



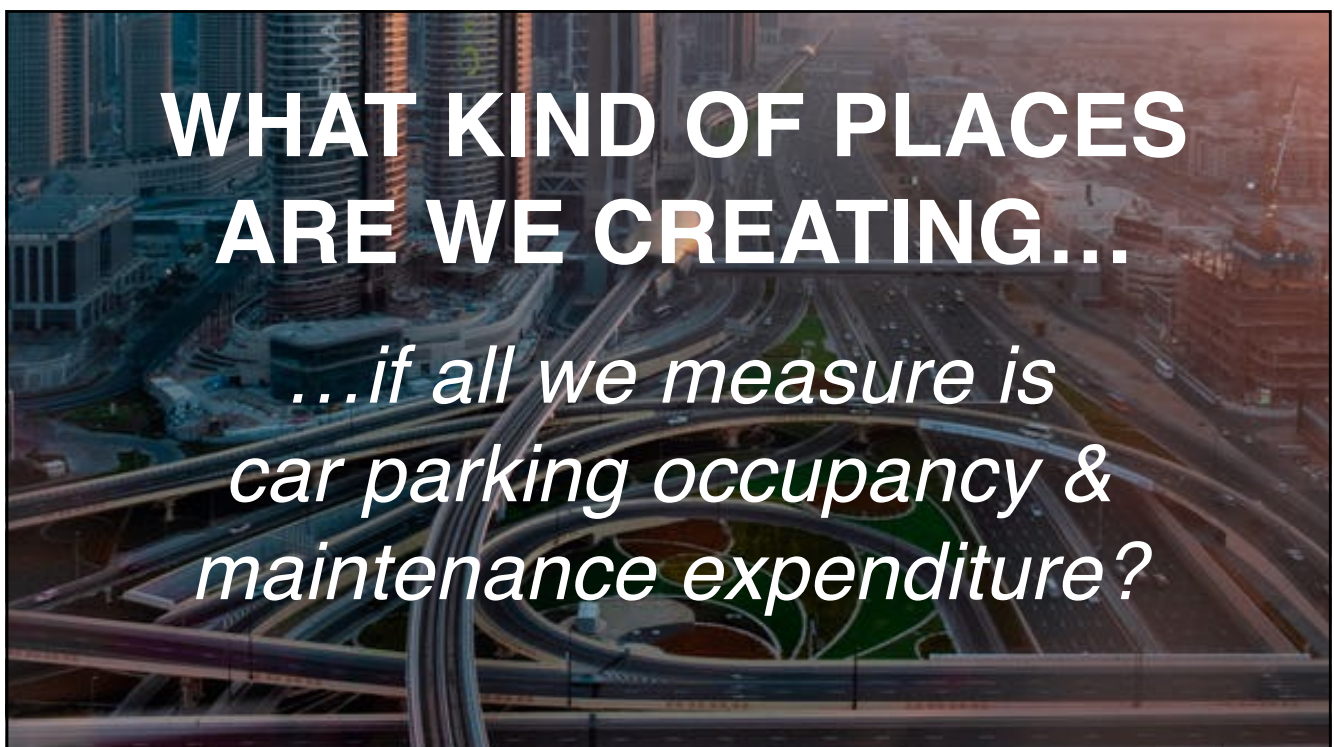
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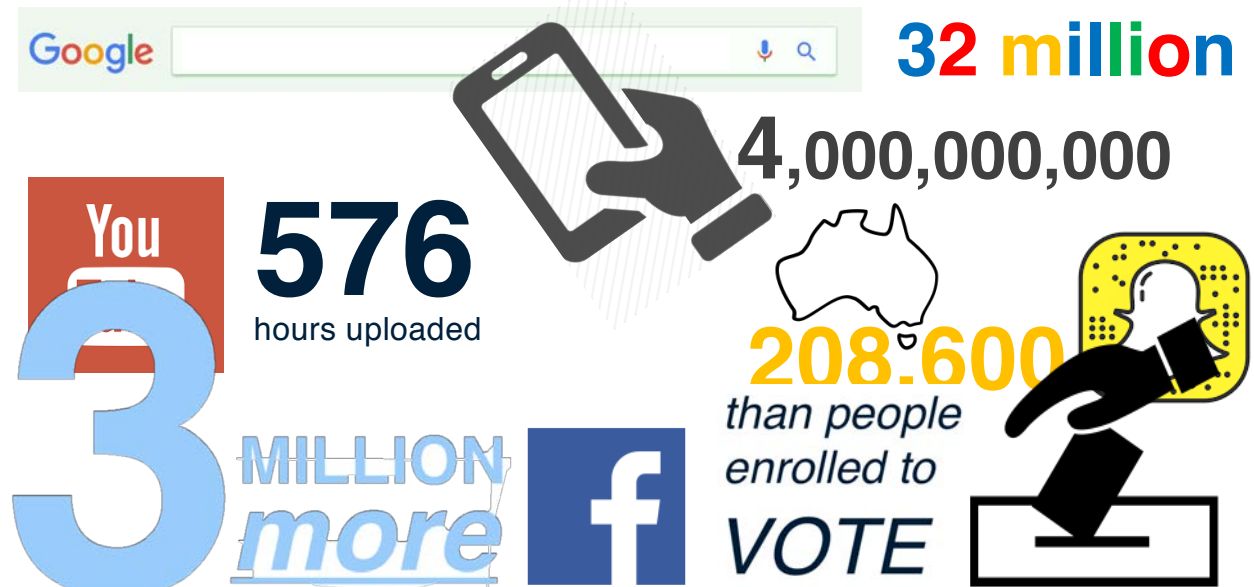
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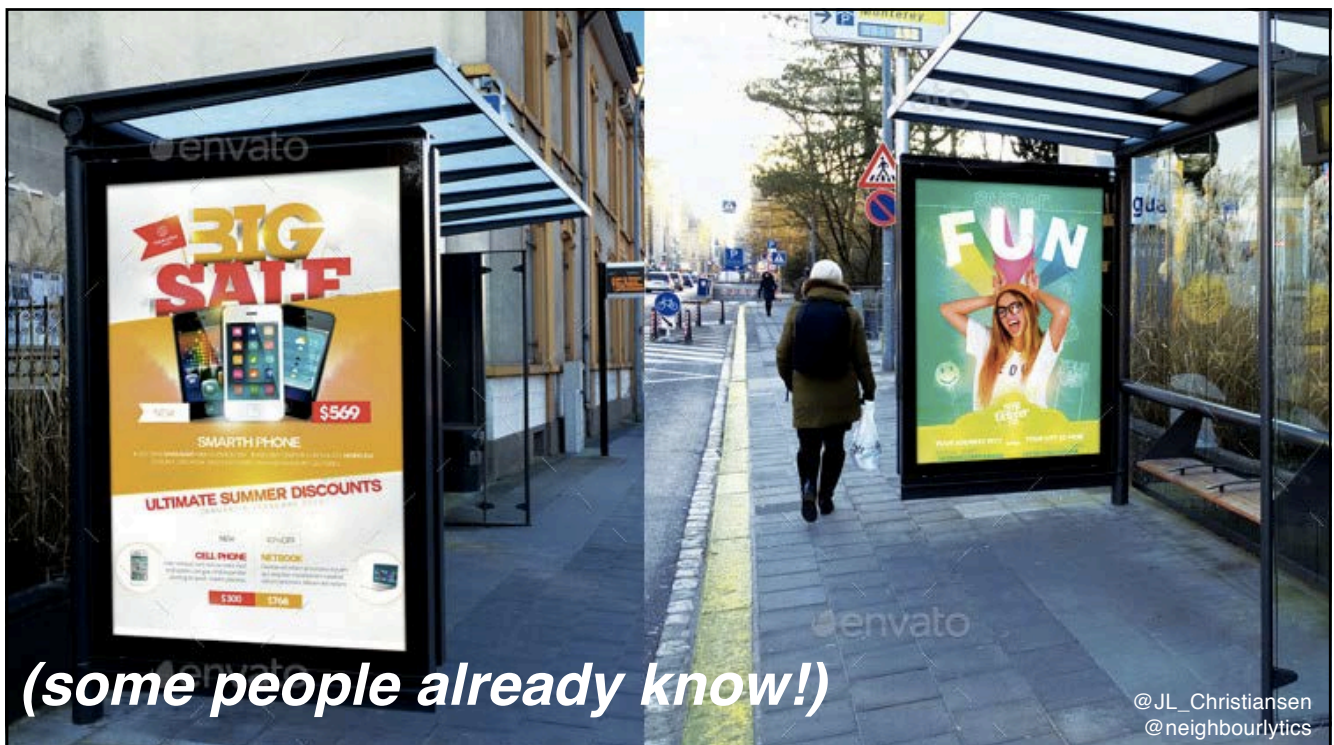


Since this presentation started...

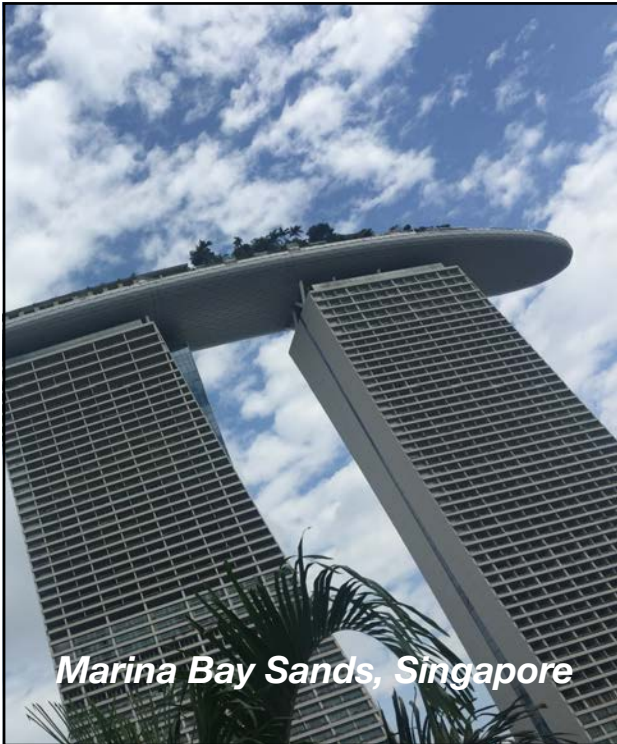


Source: Yellow Social Media Report, [www.domo.com](http://www.domo.com), [www.socialmedianews.com.au](http://www.socialmedianews.com.au)

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6

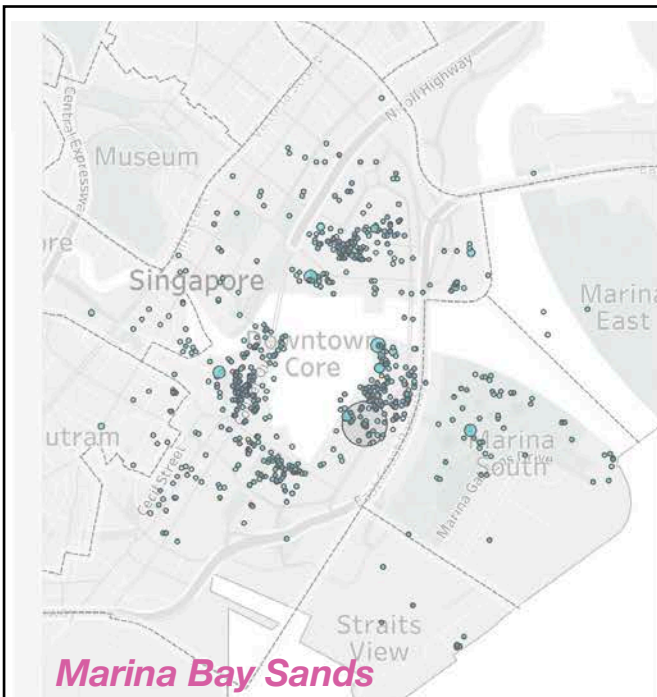


*Marina Bay Sands, Singapore*

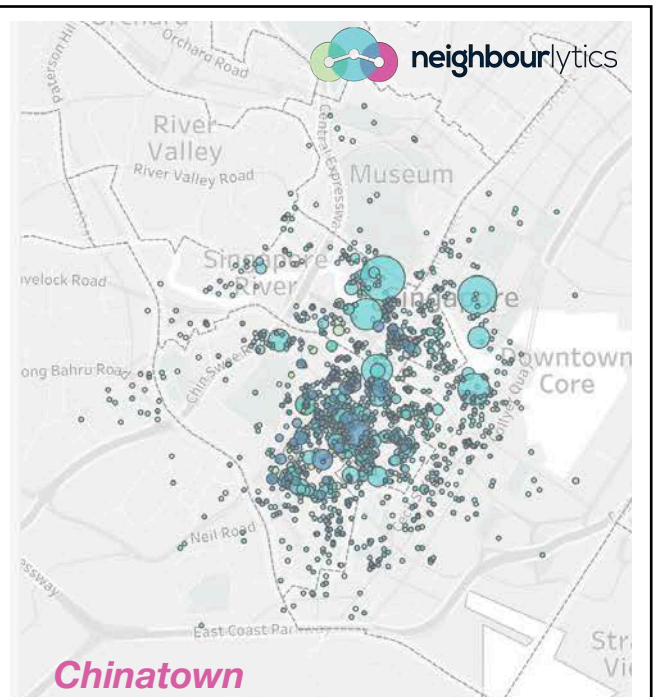


*Chinatown, Singapore*

7



*Marina Bay Sands*



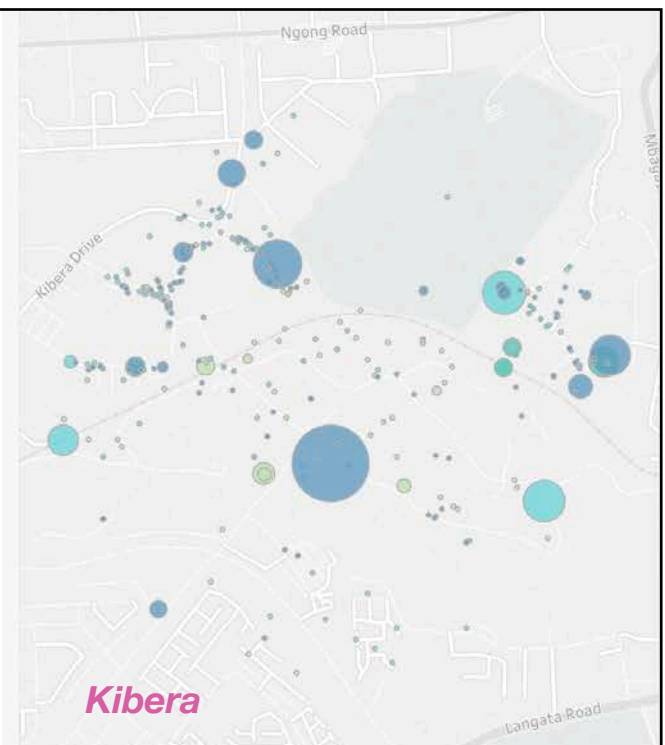
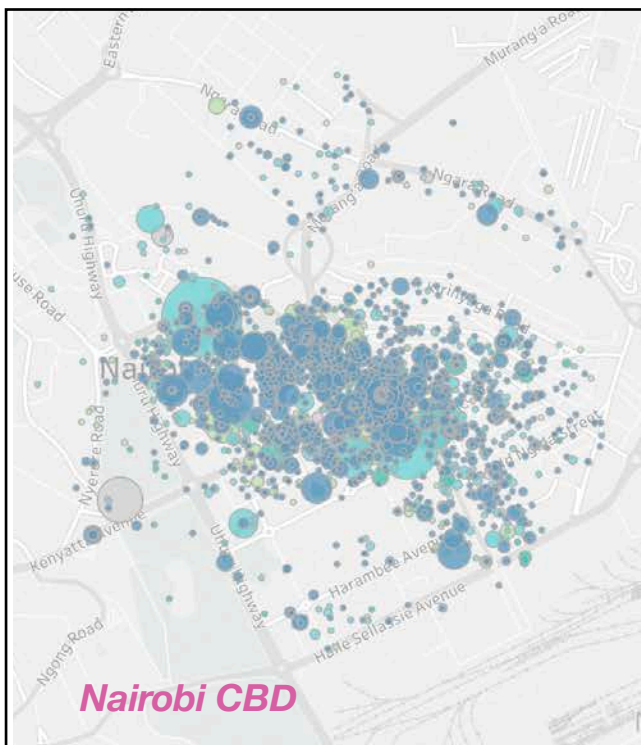
*Chinatown*

8





9



10

## Human-data for human neighbourhoods

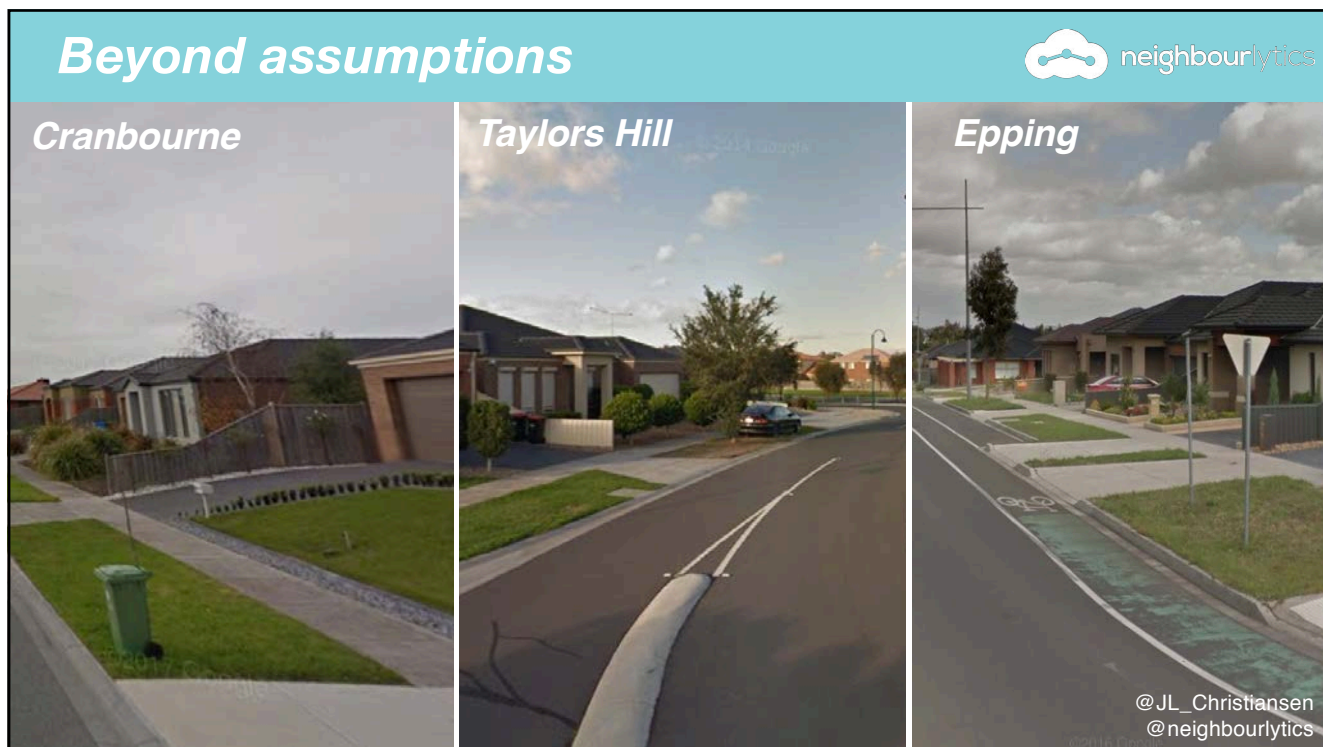


11

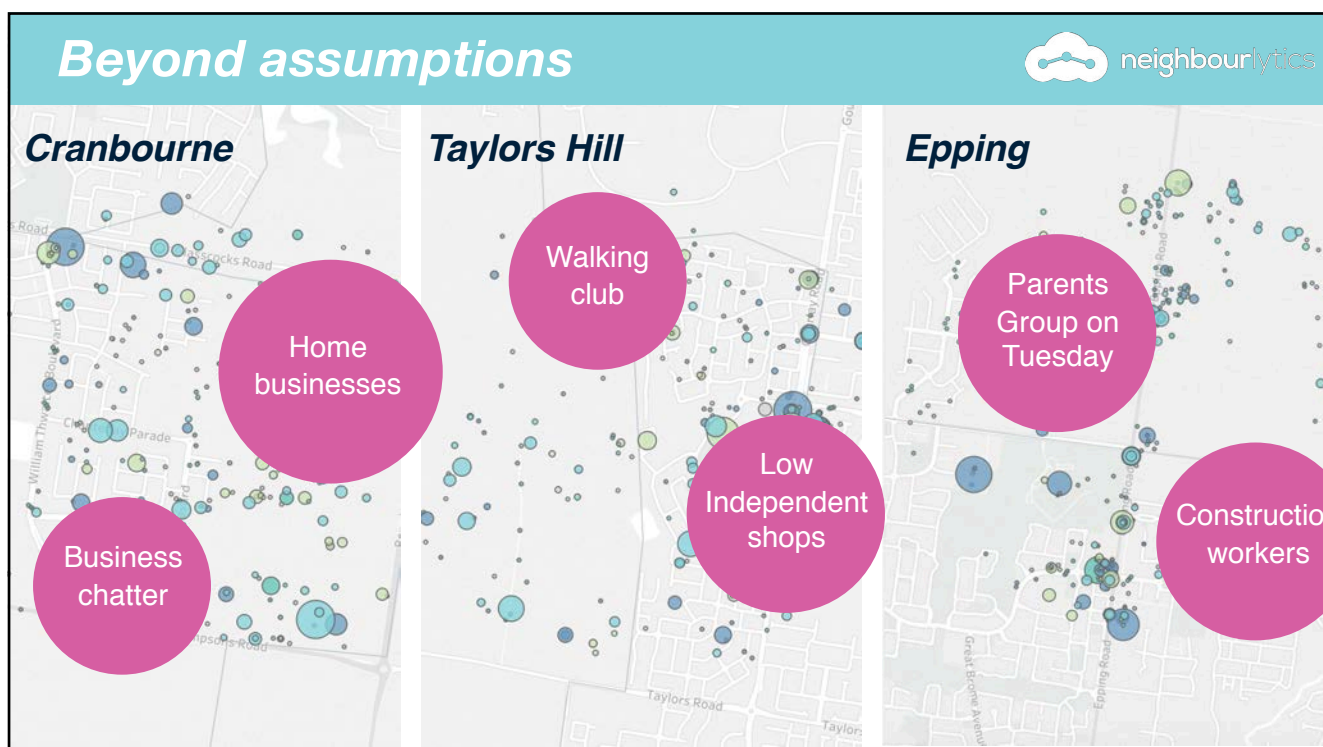
# 1 VICTORIA

*The unique local story  
Melbourne's new suburbs*

12



13



14



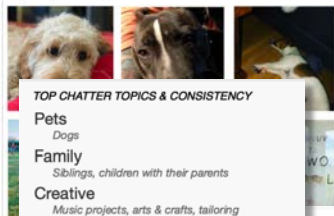
## Beyond 'opinion bias'



### Cranbourne

#### TOP CHATTER IMAGERY

Sample of top chatter topics



#### TOP CHATTER TOPICS & CONSISTENCY

**Pets**  
Dogs

**Family**  
Siblings, children with their parents

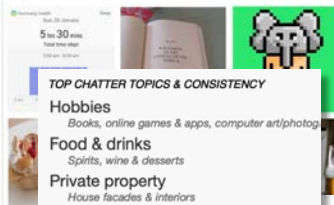
**Creative**  
Music projects, arts & crafts, tailoring



### Taylor's Hill

#### TOP CHATTER IMAGERY

Sample of top chatter topics

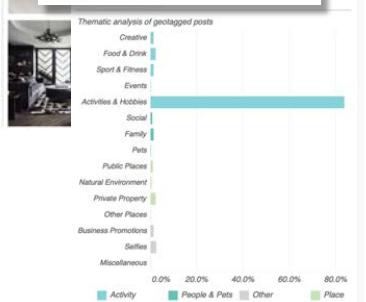


#### TOP CHATTER TOPICS & CONSISTENCY

**Hobbies**  
Books, online games & apps, computer art/photog

**Food & drinks**  
Spirits, wine & desserts

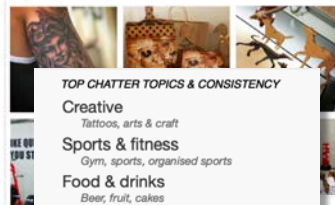
**Private property**  
House facades & interiors



### Epping

#### TOP CHATTER IMAGERY

Sample of top chatter topics



#### TOP CHATTER TOPICS & CONSISTENCY

**Creative**  
Tattoos, arts & craft

**Sports & fitness**  
Gym, sports, organised sports

**Food & drinks**  
Beer, fruit, cakes

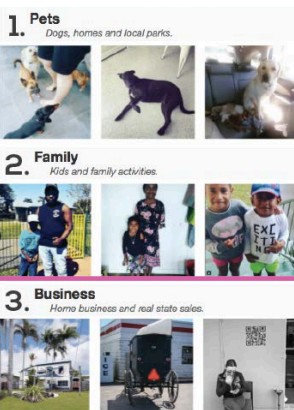


15

## Tracking change



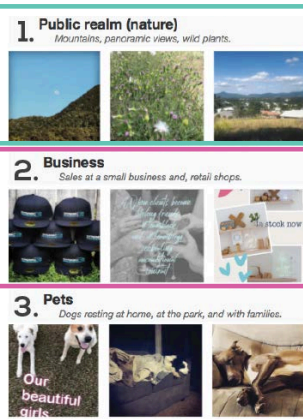
### November



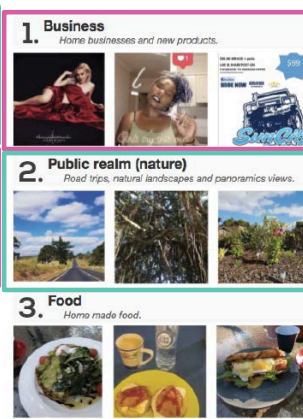
### December



### January



### February



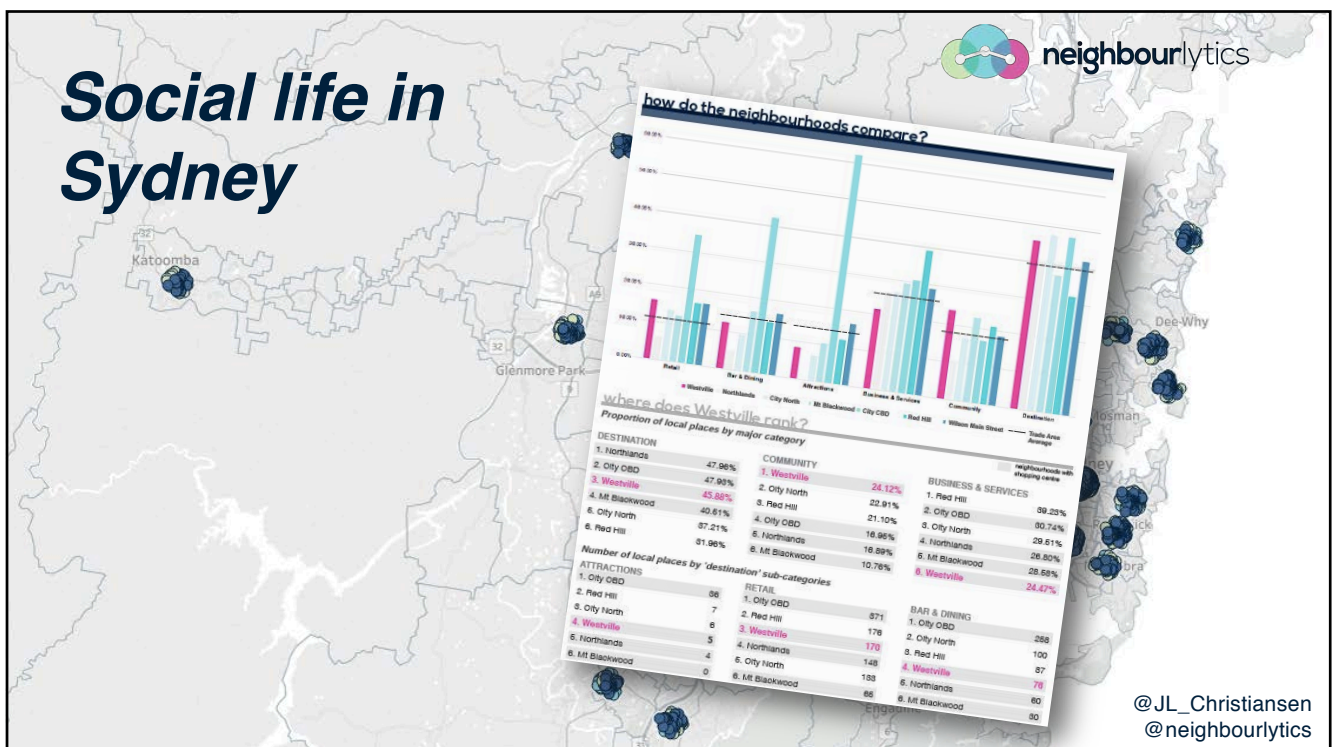
16



# 2 GREATER SYDNEY

*Compare social life across a whole region*

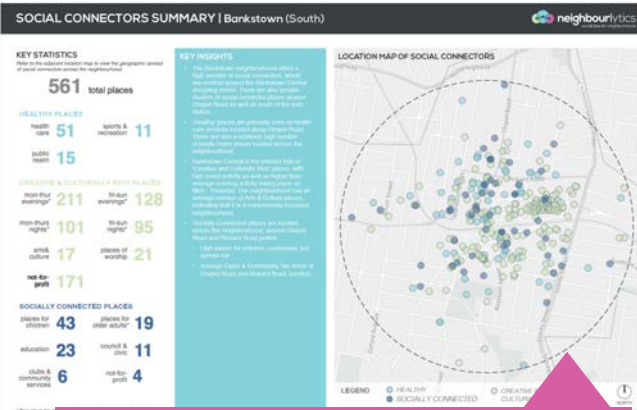
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18

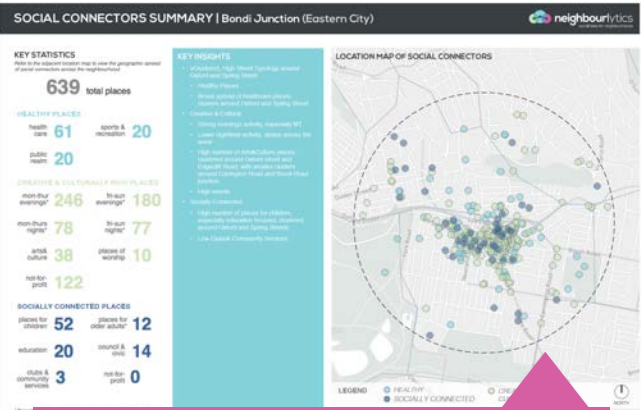
# How do neighbourhoods compare?

## Bankstown



- ▲ Nighttime economy
- ▼ Sport and recreation
- ▲ Volunteering / non-profits

## Bondi Junction



- ▲ Arts
- ▲ Places for children
- ▼ Volunteering / non-profits

19

700+ neighbourhoods,  
10 countries,  
and counting.

HOW ARE WE DOING?

Our CURRENT data portfolio (June 2019)

20

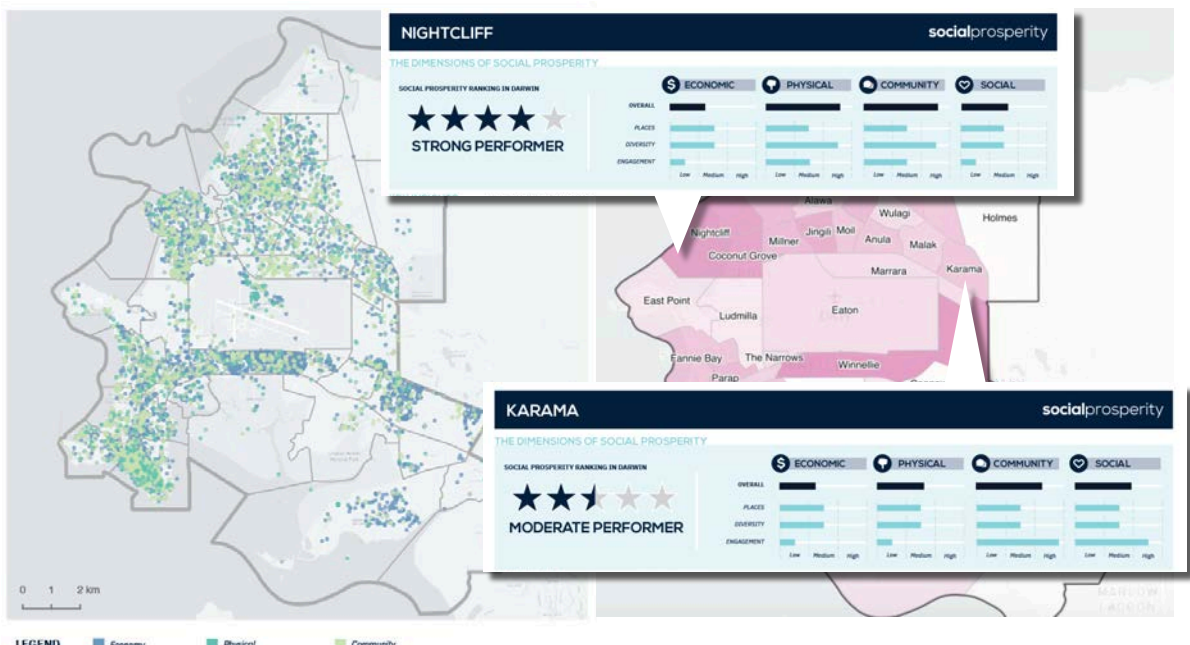


# 3 DARWIN

*Social prosperity to measure ROI*

21

## Darwin: Establishing a baseline

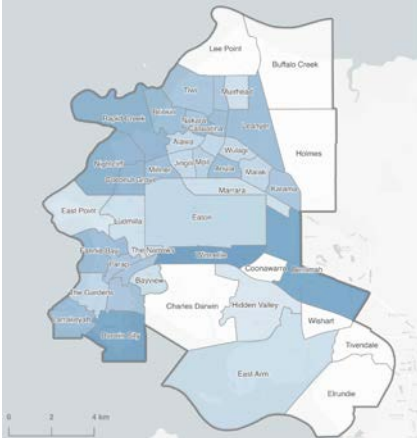


22

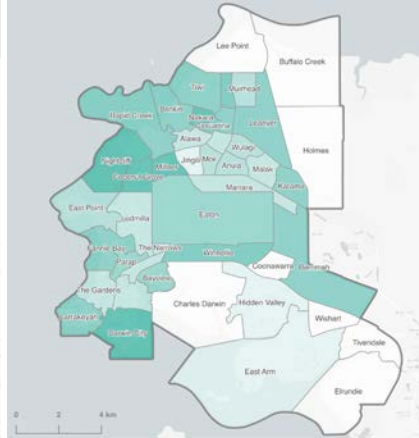
## City-wide wellbeing unpacked



### Economic



### Physical



### Community



@JL\_Christiansen  
@neighbourlytics

23

## Track portfolio performance and ROI



24





“

**...by 2030 depression  
will be the leading  
cause of disease globally.**

World Health Organisation

”

@JLChristiansen  
@neighbourlytics