

HOW A REPORT IS PRODUCED

Retrieve first. Explain second.

How a Place AU report is produced, from published government source to delivered file. Every figure is retrieved and validated before any narrative is written.

2,473	546	<60s	Gov.
Small areas (SA2) in scope	LGAs, every state and territory	Payment to download, self serve	Open government sources only

01

Source

Open government data, licensed for commercial reuse

ABS STATISTICAL

Census 2021Regional Population

Building ApprovalsBusiness counts

Labour ForcePersonal IncomeSEIFA 2021

ABS GEOSPATIAL

ASGS 2021 boundariesSA2 to LGA geometry

ArcGIS FeatureServer

PLANNING AND LAND

DTP housing targetsUrban Development Program

PPARSVicmap PlanningVicPlan

VCAT decisions

HOUSING, COUNCIL AND ECONOMY

Homes VictoriaVictoria in Future

Valuer-GeneralLGPRFVAGONHSAC

DataVic

LICENCE AND ACCESS

CC BY 4.0 and equivalents

Commercial reuse permitted

No subscription dependency

02

Retrieve and validate

Cloudflare Worker, runtime fetch before anything else runs

GEOGRAPHY RESOLVER

Small area (SA2) or LGA matched to official ASGS 2021 geometry. 2,473 small areas and 546 LGAs in scope. Special purpose areas excluded.

LIVE SOURCE CALLS

FeatureServer and WFS endpoints queried at request time, proxied same origin. Case insensitive field reader handles source schemas.

VINTAGE DETECTION

Latest published layer first, prior year held as fallback. Every record stamped with the vintage it came from.

VALIDATION GATE

Cross checked against each other and against expected ranges. A missed fetch fails visibly. No stale fallback.

EDGE STATE

KV namespaces hold news, samples and version records.

03

Model

Deterministic calculation. No AI involved at this stage

BENCHMARKING

Percentage difference from named comparators, metro and state.

LOCATION QUOTIENT

Local industry share over state industry share, with the implied job difference in whole people.

BUSINESS MATCH SCORE

ANZSIC 2006 R2.0, 19 divisions and 86 subdivisions. Seven weighted factors normalised to 0 to 100, ranked as state relative percentiles.

HOUSING DELIVERY GAP

Required annual run-rate less current approvals run-rate, measured against the confirmed state target. Targets are not subdivided below council level.

CAPACITY MODEL, THREE LAYERS

Theoretical capacity, viability gate, delivery reconciliation. RAG trajectory scored against Plan for Victoria 2051.

CONTRIBUTION AND SENSITIVITY

DCP yield, GAIC screen, open space contribution flag. Affordable set-aside run 0 to 20 percent.

04

Narrate

Claude API, called only once the numbers are fixed

WHAT THE MODEL RECEIVES

The validated dataset in full, with vintages attached. Scope, geography and section structure for the product.

WHAT THE MODEL IS TOLD

Explain the supplied figures. Recalling a number from training data is prohibited. No estimation, no interpolation, no invented source.

WHAT THE MODEL RETURNS

Plain English interpretation, section by section. House style applied on every output path at runtime.

VALIDATION GATE

Every figure in the prose is checked back against the payload. An unmatched figure fails the report rather than shipping.

MODEL AND INTERFACE

Claude, called from the Cloudflare Worker over the Anthropic API. Order metadata and retrieved figures only. No stored profile.

DISCLOSURE

Stated in the deliverable, the methodology statement and the published privacy policy.

05

Assemble and deliver

Branded output, two formats, sourced line by line

COMPOSITION

Built to the Place AU template with the design system applied. Leaflet maps over real ASGS geometry on OpenStreetMap tiles.

FORMATS

Print ready PDF and editable Word, produced together.

DELIVERY

Download served in browser immediately. Copy emailed through Resend with a 7 day link.

TURNAROUND

Self serve report: under 60 seconds from payment. Scoped consulting brief: 3 to 5 business days.

ON THE PAGE

Source and vintage stated against every figure, with a Measured and Derived count in the report header.

RETENTION

The order email is used to deliver the report and the link. No customer data warehouse. No marketing reuse.

Nothing reaches the model until the figures are locked.

Arithmetic on retrieved figures. Weightings are a disclosed design choice.

Retrieve first, explain second. The distinction the whole platform rests on.

COMMERCE AND DELIVERY PATH · SELF SERVE ORDERS. STRIPE HOSTED CHECKOUT, BACKGROUND GENERATION, EMAIL DELIVERY.

01

Order

Report type and geography selected in the browser. No account required.

02

Stripe Checkout

Hosted checkout, GST included. Card details never reach Place AU.

03

Webhook

Payment event received, signature verified before it is trusted.

04

Acknowledge

200 returned straight away, generation continued in the background.

05

Generate

Retrieve, validate, model, narrate, assemble.

06

Deliver

Download in browser plus email copy through Resend.

placeau.com · info@placeau.com · ABN 50 218 489 881

Open government data only. Every figure traceable.

REQUEST LIFECYCLE, RUNTIME AND GOVERNANCE

What happens after you press pay.

t+0s	t+0s	t+1s	t+1s	t+5s	t+10s	t+15s	t+40s	t+55s	t+60s
Selection	Payment	Verification	Acknowledge	Retrieval	Validation	Calculation	Narration	Assembly	Delivery
Geography resolved against ASGS 2021 and priced by level.	Stripe Checkout completes. Place AU stores no card data.	Webhook signature checked. Order metadata read.	200 to Stripe. Work continues past the response.	Government endpoints queried live. Vintages stamped.	Cross checks and range checks. Fail visible on a miss.	Scores, gaps and benchmarks computed deterministically.	Claude explains the locked figures. Style applied on output.	PDF and Word rendered with maps and source lines.	Download exposed. Email dispatched with a 7 day link.

RUNTIME AND HOSTING

Static layer

Cloudflare Pages serves the single page application and every report page. Clean URLs come from file naming. The file name is the route.

State

KV namespaces hold news items, sample records and data version stamps. No database. No persistent customer record beyond delivery.

Dynamic layer

A Cloudflare Worker handles the API and news paths only. Everything else is served directly by Pages without touching the Worker.

Credentials

Stripe secret key, Stripe webhook secret, Anthropic API key and Resend key are held as Worker secrets, never as plain environment variables.

WHAT GOVERNS THE ARCHITECTURE

Accuracy over completeness

A shorter correct report beats a longer padded one. If a figure cannot be sourced it does not go in.

Reproducible by a third party

Sources and vintages are printed in the report. Any figure can be traced back and checked.

No proprietary dependency

Every source is public and licensed for commercial reuse. Nothing rests on a subscription that could be withdrawn.

AI never produces a number

The model interprets retrieved data. It is prohibited from recalling figures from training data.

PRODUCT TO PIPELINE

PRODUCT	DELIVERY	GEOGRAPHY	PRIMARY SOURCES	MODEL APPLIED	OUTPUT
Business Investment Report	Self serve, instant	Small area (SA2) or LGA, national	ABS Census, ERP, Building Approvals, Business Register, Labour Force	Benchmarking, location quotients and named peer sets	PDF and Word, from A\$149
Council Performance Brief	Consulting, scoped	LGA, Victorian depth	CSS, PPARS, LGPRF, VAGO, annual reports	Peer benchmarking against named councils	PDF and Word, from A\$650/day
Development Alignment Brief	Consulting, scoped	Site or suburb	Vicmap Planning, VicPlan, VPP, PPARS, VCAT decisions	Control mapping and decision trend calibration	PDF and Word, from A\$650/day
Housing Needs Assessment	Consulting, scoped	LGA with SA2 evidence layer	ABS Census, Victoria in Future, DTP targets, Homes Victoria, Building Approvals	Delivery gap against the confirmed state target	PDF and Word, from A\$650/day
Deliverable Capacity Index	Subscription, quarterly	SA2 within LGA	ABS, DTP, Vicmap, Valuer-General, PPARS	Three layer capacity model with RAG trajectory	Feasible Capacity Statement
Business Match	Free tool, on site	SA2 and LGA, national	ABS Regional Population, Personal Income, SEIFA, Census, Business counts	Seven factor weighted indicator by ANZSIC division	Ranked areas on screen

STATED LIMITS

- Commercial rents, site costs, street level competitor mix, foot traffic and zoning sit outside the scored products. No verified government series exists at that geography.
 - Planning depth is currently Victorian. Interstate work is taken on request and scoped to the equivalent state framework.
 - Growth is reported as not published where the population series does not cover the area.
- Small area business counts can be suppressed by the ABS for confidentiality. Where that applies the report says so rather than fill the gap.
 - State housing targets are set at council level and are not subdivided below it. No small area is given a target of its own.
 - Reports are decision support. They are not planning, legal, valuation or financial advice.