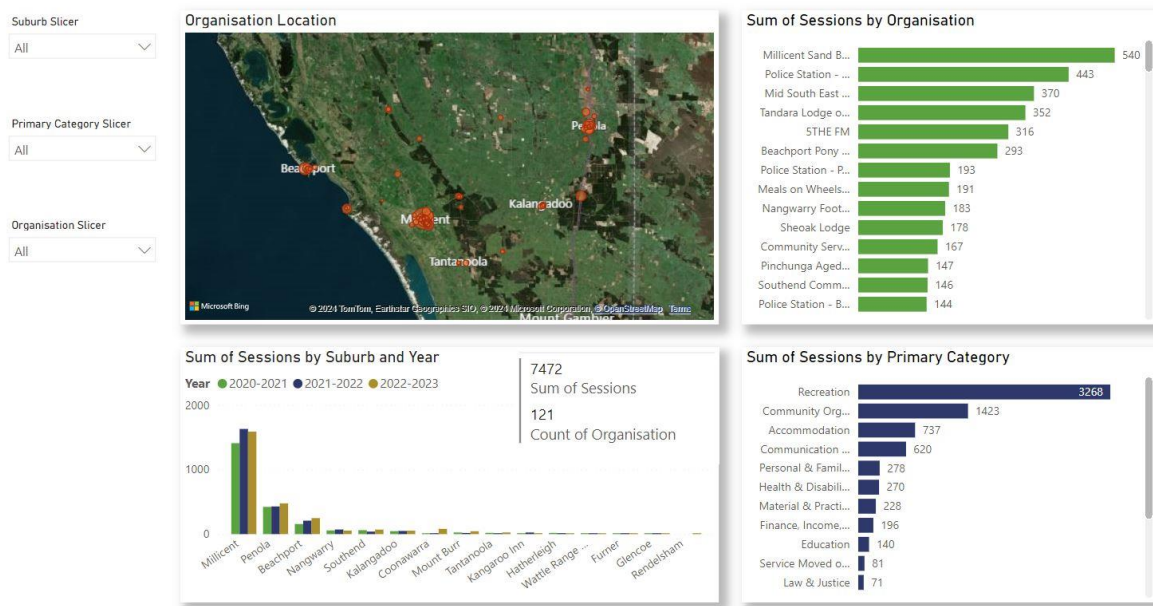


Wattle Range Council - Geographic Visualisation



Geographic Visualisation - Report Explanation – Olivia Nguyen

Organisation Location

The *Organisation Location* map displays the location of each organisation in the *Wattle Range Council* based on their latitude and longitude. This Bubble map uses circles of varying diameters to represent the sessions, bigger bubbles indicate more sessions, while different colours represent different primary categories. The default map size setting displays all organisations in all suburbs of the council, zoom-in for organisation location details.

Please note that some organisations within the council do not have specific meeting/club addresses listed, therefore only their general location within their suburb on the map is displayed. Additionally, *Driver Reviver SA - Millicent*, closed over the financial year period and therefore no location data exists for this record.

Slicer View

We use the *Suburb*, *Primary Category*, and *Organisation* slicers to select specific suburbs, primary categories, or organisations that we want to examine more closely. To select one of these visual filters click on the relevant dropdown list and the specific locations or categories will be displayed on the map. To reset, click "*Select all*" at the top of each slicer.

Sum of Sessions by Suburb and Year; Sum of Sessions by Organisation/Primary Category

The *Sum of Sessions by Suburb and Year* explains the change in sessions of each suburb over three years. The top right of this chart shows the number of sessions and organisations to facilitate easy tracking. The *Sum of Sessions by Organisation* and *Sum of Sessions by Primary Category* bar charts represent the number of sessions by organisations or by primary categories. The connection of these visuals is explained as follows: when selecting one suburb, its organisations' locations will be displayed on the *Organisation Location* map, and its corresponding session counts for each organisation and primary category will also be

displayed in the *Sum of Sessions by Organisation and Sum of Sessions by Primary Category* bar charts. Organisations and primary categories are sorted in descending order based on the number of sessions, allowing us to clearly see which organisations and primary categories account for the most sessions in this suburb.

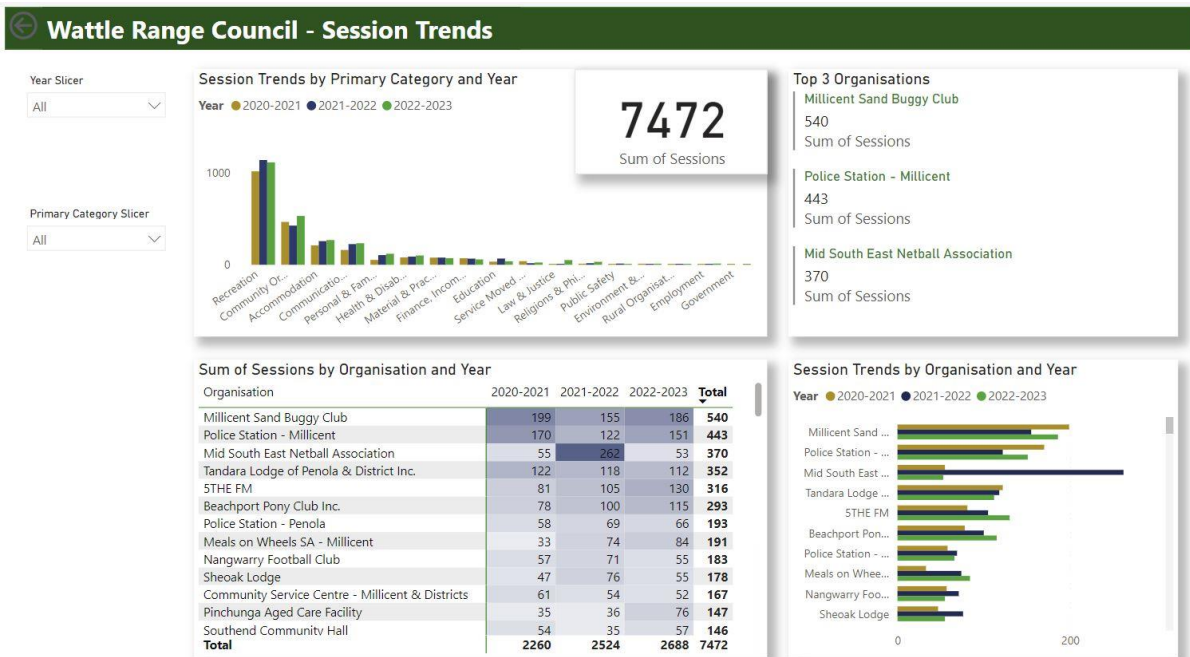
Geographic Visualisation - Data Insights – Olivia Nguyen

Most sessions are located in three suburbs: *Millicent*, *Penola*, and *Beachport*. *Millicent* has the highest concentration with 60 out of 121 organisations (almost 50% of the organisations in the entire council). This suburb also has the most sessions, with 4620 out of 7472 sessions over three years (61.8%). However, although there was an increase in sessions from 2020-2021 to 2021-2022, we see a decreasing trend in 2022-2023 in *Millicent*, while *Penola* and *Beachport* continue to show a stable increase in sessions over three years. In terms of primary categories, *Recreation*, *Community Organisation & Development*, and *Communication & Information Services* account for the majority of sessions in the *Millicent* suburb, except *Accommodation*, which has the most sessions in the *Penola* suburb.

Despite a decrease in sessions from 2022-2023, *Millicent* remains the central hub with the highest number of organisations and sessions. To address the declining trend, it may be beneficial to investigate potential causes, such as changes in service quality or community needs. Since *Penola* and *Beachport* are experiencing stable growth in sessions, consider allocating more resources to these suburbs to support and sustain their upward trends. Promote *Accommodation* services more aggressively in *Penola*, given its leading position in this category, to further capitalize on its strengths.

Interestingly, *Nangwarry Football Club* is the only organisation in the *Nangwarry* suburb but has 183 sessions in total, more sessions than *Southend*, *Kalangadoo*, *Coonawarra*, *Mount Burr*, *Tantanoola*, and *Kangaroo Inn*, which have more than one organisation. Highlight and support unique organisations that show high engagement in small suburbs, such as *Nangwarry Football Club*. Use their success as a model to replicate in other suburbs with fewer organisations.

Three organisations have closed: *Bedford Group Millicent*, *Driver Reviver SA – Millicent*, and *Tantanoola Primary School*. Two of these organisations are in *Millicent*, and one is in *Tantanoola*.



Session Trends - Report Explanation – Olivia Nguyen

Session Trends by Primary Category and Year; Top 3 Organisations

The first part of this report covers session trends by primary category. The *Session Trends by Primary Category and Year* bar chart represents the changes in session numbers for each primary category over three years. The top right of this chart also shows the total number of sessions for easy tracking. Following this is a card displaying the *Top 3 Organisations* with the most sessions. When a specific primary category is clicked in the bar chart, the card will update to show the top session organisations in that category.

Sum of Sessions by Organisation and Year; Session Trends by Organisation and Year

The second part of this report focuses on session trends by organisation. The *Sum of Sessions by Organisation and Year* is presented in a matrix, listing all organisations and their sessions over three years. The total column shows the total sessions for each organisation, and the total row shows the total sessions for each year. Darker and more prominent colours in the matrix indicate higher numbers. Following this is *Session Trends by Organisation and Year* bar chart displaying session trends by organisation and year. When a specific organisation is clicked in the matrix, the bar chart updates to show the corresponding organisation's increase or decrease in session numbers over the three years more clearly.

Slicer View

There are two slicers: one for selecting the *Year* (2020-2021, 2021-2022, 2022-2023) and another for selecting the *Primary Category*. The *Primary Category* slicer includes all organisation records under each primary category for listing and more specific selection.

Session Trends - Data Insights – Olivia Nguyen

The total number of sessions increased from 2,260 in 2020-2021 to 2,688 in 2022-2023 across most primary categories, with the exception of recreation and education. This overall growth is encouraging, but a closer look reveals some organisations have experienced fluctuations or declines in their session numbers.

Six organisations recorded over 200 sessions from 2020-2021 to 2022-2023, indicating a strong and consistent demand for their services. These include *Millicent Sand Buggy Club*, *Police Station - Millicent*, *Mid South East Netball Association*, *Tandara Lodge of Penola & District Inc.*, *5THE FM*, and *Beachport Pony Club Inc.* However, some of these top organisations, like *Millicent Sand Buggy Club*, *Police Station - Millicent*, and *Tandara Lodge of Penola & District Inc.*, have experienced a decrease in sessions over the past year. It is recommended to conduct detailed analyses to understand the reasons behind these declines and address any identified issues. These could include improving infrastructure, increasing community engagement, or providing additional support.

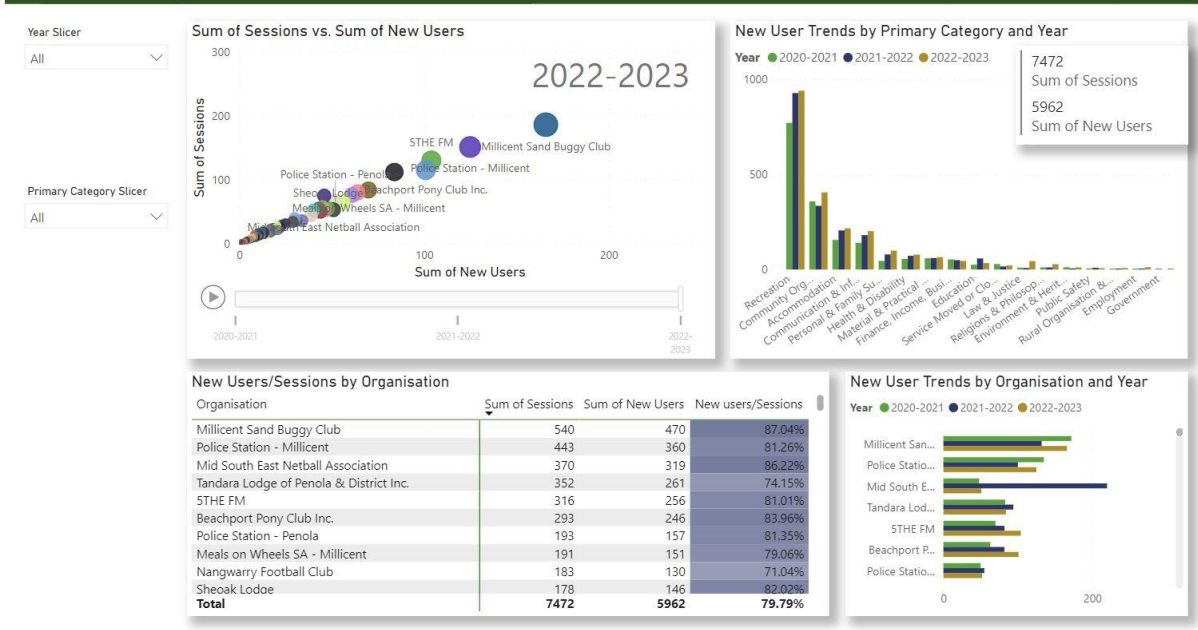
A special case is the *Mid South East Netball Association*, which saw a sharp increase in sessions from 2020-2021 to 2021-2022 but experienced a significant drop in 2022-2023. It is crucial to investigate the causes of these fluctuations and support to stabilise their session numbers. This may involve marketing efforts, program diversification, or community outreach initiatives.

On the other hand, organisations like *5THE FM*, *Beachport Pony Club Inc.*, *Meals on Wheels SA - Millicent*, *Police Station - Beachport*, and *Millicent Community Health Service* have shown a consistent increase in the number of sessions over the past three years. It is recommended to continue supporting these organizations with adequate resources and funding to sustain and further enhance their growth.

Furthermore, organisations such as *Pinchunga Aged Care Facility*, *RSL Millicent Sub Branch*, *Coonawarra Petanque Club*, *RSL Coonawarra-Penola Sub Branch*, and *Justices of the Peace - Wattle Range Council* have shown impressive growth in sessions. It would be beneficial to promote these organisations as effort stories and provide support to help them continue increasing their overall sessions.

For organisations that did not have any new sessions in 2023, such as *Glencoe Netball Club*, *Coonawarra LPO*, *Penola Primary School*, *Vinnies - Millicent*, and *Women in Agriculture & Business - Kalangadoo*, it is recommended to develop re-engagement strategies. This could include reaching out to understand their challenges, offering collaboration opportunities with other active organisations, and providing incentives for session reactivation. Additionally, organisations like *Bedford Group Millicent*, *Tantanoola Primary School*, and *Driver Reviver SA - Millicent*, which have closed, may require alternative solutions to address the needs of their former participants.

Wattle Range Council - New User Trends



New User Trends - Report Explanation – Olivia Nguyen

Sum of Sessions vs. Sum of Users

The *Sum of Sessions vs. Sum of Users* scatterplot illustrates the relationship between the sum of sessions and the sum of new users over three years. When we click on the *Play axis*, we can observe the movement of organisations toward the top right, demonstrating the positive relationship between sessions and new users. We can also click on a specific organisation in the scatterplot to see its individual movement. Larger bubbles indicate a higher number of new users in that organisation.

New User Trends by Primary Category and Year; New User Trends by Organisation and Year; New users/sessions by Organisation

The *New User Trends by Primary Category and Year*, and the *New User Trends by Organisation and Year* bar charts, represent the change in the number of new users for each category and each organisation over three years. The top right of this chart shows the number of sessions and new users to facilitate easy tracking.

The *New users/sessions by Organisation* matrix represents the sum of sessions and the sum of new users, highlighting the proportion of new users relative to total sessions. Darker colours in the new users/sessions column indicate a higher percentage.

Slicer View

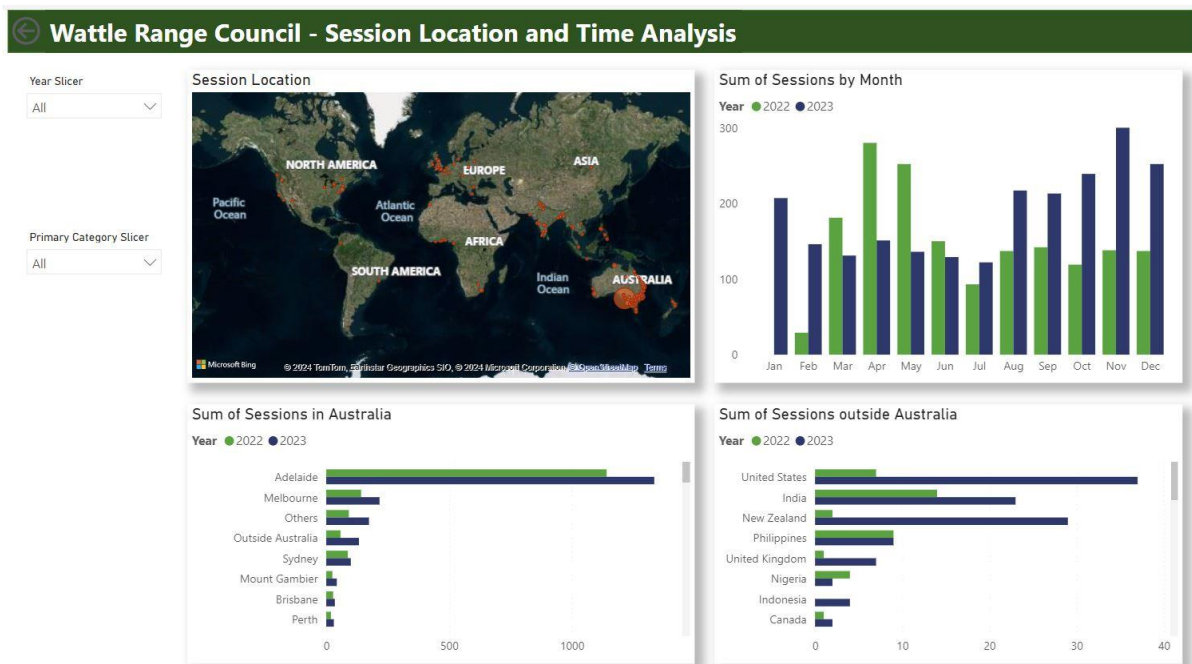
As in the previous report, there is also a slicer for years and organisations under each primary category for more specific selection and listing.

New User Trends - Data Insights – Olivia Nguyen

In general, there is a strong positive relationship between sum of new users and sum of sessions over three years. An increase in sessions across organisations is followed by an increase in new users.

In detail, there is an increase in the number of new users across most primary categories. A stable increase of new users is observed across all main primary categories: recreation, accommodation, and communication and information services. In community organisation and development category, there is a decrease in new users from 2020-2021 to 2021-2022, but an increase again in 2022-2023.

Among top organisations, we see an outstanding increase in the number of new users at *Millicent Sand Buggy Club* and *Mid South East Netball Association*, where the percentage of new users in total sessions accounts for 87.04% and 86.22%, respectively. We recommend conducting a detailed analysis of the strategies and initiatives implemented by these organizations to identify best practices that can be shared with other organizations to attract and retain new users effectively. It is also recommended to continuously monitor user engagement metrics, including new user acquisition and retention rates, and establish benchmarks and goals for new user growth, and regularly evaluate the effectiveness of strategies implemented to achieve these targets.



Session Location and Time Analysis - Report Explanation – Olivia Nguyen

In this report, we use a different dataset to include information about each session location and time, so it is limited only from 2/2022 to 12/2023, and the analysis is conducted on 2022 and 2023 only. The analysis focuses on identifying session access from locations outside *Adelaide* and *Australia*, as well as peak access times throughout the year.

Session Location

The *Session Location* map displays the location of each session in the *Wattle Range Council* based on the *Cities* where people click on the sessions. Bigger bubbles indicate more sessions. By default, all session locations are displayed, both within and outside Australia.

Sum of Sessions by Month

The *Sum of Sessions by Month* bar chart indicates the months in a year that people click on the sessions and shows the changes over two years.

Sum of Sessions in Australia; Sum of Sessions outside Australia

The *Sum of Sessions in Australia* bar chart represents the number of sessions in and outside Adelaide. *Others* indicates locations in Australia but without a specific location known. When we click on *Outside Australia* in this chart, it displays the number of sessions outside Australia in the *Sum of Sessions outside Australia* chart. Both charts also display the change in sessions over two years.

Slicer View

As in the previous reports, there is also a slicer for years and organisations under each primary category for more specific selection and listing.

Session Location and Time Analysis - Data Insights – Olivia Nguyen

While most sessions originated from within *Adelaide*, a relative number were accessed from major Australian cities like *Melbourne*, *Sydney*, *Brisbane*, *Perth*, *Darwin*, and *Canberra*. Notably, another relative number of sessions came from *Mount Gambier*, which is in close proximity to the *Wattle Range Council* area. This suggests a keen interest from neighbouring communities in accessing the services offered by organisations within the *Wattle Range* region. To capitalise on this local interest, it is crucial to establish partnerships or cross-promotion opportunities with organisations in nearby areas like *Mount Gambier*. Such collaborations could attract more users and increase the overall reach of services.

Surprisingly, a number of sessions were accessed from outside Australia, primarily from the *United States*, *India*, and *New Zealand*. Particularly noteworthy is the increase in sessions from the *United States* and *New Zealand* between 2022 and 2023. It is recommended to investigate the reasons behind this growing international interest, as it could present opportunities for expanding reach and collaborating with organisations or communities in these regions.

Regarding peak access times, in 2022, the highest engagement was observed during *March*, *April*, and *May*, with over 150 sessions recorded during these months. Towards the end of the year, session numbers remained stable at around 125. However, in 2023, there was a noticeable shift in interest, with a significant increase in sessions from *August* to *December*, peaking at 300 sessions in *November*. In contrast, the beginning of the year saw a consistent level of around 125 sessions. It is advisable to analyse the factors contributing to higher engagement during specific periods (e.g., March-May in 2022 and August-December in 2023). Understanding these patterns can guide the timing of marketing campaigns, event planning, or service offerings to align with periods of increased interest, maximising engagement and reach.