



**AURA – LOCALISED DATA & INTELLIGENCE**

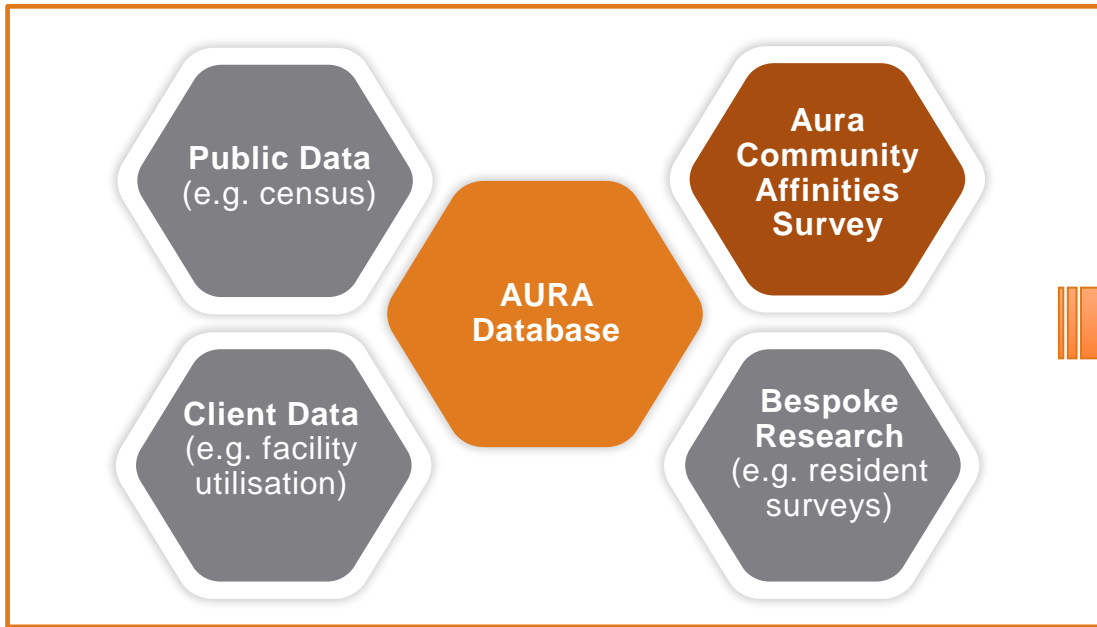
# THE INDUSTRY IDENTIFIES SIGNIFICANT PROBLEMS WITH THE CURRENT INTELLIGENCE UTILISED IN PLANNING AND DECISION-MAKING

- 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
- Lack of accessible and aggregated data on local areas

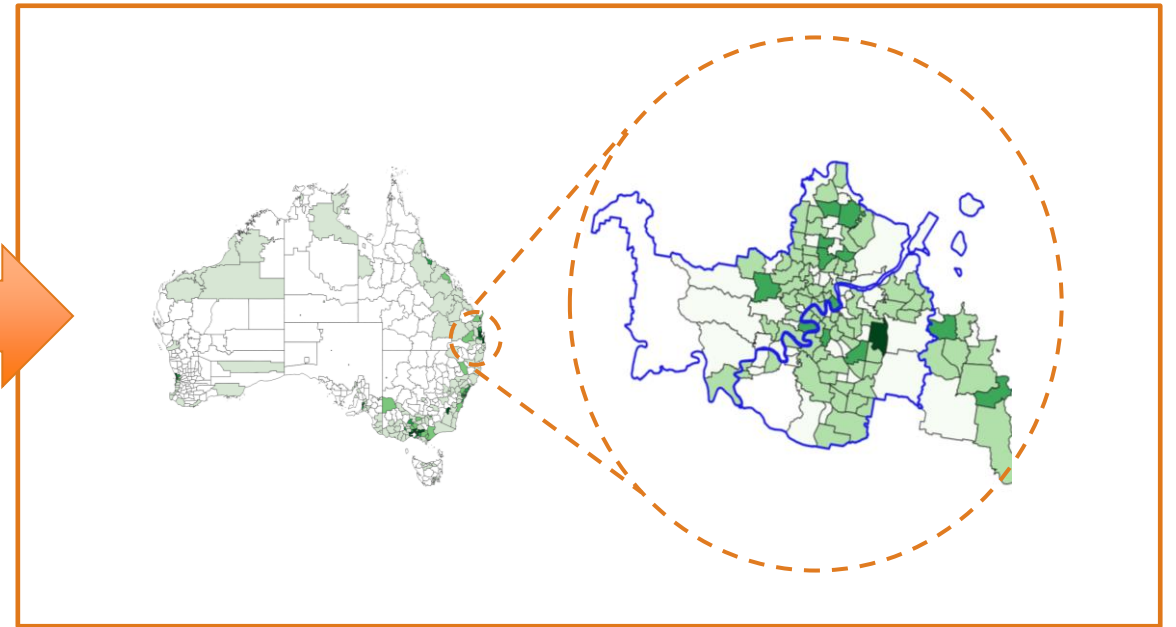
Better intelligence is needed to make better decisions

# 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



# TO SUPPORT PLANNING, DECISION-MAKING AND INVESTMENTS



## COMMUNITY INSIGHTS

Understanding, profiling and scaling community sport, recreation and health needs and preferences



## SEGMENTING & TARGETING

Segmenting and targeting consumers for greater impact



## PARTICIPATION PROFILING

Data on adults and children on both recreation and organised sport



## BRAND HEALTH

Profiling and benchmarking of sports brand health



## PLANNING & STRATEGY

Feeding into key strategic plans e.g. all of sport strategy, participation and facilities



## BUDGETING

Investment and operating budget allocations



## BUSINESS CASES

Inclusion of data into business cases and applications for external funding



## ECONOMIC & SOCIAL IMPACT

Identification and \$ value of economic and social impact of the sport



## MARKETING

Developing and implementing marketing and communications plans



## FACILITY PLANNING

Planning, needs assessment, fit for purpose assessments, prioritisation



## COMMERCIALISATION

Development of commercial revenue streams e.g. partnerships, media

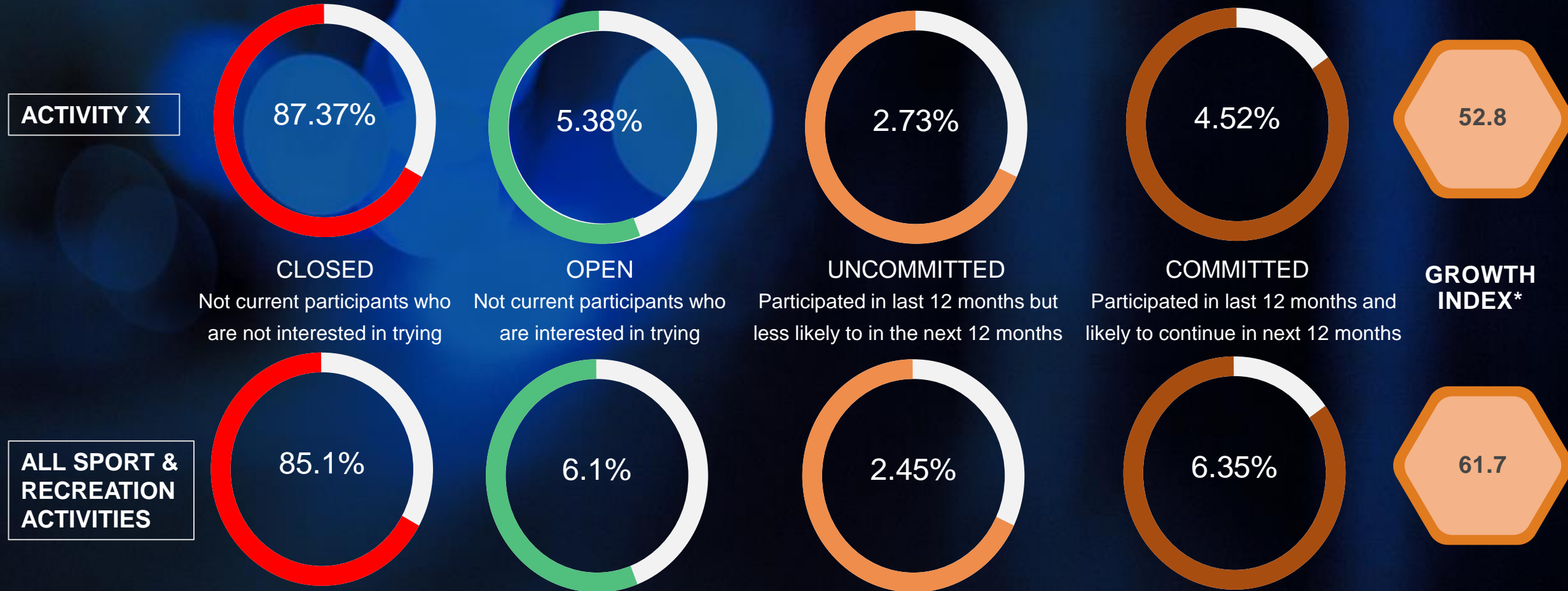


## STAKEHOLDER MANAGEMENT

Using data to manage and add value to internal and external relationships

# SPORT & RECREATION ACTIVITY BRAND HEALTH & GROWTH INDEX

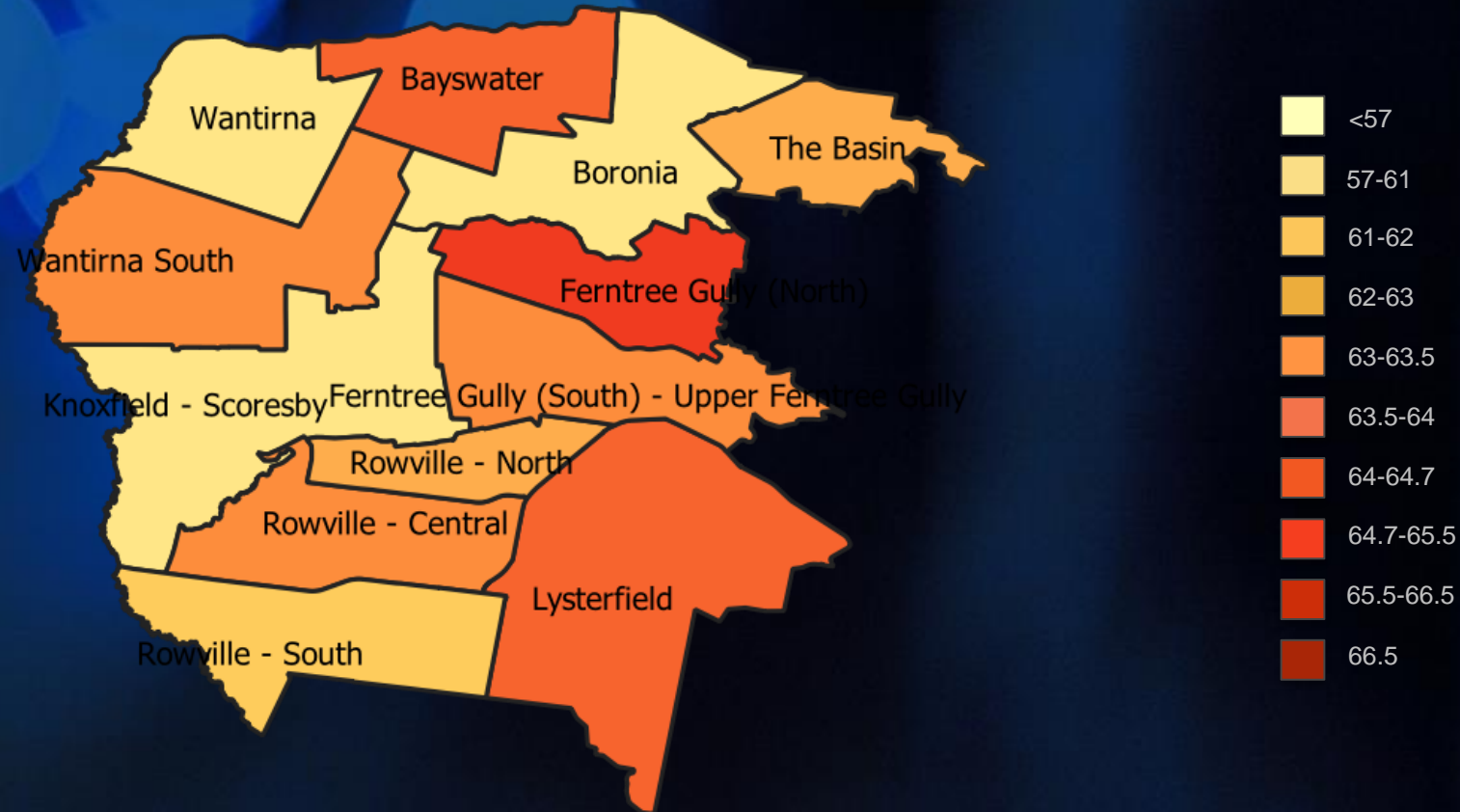
Activity X's growth index score of 52.8 sits below the average for all sport and recreation activity



The Growth Index provides a metric that can be benchmarked and tracked over time. It can also be analysed down to the suburb level to identify potential growth locations. The brand health segments (CLOSED, OPEN, UNCOMMITTED, COMMITTED) can be profiled by demographics, behaviours and attitudes.

# ACTIVITY GROWTH INDEX – HEAT MAPS

Our unique analytics enable modelling of data down to the suburb (SA2) level. In this example the activity growth index is shown for each suburb within a specific LGA. This can be used to identify and target suburbs nationally, by state and within LGAs for all sport stakeholders.



# MARKET SEGMENTATION

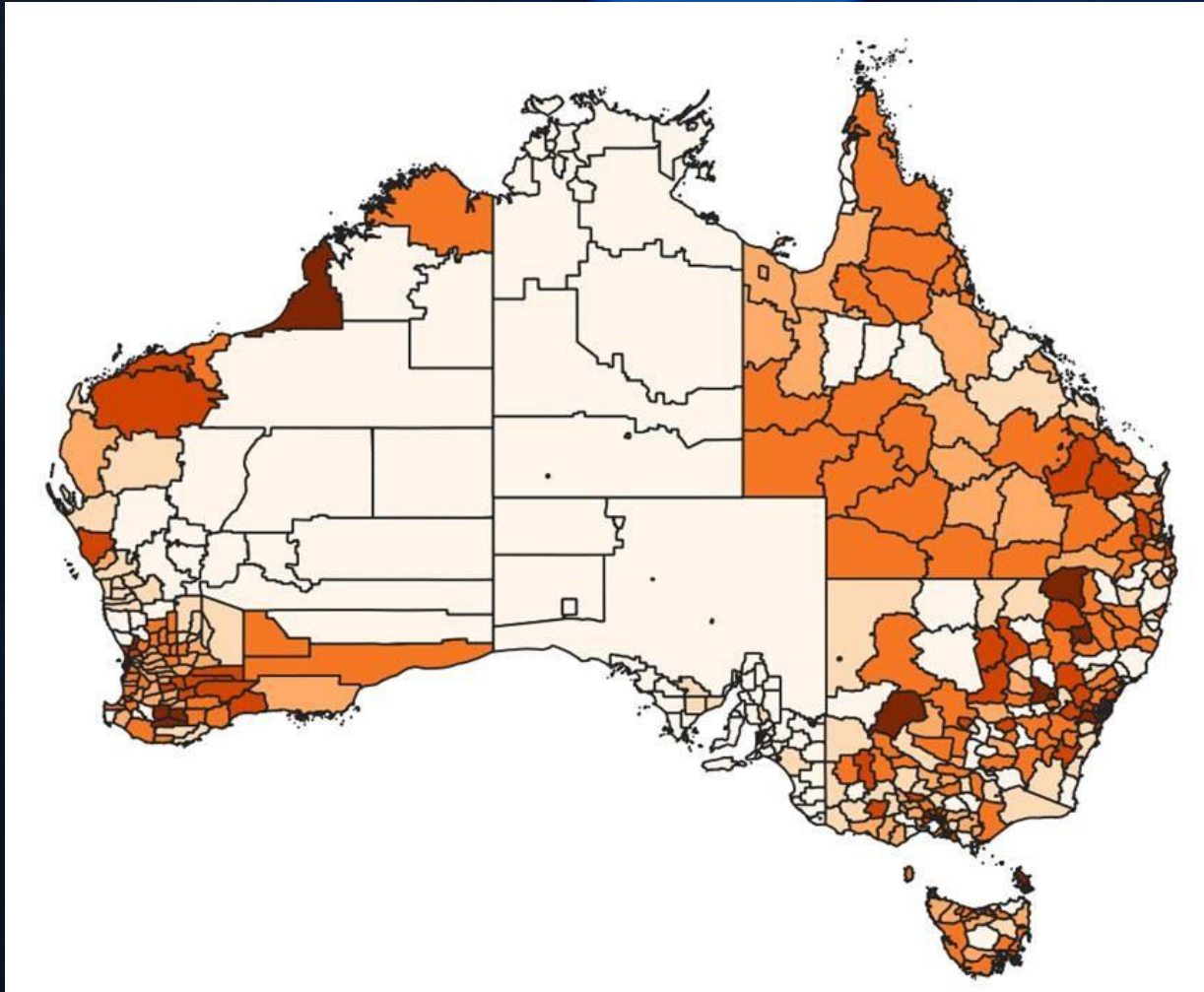
Overlaying the segments for specific sports and recreation activities and consideration of increasing levels of physical activity provides an actionable segmentation of the market

OPENESS TO INCREASING AMOUNT OF PHYSICAL ACTIVITY	ACTIVITY X SEGMENTS			
	Closed (87%)	Open (5%)	Uncommitted (3%)	Committed (5%)
Acting (18%)	15.7%	0.9%	0.5%	0.9%
Open (56%)	48.7%	2.8%	1.7%	2.8%
Ambivalent (17%)	14.8%	0.9%	0.5%	0.9%
Closed (9%)	18.3%	1.0%	0.6%	0.9%

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

# OPEN NON USERS – HEAT MAP & TARGETS

In this example we model the % of Open Non-Users for Activity X across all LGA's in the country and identify the top 5 LGA targets

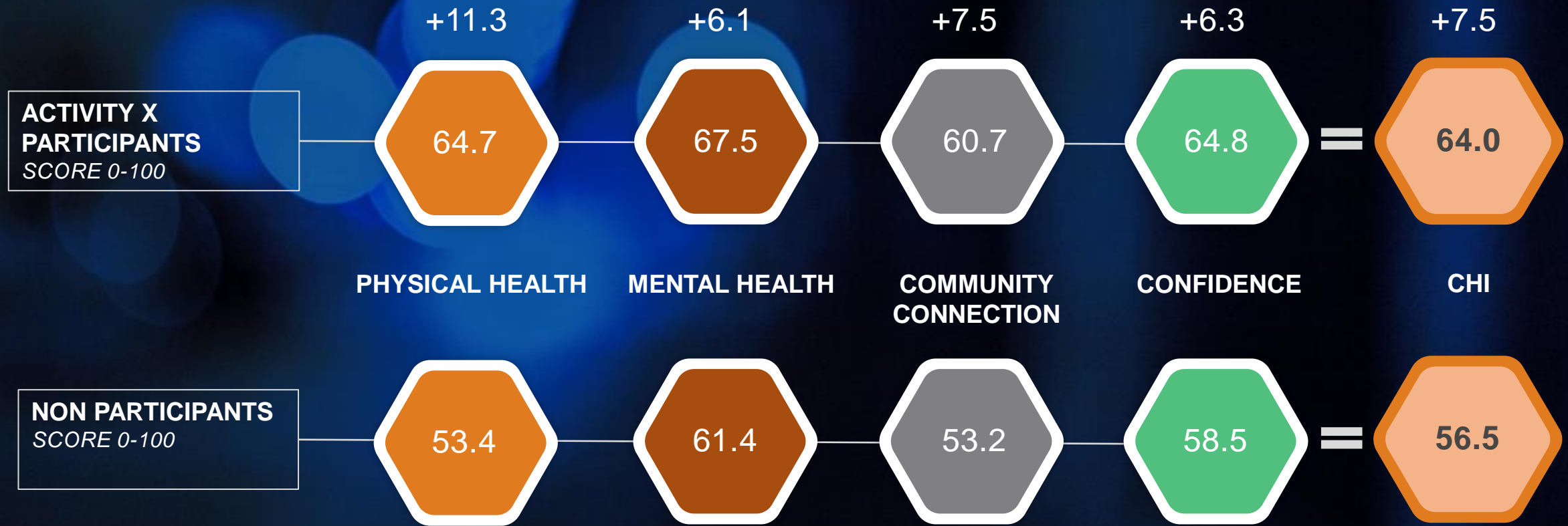


Top 5 LGA's
Banyule – Vic
Brisbane – Qld
Ballarat – Vic
Campbelltown –NSW
Fremantle - WA



# ACTIVITY PARTICIPANT – COMMUNITY HEALTH INDICATORS (CHI)

Activity X participants community health index score sits at 64.0, significantly higher than for non-participants. The uplift is highest for Physical Health but also strong for the other factors – mental health, community connection and confidence.

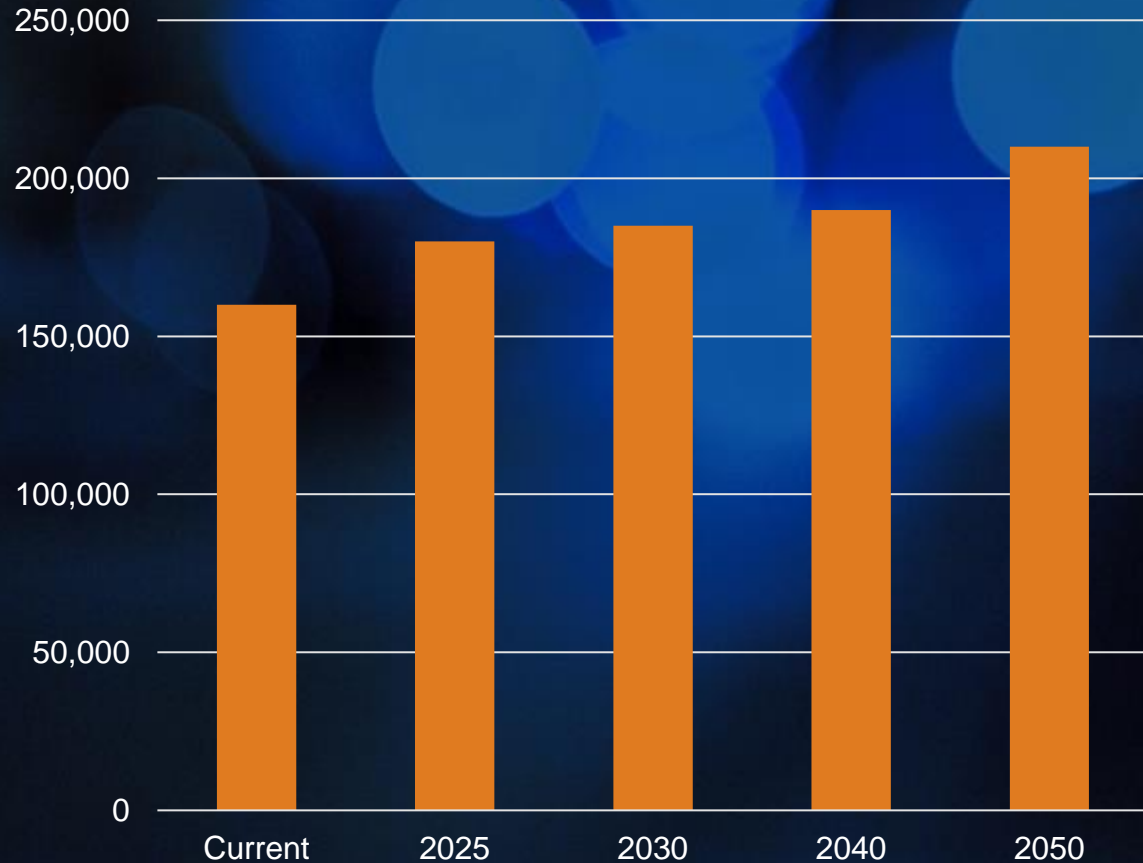


The Community Health Index provides a metric that can be benchmarked and tracked over time. It also highlights the health and social benefits delivered by specific sport and recreation activities down to the suburb level.

# LOCAL AREA PROFILING – POPULATION DATA

AURA delivers accessible and actionable profiles of suburbs and LGA's across Australia

Population

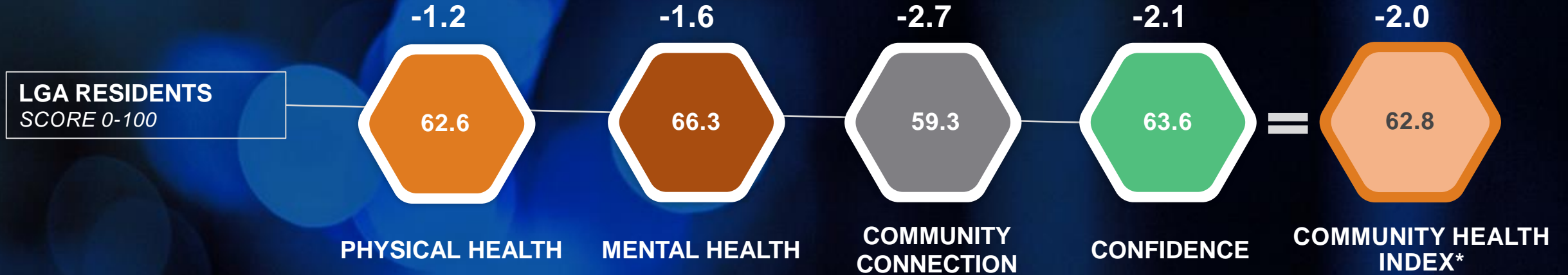


Profile	LGA	State Ave	National Ave
Age 0-18	18%	16%	16%
Age - 18-34	16%	18%	17%
Age - 35-54	30%	32%	32%
Age - 55+	36%	34%	35%
SEIFA	45		
Foreign Language at home	20%	17%	15%
Households with children	19%	17%	17%
Household size	4.2	3,8	3.6

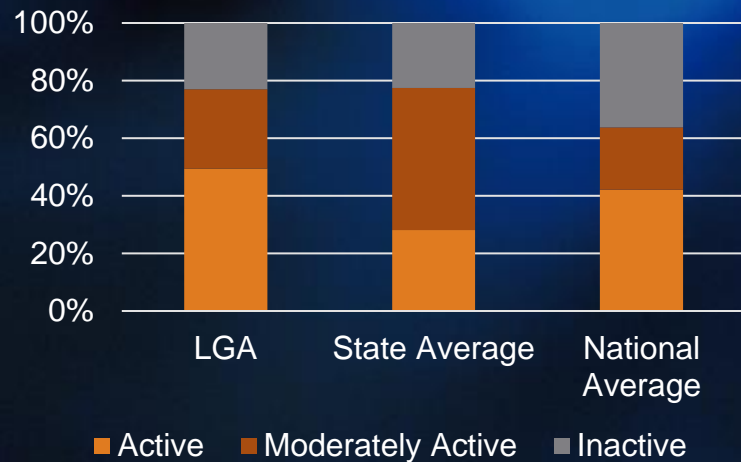
Source: Kinetica Community Affinities Survey, June 2020, n=3,061 nationally representative adults aged 16+. \*Weighted average score out of 100 for the four individual health indicators – Physical Health, Mental Health, Community Connection, Confidence. Weighting is based on the relative contribution of each factor to overall life satisfaction

# LOCAL AREA PROFILING – HEALTH & WELLBEING

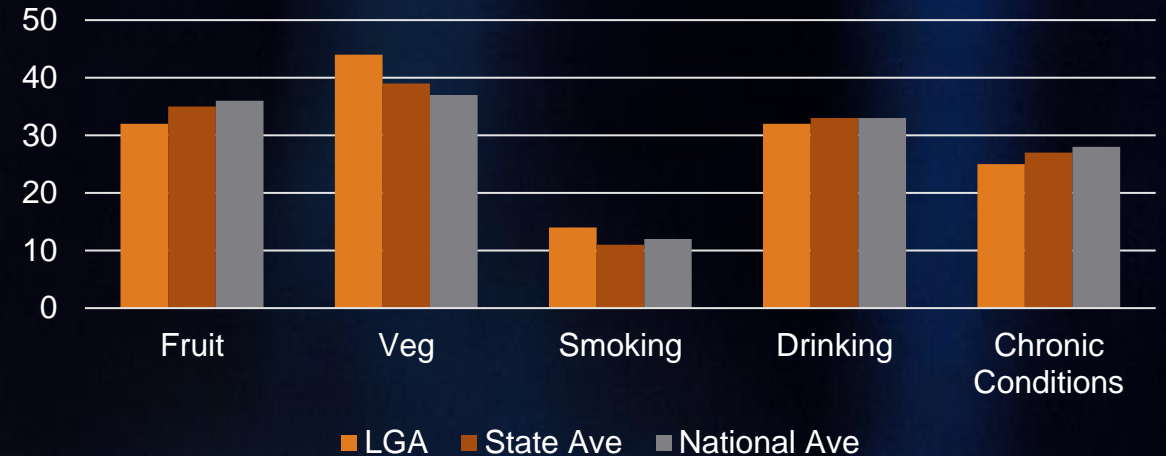
The LGA overall community health index score sits at 62.8, below the Victorian state average. Community connection is the indicator with the lowest relative score.



Physical Activity



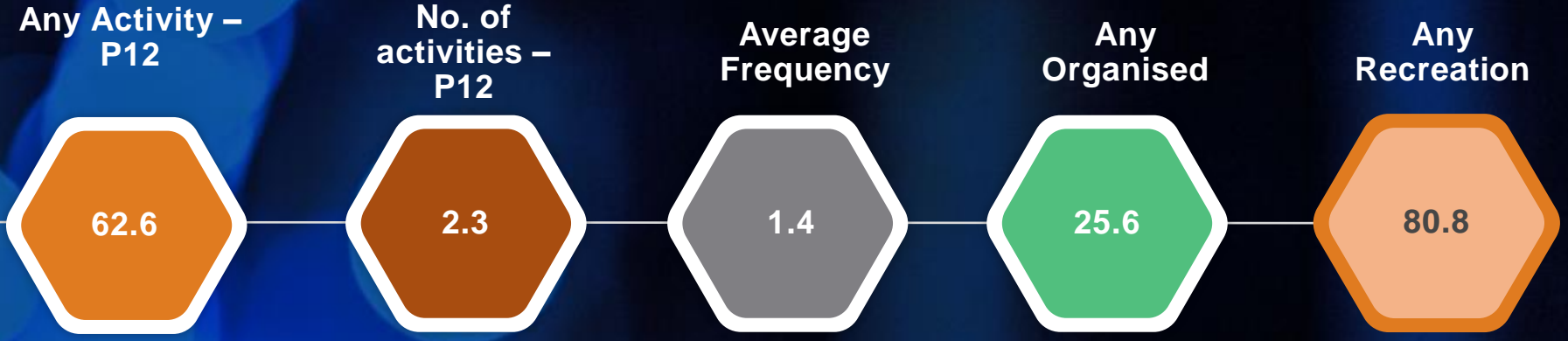
Consumption and Health Conditions



Source: Kinetica Community Affinities Survey, June 2020, n=3,061 nationally representative adults aged 16+. \*Weighted average score out of 100 for the four individual health indicators – Physical Health, Mental Health, Community Connection, Confidence. Weighting is based on the relative contribution of each factor to overall life satisfaction

# LOCAL AREA PROFILING – SPORT & RECREATION

**LGA RESIDENTS**  
SCORE 0-100



Activity X			
Adults		Kids	
P12 Participants	4,200	P12 Participants	850
Regular Participants	280	Regular Participants	110
Members	210	Members	70
Growth Index	52.8	Growth Index	62.3
Health Index	64.5	Health Index	N/A

Top Regular “Organised” Activities	
Adults	Kids
Fitness/ Gym	Cricket
Netball	Netball
Tennis	Soccer
Pilates	Aussie Rules
Yoga	Dancing

# AURA SERVICE LAUNCHING SEPTEMBER 1<sup>st</sup> 2020



## AURA LOCALISED DATA

Aura survey data and analytics to the suburb level



## CLIENT DATA INTEGRATION

Integration of your datasets e.g. membership data, facilities locations



## PUBLIC DATA

Integration of public datasets e.g.. census, electoral results



## BENCHMARKS

Benchmarks across 49 sports and recreation activities



## ONLINE ACCESS

24/7 access to data via dynamic dashboards and visualisations



## REPORTS

Standard state of the nation, sector and spotlight reports



## ANALYSIS SUPPORT

On-call support to run client specific analyses



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