



Spendmapp Brochure

Geografia



Welcome to Spendmapp



Spendmapp is a powerful, award-winning tool built by local government experts for local government and based on real-time spending data.

Since 2017, Spendmapp has helped thousands of council staff around Australia make better decisions for their community and businesses.

Whether you're supporting local businesses, evaluating projects, monitoring tourism, attracting investment, or securing grants, Spendmapp provides the data to back you up - and we're with you every step of the way.

Spendmapp was designed and built by Geografia, a local government specialist operating since 2006 and in partnership with Westpac since 2017.

We make data work for local governments through:

- **Real Expertise.** Our team specialises in servicing local

government, economic development and strategic planning.

- **Data You Can Trust.** We're fully transparent about sources, methodology, and insights.
- **Privacy Protected.** No individual business or cardholder is ever identifiable. Using our data won't breach the trust you have built with your community.

How Does It Work?

Spendmapp is a web-based platform accessed via a secure, individual login. The interface includes dashboards, charts, filters, and downloadable reports, all backed by a searchable Support Centre and personalised help from our team.

We're a true Software-as-a-Service (SaaS): technical delivery + real human support.

CUSTOMISED SOLUTIONS WITH SPENDMAPP DISCOVERY

We listen to our users and regularly add new features to Spendmapp. But when features don't quite meet a user's analytical needs, our team customises a solution through the Spendmapp Discovery program. This can be as simple as a data spreadsheet with specific insights, or as sophisticated as a custom-designed and hosted dashboard.



What Can You Do with Spendmapp?

1. MONTHLY, QUARTERLY OR ANNUAL REPORTING

Report back to Council, Executive or your business community using:

- Headline indicators
- Year-on-year trends
- Detailed spend time series

Access automated monthly/quarterly reports, create your own with our templates, or we'll customise one for you.

2. DESIGN BUY-LOCAL CAMPAIGNS

Identify spending leaving your LGA, where it's going, what's being bought and when. Use local area data to:

- Design and test Buy Local campaigns
- Justify local investment
- Monitor spending trends by day, time, and location

3. QUANTIFY AND MAP VISITOR SPENDING

Visitor Local Spend shows how money flows *into* your LGA—from daily commuters to tourists. Use it to:

- Map visitor origins, destinations, and categories of spend

- Segment by state, territory, metropolitan area, suburb, age, and gender
- Support tourism strategies and retail planning

International Visitor Spend is available as an optional add-on.

4. TAILOR SUPPORT FOR LOCAL BUSINESS SECTORS

With up to 22+ Expenditure Categories, you can zero in on sectors such as hospitality, retail, personal or health services.

Use Category Analysis to:

- Assess trends by resident, visitor, online and escape spend
- Plan for work/non-work hours
- Share data with your chambers of commerce

We provide a full breakdown of what's in each category, and we align our categories to ANZSIC divisions.

5. UNDERSTAND YOUR COMMUNITY WITH DEMOGRAPHIC DATA

Find your highest-value, fastest-growing spending cohorts using age and gender breakdowns.

We avoid made-up psychographic personas. Instead, we give you:

- Real, cardholder-based demographic profiles
- Trends you can act on for inclusion, resilience, and growth

6. DEVELOP YOUR NIGHT TIME ECONOMY

See how your nightlife or early morning economy is performing.

Use the Night Time Economy page to:

- Measure resident and visitor activity
- Compare by day of week, season, and year
- Support safe, active, climate-resilient public spaces

Custom precinct-level analysis is available to drill into specific areas or even single streets.

7. MEASURE EVENT & DISASTER IMPACTS

Use real spending data to evaluate:

- Events (from markets to concerts)
- Natural disasters
- Policy changes or disruptions

You'll see which events drive revenue, which hurt local spend, and where support is most needed.

8. ESTIMATE JOBS, FLOORSPACE AND LAND USE DEMAND

Spendmapp includes tools and techniques to help estimate:

- Demand for retail and commercial floorspace
- Land use planning, retail catchment analysis and forecasting
- Changes in FTE jobs by sector

Use our Performance Indicators and Daily Analysis for your own modelling, or ask us for help with a tailored study to measure commercial and retail demand.

9. GAIN PRECINCT-LEVEL INSIGHTS

Flexible geographies mean you can define custom precincts (not just amalgams of SA1s). Use it for strategic planning and targeted interventions.

Send us a map. We will work with you to meet privacy thresholds and deliver the data.

10. ENHANCE YOUR PLACE ANALYSIS

Combine Spendmapp with Placemapp mobility data to analyse all aspects of your precincts from people movement to spending peaks, pathing, and dwell times.

Who Uses Spendmapp?

Spendmapp's core user base has been people in local government, regional development, and other agencies working in economic development and tourism.

As the utility of our spend data has become more widely known, the use cases have grown. Now, we regularly see a diverse mix of Spendmapp operators, including those in:

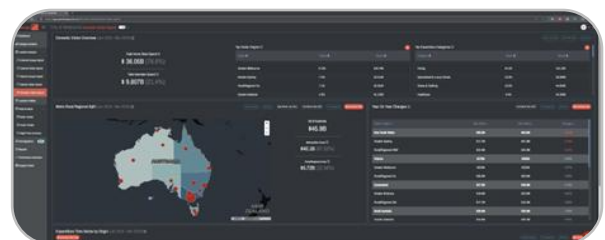
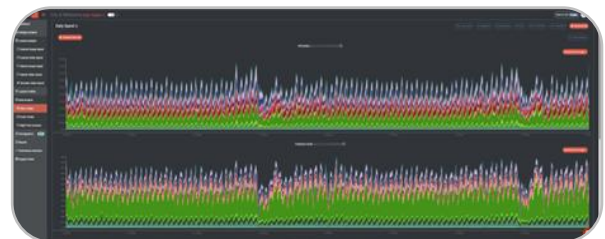
- Strategic planning
- Place-making
- Data science and smart city planning
- Community development
- Events management
- Corporate performance monitoring
- Executive teams
- Financial services

It's used for everything from grant applications and acquittal to performance monitoring, retail and place planning, mixed presentations and investment attraction.

Need Help?

Our Support Centre is full of tips, examples, and step-by-step guides. If you prefer talking to someone, our team is ready to assist—whether it's using the tool, interpreting data, or producing custom insights.

We also have a dedicated Spendmapp consulting team to work with you on your bigger projects.



Contact

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