



STANDING COMMITTEE ON ENVIRONMENT AND TRANSPORT AND CITY SERVICES
MS TARA CHEYNE MLA (CHAIR), CANDICE BURCH MLA (DEPUTY CHAIR), JAMES MILLIGAN MLA

Inquiry into referred 2018–19 Annual and Financial Reports
ANSWER TO QUESTION TAKEN ON NOTICE
15 November 2019

Asked by Ms Nicole Lawder:

In relation to: Response to Woden Experiment

MS LAWDER: What has been the response to the Woden experiment?

Mr Steel: Very good. And there is some figures around that, which we might be able to provide on notice, actually, about what the response has been. While we have not come to the end of the experiment, we do have some interim analysis that has been done on the response from the community, and I am happy to provide that on notice.

Mr Chris Steel MLA: The answer to the Member's question is as follows: –

Two project evaluations were undertaken in the first four months of the Experiment and prior to extension of the project, from July 2019 to February 2020.

Physical place audits and community sentiment analysis was undertaken prior to the Experiment in order to provide baseline data. The place audit method was repeated twice during the Experiment and the data analytics were used to identify changes in community sentiment.

The key successes attributed to the Woden Experiment project include:

1. **Diversification in the space demographically**- an increase in families with children, young adults and students was observed. Teenagers and young children (ages 0 – 15 years) grew as a percentage of those represented in the space by 198.1%.
2. **Extension of time in place through increased opportunities to pause and recreate** - place usage increased overall. Visitation rose by 24.3% on the four place audit days and by 35% in the data analytics taken from cell phone data calibrated with the place audits across a longer period.
3. **Improvement in attitudes and perceptions of safety** – perception in safety improved by 32.6% from 55.2% to 87.8%.
4. **Improved perception of the Town Square overall** - Community rankings of their impressions of place moved from neutral or poor to good across all categories. Responses to how the place made people feel shifted from average and alright to happy, relaxed and invited.

5. **What people wanted in the Town Square changed** - the key improvement request for greenery ahead of the Experiment dropped off indicating that the need was met by the project, and the next order of requests became a greater focus on tenancy suggestions around the square such as cafes.
6. **Leading engagement themes in the data analytics** - included Public Art (street art murals), events and offerings (Robot Exhibition and the PCYC Plunge), public realm (changes made to the landscape and infrastructure) and community engagement (project promotion).

The core takeaway from the place audit data is that users would like the Experiment to remain permanently. It should also be noted that these successes were captured despite the seasonal transition from warmer to cool weather.

The Woden Experiment continues to host events and activities. Coming up over summer are the Summer Art Workshop series, the Woden Art Fair, Teen Start Up (exploring placemaking and sustainable communities based on the Town Square as subject) and Buzz on the Square led by the Woden Town Team. The Woden Town Team has been established as part of the Woden Experiment to create ongoing community led activities in Woden beyond the Woden Experiment project.

Approved for circulation to the Standing Committee on Environment and Transport and City Services

Signature:



Date:



By the Minister for City Services, Chris Steel MLA