



Liveable Melbourne

Melbourne's leading daily newspaper commissioned Tract Consultants and ACIL Tasman to prepare a study looking at the liveability of Melbourne's Suburbs. The results, including a map ranking all 314 suburbs, featured prominently on the front page of Saturday's Age (20/8/05), along with a background piece outlining the methodology and raising questions such as 'what exactly is liveability?'

The series ran for 7 consecutive days, with Sunday's Age correlating liveability with housing prices, and the weekday editions looking at the various indicator results, such as public transport, shopping and crime. The series culminated with an editorial asking what liveability meant for Melbourne's future.

Not everyone agreed with the results, but it has become a talking point across

Melbourne and raised the profile of important planning and demographic issues. The series has recently received 5 awards from the UDIA, PIA and AILA, including the prestigious PIA President's Award for Planning Excellence and a National Media Award.

Tract offers a range of services that build from this study. In-depth analysis of particular regions and locations can be prepared for Councils and developers, which provide advice on how areas can improve liveability over time.

For authorities or those with an interest in a particular indicator, Tract can present more detailed results on any of the 14 indicators published in The Age. Tract can also personalize the results for individuals by excluding indicators that are not relevant to particular circumstances.

