



ASX: SKF

### **Bondi becomes more than a hotspot with Skyfii**

*Waverley Council and Skyfii bring free WiFi to Bondi's 2.2M yearly visitors in time for Summer*

Waverley Council is using Skyfii's guest WiFi and data analytics services to provide free high speed Internet to its more than 2.2 million visitors and residents in the Bondi area.

Visitors to the 'Golden Mile' will be granted guest WiFi access in areas across Bondi, including all of Bondi Beach and Park, Tamarama Beach and Bronte Beach. This service will be ready just in time for summer, when the area becomes one of Australia's most prominent tourist hotspots. In total, Bondi draws in around 2.2 million international and domestic visitors every year.,<sup>1</sup> not to mention its residents totalling more than 10,000.

"We ran a guest WiFi trial in a section of Bondi Beach earlier this year and the response was incredible," said Wayne Arthur, Chief Executive Officer, Skyfii. "Typically councils can use guest WiFi to support local businesses by promoting bespoke advertisements and offers to users. It can also be used to, for example, identify peak times for beach goers and allocate lifesaving personnel accordingly."

Councils – and other industries such as hospitality and retail – can also benefit with Skyfii from access to its real time data analytics services platform. This captures and analyses consumer behaviour and provides feedback to help understand movement and behaviour patterns, identify peak times, allocate resources more efficiently and provide better experiences.

"Guest WiFi services have become an important offering in popular tourist areas across the world," continued Arthur. "As people's expectations for easy and fast connectivity continue to mature, we are helping to provision Bondi's status as one of New South Wales' – and indeed Australia's – key visitor locations by providing this service."

This deal is Skyfii's first in the council and municipality sector, a new key target for the company with more than 560 councils countrywide.

"As councils seek to enhance the level of services they provide to constituents and visitors, this kind of technology can provide real time data to assist councils to better design and manage public spaces. We're hoping to work with more councils across the country to help them experience these benefits."

<sup>1</sup> [Destination NSW – Bondi Visitor Profile](#)

**ENDS**

**For further information, please contact:**

**Wayne Arthur**

**CHIEF EXECUTIVE OFFICER**

**E** [wayne@skyfii.com](mailto:wayne@skyfii.com)

**M** +61 410 600 145

**Media Inquiries**

Oisin O'Callaghan

Watterson

**E** [oisin.ocallaghan@watterson.com.au](mailto:oisin.ocallaghan@watterson.com.au)

**T** +61 2 9929 7533

**Investor Inquiries**

James Moses

Mandate Corporate

**E** [james@mandatecorporate.com.au](mailto:james@mandatecorporate.com.au)

**M** +61 420 991 574

**ABOUT SKYFII**

Skyfii is a data-driven marketing software company pioneering guest Wi-Fi and analytics tools. Powered by a unique technology and commercial solution, Skyfii provides a sophisticated data platform that enables organisations to map consumer and visitor interests, turning Wi-Fi into a smart analytics and marketing opportunity to attract, engage and understands customers better. For more information, visit [www.skyfii.io](http://www.skyfii.io).

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