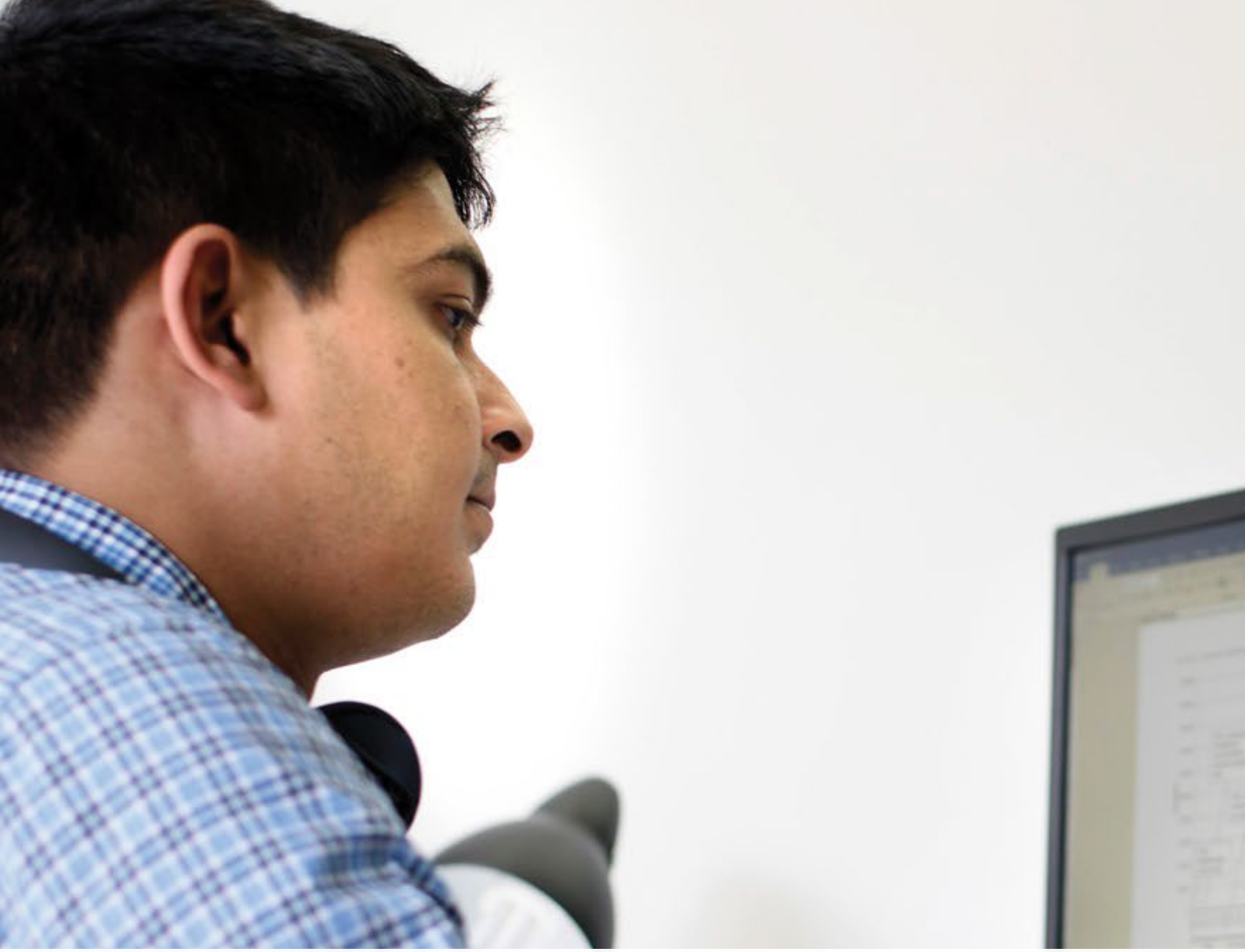
Geografia

Advisory Services



The global benchmark for thoughtful economic, demographic, and spatial solutions.

+613 9329 9004 | info@geografia.com.au | www.geografia.com.au

ABOUT GEOGRAFIA

In operation since 2006, Geografia is an Australian-based firm specialising in economic, demographic, and spatial analysis. Known as a "thoughtful" consultancy, we base our modelling and analysis on the best available data and methods.

Our team of economists, planners, geographers, data scientists, and geospatial analysts works to solve complex urban and regional economic and spatial problems. We help communities and investors establish more sound and sustainable development pathways.

OUR SERVICES

Our core services span five areas:

1. **Economic Strategy & Development**

   We identify economic and other trends, risks, and opportunities and use this information to shape strategies that drive economic growth, investment, and place development.

   We prepare regional and industry-based economic development strategies, baseline studies and investment prospectuses.

2. **Impact Assessment**

   We quantify the economic, social, and environmental benefits of investments and initiatives and help pinpoint the best policies for improving local well-being.

   This includes assessments of everything from wind farms to passenger rail, main street renewals, and sporting events.

   As the inventors of the award-winning Spendmapp, we are also the nation's leading analysts in using Spendmapp data for impact assessment.

3. **Strategic Planning & Land Use Analysis**

   Our expertise delivers data-backed forecasts of retail, commercial, and industrial land, jobs, and floorspace to support smart planning and investment.

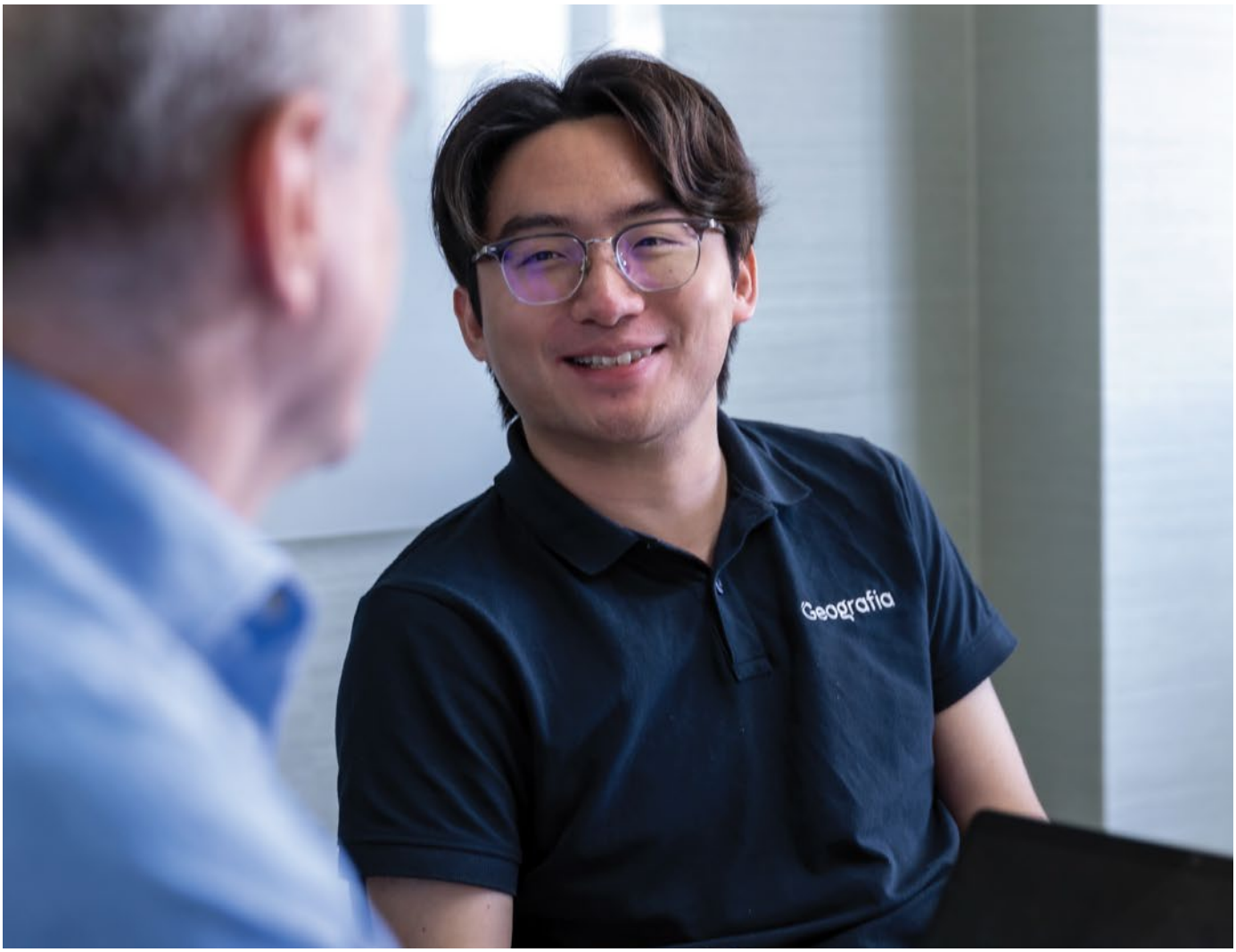
   The work informs master plans, land-use strategies, rezoning, and investments. For Spendmapp subscribers, we can use the extensive backend dataset to derive the most accurate estimates possible for catchment areas, floorspace and land use demand.

4. **Forecasting & Infrastructure Modelling**

   We analyse current demographic profiles and project future population and subsequent housing and infrastructure needs to prepare communities for growth and change. Our expert team, who designed, built, and now run Spendmapp, can use this data to inform this work.

5. **Spatial & Movement Analytics**

   We map movement patterns using mobility and transaction data. This is used for transport, economic, and spatial planning across urban and regional environments in Australia and overseas.



Economic Strategy & Development

WHAT WE DO

Identify economic and other trends, risks, and opportunities and use this information to shape strategies that drive economic growth, investment, and place development.

OUR APPROACH

We gain a comprehensive understanding of local economies by combining novel data sources with robust economic analysis. Our approach uncovers trends, opportunities, and risks to support evidence-based strategies that foster economic growth, attract investment, and build resilience.

KEY SERVICES

- Economic trends and industry analysis
- Spending and consumption analysis
- Economic auditing and profiling
- Investment attraction and resilience
- Place-based economic initiatives

OUR EXPERIENCE

Deputy Global City Insights	**Client:** Deputy (Global) **Project overview:** An analysis of shift work data from tens of thousands of hospitality shift workers worldwide, providing new evidence-based insights into shift worker health and wellbeing, the impact of economic development policies on jobs and spending, and public policy and investment responsibilities
Wodonga Night-Time Economy Analysis	**Client:** City of Wodonga (Victoria, Australia) **Project overview:** An analysis of local and escape night-time spending patterns in Wodonga, examining the reasons for escape spending, estimating potential job growth from its reduction, and using the findings to inform strategies for activating the night-time economy

Impact Assessment

WHAT WE DO

Quantify the economic, social, and environmental benefits of initiatives and help pinpoint the best policies for improving local well-being.

OUR APPROACH

Using conventional and new data, we combine impact assessment, root cause analysis, and advanced statistical modelling techniques. This uncovers insights into what traditional approaches (with their limited data sets) overlook. It ensures more accurate outputs and more effective recommendations. We partner with environmental scientists and social planners to conduct deeper impact assessments when needed.

KEY SERVICES

- Regional and local economic modelling
- Economic, environmental and social impact analysis
- Cost-benefit analysis
- Evaluation of public policy interventions

OUR EXPERIENCE

NSW Local Land Socio-Economic Profiles	**Client:** Department of Regional NSW (Australia) **Project overview:** A social and economic profile of all 11 Local Land Services regions in NSW, incorporating geospatial analysis of land use trends, economic modelling, and demographic profiling
Star of the South Offshore Wind Farm Economic Impact Assessment	**Client:** Star of the South (Victoria, Australia) **Project overview:** An estimation of the jobs, output, and Gross Regional Product impact of Australia's first offshore wind project in the Gippsland region, Victoria, and Australia
V/Line Regional Passenger and Freight Rail Economic and Social Impact Assessment	**Client:** V/Line Regional Rail (Victoria, Australia) **Project overview:** A data-driven analysis estimating the benefits of V/Line passenger services to Victoria, including social benefits such as improved regional travel, expanded labour markets, and stimulated regional population growth

Strategic Planning & Land Use Analysis

WHAT WE DO

Deliver data-backed forecasts of retail, commercial, and industrial land, jobs, and floorspace to support smart planning and investment.

OUR APPROACH

We employ a highly quantitative approach, utilising advanced modelling techniques to forecast floorspace and land-use demand. By analysing growth patterns and catchment dynamics, we produce steady-state forecasts for land and floorspace needs. Through big-data analytics, we deliver higher accuracy and deeper levels of insight into how, where, and when retail, commercial, and industrial activities occur.

KEY SERVICES

- Local growth patterns and development priorities analysis
- Population, employment, and economic trends forecasting
- Retail and activity centre performance analysis
- Future commercial, retail, and industrial land needs supply and demand analysis

OUR EXPERIENCE

Brighton Activity Centre Strategy	**Client:** Brighton Council (Tasmania, Australia) **Project overview:** An Activity Centre Strategy (in partnership with Mesh Planning) for one of Tasmania's fastest-growing LGAs, identifying opportunities for existing and new centres through employment forecasts and land use demand modelling.
Croskell Precinct Structure Plan: Employment Needs Assessment and Implementation Plan	**Client:** Victoria Planning Authority (Victoria, Australia) **Partner:** Echelon Planning **Project overview:** In partnership with Echelon Planning, an economic study of the commercial and industrial potential of a large site in the City of Casey, analysing catchment areas, supply chain movements, and office, retail, and light industrial land needs.

Forecasting & Infrastructure Modelling

WHAT WE DO

Analyse current demographic profiles and project future population and subsequent infrastructure needs to prepare communities for growth and change.

OUR APPROACH

We integrate various advanced modelling techniques with local data to provide a deep understanding of population dynamics and deliver precise, actionable forecasts for infrastructure and service needs.

KEY SERVICES

- Regional and local population forecasting
- Housing demand and supply (in partnership with housing specialists)
- Infrastructure and service capacity and demand forecasting
- Land use and zoning analysis

OUR EXPERIENCE

NSW Population Futures	**Client:** Department of Planning and Environment (NSW, Australia) **Project overview:** A dynamic population forecasting model and web-based toolkit that enables the Department to better serve other agencies by providing results that are responsive to economic and policy changes.
Land Use and Infrastructure Modelling	**Client:** City of Melbourne (Victoria, Australia) **Project overview:** A land use and infrastructure model delivered through an online application, allowing the City to model future demand for services and infrastructure under different population, employment and major infrastructure scenarios.
School Demand Modelling	**Client:** Department of Education (Victoria, Australia) **Project overview:** The development of a model to estimate demand for Flexible Learning Options (FLO) among Victorian school students, forecasting current enrolments, unmet demand, and future needs by geographical location. (aggregated to LGA), to help the Department allocate budget resources and plan spatial service distribution

Spatial & Movement Analytics

WHAT WE DO

Map movement patterns for transport, economic, and spatial planning across urban and regional environments.

OUR APPROACH

We use aggregated, anonymised, and highly accurate mobility data collected through mobile pings to identify key mobility patterns and provide actionable insights

KEY SERVICES

- Analysis of visitor volumes (daily, weekly, and monthly intervals)
- Assessment of facility and amenity usage patterns
- Identification of visitor origins and movement trends
- Analysis of dwell time and peak periods

OUR EXPERIENCE

Civic Park and Lidcombe Town Centre Improvement Projects – Data Insights	**Client:** Cumberland City Council (NSW) **Project overview:** An evaluation of two public realm improvement initiatives by comparing baseline mobility and bank transaction data with post-upgrade metrics, focusing on indicators such as visitor volume, dwell time, and economic activity.
South Australia Jetties User Count Data	**Client:** Department of Infrastructure and Transport (SA) **Project overview:** An analysis of people movement data to identify the jetty usage patterns in various locations in South Australia, helping the Department understand demand and make data-driven decisions about managing these assets.
Validating Night-Time Safety Perceptions with UN-Habitat	**Client:** UN-Habitat **Project overview:** A UN project measuring safety perceptions using people movement data as one of the primary inputs, revealing gaps between individuals' lived experiences of going out at night (analysed through the data) and their perception of safety (based on survey responses). Following a 10-city global pilot exercise, the analysis is being rolled out to 100 cities worldwide.