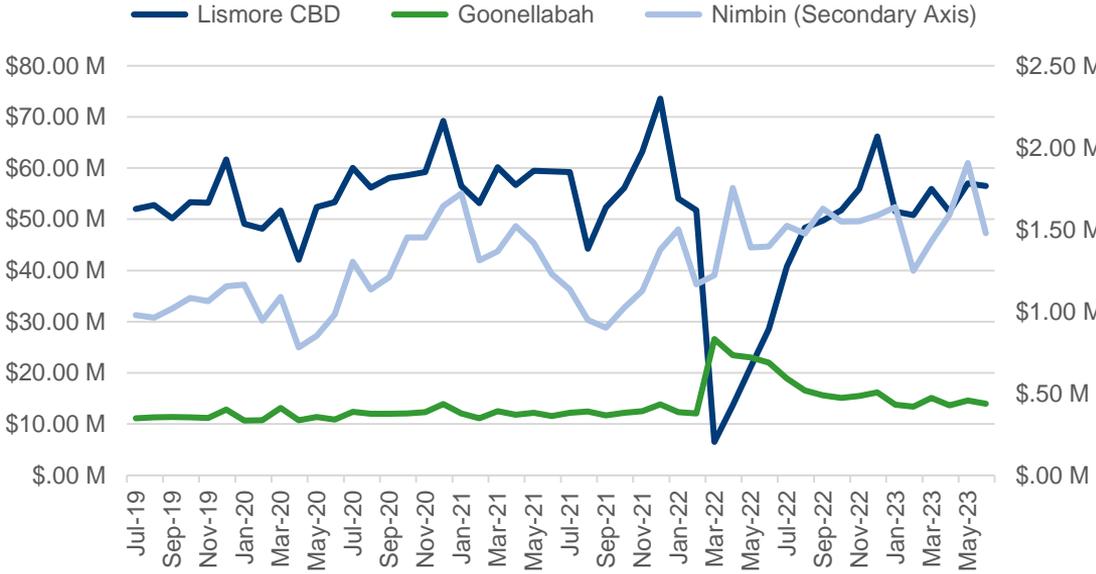


Retail is Department Stores & Clothing and Specialised & Luxury Goods combined

- Retail spending was the hardest hit by the floods
- Jan-Jun 2023 compared to Jan-Jun 2019 pre-pandemic levels:
 - Dining & Entertainment spending is 15% higher
 - Professional Services spending is 3% higher
 - Retail spending growth remains flat



Different places, different stories



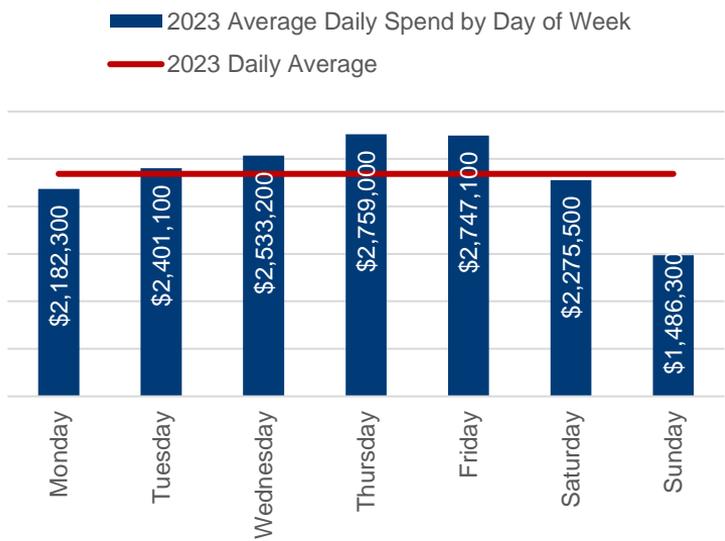
- The floods had the biggest impact on Lismore CBD
- Some businesses absorbed diverted demand
- Since the floods, some places have seen strong spending growth



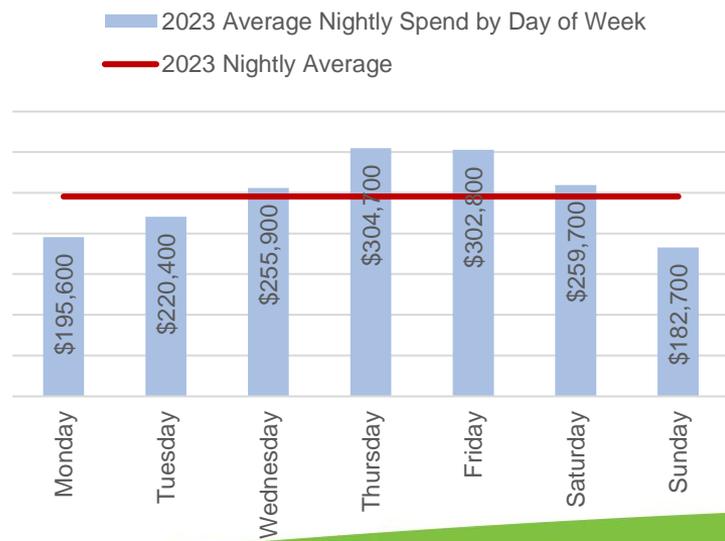
Average daily/nightly spend

Thursday and Friday are Lismore's busiest

Average daily spend



Average nightly spend





Visitor spend and leakage

Gains and losses

Lismore LGA	Year ending Jun-21	Year ending Jun-22	Year ending Jun-23	YE Jun-21 vs YE Jun-22 change	YE Jun-22 vs YE Jun-23 change
▶ Visitor Local Spend	\$375.9M	\$289.4M	\$348.8M	-23%	+21%
▶ Resident Escape Spend	\$266.3M	\$343.7M	\$426.8M	+29%	+24%
▶ Resident Online Spend	\$274.8M	\$340.7M	\$355.6M	+24%	+4%



What matters to you?

Spend data goes beyond financial transactions

- ▶ Insight into the local economy's "pulse"
- ▶ Open communication
- ▶ Inform business decisions
- ▶ Monitor initiatives and long-term consumer trends

What spending insights are valuable to you?

For instance ...

- Night time economy
- Event impact assessment
- Visitor spending patterns
- Escape spending patterns
- Business category spending patterns
- Opportunities for marketing, events and destination campaigns



Thank you.