Run That Town

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

Emily Walter

Assistant Director

2016 Population Census

Australian Bureau of Statistics

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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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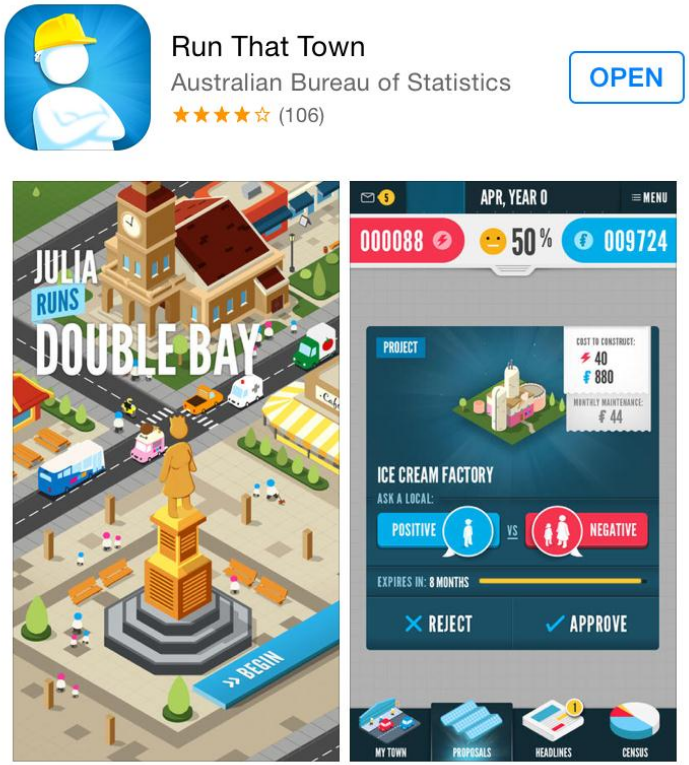

Goal

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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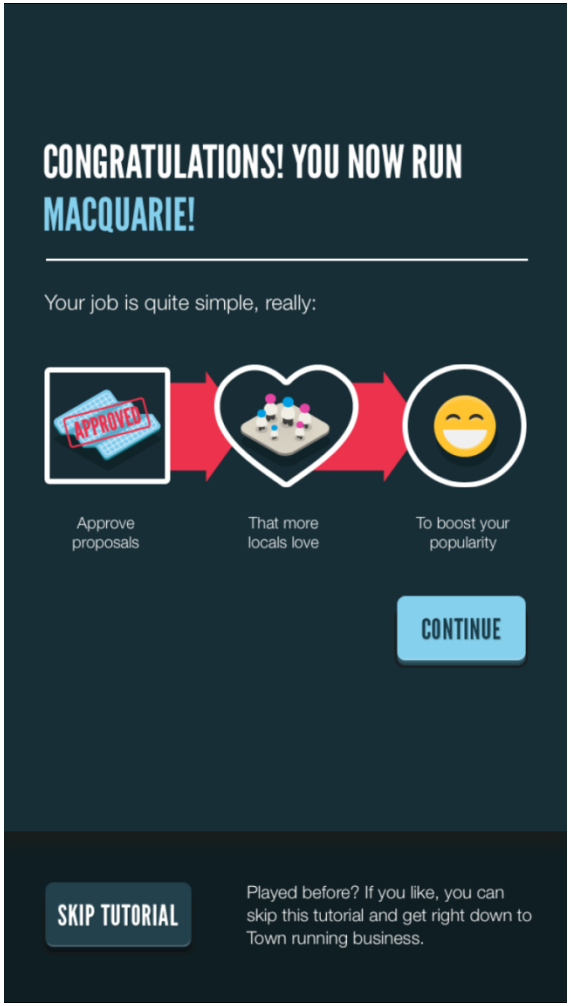

Elements of Play

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

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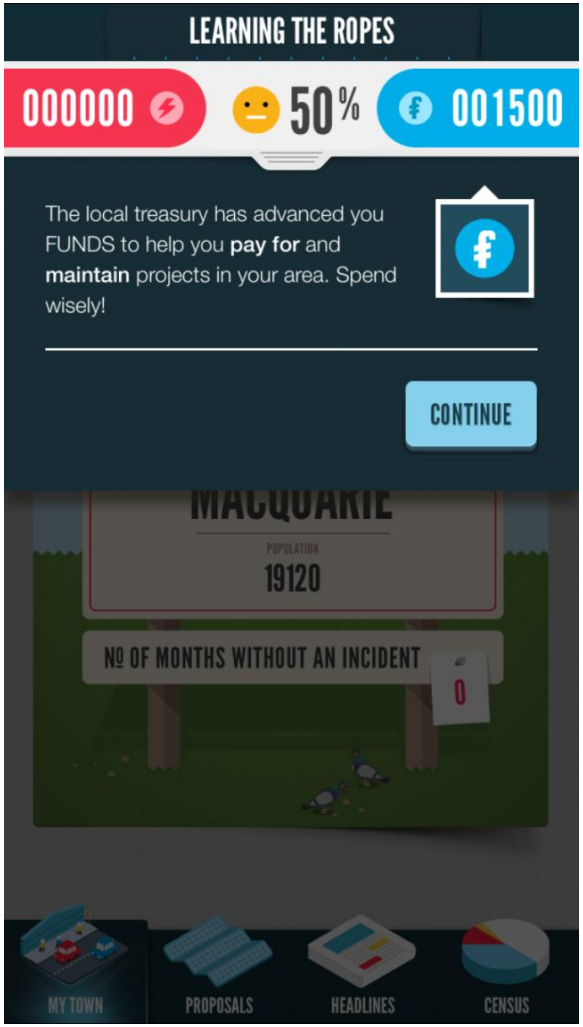

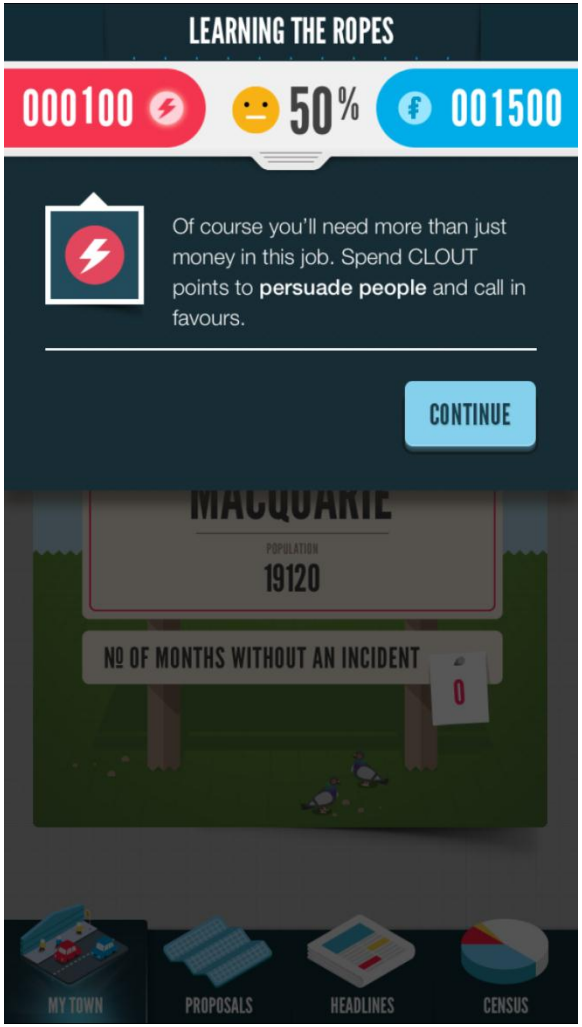

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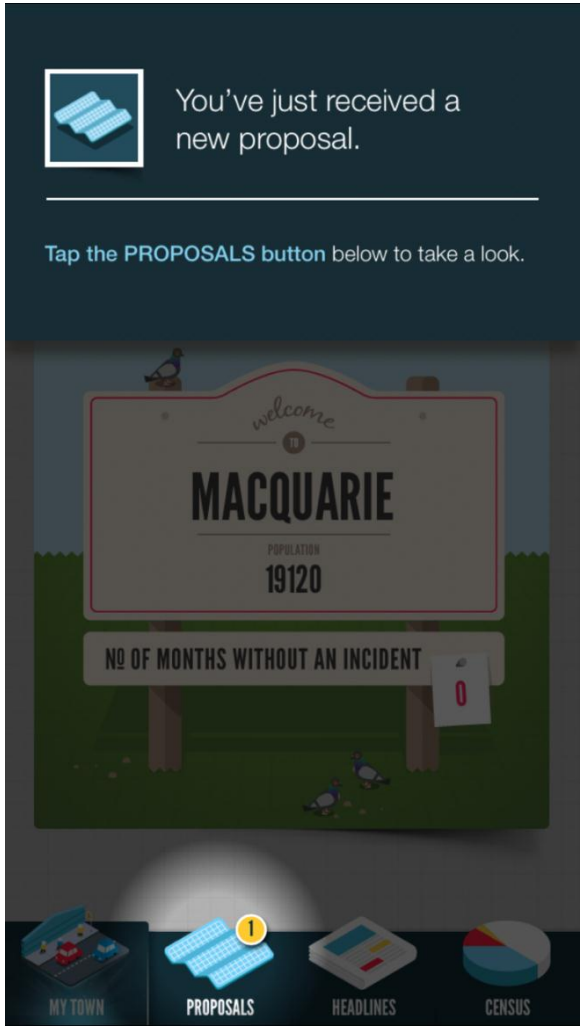

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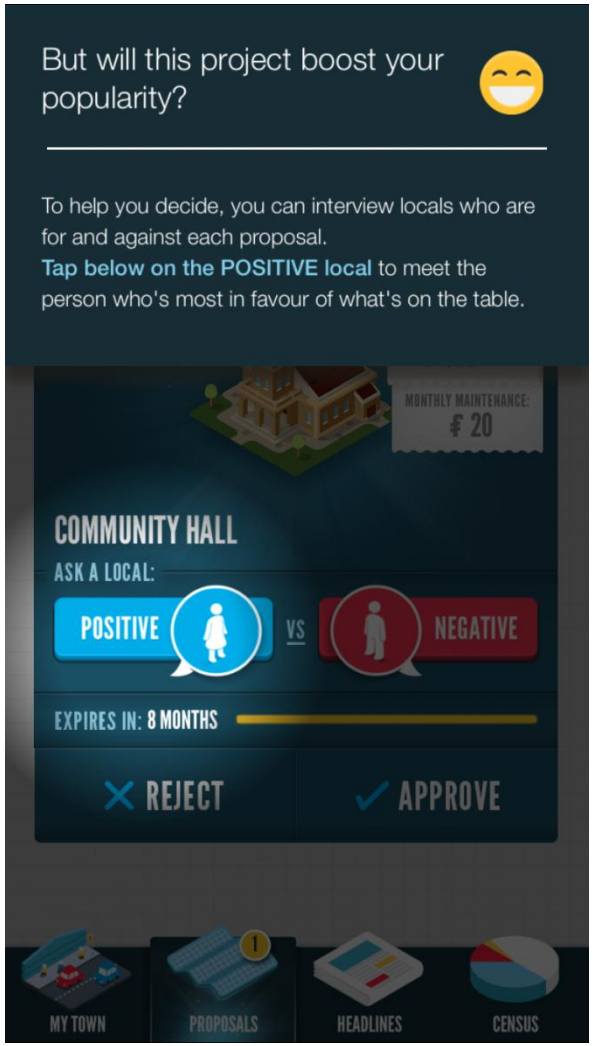

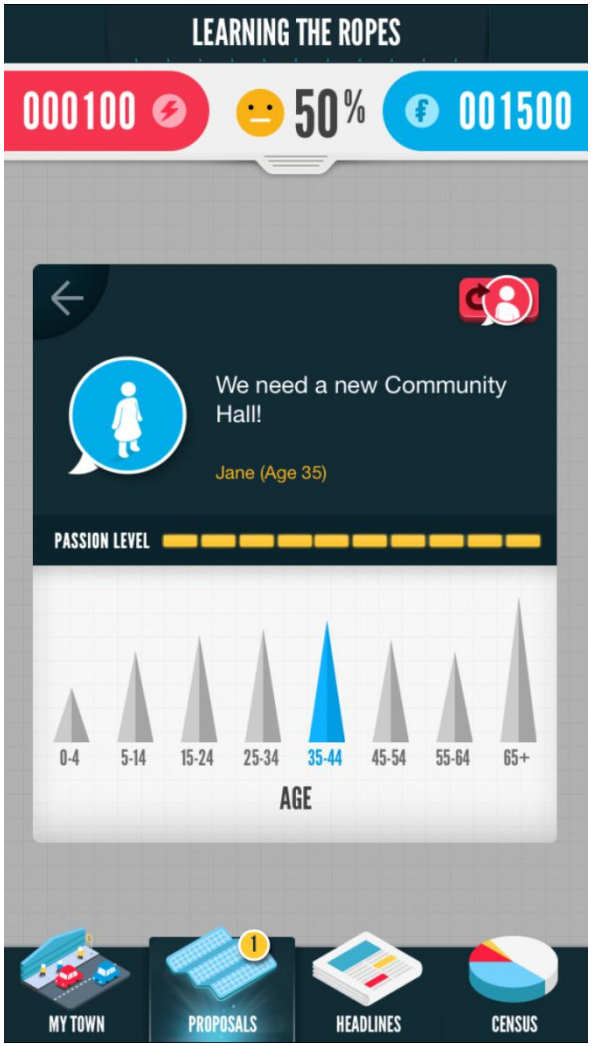

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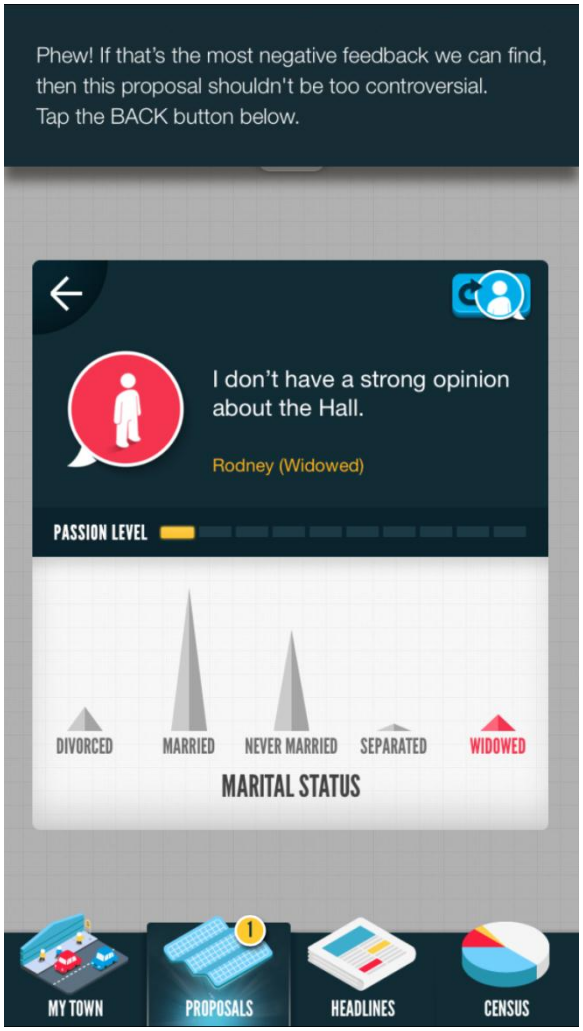

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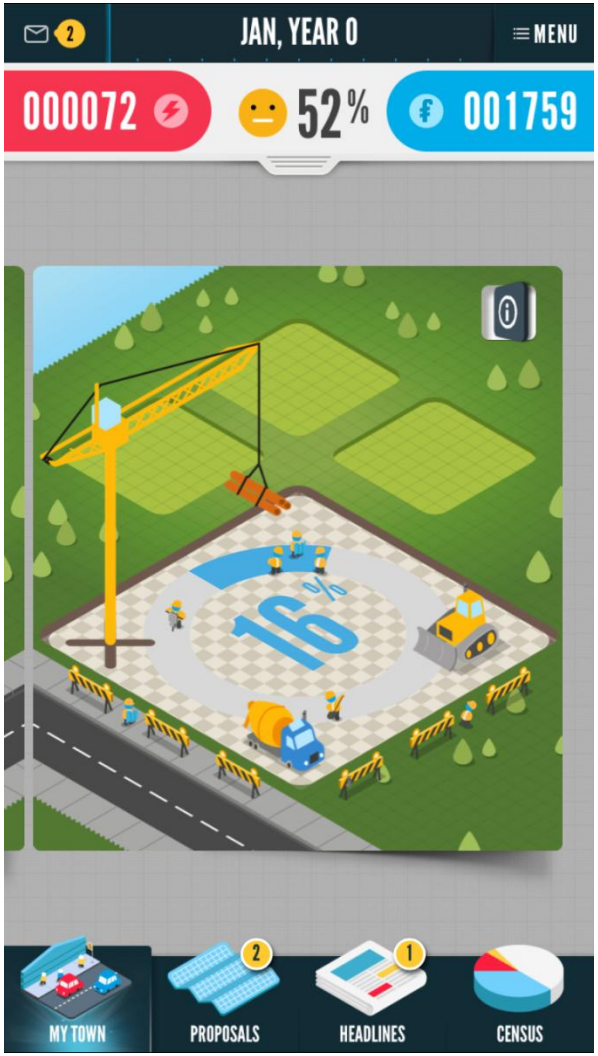

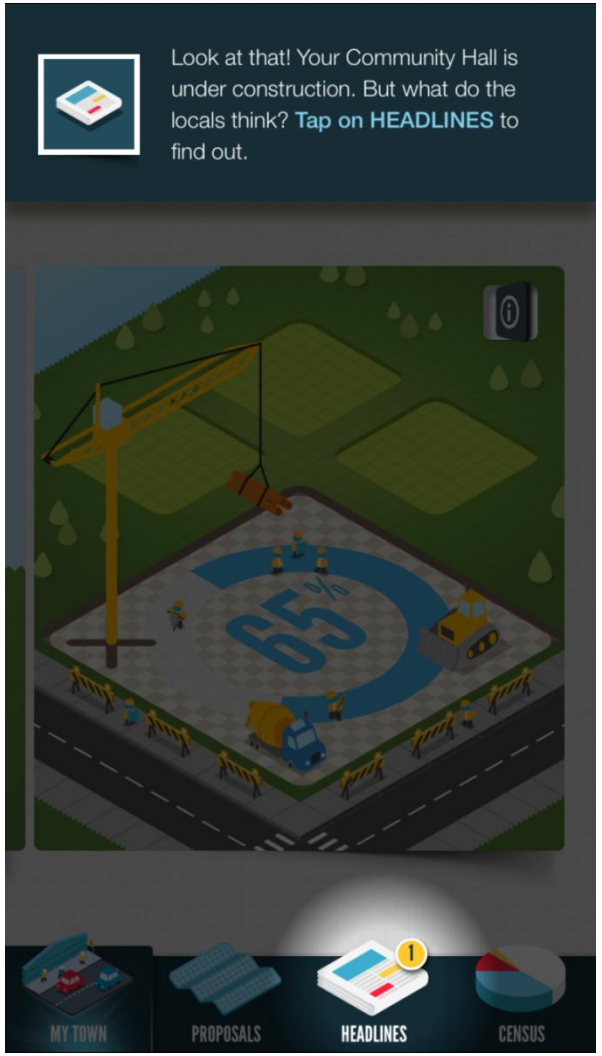

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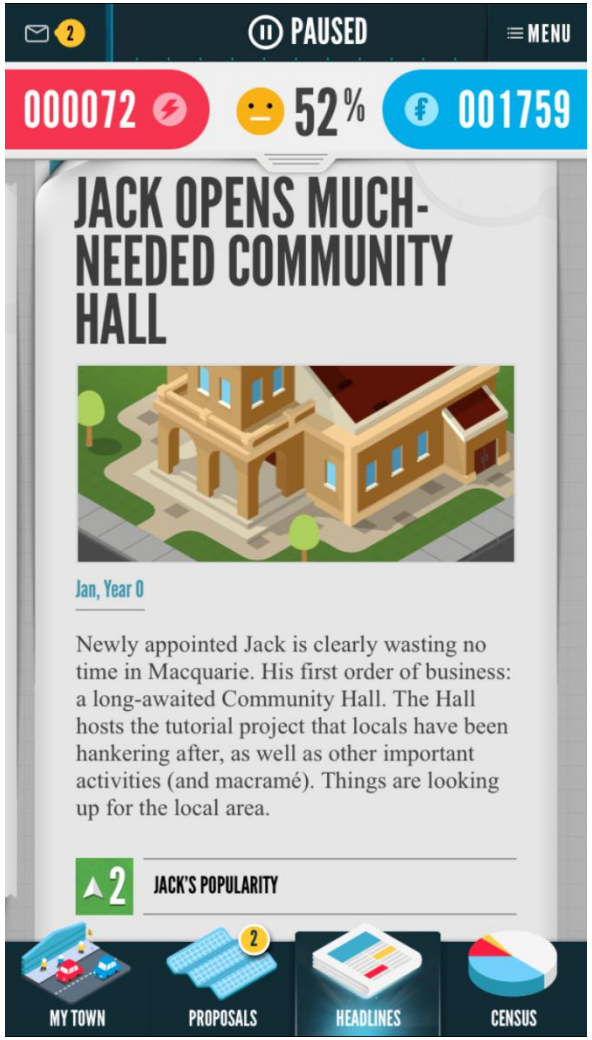

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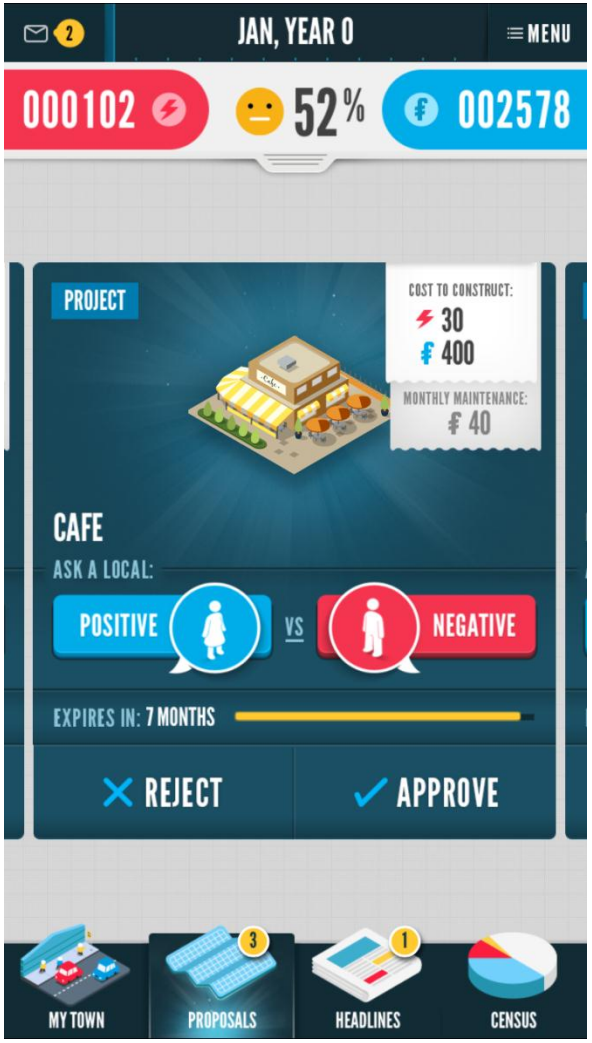

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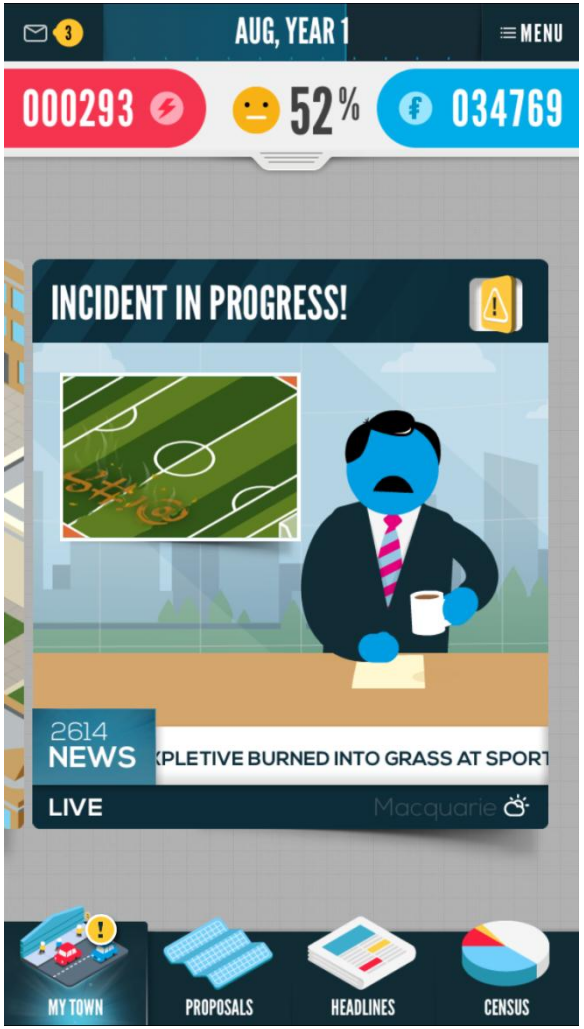

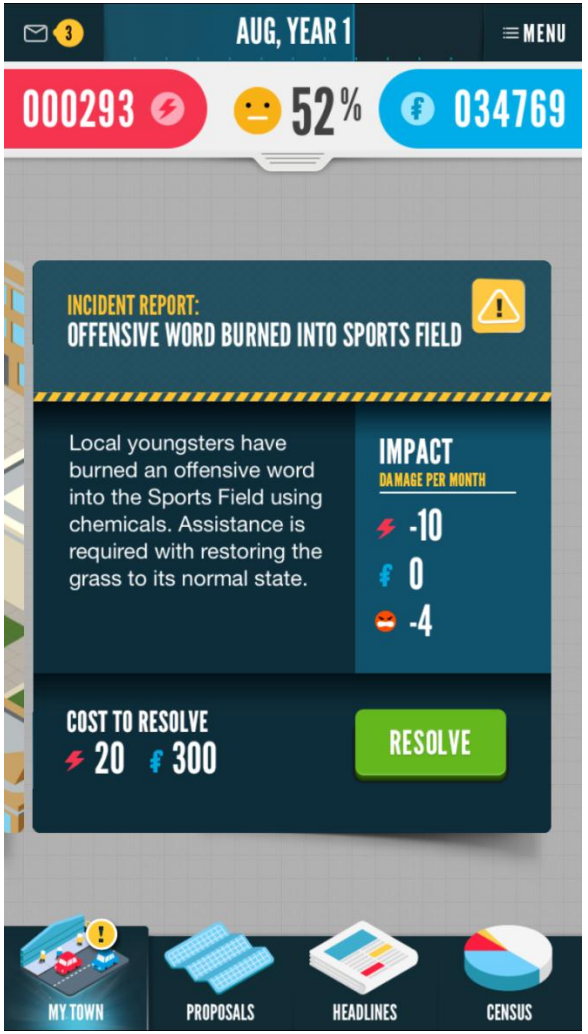

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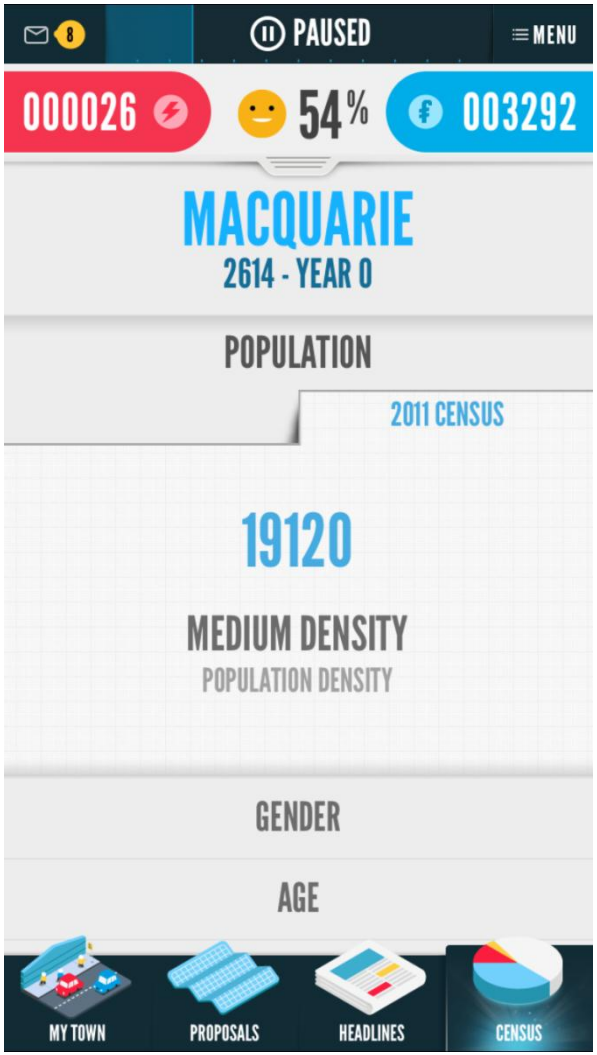

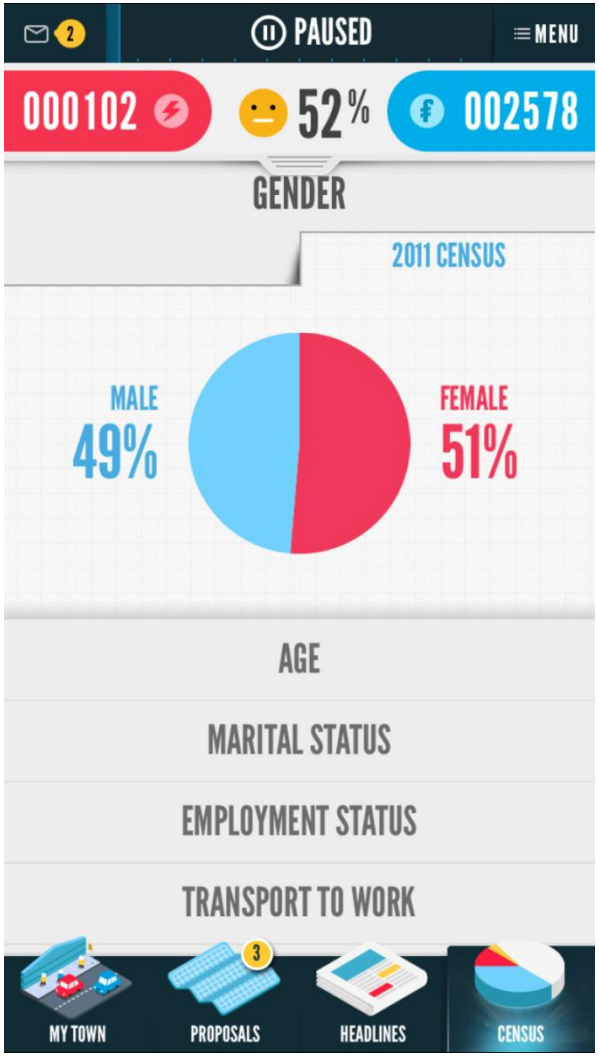

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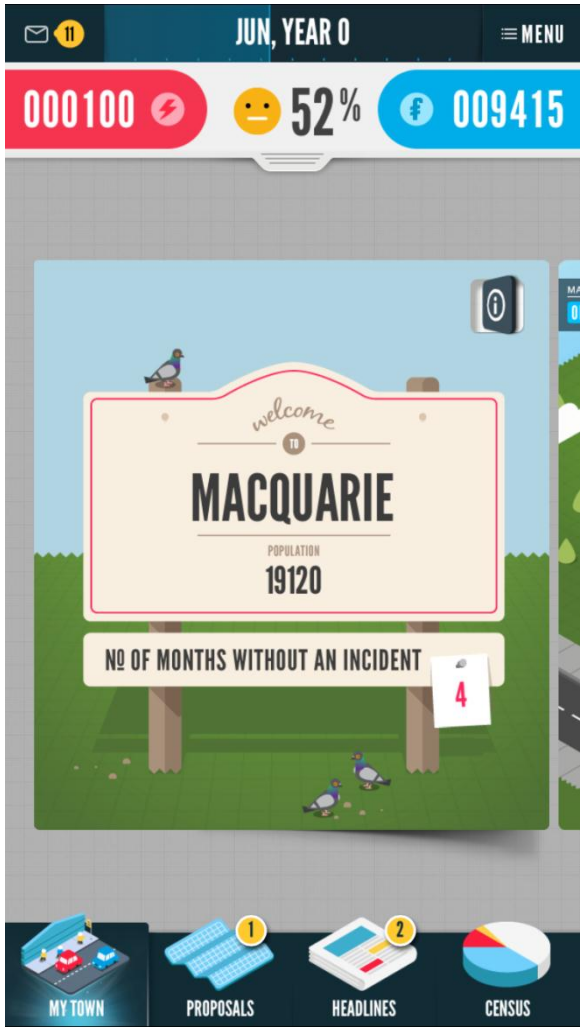

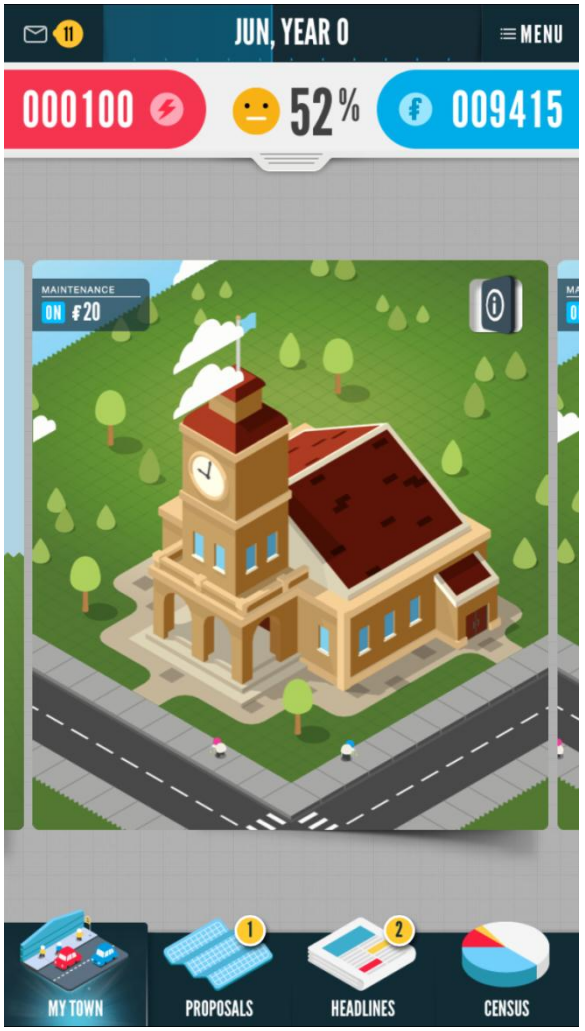

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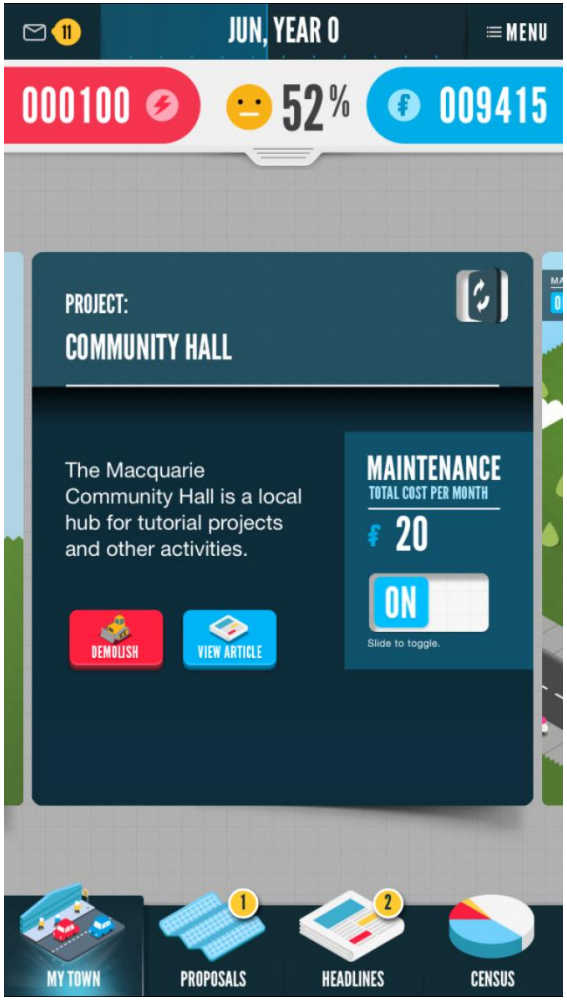

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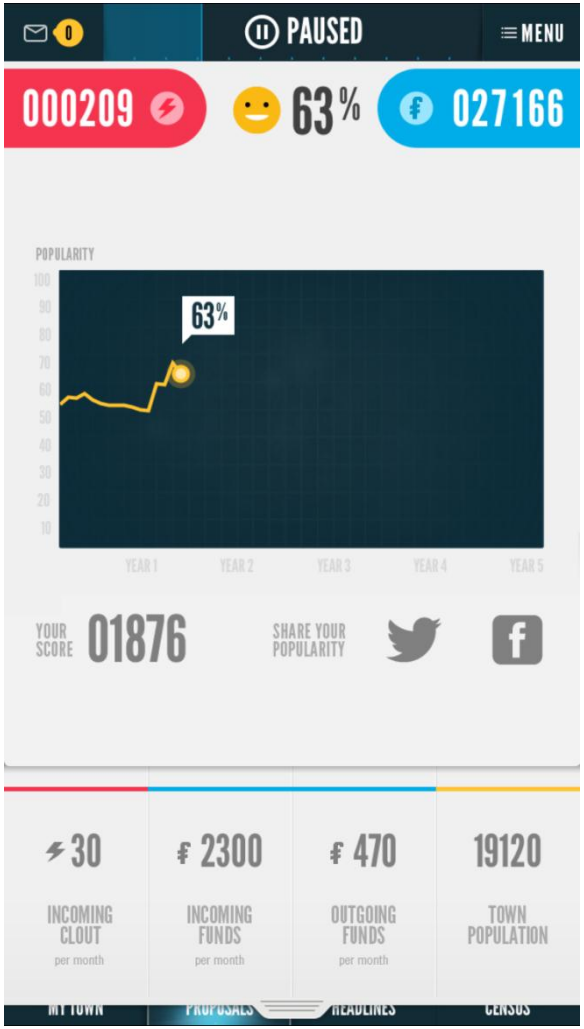

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Indicators of success

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

Run That Town

"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)

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