

oOh!media Covid-19 Pulse Report

Getting you ahead of the curve

Monday 9th November 2020

Edition 24 – **The 'Great Return' to office and employment destinations**

Making Brands Powerfully Unmissable

Ahead of the Curve

With dwindling cases of Covid-19 infection and containment of community transmission, Victorians welcome the reopening of retail and hospitality doors, as well as other destinations outside the home. And with the unlocking of the state providing reprieve after two state lockdowns, this is anticipated to build on nationwide confidence gains recorded in October, as Australians continue to manage and adapt to life with the threat of Covid-19 until further developments in testing, prevention and vaccines arise.

Across Australia, evidence suggests that we are now living through the 'bounce-back' towards some sort of resemblance of life pre Covid-19!

This is no more apparent than Australia's mobility data which illustrates continued appetite to holiday, socialize, work and study outside the home in a bid to keep much of our past experiences intact. As Australia's working population part-take in the 'Great Return' to Office and employment destinations across the country, public transport and commuting numbers as well as visitation to business hubs are now tracking back towards pre Covid-19 levels.

In this fortnightly report we take a deep dive into the return to work at Office Hubs and Employment destinations across the nation; Australians current visitation levels to these hubs, what they have missed as a result of an extended stint working from home and how workplaces do and continue to be reimaged as a result of Covid-19.



Trends covered

Here and Now:

Year on Year Out of Home audience volumes and movement trends – Business Hubs

A Look to the Future:

Sentiment towards the return to Office working

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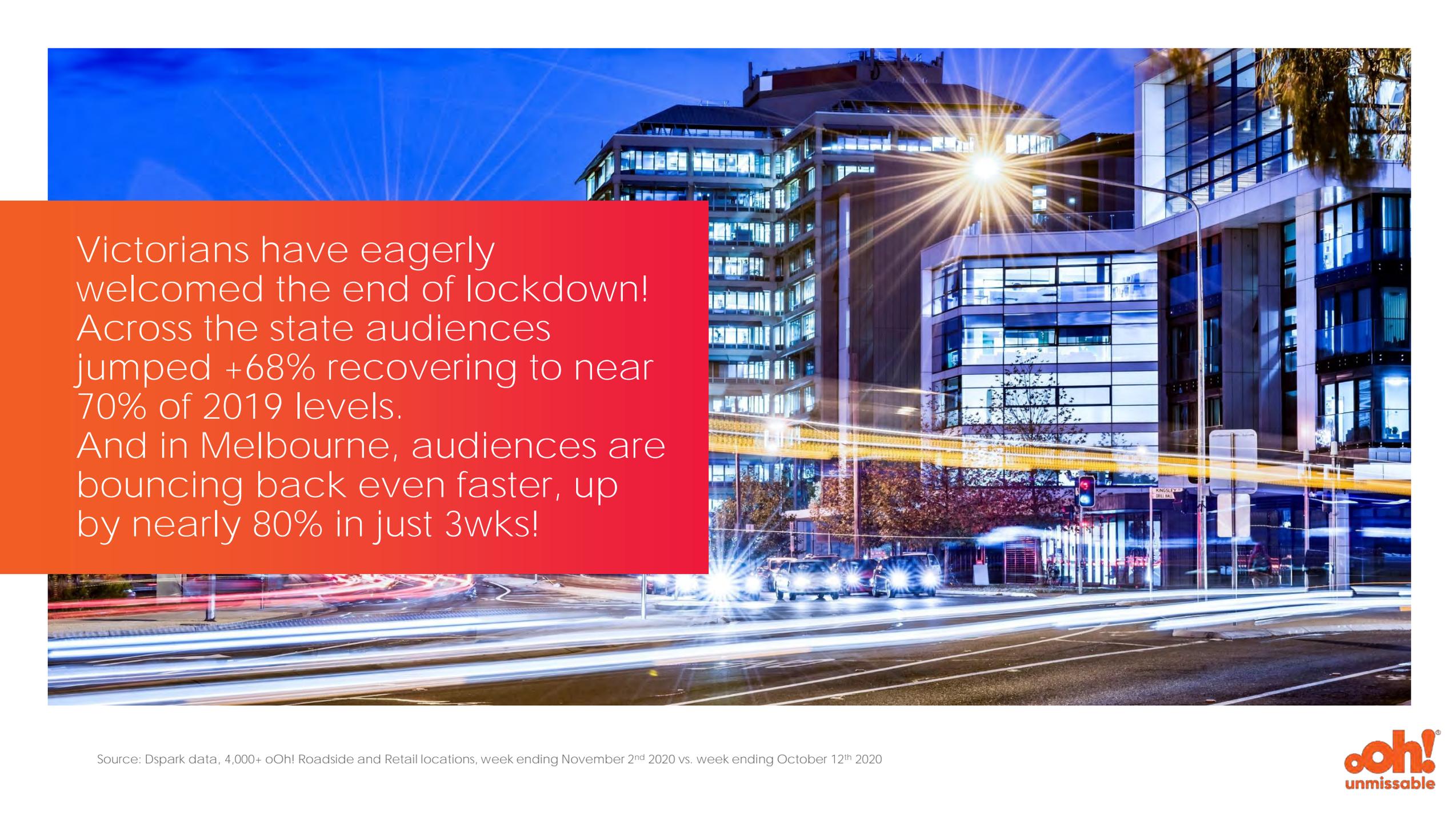
- (a) Telstra Corporation Limited, only where the Customer Group is providing services directly to Telstra Corporation Limited or its Related Bodies Corporate (services provided by a media agency or other intermediaries to Telstra Corporation Limited or its Related Bodies Corporate shall not be deemed to be in breach of clause 2.3);
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Here & Now

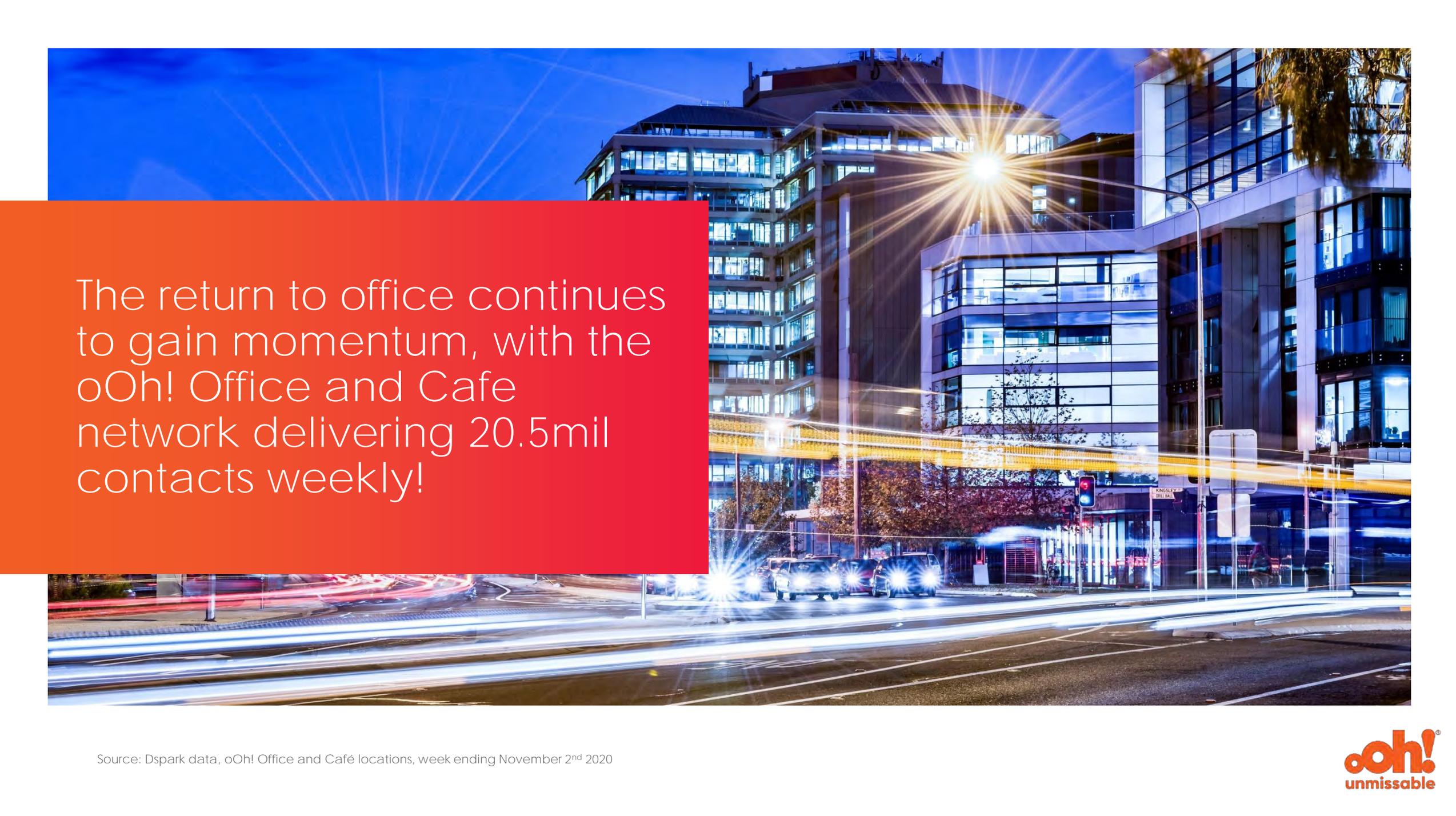


*Note: Audience volumes data not reported for week ending October 19th and week ending October 26th 2020
Outages associated with mobile network upgrades caused substantial data loss and impacted delivery of data from our data partner over the period. As a result we are unable to report volumes across impacted weeks above*

A nighttime photograph of a city street intersection. The scene is illuminated by streetlights and building lights, creating a vibrant blue and white color palette. Light trails from cars and a pedestrian bridge are visible. A large red rectangular overlay covers the left side of the image, containing white text.

Victorians have eagerly welcomed the end of lockdown! Across the state audiences jumped +68% recovering to near 70% of 2019 levels. And in Melbourne, audiences are bouncing back even faster, up by nearly 80% in just 3wks!

Source: Dspark data, 4,000+ oOh! Roadside and Retail locations, week ending November 2nd 2020 vs. week ending October 12th 2020



The return to office continues to gain momentum, with the oOh! Office and Cafe network delivering 20.5mil contacts weekly!

Source: Dspark data, oOh! Office and Café locations, week ending November 2nd 2020

Working professionals continue to return to business hubs, with oOh! Office and Café audiences growing, up +8% in the past month

Audiences grew to 62% of 2019 levels across the oOh! Office and Cafe networks (excl Vic) in w/e November 2nd, up by over +8% in the past month

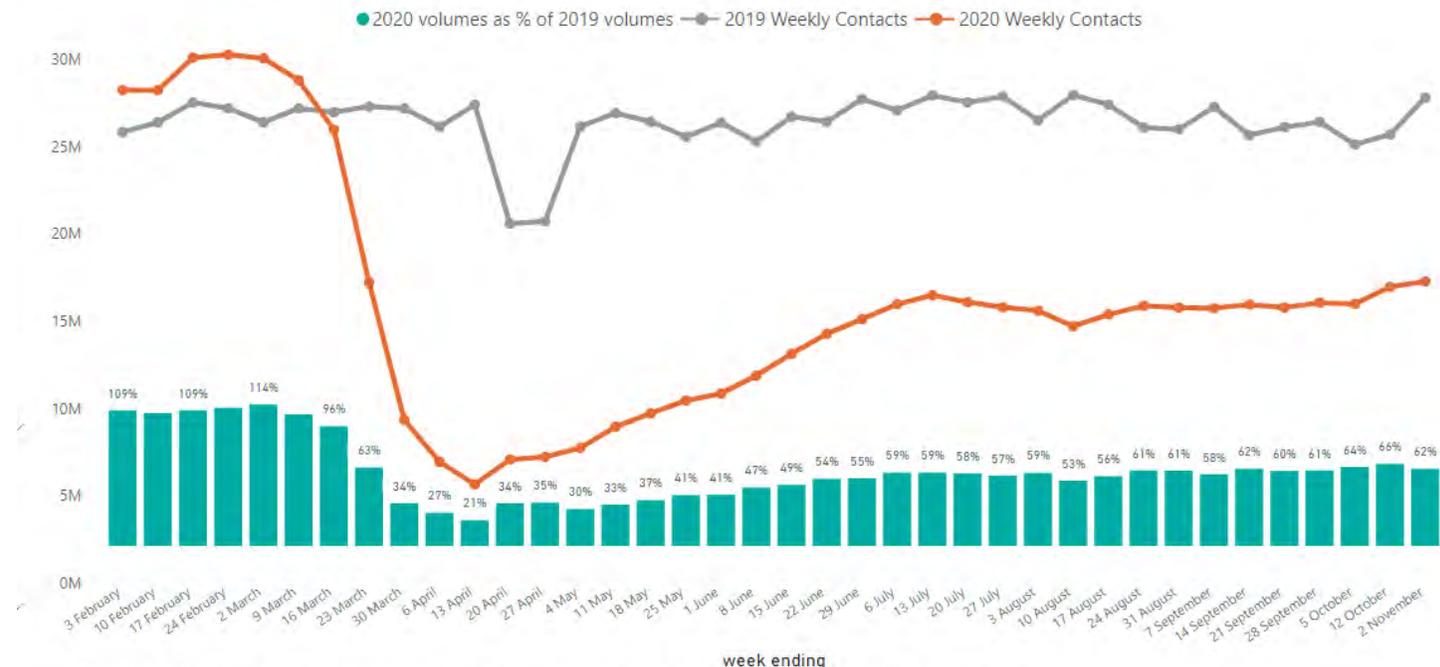
The network now delivers 20.5mil contacts weekly as white collar professionals continue to return to office locations and pick back up the daily coffee run

NSW	ACT	QLD	SA	WA
53% of same week last year	83% of same week last year	72% of same week last year	84% of same week last year	81% of same week last year

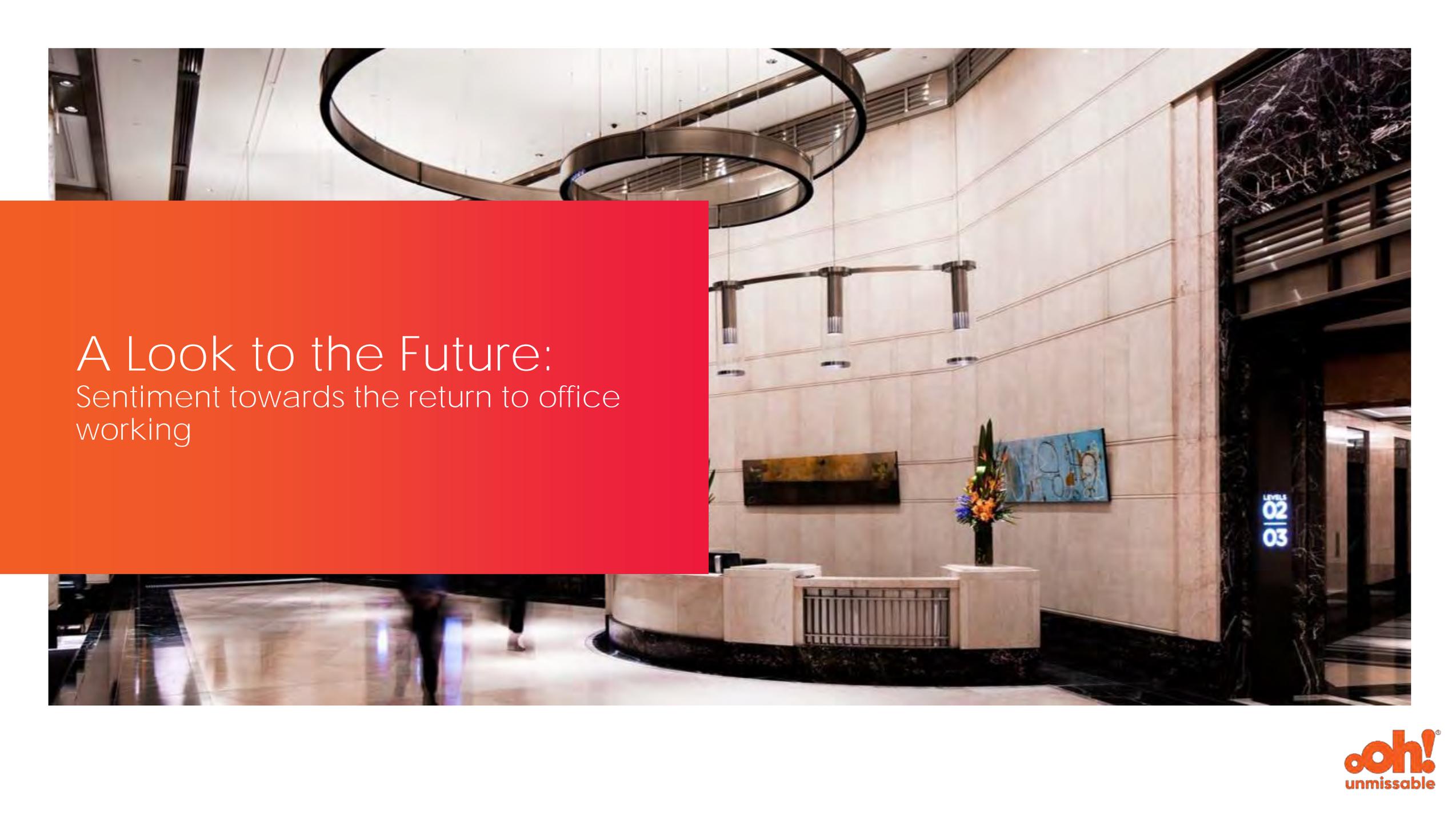
+24% growth in Office and Cafe network audience since mid August

"The shift is on and more workers are coming back to their offices, which is an important step in Australia's economic recovery" Ken Morrison, CEO Property Council of Australia³

62% of 2019 levels across oOh! Office & Café locations (excl Vic)



Note: Outages associated with mobile network upgrades resulted in data loss and lower reported volumes for: 10-25th Sept 2019, 14-27th Sept 2020, 15-22nd Oct 2020. Working with data partners and where possible, a robust method to model volumes across impacted periods has adjusted for data loss. Where data loss was substantial, audience volumes cannot be reported for those periods.

A photograph of a modern office lobby. The ceiling features large, circular, metallic light fixtures. The walls are light-colored with horizontal lines. A reception desk is visible in the foreground, and a person is walking in the background. A red overlay on the left side contains the text.

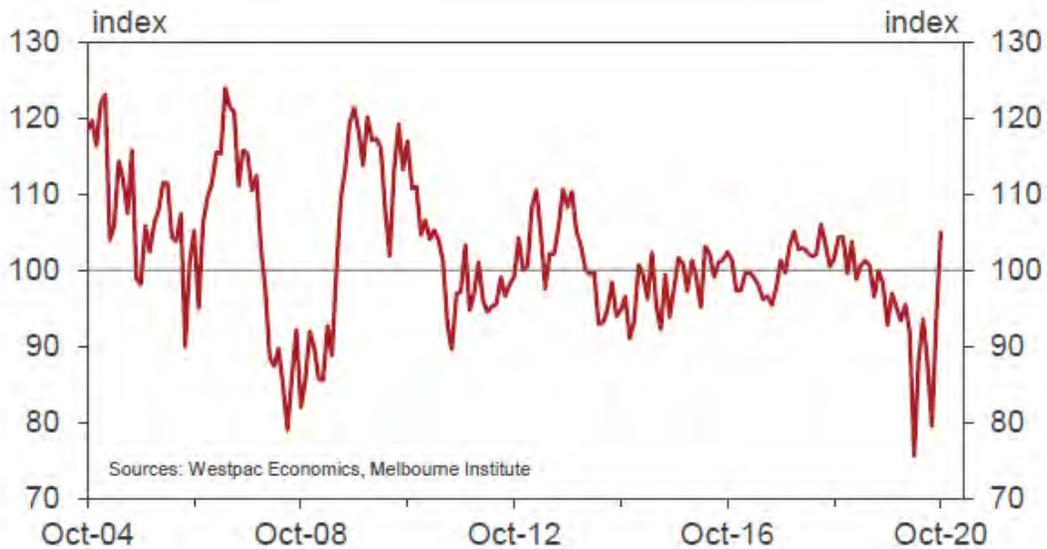
A Look to the Future:

Sentiment towards the return to office working

Surging Confidence & Increased Mobility

With Victoria taking the steps to reopen its economy, the resurgence in consumer confidence across the nation in October is anticipated to continue. This is no more apparent than with mobility data recorded, with Public Transport patronage and commutes made by car tracking back towards, or at previous levels as Australia's working population make a return to working from the Office and employment destinations across the country.

Consumer Sentiment Index at highest level since mid 2018



The Westpac-Melbourne Institute Index of Consumer Sentiment surged by 11.9% to 105.0 in October from 93.8 in September 2020. Over the last two months the index has lifted by 32% to the highest level since July 2018 and is now 10% above the average level in the six months prior to the Covid-19 pandemic¹.

Mobility: Driving

Apple Mobility for 4th November 2020 records travel by driving at January 2020 baseline for all Australian states except Victoria who continue with a high level of restrictions compared to other states². As easing restrictions are rolled-out, mobility in Victoria is set to bounce-back to that observed in other states.

AUS	NSW	ACT	VIC	QLD	SA	WA
-6%	-1%	+4%	-20%	+5%	+0%	+1%

Mobility: Public Transport Patronage

WA Government reports Perth's public transport patronage is back to almost 80% of pre Covid-19 levels in October, one of the strongest returns to public transport across the world with School student patronage at almost 100% while pensioners' patronage has returned to almost 90% of pre Covid-19 levels. So too are other Australian cities returning to pre pandemic levels: Adelaide 70% of pre Covid-19 levels, Brisbane 60% of pre Covid-19 levels and Sydney 50% of pre Covid-19 levels³.

Passenger confidence in WA is supported by increased cleaning regime and installation of hand sanitiser units at key facilities as residents³ maintain vigilance against Covid-19 despite no cases detected in the community⁴.

Source: 1 Westpac Consumer Sentiment Bulletin, October 2020. Source: 2 Apple, Mobility Trends Report, 4th Nov 2020. Source: 3 WA Government, Media Statement: WA public transport patronage bouncing back from COVID-19, 22nd October 2020 (based on data provided by the International Association of Public Transport). Source: 4 ABC.net.au, Charting the COVID-19 spread in Australia, accessed 26th October 2020

Bounce-back in business activity & workplace visitation

Knowledge creation, value creation and sharing ideas and innovation is driving Professionals and working Australians back to Offices and Employment destinations³. And as this movement builds momentum so too is this reflective in mobility data at workplace destinations².

Australia's economy over coming years will bounce-back hard and fast from the Covid-19 shock, provided the health crisis remains under control. Deloitte Partner Chris Richardson *"The point that people have not understood is we will grow really fast when we come out of this. The bigger the downturn, the bigger the recovery"*¹.

The latest Business Outlook from Deloitte Access Economics says the economy will grow by 3.4% on average over the next five financial years with real GDP growth anticipated to jump by 4.4% in 2021-22¹.

As business momentum builds at the back-end of 2020, so too are more Australians returning to workplace locations to conduct their employment activities and tasks.

Google Mobility data as 1st November 2020 records visitation to workplaces tracking almost on-par with Jan/Feb 2020 5 week median in NSW, QLD, SA and WA while residents in ACT have already made a full-return to workplace visitation levels recorded earlier in the year².

AUS	NSW	ACT	QLD	SA	WA
-10%	-6%	+0%	-6%	-9%	-8%

Source: 1 The Australian, Economy set for a 'beautiful recovery', says Deloitte's Chris Richardson, 18th October 2020.
Source: 2 Google Mobility, COVID-19 Community Mobility Report, 1st November 2020. The baseline is the median value, for the corresponding day of the week, during the five-week period 3 Jan – 6 Feb 2020. Source: 3 Dexus, Working from home can be a grind: what we miss about the office, 16th June 2020 (n=6,500+ Dexus customers from a mix of organisations, roles and locations)



The Return to Office Working

While 'working from home' Professionals have grown accustomed to connecting via the likes of Zoom and Microsoft Teams in 2020, evidence supports the effectiveness of face-to-face meetings and group work for both business and workers' mental wellbeing¹. Such benefits are a catalyst for many Australians, as they transition back to work in the Office.

Office Tower Occupancy

A recent survey by the Property Council of Australia found capital cities where COVID-19 cases are fewer are seeing higher Office occupancy rates¹.

oOh! audiences across much of the nation also track towards 2019 levels. In w/e 12th October total contacts across the oOh! Office network reached 18.7 million, consistently moving back towards 2019 levels as Professionals transition back to working from the office full time or blending work from the office and home².

NSW	ACT	QLD	SA	WA
56% of same week last year	85% of same week last year	72% of same week last year	86% of same week last year	99% of same week last year

Research by Dexus Strategic Workplace umbrella Six Ideas of 6,500+ Dexus customers found Australians miss the office!



While 78% enjoyed working from home, 80% also missed the office³
89% missed seeing and interacting with their colleagues³

Source: 1 ABC.net.au, COVID-19 won't kill the office but people will need reasons not to work from home, experts say, 24th September 2020. Source: 2 Dspark total audience volumes, oOh! Office Network, SA1 location of office towers, week ending 12th October 2020 vs. same week 2019. Source: 3 Dexus, Working from home can be a grind: what we miss about the office, 16th June 2020 (n=6,500+ Dexus customers from a mix of organisations, roles and locations)



Office Towers- Providing connection with colleagues, discipline with tasks and separation from personal life

This same Dexus research also found that nearly half said they were working longer hours³

Kai Riemer, a Professor of Information Technology and Organisation at the University of Sydney; *"It is much harder to be disciplined and draw a **boundary around work when you're at home**. It's much easier to self-exploit and work more. There have been studies in the US which show people work up to three hours more each day now that they're at home"*³

Rebirth of the Modern Office

At the height of Covid-19 lockdowns, many Australian businesses had to reimagine their workplace/s. With the great return now in full-swing across much of the nation, workplaces have been reimaged in aid of occupant and visitor safety and wellbeing aiding the rebuild and kick-start of CBD visitation and its economy.

As at October 2020, 9 in 10 Australians believe their employer's business will bounce-back¹.

And once all restrictions are eased, 81% intend to maintain or increase time spent in/around their cities CBD area compared to pre Covid-19 levels¹.

With audiences returning to Office Towers...



89% are prepared to do their bit to help their workplace remain germ-free e.g. clean-up after themselves, use hand sanitizer on a regular basis¹.



82% intend to maintain time spent in workplace common areas e.g. breakout areas, kitchens¹.



And surrounding destinations are benefiting from the return. For w/e 12th October there were 396k visits to oOh! café locations and audiences at 76% of 2019 levels outside of Victoria³.

Victorians are keen to return to workplaces as soon as able, with residents in the state 3.8x more likely to agree they are happy to return to their place of employment when the time comes compared to keeping with work from home¹



Offices Reimagined

In May, Australians reimaged the return to workplaces and as audiences return to Office Towers and other workplaces much of this is now a reality...



1 in 4 expected hot desking to be reduced/stopped²



Over 1 in 4 expected more open spaces in common areas²



60% expected an increase in the amount of cleaning and cleaning supplies on premises²



Half of employees expected businesses to more actively promote workers to stay home if unwell²



1 in 3 expected communal supplies like the office cookie jar to cease²

Source: 1 oOh!media Pulse Report | Timing Wave 1: 1st- 4th May, 2020 Wave 2: 18th- 19th May, 2020 Wave 3: 1st -3rd June 2020 Wave 4: 24th - 28th July 2020 Wave 5: 2nd -9th October 2020 | Research Panel: Dynata | Australians aged 16+, n=4,479, Wave 1: n=2,212 / Wave 2: n=423 / Wave 3: n=318 / Wave 4: n= 773 / Wave 5: n= 753. Source: 2 oOh!media Pulse Report | Timing: 1st- 4th & 18th- 19th May, 2020 | Research Panel: Dynata | Australians aged 16+, n=2,635, wave 1: 2,212 / Wave 2: 423. Wave 2 results displayed. Source: 3 Dspark total audience volumes, oOh! Cafe Network, week ending 12th October 2020 vs. same week 2019.

Out of Office

While Australians either return to working from the Office or utilise a blend of Office and work from home into the future, Covid-19 has given rise to some white-collar professionals reconsidering life in the Office for a life in the suburbs or in regional city hubs.

As international countries continue to battle Covid-19 infection, some internationally based/owned companies are keeping some Australian white-collar workers away from the Office for the rest of 2020. As such, this has given rise to micro communities of professionals now living, commuting and transacting in the suburbs during the week.

Additionally, independent economist Terry Rawnsley says some workers with long, expensive commutes are reconsidering work in the office. "They are the ones leading the revolt in terms of not wanting to return to the workplace because they've got one or two hours back in their lives each day. There's a strong spatial aspect to this"²

The rise of the suburbs as workers travel within local areas throughout the day instead of travel to major business hubs over Covid-19 has seen suburban based roadside assets outperform total roadside audiences, reaching levels are high as 90% of pre Covid-19 levels in recent months³

And with the ease of working remotely brought-on by Covid-19 lockdowns, a proportion of Australians are considering where they intend to live altogether...



1 in 5 white-collar professionals currently living in Metro Australia are considering a relocation to Regional Australia in the future¹

Source: 1 oOh!media Pulse Report | Timing Wave 1: 1st- 4th May, 2020 Wave 2: 18th- 19th May, 2020 Wave 3: 1st -3rd June 2020 Wave 4: 24th - 28th July 2020 Wave 5: 2nd -9th October 2020 | Research Panel: Dynata | Australians aged 16+, n=4,479, Wave 1: n=2,212/ Wave 2: n=423/ Wave 3: n=318/ Wave 4: n= 773/ Wave 5: n= 753. Wave 5 results displayed above. Source: 2 SMH.com.au. Working from home rebellion: commuters who don't want to return to the office, 26th October 2020. 3 Source: 3 Dspark total audience volumes, oOh! Roadside Network, Suburban locations, week ending 14th September 2020 vs same week 2019, outside Victoria



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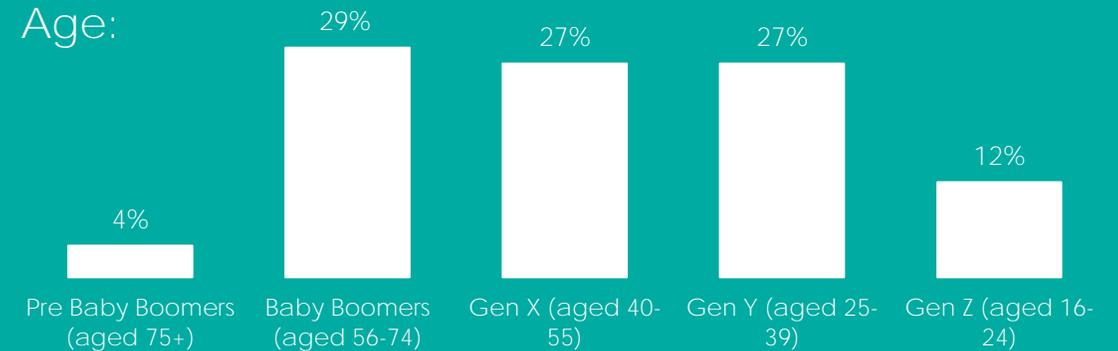
oOh!media Pulse Report Methodology

The Covid-19 Pulse Report is a weekly up-to-date insights summary harnessing a combination of best in class behavioral data on what is happening today, in addition to current and finger on the pulse attitudinal insights into what the future looks like in the eyes of Australians.

Research Agency	Independent research panel provider, Dynata on behalf of oOh!media
Methodology	Quantitative research via online consumer panel. Nationally representative sample based on age and geographic location
Sample	Australians aged 16+
Sample Size	Total respondents, n=4,479 Wave 1: n= 2,212 Wave 2: 423 Wave 3: 318 Wave 4: 773 Wave 5: 753
Research Timings	Wave 1: 1st- 4th May, 2020 Wave 2: 18 th - 20 th May, 2020 Wave 3: 1 st - 3 rd June, 2020 Wave 4: 24 th - 28 th July, 2020 Wave 5: 2 nd - 9 th October, 2020

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Wave 5



Location:

