



City of **HOBART**

**MEMORANDUM: LORD MAYOR
DEPUTY LORD MAYOR
ELECTED MEMBERS**

CREDIT CARD DATA

**Meeting: Economic Development &
Communications Committee**

Meeting date: 3 March 2022

Raised by: Lord Mayor Reynolds

Question:

Can the Director advise if the City has investigated the use of credit card data to understand numbers such as foot traffic and retail trends? Can the use of de-identified mobile phone data be investigated to understand and analyse the areas of the city people are using which I understand has been used in other jurisdictions?

Response:

The use of credit card data to understand numbers such as foot traffic and retail trends has been investigated and several options for reporting from this data are available to the City. Banking data is effective data for tracking retail trends in a region, however it is extremely expensive data. A business case would need to be developed to demonstrate if procurement of this data is an appropriate use of resources for the City.

The use of de-identified mobile phone data to understand and analyse the areas of the city people are using has been investigated by two Council units. A consultant was recently engaged by City Placemaking to provide movement information using one such data source, to inform the Central Hobart Precinct Plan. A report from that consultant has recently been provided to the City.

The Department of State Growth has a network of proprietary monitors throughout the city, which are used to take counts of people movements using mobile phone data. This information is not currently available to the City of Hobart, as it can only be accessed by Department of State Growth through a proprietary dashboard system. The Smart and Sustainable Hobart unit is in talks with Department of State Growth

about gaining access to this data and is also investigating developing a similar network of monitors owned by the City.

As signatory to this report, I certify that, pursuant to Section 55(1) of the Local Government Act 1993, I hold no interest, as referred to in Section 49 of the Local Government Act 1993, in matters contained in this report.



Robert Stevenson
**MANAGER SMART & SUSTAINABLE
HOBART**



Lucy Knott
**SENIOR ADVISOR ECONOMIC
DEVELOPMENT**

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