

NOOSA in the creative age

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executive summary

The Creative Economy continues to place pressure on cities, regions, and countries — demanding a new framework for thinking and analysis. This report presents a variety of economic measures of Noosa including, a “three T” economic scoring and benchmarking of Noosa versus similar communities, the amalgamated Sunshine Coast, Queensland, and Australia. This report presents a variety of economic measures for Noosa including a “three T” economic scoring and benchmarking of Noosa versus similar communities, the amalgamated Sunshine Coast, Queensland, and Australia.

introduction

The ability to compete and prosper in the global economy no longer depends on access to natural resources, raw materials, or flows of capital. It is the ability to create that fosters innovation and sustainable economic growth, and the power to create lies in the hands of individuals. Whether creating new ideas, new business models, new cultural forms, new technologies, or whole new industries, creative capital is driving the world economy.

But creative individuals cannot exist in a vacuum; there must be technology, institutions, and organizations for them to leverage in order to achieve their fullest potential.

In *The Rise of the Creative Class*, Richard Florida demonstrated that in today's global economy, growth and prosperity turn on the "3 T's of Economic Development": Technology, Talent, and Tolerance.

Talent and technology have been recognized as fundamental bases for development but tolerance – a place's openness to new people and new ideas – is also critical in generating the underlying social and cultural conditions that form the "ecosystem characteristics" of a truly successful creative economy. These three elements are crucial to economic success in the Creative Economy. And it is the stock and flows of the 3 T's that determines where creative and talented people choose to locate.

Countries and regions and their leaders and citizens, must cultivate a diverse climate that nurtures and leverages creativity in all its forms. This is achieved by ensuring that technology, talent, and tolerance (inclusiveness) are all part of their economic outlook and strategies. Moreover, research has shown that creative workers prefer to be near one another and within localities that score high across the 3 T's of Economic Development. In order to attract and retain the flow of talented workers that now circulate regionally and globally, leaders must be aware of the 3 T's.

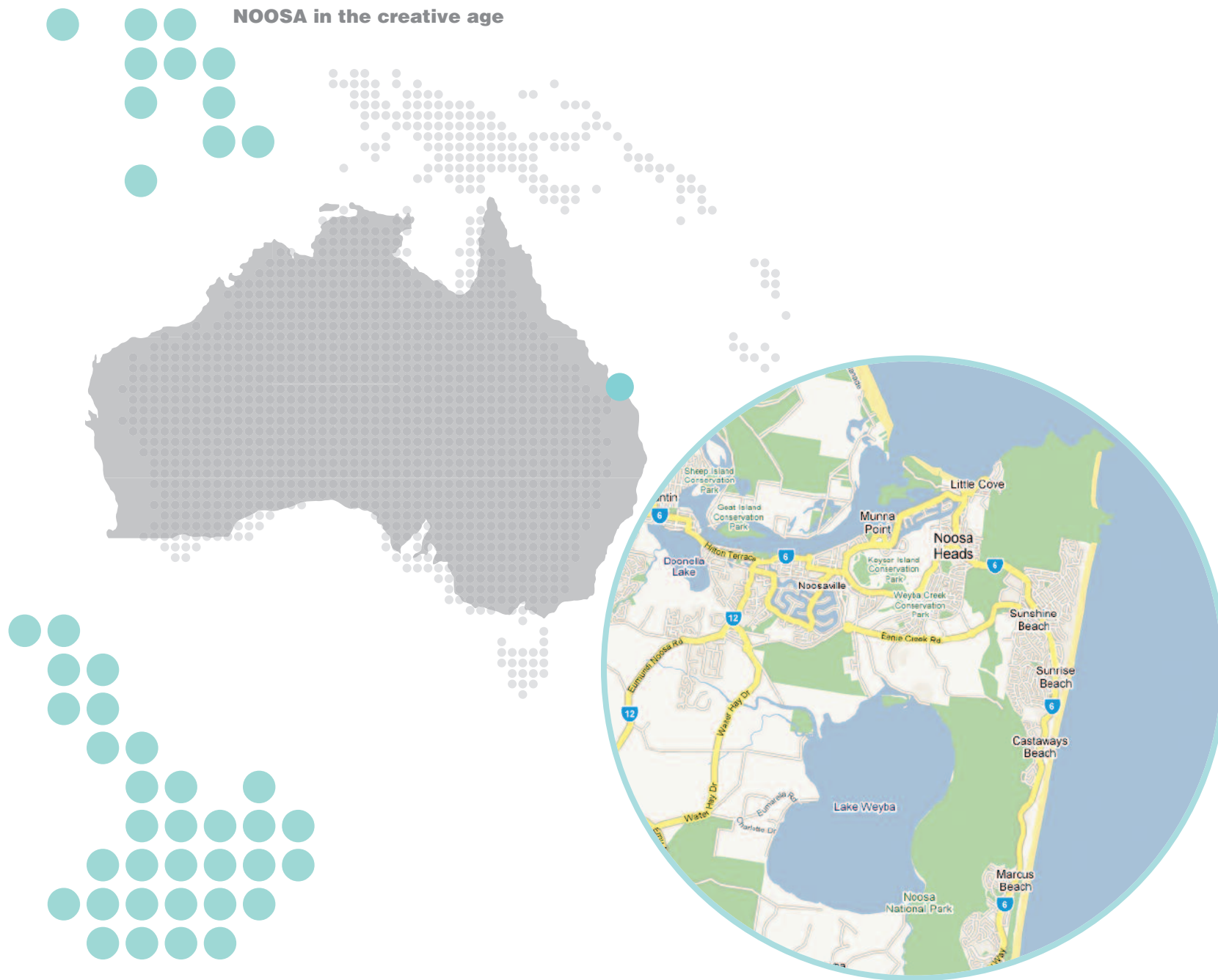
The data and findings in this report will provide readers with insights into the standing of Noosa, similar communities, the Sunshine Coast, Queensland, and the nation on the 3 T's of the Creative Economy, various traditional economic metrics such as job growth and housing prices, and measurements across some territorial variables such as crime and education.

This report and the material contained in it are intended to assist private and public leaders and citizens concerned with the future of Noosa within a creative economy dominated by regions and global mega-regions. The report will present Noosa's creative assets and place them in context via the various benchmarks offered.

Noosa has no glaring weaknesses, and its talent, tolerance and territorial assets are its current strengths. These are solid building blocks in a global economy driven by creative talent and can be leveraged in order to take advantage of the great technology opportunities available in the Creative Economy.

Finally, in viewing Noosa within its new amalgamated status, the data shows that the new entity has both positive and negative influences on Noosa's standing across the 3 T's and other economic variables. This presents challenges and opportunities for Noosa and will demand appropriate actions and outreach. As Florida's research has shown, the Creative Economy is often best approached through regionalism and Noosa's current creative assets can and should be viewed as a key strength strength for the future growth of the Sunshine Coast and Queensland.

NOOSA in the creative age



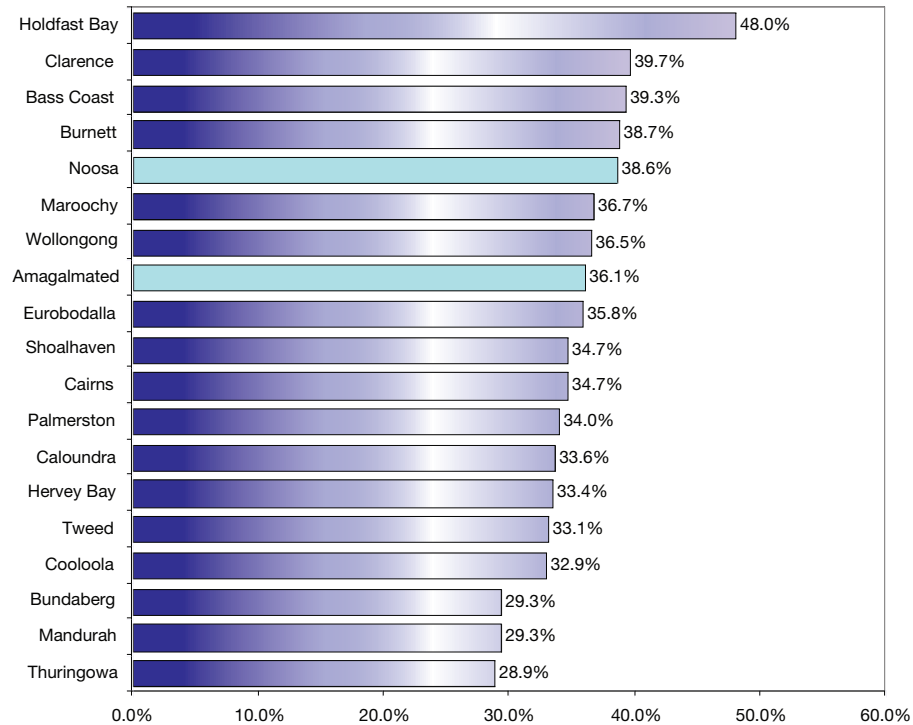
findings

findings: **TALENT**

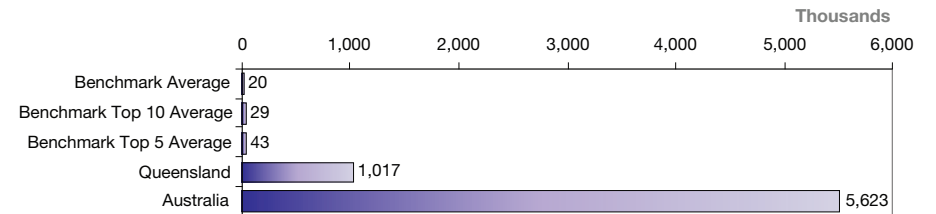
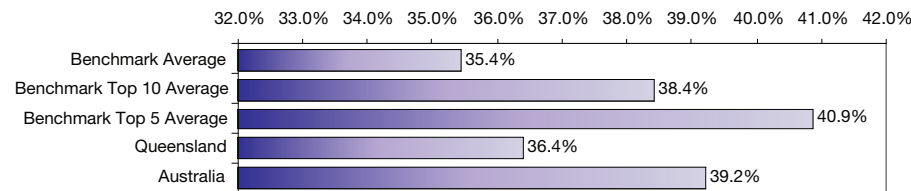
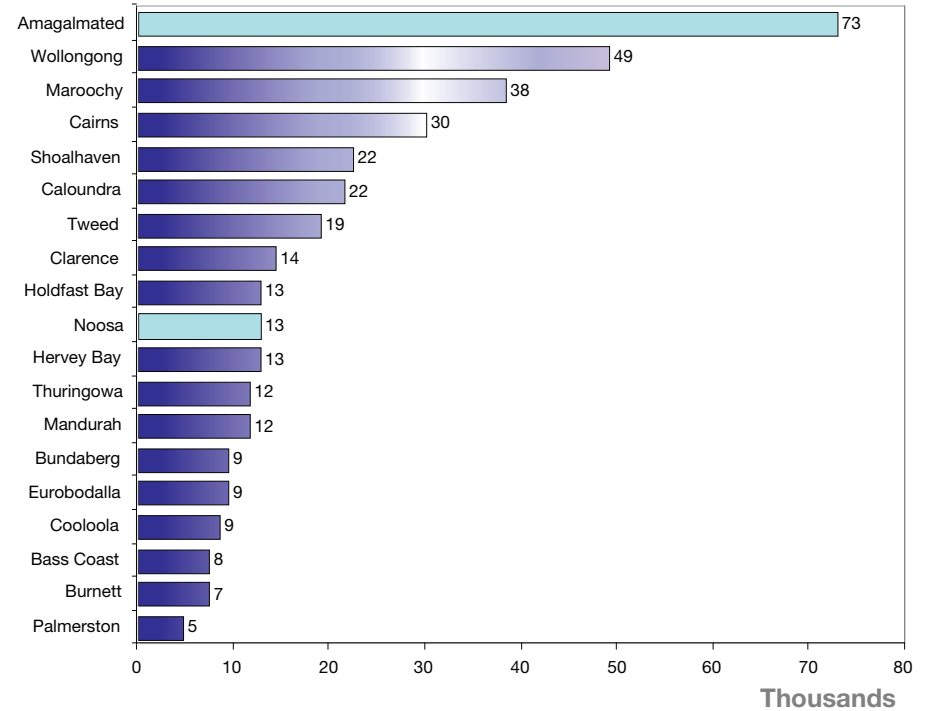
The driving force behind any effective economic strategy is talented people. We live in a more mobile age than ever before with creative talent moving around a lot. A community's ability to attract and retain talent is the defining issue of the creative age.

- ➊ **Creative Human Capital:** More than 12,800 Creative workers comprise nearly 39% of Noosa's workforce, outpacing the Amalgamated region (36%). Noosa's Creative Class is growing at an annual rate of 6.4% — almost double the Australian average (3.6%). Noosa has one of the fastest growing creative workforces in the entire country.
- ➋ **Skilled workers:** Approximately 17% of Noosa's workforce has at least a college degree, which is below the national average (19%). An estimated 2.3% of Noosa's workforce has a graduate or advanced degree.
- ➌ **Brain Gain:** Noosa attracts and retains talent 16% better than the national average. The Amalgamated region scores approximately 21% better; both Noosa and the Amalgamated region are leaders in talent attraction and retention.
- ➍ **University Presence:** For every 100,000 residents, Noosa has 1,516 students, significantly less than the Amalgamated region (2,175) and Australia as whole (3,754).

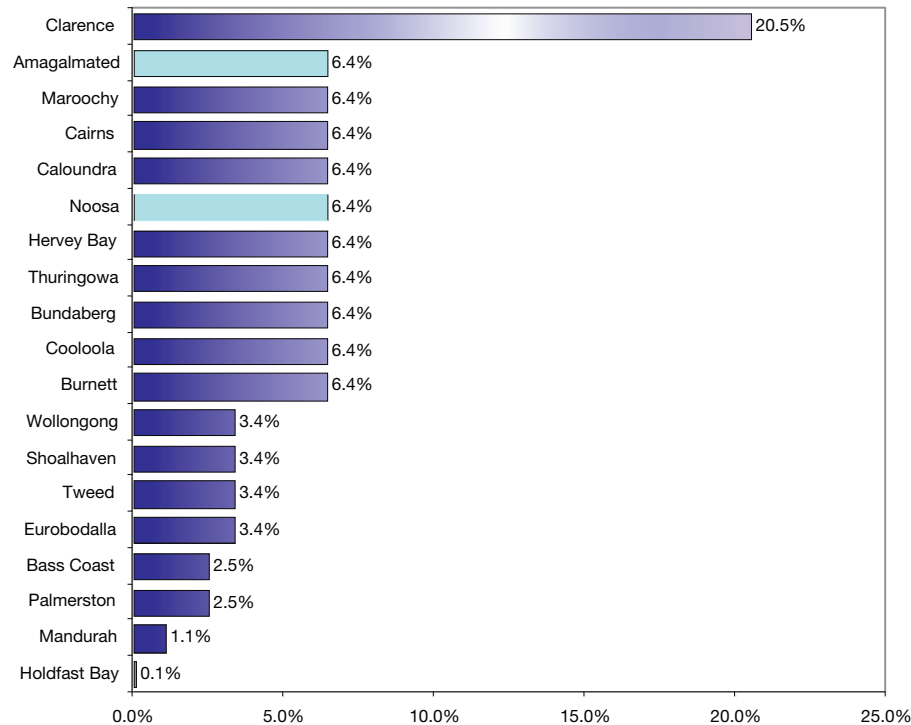
% WORKFORCE CREATIVE CLASS



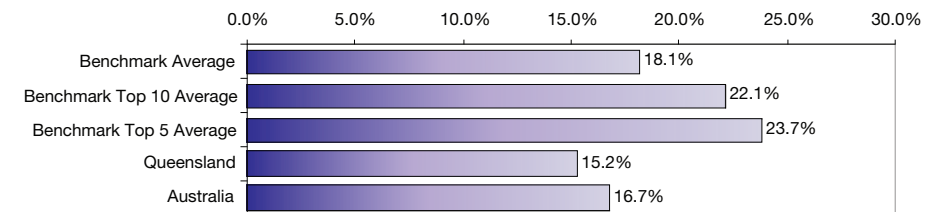
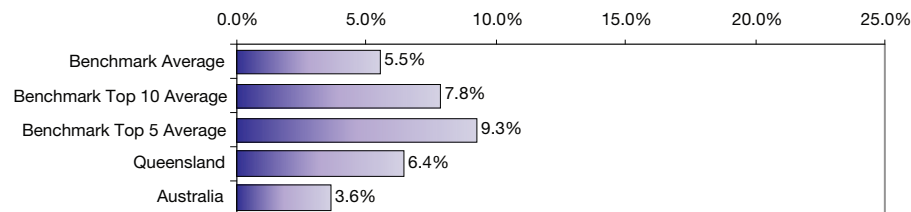
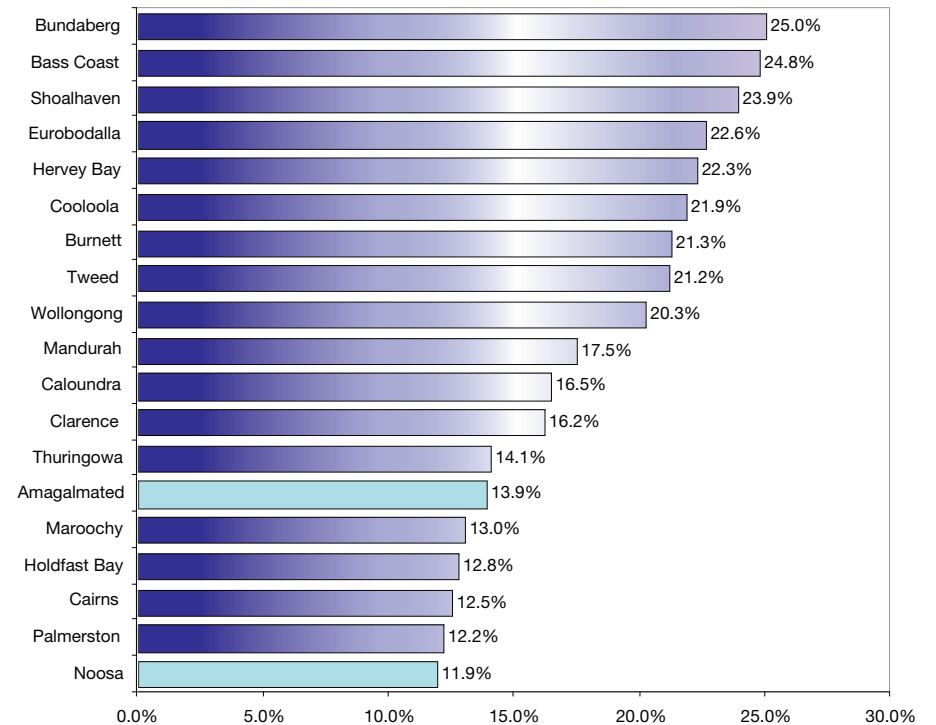
CREATIVE CLASS, TOTAL SIZE



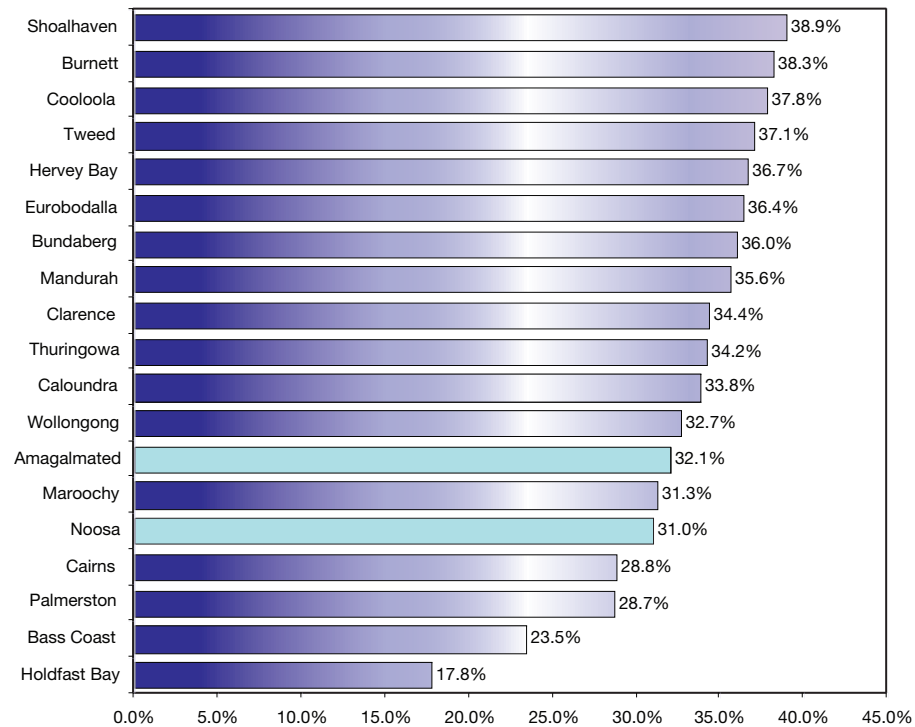
CREATIVE CLASS GROWTH



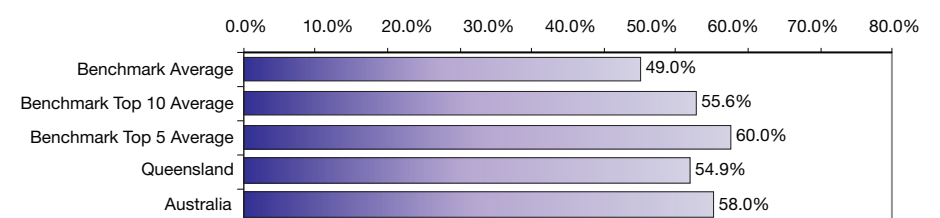
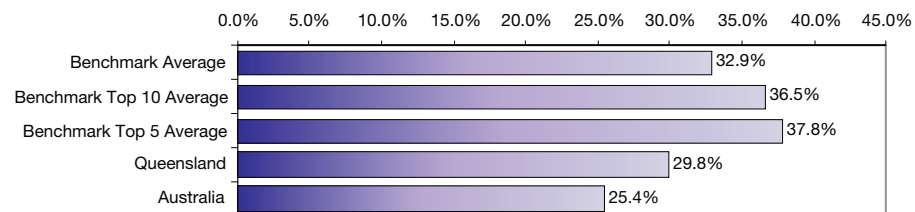
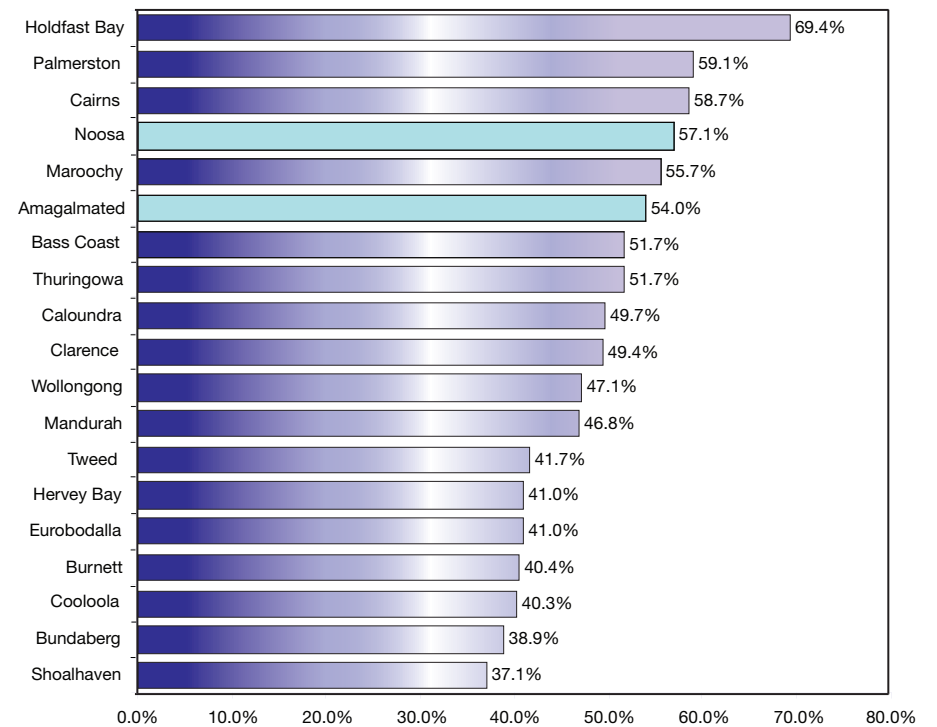
% WORKFORCE YEAR 9 OR BELOW



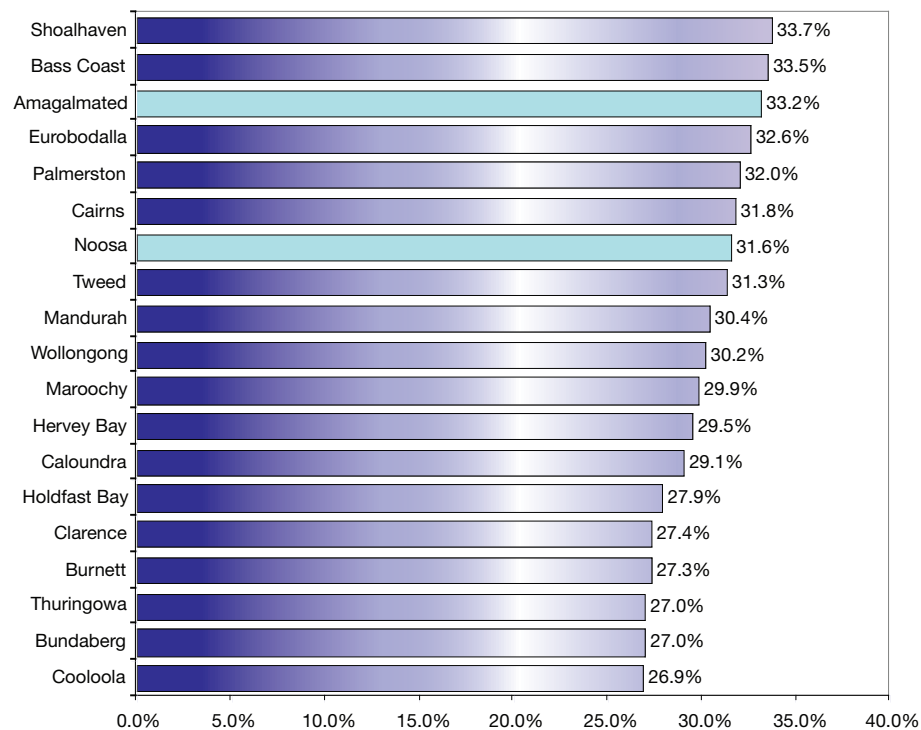
% WORKFORCE YEAR 10 ONLY



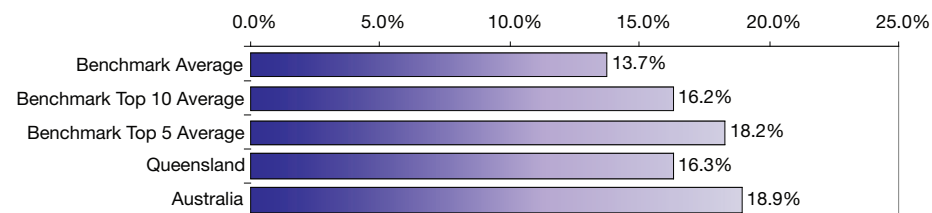
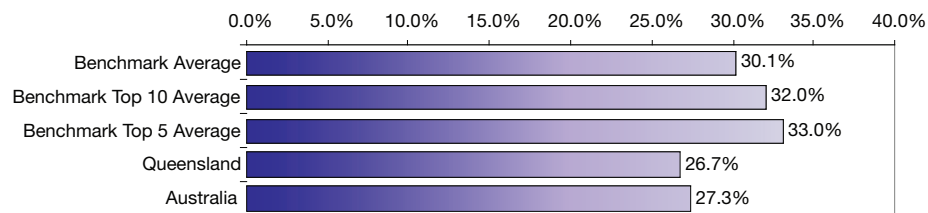
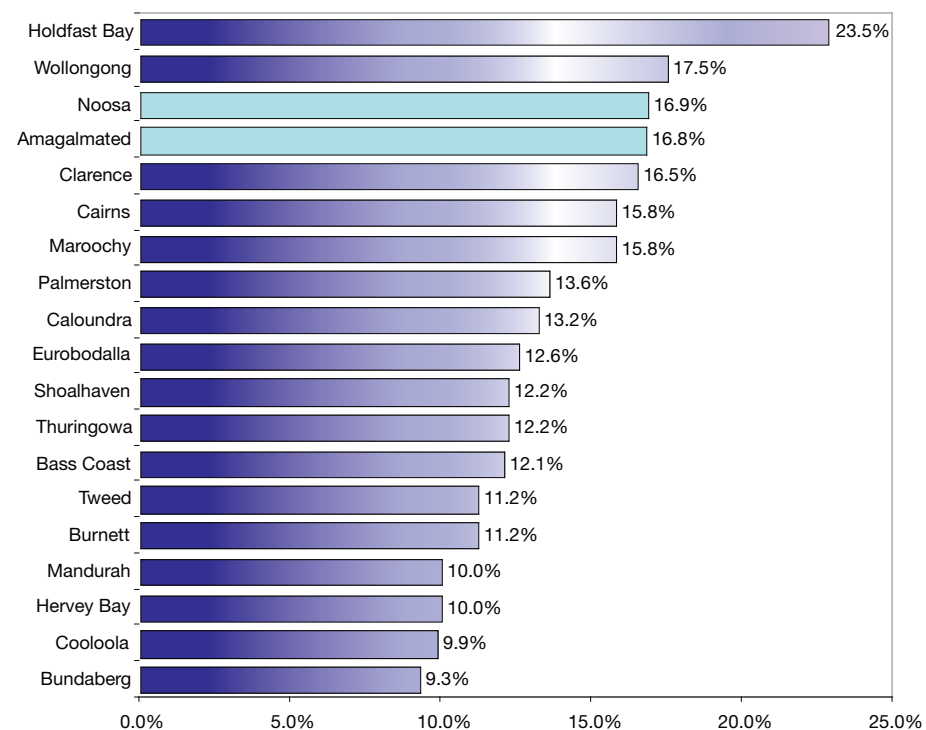
% WORKFORCE YEAR 11 OR 12 AND ABOVE



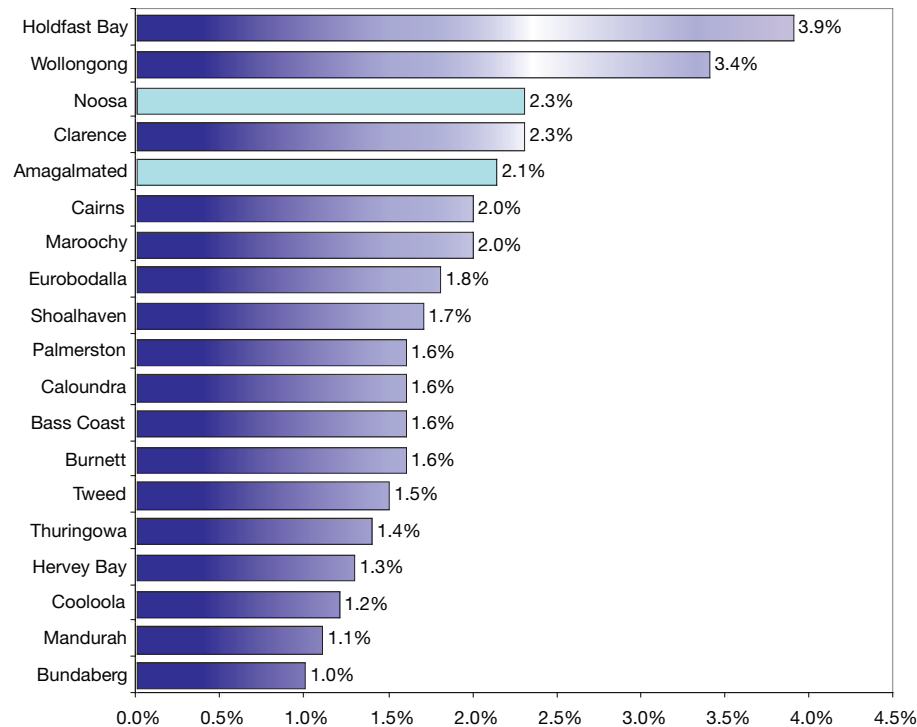
% WORKFORCE CERTIFICATE OR OTHER



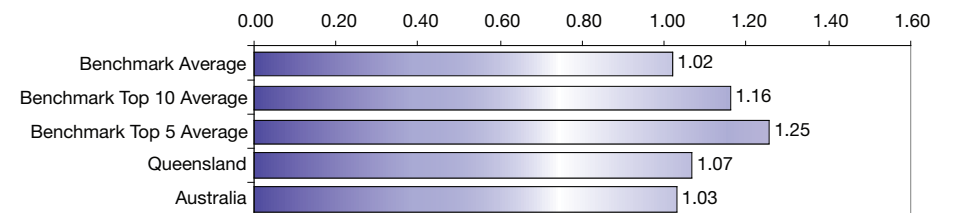
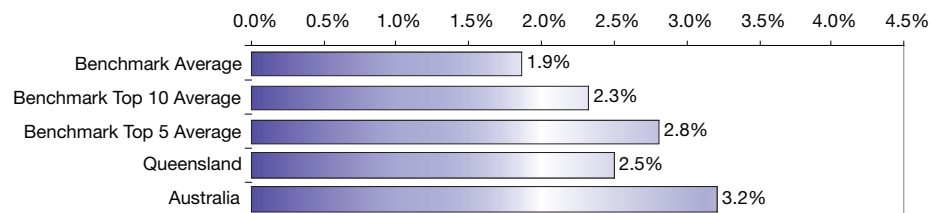
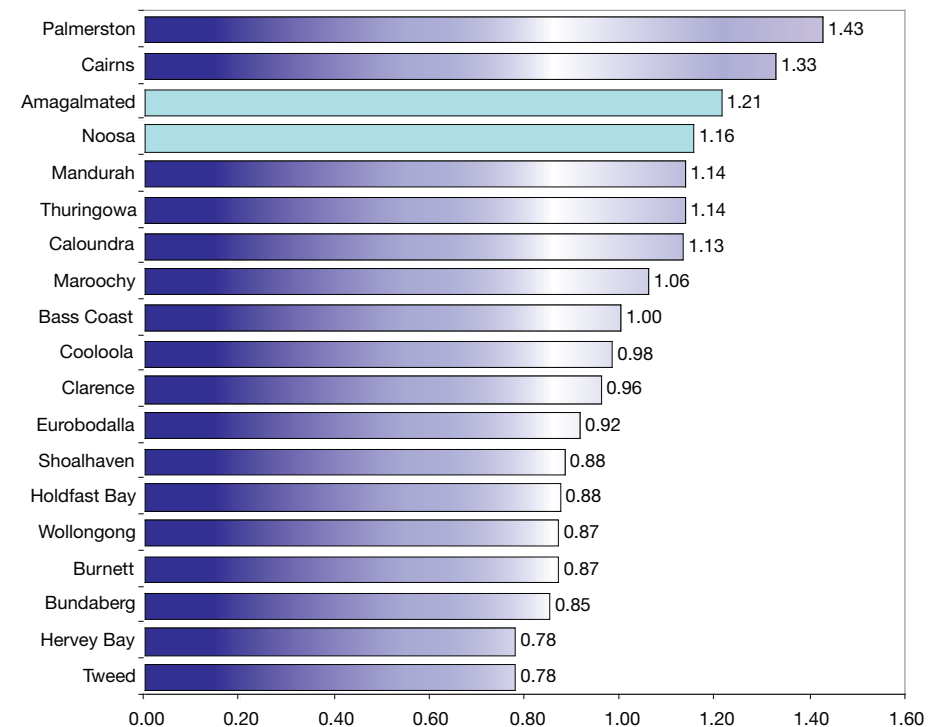
TALENT INDEX (DEGREE, DIPLOMA, GRADUATE)



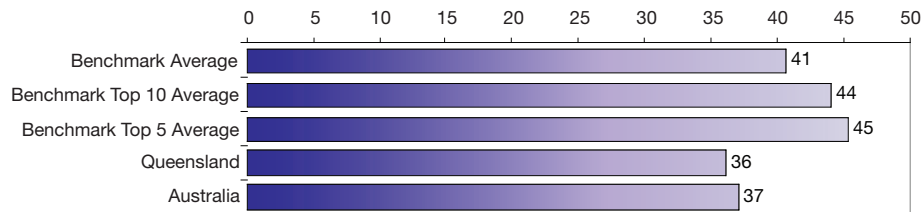
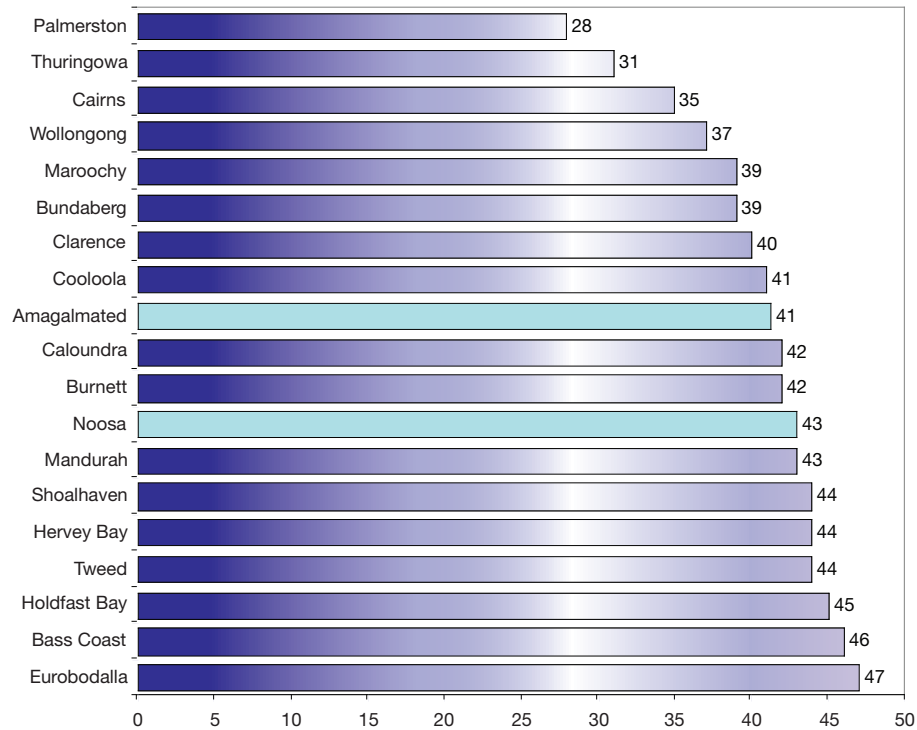
% WORKFORCE GRADUATE/POST-GRADUATE DEGREE



BRAIN DRAIN/GAIN INDEX



MEDIAN AGE

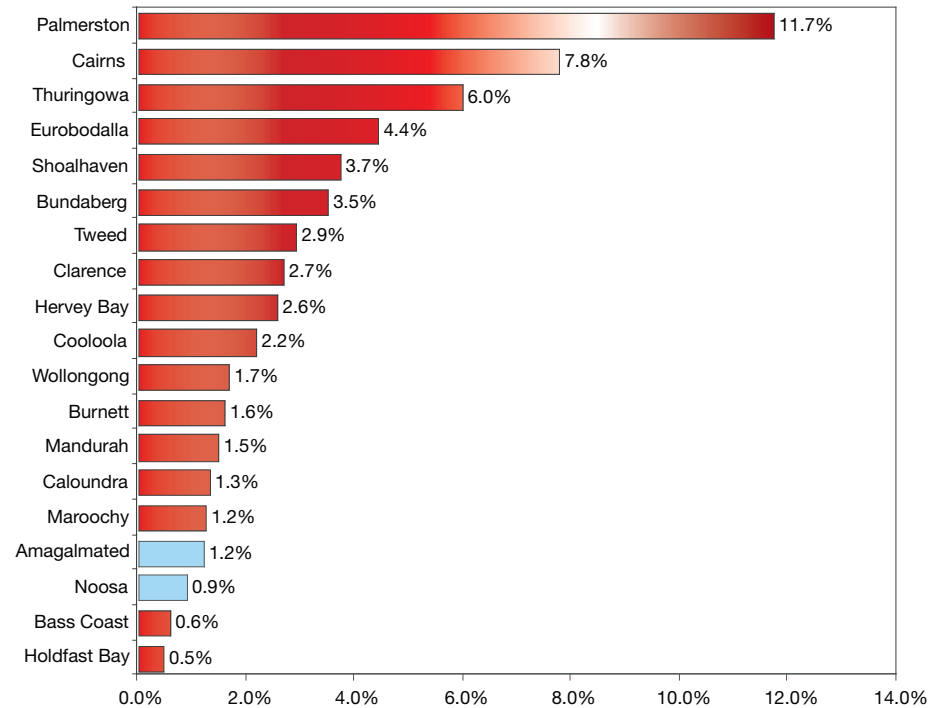


findings: **TOLERANCE**

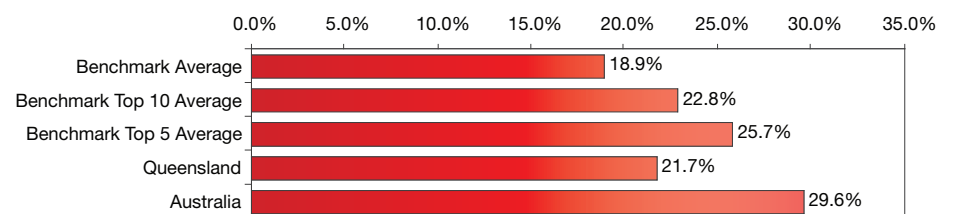
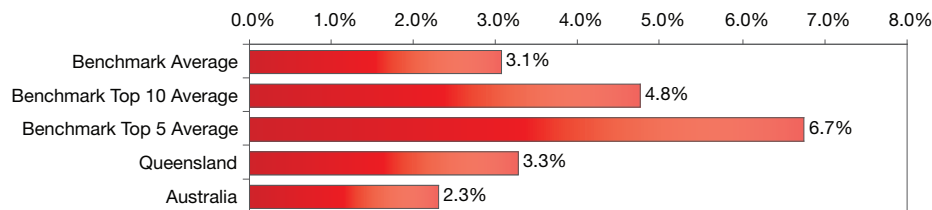
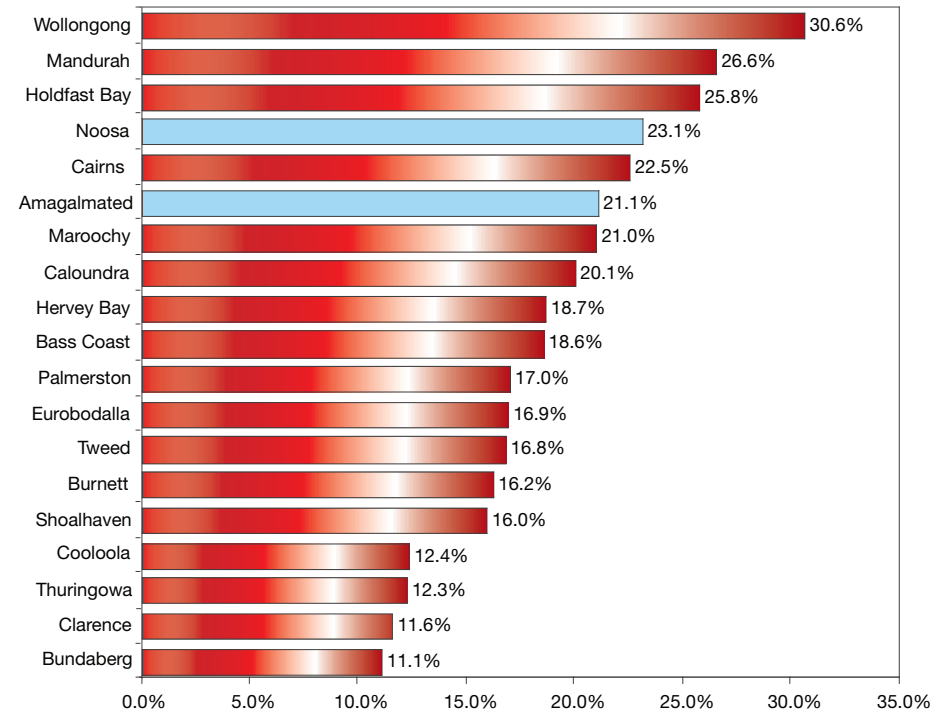
Economic prosperity relies on cultural, entrepreneurial, civic, scientific, and artistic creativity. Creative workers with these talents need communities, organizations, and peers that are open to new ideas and different people. Places receptive to immigration, alternative lifestyles, and new views on social status and power structures will benefit significantly in the creative age.

- **Melting Pot Index:** Twenty percent of Noosa's residents are foreign born, ranking it ahead of the Amalgamated region but below the national average (22.2%). Approximately 2% of Noosa households speak a primary language other than English at home.
- **Gay and Lesbian Index:** Noosa has a large Gay and Lesbian presence — 22% larger than the Australian average. The Amalgamated region's Gay and Lesbian community is about 9% larger than the national average.
- **Bohemian Index:** Ranking fifth among selected benchmarks, Noosa and the Amalgamated region have 45% fewer artistic professionals than the average Australian region.

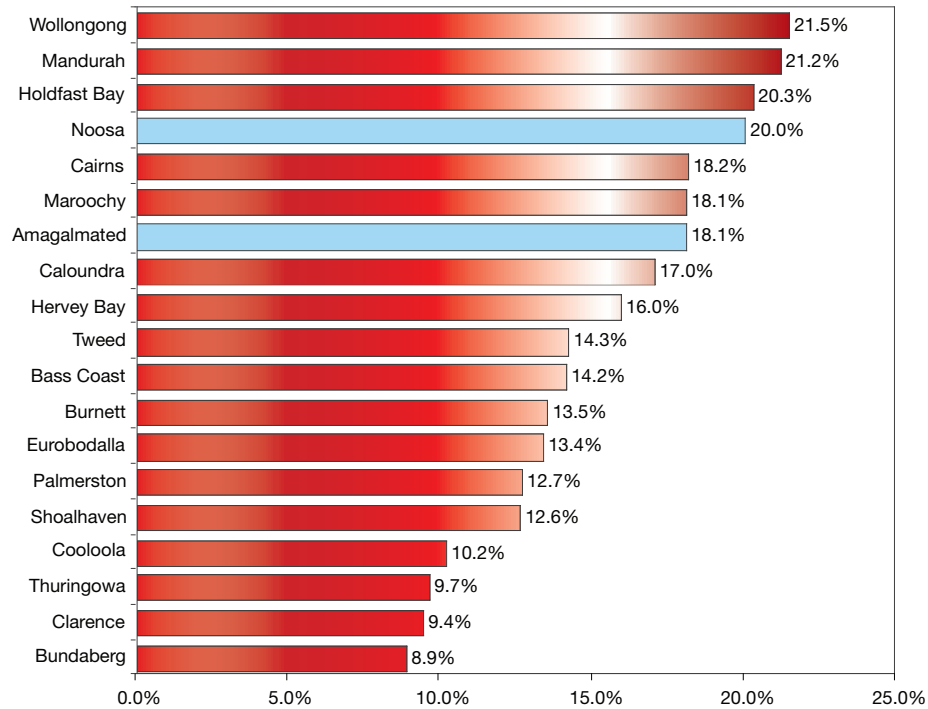
% POPULATION INDIGENOUS



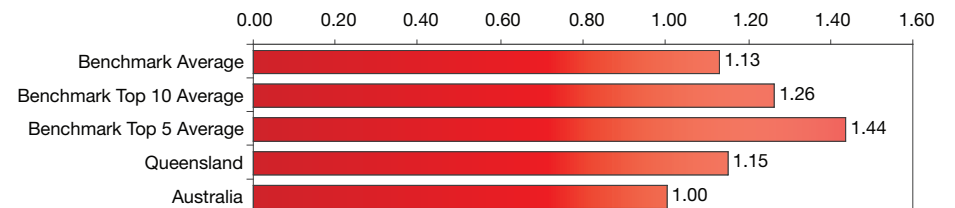
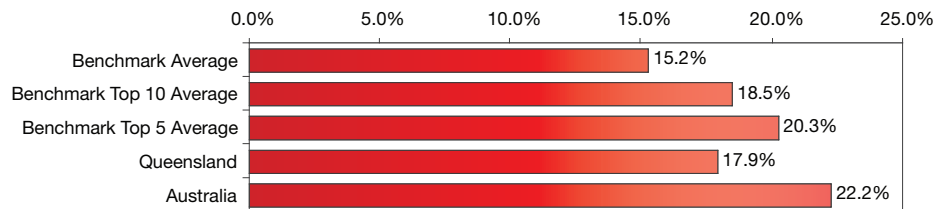
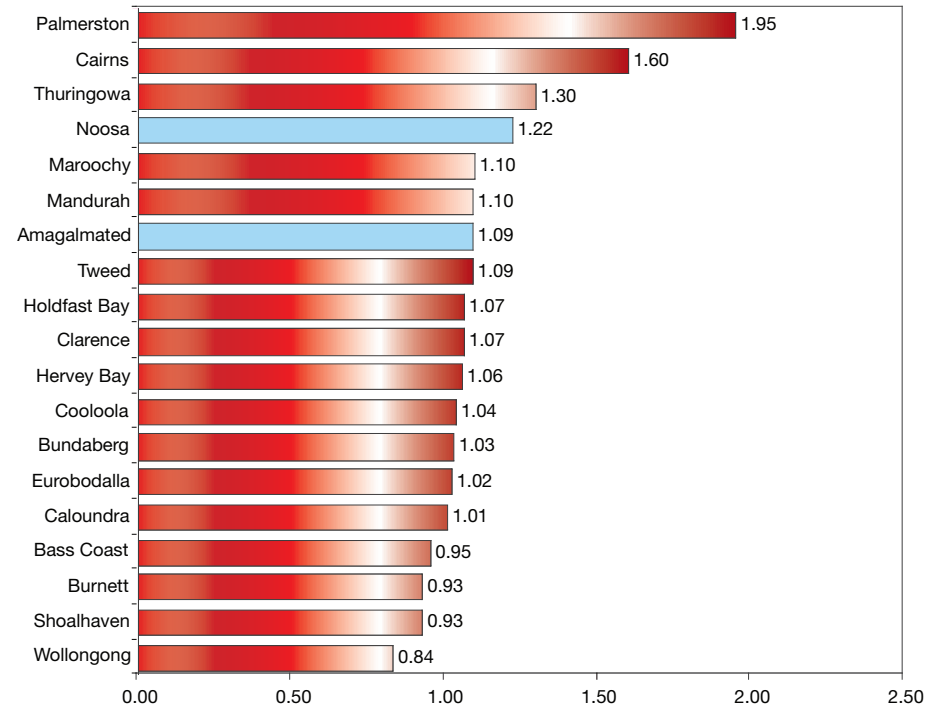
% BOTH PARENTS BORN OVERSEAS



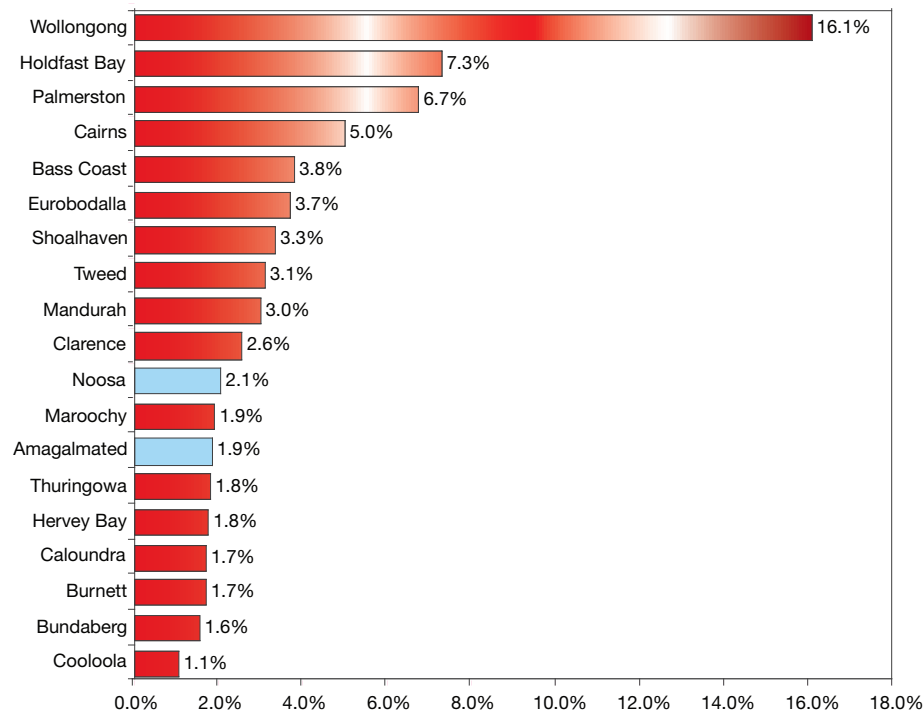
MELTING POT INDEX



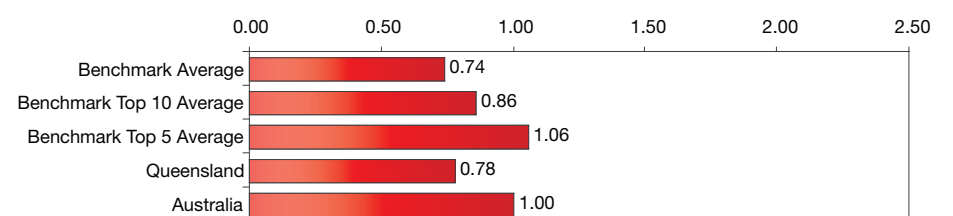
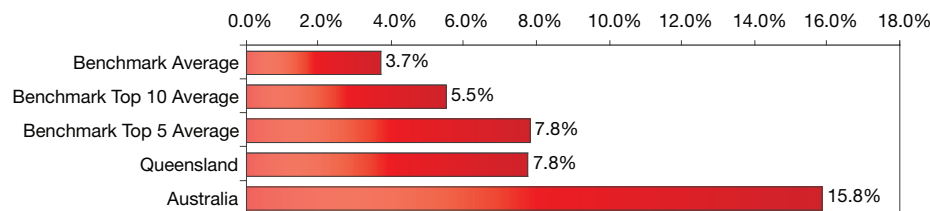
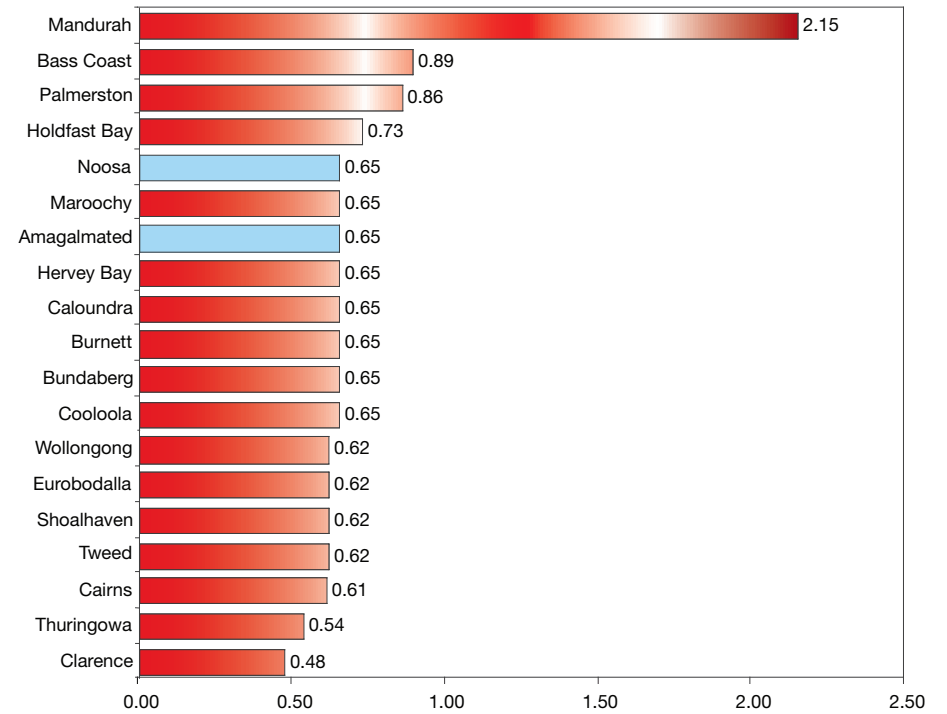
ESTIMATED GAY/LESBIAN INDEX



NO ENGLISH SPOKEN AT HOME



BOHEMIAN INDEX

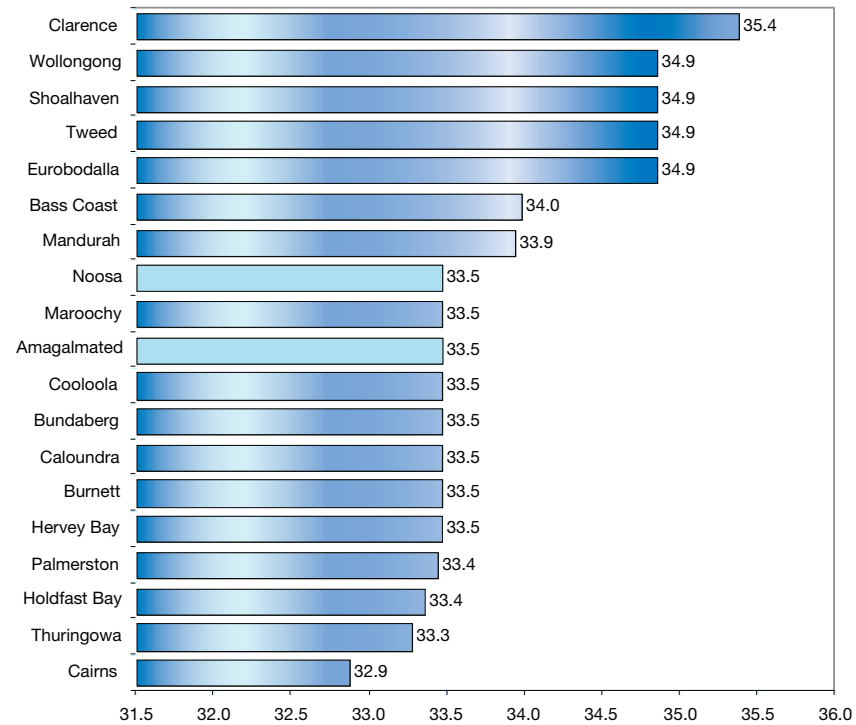


findings: **TECHNOLOGY**

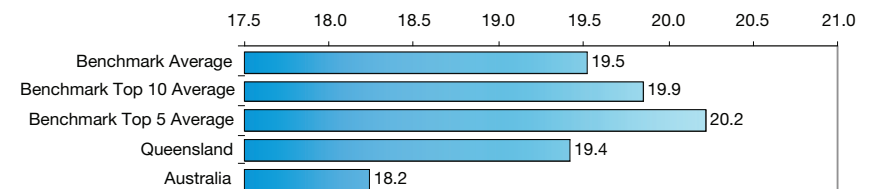
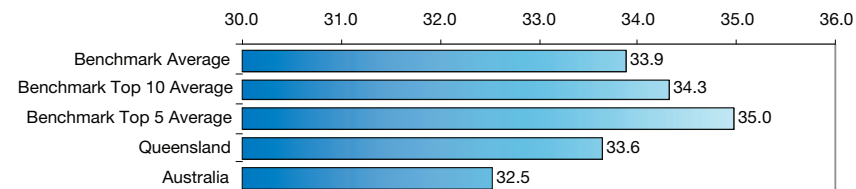
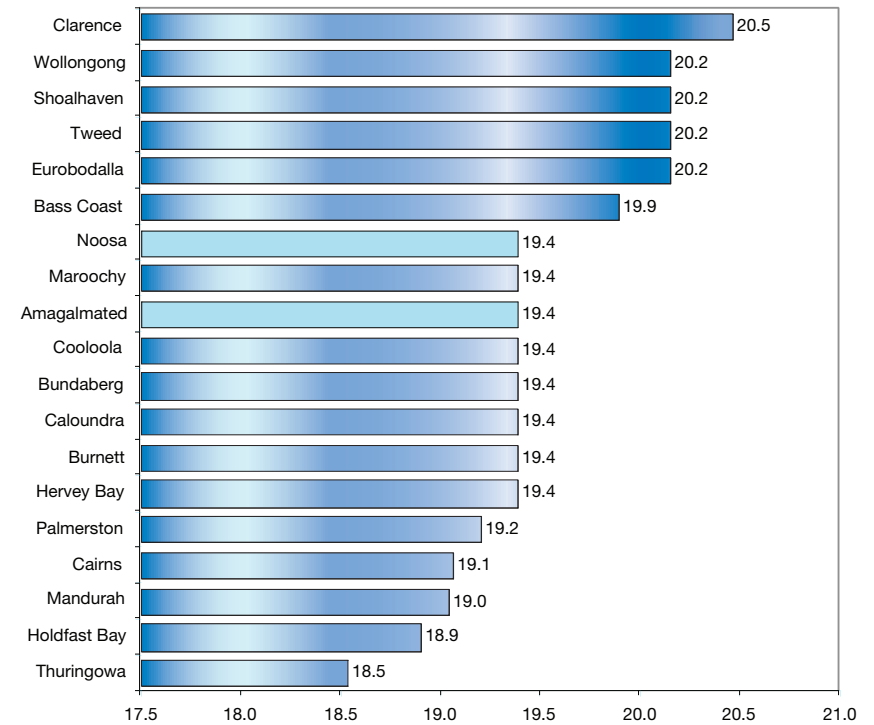
Technology and innovation are critical components of a community or organization's ability to drive economic growth. Successful communities and organizations must have avenues for transferring research, ideas, and innovation into marketable and sustainable products. Universities are paramount to this, and provide a key hub institution of the creative age.

- ❶ **Innovation Index:** Noosa, along with the Amalgamated region, ranks ahead of the Australian national average in innovation. Noosa firms are 34% more likely to engage in product, process, and management innovation.
- ❷ **New Product Innovation:** Noosa firms were 19% more likely to engage in new product innovation in 2005 compared to 18% for Australia countrywide.
- ❸ **Techpole Index:** Noosa's technology industry is 22% larger than the national average and ranks second among benchmarks.

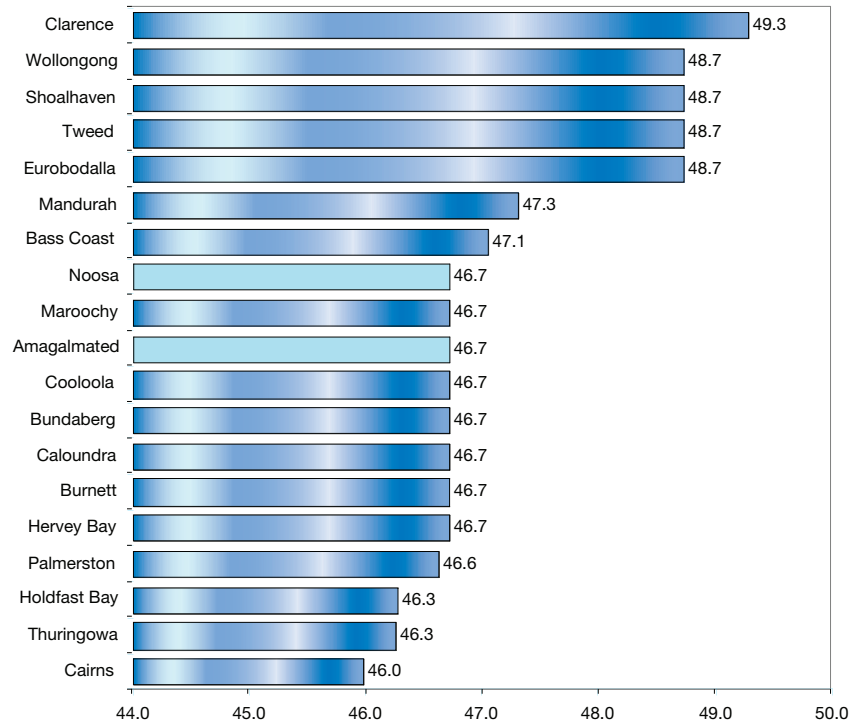
INNOVATION INDEX



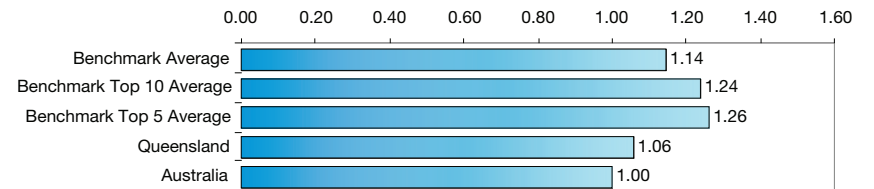
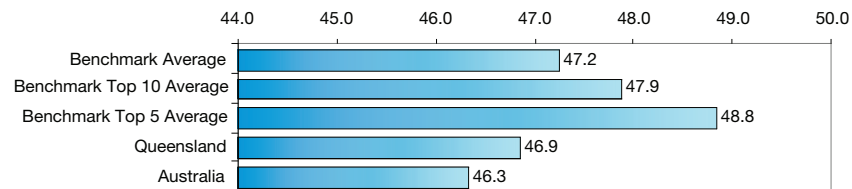
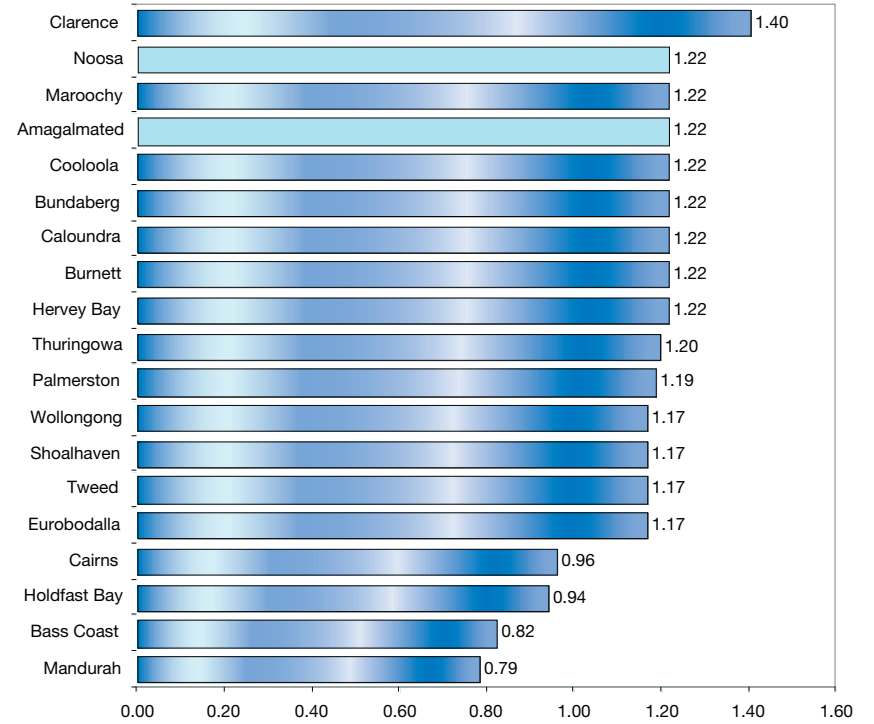
NEW PRODUCT INNOVATORS



NEW PROCESS INNOVATORS



TECH-POLE INDEX

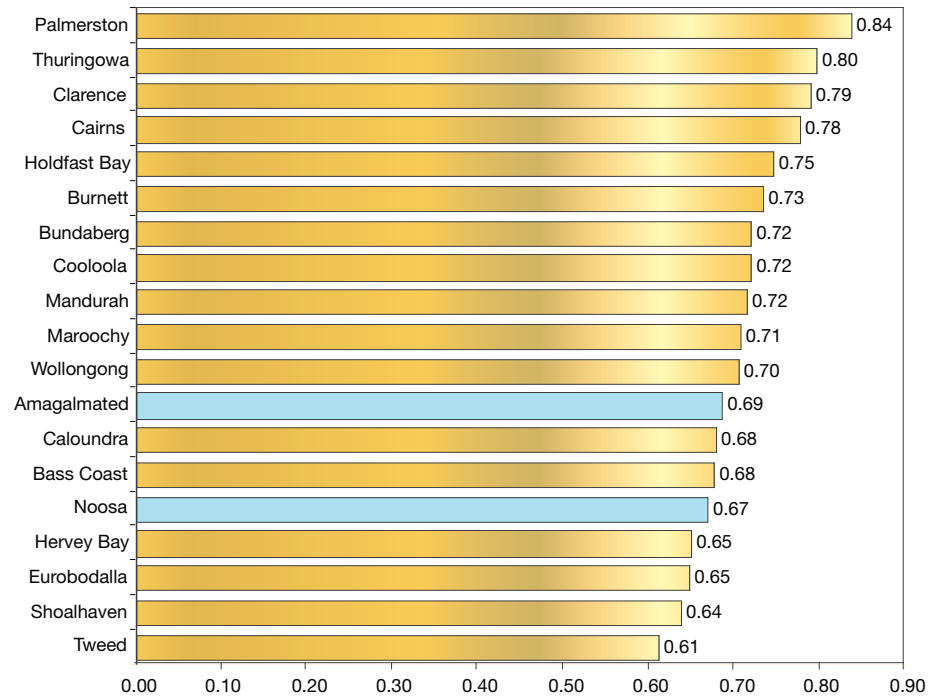


findings: TERRITORY ASSETS

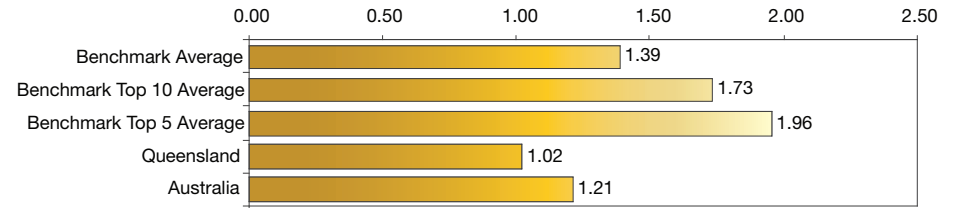
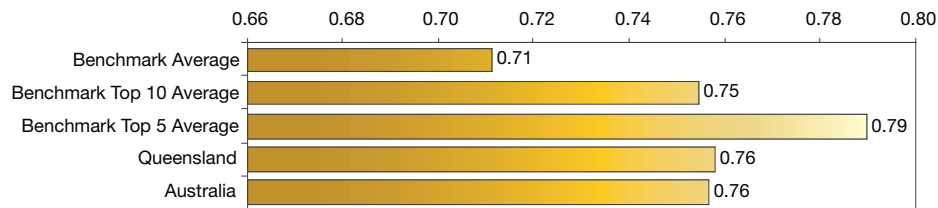
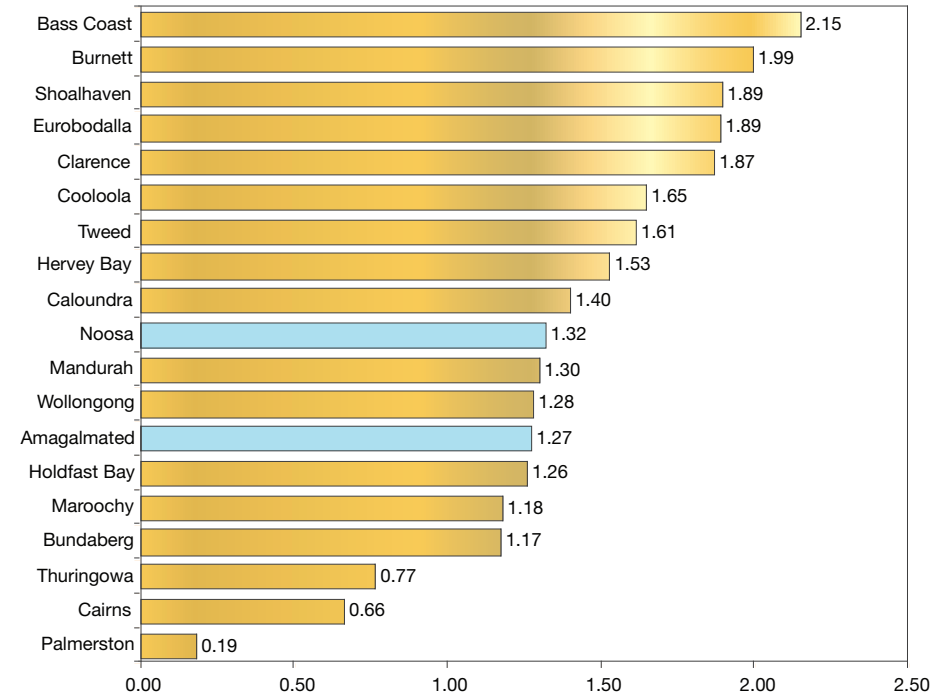
Place matters more than ever before. Territory assets are the natural, built and psychological setting of the community. It is the distinct "vibe" that makes communities unique from one another. People want to live in communities that are unique and inspiring to them.

- **Recycling Leader:** More than 99% of Noosa households recycle waste, compared to 95% of all Australian households. In addition, approximately 91% of Noosa households reuse waste — ranking first among all selected benchmarks.
- **Limited Public Transportation Use:** Only 6.5% of Noosa residents use public transportation for their commute to work, compared to 9% of residents in the Amalgamated region and 17% countrywide.
- **Healthcare Professionals:** For every 100,000 residents, Noosa has 1,778 healthcare professionals, comparable to the Amalgamated region (1,777) and more than Australia (1,124).
- **Crimes per 100K:** For every 100,000 residents, there were 9,752 total crimes (613 violent crimes) — more than double the Australian average (4,438 total crimes, 90 violent crimes).

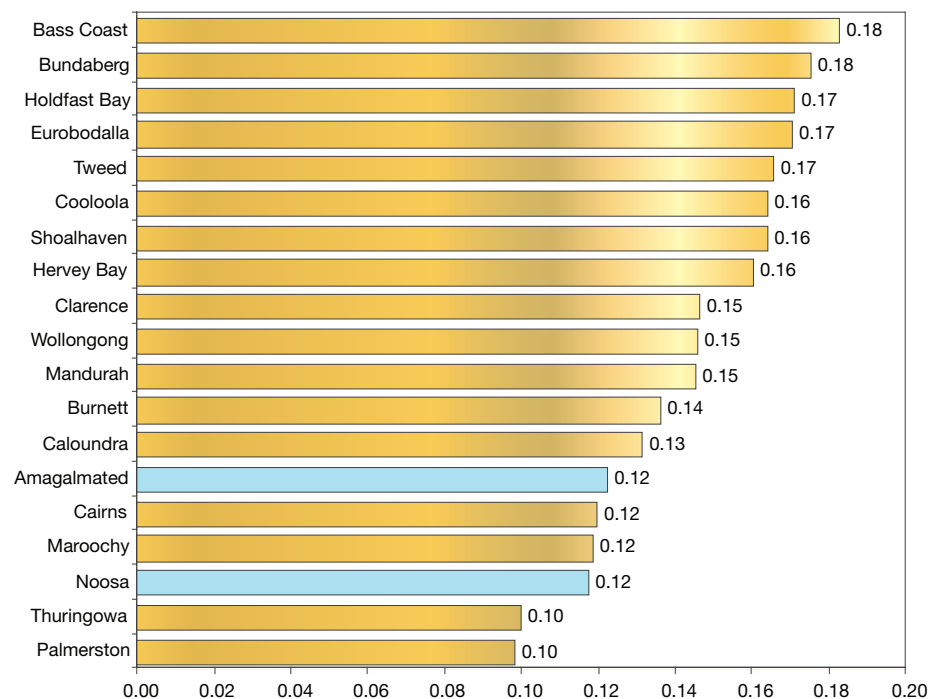
HOUSING AFFORDABILITY



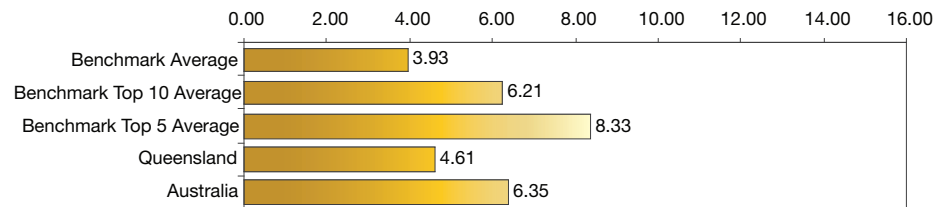
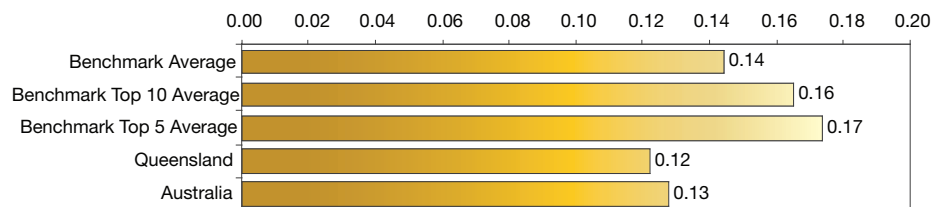
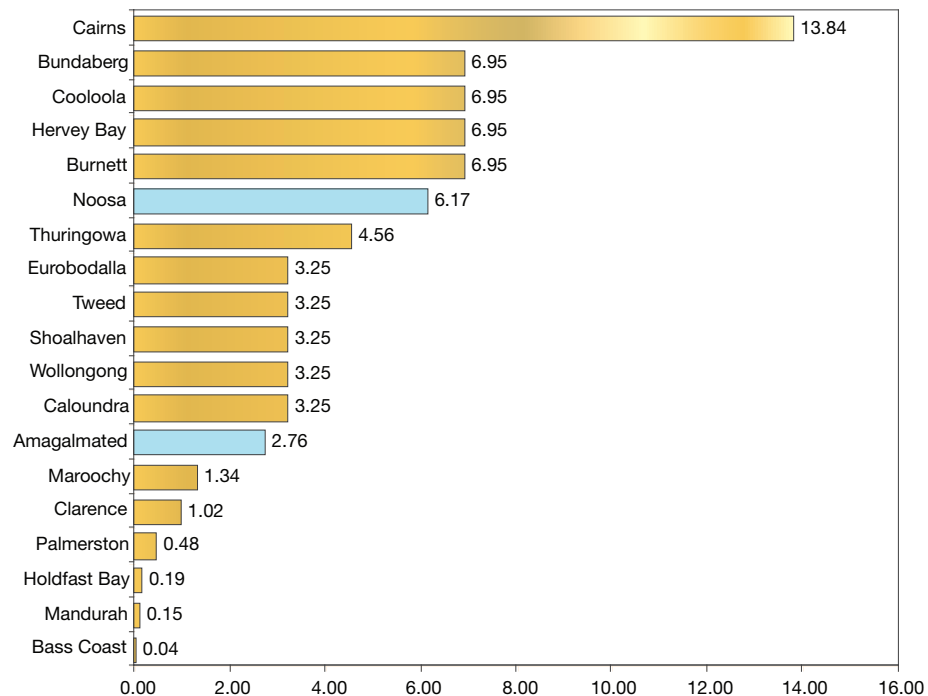
OWN TO RENT RATIO



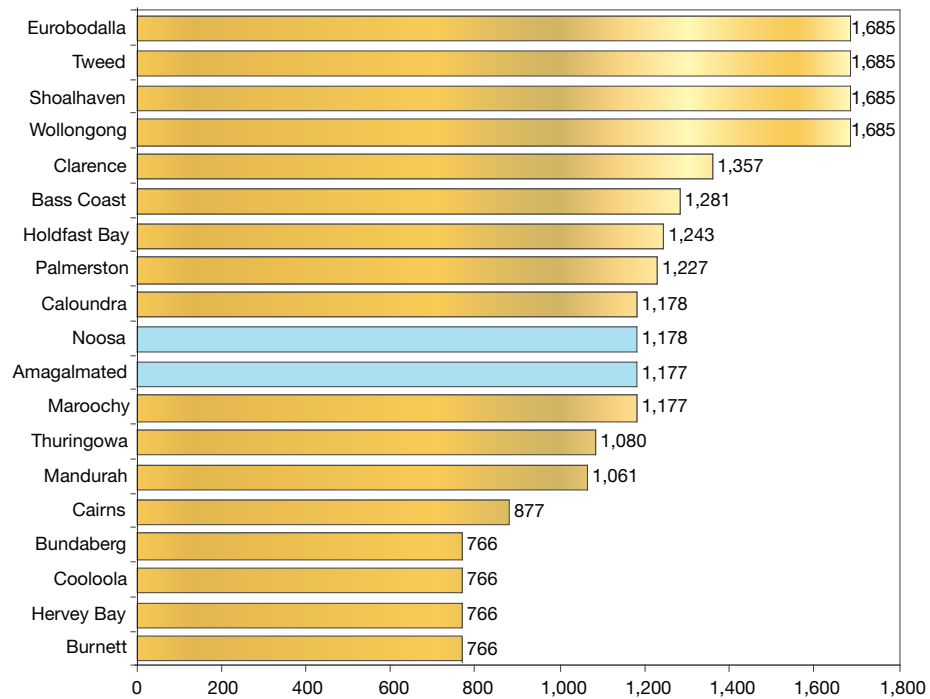
INTERNET CONNECTIONS PER CAPITA



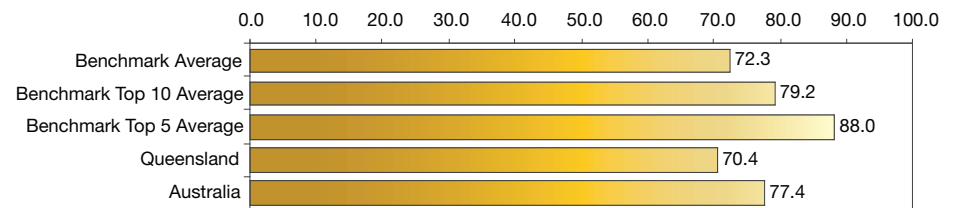
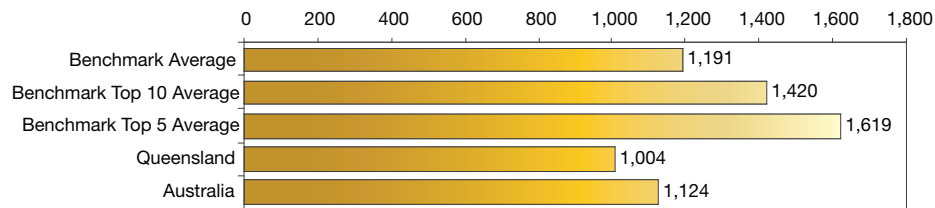
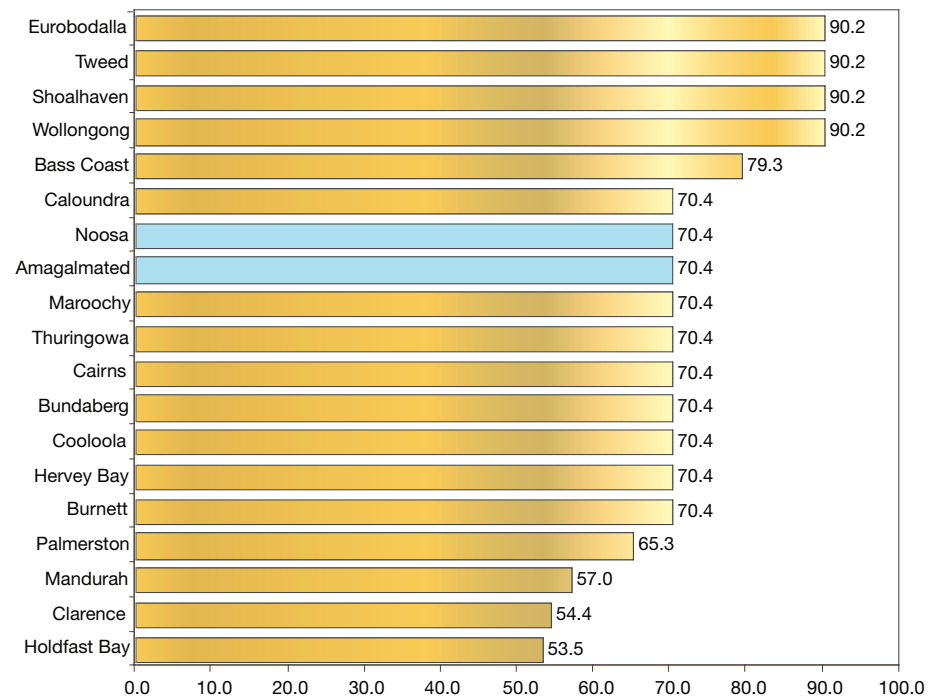
HOSPITALS PER 100,000



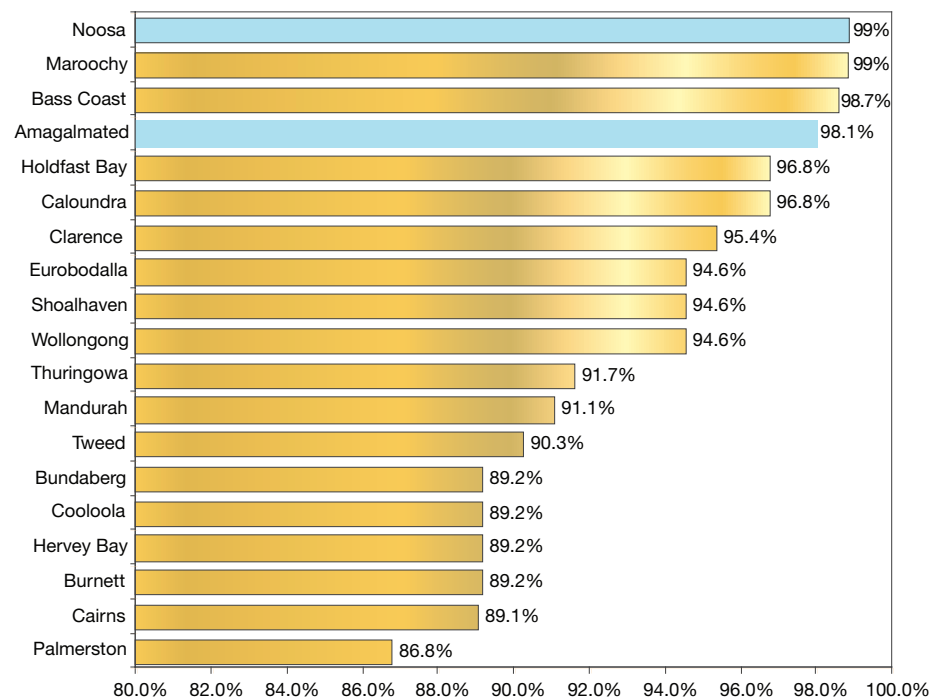
HEALTH PROFESSIONALS PER 100,000



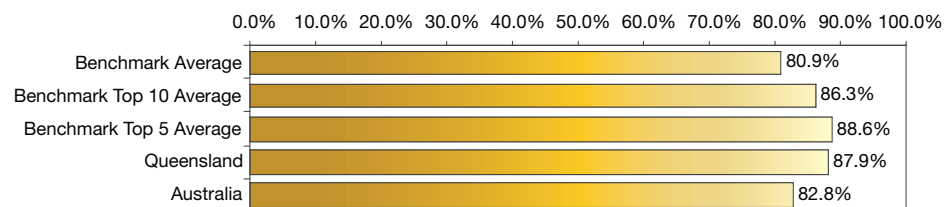
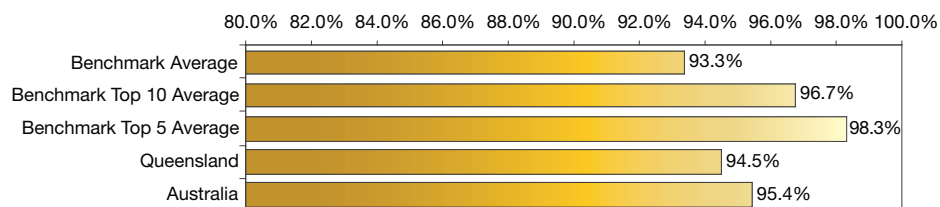
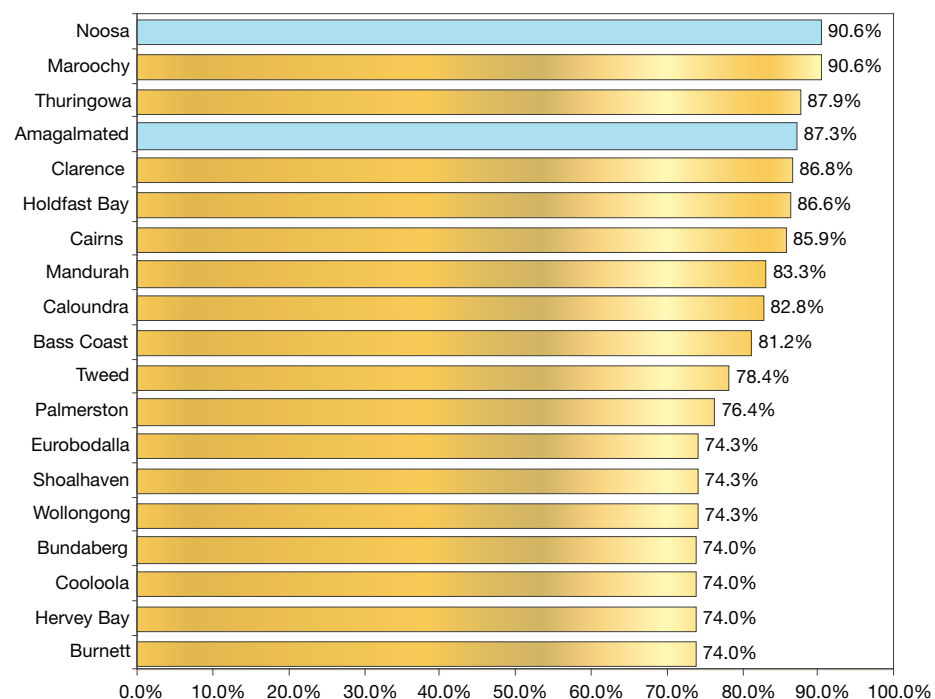
CULTURE & RECREATION FIRMS PER 100,000



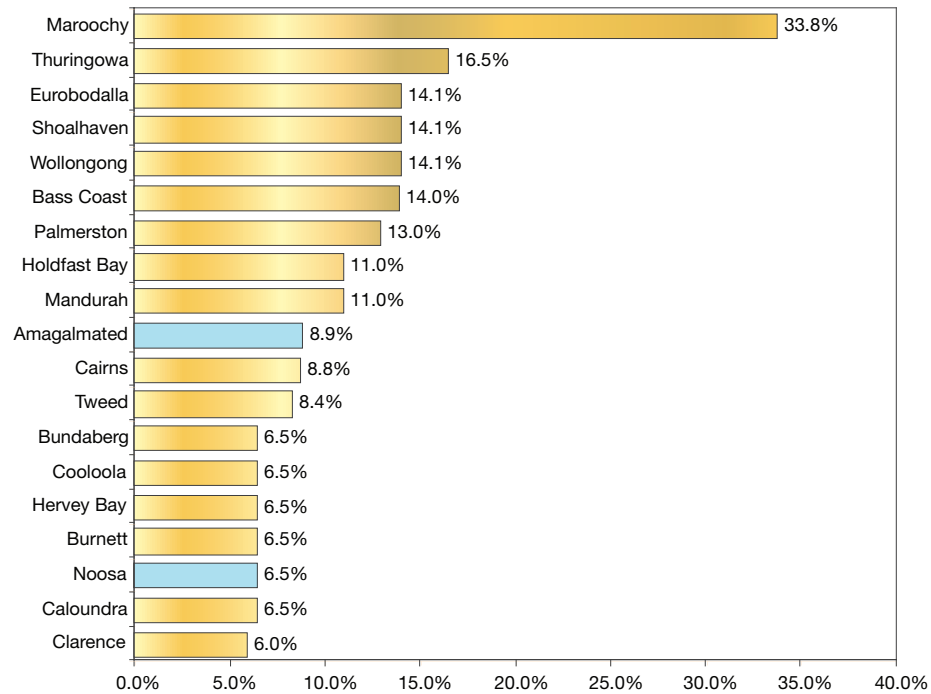
% HOUSEHOLDS RECYCLING WASTE



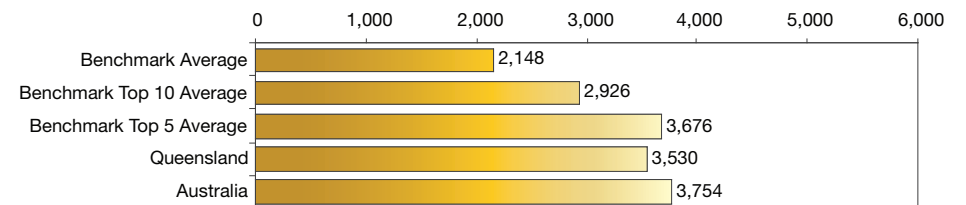
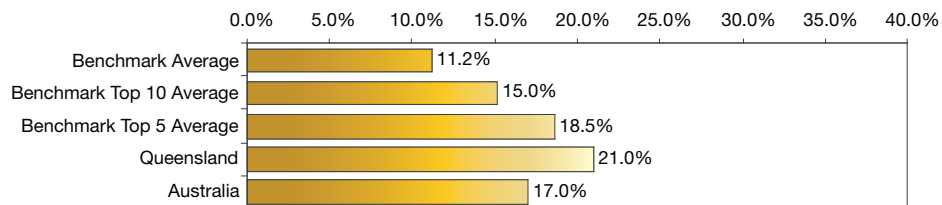
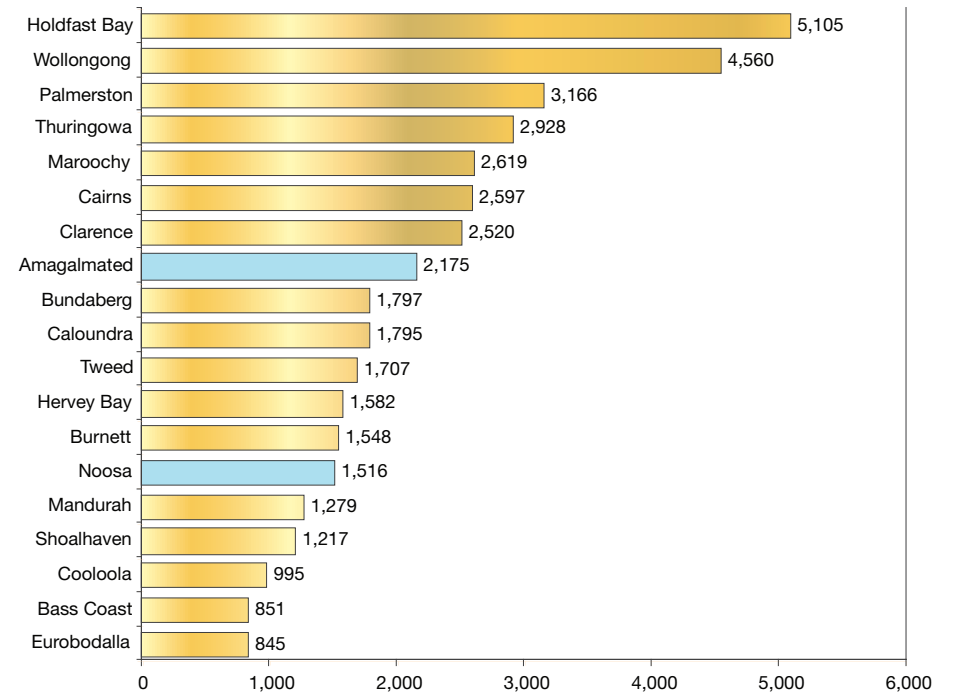
% HOUSEHOLDS RE-USING WASTE



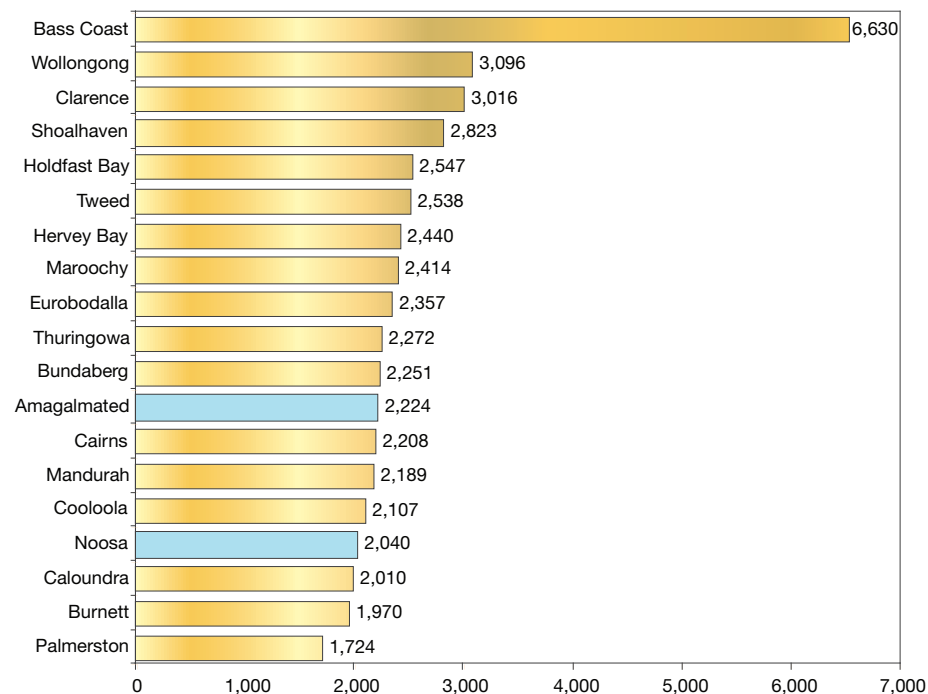
% USING PUBLIC TRANSPORTATION



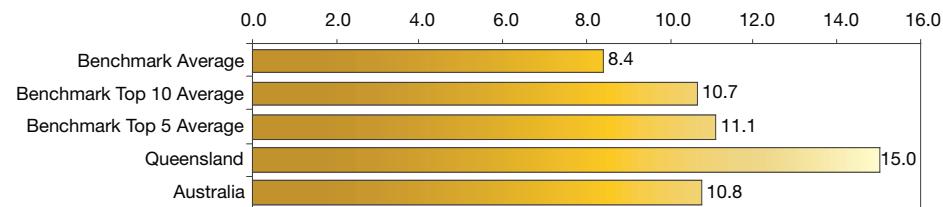
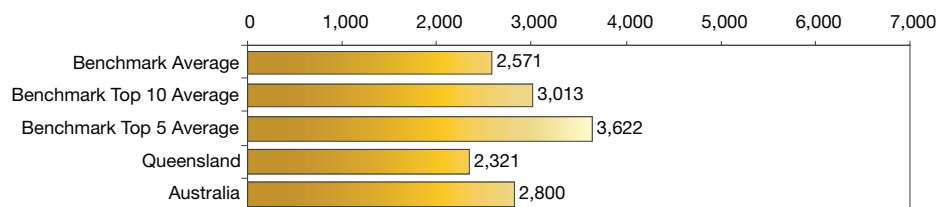
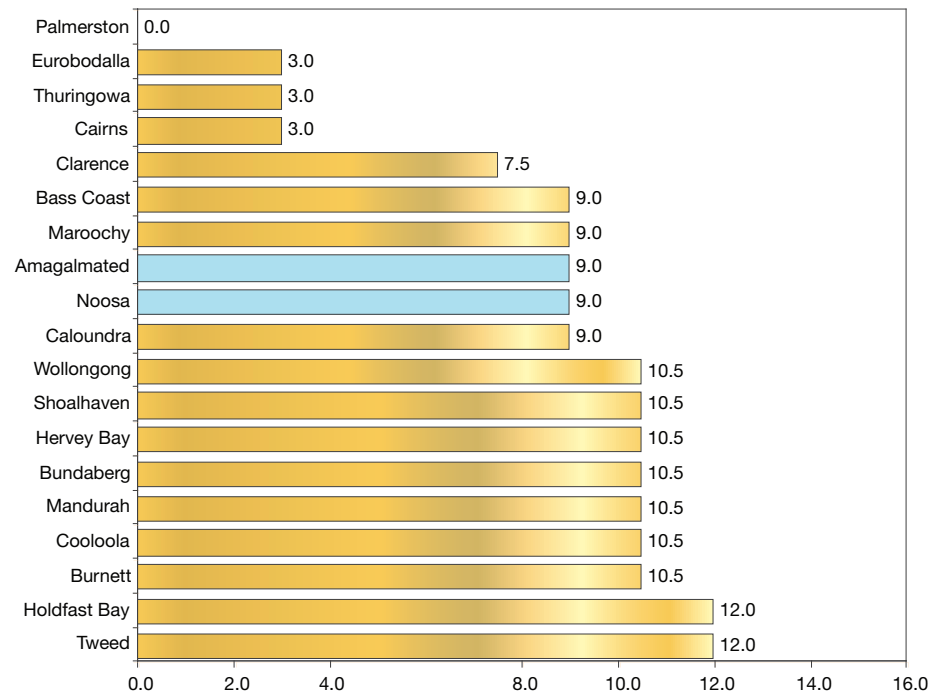
UNIVERSITY STUDENTS PER 100,000



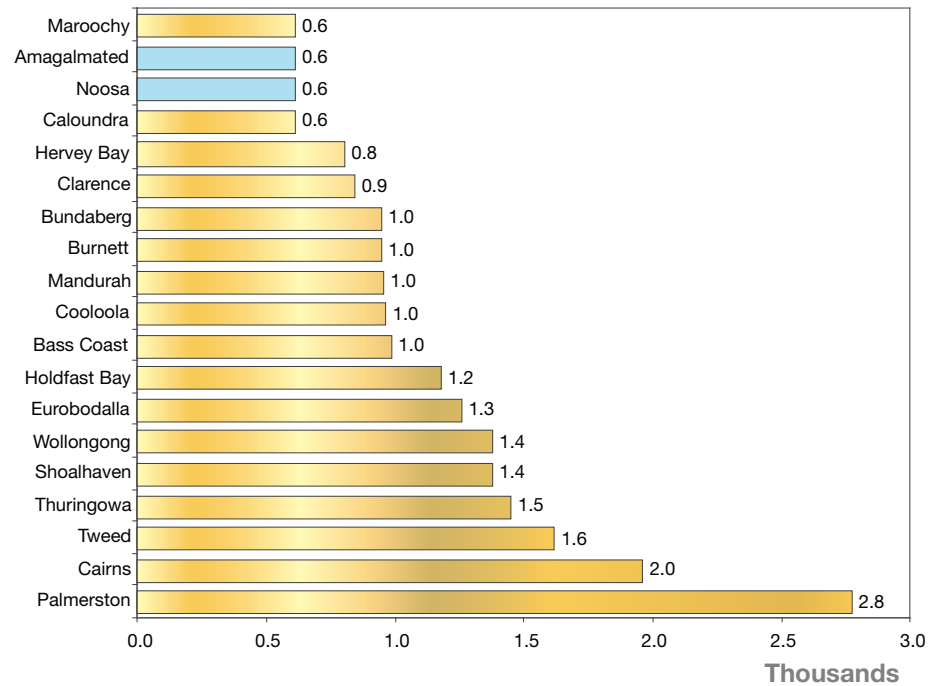
TECHNICAL SCHOOL STUDENTS PER 100,000



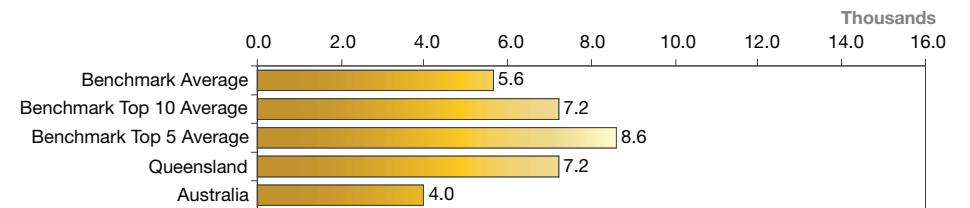
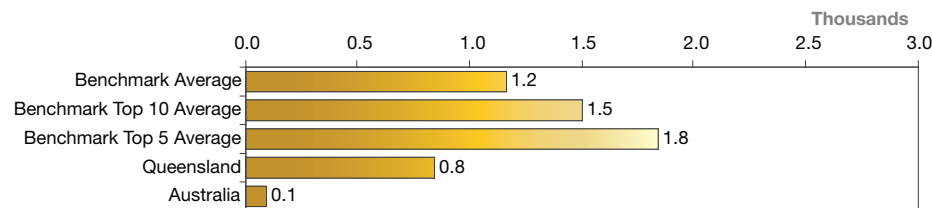
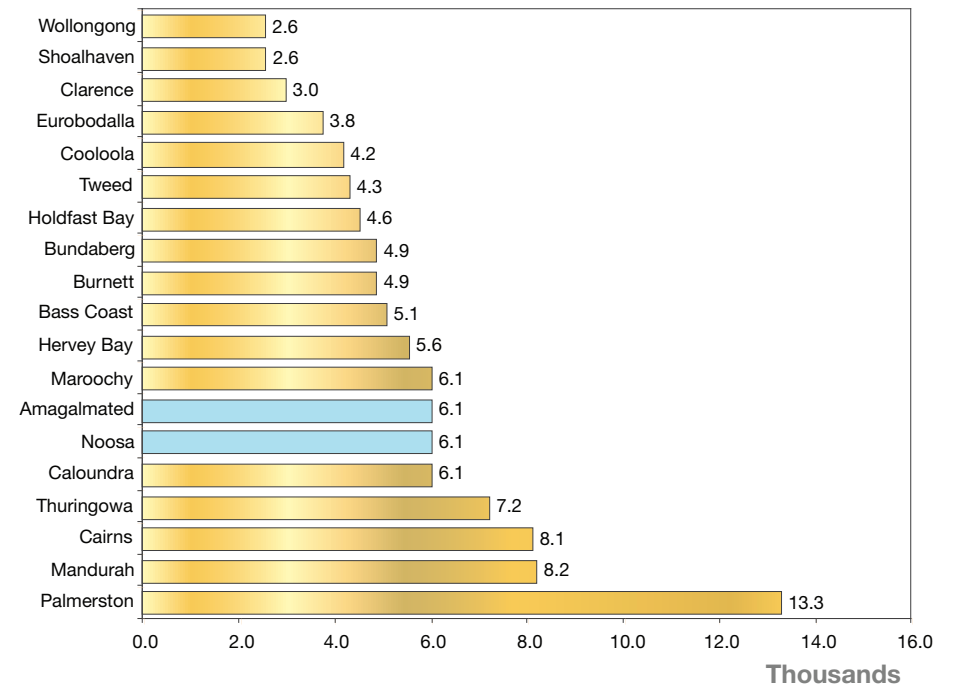
JAN-JULY MEAN TEMPERATURE DIFFERENCE



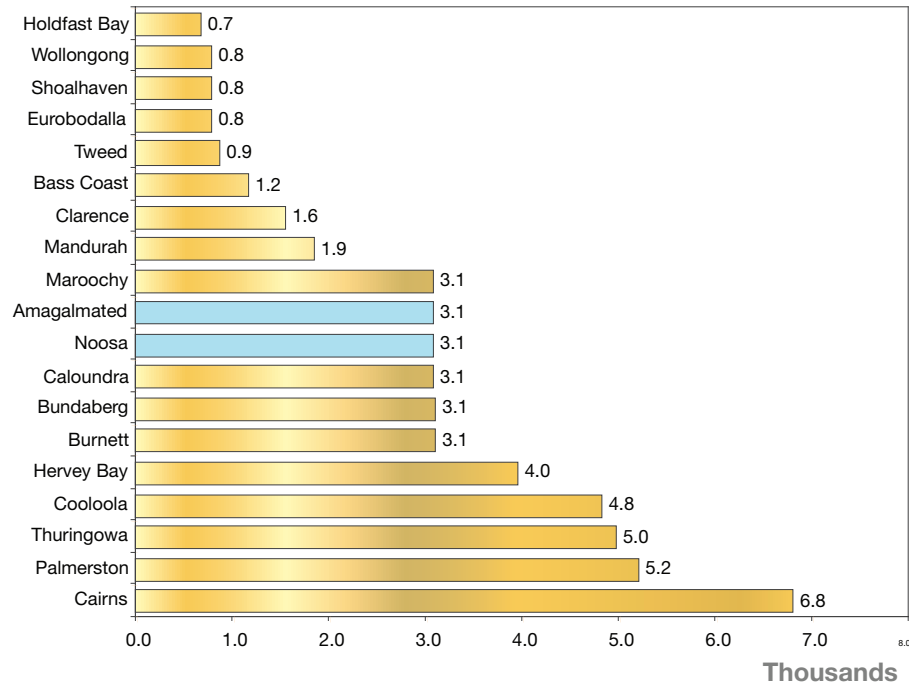
PERSON CRIMES PER 100,000



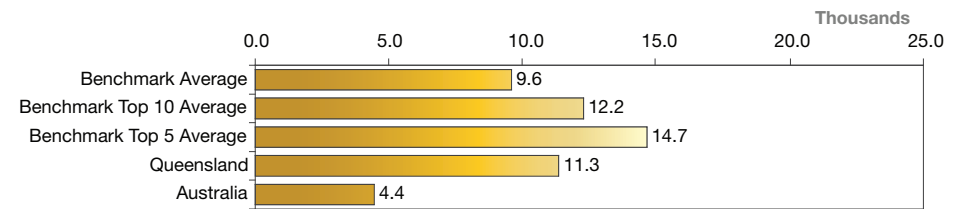
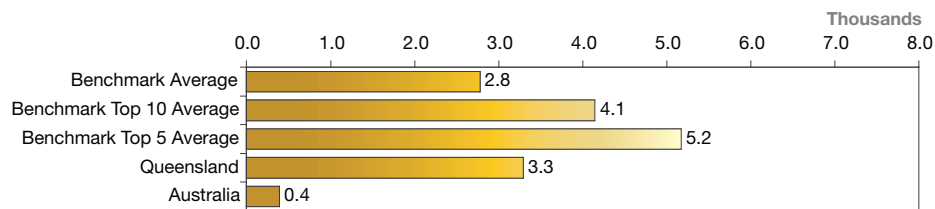
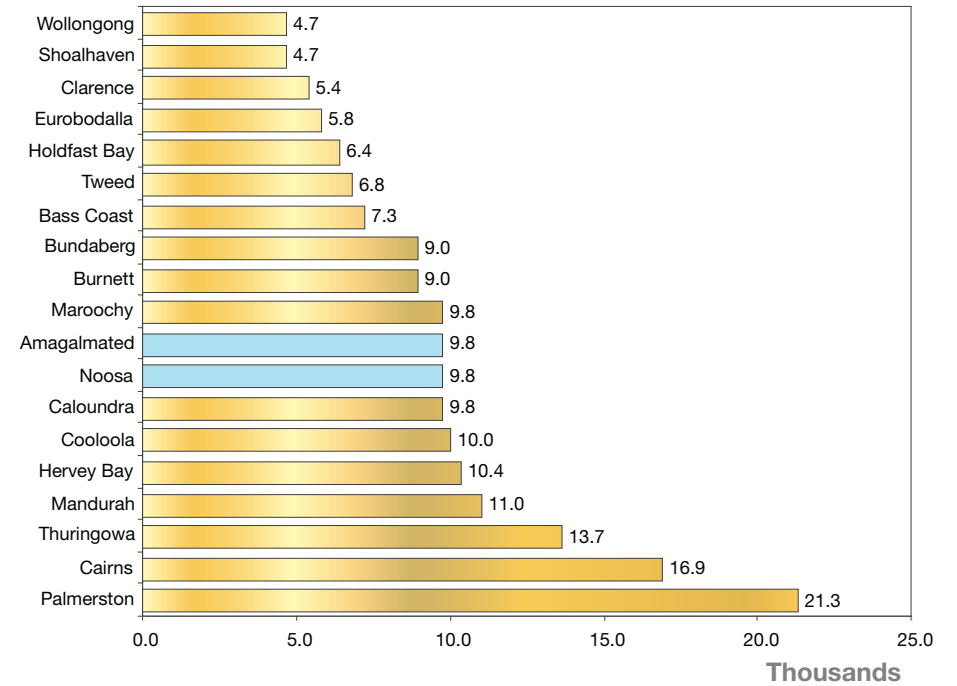
PROPERTY CRIMES PER 100,000



OTHER CRIMES PER 100,000



TOTAL CRIMES PER 100,000

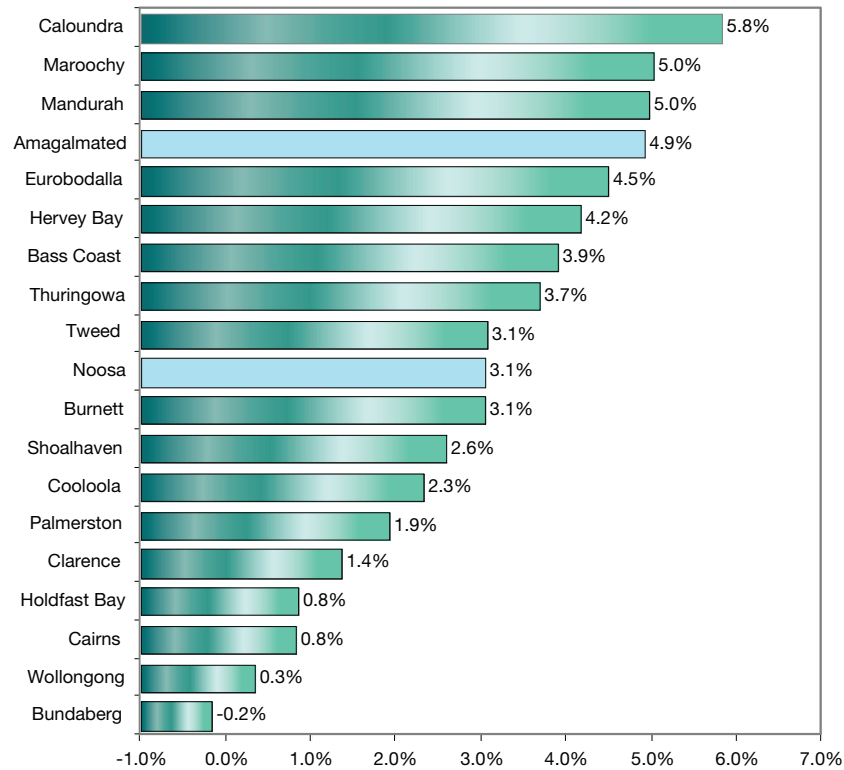


findings: **OVERALL INDICATORS**

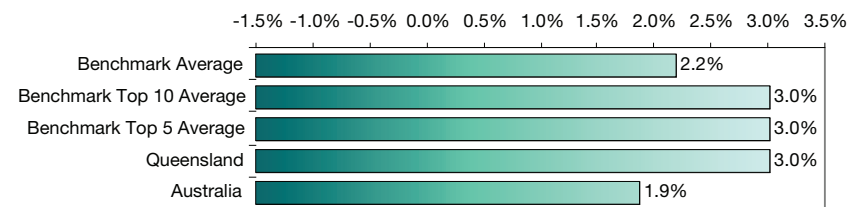
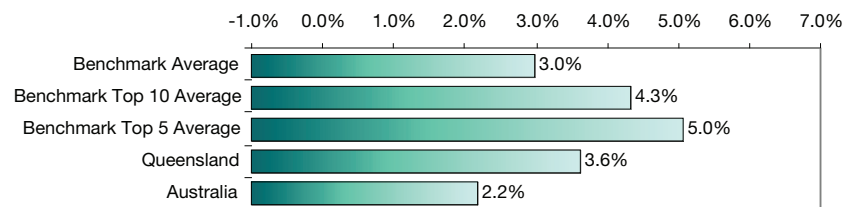
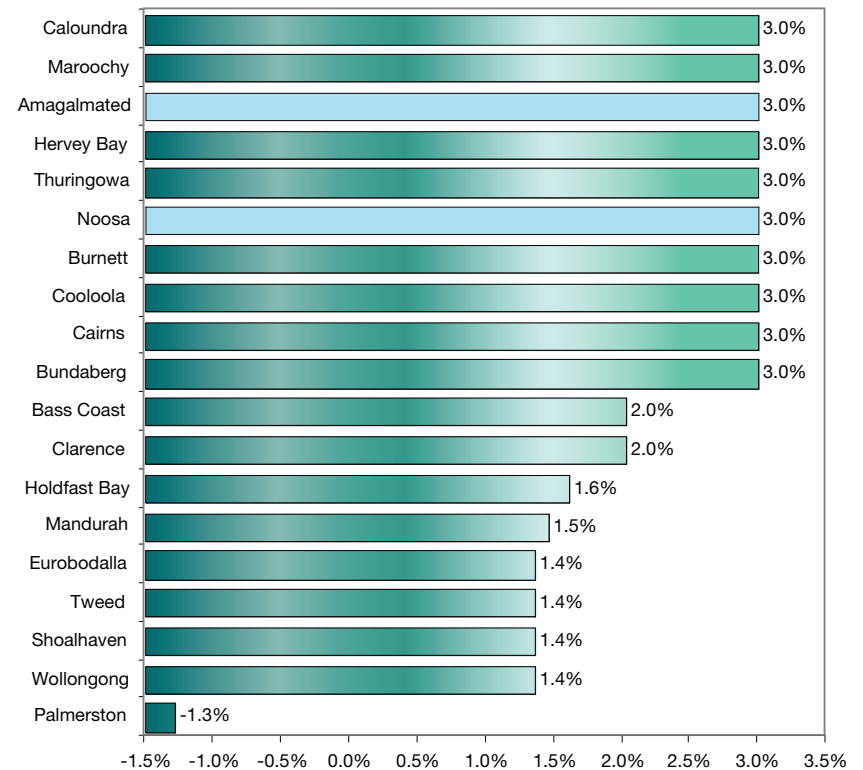
Our list of Overall Indicators is provided to furnish a traditional barometer of a community's economic performance with Creative Economy measures.

- **Population Growth:** In the last five years, Noosa's population has grown an average of 2.2% annually — almost double the Australian average (1.2%), but slower than the Amalgamated region (3.2%).
- **Steady Job Growth:** From 2000-2006, Noosa experienced a 3.1% average annual job growth, ranking it behind the Amalgamated region (4.9%) and Queensland (3.6%).
- **Firm Growth Leader:** Noosa led all major competitors in average firm growth (3.0%) from 2000 to 2006. Average firm growth across Australia was 1.9%.
- **Median Household Income:** In 2006, Noosa's median household income was \$43,170 — 23% lower than the Austrian median income and 5% lower than the Amalgamated region.
- **New Residencies:** For every 100,000 residents, Noosa has 1,470 new residencies, significantly outpacing the Australian average (382) but trailing the Amalgamated region (1,902).
- **Strong Housing Value:** In 2006, Noosa's median housing value was \$385,000 — 28% higher than the Austrian median value and 11% higher than the value in the Amalgamated region.

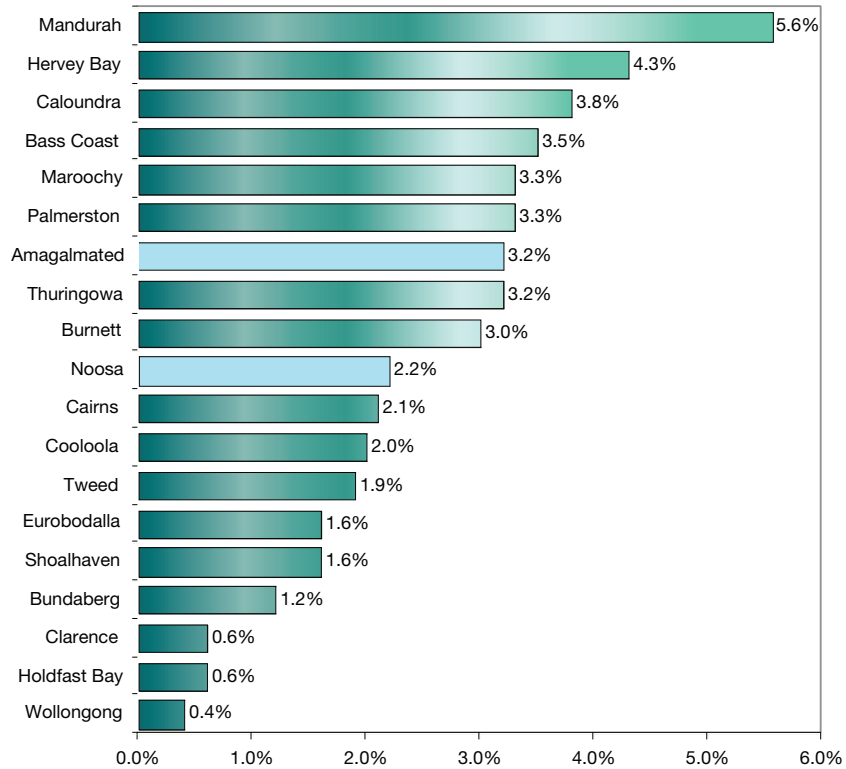
JOB GROWTH



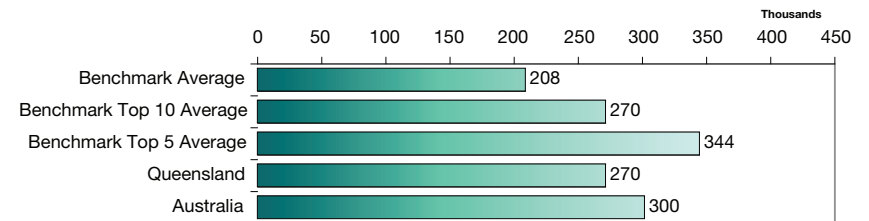
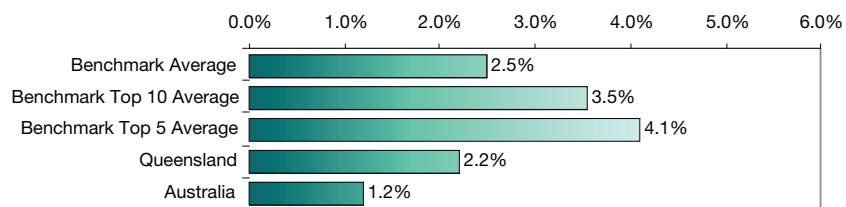
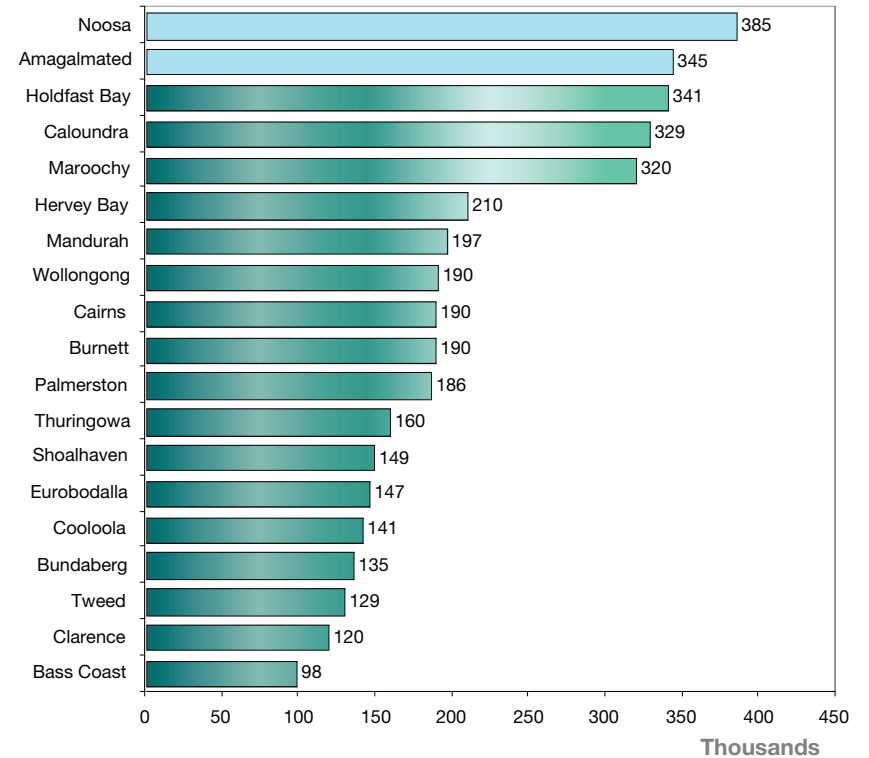
FIRM GROWTH



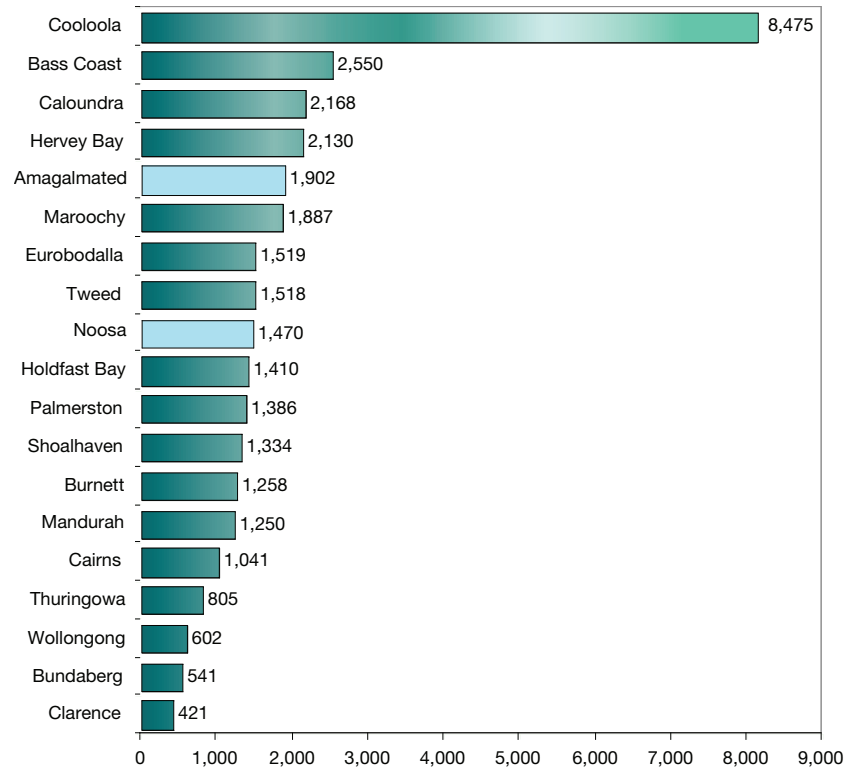
POPULATION GROWTH



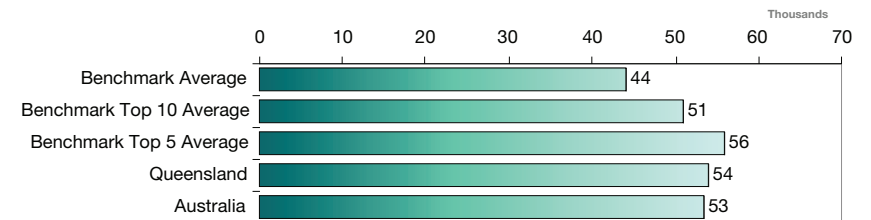
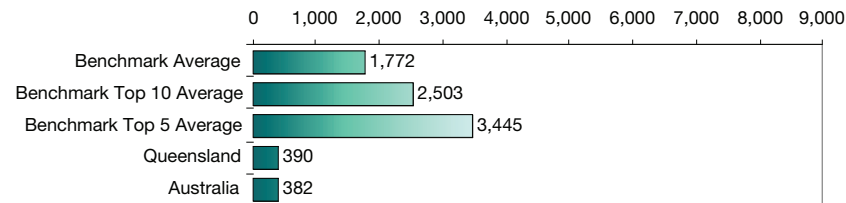
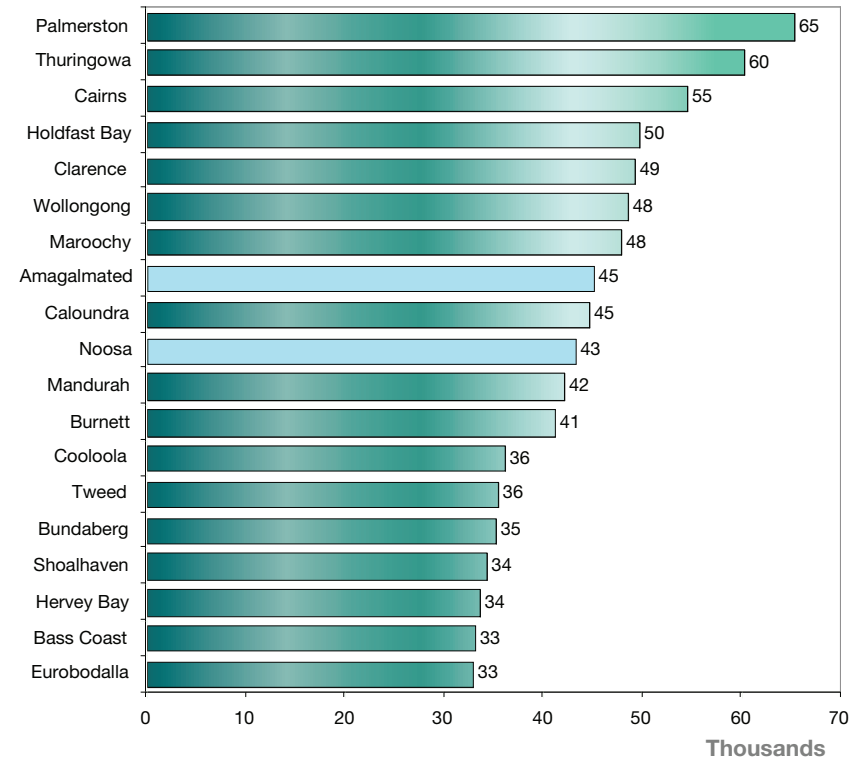
MEDIAN HOME VALUE



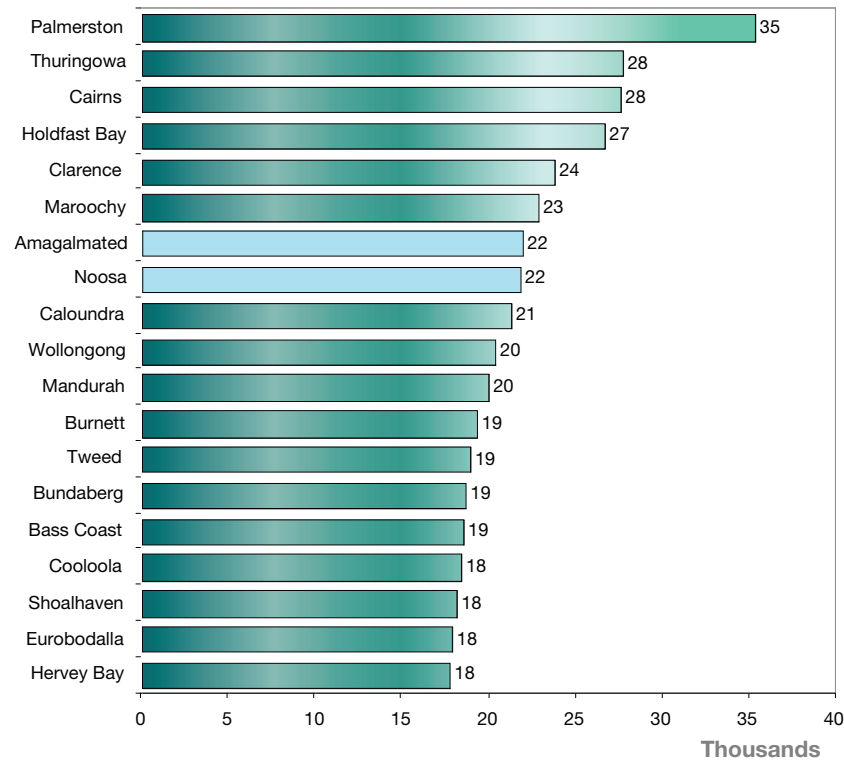
NEW RESIDENCES PER 100,000



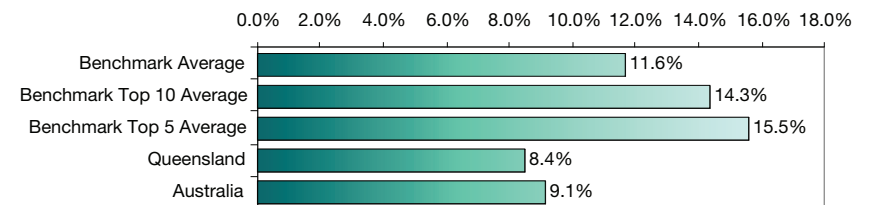
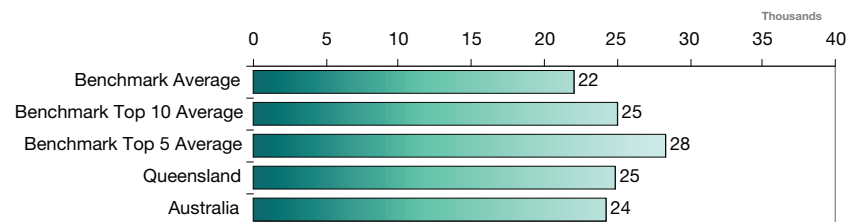
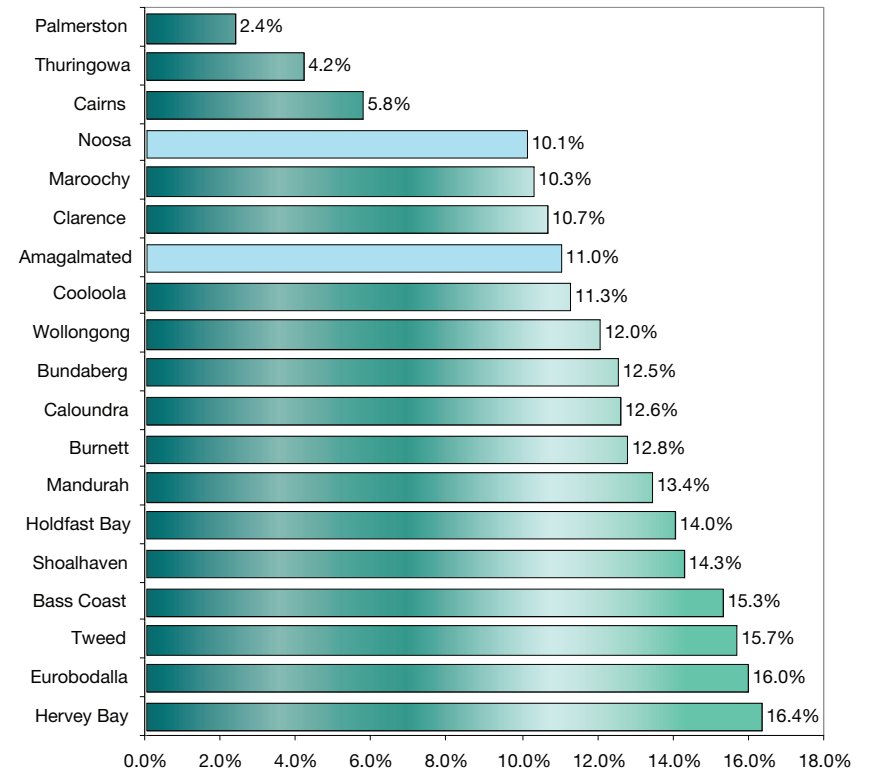
MEDIAN HOUSEHOLD INCOME



PER CAPITA INCOME



% WITH AGE PENSION



NOOSA in the creative class

APPENDIX & DEFINITIONS

RESULTS: NOOSA REGION – Four T" Performance Indicators

		Worse	Average	Better	Noosa Region	Benchmark Ranking (18)	Benchmark † Average	Queensland Average	Australia Average	
OVERALL	Job Growth				3.1%	9	2.9%	3.6%	2.2%	
	Firm Growth				3.0%	1	2.1%	3.0%	1.9%	
	Population Growth				2.2%	9	2.5%	2.2%	1.2%	
	Median Home Value				385,000	1	200,929	270,000	300,000	
	New Residences per 100,000				1,470	8	1,765	390	382	
	Median Household Income				43,170	9	43,730	53,726	53,404	
	Per Capita Income				21,840	7	21,958	24,752	24,232	
	% with Age Pension ↓				10.1%	4	11.7%	8.4%	9.1%	
TECH	Innovation Index				33.5	8	33.9	33.6	32.5	
	New Product Innovators				19.4	7	19.5	19.4	18.2	
	New Process Innovators				46.7	8	47.3	46.9	46.3	
	Tech-Pole Index				1.22	2	1.14	1.06	1.00	
TALENT	% Workforce Creative Class				38.6%	5	35.4%	36.4%	39.2%	
	Creative Class, Total Size				12,841	9	16,907	1,016,561	5,623,156	
	Creative Class Growth				6.4%	2	5.5%	6.4%	3.6%	
	% Workforce Schooling Year 9 or Below				11.9%	n/a	18.3%	15.2%	16.7%	
	% Workforce Schooling Year 10 Only				31.0%	n/a	33.0%	29.8%	25.4%	
	% Workforce Schooling Year 11 or Year 12 Only				57.1%	n/a	48.7%	54.9%	58.0%	
	% Workforce with Certificate or Other				31.6%	6	30.0%	26.7%	27.3%	
	Talent Index (Degree/Diploma/Graduate)				16.9%	3	13.5%	16.3%	18.9%	
	% Workforce Grad/Postgrad Degree				2.3%	3	1.9%	2.5%	3.2%	
	Brain Drain/Gain Index				1.16	3	1.01	1.07	1.03	
	Median Age ↓				43	11	41	36	37	
INCLUSIVENESS (Tolerance)	% Population Indigenous				0.9%	16	3.2%	3.3%	2.3%	
	% Both Parents Born Overseas				23.1%	4	18.7%	21.7%	29.6%	
	Melting Pot Index				20.0%	4	15.1%	17.9%	22.2%	
	Estimated Gay/Lesbian Index				1.22	4	1.13	1.15	1.00	
	No English Spoken at Home				2.1%	11	3.8%	7.8%	15.8%	
	Boho Index				0.65	5	0.74	0.78	1.00	
TERRITORY ASSETS	Housing Affordability				0.67	14	0.71	0.76	0.76	
	Own to Rent Ratio				1.32	10	1.39	1.02	1.21	
	Internet Connections per Capita				0.12	16	0.15	0.12	0.13	
	Hospitals per 100,000				6.17	6	3.99	4.61	6.35	
	Health Professionals per 100,000				1,178	10	1,192	1,004	1,124	
	Cultural & Recreation Firms per 100,000				70.4	6	72.4	70.4	77.4	
	% Households Recycling Waste				99.0%	1	93.1%	94.5%	95.4%	
	% Households Re-Using Waste				90.6%	1	80.5%	87.9%	82.8%	
	% Using Public Transportation to Work				6.5%	16	11.3%	21.0%	17.0%	
	University Students per 100,000				1,516	13	2,146	3,530	3,754	
	Technical & Other Post-Sec Students per 100,000				2,040	15	2,591	2,321	2,800	
	Jan-July Mean Temp. Difference ↓				9.0	6	8.3	15.0	10.8	
	Person Crimes per 100,000 ↓				612.7	1	1,185.4	836.2	89.9	
	Property Crimes per 100,000 ↓				6,050.7	12	5,585.8	7,185.8	3,953.1	
	Other Crimes per 100,000 ↓				3,088.2	9	2,768.5	3,283.8	395.2	
	Total Crimes per 100,000 ↓				9,751.6	10	9,539.7	11,305.8	4,438.3	

*The Noosa Region is the Noosa Local Government Area
†The benchmark regions are Bass Coast , Bundaberg , Burnett , Cairns , Caloundra , Clarence , Cooloola , Eurobodalla , Hervey Bay , Holdfast Bay , Mandurah , Maroochy , Noosa , Palmerston , Shoalhaven , Thuringowa , Tweed , Wollongong.
↓ indicates that ranking is reversed; lower numbers are better

RESULTS: AMALGAMATED REGION — Four T" Performance Indicators

		Worse	Average	Better	Amalgamated Region	Benchmark Ranking (18)	Benchmark † Average	Queensland Average	Australia Average	
OVERALL	Job Growth				4.9%	2	2.6%	3.6%	2.2%	
	Firm Growth				3.0%	1	2.0%	3.0%	1.9%	
	Population Growth				3.2%	5	2.4%	2.2%	1.2%	
	Median Home Value				344,642	1	182,965	270,000	300,000	
	New Residences per 100,000				1,902	4	1,759	390	382	
	Median Household Income				45,197	7	43,547	53,726	53,404	
	Per Capita Income				22,031	6	21,949	24,752	24,232	
	% with Age Pension↓				11.0%	5	11.7%	8.4%	9.1%	
TECH	Innovation Index				33.5	8	33.9	33.6	32.5	
	New Product Innovators				19.4	7	19.5	19.4	18.2	
	New Process Innovators				46.7	8	47.3	46.9	46.3	
	Tech-Pole Index				1.22	2	1.13	1.06	1.00	
TALENT	% Workforce Creative Class				36.1%	6	35.3%	36.4%	39.2%	
	Creative Class, Total Size				73,010	1	19,027	1,016,561	5,623,156	
	Creative Class Growth				6.4%	2	5.3%	6.4%	3.6%	
	% Workforce Schooling Year 9 or Below				13.9%	n/a	18.9%	15.2%	16.7%	
	% Workforce Schooling Year 10 Only				32.1%	n/a	33.1%	29.8%	25.4%	
	% Workforce Schooling Year 11 or Year 12 Only				54.0%	n/a	48.0%	54.9%	58.0%	
	% Workforce with Certificate or Other				33.2%	3	30.1%	26.7%	27.3%	
	Talent Index (Degree/Diploma/Graduate)				16.8%	3	13.4%	16.3%	18.9%	
	% Workforce Grad/Postgrad Degree				2.1%	4	1.8%	2.5%	3.2%	
	Brain Drain/Gain Index				1.21	3	1.00	1.07	1.03	
	Median Age↓				41	8	40	36	37	
INCLUSIVENESS (Tolerance)	% Population Indigenous				1.2%	14	3.4%	3.3%	2.3%	
	% Both Parents Born Overseas				21.1%	5	18.4%	21.7%	29.6%	
	Melting Pot Index				18.1%	5	14.6%	17.9%	22.2%	
	Estimated Gay/Lesbian Index				1.09	5	1.13	1.15	1.00	
	No English Spoken at Home				1.9%	11	4.0%	7.8%	15.8%	
	Boho Index				0.65	5	0.75	0.78	1.00	
TERRITORY ASSETS	Housing Affordability				0.69	11	0.72	0.76	0.76	
	Own to Rent Ratio				1.27	11	1.40	1.02	1.21	
	Internet Connections per Capita				0.12	13	0.15	0.12	0.13	
	Hospitals per 100,000				2.76	11	3.99	4.61	6.35	
	Health Professionals per 100,000				1,177	9	1,194	1,004	1,124	
	Cultural & Recreation Firms per 100,000				70.4	6	72.7	70.4	77.4	
	% Households Recycling Waste				98.1%	2	92.4%	94.5%	95.4%	
	% Households Re-Using Waste				87.3%	2	79.5%	87.9%	82.8%	
	% Using Public Transportation to Work				8.9%	9	10.4%	21.0%	17.0%	
	University Students per 100,000				2,175	7	2,180	3,530	3,754	
	Technical & Other Post-Sec Students per 100,000				2,224	11	2,649	2,321	2,800	
	Jan-July Mean Temp. Difference↓				9.0	6	8.3	15.0	10.8	
	Person Crimes per 100,000 ↓				612.7	1	1,257.0	836.2	89.9	
	Property Crimes per 100,000 ↓				6,050.7	12	5,527.7	7,185.8	3,953.1	
	Other Crimes per 100,000 ↓				3,088.2	9	2,728.6	3,283.8	395.2	
	Total Crimes per 100,000 ↓				9,751.6	10	9,513.2	11,305.8	4,438.3	

*The Amalgamated Region are the Noosa, Caloundra, and Maroochy Local Government Areas (LGAs).
†The benchmark regions are Amalgamated (Noosa, Caloundra, Maroochy), Bass Coast , Bundaberg , Burnett , Cairns , Clarence , Cooloolo , Eurobodalla , Hervey Bay , Holdfast Bay , Mandurah , Palmerston , Shoalhaven , Thuringowa , Tweed , Wollongong.
↓ indicates that ranking is reversed; lower numbers are better

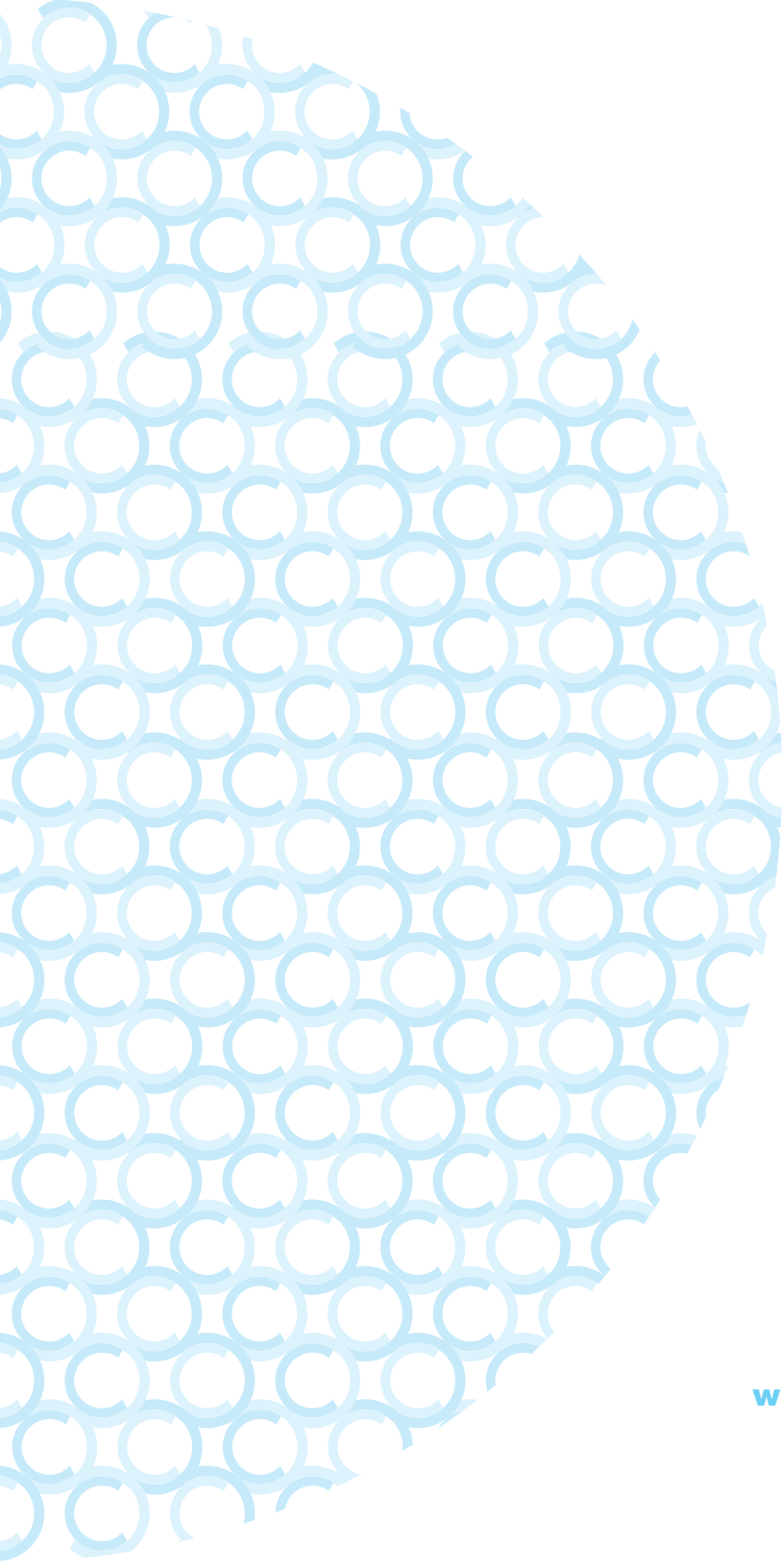
RESULTS: NOOSA REGION — Benchmark Comparison/Ranking

		Noosa Region	Benchmark Ranking (out of 18)	Highest Ranked	High Value	Lowest Ranked	Low Value	
OVERALL	Job Growth	3.1%	9	Caloundra	5.8%	Bundaberg	-0.2%	
	Firm Growth	3.0%	1	Noosa	3.0%	Palmerston	-1.3%	
	Population Growth	2.2%	9	Mandurah	5.6%	Wollongong	0.4%	
	Median Home Value	385,000	1	Noosa	385,000	Bass Coast	98,000	
	New Residences per 100,000	1,470	8	Cooloola	8,475	Clarence	421	
	Median Household Income	43,170	9	Palmerston	65,255	Eurobodalla	32,854	
	Per Capita Income	21,840	7	Palmerston	35,308	Hervey Bay	17,732	
	% with Age Pension ↓	10.1%	4	Hervey Bay	16.4%	Palmerston	2.4%	
TECH	Innovation Index	33.5	8	Clarence	35.4	Cairns	32.9	
	New Product Innovators	19.4	7	Clarence	20.5	Thuringowa	18.5	
	New Process Innovators	46.7	8	Clarence	49.3	Cairns	46.0	
	Tech-Pole Index	1.22	2	Clarence	1.40	Mandurah	0.79	
TALENT	% Workforce Creative Class	38.6%	5	Holdfast Bay	48.0%	Thuringowa	28.9%	
	Creative Class, Total Size	12,841	9	Wollongong	49,215	Palmerston	4,850	
	Creative Class Growth	6.4%	2	Clarence	20.5%	Holdfast Bay	0.1%	
	% Workforce Schooling Year 9 or Below	11.9%	n/a	Bundaberg	25.0%	Noosa	1 1.9%	
	% Workforce Schooling Year 10 Only	31.0%	n/a	Shoalhaven	38.9%	Holdfast Bay	17.8%	
	% Workforce Schooling Year 11 or Year 12 Only	57.1%	n/a	Holdfast Bay	69.4%	Shoalhaven	37.1%	
	% Workforce with Certificate or Other	31.6%	6	Shoalhaven	33.7%	Cooloola	26.9%	
	Talent Index (Degree/Diploma/Graduate)	16.9%	3	Holdfast Bay	23.5%	Bundaberg	9.3%	
	% Workforce Grad/Postgrad Degree	2.3%	3	Holdfast Bay	3.9%	Bundaberg	1.0%	
	Brain Drain/Gain Index	1.16	3	Palmerston	1.43	Tweed	0.78	
INCLUSIVENESS (Tolerance)	Median Age ↓	43	11	Eurobodalla	47	Palmerston	28	
	% Population Indigenous	0.9%	16	Palmerston	1 1.7%	Holdfast Bay	0.5%	
	% Both Parents Born Overseas	23.1%	4	Wollongong	30.6%	Bundaberg	1 1.1%	
	Melting Pot Index	20.0%	4	Wollongong	21.5%	Bundaberg	8.9%	
	Estimated Gay/Lesbian Index	1.22	4	Palmerston	1.95	Wollongong	0.84	
	No English Spoken at Home	2.1%	11	Wollongong	16.1%	Cooloola	1.1%	
TERRITORY ASSETS	Boho Index	0.65	5	Mandurah	2.15	Clarence	0.48	
	Housing Affordability	0.67	14	Palmerston	0.84	Tweed	0.61	
	Own to Rent Ratio	1.32	10	Bass Coast	2.15	Palmerston	0.19	
	Internet Connections per Capita	0.12	16	Bass Coast	0.18	Palmerston	0.10	
	Hospitals per 100,000	6.17	6	Cairns	13.84	Bass Coast	0.04	
	Health Professionals per 100,000	1,178	10	Shoalhaven	1,685	Bundaberg	766	
	Cultural & Recreation Firms per 100,000	70.4	6	Shoalhaven	90.2	Holdfast Bay	53.5	
	% Households Recycling Waste	99.0%	1	Noosa	99.0%	Palmerston	86.8%	
	% Households Re-Using Waste	90.6%	1	Noosa	90.6%	Bundaberg	74.0%	
	% Using Public Transportation to Work	6.5%	16	Maroochy	33.8%	Clarence	6.0%	
	University Students per 100,000	1,516	13	Holdfast Bay	5,105	Eurobodalla	845	
	Technical & Other Post-Sec Students per 100,000	2,040	15	Bass Coast	6,630	Palmerston	1,724	
	Jan-July Mean T emp. Difference ↓	9.0	6	Tweed	12.0	Palmerston	0.0	
	Person Crimes per 100,000 ↓	612.7	1	Palmerston	2,779.0	Noosa	612.7	
	Property Crimes per 100,000 ↓	6,050.7	12	Palmerston	13,336.1	Shoalhaven	2,561.3	
	Other Crimes per 100,000 ↓	3,088.2	9	Cairns	6,817.6	Holdfast Bay	681.7	
	Total Crimes per 100,000 ↓	9,751.6	10	Palmerston	21,325.3	Shoalhaven	4,728.2	

METRIC DEFINITIONS AND DATA SOURCES*

OVERALL MEASURES	
Job Growth	Average annual growth in employed population (2000-2006)
Firm Growth	Average annual growth in number of firms (2003-2006)
Population Growth	Average annual growth in population (2001-2006)
Median Home Value	Median home value (2006)
New Residences per 100,000	New residences (homes or other structures) per 100,000 residents (2003)
Median Household Income	Median Household Income (2006)
Per Capita Income	Per Capita Income (2006)
% with Age Pension ↓	Percent of population receiving age pension (2006); (reversed ranked)
TECHNOLOGY MEASURES	
Innovation Index	Sum of industry shares in region multiplied by probability that firms in that industry reported any innovation. (2005)
New Product Innovators	Sum of industry shares in region multiplied by probability that firms in that industry reported product innovations. (2005)
New Process Innovators	Sum of industry shares in region multiplied by probability that firms in that industry reported process or management innovations. (2005)
Tech-Pole Index	Location quotient of more technology-based industries (transportation, communications, finance and insurance); (2005)
TALENT MEASURES	
% Workforce Creative Class	Estimate of regional workforce in the Creative Class. (2003-2006, varies by region)
Creative Class, Total Size	Total size of Creative Workforce (2003-2006, varies by region)
Creative Class Growth	Average annual growth in the size of the Creative Class for the region (2002-2004)
% Workforce Schooling Year 9 or Below	% of workforce with 9 years of schooling or less (2006)
% Workforce Schooling Year 10 Only	% of workforce with only 10 years of schooling (2006)
% Workforce Schooling Year 11 or Year 12 Only	% of workforce with only 11 or 12 years of schooling (2006)
% Workforce with Certificate or Other	% of workforce with 12 years of schooling and a certificate or other training (2006)
Talent Index (Degree/Diploma/Graduate)	% of workforce with 12 years of schooling and a degree, diploma or graduate degree (2006)
% Workforce Grad/Postgrad Degree	% of workforce with a graduate or post-graduate degree (2006)
Brain Drain/Gain Index	Percentage of the workforce, age 25 and above, with at least a college degree divided by the percentage of the population age 20 to 34 currently attending college or university A value greater than 1.0 indicates the region has "brain gain" while a value less than 1.0 indicates the region is suffering from "brain drain" (2006).
Median Age ↓	Median age for region (2006); (reversed ranked)
INCLUSIVENESS (TOLERANCE) MEASURES	
% Population Indigenous	% of population that identifies as indigenous (2006)
% Both Parents Born Overseas	% of population that has both parents born overseas (2006)
Melting Pot Index	Percent of population that is foreign born (2006)
Estimated Gay/Lesbian Index	Location quotient that is the ratio of same sex unmarried partners to total partners in the region over same sex unmarried partners to total partners for the entire country; numbers are estimated based on same-sex couples being reported as "defacto marriages" with the numbers of defacto marriages that actually are same-sex couples varying by ages. Age ranges, number of defacto marriages and percentages are used to estimate the number of gay/lesbian couples in each region, which is then used to calculate the location quotient (2006)
No English Spoken at Home	% of households in which English is NOT the language spoken at home (2006)
Boho Index	Bohemian Index; Location quotient that measures whether a region has more or fewer professional artistically creative people than the average region (2003-2006, varies by region)
TERRITORY ASSETS MEASURES	
Housing Affordability	Percent of average household income remaining after paying typical housing costs 2006; takes into consideration renters and home owners with and without mortgages and the mix among them (2006)
Own to Rent Ratio	Number of homeowners divided by number of renters (2006)
Internet Connections per Capita	Number of Internet connections in the region divided by total population (2006)
Hospitals per 100,000	Number of hospitals per 100,000 people (2006)
Health Professionals per 100,000	Total number of health professionals (practitioners, nurses, dentists) per 100,000 people (2006)
Cultural & Recreation Firms per 100,000	Total number of culture & recreation firms per 100,000 people (2006)
% Households Recycling Waste	% of households that recycle in some way (2004-2006, varies by region)
% Households Re-Using Waste	% of households that reuse waste in some way (2004-2006, varies by region)
% Using Public Transportation to Work	% of household, that travel to school or work, by means other than private transport (2002-2006, varies by region)
University Students per 100,000	Total number of university students per 100,000 people (2006)
Technical & Other Post-Sec Students per 100,000	Total number of technical school and other (non-university) post-secondary students per 100,000 people (2006)
Jan-July Mean Temp. Difference ↓	Difference between mean January and mean July temperatures (lower is ranked higher); measure of climate variability
Person Crimes per 100,000 ↓	Total number of person crimes per 100,000 residents (lower values are ranked higher)
Property Crimes per 100,000 ↓	Total number of property crimes per 100,000 residents (lower values are ranked higher)
Other Crimes per 100,000 ↓	Total number of other crimes per 100,000 residents (lower values are ranked higher)
Total Crimes per 100,000 ↓	Total number of crimes per 100,000 residents (lower values are ranked higher)

*All data from Australian Bureau of Statistics; 2006 Census, 2001 Census, various speciality reports. Crime data from individual state/territory police forces.



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