

Run That Town

*Presenting an initiative of the Australian
Bureau of Statistics' community
engagement campaign.*

Emily Walter

Assistant Director

2016 Population Census



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Run That Town

As a new and innovative user and community engagement tool, *Run That Town* aims to;

- highlight the value of Census data, and
- increase access to, and use of this wealth of statistical information.



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Run That Town
Australian Bureau of Statistics
★★★★☆ (106)

OPEN



Goal

Become the most popular civic leader the town has ever seen!

How?

- *change public opinion by choosing popular town building proposals, and*
- *use Census data to support decisions.*

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**CONGRATULATIONS! YOU NOW RUN
MACQUARIE!**

Your job is quite simple, really:



Approve proposals That more locals love To boost your popularity

CONTINUE

SKIP TUTORIAL

Played before? If you like, you can skip this tutorial and get right down to Town running business.

Elements of Play

- Approve town building proposals...
- ...that more locals love...
- ...to boost your popularity!

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LEARNING THE ROPES

000000

50%

001500

The local treasury has advanced you FUNDS to help you **pay for** and **maintain** projects in your area. Spend wisely!

CONTINUE

MACQUARIE

POPULATION
19120

NO OF MONTHS WITHOUT AN INCIDENT
0

MY TOWN

PROPOSALS

HEADLINES

CENSUS

LEARNING THE ROPES

000100

50%

001500

Of course you'll need more than just money in this job. Spend CLOUT points to **persuade people** and call in favours.

CONTINUE

MACQUARIE

POPULATION
19120

NO OF MONTHS WITHOUT AN INCIDENT
0

MY TOWN

PROPOSALS

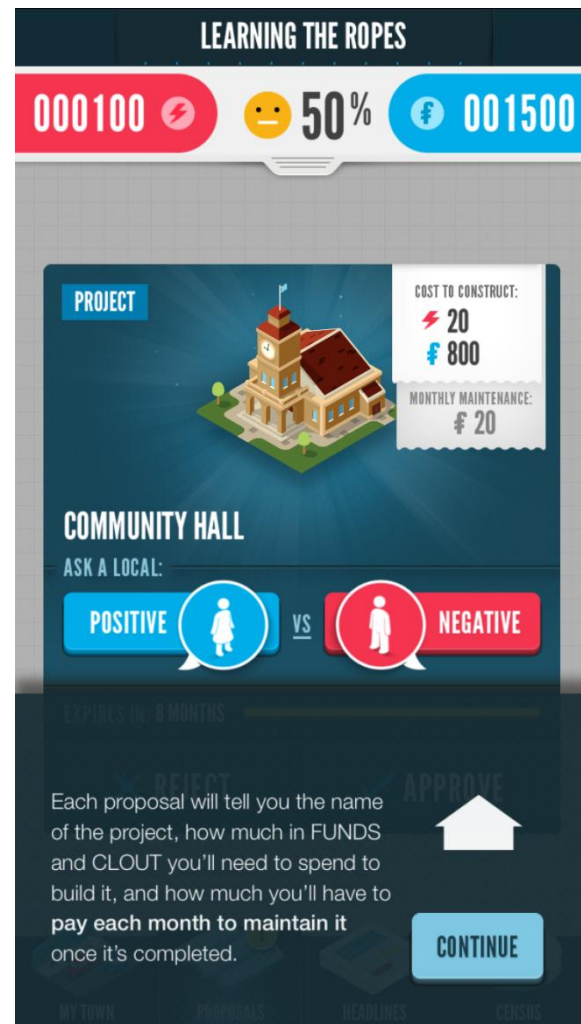
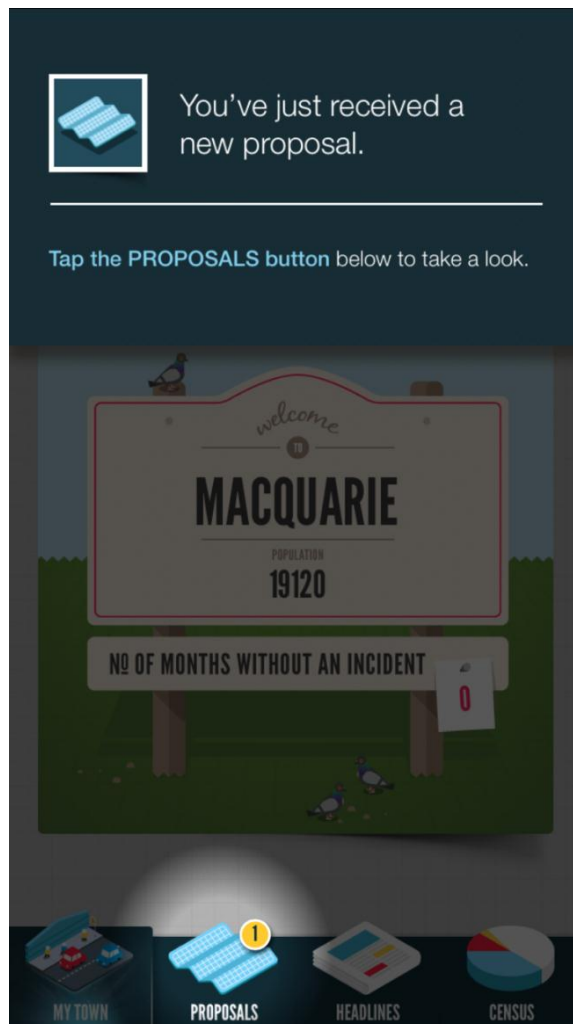
HEADLINES

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But will this project boost your popularity? 😊

To help you decide, you can interview locals who are for and against each proposal.
Tap below on the **POSITIVE** local to meet the person who's most in favour of what's on the table.



MONTHLY MAINTENANCE: £ 20

COMMUNITY HALL

ASK A LOCAL:

POSITIVE 

VS

 NEGATIVE

EXPIRES IN: 8 MONTHS

✗ REJECT

✓ APPROVE

MY TOWN

PROPOSALS

HEADLINES

CENSUS


LEARNING THE ROPES

000100 ⚡

😞 50%

£ 001500

←



We need a new Community Hall!

Jane (Age 35)

PASSION LEVEL

0-4

5-14

15-24

25-34

35-44

45-54

55-64

65+

AGE

MY TOWN

PROPOSALS

HEADLINES

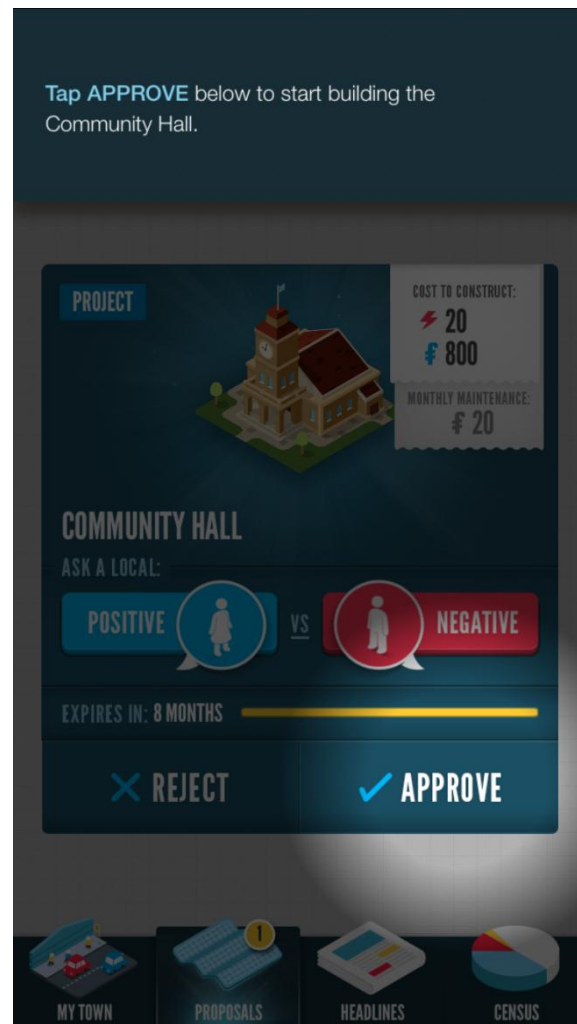
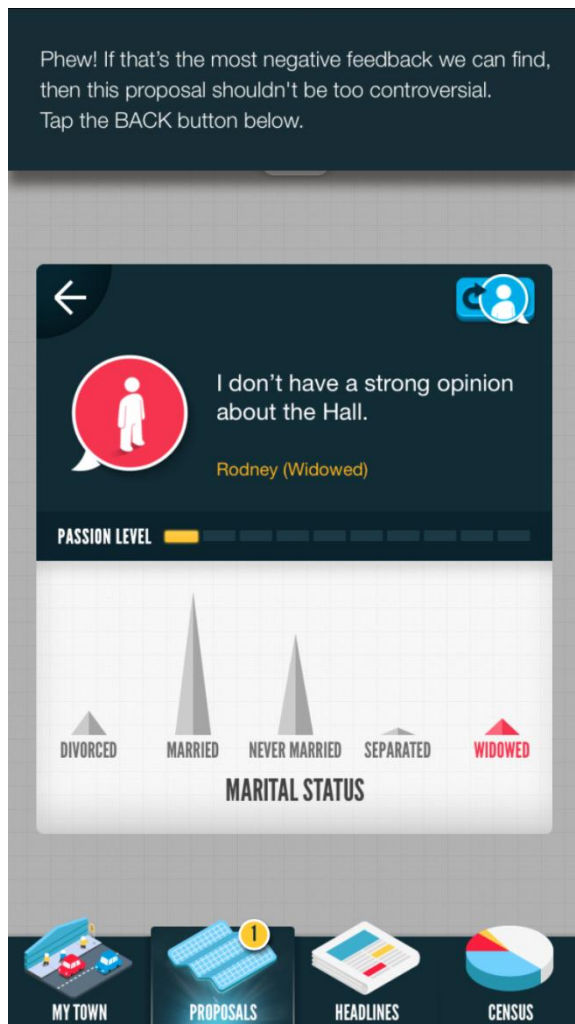
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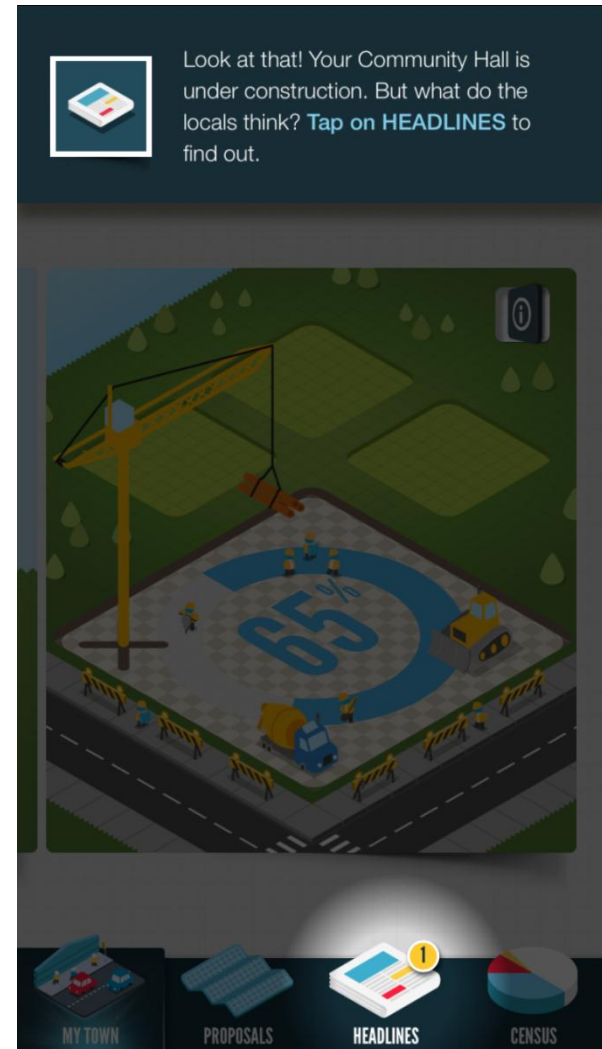
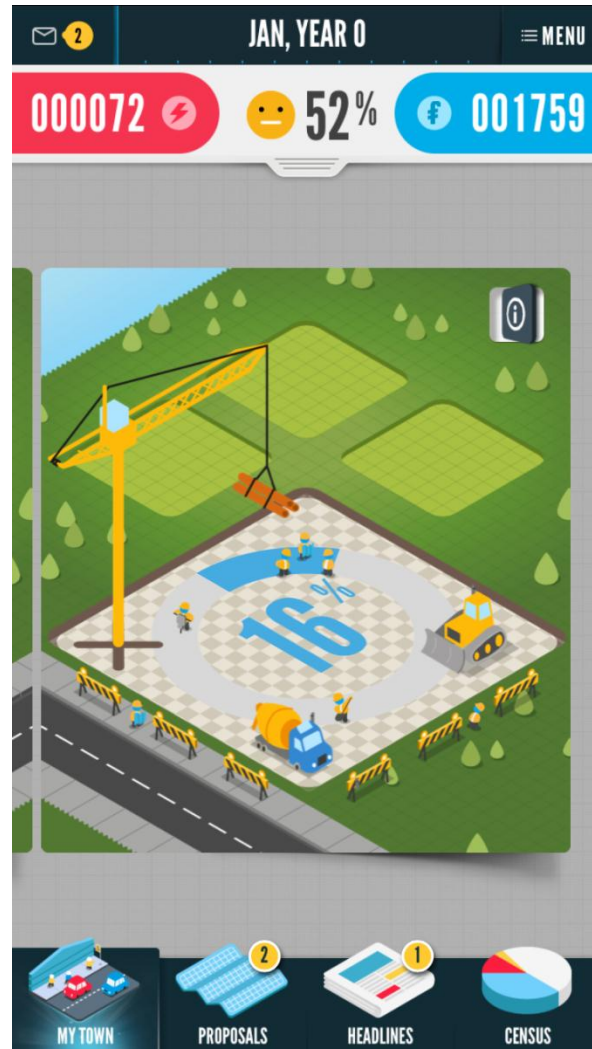
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2

PAUSED


MENU

000072 ⚡

😊 52%

💰 001759

JACK OPENS MUCH-NEEDED COMMUNITY HALL



Jan, Year 0

Newly appointed Jack is clearly wasting no time in Macquarie. His first order of business: a long-awaited Community Hall. The Hall hosts the tutorial project that locals have been hankering after, as well as other important activities (and macramé). Things are looking up for the local area.

▲ 2 JACK'S POPULARITY

MY TOWN

PROPOSALS

HEADLINES

CENSUS

2

JAN, YEAR 0

MENU

000102 ⚡

😊 52%

💰 002578

PROJECT



COST TO CONSTRUCT:
⚡ 70
💰 1000
MONTHLY MAINTENANCE:
₹ 80

TV STATION

ASK A LOCAL:

POSITIVE 

VS

 NEGATIVE

EXPIRES IN: 6 MONTHS

✕ REJECT

✓ APPROVE

MY TOWNPROPOSALSHEADLINESCENSUS

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2 JAN, YEAR 0 MENU

000102 52% 002578

PROJECT

COST TO CONSTRUCT:
⚡ 30
£ 400

MONTHLY MAINTENANCE:
£ 40

CAFE

ASK A LOCAL:

POSITIVE VS NEGATIVE

EXPIRES IN: 7 MONTHS

REJECT APPROVE

MY TOWN PROPOSALS HEADLINES CENSUS

2 JAN, YEAR 0 MENU

000102 52% 002578

PROJECT

COST TO CONSTRUCT:
⚡ 20
£ 1000

MONTHLY MAINTENANCE:
£ 80

EMPLOYMENT CENTRE

ASK A LOCAL:

POSITIVE VS NEGATIVE

EXPIRES IN: 8 MONTHS

REJECT APPROVE

MY TOWN PROPOSALS HEADLINES CENSUS

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AUG, YEAR 1

000293 **52%** **034769**

INCIDENT IN PROGRESS!

2614
NEWS **OFFENSIVE WORD BURNED INTO GRASS AT SPORT**
LIVE

MY TOWN **PROPOSALS** **HEADLINES** **CENSUS**

AUG, YEAR 1

000293 **52%** **034769**

INCIDENT REPORT:
OFFENSIVE WORD BURNED INTO SPORTS FIELD

Local youngsters have burned an offensive word into the Sports Field using chemicals. Assistance is required with restoring the grass to its normal state.

IMPACT
DAMAGE PER MONTH
 -10
 0
 -4

COST TO RESOLVE
 20 **300**

RESOLVE

MY TOWN **PROPOSALS** **HEADLINES** **CENSUS**

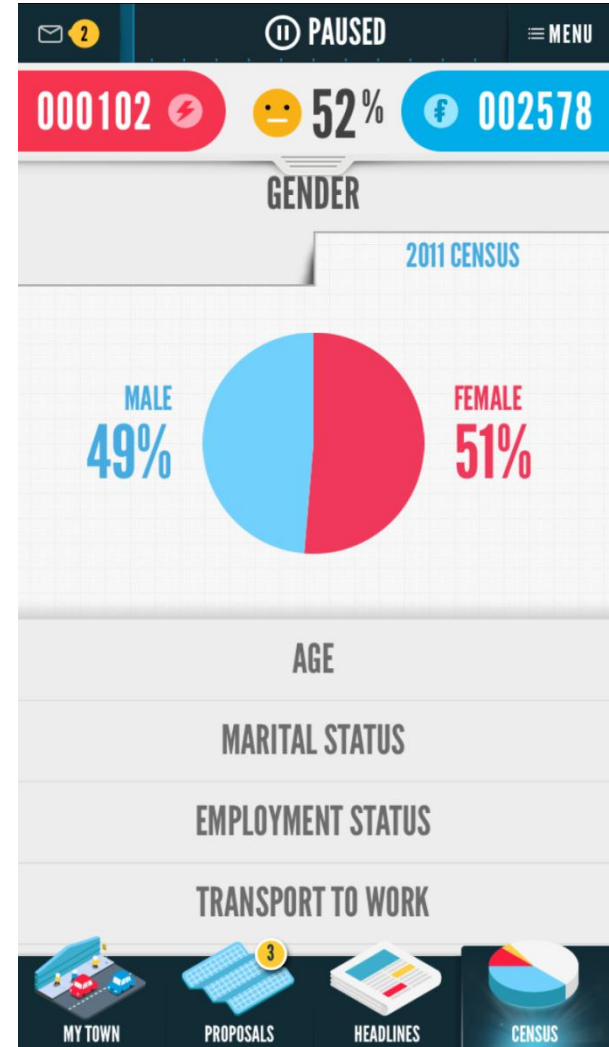
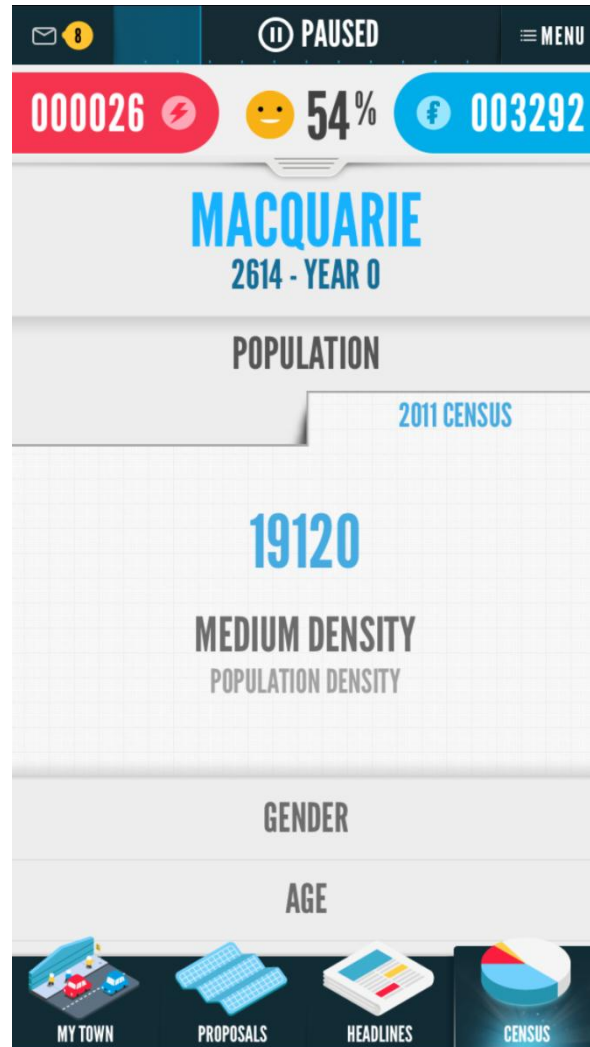
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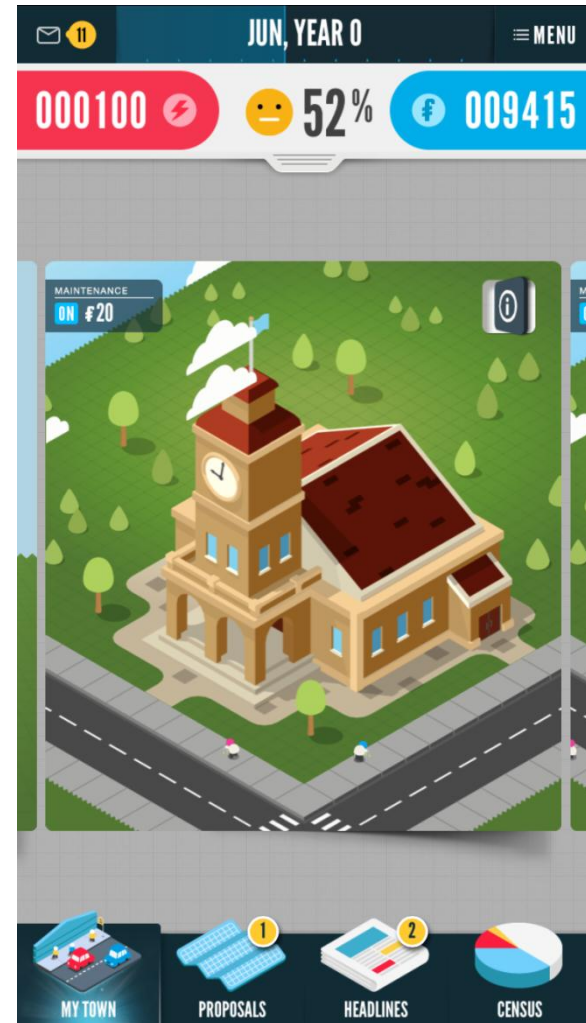
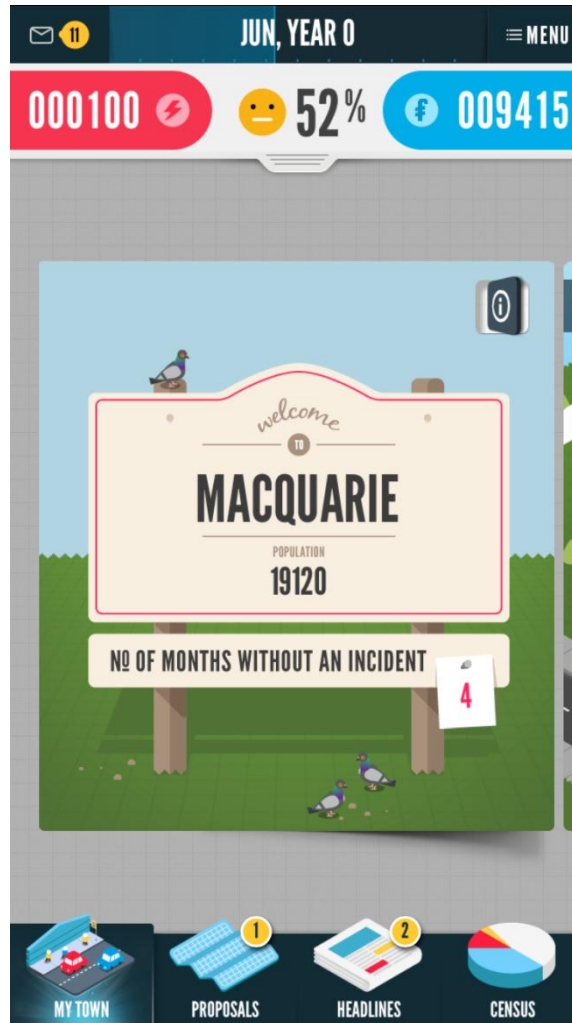
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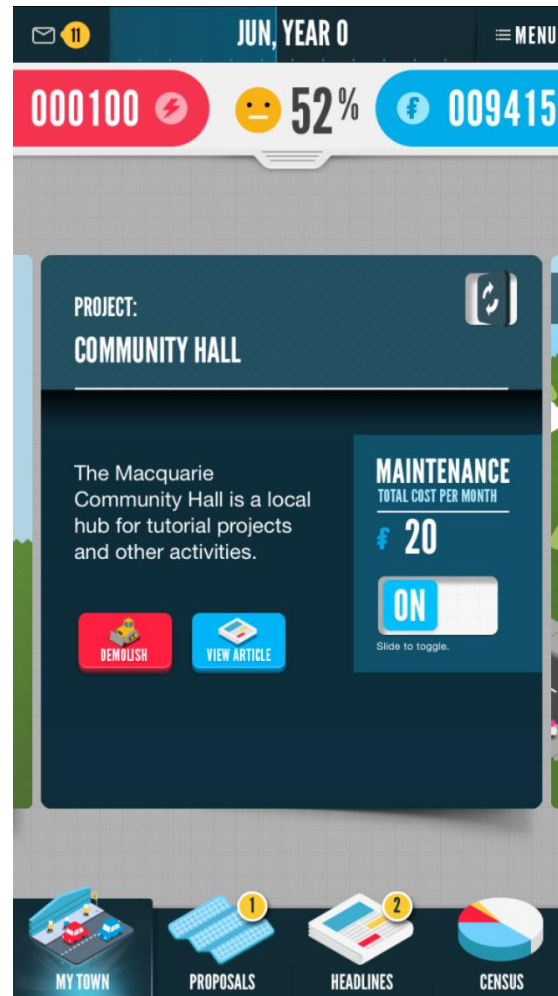
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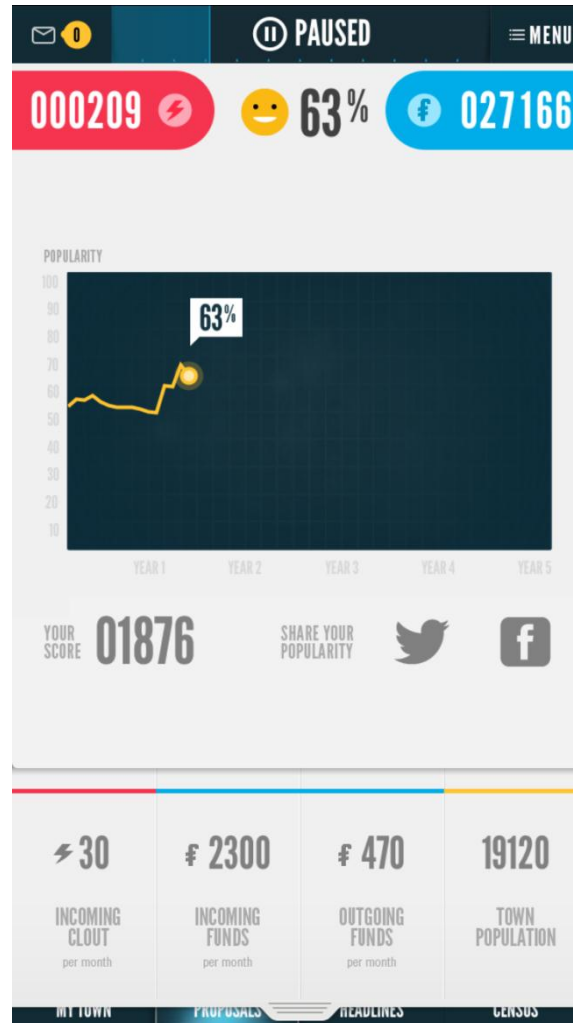


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Indicators of success

- Usability testing during development
- Launch day success
- Current use
- Awards
- Reviews



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*“Looks as polished, if not more so, than most top mobile games” – Logan Booker, Gizmodo
(5 star rating)*

*“The game is surprisingly deep” - Shaun
Prescott, CVG (5 star rating)*

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“This is not something I would have expected the Australian Bureau of Statistics to produce, but because it has, it’s raised the bar pretty high for other agencies and government branches looking for ways to connect with and educate their constituencies.”

– Marie Look, AppStorm (10 out of 10)