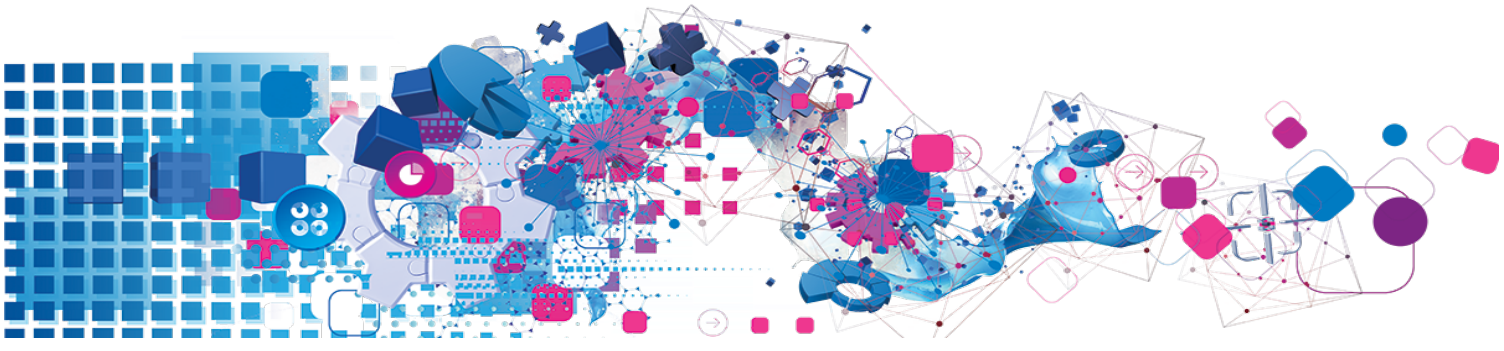
Data guide

Australia Enhanced



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Introduction

Australia Enhanced Address Data Information

The Australia Enhanced dataset (also known as QAS DataFusion) consists of PSMA Australia's Geocoded National Address File (G-NAF) and Australia Post's Postal Address File (PAF) data. This chapter provides an overview of the Australia Enhanced dataset.

AUE Address Dataset

Dataset Code:	AUE
Approximate Data Size:	260 MB (Core data files only). 1.7 GB (All data files, including all DataPlus sets)
Data Source:	• PAF Addresses: © Australian Postal Corporation • G-NAF Addresses: © PSMA Australia Limited: Spatial Data • BSP DataPlus: © Australian Postal Corporation • COA DataPlus: © Australian Postal Corporation • Pacific Micromarketing DataPlus: © Pacific Micromarketing • G-NAF DataPlus: © PSMA Australia Limited: Spatial Data • Administrative Boundaries DataPlus: © PSMA Australia Limited: Spatial Data
Update Frequency:	Quarterly
Expiry:	The Quarterly release dates are: • March • June • September • December Data files will expire approximately 6 months after receipt. For example, March data will expire in September of the same year. Ensure every data update is applied promptly, otherwise the data may expire and the product will become unusable.

List of Available Data Files

The following table lists all the data files that are included on the AUE data image.

File Name	File Type	Comment
.dts	Dataset	Main address data.
.zlx	Single Line Index File	Indexing data for use with Single Line searching.
.tpx	Typedown Index File	Indexing data for use with Typedown searching.
.dap	DataPlus Set	DataPlus data. See page 12 for more information about the available DataPlus sets.
.zlb	Single Line Index File for Batch	Indexing data for use by the Batch and Verification engines. (for future compatibility)

About This Data

Area Covered

The Australia Enhanced dataset covers all postal addresses within eight states and territories of the Commonwealth of Australia.

Address Elements

The following address elements are stored within the AUE data files:

Address Element	Example	Element Code
PAF Building name 2	North Wing	P21
PAF Building name	Treasury Building	P12
G-NAF Building name	Treasury Building	P15
PAF Flat/Unit name	Flat 2	P41
Flat/Unit type	Flat	P411
Flat/Unit number	2	P412
G-NAF Flat/Unit name	Flat 2	P43
Flat/Unit type	Flat	P431
Flat/Unit number	2	P432
PAF Sub-building number	2	P42
G-NAF Sub-building number		P44
PAF Building level	Level 7	P31
Building level type	Level	P311
Building level number	7	P312
G-NAF Building level	Level 7	P32
Building level type	Level	P321
Building level number	7	P322
PAF Building number	26	P11
G-NAF Building number		P14
PAF Allotment	Lot 16	P13
Allotment lot	Lot	P131
Allotment number	16	P132
G-NAF Allotment	Lot 16	P16
Allotment lot	Lot	P161
Allotment number	16	P162
All postal delivery types	(see below for examples)	B10

Address Element	Example	Element Code
Type	PO Box	B101
Number	87	B102
PO Box	PO Box 65	B11
GPO Box	GPO Box M929	B12
Care PO	Care PO	B13
Roadside Mail Box	RMB 65	B14
Roadside Delivery	RSD 21	B15
Community Mail Agent	CMA	B16
Community Postal Agent	CPA	B17
Private Bag	Private Bag 6060	B18
Locked Bag	Locked Bag 3	B19
Mail Service	MS 494	B1A
Community Mail Bag	CMB 111	B1B
Roadside Mail Service	RMS 1600	B1C
PAF Street	Tudor Court East	S11
Street name	Tudor	S111
Street type	Court	S112
Street type suffix	East	S113
G-NAF Street	Tudor Court East	S12
Street name	Tudor	S121
Street type	Court	S122
Street type suffix	East	S123
G-NAF Private Street		S12
PAF Locality	Ayr	L21
PAF Invalid Locality Alias**	Mt Kelly	L22
PAF Bordering Locality	Alderley	L23***
G-NAF Locality	Ayr	L24
G-NAF Bordering Locality	Mt Kelly	L25
State Code	QLD	L11
State Name	Queensland	L12
PAF Postcode	4807	C11
PAF Bordering Locality Postcode	4051	C12***
G-NAF Postcode	4807	C13
Country Name	Australia	X11

Address Element	Example	Element Code
Two Character Country Code	AU	X12
Three Character Country Code	AUE	X13
Primary Point*	R	A12

** Denotes elements which only appear in the address if their position is fixed.*
*** Invalid Locality Alias may be used for searching but will never be returned in a final address.*

Address Element Definitions

Abbreviations

In an output address, the Building Level Type, Flat/Unit Type, Street Type, or Street Type Suffix address elements are returned in an abbreviated or expanded form, depending on your address formatting settings. Some examples are shown in the table below:

Element	Abbreviated Form	Expanded Form
Building Level Type:	Fl 2	Floor 2
	L 7	Level 7
Flat/Unit Type:	F 10	Flat 10
	U 3	Unit 3
Street Type:	Acacia Ave	Acacia Avenue
	High St	High Street
Street Type Suffix:	River Rd W	River Road West

Postal Code Structure

Australian postal codes consist of four numbers. The first two numbers represent a zone within a State/Territory. The full four digits represent a specific delivery office. PO Box installations have separate postal codes to street addresses, and large volume receivers may have their own postal code.

Postal codes have been allocated to each state and territory as follows:

State/Territory	State Code	Postal Code Ranges
Australian Capital Territory	ACT	0200-0299, 2600-2620, 2900-2921
New South Wales	NSW	1000-2599, 2620-2899, 2921-2999
Northern Territory	NT	0800-0899
Queensland	QLD	4000-4999, 9000-9799
South Australia	SA	5000-5999
Tasmania	TAS	7000-7999
Victoria	VIC	3000-3999, 8000-8999
Western Australia	WA	6000-6999

Address Formatting

There are four different types of addresses in Australia. The format of the returned address depends on which address elements are present in the address:

Address Format	Layout
Routine Street Address	<Building Number> <Street Name> <Locality> <State Code> (<Postcode>) For example: 16 Banjo Street OLD ADAMINABY NSW 2629
Flat or Unit Address	<Flat/Unit Number> <Building Number><Street Name> <Locality> <State Code> (<Postcode>) For example: Unit 9 8 Trenerry Crescent ABBOTSFORD VIC 3067
Multi-Storey Building Address	<Flat/Unit Address> <Level Number> <Building Number> <Street Name> For example: Flat 4 Level 1 51 Rhyll-Newhaven Road RHYLL VIC 3923
Allotment Address	<Lot Number> <Street Name> <Locality> <State Code> (<Postcode>) For example: Lot 1000 Daisy Hill Road Sydney NSW 2000

Default Address Format

Australian addresses are defined upwards from the last line. The last line is displayed in block capitals and contains the locality name, state code and postal code, each separated by two spaces. The line above contains premises and street information.

The building number is shown before the street name. If the address contains sub-premises information, it is shown immediately in front of the building number, separated from it by a forward slash ('/'). For example:

Any building level or flat/unit information is displayed before the sub-premises information. If both of these items are populated, the flat/unit information is written on the line above. Any building names are given on the next line up. If premises information has not been allocated, then an allotment number appears in place of the building number.

If the output address line count is fixed to be four, and the elements on the last line is fixed to be <Locality> <State> <Postcode>, the output address will be presented as:

Address Line 1	16 Banjo Street
Address Line 2	<Blank>
Address Line 3	<Blank>
Address Line 4	OLD ADAMINABY NSW 2629

Forms Of Address

There are four Forms of Address stored in the AUE data files:

PAF Layout

Using this layout, only PAF address elements and the common address elements can be returned. If the address exists only in the G-NAF data, the PAF-only address elements will be blank, and the corresponding G-NAF address elements will be returned.

If the address exists in both PAF and G-NAF data, but there is an empty address element in PAF but a corresponding G-NAF element exists, the PAF address will be enhanced with the extra information from G-NAF.

The following elements appear in the PAF layout:

Address Layout	Elements Returned	Default Element	Alternative Element
<auto> <auto> <auto>	Flat, Building level, Building number, Allotment and Street P32,information are returned on the first three lines.	P41, P31, P42, P11, P13, S11	P43, P44, P14, P16, S12
Locality, State Code, Postcode	Locality, State code, Postcode are fixed on the last line.	L21, L11, C11	L24, C13

PAF Layout AS4590 (NAMF)

The PAF Layout AS4590 (NAMF) is almost identical in content to the PAF layout above, however it directly complies with the address interoperability NAMF standard. They have a few variations in order to be compliant with the AS4590:2006 standard. There is more information about the National Address Management Framework at http://www.finance.gov.au.

G-NAF Layout

Using this layout, only G-NAF address elements and the common address elements can be returned. If the address exists only in the PAF data, the G-NAF-only address elements will be blank, and the corresponding PAF address elements will be returned.

If the address exists in both G-NAF and PAF data, but there is an empty address element in G-NAF but a corresponding PAF element exists, the G-NAF address will be enhanced with the extra information from PAF.

The following elements appear in the G-NAF layout:

Address Layout	Elements Returned	Default Element	Alternative Element
<auto>	Flat, Building level, Building number, Allotment and Street P31,information are returned on the first three lines.	P43, P32,	P41, P42,
<auto>		P11,P44, P14	P13, S11
<auto>		, P16	
Locality, State Code, Postcode	Locality, State code and Postcode are fixed on the last line.	L24, L11, C13	L21, C11

G-NAF Layout AS4590 (NAMF)

The G-NAF Layout AS4590 (NAMF) is almost identical in content to the G-NAF layout above, however it directly complies with the address interoperability NAMF standard. They have a few variations in order to be compliant with the AS4590:2006 standard. There is more information about the National Address Management Framework at http://www.finance.gov.au.

Intelligent Layout

If the Intelligent Layout setting is enabled, a validated input address will be kept regardless of source. This means that when Intelligent Layout is selected, the Experian product being used will return the PAF or G-NAF address that most closely matches the address entered. In the event that the PAF address and the G-NAF address of a property are different, the Experian product will use the address that most closely matches the entered address, regardless of the selected layout.

In terms of deciding on the best match, the following criteria are used:

- If an address matches exactly (sub-premise, street and suburb) to a PAF or G-NAF then this address would be returned.
- Street is prioritised over suburb, so if the street matches to one dataset and suburb matches to the other, then the street match would take precedence and that version would be returned.
- If the street does not match to either dataset but the suburb matches to one, then the address with the suburb match would be returned.
- If neither the street nor the suburb match to a primary address in either dataset then the returned address would be from the default dataset as specified by the selected layout. This situation would most likely occur when using wildcards or if there have been spelling errors in the address.

Intelligent layout can be enabled/disabled via the Configuration Editor. For more information on how to do this, see the Configuration Editor help.

About DataPlus Information

Each DataPlus set is divided into one or more items. These items are subsets of the DataPlus set and can be returned individually or as a group. This section details the DataPlus sets for AUE data.

You can configure your Experian products to use any of the DataPlus sets that are available for AUE data. Please refer to the relevant section of the product documentation for information on configuring Experian products to return DataPlus information.

Pacific Micromarketing Ltd supply the data for all the Australia DataPlus sets apart from Australia Barcode Sort Plan Number and Australia Change of Address. Australia Barcode Sort Plan Number and the Change of Address DataPlus are supplied by Australia Post, and the G-NAF and Administrative Boundaries DataPlus sets are supplied by PSMA Australia.

DataPlus Sets for AUE Data

The following DataPlus sets are available with Australia Enhanced data:

Address Source

Identifier: **AUESRC**

Returns elements to identify the source of the address.

The AUESRC DataPlus set contains the following elements:

Element	Code	Description
Address Source Code	AddressSourceCode	Returns the Address Source code. The possible values are P, G, PG or PGB.
Address Source Description	AddressSourceDesc	Returns the Address Source description. The possible values are: • Address exists on PAF only (P) • Address exists on G-NAF only (G) • Address exists on both PAF and G-NAF (PG) • Address exists on both PAF and G-NAF but level information exists on PAF only (PGB).

Australia Barcode Sort Plan Number

Identifier: **AUEBSP**

This DataPlus set returns a three-digit Barcode Sort Plan (BSP) number for each full address, automatically allowing you to easily pre-sort mail items.

Each BSP number corresponds to a set of postal codes and facilitates pre-sorting. You can pre-sort the mail using BSP codes and submit the number of mail items for each BSP code to Australia Post. By doing this, you will receive a mail discount.

Please ensure you are using the correct version of BSP data to guarantee that you receive the correct postal discounts. If you are using the data installer (available for Windows), the current BSP file is automatically installed when you install the Australia dataset. If you are not using the data installer, copy the auebsp.dap file into the same directory as the Australia dataset.

To submit the number of mail items for each BSP code to Australia Post, a report known as a PreSort Manifest Report is used. This report is available under the 'Reports' menu on the main Batch dialog.

The PreSort Manifest Report is only available if Australia is the sole configured country and if it is set as the default country. This is set on the Set Active Countries dialog of the Configuration program.

Additionally, the AUEBSP.BSP DataPlus element must also be set during configuration, on the Set Output Layout dialog, and must be the only element configured on a line. See the Help program supplied with Batch for further details on configuration.

Further information on pre-sorting and lodging mail with Australia Post can be found on Australia Post's website:

www.AUEpost.com

The AUEBSP DataPlus set contains the following elements:

Element	Code	Description
Barcode Sort Plan Number	BSP	3 digit Barcode Sort Plan (BSP) number for an address.

Australia Change of Address

Identifier: **AUECOA**

This DataPlus set identifies whether there has been a change of occupancy at an address over the last twelve months.

The AUECOA DataPlus set contains the following elements:

Element	Code	Description
Change of Address Date	Date	Change of Address date. This indicates the date of the last change of occupancy.
Change of Address Flag	Flag	Change of Address flag. This indicates how many months ago the change of occupancy occurred. There are three possible values: • **3** - 3 months or less • **6** - between 3 and 6 months • **12** - between 6 and 12 months

Australia Household Identification Number

Identifier: **AUEHIN**

The HIN (Household Identification Number) is a unique reference ID for each household.

Element	Code	Description
HIN	Cod	10 digit Household Identification Number.

Australia CCD

Identifier: **AUECCD**

This DataPlus set will return the numbered code assigned to the census district for the returned address. No associated item description is returned.

The AUECCD DataPlus set contains the following elements:

Element	Code	Description
CCD Code	Code	Deprecated element, always blank, e.g. " ".
SA1 Code	SA1Code	Deprecated element, always blank, e.g. " ". Updated DataPlus moved to Australia SA1.

Australia Micro Segment

Identifier: **AUEMSG**

Neighbourhood classifications such as Mosaic around the world are seen to perform best at levels of geography that contain between 15 and 30 residences (for example, the UK postcode covers an average of just 17 households). Micro Segments were developed by Experian Marketing Services from residential address information to identify neighbourhoods containing 16-20 households, which also fitted exactly within CCD boundary definitions (see page 15).

There are over 400,000 Micro Segments covering all residential Australian households. Micro Segments now set the geographic standard for geodemographic classifications and market analysis in Australia.

A Micro Segment code is made up of ten digits. As a Micro Segment fits exactly within a CCD, the 7 digits from the CCD are used, followed by a 3 digit code that starts at 001.

The AUEMSG DataPlus set contains the following elements:

Element	Code	Description
Micro Segment Code (2018)	Cod	Deprecated element, always blank, e.g. " ".

Australia Mosaic Group & Type

Identifier: **AUEMOS**

This DataPlus set will return the official Mosaic marketing codes for the address searched on. For more information about the Mosaic codes visit the Mosaic Australia website:

http://www.experian.com.au/business/solutions/marketing-services/mosaic

The AUEMOS DataPlus set contains the following elements:

Element	Group	Description
Mosaic Group	Group	Mosaic 2024: Mosaic Group, e.g., "K"
Mosaic Type	Type	Mosaic 2024: Mosaic group & Type, e.g., "K39"

Australia Mosaic Element

Identifier: **AUEMEL**

The Mosaic Elements provide an additional level of discrimination in models and segmentations which are perfect for customised segmentations for clients which retain the link with Mosaic. For more information about Mosaic Elements visit the Mosaic Australia website:

http://www.experian.com.au/business/solutions/marketing-services/mosaic

The AUEMEL DataPlus set contains the following elements:

Element	Group	Description
Mosaic Element	Code	Deprecated element, always blank, e.g. " ".

Australia Household Mosaic Group & Type

Identifier: **AUEHMO**

This DataPlus set will return the official Mosaic marketing codes accurate to Household level for the address searched on. For more information about the Mosaic codes visit the Mosaic Australia website:

http://www.experian.com.au/business/solutions/marketing-services/mosaic

The AUEHMO DataPlus set contains the following elements:

Element	Code	Description
Mosaic Group	Group	Deprecated element, always blank, e.g. " ".
Mosaic Type	Type	Deprecated element, always blank, e.g. " ".

Australia Household Mosaic Element

Identifier: **AUEHME**

The Mosaic Elements provide an additional level of discrimination in models and segmentations which are perfect for customised segmentations for clients which retain the link with Mosaic. This DataPlus set returns the Mosaic Element type accurate to Household level. For more information about Mosaic Elements visit the Mosaic Australia website:

http://www.experian.com.au/business/solutions/marketing-services/mosaic

The AUEHME DataPlus set contains the following elements:

Element	Group	Description
Household Mosaic Element (Discontinued)	Code	Deprecated element, always blank, e.g. " ".

Australia Affluence

Identifier: **AUEAFF**

Affluence ratings are an indicator of household level wealth based on household demographics, assets and investments. It differs from Household Income in that it offers an indication of disposable income.

Affluence ratings are applied to households in bands.

Element	Code	Description
Affluence	CodeHH	Mosaic 2024: Single digit code representing the Affluence band of the household e.g., "3"
	CodeMB	Mosaic 2024: Single digit code representing the Affluence band of the Meshblock, e.g., "3"
	Code	Deprecated element, always blank, e.g. " ".

Australia Household Income and Wealth

Identifier: **AUEEIN**

Household Income accurately predicts the annual income of every household in Australia. Census income is different in that it reports on areas of approximately 180 households.

Household Income has been developed using statistical techniques and utilises income data from Experian Marketing Services' Person and Address Universes and the Census. It can be used for customer profiling or modelling, for targeting or prospect selections.

Household Income classifies every household into one of 7 income bands. For more information speak to your Experian Account Manager:

Element	Code	Description
Household Income	EINCodeHH	Mosaic 2024: Single digit code representing the Income band of the household, e.g., "5"
	EINCodeMB	Mosaic 2024: Single Digit code representing the dominant household income band of the meshblock, e.g., "5"
	WealthDecileHH	Mosaic 2024: The level of wealth of a household, as a decile, e.g., "5"
	WealthDecileMB	Mosaic 2024: The level of wealth of households in a meshblock, as a decile, e.g., "5"
	Code	Deprecated element, always blank, e.g. " ".

Australia Length of Residence and Housing Tenure

Identifier: **AUERLN**

The Length of Residence DataPlus set returns an estimate of the length of time a person or family has lived at an address. Length of residency is divided into 15 bands. For more information about the Length of Residence bands speak to your Experian Account Manager.

The AUERLN DataPlus set contains the following elements:

Element	Code	Description
Maximum Length of Residence	ResLenCodeHH	Mosaic 2024: Code representing the length of residence band of a household, e.g., "14"
	ResLenCodeMB	Mosaic 2024: Code representing the dominant length of residence band for households in a meshblock, e.g., "14"
	TenureCodeHH	Mosaic 2024: Single digit code representing the tenure of the property, e.g., "2"
	TenureCodeMB	Mosaic 2024: Single digit code representing the dominant tenure of properties in a meshblock, e.g., "2"
	Code	Deprecated element, always blank, e.g. " ".

Australia Household Composition

Identifier: **AUEREL**

This DataPlus set returns marketing information about the composition of the household at a particular address. Households are grouped in one of 6 categories, or marked as unclassified. For more information about the Relations groups speak to your Experian Account Manager.

The AUEREL DataPlus set contains the following elements:

Element	Code	Description
Relations	CodeHH	Mosaic 2024: Single digit code representing the household composition of a property, e.g., "3"
	CodeMB	Mosaic 2024: Single digit code representing the dominant household composition of properties in a meshblock, e.g., "3"
	Code	Deprecated element, always blank, e.g. " ".

Australia Age

Identifier: **AUEAGE**

This DataPlus set returns a predictor of age for the head of household. Ages are returned in one of 15 bands, or marked as unclassified. For more information about the Age bands speak to your Experian Account Manager.

The AUEAGE DataPlus set returns the following elements:

Element	Code	Description
Head of Household Age	CodeHH	Mosaic 2024: The code representing the head of household age band for the property, e.g., "11"
	CodeMB	Mosaic 2024: The code representing the dominant head of household age band for properties in the meshblock, e.g., "11"
	Code	Deprecated element, always blank, e.g. " ".

Australia Lifestage

Identifier: **AUELST**

The Lifestage DataPlus set returns an indication of the stage of life of household occupants. The Lifestage for a household is returned in one of 10 bands. For more information about the Lifestage classifications speak to your Experian Account Manager.

The AUELST DataPlus set contains the following elements:

Element	Code	Description
Lifestage	CodeHH	Mosaic 2024: Code representing the life stage of the occupants of a property, e.g., "10"
	CodeMB	Mosaic 2024: Code representing the dominant lifestage of households in a meshblock, e.g., "10"
	Code	Deprecated element, always blank, e.g. " ".

Australia Adults at Address

Identifier: **AUEAAD**

The Adults at Address DataPlus set returns an estimate of the number of people aged 18 and over in a household.

The AUEAAD DataPlus set contains the following elements:

Element	Code	Description
Adults at Address	NumAdultsHH	Mosaic 2024: An estimate of the number of adults at an address e.g., "3"
	NumAdultsMB	Mosaic 2024: The dominant estimated number of adults at properties in a meshblock, e.g., "3"
	YoungAdultsDecileHH	Mosaic 2024: The likelihood of adults aged 18-24 at the property, as a decile, e.g., "10"
	YoungAdultsDecileMB	Mosaic 2024: The likelihood of adults aged 18-24 at a meshblock, as a decile, e.g., "10"
	NumAdults	Deprecated element, always blank, e.g. " ".

Australia Gender at Address

Identifier: **AUESAD**

The Gender at Address DataPlus set returns estimates of the number of males and the number of females in a household.

The AUESAD DataPlus set contains the following elements:

Element	Code	Description
Males at Address	NumMales	Deprecated element, always blank, e.g. " ".
Females at Address	NumFemales	Deprecated element, always blank, e.g. " ".

Australia Children at Address

Identifier: **AUECAD**

The Children at Address DataPlus set returns a predictor of the presence of a child within certain age groups in a household. For more information about Children at Address speak to your Experian Account Manager.

The AUECAD DataPlus set contains the following elements:

Element	Code	Description
Propensity for Children 0 - 5 years	Cld05Code	Mosaic 2024: The likelihood of children aged 0-5 in the meshblock, as a decile, e.g., "10"
Propensity for Children 6 - 12 years	Cld612Code	Mosaic 2024: The likelihood of children aged 6-12 in the meshblock, as a decile, e.g., "10"
Propensity for Children 13 - 17 years	Cld1317Code	Mosaic 2024: The likelihood of children aged 13-17 in the meshblock, as a decile, e.g., "10"
Propensity for Children 0 - 10 years	Cld010Code	Deprecated element, always blank, e.g. " ".
Propensity for Children 11 - 18 years	Cld1118Code	Deprecated element, always blank, e.g. " ".

Australia Factor 1

Identifier: **AUEFC1**

This DataPlus set returns the geodemographic Factor scores or percentiles for Cultural Diversity.

Factors data provides information about key characteristics for every Micro Segment in Australia. The Factors DataPlus sets return scores and percentiles for each Micro Segment. The average score for each Factor is zero, and the standard deviation is 10,000. This means that 68% of the Micro Segments will have a score between 10,000 and -10,000.

For more information about Factors data speak to your Experian Account Manager.

The AUEFC1 DataPlus set contains the following elements:

Element	Code	Description
F1 Score - Cultural Diversity	Score	Mosaic 2024: Factor 1 scores representing levels of cultural diversity from traditional to multicultural
F1 Percentile - Cultural Diversity	Percentile	Mosaic 2024: Factor 1 percentiles representing levels of cultural diversity from traditional to multicultural
F1 Score - Family Composition	FamCompSc	Deprecated element, always blank, e.g. " ".
F1 Percentile - Family Composition	FamCompPer	Deprecated element, always blank, e.g. " ".

Australia Factor 2

Identifier: **AUEFC2**

This DataPlus set returns the geodemographic Factor scores or percentiles for Household Composition.

Factors data provides information about six key characteristics for every Micro Segment (see page 15) in Australia. The Factors DataPlus sets return scores and percentiles for each Micro Segment. The average score for each Factor is zero, and the standard deviation is 10,000. This means that 68% of the Micro Segments will have a score between 10,000 and -10,000.

For more information about Factors data visit:

http://www.experian.com.au/assets/marketing-services/brochures/emsfactors. pdf

The AUEFC2 DataPlus set contains the following elements:

Element	Code	Description
F2 Score - Household Composition	Score	Mosaic 2024: Factor 2 scores representing the makeup of a household composition from singles living in units/apartments and sharing housing to families living in detached houses.
F2 Percentile - Household Composition	Percentile	Mosaic 2024: Factor 2 percentiles representing the makeup of a household composition from singles living in units/apartments and sharing housing to families living in detached houses.
F2 Score - Prosperity	ProsperSc	Deprecated element, always blank, e.g. " ".
F2 Percentile - Prosperity	ProsperPer	Deprecated element, always blank, e.g. " ".

Australia Factor 3

Identifier: **AUEFC3**

This DataPlus set returns the geodemographic Factor scores or percentiles for Household Workforce Maturity.

Factors data provides information about six key characteristics for every Micro Segment (see page 15) in Australia. The Factors DataPlus sets return scores and percentiles for each Micro Segment. The average score for each Factor is zero, and the standard deviation is 10,000. This means that 68% of the Micro Segments will have a score between 10,000 and -10,000.

For more information about Factors data visit:

http://www.experian.com.au/assets/marketing-services/brochures/emsfactors. pdf

The AUEFC3 DataPlus set contains the following elements:

Element	Code	Description
F3 Score - Workforce Maturity	Score	Mosaic 2024: Factor 3 scores representing levels of workforce maturity from low workforce maturity to high workforce maturity.
F3 Percentile - Workforce Maturity	Percentile	Mosaic 2024: Factor 3 percentiles representing levels of workforce maturity from low workforce maturity to high workforce maturity.
F3 Score - Dependants	DependsSc	Deprecated element, always blank, e.g. " ".
F3 Percentile - Dependants	DependsPer	Deprecated element, always blank, e.g. " ".

Australia Factor 4

Identifier: **AUEFC4**

This DataPlus set returns the geodemographic Factor scores or percentiles for Socioeconomic Status.

Factors data provides information about six key characteristics for every Micro Segment (see page 15) in Australia. The Factors DataPlus sets return scores and percentiles for each Micro Segment. The average score for each Factor is zero, and the standard deviation is 10,000. This means that 68% of the Micro Segments will have a score between 10,000 and -10,000.

For more information about Factors data visit:

http://www.experian.com.au/assets/marketing-services/brochures/emsfactors. pdf

The AUEFC4 DataPlus set contains the following elements:

Element	Code	Description
F4 Score - Socioeconomic Status	Score	Mosaic 2024: Factor 4 scores representing levels of socioeconomic status from less access to socioeconomic resources to more access to socioeconomic resources.
F4 Percentile - Socioeconomic Status	Percentile	Mosaic 2024: Factor 4 percentiles representing levels of socioeconomic status from less access to socioeconomic resources to more access to socioeconomic resources.
F4 Score -Cultural Diversity	CultDivSc	Deprecated element, always blank, e.g. " ".
F4 Percentile - Cultural Diversity	CultDivPer	Deprecated element, always blank, e.g. " ".

Australia Factor 5

Identifier: **AUEFC5**

This DataPlus set returns the geodemographic Factor scores or percentiles for Rurality.

Factors data provides information about key characteristics for every Micro Segment (see page 15) in Australia. The Factors DataPlus sets return scores and percentiles for each Micro Segment. The average score for each Factor is zero, and the standard deviation is 10,000. This means that 68% of the Micro Segments will have a score between 10,000 and -10,000.

For more information about Factors data visit:

http://www.experian.com.au/assets/marketing-services/brochures/emsfactors. pdf

The AUEFC5 DataPlus set contains the following elements:

Element	Code	Description
F5 Score - Rurality	Score	Mosaic 2024: Factor 5 scores representing levels of rurality from urban to rural.
F5 Percentile - Rurality	Percentile	Mosaic 2024: Factor 5 percentiles representing levels of rurality from urban to rural.
F5 Score - Housing Ownership	HouseOwnSc	Deprecated element, always blank, e.g. " ".
F5 Percentile - Housing Ownership	HouseOwnPer	Deprecated element, always blank, e.g. " ".

Australia Factor 6

Identifier: **AUEFC6**

This DataPlus set returns the geodemographic Factor scores for Multi-Dwellings.

Factors data provides information about key characteristics for every Micro Segment (see page 15) in Australia. The Factors DataPlus sets return scores and percentiles for each Micro Segment. The average score for each Factor is zero, and the standard deviation is 10,000. This means that 68% of the Micro Segments will have a score between 10,000 and -10,000.

For more information about Factors data visit:

http://www.experian.com.au/assets/marketing-services/brochures/emsfactors. pdf

The AUEFC6 DataPlus set contains the following elements:

Element	Code	Description
F6 Score - Multi-Dwellings (Discontinued)	MultDwelSc	Deprecated element, always blank, e.g. " ".
F6 Percentile - Multi-Dwellings (Discontinued)	MultDwelPer	Deprecated element, always blank, e.g. " ".

Australia CCD Latitude/Longitude

Identifier: **AUECCL**

This DataPlus set returns the latitude and longitude of the geographical centre of the census district (CCD) containing the address. It will be the same for all addresses in the CCD.

The AUECCL DataPlus set contains the following elements:

Element	Code	Description
CCD Latitude	Latitude	Deprecated element, always blank, e.g. " ".
CCD Longitude	Longitude	Deprecated element, always blank, e.g. " ".
SA1 Latitude	SA1Latitude	Deprecated element, always blank, e.g. " ". Updated DataPlus set moved to Australia SA1.
SA1 Longitude	SA1Longitude	Deprecated element, always blank, e.g. " ". Updated DataPlus set moved to Australia SA1.

Australia Micro Segment Latitude/Longitude

Identifier: **AUEMCD**

This DataPlus set returns the latitude and longitude of the geographical centre of the Micro Segment containing the address. It will be the same for all addresses in the Micro Segment.

The AUEMCD DataPlus set contains the following elements:

Element	Code	Description
Micro Segment Latitude	Latitude	Deprecated element, always blank, e.g. " ".
Micro Segment Longitude	Longitude	Deprecated element, always blank, e.g. " ".

Australia Business/Residential Code

Identifier: **AUEBRC**

This DataPlus set indicates whether the address is a business or residential premises.

The AUEBRC DataPlus set contains the following elements:

Element	Code	Description
Business/Residential Code	Code	Single character indicating the premises type for the address, e.g. “R”.

G-NAF Geocode Level and Type

Identifier: **AUEGLT**

This DataPlus set returns the geocode level and type of the address.

Every principal address within the G-NAF data must have at least a locality level geocode. It may also have a street level geocode and a parcel level geocode.

The AUEGLT DataPlus set contains the following elements:

Element	Code	Description
Geocode Level Code	GeocodeLvlCode	This is the geocode level code. The value is a number between 0 and 7; for example, “2”. For a list of all possible values, see the table below (continues on the next page).
Geocode Level Description	GeocodeLvlDesc	This is the geocode level description; for example, “Street level geocode only”. For a list of all possible values, see the table below (continues on the next page).
Geocode Type Code	GeocodeTypeCode	This is the geocode type code. The value is 2-4 alphabetic characters in uppercase; for example, “LB”. For a list of all possible values, see the table on the next page.
Geocode Type Description	GeocodeTypeDesc	This is the geocode type description; for example, “Letterbox”. For a list of all possible values, see the table on the next page.

The following table lists the possible geocode levels:

Code	Description
0	No geocode information
1	Parcel level geocode only
2	Street level geocode only
3	Street and parcel level geocodes
4	Locality level geocode only
5	Locality and parcel level geocode
6	Locality and street level geocodes
7	Locality, street and parcel level geocodes

The following table lists the possible geocode types:

Code	Description
BSP	Building access point
BC	Building centroid
CDF	Centre-line dropped frontage
DF	Driveway frontage
EA	Emergency access
EAS	Emergency access secondary
ECP	Electricity connection point
EM	Electricity meter
FC	Frontage centre
FCS	Frontage centre setback
FDA	Front door access
GCP	Gas connection point
GG	Gap geocode
GM	Gas meter
ICP	Internet connection point
LB	Letterbox
PAP	Property access point
PAPS	Property access point setback
PC	Property centroid
PCM	Property centroid manual
SCP	Sewerage connection point
TCP	Telephone connection point
UC	Unit centroid
UCM	Unit centroid manual
UNK	Unknown
WCP	Water connection point
WM	Water meter

Code	Description

G-NAF Address-Level Geocode Information

Identifier: **AUEGAD**

This DataPlus set returns address-level geocode information. Note that not all addresses have geocode information to address-level detail.

The AUEGAD DataPlus set contains the following elements:

Element	Code	Description
Address-Level Longitude	Longitude	The address-level longitude in degrees.
Address-Level Latitude	Latitude	The address-level latitude in degrees.
Address-Level Elevation	Elevation	The address-level elevation.
Address-Level accuracy.Planimetric Accuracy	PlanimetricAccuracy	The address-level planimetric
Address-Level extent.Boundary Extent	BoundaryExtent	The address-level boundary
Address-Level Geocode Reliability Code	GeocodeReliabilityCode	The address-level geocode reliability code; for example, “2”. For a list of all possible values, see the table on page 32.
Address-Level Geocode Reliability Description	GeocodeReliabilityDesc	The address-level geocode reliability description; for example, “Geocode accuracy sufficient to place centroid within address site boundary”. For a list of all possible values, see the table on page 32.

The following table lists the possible reliability codes and their descriptions:

Code	Description
1	Geocode accuracy recorded to appropriate surveying standard
2	Geocode accuracy sufficient to place centroid within address site boundary
3	Geocode accuracy sufficient to place centroid near (or possibly within) address site boundary
4	Geocode accuracy sufficient to associate address site with a unique road feature
5	Geocode accuracy sufficient to associate address site with a unique locality or neighbourhood
6	Geocode accuracy sufficient to associate address site with a unique region

G-NAF Street-Level Geocode Information

Identifier: **AUEGST**

This DataPlus set returns street-level geocode information. Note that not all addresses have geocode information to street-level detail.

The AUEGST DataPlus set contains the following elements:

Element	Code	Description
Street-Level Longitude	Longitude	The street-level longitude in degrees.
Street-Level Latitude	Latitude	The street-level latitude in degrees.
Street-Level accuracy.Planimetric Accuracy	PlanimetricAccuracy	The street-level planimetric
Street-Level extent.Boundary Extent	BoundaryExtent	The street-level boundary
Street-Level Geocode Reliability Code	GeocodeReliabilityCode	The street-level geocode reliability code. The value of this is either “4”, or blank.
Street-Level Geocode Reliability Description	GeocodeReliabilityDesc	The street-level geocode reliability description. If the reliability code is “4”, this is “Geocode accuracy sufficient to associate address site with a unique road feature”.

G-NAF Locality-Level Geocode Information

Identifier: **AUEGLC**

This DataPlus set returns locality-level geocode information.

The AUEGLC DataPlus set contains the following elements:

Element	Code	Description
Locality-Level Longitude	Longitude	The locality-level longitude in degrees.
Locality-Level Latitude	Latitude	The locality-level latitude in degrees.
Locality-Level Planimetric Accuracy	PlanimetricAccuracy	The locality-level planimetric accuracy.
Locality-Level Geocode Reliability Code	GeocodeReliabilityCode	The locality-level geocode reliability code. The value of this is either “5”, “6”, or blank.

Element	Code	Description
Locality-Level Geocode Reliability Description	GeocodeReliabilityDesc	The locality-level geocode reliability description; for example, "Geocode accuracy sufficient to associate address site with a unique locality or neighbourhood". See the table on page 32 for the descriptions.

G-NAF Highest-Level Geocode Information

Identifier: **AUEGHL**

This DataPlus set contains the highest-level geocode information for a particular address.

The level of detail returned by this DataPlus set depends on the value of the "Geocode Level Code" element in the AUEGLT DataPlus set. For example, if the highest-level geocode information for the address is street-level, this DataPlus set will return geocode information to street-level. The possible geocode level values are listed in the table on page 30.

The AUEGHL DataPlus set contains the following elements:

Element	Code	Description
Longitude	Longitude	The highest-level longitude in degrees.
Latitude	Latitude	The highest-level latitude in degrees.
Elevation	Elevation	The highest-level elevation.
Planimetric Accuracy	PlanimetricAccuracy	The highest-level planimetric accuracy.
Boundary Extent	BoundaryExtent	The highest-level boundary extent.
Geocode Reliability Code	GeocodeReliabilityCode	The highest-level geocode reliability code.
Geocode Reliability Description	GeocodeReliabilityDesc	The highest-level geocode reliability description.

G-NAF Address Persistent Identifier

Identifier: **AUEGID**

This DataPlus set returns the persistent identifier of an address. The persistent identifier (PID) is a unique code issued for all records.

The AUEGID DataPlus set contains the following elements:

Element	Code	Description
G-NAF PID	GNAFPID	Persistent identifier of an address. This is a unique 14-character alphanumeric identifier of the address record; for example, "GANSW716798454".

G-NAF Address Type

Identifier: **AUEADT**

This DataPlus set indicates the type of address.

The AUEADT DataPlus set contains the following elements:

Element	Code	Description
Address type code	AddrTypeCode	This is the address type code; for example, “R/RMB”. The possible values are presented in the table below.
Address type description	AddrTypeDesc	This is the address type description; for example, “Rural Roadside Mail Box”. The possible values are presented in the table on page 35.

The table below lists the address type codes and their descriptions.

Code	Description
R	Rural
R/BLOCK	Rural Block
R/CABIN	Rural Cabin
R/FLAT	Rural Flat
R/HOUSE	Rural House
R/LOT	Rural Lot
R/RES	Rural Reserve
R/RMB	Rural Roadside Mail Box
R/ROOM	Rural Room
R/RSD	Rural Roadside Mail Delivery
R/RSM	Rural Roadside Mail Service
R/SEC	Rural Section
R/SITE	Rural Site
R/UNIT	Rural Unit
UN	Unknown
UN/APT	Unknown Apartment
UN/BLOCK	Unknown Block
UN/CABIN	Unknown Cabin
UN/CTGE	Unknown Cottage
UN/CVAN	Unknown Caravan
UN/FARM	Unknown Farm
UN/FLAT	Unknown Flat
UN/GD	Unknown Ground FLoor
UN/HOUSE	Unknown House

Code	Description
UN/LOC	Unknown Location
UN/LOT	Unknown Lot
UN/LWR	Unknown Lower
UN/POR	Unknown Portion
UN/PTHS	Unknown Penthouse
UN/REAR	Unknown Rear
UN/RES	Unknown Reserve
UN/RMB	Unknown Roadside Mail Box
UN/RMS	Unknown Roadside Mail Service
UN/ROOM	Unknown Room
UN/RSD	Unknown Roadside Mail Delivery
UN/RSM	Unknown Roadside Mail Service
UN/SEC	Unknown Section
UN/SITE	Unknown Site
UN/TNHS	Unknown Townhouse
UN/UNIT	Unknown Unit
UN/VILLA	Unknown Villa
UR	Urban
UR/BLOCK	Urban Block
UR/CABIN	Urban Cabin
UR/FLAT	Urban Flat
UR/HOUSE	Urban House
UR/LOT	Urban Lot
UR/RES	Urban Reserve
UR/RMB	Urban Roadside Mail Box
UR/RMS	Urban Roadside Mail Service
UR/ROOM	Urban Room
UR/RSD	Urban Roadside Mail Delivery
UR/RSM	Urban Roadside Mail Service
UR/SEC	Urban Section
UR/SITE	Urban Site
UR/UNIT	Urban Unit

G-NAF Street Persistent Identifier

Identifier: **AUESID**

This DataPlus set indicates the street persistent identifier.

The AUESID DataPlus set contains the following elements:

Element	Code	Description
Street PID	StreetPID	This is a unique street persistent identifier.

G-NAF Locality Persistent Identifier

Identifier: **AUELID**

This DataPlus set indicates locality persistent identifier.

The AUELID DataPlus set contains the following elements:

AUEAddressLine7=W60,AUELID.

Element	Code	Description
Locality PID	LocalityPID	This is a unique locality persistent identifier.

G-NAF Confidence Level

Identifier: **AUECFL**

This DataPlus set indicates the confidence level of the address.

G-NAF consists of addresses provided by all the States and Territories of Australia (Jurisdictions), Australian Electoral Commission (AEC) and Australia Post. Validated addresses are merged into G-NAF, producing a single occurrence of each unique addresses supplied by the data contributors.

This DataPlus set returns information about the confidence level assigned to each address. The AUECFL DataPlus set contains the following elements:

Element	Code	Description
Confidence Level Code	ConfLvlCode	This is the confidence level code. The value is numerical; for example “2“. For a list of all possible values, see the table below.
Confidence Level Description	ConfLvlDesc	This is the confidence level descriptor. The value is alphabetic; for example “All three contributors have supplied an identical address“. For a list of all possible values, see the table below.

The following table lists the possible confidence level codes:

Code	Description
0	Only a single contributor holds this address.
1	A match has been achieved between only two contributors.
2	All three contributors have supplied an identical address.

G-NAF Mesh Block

Identifier: **AUEMBL**

This DataPlus set provides the Mesh Block ID for an address. Mesh Blocks are a micro-level geographical unit for statistics. There are over 300,000 spatial Mesh Blocks covering Australia with most residential Mesh Blocks containing approximately 30 to 60 dwellings.

Mesh Block IDs are not unique to each address, and not all addresses have a Mesh Block assigned to them.

The AUEMBL DataPlus set contains the following elements:

Element	Code	Description
2021 Mesh Block ID	2021MeshBlockID	The 2021 version of the Mesh Block ID. This element consists of 15 alphanumeric characters: a 4 character descriptor, followed by the 11 digit Mesh Block Code.
2021 Mesh Block Code	2021MeshBlockCode	The 11-digit 2021 version of the Mesh Block Code.
2021 Mesh Block Match Code	2021MatchCode	The code for the level of matching to 2021 Mesh Blocks.
2021 Mesh Block Match Description	2021MatchDesc	The description of the 2021 Mesh Block match level.
2016 Mesh Block ID	2016MeshBlockID	The 2016 version of the Mesh Block ID. This element consists of 15 alphanumeric characters: a 4 character descriptor, followed by the 11 digit Mesh Block Code.
2016 Mesh Block Code	2016MeshBlockCode	The 11-digit 2016 version of the Mesh Block Code.
2016 Mesh Block Match Code	MatchCode	The code for the level of matching to 2016 Mesh Blocks.
2016 Mesh Block Match	MatchDesc	The description of the 2016 Mesh Block match level.

The following table lists the possible Mesh Block match codes:

Match Code	Match Code Description
1	Parcel level match (a parcel level geocode for this address has been applied and is clearly within the boundaries of a single Mesh Block. The Mesh Block ID allocated to the address in most cases is at a very high level of confidence.)
2	Gap geocoded address level match (a gap geocoded match for the address has been applied and is clearly within the boundaries of a single Mesh Block. The Mesh Block ID allocated to the address in most cases is at a high level of confidence.)
3	Street locality level single match (a street-locality level geocode for this address has been applied and is clearly within the boundaries of a single Mesh Block. The Mesh Block ID allocated to the address in most cases is at a high level of confidence.)
4	Street locality level multiple match (a street-locality level geocode for this address has been applied and is within the boundaries of multiple Mesh Blocks. The Mesh Block ID allocated to the address is at a low level of confidence.)
5	Locality level multiple match (a locality level geocode for the address has been applied and is within the boundaries of multiple Mesh Blocks. The Mesh Block ID allocated to the address is at a very low level of confidence.)

G-NAF Complex Address

Identifier: **AUECPX**

This DataPlus set indicates if there is a link between Primary and Secondary addresses, and the PID of the Primary address if it exists.

The AUECPX DataPlus set contains the following elements:

Element	Code	Description
Address Type Code	AddressTypeCode	Returns the Address Type, indicating if the address is a Primary or Secondary address. If the Primary/Secondary relationship does not exist, then this element would be blank, otherwise the possible values are P and S: **P**: Primary Address **S**: Secondary Address
Primary Address PID	PrimaryAddressPID	This element will only be populated if the input address is a secondary address. In that case, this element would contain the PID of the primary address.
Address Join Type Code	JoinType	Returns the Join Type Code. The possible values are 1 or 2: 1: Both parent and child have the same root address 2: Parent and child may or may not have the same root address.

Administrative Boundaries Collector Districts

Identifier: **AUECLD**

This DataPlus set indicates the Administrative Boundaries Collector District persistent identifier and code.

The AUECLD DataPlus set contains the following elements:

Element	Code	Description
Collector District ID	CollectorDistrictPID	This is a unique Collector District persistent identifier.
Collector District Code	CollectorDistrictCode	This is the Collector District Code.

Administrative Boundaries Commonwealth Electoral Boundaries

Identifier: **AUECWE**

This DataPlus set indicates the Administrative Boundaries Commonwealth Electoral Boundary persistent identifier and name.

The AUECWE DataPlus set contains the following elements:

Element	Code	Description
Commonwealth Electoral Boundary ID	CommonWealthElectoralPID	This is a unique Commonwealth Electoral Boundary persistent identifier.

Element	Code	Description
Commonwealth Electoral Boundary Name	CommonWealthElectoralName	This is the Commonwealth Electoral Boundary name.

Administrative Boundaries Local Government Areas

Identifier: **AUELGA**

This DataPlus set indicates the Administrative Boundaries Local Government Area persistent identifier and name.

The AUELGA DataPlus set contains the following elements:

Element	Code	Description
Local Government Area ID	LGAPID	This is a Local Government Area persistent identifier.
Local Government Area Name	LGAName	This is the Local Government Area name.

Administrative Boundaries Statistical Local Areas

Identifier: **AUESLA**

This DataPlus set indicates the Administrative Boundaries Statistical Local Area code and description.

The AUESLA DataPlus set contains the following elements:

Element	Code	Description
Statistical Local Area ID	SLAPID	This is a Statistical Local Area persistent identifier.
Statistical Local Area Code	SLACode	9-digit SLA code, e.g. “150154750”.
Statistical Local Area Name	SLAName	This is a Statistical Local Area name.

Administrative Boundaries State Electoral Boundaries

Identifier: **AUESTE**

This DataPlus set indicates the Administrative Boundaries State Electoral Boundary persistent identifier and name.

The AUESTE DataPlus set contains the following elements:

Element	Code	Description
State Electoral Boundary ID	StateElectoralPID	This is a State Electoral Boundary persistent identifier.
State Electoral Boundary Name	StateElectoralName	This is a State Electoral Boundary name.
State Electoral Effective Start	StateElectoralEffectiveStart	This is the date that the electorate becomes effective.
State Electoral Effective End	StateElectoralEffectiveEnd	This is the end date when electorate is no longer in effect.

Element	Code	Description
State Electoral New Boundary ID	StateElectoralNewPID	This is the State Electoral Boundary identifier for new electorate that will be in effect.
State Electoral New Boundary Name	StateElectoralNewName	This is the State Electoral Boundary name for new electorate that will be in effect.
State Electoral New Effective Start	StateElectoralNewEffectiveStart	This is the start date that the new electorate will become effective.
State Electoral New Effective End	StateElectoralNewEffectiveEnd	This is the end date when the new electorate will no longer be in effect.

Australia Meshblock

Identifier: **AUEMSH**

This DataPlus set returns information about Meshblocks, which are the smallest geographical areas that take into account many factors including administrative boundaries such as Cadastre, Suburbs and localities and Mosaics as well as land uses and dwelling distribution. Most Meshblocks contain 30 to 60 dwellings.

The AUEMSH DataPlus set contains the following elements:

Element	Code	Description
Meshblock	Code	11 digit meshblock code.
Meshblock Latitude	Latitude	Latitude of the Meshblock centroid in degrees, e.g. "-37.36647900".
Meshblock Longitude	Longitude	Longitude of the Meshblock centroid in degrees, e.g. "144.53153100".
Meshblock 2016	Code	Deprecated element, always blank, e.g. " ".
Meshblock Latitude 2016	Latitude	Deprecated element, always blank, e.g. " ".
Meshblock Longitude 2016	Longitude	Deprecated element, always blank, e.g. " ".

Australia SA1

Identifier: **AUESA1**

This DataPlus set returns information about Statistical Areas Level 1 (SA1), which are aggregations of Meshblocks.

They are designed to maximise the spatial detail and usually have a population of between 200 to 800 persons with an average population of approximately 400 persons. SA1s aim to separate out areas with different geographic characteristics within Suburb and Locality boundaries. In rural areas they often combine related Locality boundaries.

Australia Enhanced

The AUESA1 DataPlus set contains the following elements:

Element	Code	Description
SA1 Code	SA1Code	11 digit SA1 code.
SA1 Latitude	SA1Latitude	Latitude of the SA1 centroid in degrees, e.g. "-37.36647900".
SA1 Longitude	SA1Longitude	Longitude if the SA1 centroid in degrees, e.g. "144.53153100".
SA1 Latitude 2016 (Discontinued)	SA1Latitude2016	Deprecated element, always blank, e.g. " ".
SA1 Longitude 2016 (Discontinued)	SA1Longitude2016	Deprecated element, always blank, e.g. " ".

Using This Data

This chapter provides search tips and other product-specific information when using Experian products.

These searches are accurate at the time of data release. However, search results may differ depending on the data release you are using.

With Pro Web

Scenarios

The following table indicates the relevant search examples for each Pro Web scenario and search engine that supports AUE data.

Scenario	Search engine	For search examples, see:
Address Capture on the Intranet	Single Line hierarchical	Single Line search examples on page 44.
Address Capture on the Web	Single Line flattened	Single Line search examples on page 44.
Address Capture	Single Line flattened	Single Line search examples on page 44.
Single Line	Single Line hierarchical	Single Line search examples on page 44.
Standard	Typedown Single Line hierarchical	Typedown examples on page 43. Single Line search examples on page 44.

Subset Functionality

The subset functionality is used to licence the Australia Enhanced data. The Australia Enhanced data contains an additional secure subset file which defines the parameters for your subset of AUE dataset so that metered searches for addresses within your subset do not incur any royalty charges. Searches that fall outside the parameters of the subset are subject to royalty charges. The subset file is provided to you at the time of licencing, and will need to be copied into the folder where you installed your copy of Pro Web.

The key configuration parameter that defines the subset is “State Code” for State administration area awareness, and “LGA Code” for Local administration area awareness. This code is stored in the subset file, and will be referenced when a search is made using Pro Web to determine whether the search is within or outside of the area defined in the subset. The State administration area awareness requires the AUESRC DataPlus set, which is licensed with the AUE dataset. The Local administration area awareness requires the AUELGA DataPlus set, which must be licensed separately.

This version of Pro Web includes two counters, one for those address searches that fall within your administrative area and do not incur royalty charges, and one for those addresses that are outside the area and therefore incur royalty charges.

Use of the subset functionality requires a special licence key that replaces the usual licence key for the AUE dataset.

Forms of Address

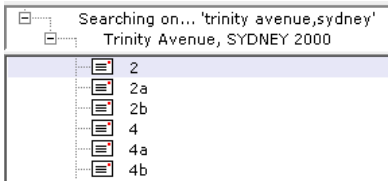
The Australia Enhanced dataset includes two Forms of address, as described on page 7. The default layout will return addresses in the default Form of address. If you want to return addresses in a different Form you must set up additional address layouts.

Address Elements

Sub-Premises Formatting

The default sort order in Australia is for the sub-premises to appear after the premises (i.e. all the primary points are grouped together). This behaviour allows refinement on both premises and sub-premises information, but clearly distinguishes between the two types of information in the picklist.

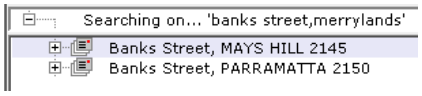
For an example of a picklist that contains sub-premises information, do a Single Line search on **trinity avenue,sydney**.



Bordering Localities

When you search for a street, you may not know the correct postal locality in which it is situated. Pro Web searches for the street you specify in all the localities which border the input locality and/or the input postal code.

For example, searching on **banks street,merrylands** will return matches in the locality of Parramatta and in its bordering localities, including Parramatta and Mays Hill. Matches found in these bordering localities are marked as aliases in the resulting picklist:



Search Examples: Typedown

The following table provides a list of example search types:

Search type		Example
Full address known	1	Type the postcode **2303** and press Enter.
	.	Type the first four letters of the street name, **brid** and press Enter. This is enough to uniquely identify **Bridge Street** because there are no other places with the postcode 2303 that start with **brid**.
	3	Type the premises number **18** and press Enter. The correct address is returned. 18 Bridge St HAMILTON NSW 2303

Search type	Example
Post code unknown	1. Type the first word of the location, **bears**, and press Enter. In this example, **bears** is enough to uniquely identify the location **Bears Lagoon** because there are no other places in Australia that start with **bears**. 2. Type the first four letters of the street name, **dalz**, and press Enter. 3. Type the premises number **146** and press Enter. The correct address is returned: 146 **Dalziels** Rd BEARS LAGOON VIC 3517
Full sub-premises address known	1. **Type** the postcode 4000 and press Enter. Type the first three letters of the street name, **ade** and press Enter. Two results are returned, select **Adelaide Street, BRISBANE CITY**. 3 **Type the premises number 198 and press Enter.** Type the sub-premises number 9 and press Enter. The correct address is returned. U 9 198 Adelaide St BRISBANE CITY QLD 4000

Search Examples: Single Line

The following table provides a list of these example search types:

Search type	Example
Full address known	Type the following premises number and postcode and press **Enter**. 13 moore st,2601 The correct address is returned. In PAF layout, the address is returned as: 13 Moore St CANBERRA ACT 2601 In G-NAF layout, the address is returned as: 13 Moore St CITY ACT 2601

Search type	Example
Full sub-premises address known	Type the sub-premises details, followed by the premises number, street, and postcode, and press **Enter**: **9/18 ridge st,north sydney** The correct address is returned: 9/18 Ridge St NORTH SYDNEY NSW 2060
Postcode unknown	Type the following premises number, street name, and locality, and press **Enter**: **8 point sturt rd, point sturt** The correct address is returned: Lot 8 Point Sturt Rd POINT STURT SA 5256
Street name known	If the street name only is known, typing the street name will return a picklist from which the correct one can be selected. Type **bruxner highway**, and press **Enter**, to view a list of every street of that name in the country. In addition, Main Street is returned as an alias match to Bruxner Highway.
Character missing from address	If one character is missing from the address the unknown character can be replaced with a question mark. Type **2 ?arden ct,highbury** and press **Enter**. The correct address is returned: 2 Garden Ct HIGHBURY SA 5089
Address contains spelling mistake	Entering an address that contains one or more spelling errors can still return the correct address. Entering **10 perhaw st,castlemaine**will still return the correct address: 10 Preshaw St CASTLEMAINE VIC 3450
Only partial address information known	If you only have partial address information, you can replace the remainder of an address element with an asterisk. Entering **high street, strat*** will display a picklist of High Streets in all places beginning with 'Strat' - Stratford, Strathalbyn and Strathfield, as well as any places that are alias matches to either Stratford, Strathalbyn or Strathfield. Sometimes it is advisable to tag a part of the search string to let Pro know which part of the address it is. For example, the **king@s,nsw** tag tells Pro to look for all streets containing the text 'King' in New South Wales. For a complete list of available tags, see the table below.

Search Constraints

The following search constraints can be used to restrict searches when using the Single Line search engine in Pro, Pro Web or Batch Interactive.

Constraint	Elements Restricted to	Example Search
@C	State code/name	victoria@c
@L/@T	Locality	King*@l, nsw

Constraint	Elements Restricted to	Example Search
@P	Premises information	20@p, brighton
@S	Street	grove*@s,qld
@X	Postal code	1 mckay st, 08*@x