



AURA – LOCALISED DATA & INTELLIGENCE

THE INDUSTRY IDENTIFIES SIGNIFICANT PROBLEMS WITH THE CURRENT INTELLIGENCE UTILISED IN PLANNING AND DECISION-MAKING

- A lack of data at the local level, the majority of sport and recreation data is available only at a macro, aggregate level
- A lack of aggregation and integration of datasets
- Limited benchmarking and comparisons
- Use of organised sport membership data for planning, which only accounts for a minority of overall sport and recreation participation

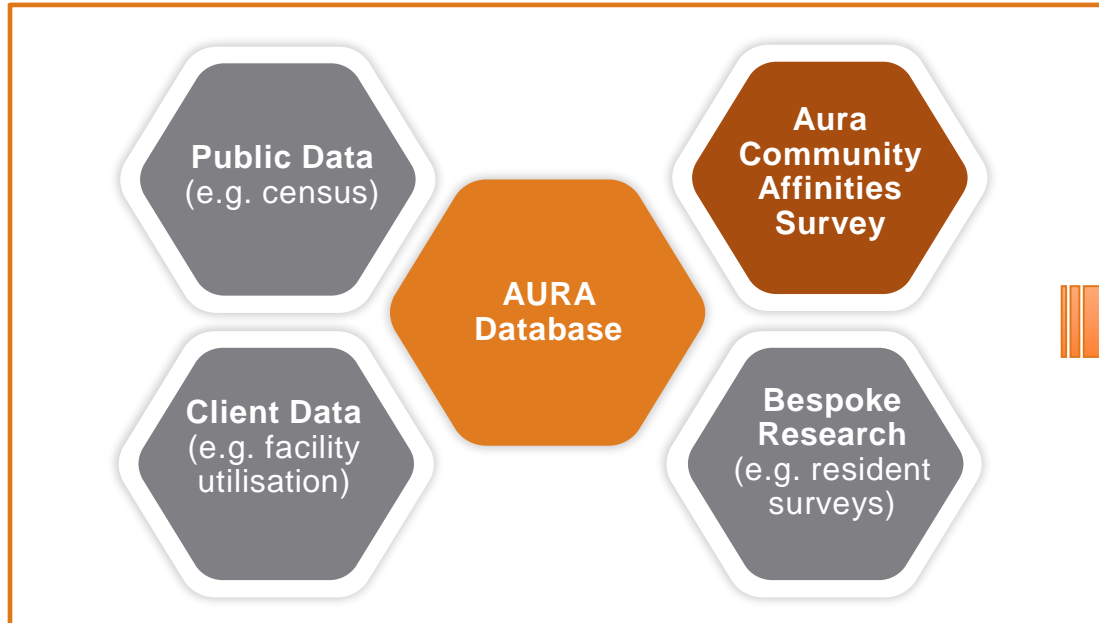
“Data is not often relevant to the local community. Might be state or Nation wide that does not reflect that community that we are planning for. Much of it is out of date. Hard to get real time data”

“There is often significant inconsistency and currency with the data, particularly from the SSA's. The level of detail provided, i.e. ability to breakdown to gender, age, postcode, Historical data to provide trends. The other main challenge is the lack of informal recreation data and the ability to collect this”

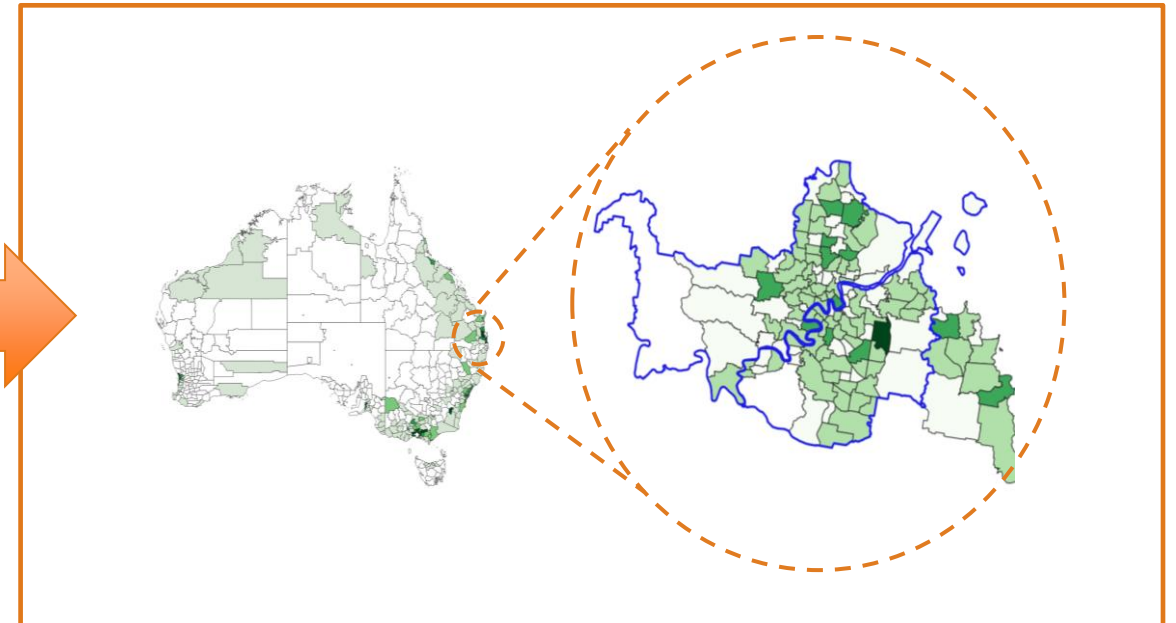
These issues significantly compromise efficient and effective planning, strategy and tactics. Leading to the generation of significant waste and massive lost value.

AURA DELIVERS UNIQUE AND ACTIONABLE LOCAL SPORT, RECREATION AND HEALTH INTELLIGENCE

WE COLLATE UNIQUE SPORT AND RECREATION DATASETS...



...AND USE ADVANCED ANALYTICS TO CREATE NEW LOCAL INTELLIGENCE



A HUGE SELECTION OF HEALTH, SPORT AND RECREATION DATA

HEALTH & WELLBEING

Community Health Index

Physical Health

Mental Health

Community Connection

Confidence

Overall Life Satisfaction

Loneliness

BMI

Chronic conditions prevalence

Disability prevalence

Fruit & Veg Consumption

Smoking Prevalence

Alcohol Consumption

PHYSICAL ACTIVITY (PA)

Levels (minutes) of PA

Moderate PA

Vigorous PA

PA Consideration

PA Segmentation

SPORT & RECREATION (S&R) BEHAVIOURS AND ATTITUDES

Leisure Interests

S&R interests

S&R Participation – Past 12 Months

Organised v Recreation

S&R Participation - Frequency

S&R Participation - Favourite

S&R Participation - Future Interest

S&R Participation - Commitment

S&R Activity Segments

S&R Activity Growth Index

Use of S&R facilities

Kids P12 S&R Participation

Kids S&R Participation Interest

Junior Participation Programs

Sport & Rec Motivators

Sport & Rec Barriers

Sport & Rec Experience

Sport & Rec Choice Drivers

Importance of S&R facilities

TO SUPPORT LOCAL GOVERNMENT PLANNING, DECISION-MAKING AND INVESTMENTS



SEGMENTING & TARGETING

Segmenting and targeting of residents for greater impact



COMMUNITY INSIGHTS

Understanding, profiling and scaling community needs and preferences



RECREATION & SPORT

Data covering all types of recreation not just organised sport



PLANS & STRATEGY

Feeding into key strategic plans e.g. community and council, health and wellbeing, sport and recreation



BUDGETING

Investment and operating budget allocations



BUSINESS CASES/ APPLICATIONS

Including data in own applications for external funding and internal budgets, use in assessing funding applications



MARKETING

Developing and implementing marketing and communications plans



FACILITIES

Planning, needs assessment, fit for purpose assessments, prioritisation

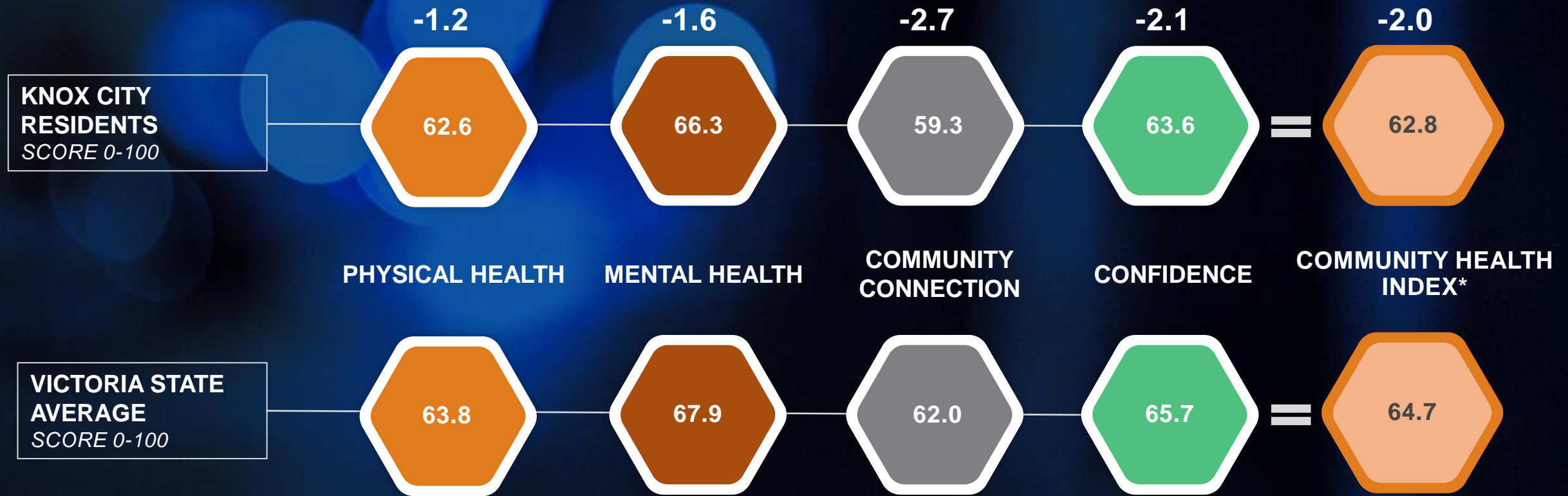


STAKEHOLDER MANAGEMENT

Using data to manage internal and external relationships, responding to requests/ queries

KNOX CITY COMMUNITY HEALTH INDICATORS (CHI)

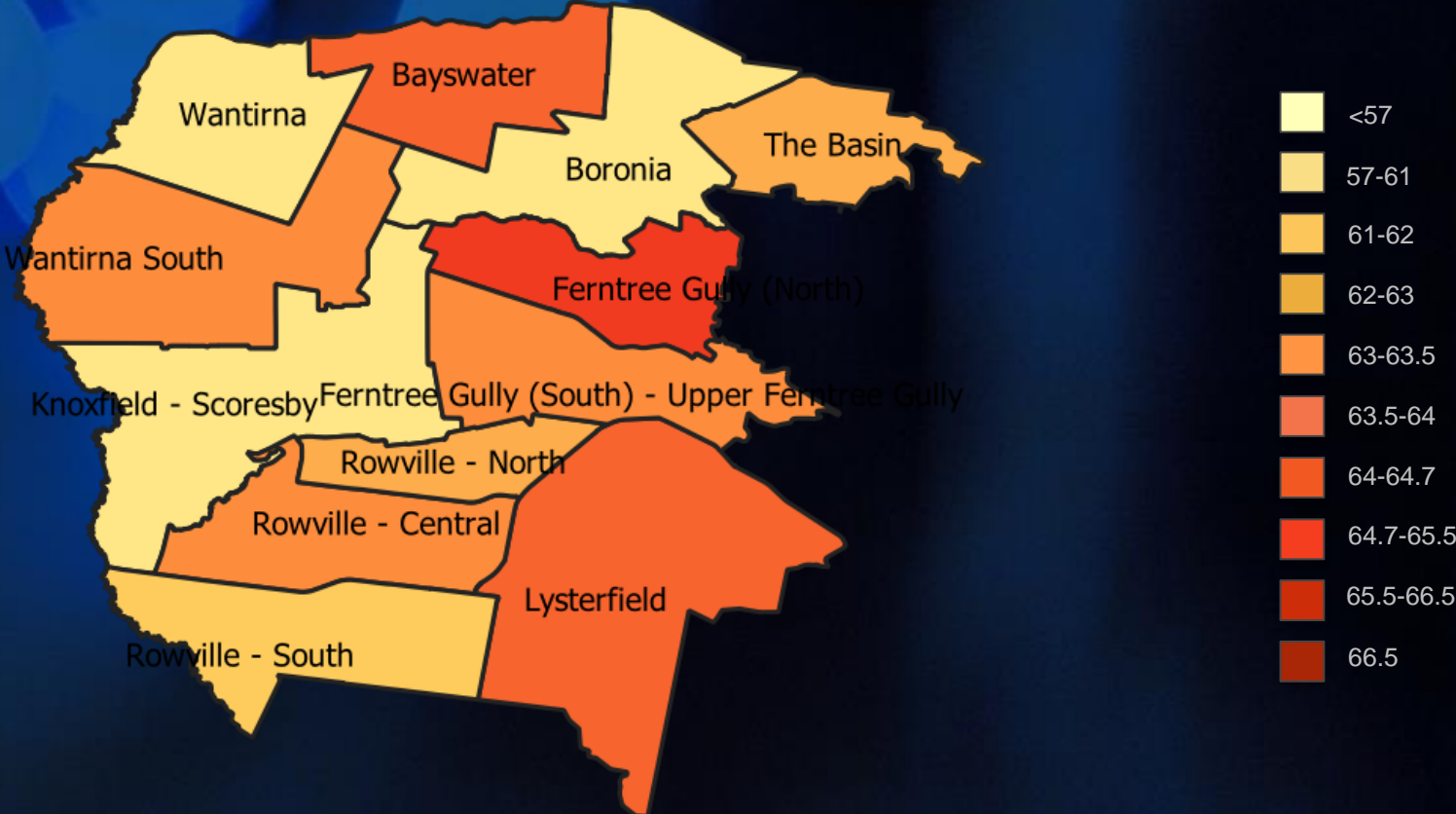
Knox's overall community health index score sits at 62.8, below the Victorian state average. Community connection is the indicator with the lowest relative score.



The Community Health Index provides a metric that can be benchmarked and tracked over time, compared to other LGA's in Australia, across suburbs within your LGA and for specific resident segments. It also highlights the relative performance of health indicators and identifies the potential focus areas for sport and recreation to address.

COMMUNITY HEALTH INDEX BY SUBURB – HEAT MAP

Our unique modelling approach allows us to understand local differences down to the suburb (SA2) level. A number of suburbs within Knox have relatively low CHI scores

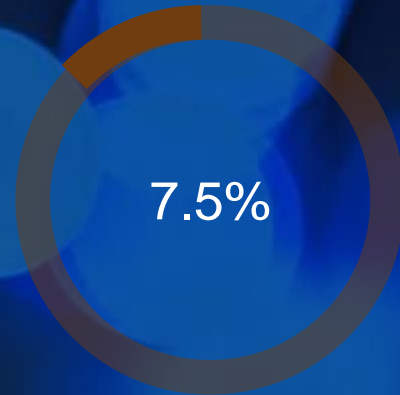


Source: Kinetica Community Affinities Survey, Dec 2019, n=3,061 nationally representative adults aged 16+

CONSIDERATION OF INCREASING PHYSICAL ACTIVITY

Nearly three-quarters of Knox residents are open to increasing the level of physical activity they do. Just over 1 in 6 are actively trying to be more physically active

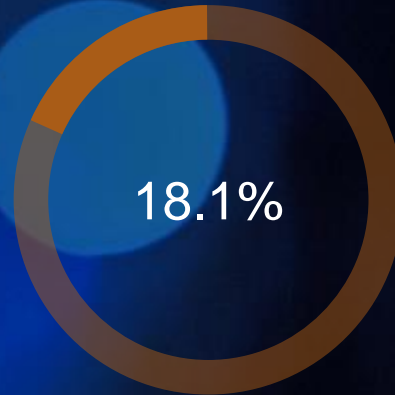
KNOX RESIDENTS



7.5%

CLOSED

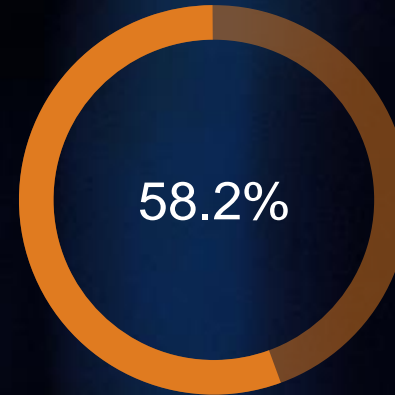
Have not and will not consider increasing physical activity



18.1%

AMBIVALENT

Have not considered increasing physical activity



58.2%

OPEN

Considering increasing physical activity but taking no action



16.3%

ACTING

Currently trying to increase physical activity

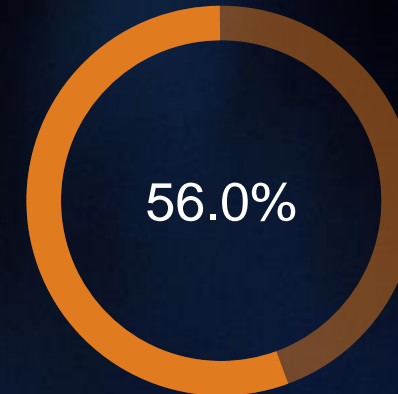
STATE AVERAGE



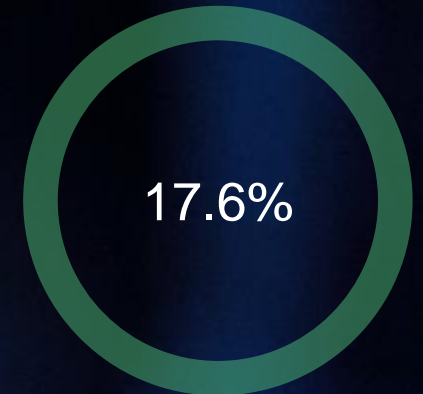
9.2%



17.3%



56.0%



17.6%

COMMUNITY SEGMENTATION

Overlaying current physical activity levels and consideration of increasing levels of physical activity provides an actionable segmentation of the community

Current Level of Physical Activity	Consideration of increasing level of physical activity			
	Closed (7.5%)	Ambivalent (18.1%)	Open (58.2%)	Acting (16.3%)
Active (44%)	2.6%	6.6%	25.3%	9.6%
Moderately Active (21%)	1.1%	5.0%	12.8%	2.1%
Inactive (35%)	3.7%	6.4%	20.1%	4.6%

Look to maintain activity (9%)

Opportunity to increase activity (35%)

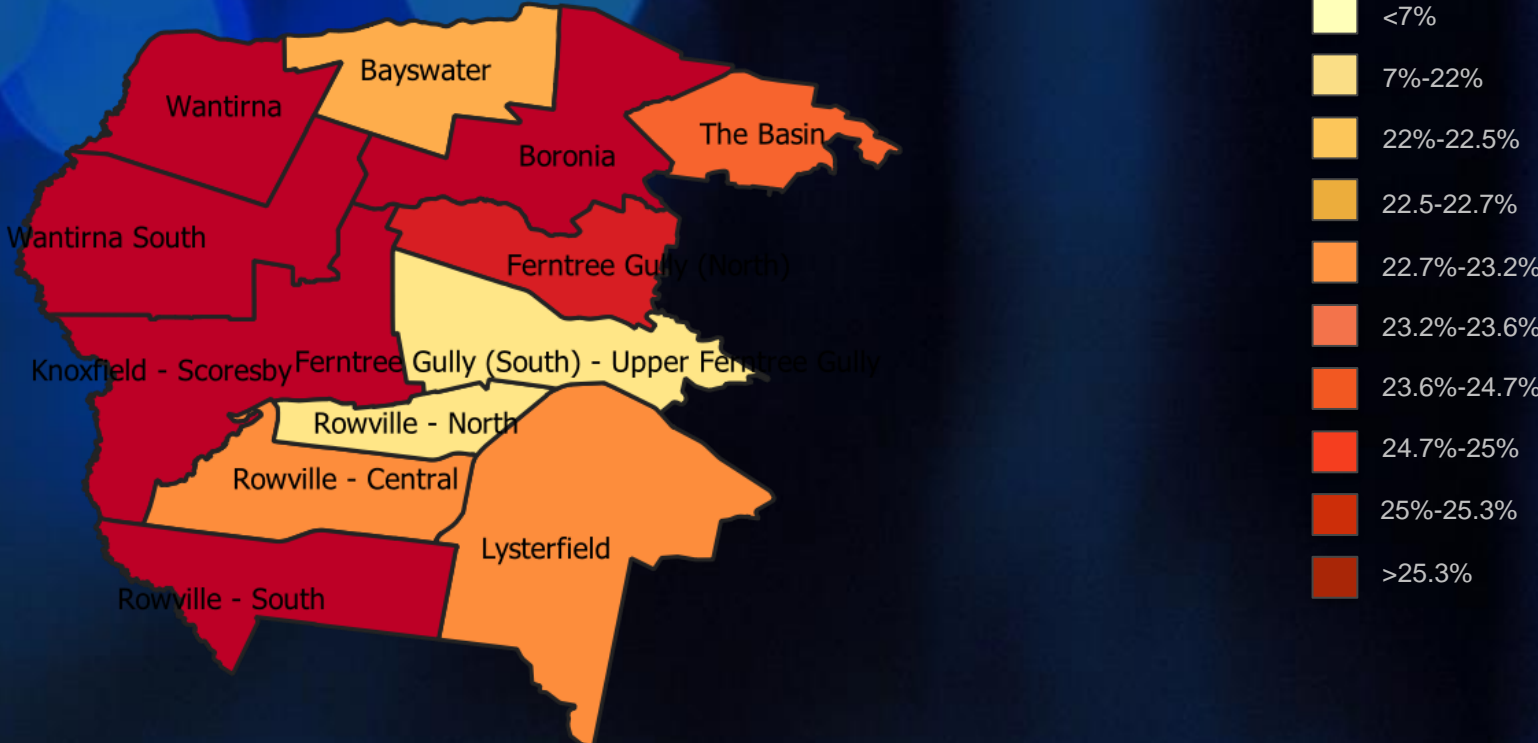
Opportunity to educate/innovate (16%)

Opportunity for significant health impact (40%)

AURA delivers rich behavioural, motivational and location insights into each of these community segments that can be leveraged for targeting and tailoring of sport and recreation strategy and tactics

INACTIVE/OPEN & ACTING SEGMENT BY SUBURB - HEAT MAP

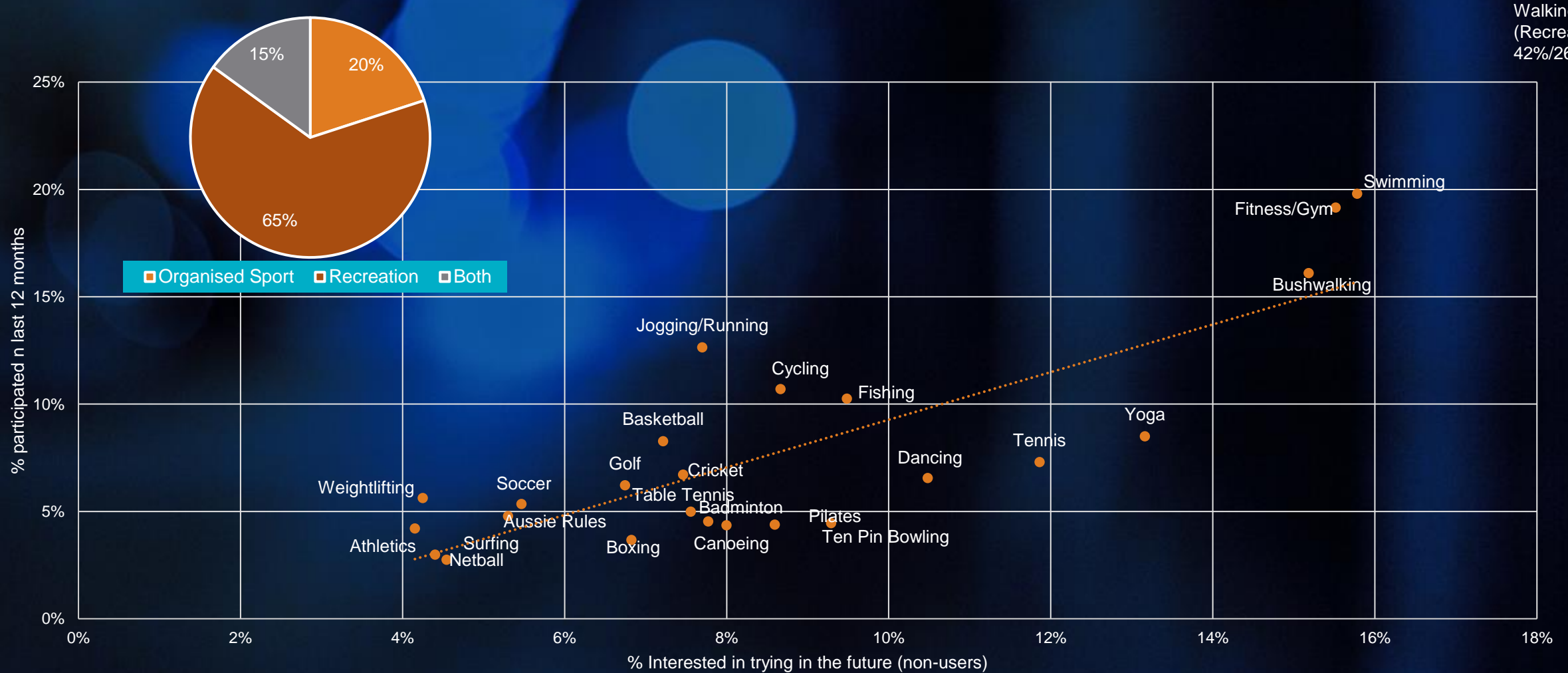
There is significant variation by suburb in the proportion of people inactive and either open to or currently trying (acting) to be more active.



Source: Kinetica Community Affinities Survey, Dec 2019, n=3,061 nationally representative adults aged 16+

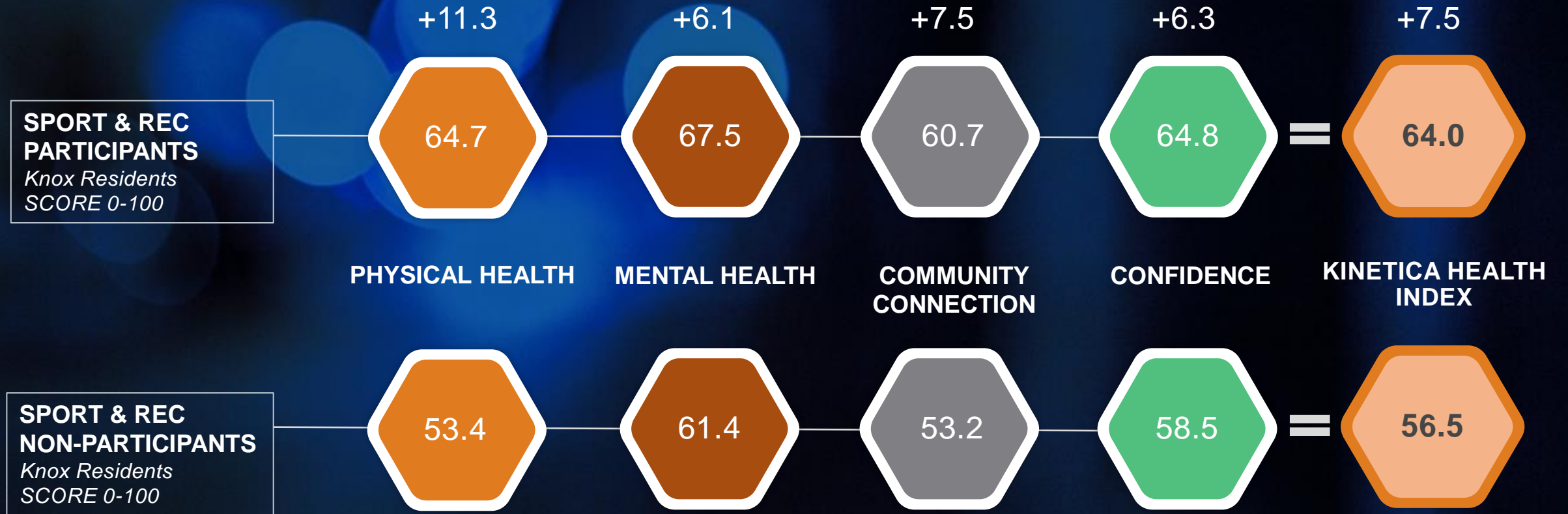
LOCAL SPORT AND RECREATION PARTICIPATION – MODE AND ACTIVITIES

80% of residents participate for recreation



KNOX CITY COMMUNITY HEALTH INDICATORS

Sports and recreation delivers significant health benefits to overall health not just physical health



This analysis demonstrates the value contributed by sports and recreation to the local community and the importance of optimal strategy and tactics to improve participation.



insights@thekineticgroup.com

www.thekineticgroup.com

KINETICA
