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## MEDIA RELEASE

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### Data tools by .id now available across Tasmania

All Tasmanians can now access detailed demographic data about their community through the use of digital tools by population experts .id, following an announcement from Regional Development Tasmania that funding from the Tasmanian Government has secured complete coverage of the technology across the state.

Powered by demographic specialists across the country, the .id online tools allow you to view a range of up-to-date population and economic data, population forecasts and interactive maps that are specific to your location.

The three local area information tools now available to everyone in Tasmania are:

- [Profile.id](#) – the population characteristics of local communities and how they are changing
- [Atlas.id](#) – maps community trends spatially
- [Economy.id](#) – analysis of local economies and workforce now and in the future

While the technology has already been utilised in some regions of the state, the new subscription provides two years of free access to the tools in all municipal areas.

“Having easy access to local area information is critical when it comes to making good decisions about people and places,” said Huon Valley Council Mayor Bec Enders. “So the public availability of the .id tools is wonderful news for our community.”

The technology allows you to view specific data across a range of sectors and interest areas and sort using specific demographic filters such as age, household type, education, employment rates, income, transport, and housing value.

According to the Huon Valley Council [Community Profile](#), the 2018 Estimated Resident Population is 17,219, with a population density of 0.03 persons per hectare and an average household size of 2.36. Further insights show that more Huon Valley residents work in agriculture, forestry and fishing than any other industry, with the second-largest sector being health care and social assistance.

Data for .id is gathered using Australian Bureau of Statistics Census data from the last 20 years up to 2016, which means you can trust that the information is recent and reliable.

**Communications & Media Officer**

Huon Valley Council

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The .id tools are now on the Huon Valley Council website and can be found at [www.huonvalley.tas.gov.au](http://www.huonvalley.tas.gov.au):

- For Profile.id and Atlas.id, select '[My Community](#)'
- For Economy.id, select '[Work and Business](#)'

“We know that the .id tools will be a useful resource for people undertaking a wide range of projects, such as business owners who want to boost their marketing, people wanting to invest in the Valley, and people applying for grants who use strong demographic evidence to support their application,” Cr Enders said.

“They are valuable to anyone who is interested to find out more about their community.”

A handy guide to applying for grants has also been included on the Council website to complement the .id datasets and can be found at: [www.huonvalley.tas.gov.au/services/my-community/community-profile](http://www.huonvalley.tas.gov.au/services/my-community/community-profile)

Huon Valley Council staff are being trained in the use of the .id tools and introductory sessions for the general public will be held across the state in the coming months. Council will advertise the general public introductory sessions when the details are known.

Guidance is available to anyone on how to use the data by contacting [info@id.com.au](mailto:info@id.com.au) or (03) 9417 2205.

**For more information: Mayor Bec Enders (03) 6264 0300**

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