

investLogan

URBIS

COMMUNITY BENEFIT ASSESSMENT FRAMEWORK

PREPARED BY URBIS FOR
INVESTLOGAN

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1. INTRODUCTION



1. INTRODUCTION

This community benefit assessment framework has been prepared by Urbis in consultation with, and on behalf of, investLogan.

InvestLogan was established in 2016 as a for profit, public sector entity¹, undertaking activities with economic outcomes for Logan City Council. The key focus of investLogan is to:

‘attract investment opportunities and identify emerging industry trends, to significantly boost economic and social outcomes for the City of Logan’.

InvestLogan has an independent board and Logan City Council is the sole shareholder.

InvestLogan’s vision is to be:

‘a leading and visionary design-driven entity, bringing investment into the City of Logan and returning benefits to Logan residents.’

InvestLogan’s priorities over 2018 – 2022, which will benefit, or can reasonably be expected to benefit the City of Logan, include:

- facilitating property development activities.
- acquisition of and investment in property.
- delivering social or community benefit from our activities to the City of Logan.
- facilitating the achievement of strategic development opportunities for the City of Logan to assist in achieving its vision as an innovative, dynamic, city of the future.
- research and development in property and related activities.

- identifying other potential economic development and financial investment activities.
- partnering and collaborating with our Shareholder – the City of Logan – the community, and current and potential future investors in the City.

To assist with identifying the social outcomes of investLogan’s activities, a community benefit assessment framework is required to assess potential social returns on investment. It is to be used to guide investment decisions and for reporting purposes.

¹ Under the *Auditor-General Act 2009*, investLogan is classified as a public-sector entity, as it is controlled by a local government. It therefore is required to prepare an annual report and the appointed auditor must be the Auditor-General of Queensland.

2. PURPOSE



2. PURPOSE

The purpose of this community benefit assessment framework (the framework) is to provide investLogan with a tool for assessing and evaluating the potential social benefits associated with its activities. It is intended that this framework will be used to inform:

- understandings of the nature and extent of social benefits that a proposed project is expected to deliver.
- decisions by the board to determine if investLogan will become involved in a proposed project.
- communication about potential social benefits associated with an activity to the board, shareholder and the broader community (e.g. through annual reporting and quarterly shareholder activities updates).

The development of the framework has been informed by an understanding of investLogan's activities and priorities, which are expressed in investLogan's *Corporate Plan 2018-2022*. The values, needs and aspirations of the diverse communities that make up Logan City have also been incorporated into the framework through:

- Preparation of a demographic profile for Logan City Council and each of the five SA3² areas that make up the LGA.
- Review of Logan City Council documents including:
 - *Corporate Plan 2017-2022*
 - *Economic Development Strategy 2016-2021*
 - *City Futures Strategy*
 - *Logan Draft Community Infrastructure Strategy 2011*
 - *Draft Creative City: Logan City Council Arts, Culture and Heritage Strategy 2018-2022*
 - *City of Logan Community Engagement Strategy 2017-2021*
 - *Logan City Council Planning Scheme 2015*
 - *Local Government Infrastructure Plan.*

Understanding the demographic, social and economic characteristics of a community is central to understanding its key social and economic drivers. The framework measures and assesses projects against outcomes relating to community values and priorities, local economic and employment benefits and alignment to the investLogan vision and focus areas.

² SA3 (statistical area 3) is a geographic area used for the output of census data by the Australian Bureau of Statistics.

3. PRINCIPLES



3. PRINCIPLES

InvestLogan’s role is to engage in activities that will benefit, or can reasonably be expected to benefit the City of Logan. Its plan is to ‘maximise the potential economic, social and environmental value of every dollar we earn’. In undertaking these activities, and in evaluating and communicating the social benefits of the company’s actions and results, investLogan will be guided by the following principles.

Inclusive –



undertaking a range of activities, aligned to the objects of the company, that provide a range of social benefits, including for disadvantaged communities, as well as encouraging the provision of goods and services from local suppliers and social enterprises.

The Logan City Council area is not comprised of a homogenous population or environment. The community context analysis summarised in section 4 demonstrates Logan City Council is made up of diverse communities with distinct, and at times significant, differences across the five SA3 areas.

InvestLogan seeks to undertake investment and development opportunities in a way that is inclusive and this is reflected in the community benefit assessment framework.

Accessible –



ensuring that information about investLogan’s activities are made readily available to residents, businesses, the Logan community and social enterprises.

Logan City Council has identified it has a responsibility to actively inform the community and make information accessible in a variety of formats. This information should be engaging and easy to understand for residents, businesses, the community and social enterprises. InvestLogan is equally committed to achieving this objective.

Transparent –



making public the process and outcomes of community benefit assessments and including the results in annual reporting.

Transparency has been identified by Logan City Council as critical to building the community’s trust in Council and, therefore, Council-controlled bodies such as investLogan. InvestLogan is committed to transparency and ensuring all stakeholders have confidence in the way it enters into contracts and delivers projects.

Publishing outcomes of community benefit assessments in publicly available documents (such as annual reports and quarterly shareholder activities updates) demonstrates investLogan’s commitment to documenting social, economic and environmental benefits for the City of Logan and its residents in a transparent manner.

Collaborative –



working together and partnering with investLogan’s shareholder (the City of Logan), the community, businesses and investors to maximise the value of every dollar earned.

Partnerships and collaboration are key to InvestLogan’s plan to maximise the potential economic, social and environmental value of every dollar earned. InvestLogan’s plan is to engage and work with the shareholder, community, businesses and investors to drive investment across the city, increase job opportunities and stimulate the economy.

Working for the City of Logan –



advocating and working to achieve positive economic, social and environmental outcomes for the benefit of the people of Logan City.

InvestLogan is focused on bringing investment to the City of Logan and returning benefits to Logan residents.

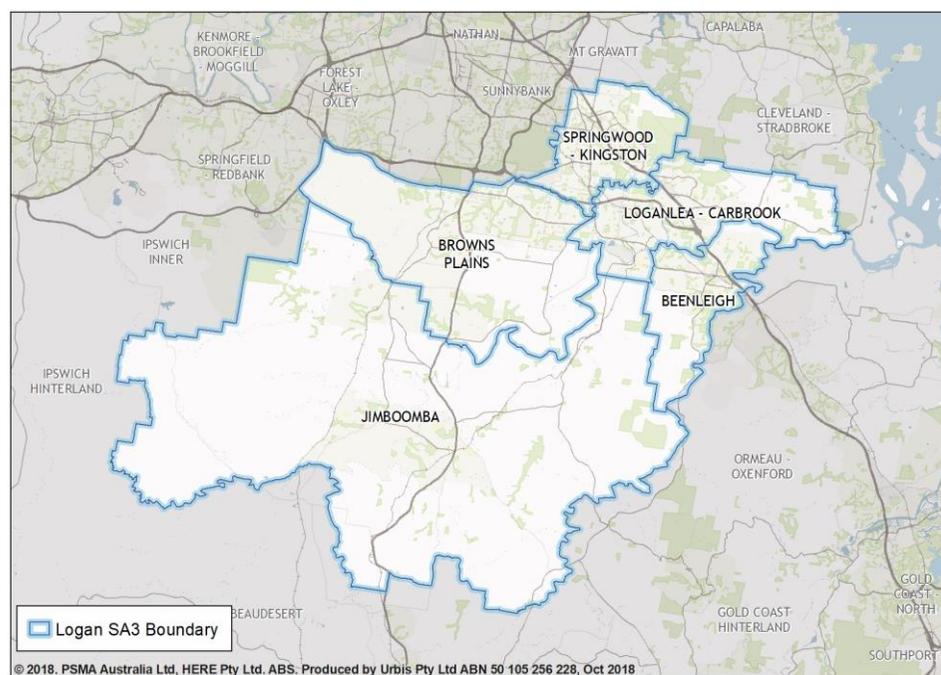
4. COMMUNITY CONTEXT ANALYSIS



4. COMMUNITY CONTEXT ANALYSIS

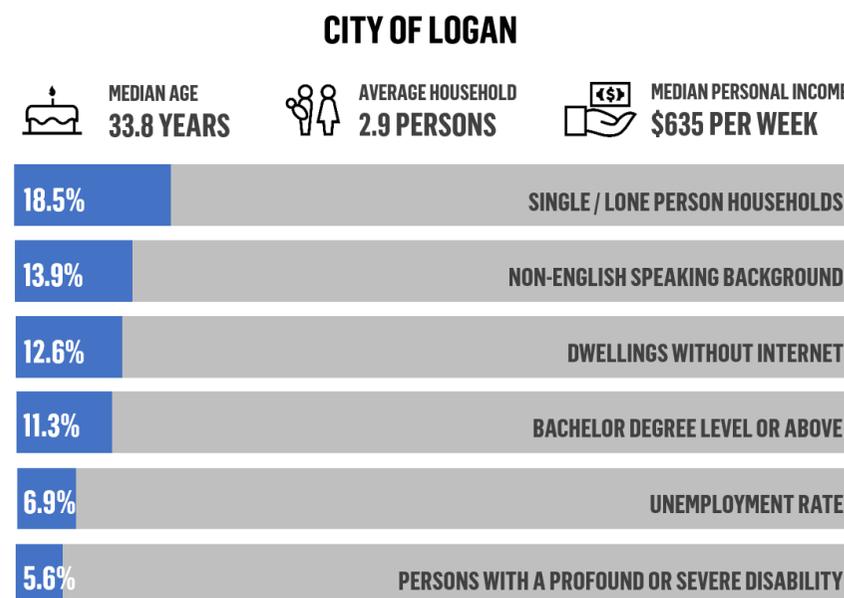
This community context analysis is based on the social and economic profile of the five SA3³ areas that make up the Logan City Council Local Government Area (LGA) and is drawn from a desktop analysis of publicly available data. The data is pertinent as it assists with identifying communities or locations of potential vulnerability and opportunities for improved social outcomes. This information has been used to help shape the community benefit assessment framework.

Figure 1: Logan City SA3 Areas



4.1. RESIDENTIAL POPULATION PROFILES

The following diagrams provide a summary of key demographic characteristics of the City of Logan, as well as the five SA3 areas within the city (Loganlea-Carbrook, Springwood-Kingston, Browns Plains, Jimboomba and Beenleigh) to allow for quick comparison and overview. The categories included within the diagrams are significant within this community and social benefit framework, identifying potential vulnerabilities and highlighting opportunities where direct or indirect benefit may be achieved by investLogan activities.



³ Statistical Area 3 (SA3s) are geographical areas designed for the output of regional census data.

LOGANLEA-CARBROOK SA3

 **MEDIAN AGE**
35.1 YEARS

 **AVERAGE HOUSEHOLD**
2.8 PERSONS

 **MEDIAN PERSONAL INCOME**
\$672 PER WEEK

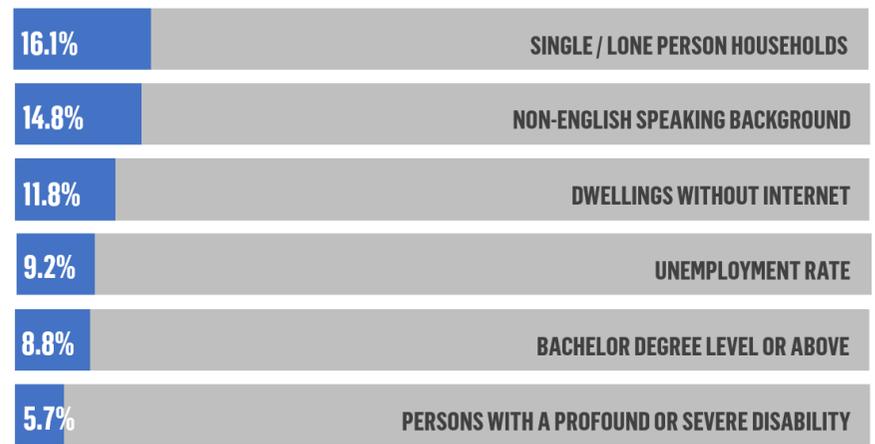


BROWNS PLAINS SA3

 **MEDIAN AGE**
32 YEARS

 **AVERAGE HOUSEHOLD**
3 PERSONS

 **MEDIAN PERSONAL INCOME**
\$636 PER WEEK



SPRINGWOOD-KINGSTON SA3

 **MEDIAN AGE**
33.8 YEARS

 **AVERAGE HOUSEHOLD**
2.8 PERSONS

 **MEDIAN PERSONAL INCOME**
\$584 PER WEEK



JIMBOOMBA SA3

 **MEDIAN AGE**
34.6 YEARS

 **AVERAGE HOUSEHOLD**
3.2 PERSONS

 **MEDIAN PERSONAL INCOME**
\$717 PER WEEK



BEENLEIGH SA3



In 2016, the Logan City LGA had a population of 311,911 people, which is projected to grow by approximately 178,611 people by 2036⁴. Logan had a relatively young population and lower incomes compared to Queensland. Most residents lived in detached houses. The median age for the area was between 3 and 6 years lower than the Queensland median (32 years for the Browns Plains SA3 and 33.8 years for Logan LGA, compared to 38 years for QLD).

Family households dominated the household composition within Logan, which is relatively similar to the Queensland housing composition (74% of one family households in Logan LGA compared to 70% one family households in Queensland). The Jimboomba SA3 had a significantly higher proportion of family households than both Queensland and the broader Logan LGA at 81.9%. The proportion of people living in single person (lone) and group households was lower than for Queensland (for example, 18.5% of households in the Logan LGA were lone households, compared with 23.5% in Queensland). The equivalent rate for the Jimboomba SA3 was significantly lower, with 10.8% of households being lone, or single person, households.

⁴ QGSO, 2018, <https://statistics.qgso.qld.gov.au/qld-regional-profiles>

Rent payments for households within the Logan LGA were on par with the Queensland median weekly rents (\$350/week compared to \$350/week for a 3-bedroom house). The Springwood – Kingston SA3 had the lowest median weekly rent at \$310 per week and Jimboomba had the highest at \$400 per week. Jimboomba SA3 rent was likely higher as the average persons per household was 3.2, which was higher than the Queensland average at 2.6 persons per household (Logan LGA is 2.9 persons per household).

Median weekly personal income was relatively similar for both the Logan LGA and Queensland (\$1,416 per week in Logan LGA compared to \$1,402 per week in Queensland). Weekly median incomes across the five SA3s varied from \$1,174 per week in Beenleigh SA3, to \$1,846 per week in Jimboomba SA3.

Median monthly household mortgage repayments for the Logan LGA were on par with the Queensland median (\$1,733 per month for both geographies). Across the five SA3s, the Beenleigh SA3 had the lowest monthly mortgage repayments at \$1,560 per month and the Jimboomba SA3 had the highest at \$2,000 per month (significantly higher than both the LGA and State medians).

Unemployment data shows that Logan City comprised SA3 areas with significantly higher proportions of unemployed persons at 10.7% (Springwood - Kingston SA3) and 10.2% (Beenleigh SA3) compared to 6.9% for both the Logan LGA and Queensland. In addition, the proportion of people with a bachelor degree level education or above in Logan was significantly lower than the Queensland comparison at 11.3% (Logan City LGA) compared to 22.0% (Queensland).

The Springwood-Kingston SA3 had a significantly higher proportion of persons from a non-English speaking background, compared with the Logan LGA and Queensland (22% in Springwood-Kingston SA3 compared to 13.9% for the Logan LGA and 11.1% for Queensland). The proportion of dwellings without internet access was higher in the Springwood – Kingston SA3 and Beenleigh SA3, compared to the Logan LGA and Queensland (14.8% and 15.8% respectively compared to 12.6% for Logan LGA and 13.6% for Queensland). Persons with a profound or severe disability who require assistance was higher in the Beenleigh SA3 than Queensland (6.8% for Beenleigh SA3 compared to 5.6% for Logan LGA and 5.2% for Queensland).

Appendix A provides key statistics highlighted in the above analysis.

4.2. GOVERNMENT POLICY AND DIRECTION

This section provides a high-level overview of the local and state planning context relevant to social and community planning in the Logan City Council Local Government Area. These policies and plans have helped to shape the community benefit assessment framework as a reflection of community, business and Council values, aspirations and priorities.

The documents reviewed were:

- *Corporate Plan 2017-2022*
- *Economic Development Strategy 2016-2021*
- *City Futures Strategy*
- *Logan Draft Community Infrastructure Strategy 2011*
- *Draft Creative City: Logan City Council Arts, Culture and Heritage Strategy 2018-2022*
- *City of Logan Community Engagement Strategy 2017-2021*
- *Logan City Council Planning Scheme 2015*
- *Local Government Infrastructure Plan.*

Logan City Council Corporate Plan 2017 – 2022

Council's *Corporate Plan 2017 – 2022* outlines the strategic directions for Logan. It details the Council's vision, priorities and key focus areas over a five-year period. The plan identifies six key strategic directions for Logan government area over this period:

- Quality lifestyles;
- Conveniently connected;
- Economic transformation;
- Image and identity;
- Green and renewable; and
- Next generation governance.

These priorities all relate directly to social and community outcomes and are supported by Council's long-term vision to be an *Innovative, Dynamic, City of the Future*⁵. Many of these outcomes have been incorporated into the elements and sub-elements of the community benefit assessment framework.

Economic Development Strategy 2016-2021

Logan City Council's *Economic Development Strategy 2016-2021* sets out a range of actions to '*promote and create opportunities for businesses, encourage investment, increase employment and generate prosperity*' for Logan.

Council's vision is to position the City of Logan as an emerging economic powerhouse within South East Queensland. This will be achieved by leveraging the City's location, connectivity and favourable business conditions.

The document is supported by four targeted strategies for the region. These strategies and associated areas of focus are:

- Local Connections Strategy 2016-2021:
 - Engaging with Logan's major businesses
 - Stakeholder and regional business engagement
 - Delivering small business services
 - Communicating with the local business community
- Global Connections Strategy 2016-2021:
 - Engagement and connection with international business and cultural communities
 - Facilitation of international investment
 - Continuation of Sister City relationships
 - Opportunities for Logan based business overseas
- Industry Development and Investment Attraction Strategy 2016-2021:
 - Establishing a framework for investment attraction
 - Engagement of internal and external stakeholders from business, industry and government
 - Development of a Value Proposition for the City of Logan as an investment location

⁵ Logan City Council, 2017, *Corporate Plan 2017 - 2022*

- Identification of public and privately-owned assets as opportunities for investment
- Tourism Investment Attraction Strategy 2016-2018:
 - Develop the tourism industry in Logan
 - Encourage tourism investor confidence in Logan
 - Engagement with key stakeholders and investors

Additionally, Logan City Council has established the Logan Office of Economic Development to assist those starting a new business, expanding an existing business, or looking to relocate businesses to Logan.

The community benefit assessment framework makes reference to the above economic strategies and associated initiatives (e.g. around emerging industries) such that consistency with economic objectives can be factored into the benefit assessment.

City Futures Strategy

The *City Futures Strategy* has been developed by Logan City Council to identify Council's commitment to promoting innovation, leveraging new technologies and welcoming collaboration to shape the future of Logan.

Five priority actions are identified, each with a series of commitments:

- Future Innovation and Prosperity: Logan will be an innovation powerhouse.
- Future Connectivity: Logan will be connected to high speed internet, communications networks, and real-time information and data.
- Future Council: Logan City Council will lead by example modernising the organisation and its services.
- Future Community: Logan will build strong, safe and inclusive communities.
- Future Place: Logan will be planned, designed and built to enhance liveability, safety, social inclusion, vibrancy and sustainability.

Several of the assessment criteria in the community benefit assessment framework reflect the above commitment to innovation and technology.

Logan Draft Community Infrastructure Strategy 2011

The *Draft Community Infrastructure Strategy* provides strategic direction for the delivery of community infrastructure. The document outlines the benefits of early provision of social infrastructure in greenfield development, investment in community hubs and the co-location of future infrastructure and the importance of quality design outcomes. This document is a good reference tool for assessing social return on investment – specifically to look at how a project connects within the existing and future Logan City Council social infrastructure network⁶. Key principles and focus areas stated in this strategy are reflected in the community benefit assessment framework.

Creative City: Logan City Council Arts, Culture and Heritage Strategy 2018-2022

Logan City Council's *Arts, Culture and Heritage Strategy 2018-2022* sets out Council's commitment and associated strategies and actions to advance arts, culture and heritage within the LGA. Creative industries or sectors are identified as:

- Advertising and marketing
- Architecture
- Crafts
- Design: product, graphic and fashion design
- Film, TV, video, radio and photography
- IT, software and computer services
- Museums, galleries and libraries
- Music, performing and visual arts
- Writing and publishing

The strategy acknowledges the impact the creative economy has on social cohesion, urban and regional renewal, economic prosperity and sustainability, lifestyle, and community health and wellbeing.

Five key areas of interest or targets are identified, with supporting actions:

- Developing a robust and connected creative community.
- Increasing participation and engagement in creative industries.
- Improving and maintain places and spaces.
- Developing partnerships with internal and external stakeholders.

⁶ Logan City Council, 2011, *Logan Draft Community Infrastructure Strategy 2011*

- Communicating the value of the arts, culture and heritage as a key part of the creative economy.

The community benefit assessment framework identifies in the assessment criteria social outcomes associated with projects advancing the arts, culture and heritage in Logan City.

City of Logan Community Engagement Strategy 2017-2021

The *City of Logan Community Engagement Strategy 2017 – 2021* outlines how Council aims to engage with the community and community preferences for engagement. The document provides a set of guidelines that must be followed when conducting community engagement activities, to align with Council's required standards and the expectations of the community.

Based on a survey analysed as part of the Community Engagement Strategy, Logan City Council found that 37% of respondents believe Council to be community focused. Also of note, the same survey indicated that *urban development and growth and housing* was of interest to 57% of respondents, *community safety* was of interest to 54% and *community and cultural diversity* was of interest to 47% of participants. It is important to note that these factors will be relevant to investLogan's future activities and that over half of the population are likely to be concerned about the community outcomes of development⁷.

Logan City Council Planning Scheme 2015

The *Logan City Council Planning Scheme 2015* is the overarching framework for future development in the Logan City LGA over the next 20 years. Of significance, *Planning Scheme Policy 7 – Social and Health Impact Assessment* is important to understanding the social return on an investment. A Social and Health Impact Assessment (SHIA) is triggered by specific types of Material Change of Use (MCU) development applications; and Reconfiguration of a Lot (ROL) development applications, where development is out of sequence with the Local Government Infrastructure Plan.

By way of example, a SHIA report is required for 'major sport, recreation and entertainment facilities', which will provide benefits to the community. The outcomes of the SHIA process will be an important indicator of social impacts

⁷ Logan City Council, 2017, *City of Logan Community Engagement Strategy 2017-2021*

and benefits relating to a proposed project and this is reflected in the community benefit assessment framework.

Local Government Infrastructure Plan (LGIP)

The *Local Government Infrastructure Plan (LGIP)* is the Logan infrastructure plan for the LGA it sits under the *Planning Act* which is Queensland's overarching development framework. The purpose of the LGIP is to:

- Integrate infrastructure planning with the land use planning identified the planning scheme;
- Provide clarity and transparency regarding Council's plans to provide the trunk infrastructure;
- Enable Council to estimate the cost of providing the trunk infrastructure.
- Ensure that the trunk infrastructure is delivered in a coordinated, efficient and cost-effective manner; and
- Assist in the development application process by providing the information required to impose conditions on trunk infrastructure where necessary.

LGIP relates to trunk infrastructure networks, including parks and land for community facilities. The document provides community infrastructure desired standards or service and is an important benchmark and reference tool when assessing social return on investment⁸.

⁸ State Government, Logan City Council, (2016), *Local Government Infrastructure Plan (LGIP)*

5. DESCRIPTION OF SOCIAL BENEFITS



5. DESCRIPTION OF SOCIAL BENEFITS

This community benefit assessment framework is intended to help describe the broader social, economic and environmental value of investment decisions and the positive impact these can have on people and places.

In general terms, social benefits are the benefits to a person or community resulting from a course of action. It includes the private benefits to an individual, as well as the broader benefits to a society⁹. For example, the social benefits associated with walking to work could include:

- | Benefits to an individual: | Benefits to society: |
|--|---|
| <ul style="list-style-type: none">• Improved health• Reduced transport cost• Quicker commute | <ul style="list-style-type: none">• Less congestion on roads• Less pollution• Lower health care costs |

Social benefits can be assessed in both quantitative and qualitative terms and both are incorporated into this framework.

The preceding review of investLogan's corporate objectives, community context analysis and government policy has contributed directly to the community benefit assessment framework.

This assessment framework is based around 5 elements. A brief description of each is provided below.

Economic and Employment Benefits

 This element relates to economic and employment benefits, such as direct employment through the construction and operational phases of a project. The potential for indirect and induced employment benefits are also factored into the assessment, along with employment self-containment and employment in emerging and start-up industries. Support for local businesses and social enterprises¹⁰ are similarly an important consideration

⁹ These are sometimes referred to as internal and external benefits.

¹⁰ 'Social enterprise' has no settled definition but the term refers to a business for a social purpose: using a business strategy to achieve a social, cultural or environmental goal or another kind of community benefit, rather than for the economic benefit of shareholders or owners.

Character and Place



The qualities of a place are closely connected to its character and perceptions around its attractiveness to residents and visitors. Some of the measures in this element relate to the quality of urban design and the public realm; provision of green infrastructure; connections to cultural and history; and attractiveness to visitors.

Community Services and Facilities



The provision of inclusive, accessible, safe and attractive community services and facilities is critical to support strong relationships and connectedness between people and to provide support for those in need. Community infrastructure is defined as the places and spaces that are accessed by the community for community development, social, cultural, recreation and sporting pursuits¹¹. A broad range of community facilities and services is considered in the assessment framework, including education, health, safety, cultural and transport infrastructure.

Community Access and Participation



Community access and participation helps to create a sense of pride and ownership in community facilities and public spaces. It includes measures relating to participation in community life and the creation of partnerships and opportunities across business and community sectors.

Accessibility and Inclusion

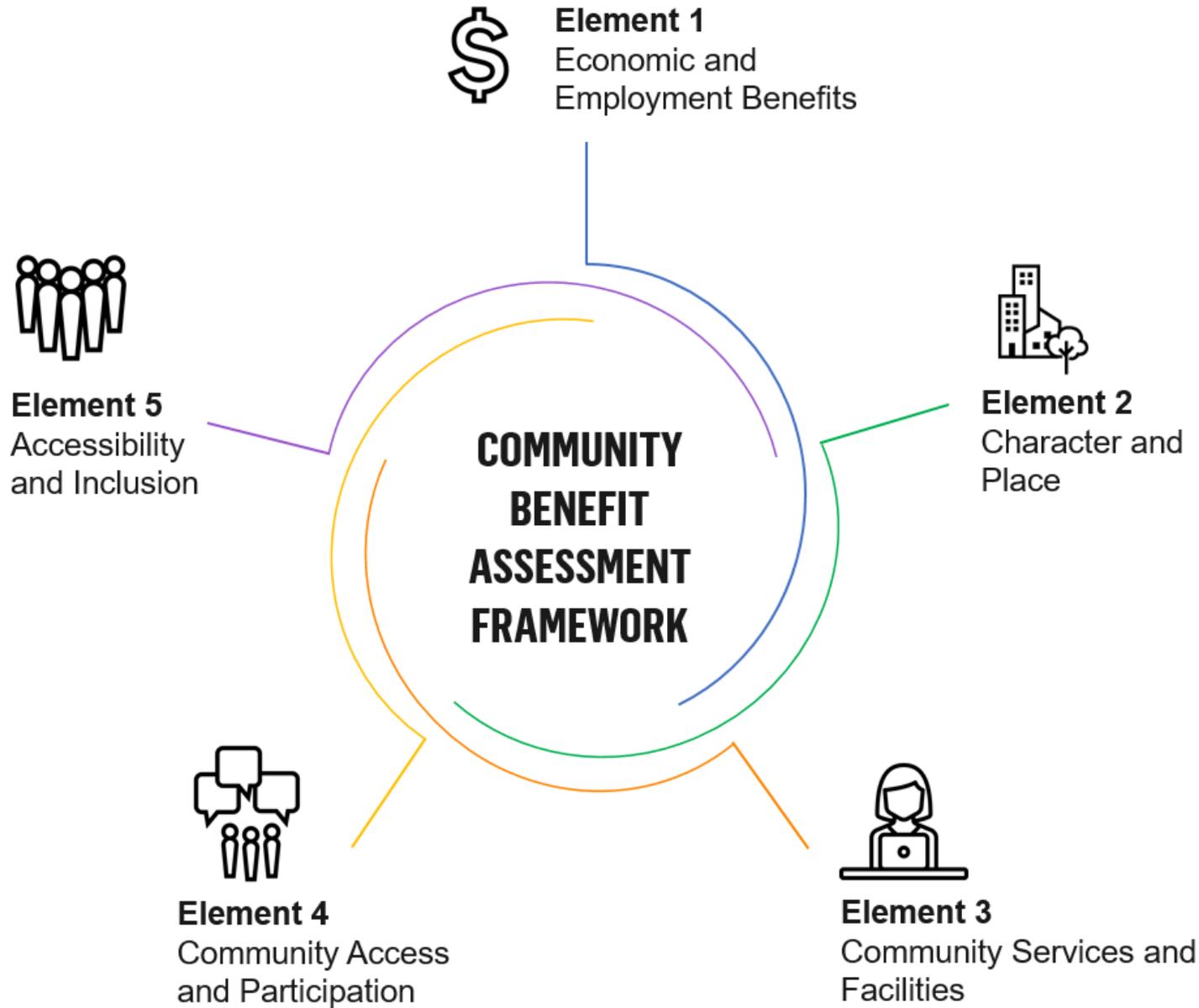


InvestLogan seeks to undertake activities that create opportunities available to all City of Logan residents. A key focus in this regard is on well-located and diverse housing; provision of facilities and services that respond to people in need; and creation of places that are welcoming to all groups in the community.

These elements are summarised in **Figure 2** below.

¹¹ Logan City Council (2011) *Draft Community Infrastructure Strategy*

Figure 2: Five Elements of the Community Benefit Assessment Framework



6. COMMUNITY BENEFIT ASSESSMENT FRAMEWORK



6. COMMUNITY BENEFIT ASSESSMENT FRAMEWORK

The community benefit assessment framework is provided at **Table 1**. It is grouped into the five elements detailed above, with a series of sub-elements within each element (column 1). Sub-elements have a series of indicators or assessment criteria (column 2), against which potential projects can be assessed. Space is provided for responses to the criteria to be added to the table (column 3).

The last section of the table is provided to document the social benefit scores for each sub-element. This includes an outcome score (column 4), likelihood score (column 5) and overall impact score (column 6). **Table 2** provides the social benefit scoring framework.

Table 1: Community Benefit Assessment Framework

DESCRIPTION	ASSESSMENT		SCORING		
COLUMN 1 REF - SUB-ELEMENTS & DESCRIPTOR	COLUMN 2 MEASURE OF SOCIAL BENEFIT	COLUMN 3 RESPONSE	COLUMN 4 OUTCOME	COLUMN 5 LIKELIHOOD	COLUMN 6 IMPACT
ELEMENT 1 – ECONOMIC AND EMPLOYMENT BENEFITS					
1A - Employment Generation Generates secure employment for residents of Logan City Council to improve employment self-containment and support emerging industries	Number of direct FTE jobs generated during operation				
	Number of direct FTE jobs generated during construction				
	Number of direct FTE jobs generated for local residents				
	Total value of annual wages generated during operation				
	Total value of annual wages generated during construction				
	Potential employment multiplier benefits identified (i.e. indirect and induced employment) ¹²				

¹² To quantify employment multiplier benefits (e.g. direct, indirect and induced employment during construction and operation), an 'economic benefit assessment' may be required.

	Employment opportunities created within emerging industries ¹³ and / or the creative economy ¹⁴			
	Incorporates employment / transition to work services			
	Provides for apprenticeship programs			
	Employment opportunities for targeted groups (such as young people, ATSI, older people, people with a disability, long-term unemployed and migrants)			
1B - Local Enterprises Support to grow and sustain a thriving local business community	Use of local businesses (e.g. retail and service providers) during operation and construction phases			
	Total spend on local business during construction & operation			
	Financial or in-kind investment in community projects or community groups (ongoing or one-off)			
	Support for local innovations or start-up enterprises			
	Use of social enterprises in the supply chain			
1C- Economic Impact Delivers investment in Logan City	Total construction expenditure			
	Highest and best use of the land and property			
	Gross value added ¹⁵			

¹³ Advanced manufacturing; property and construction; health and medical; education and training; transport and logistics; financial services; agricultural technology; tourism

¹⁴ These are identified in *Creative City: Logan City Council Arts, Culture and Heritage Strategy 2018-2022*

¹⁵ To quantify gross value added, an 'economic benefit assessment' may be required.

1D - Diverse and Emerging Industries Contributes to a diverse and robust local economy	Industry is consistent with emerging / target industries identified by Logan City Council and / or the Logan Office of Economic Development ^{16,17}				
COLUMN 1 REF - SUB-ELEMENTS & DESCRIPTOR	COLUMN 2 MEASURE OF SOCIAL BENEFIT	COLUMN 3 RESPONSE	COLUMN 4 OUTCOME	COLUMN 5 LIKELIHOOD	COLUMN 6 IMPACT
ELEMENT 2 – CHARACTER AND PLACE					
2A - Urban Design / Public Realm Quality Delivers high-quality public realm that is welcoming, vibrant, inclusive, accessible attractive and engaging	Provides a quality architectural design				
	Consistent with planning and design outcomes sought by the Logan City Council planning scheme, including the sequencing of development established through the Local Government Infrastructure Plan				
	Contributes to high quality, durable and attractive public realm through streetscape, landscaping, public art, street furniture and other improvements				
	Contributes to renewal and revitalisation of Logan’s activity centres (e.g. Springwood, Beenleigh, Logan Village and Logan Central)				
	Integrates smart technology into the design of new developments				
2B - Community Character	Provides a connection to / representation of local community character (e.g. historical, cultural, urban/rural etc.)				

¹⁶ Advanced manufacturing; property and construction; health and medical; education and training; transport and logistics; financial services; agricultural technology; tourism

¹⁷ These are identified in *Creative City: Logan City Council Arts, Culture and Heritage Strategy 2018-2022*

Builds on and enhances Logan's character, history and attractions	Enhances or celebrates local character (for example food precincts, creative arts, heritage trails, manufacturing and logistics, and retail and commercial districts ¹⁸)				
	Provides opportunities for Logan's Aboriginal and Torres Strait Islander communities to celebrate connections to place ¹⁹				
2C - Cultural Diversity Acknowledges and celebrates the City of Logan's culturally diverse population	Represents and celebrates Logan's diversity of cultures and lifestyles				
	Includes programs or events catering to local community's cultural diversity				
2D - Green and Renewable Delivers sustainable environmental outcomes and enhances access to greenspace	Includes provision of green space and/or waterbodies				
	Improves access to green spaces, waterways or waterbodies				
	Contributes to protection of biodiversity				
	Includes renewable technologies				
	Achieves a green star rating from Green Building Council Australia (or equivalent energy efficiency rating) for communities, design, interiors and/or performance				
2E - Logan City as a Destination Attracts new residents, businesses, visitors and investment to Logan City	Attracts families, visitors and/or investment into Logan City				
	Increased short term accommodation capacity				
	Increase in the number of day or overnight visitors coming into Logan City				

¹⁸ <https://www.logan.qld.gov.au/about-council/news-and-publications/publications/corporate-plan>

¹⁹ https://www.logan.qld.gov.au/__data/assets/pdf_file/0009/284184/City_of_Choice_Two-Year_Action_Plan_2013-2015.pdf

COLUMN 1 REF - SUB-ELEMENTS & DESCRIPTOR	COLUMN 2 MEASURE OF SOCIAL BENEFIT	COLUMN 3 RESPONSE	COLUMN 4 OUTCOME	COLUMN 5 LIKELIHOOD	COLUMN 6 IMPACT
ELEMENT 3 – COMMUNITY SERVICES AND FACILITIES					
3A - Community Safety Contributes towards enhanced safety on-site and for the surrounding neighbourhood	Provides for casual or formal surveillance of public areas (e.g. security officers)				
	Logan Safety Camera Program / CCTV monitoring in place				
	Facilitates community, business and / or government partnerships around safety				
	Improves activation of the site				
	Consistency with recommendations of a CPTED assessment				
	Otherwise contributes to the improved safety for local residents or the local area (e.g. through provision of DV prevention support services or crisis accommodation).				
3B - Lifelong Learning Provides opportunities for formal and informal learning available to Logan City Council residents	Incorporates an education facility use				
	Availability of community workshops and life skills programs				
	Connections with tertiary or other education institutions				
	Free WIFI available for community use				
	Incorporates training or skills development programs targeting job seekers and/or aligned to local workforce skills gaps				
3C - Cultural Opportunities	Provides opportunities to participate in, curate or produce art and cultural activities				

Generates opportunities to improve residents' access to arts and culture, activities and events	Provides space for a cultural venue (e.g. gallery or performance space)			
	Programming includes free cultural events or activities			
	Incorporates historical and/or cultural public artworks			
	Provides opportunities for Logan's Aboriginal and Torres Strait Islander communities to celebrate connections to place ²⁰			
3D - Accessibility and Transport Delivers positive transport outcomes, with a focus on active and public transport	Provides easy and convenient active transport opportunities (pedestrian, cycle and public transport)			
	Consistent with SafeRoads4Logan and LCC Strategy for Road Safety			
	Includes footpaths and cycle paths			
	Located within 400m of public transport			
	Provides linkages to key activity nodes and land-use destinations			
3E - Health and Wellbeing Contributes to healthy, liveable communities to improve residents' quality of life and health outcomes	Includes space to be accommodated by a health care, sport or recreation use (e.g. medical/allied health professional, gym, sporting field, swimming pool etc.)			
	Provision of publicly accessible open space (e.g. informal recreation space, community garden)			
	Results in improved access to healthy food choices such as fresh produce (e.g. community gardens or fresh food outlet)			

²⁰ https://www.logan.qld.gov.au/__data/assets/pdf_file/0009/284184/City_of_Choice_Two-Year_Action_Plan_2013-2015.pdf

	Provides easy and convenient active transport opportunities (pedestrian, cycle and public transport) including end of trip facilities				
	Design includes provision of comfortable and safe walkable pedestrian environments				
3F - Other Public Infrastructure	Inclusion of other community infrastructure that is free or affordable for public use (e.g. library, community meeting rooms, community hall)				
Delivers accessible public infrastructure in response to diverse community needs and aspirations	Includes amenities and/or end-of-trip facilities for pedestrians and/or cyclists				
	Provides a visitor information centre and/or interpretive signage				
3G - Economic Sustainability of Community Infrastructure	Feasibility study for new community facilities identifies recurrent operational costs and ongoing revenue streams				
Community infrastructure is planned and delivered with long-term economic sustainability in mind	Delivery model supports co-location with commercial uses to contribute to the financial sustainability of community uses				
COLUMN 1 REF - SUB-ELEMENTS & DESCRIPTOR	COLUMN 2 MEASURE OF SOCIAL BENEFIT	COLUMN 3 RESPONSE	COLUMN 4 OUTCOME	COLUMN 5 LIKELIHOOD	COLUMN 6 IMPACT
ELEMENT 4 – COMMUNITY ACCESS AND PARTICIPATION					
4A - Participation in Community Life / Active Citizenship	Includes a program of organised activities that are affordable/free and appropriate for a range of users				
Facilitates and encourages participation from all segments of the community in community	Opportunities for community to be involved in designing/delivering activities				
	Informal spaces that allow for user groups to self-organise and initiate activity				

life through events, public spaces, and activities	Potential to activate spaces and attract people at a range of times for a range of activities				
	Free activities and/or a quality public realm that encourages community interaction, leisure activities and recreation				
	Representation from diverse groups on leadership				
	Corporate sponsorship (financial or in-kind) of community groups, events and local businesses				
	Promotes and supports youth driven initiatives				
4B - Collaboration and Partnerships Promotes collaboration and partnerships with business and community	Inclusion of a range of community support services				
	Volunteering opportunities				
	Opportunity for community involvement in decision making				
	Opportunity to participate in local community activities				
	Involves partnership with local community groups or communities of interest				
	Events coordinated with commercial operators to add value to visitor experience and encourage longer visits				
COLUMN 1 REF - SUB-ELEMENTS & DESCRIPTOR	COLUMN 2 MEASURE OF SOCIAL BENEFIT	COLUMN 3 RESPONSE	COLUMN 4 OUTCOME	COLUMN 5 LIKELIHOOD	COLUMN 6 IMPACT
ELEMENT 5 – ACCESSIBILITY AND INCLUSION					
5A - Access to Diverse Housing	Contributes to supply and / or decentralisation of affordable or social housing products				

Delivers diverse housing outcomes of varying tenures in appropriately serviced and accessible locations	Provides a diversity of housing products and options			
	Housing is located within walking distance (400m) of community services, employment and activity centres			
	Provision of housing for targeted groups (older people, people with a disability, Indigenous people)			
5B - Opportunities for Logan's Diverse Communities Provides accessible services and activities for vulnerable people in the Logan community	Accommodates service providers providing support to people in need and vulnerable groups (e.g. legal aid, counselling services, housing support)			
	Provision of employment and training services for the unemployed or underemployed			
	Creates opportunities for engagement and participation for those with an addiction and/or mental health issue			
	Creates a welcoming and engaging space with activities for young people			
	Diversity of experiences, services and activities to encourage a diverse user group			
	Consistency with recommendations of a CPTED assessment			
5C - Open, Welcoming and Accessible Design Designed to ensure public spaces are welcoming, accessible, permeable and legible	Good access for persons with a disability			
	Provides welcoming public spaces that are legible and permeable			

Table 2: Social Benefit Scoring Framework

LIKELIHOOD		OUTCOME (DEGREE TO WHICH ASSESSMENT CRITERIA ARE MET)			
		1	2	3	4
		Insignificant (0-<5)	Low (5-<10)	Moderate (10-<15)	High (15-<20)
A	Almost certain (15 - <20)	A1	A2	A3	A4
B	Likely (10 - <15)	B1	B2	B3	B4
C	Possible (5 - <10)	C1	C2	C3	C4
D	Rare (0 - <5)	D1	D2	D3	D4

7. APPLICATION OF ASSESSMENT FRAMEWORK



7. APPLICATION OF ASSESSMENT FRAMEWORK

7.1. USING THE COMMUNITY BENEFIT ASSESSMENT FRAMEWORK

This community benefit assessment framework will be applied by investLogan to make assessments and inform decisions regarding proposed projects. Use of the community benefit assessment framework will be guided and supported by a separate 'how to toolkit'.

It is intended that this framework will be used to inform:

- Understandings of the nature and extent of social benefits that a proposed project is expected to deliver;
- Decisions by the board to determine if investLogan will become involved in a proposed project; and
- Communication about potential social benefits associated with an activity to the board, shareholder and the broader community (e.g. through annual reporting and quarterly shareholder activities updates).

7.2. RELATIONSHIP TO COMPANY OBJECTS

InvestLogan activities and priorities are informed by the objects of the company, as set out within the investLogan Company Constitution, adopted 31 January 2017. The constitution states that investLogan will:

- (a) *undertake Property Development activities which will benefit, or can reasonably be expected to benefit, the Beneficial Area including:*
 - (i) *tendering and appointing developers to assist the Company to undertake Property Development;*
 - (ii) *acquisition of and investment in property;*
 - (iii) *development for social or community benefit, or to achieve strategic development objectives for the Beneficial Area;*
 - (iv) *research and development;*
 - (v) *entering into joint ventures arrangements to deliver Property Development projects;*
 - (vi) *identifying and obtaining all necessary approvals and compliance processes required to be obtained in relation to Property Development projects;*
 - (vii) *giving guarantees, mortgages over the assets of the Company, or any other form of security to help facilitate Property Development projects;*
 - (viii) *negotiating any commercial arrangements relevant to Property Development projects;*
 - (ix) *taking any other steps, which are consistent with the undertaking Property Development;*
- (b) *undertake other activities which will benefit, or can reasonably be expected to benefit, the Beneficial Area as may be determined by the by ordinary resolution of the Shareholders from time to time, including economic development and financial investment activities.*

Table 3 identifies each of the sub-elements of the community benefit assessment framework and its relevance to investLogan's objects.

Table 3: Relationship to Company Objects

SOCIAL BENEFIT ELEMENT	RELEVANCE TO COMPANY OBJECTS							
	Tendering and Appointment of Developers	Acquisition and Investment	Development	Research and Development	Joint Ventures	Approvals and Compliance	Guarantees and Mortgages	Negotiating Commercial Arrangements
ELEMENT 1 – ECONOMIC AND EMPLOYMENT BENEFITS								
1A – Employment Generation	✓	✓	✓		✓			
1B – Local Enterprises	✓	✓	✓	✓	✓	✓		
1C – Economic Impact		✓	✓		✓	✓		
1D – Diverse and Emerging Industries	✓	✓	✓	✓	✓	✓		
ELEMENT 2 – CHARACTER AND PLACE								
2A – Urban Design / Public Realm Quality		✓	✓	✓	✓	✓		
2B – Community Character		✓	✓	✓	✓			
2C – Cultural Diversity		✓	✓	✓	✓			
2D – Green and Renewable		✓	✓		✓	✓		
2E – Logan City as a Destination		✓	✓		✓			

SOCIAL BENEFIT ELEMENT	RELEVANCE TO COMPANY OBJECTS							
	Tendering and Appointment of Developers	Acquisition and Investment	Development	Research and Development	Joint Ventures	Approvals and Compliance	Guarantees and Mortgages	Negotiating Commercial Arrangements
ELEMENT 3 – COMMUNITY SERVICES AND FACILITIES								
3A – Community Safety		✓	✓		✓	✓		
3B – Lifelong Learning		✓	✓		✓			
3C – Cultural Opportunities		✓	✓		✓			
3D – Accessibility and Transport		✓	✓		✓			
3E – Health and Wellbeing		✓	✓		✓			
3F – Other Public Infrastructure		✓	✓		✓			
3G – Economic Sustainability of Community Infrastructure		✓	✓		✓		✓	✓
ELEMENT 4 – COMMUNITY ACCESS AND PARTICIPATION								
4A – Participation in Community Life / Active Citizenship	✓	✓	✓	✓	✓			
4B – Collaboration and Partnerships	✓	✓	✓	✓	✓			

		RELEVANCE TO COMPANY OBJECTS						
SOCIAL BENEFIT ELEMENT	Tendering and Appointment of Developers	Acquisition and Investment	Development	Research and Development	Joint Ventures	Approvals and Compliance	Guarantees and Mortgages	Negotiating Commercial Arrangements
ELEMENT 5 – ACCESSIBILITY AND INCLUSION								
5A – Access to Diverse Housing		✓	✓		✓			
5B – Opportunities for Logan’s Diverse Communities		✓	✓		✓			
5C – Open, Welcoming and Accessible Design		✓	✓		✓			

An aerial photograph of a suburban neighborhood. The image shows several large, modern houses with various roof colors (brown, grey, white, green). Many houses have swimming pools in their backyards. The houses are surrounded by lush green lawns and mature trees. A paved road with white lane markings runs through the center of the neighborhood, with several cars parked or driving. The overall scene is bright and sunny, suggesting a clear day.

APPENDIX A DEMOGRAPHIC DATA FOR LOGAN CITY COUNCIL SA3 AREAS

APPENDIX A – DEMOGRAPHIC DATA FOR LOGAN CITY COUNCIL SA3 AREAS

Demographic Characteristics	Loganlea-Carbrook (SA3)	Springwood – Kingston (SA3)	Browns Plains (SA3)	Jimboomba (SA3)	Beenleigh (SA3)	Logan (LGA)	Queensland
Population Characteristics							
Population (2016)	61,098	81,617	81,552	43,549	44,096	311,911	4,853,048
Estimated Population (2036)	74,428	86,623	118,055	148,178	63,238	490,522	6,763,153
Median age (years)	35.1	33.8	32.0	34.6	35.0	33.8	38
Employment							
Unemployment ²¹	7.7%	10.7%	9.2%	6.1%	10.2%	6.9%	6.9%
Household Composition							
Family households	74.9%	71.2%	76.2%	81.9%	69.6%	74.4%	70.0%
Single (or lone) person households	18.8%	21.4%	16.1%	10.8%	24.1%	18.5%	23.5%
Median weekly rent (households)	\$350	\$310	\$350	\$400	\$320	\$335	\$335
Median weekly personal income	\$672	\$584	\$636	\$717	\$591	\$635	\$660
Median weekly household income	\$1,491	\$1,285	\$1,437	\$1,846	\$1,174	\$1,416	\$1,402
Median monthly mortgage repayment	\$1,733	\$1,603	\$1,647	\$2,000	\$1,560	\$1,733	\$1,733

²¹ ABS (2016) *Data by Region*

Demographic Characteristics	Loganlea-Carbrook (SA3)	Springwood – Kingston (SA3)	Browns Plains (SA3)	Jimboomba (SA3)	Beenleigh (SA3)	Logan (LGA)	Queensland
Average household size (number of persons)	2.8	2.8	3.0	3.2	2.6	2.9	2.6
Education							
Year 12 or equivalent ²²	18.2%	18.2%	19.8%	12.2%	17.3%	17.4%	15.7%
Bachelor Degree level or above	13.0%	14.8%	8.8%	9.6%	8.7%	11.3%	22.0%
Culture and Diversity							
Aboriginal or Torres Strait Islander	2.8%	3.5%	3.2%	3.0%	3.7%	3.2%	4.0%
Non-English Speaking Background	12.2%	22.0%	14.8%	5.2%	9.3%	13.9%	11.1%
Other							
Internet not accessed from dwelling	12.3%	14.8%	11.8%	8.4%	15.8%	12.6%	13.6%
Persons with a profound or severe disability – need for assistance	5.9%	5.4%	5.7%	4.3%	6.8%	5.6%	5.2%

²² ABS (2016) *Quickstats*

Prepared by Urbis for
INVESTLOGAN

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