



## Portrait Topics

The Portrait covers 46 topic areas grouped into nine sections. Within a topic, key characteristics are examined, including differences between men and women, between your place and its region, and over time.

Residents	Key demographics for economic planning (ages, ethnicity, households etc)
Indicators of need	Unemployment, pensions, ethnicity, language, Indigenous, income distribution
Recent activity	Un/employment, incomes, building activity, vehicle ownership
Capacities	The working population - participation, qualifications, occupations.
Production	Types of industries in your area – sizes, trends, occupations and working patterns.
Local businesses	Numbers and trends, by industry and incorporation.
Local workforce	The age, sex, qualifications, birthplaces, languages and working hours of the local workforce filling local jobs.
The nature of local jobs	The sectors, roles, incomes and occupations of local jobs, looking into specific occupations and trends
Labour balance	How your community's labour supply (the working residents) compares with local labour demand (or jobs), across ages, occupations, and journey-to-work patterns.

## A flexible tool with multiple uses

Your Portraits is provided in three formats:

- ❑ The PDF is designed for rapid dissemination through your web site and email lists, so you can give valuable and useful information to your local partners in community and business.
- ❑ The Excel version allows customisation and further research. It has many interactive tables and charts, where you can select (say) an age group, and examine their situation more specifically. You can edit any text, charts or tables, even add a new cover and content, before publishing as a full-colour report or a PDF.
- ❑ A text version has just the words, for easy loading into editing programs.

## Need multiple Portraits?

If you need Portraits for several communities, we are happy to negotiate a discount. Alternatively, we suggest you buy a license to use the *Portrait Painter* - the software used to produce Portraits - so you can run off as many portraits as you need. We can customise the Portrait to your needs and corporate style, and provide a Support Package to train staff in using the Painter software.

## Want to know more?

For more information or to order, call us: **02 9011 8159** or email [info@publicpractice.com.au](mailto:info@publicpractice.com.au)

Or visit our website to learn more about this and other products: [www.publicpractice.com.au](http://www.publicpractice.com.au)

## Prices

- ❑ The Portrait 2011 costs \$3,800 + GST (\$1,500 if upgrading from a 2006 Portrait)
- ❑ Discounts are available for multiple Portraits.
- ❑ The UpDate package (3 quarterly updates of your Portrait) costs \$1,200 + GST.
- ❑ The Portrait Painter software costs \$46,000 plus GST.
- ❑ The Portrait Painter Customisation Package costs \$5,000 plus GST.
- ❑ The Portrait Painter Support Package costs \$4,000 p.a. plus GST.