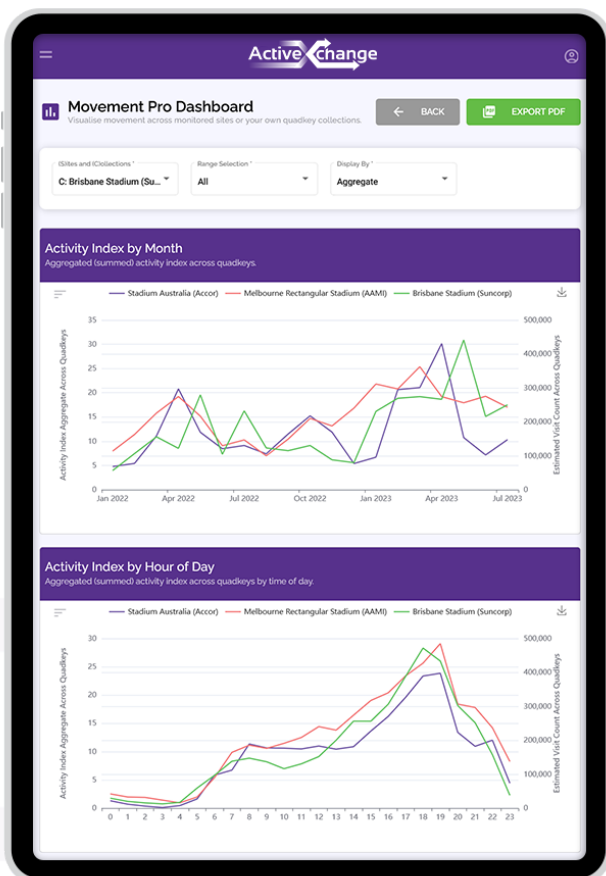# Active Xchange

Movement

Beyond organisational data on sports & recreation participation, the ActiveXchange platform leverages non-traditional and casual activity data across any active environment, facility and space to better understand usage levels and insights for investment & maintenance planning.

Know where, when & why your community comes together.

Compare & contrast geographic areas by year, month, day & hour.

Set up and **monitor locations** in the National Infrastructure Database, and link data directly to sites or define customisable collections.

Benchmark your sites and spaces in a calibrated and consistent manner, informing planning, investment, maintenance, event and sponsorship opportunities & decisions.

Optimise site selection and **allocate resources** in the areas that matter to your organisation, collaborators & communities.

Target hotspot locations for high impacts using the overlay of the latest demographic, socio-economic, health & wellbeing data.

Analyse the results of **planning & investment decisions** through changes with estimated visits for any location nationwide.

Active Xchange

WHAT'S WORKING > WHAT'S NOT > WHAT'S NEXT

What are the relative **usage levels** of community facilities and active spaces?

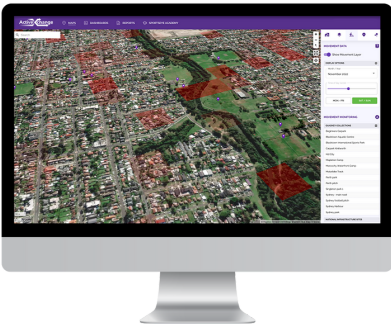**What does good look like** in terms of usage for different types of facilities and spaces?

Are the facilities in our **priority communities** being used, and do we have the **correct mix of facilities** and **active spaces** to meet local needs?

Where should **future facilities and spaces** be placed, and are we **managing capacity** effectively now?
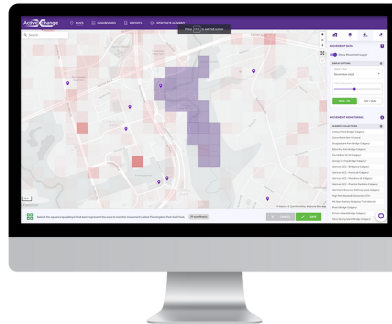
FEATURES & DASHBOARDS

Heat Mapping Layers

Interactive heat mapping for any geographic location nationwide, displaying movement activity levels for any time of day

Quadkey Collections

Quadkey collections are fully customisable to monitor single sites or large geographical area

Movement Monitoring

Monitor movement over time and have these seamlessly visualised in a dedicated dashboard or export the data for your own analysis

Automated Notifications

Bring your staff, teams and stakeholders closer to the facilities, spaces and places that get your communities more active

FAQs & Specs

- 100 x 100m grid overlay

- Mobile device GPS pings (events) - no cellular service/network required

- Fully anonymised privacy-forward dataset back to Jan22 for nationwide tracking

- 700M+ global devices, 20B+ live locations daily, from 45,000+ apps

- 84%+ correlation with economic activities to inform commercial planning

- ActiveXchange monitors calibration and validation of datasets to known activity levels to ensure high data quality standards

- Used alongside the ActiveXchange Community Profile layers to activate high priority resident communities

ActiveXchange