

MEDIA RELEASE

Measuring the strength of community ties

Real-time data to provide a testing ground for Frasers Property community initiatives

Australia – 10 July 2017 – Developers can come up with initiatives to build a sense of community in their projects, and create stronger ties between residents, without being 100% confident they're working. Frasers Property Australia has signalled its intention to find out.

To do this, Frasers Property is trialling a brand new real time data measurement tool in five of its communities to investigate the success – or otherwise – of the various community initiatives, events and activities it has integrated into the projects.

The company has announced a partnership with Neighbourlytics, a social analytics platform for neighbourhood development, to trial the program and see whether the anecdotal success of programs like Live Life Get Active is having the genuine impact on community connections that they've been designed to have.

Anthony Boyd, Executive General Manager – Residential, Frasers Property Australia says a focus on building communities instead of just homes is something more and more purchasers are looking for today.

“If we are serious about creating stronger, more vibrant communities, we need to investigate ways to measure the success of the initiatives and programs we introduce. It is about actively seeking accountability and adopting a higher level of stewardship,” Mr Boyd says.

“We are on a journey to continually improve the way we build communities, to gain a better understanding of community sentiment so that we can have a positive impact on people's lives. Neighbourlytics will ideally prove an important testing ground for us to consider as we continue on this journey.”

Some of the community initiatives integrated into Frasers Property communities include 'meet your neighbours' days, cultural and seasonal celebrations as well as free Live Life Get Active fitness camps.

Neighbourlytics draws on key data sets such as social media feeds to measure the success of such initiatives, which means it is unsolicited and free of survey bias to give the full picture of what is happening in a neighbourhood.

“Traditional research methods and census data aren't nuanced enough to measure and track social value. By tapping into big data, we can provide real-time insights into local places to help decision makers create neighbourhoods people love and feel connected to,” Neighbourlytics co-founder and CEO Jessica Christiansen-Franks says.

Neighbourlytics will be piloted at Frasers Property's Parkville and Point Cook communities in Victoria, at Brookhaven and Hamilton Reach in Queensland, and at Fairwater in New South Wales.



“These communities are in varying stages of development, with some well established, others progressing, and some in their initial stages. This range will help us evaluate the community initiatives either implemented or planned for each community and also evaluate the success of Neighbourlytics in providing the answers we’re looking for,” Mr Boyd says.

“If we can access real-time community insights, and map out the way the communities we create are actually operating, we can channel our community programs to maximise their usefulness in creating stronger ties between residents,” he says.

Working with Neighbourlytics will ideally help Frasers Property gain valuable insights into how connected its communities are to one another, and which local assets are the most valued by local people.

“Sourcing accurate customer and community data can be a time-consuming process. This tool has the potential to go beyond demographics by harnessing social data to provide rich, specific and real-time insights,” Mr Boyd says.

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About Frasers Property Australia

Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic* and *respectful*.

For more information about FPA, visit www.frasersproperty.com.au

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