

CITY OF GREATER GEELONG

TOWN CENTRE
COMMUNITY INSIGHTS REPORT
May 2019

ABOUT PLACE SCORE AND THIS RESEARCH

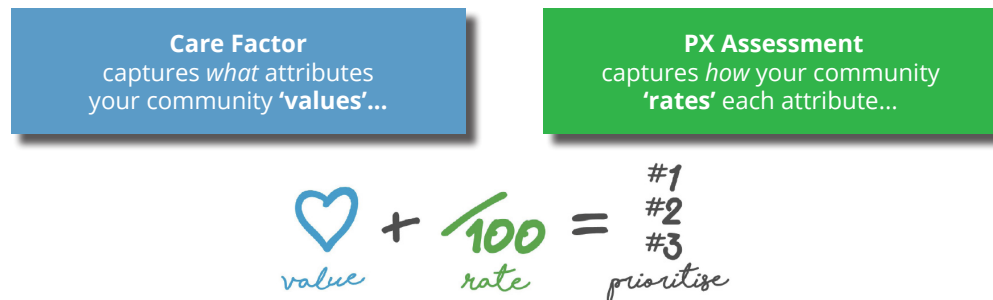
PLACE SCORE offers two sophisticated data collection tools, Care Factor and Place Experience (PX) Assessments. Like a 'place census', Care Factor captures what your community really values, while PX Assessments measure the community's lived experience.

Together they help you identify what is important, how a place is performing and what the focus of change should be. An attribute with a high Care Factor but a low PX Assessment should be a priority for investment.

There are many benefits in using Place Score for your project research:

- Community segmentation; geographic and demographic
- Insights that can be used for strategic planning and implementation projects
- Quantitative data for evidence based planning to measure the impact of investment over time
- Identification of place attributes that the community all cares about as well as potential conflicts to minimise risk

HOW THE PLACE SCORE SYSTEM WORKS:



A place attribute with a high Care Factor but a low PX Score should be prioritised.

WHERE AND WHEN WAS THIS DATA COLLECTED?

Between the 24th of November 2018 and the 27th of April 2019 PLACESCORE collected Town Centre Care Factor surveys and PX Assessments for the City of Greater Geelong. This data is the basis for your Town Centre Community Insights Report.

TOWN CENTRE CARE FACTOR SURVEY

Which place attributes are most important to you in your ideal town centre?

- 584 respondents
- Online and face-to-face surveys were collected at a Design Week event on the 14th of March
- Face-to-face data was collected between the 19th of March and the 27th April 2019.

NEIGHBOURHOOD PX ASSESSMENTS

How is each place attribute impacting your personal enjoyment of this place?

- 16 main street environments in the Geelong CBD and Pakington Street, West Geelong
- 598 local residents, works and visitors completed a PX Assessment
- 23+ respondents per PX¹ location
- 40+ respondents per PX² location
- Face-to-face data was collected between the 24th of November 2018 and the 5th of April 2019.

A total of 1182 responses were collected during the research.

ABOUT THE RESPONDENTS

Place Score worked closely with Council to collect a representative sample of your population, as reflected by the 2016 Census.

CONFIDENCE LEVEL:

At the Greater Geelong level, a 95% confidence level can be assumed for all data included in this report with a margin of error of 4.1% for all Care factor data and a margin of error of 2.4pts for all PX data.

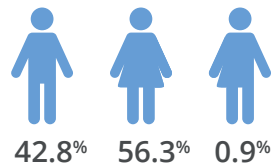
At a street and town centre level, all PX data has a standard error of less than 6.3pts. While a 95% confidence level can be assumed for all Care factor data with a margin of error of 4.8% for Geelong CBD and 7.5% for Geelong West.

CARE FACTOR DATA

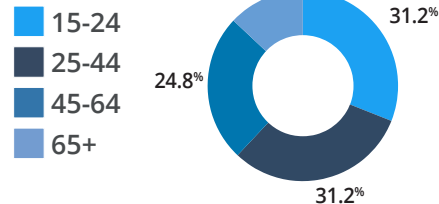
Data was collected via online and face-to-face survey during the period of the 19th of March and the 27th of April 2019. A total of 584 people participated.

n=584

GENDER



AGE¹



BIRTHPLACE

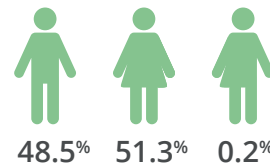
| | |
|----------------|------|
| Australia | 76% |
| India | 6% |
| United Kingdom | 3.8% |
| New Zealand | 2.4% |
| China | 1% |

PX DATA

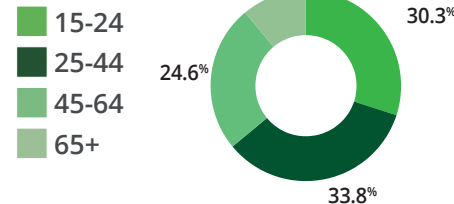
Data was collected via face-to-face survey during the period of the 24th of November 2018 and the 5th of April 2019. A total of 598 people participated.

n=598

GENDER



AGE¹



BIRTHPLACE

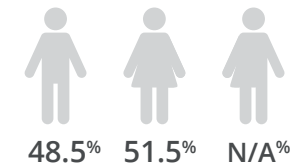
| | |
|----------------|-------|
| Australia | 68.1% |
| India | 7.9% |
| United Kingdom | 3.8% |
| Kenya | 2.2% |
| U.S.A | 1.8% |

2013 CENSUS DATA

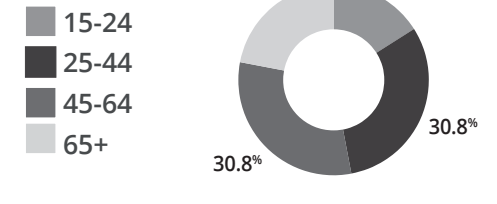
This column captures the make-up of your population in accordance with the 2016 census.

N=179,938

GENDER



AGE¹



BIRTHPLACE

| | |
|-------------|------|
| Australia | 77% |
| England | 3.4% |
| India | 1% |
| New Zealand | 1% |
| Italy | 0.7% |

EXECUTIVE SUMMARY

THIS SECTION PROVIDES AN EXECUTIVE SUMMARY OF
KEY FINDINGS FOR THE CITY OF GREATER GEELONG

GEELONG LGA AT A GLANCE

carefactor town centre

Care Factor requires respondents to prioritise different aspects of a town centre environment to identify what they care the most about.

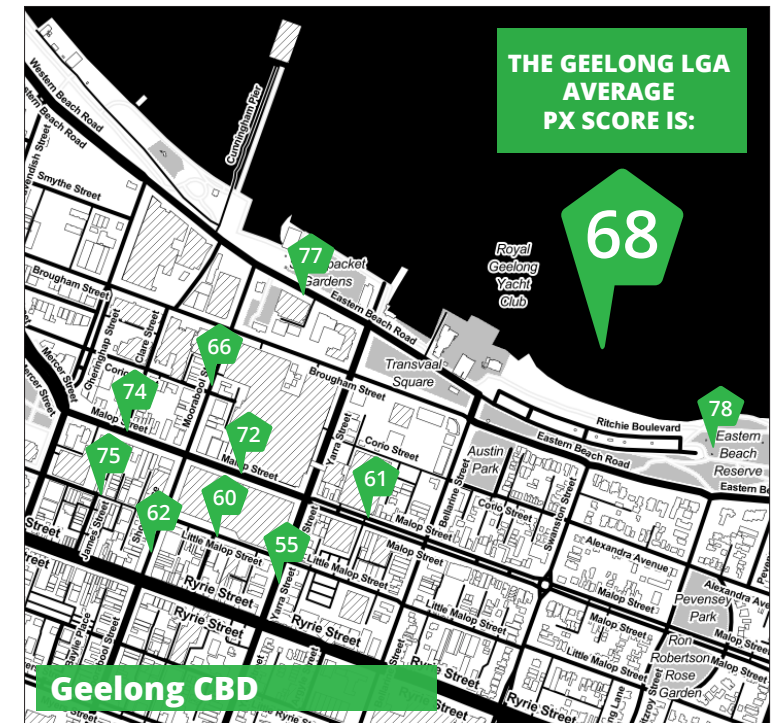
Overall most people chose the following 5 attributes as being important to them in their ideal town centre:

| RANK | ATTRIBUTE | % OF n |
|------|---|--------|
| #1 | Cleanliness of public space | 62% |
| #2 | Welcoming to all people | 55% |
| #3 | Sense of safety (for all ages, genders, day/night etc.) | 52% |
| #4 | Overall look and visual character of the area | 51% |
| #5 | Ease of walking around (including crossing the street, moving between destinations) | 47% |

PXassessment street



A Place Experience (PX) Assessment requires respondents to rate how different aspects of the street are performing, resulting in a PX Score. The PX Score provides you with a number between 0 and 100 that measures your community's experience of their place. PX assessments were conducted at 16 locations within the Geelong CBD and Geelong West between November 2018 and April 2019.



TOWN CENTRE SUMMARY

PRIORITIES FOR THE CITY

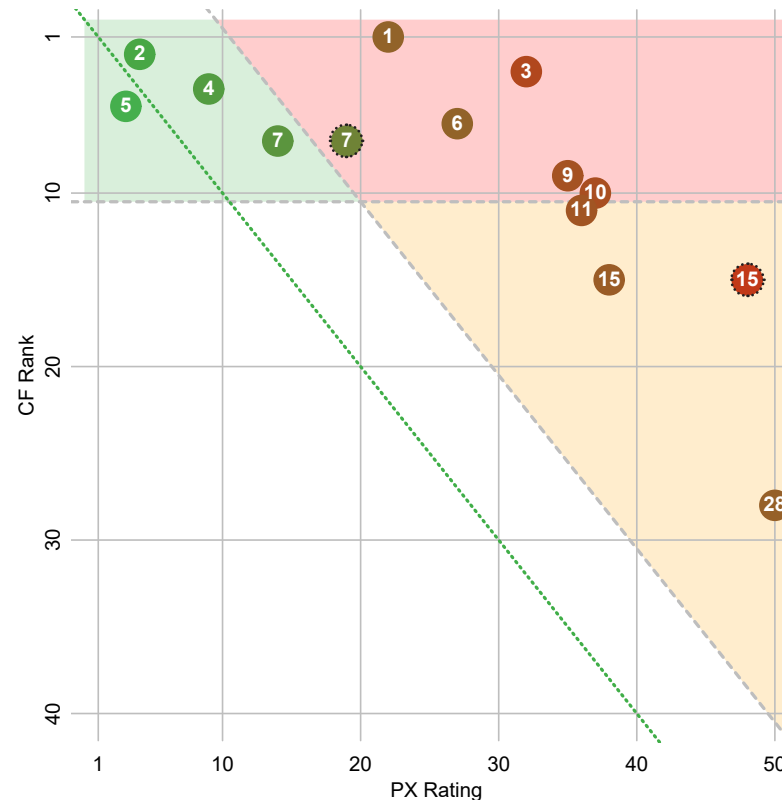
These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

SECONDARY PRIORITIES identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

| CF | NEIGHBOURHOOD STRENGTHS |
|----|---|
| 5 | Ease of walking around (including crossing the street, moving between destinations) |
| 2 | Welcoming to all people |
| 4 | Overall look and visual character of the area |
| 7 | Interesting things to look at (people, shops, views etc.) |



LEGEND

- Horizontal: Top 10 CF threshold
- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! ($PX=CF+10$)
- Equal CF rank and PX Score ($PX=CF$)

Symbol used to differentiate attributes with the same CF rank

| CF | LIVEABILITY IMPROVEMENT PRIORITIES |
|----|---|
| 3 | Sense of safety (for all ages, genders, day/night etc.) |
| 10 | Vegetation and natural elements (street trees, planting, water etc.) |
| 9 | Elements of the natural environment (views, vegetation, topography, water etc.) |
| 6 | Local history, heritage buildings or features |
| 1 | Cleanliness of public space |
| 7 | General condition of vegetation, street trees and other planting |

| CF | SECONDARY PRIORITIES |
|----|--|
| 15 | Public art, community art, water or light feature |
| 11 | Things to do in the evening (shopping, dining, entertainment etc.) |
| 15 | Evidence of public events happening here (markets, street entertainers etc.) |
| 28 | Evidence of community activity (community gardening, art, fundraising etc.) |

TOWN CENTRE SUMMARY

PRECINCT PX SCORES AND PRIORITIES

When the Care Factor and PX Assessment data is aggregated, we are able to identify the priorities for each precinct. This table summarises the PX Score and top three priorities for the LGA as a whole and each precinct.

| PRECINCT NAME | AREAS INCLUDED | PX | PRIORITY 1 | PRIORITY 2 | PRIORITY 3 |
|------------------------------|--|----|--|--|---|
| OVERALL AVERAGE | All surveyed locations reported on in this report | 68 | Sense of safety (for all ages, genders, day/night etc.) | Vegetation and natural elements (street trees, planting, water etc.) | Elements of the natural environment (views, vegetation, topography, water etc.) |
| GEELONG CBD OVERALL | All Geelong CBD locations reported on in this report | 67 | Sense of safety (for all ages, genders, day/night etc.) | Public art, community art, water or light feature | Evidence of public events happening here (markets, street entertainers etc.) |
| LITTLE MALOP STREET PRECINCT | Little Malop Street (btw Gheringhap and Bellanine) | 68 | Sense of safety (for all ages, genders, day/night etc.) | Welcoming to all people | Cleanliness of public space |
| MALOP STREET PRECINCT | Malop Street (btw Gheringhap and Yarra) | 70 | Evidence of public events happening here (markets, street entertainers etc.) | Sense of safety (for all ages, genders, day/night etc.) | Elements of the natural environment (views, vegetation, topography, water etc.) |
| MOORABOOL STREET PRECINCT | Moorabool Street (btw Ryrie and Brougham) | 64 | Sense of safety (for all ages, genders, day/night etc.) | Public art, community art, water or light feature | Overall look and visual character of the area |
| WATERFRONT PRECINCT | Eastern Beach Road (Btw Moorabool St and Yarra St) and the Eastern Beach Reserve | 77 | Local history, heritage buildings or features | Public art, community art, water or light feature | Evidence of public events happening here (markets, street entertainers etc.) |
| YARRA STREET PRECINCT | Yarra Street (Btw Ryrie and Malop) | 55 | General condition of vegetation, street trees and other planting | Evidence of public events happening here (markets, street entertainers etc.) | Elements of the natural environment (views, vegetation, topography, water etc.) |
| GEELONG WEST OVERALL | Pakington Street (Btw Autumn and Church) | 69 | Cleanliness of public space | Interesting things to look at (people, shops, views etc.) | Local history, heritage buildings or features |
| RETAIL CORE PRECINCT | Pakington Street (Btw Autumn and Wellington) | 72 | Cleanliness of public space | Walking paths that connect to other places | Interesting things to look at (people, shops, views etc.) |
| NORTHERN PRECINCT | Pakington Street (Btw Wellington and Church) | 64 | Cleanliness of public space | Local history, heritage buildings or features | Interesting things to look at (people, shops, views etc.) |

DIRECTIONS FOR GEELONG CBD AND GEELONG WEST

After reviewing the Care Factor results against the PX Assessment, the following directions have been identified:

WHAT SHOULD BE PROTECTED

WALKABILITY

Being able to easily walk around, cross the street and move between destinations is valued by your community. Generally, your main streets are meeting your community's values as 'Ease of walking around' is perceived as performing well. Ensure that any future investment contributes positively to walkability.

CHARACTER

Both the 'Overall look and visual character of the area' and the presence of 'Interesting things to look at' are currently highly valued and perceived as performing well. Your community also perceive their town centres as being 'Welcoming to all people'. Consider ways to protect and build upon the interesting visual character and friendliness of your town centres.

WHAT CAN BE IMPROVED

SAFETY

Feeling safe is important to your community, however it is viewed as performing poorly. Improving the sense of safety is a high priority in Malop St, Little Malop St, Moorabool St and Yarra St precincts. Consider activating the area with activities that attract a diverse range of people, at all times of the day, to enhance the areas' sense of safety.

NATURE AND GREENERY

Generally, the presence, care and condition of vegetation and other natural elements could be improved, however special attention should be given to Little Malop Street and Yarra Street. In these areas consider street verging to enhance the greenery.

CLEANLINESS

'Cleanliness of public space' is your community's number one Care Factor. Except for the Waterfront and Malop Street precincts, every precinct is perceived as performing poorly when it comes to cleanliness. Make sure there is a sufficient amount of bins and consider actions like community cleanups and/or highlight existing Council cleaning efforts.

HISTORY AND ACTIVATION

Overall, 'Local history, heritage buildings or features' is valued by your community but is not perceived as performing well. Similarly, people perceive that many town centres do not offer much in terms of public art and public events. Consider ways to activate the public realm with events or art pieces that celebrate local history.

GEELONG WEST PLACE VALUES

DEMOGRAPHIC BREAKDOWN

The following tables illustrate the differences in values between demographic groups based on their connection to the town centre.

LEGEND

#1 Different from Geelong West Associates top 10 Care Factors

GEELONG WEST ASSOCIATES¹ n=172

| RANK | ATTRIBUTE | % OF n |
|------|---|--------|
| #1 | Cleanliness of public space | 62% |
| #2 | Welcoming to all people | 59% |
| #3 | Overall look and visual character of the area | 55% |
| #4 | Outdoor restaurant, cafe and/or bar seating | 49% |
| #5 | Local history, heritage buildings or features | 48% |
| #6 | Interesting things to look at (people, shops, views etc.) | 47% |
| #6 | Ease of walking around (including crossing the street, moving between destinations) | 47% |
| #8 | Sense of safety (for all ages, genders, day/night etc.) | 46% |
| #9 | Walking paths that connect to other places | 44% |
| #10 | General condition of buildings | 43% |

RESIDENTS¹ n=113

| RANK | ATTRIBUTE | % OF n |
|------|---|--------|
| #1 | Cleanliness of public space | 63% |
| #2 | Welcoming to all people | 58% |
| #3 | Overall look and visual character of the area | 56% |
| #4 | Ease of walking around (including crossing the street, moving between destinations) | 53% |
| #5 | Outdoor restaurant, cafe and/or bar seating | 50% |
| #6 | Interesting things to look at (people, shops, views etc.) | 49% |
| #6 | Local history, heritage buildings or features | 49% |
| #8 | General condition of buildings | 45% |
| #8 | Walking paths that connect to other places | 45% |
| #10 | Sense of safety (for all ages, genders, day/night etc.) | 42% |

VISITORS¹ n=33

| RANK | ATTRIBUTE | % OF n |
|------|--|--------|
| #1 | Cleanliness of public space | 67% |
| #2 | Welcoming to all people | 61% |
| #3 | Local history, heritage buildings or features | 58% |
| #4 | Overall look and visual character of the area | 55% |
| #4 | Sense of safety (for all ages, genders, day/night etc.) | 55% |
| #6 | General condition of vegetation, street trees and other planting* | 52% |
| #7 | Car accessibility and parking* | 45% |
| #7 | Interesting things to look at * (people, shops, views etc.) | 45% |
| #7 | Outdoor restaurant, cafe and/or bar seating* | 45% |
| #7 | Things to do in the evening * (shopping, dining, entertainment etc.) | 45% |

UNDERSTANDING GEELONG WEST

WE HAVE COLLECTED DATA BASED ON SUBURB OF RESIDENCE, AS WELL AS WHICH TOWN CENTRE PEOPLE ARE MOST CLOSELY ASSOCIATED WITH. YOU CAN PLAN TO MEET THE VALUES OF YOUR CURRENT AUDIENCES, AS WELL AS MARKET GAPS.

GEELONG WEST - RETAIL CORE PRECINCT



People care about their ideal town centre offering:

MEN
n=67

| RANK | ATTRIBUTE | % OF PEOPLE |
|------|---|-------------|
| #1 | Cleanliness of public space | 61% |
| #2 | Local history, heritage buildings or features | 60% |
| #3 | Welcoming to all people | 58% |
| #4 | Overall look and visual character of the area | 54% |
| #5 | General condition of buildings | 52% |

WOMEN
n=105

| RANK | ATTRIBUTE | % OF PEOPLE |
|------|---|-------------|
| #1 | Cleanliness of public space | 63% |
| #2 | Welcoming to all people | 59% |
| #3 | Overall look and visual character of the area | 56% |
| #4 | Interesting things to look at (people, shops, views etc.) | 54% |
| #5 | Outdoor restaurant, cafe and/or bar seating | 50% |

LEGEND

- #1 Different from Geelong West Associates top 5 CF



People experience the Retail Core Precinct as:

PAKINGTON STREET
(Btw Autumn St and Weller St)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Welcoming to all people
- #3 Service businesses (post offices, libraries, banks etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Public art, community art, water or light feature
- #48 Evidence of recent public investment (new planting, paving, street furniture etc.)

PAKINGTON STREET
(Btw Weller St and Preston St)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 Service businesses (post offices, libraries, banks etc.)
- #3 Welcoming to all people

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #49 Evidence of recent private investment (new buildings, painting etc.)
- #48 Public art, community art, water or light feature

PAKINGTON STREET
(Btw Preston St and Wellington St)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Welcoming to all people
- #2 Overall look and visual character of the area
- #3 Outdoor restaurant, cafe and/or bar seating

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #49 Free and comfortable group seating
- #48 Amenities and facilities (toilets, water bubblers, parents rooms etc.)

GEELONG WEST - RETAIL CORE PRECINCT

PRIORITIES FOR PAKINGTON STEET (BTW AUTUMN ST AND WELLINGTON ST)

These tables and graph illustrate your town centre strengths, improvement priorities and secondary priorities.

STRENGTHS should be celebrated and protected.

IMPROVEMENT PRIORITIES identify the aspects of your town centre that are important to people but are currently under-performing. Improving these attributes will have the most significant impact on your community.

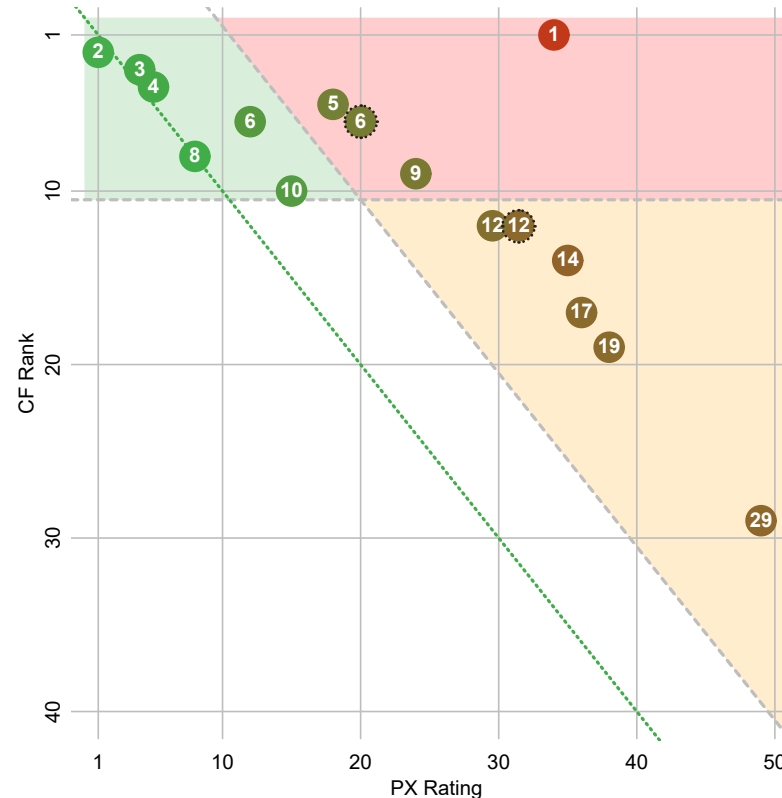
SECONDARY PRIORITIES identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

| CF | STRENGTHS |
|----|---|
| 2 | Welcoming to all people |
| 8 | Sense of safety (for all ages, genders, day/night etc.) |
| 3 | Overall look and visual character of the area |
| 4 | Outdoor restaurant, cafe and/or bar seating |
| 10 | General condition of buildings |
| 6 | Ease of walking around (including crossing the street, moving between destinations) |

LEGEND

--- Horizontal: Top 10 CF threshold
 --- Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! (PX=CF+10)
 Equal CF rank and PX Score (PX=CF)

3 Symbol used to differentiate attributes with the same CF rank



| CF | IMPROVEMENT PRIORITIES |
|----|---|
| 1 | Cleanliness of public space |
| 9 | Walking paths that connect to other places |
| 6 | Interesting things to look at (people, shops, views etc.) |
| 5 | Local history, heritage buildings or features |

| CF | SECONDARY PRIORITIES |
|----|---|
| 14 | Vegetation and natural elements (street trees, planting, water etc.) |
| 29 | Public art, community art, water or light feature |
| 12 | Things to do in the evening (shopping, dining, entertainment etc.) |
| 19 | Elements of the natural environment (views, vegetation, topography, water etc.) |
| 17 | Maintenance of public spaces and street furniture |
| 12 | One of a kind, quirky or unique features |

GEELONG WEST - NORTHERN PRECINCT



People care about their ideal town centre offering:

25-44 YEARS OLD
n=45

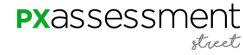
| RANK | ATTRIBUTE | % OF PEOPLE |
|------|--|-------------|
| #1 | Cleanliness of public space | 69% |
| #2 | Welcoming to all people | 64% |
| #3 | Overall look and visual character of the area | 60% |
| #4 | Outdoor restaurant, cafe and/or bar seating | 56% |
| #5 | Things to do in the evening (shopping, dining, entertainment etc.) | 51% |

45-64 YEARS OLD
n=52

| RANK | ATTRIBUTE | % OF PEOPLE |
|------|---|-------------|
| #1 | Overall look and visual character of the area | 63% |
| #2 | Cleanliness of public space | 61% |
| #3 | Interesting things to look at (people, shops, views etc.) | 57% |
| #3 | Local history, heritage buildings or features | 57% |
| #3 | Welcoming to all people | 57% |

LEGEND

#1 Different from Geelong West Associates top 5 CF



People experience the Northern Precinct as:

PAKINGTON STREET
(Btw Wellington St and Anglesea Ter)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Grocery and fresh food businesses
- #2 General condition of buildings
- #3 Amount of public space (footpaths and public spaces)
- #3 Ease of walking around (including crossing the street, moving between destinations)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #49 Unusual or unique buildings or public space design
- #48 Public art, community art, water or light feature

PAKINGTON STREET
(Btw Anglesea Ter and Britannia St)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 General condition of buildings
- #2 Welcoming to all people
- #3 Overall look and visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Space for group activities or gatherings
- #49 Shelter/awnings (protection from sun, rain etc.)
- #48 Vegetation and natural elements (street trees, planting, water etc.)

PAKINGTON STREET
(Btw Britannia St and Church St)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 General condition of buildings
- #2 General condition of businesses and shopfronts
- #3 Walking paths that connect to other places

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- #49 Evidence of recent public investment (new planting, paving, street furniture etc.)
- #48 Free and comfortable group seating

GEELONG WEST - NORTHERN PRECINCT

PRIORITIES FOR PAKINGTON STEEET (BTW WELLINGTON ST AND CHURCH ST)

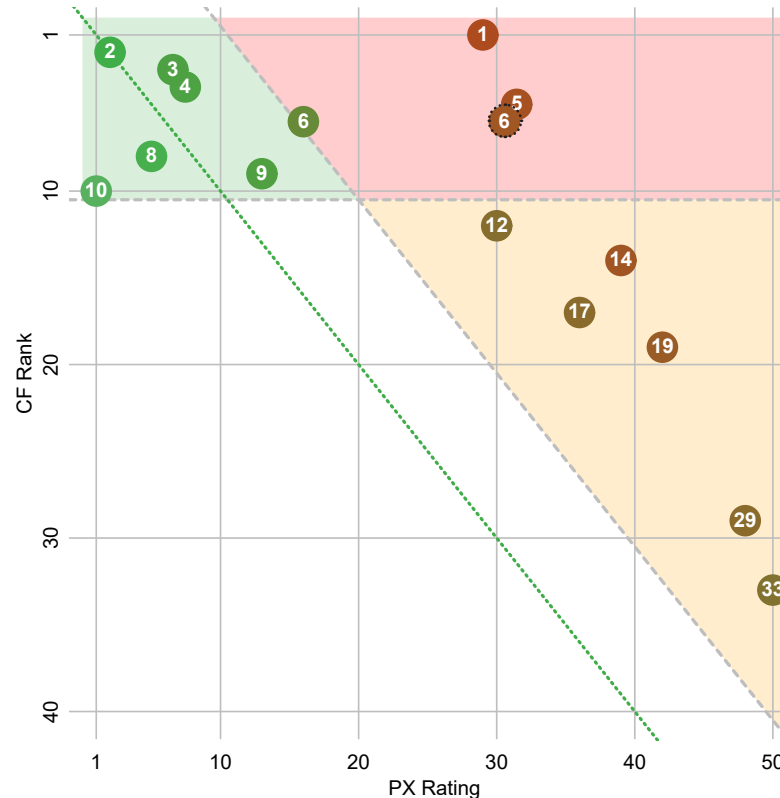
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| CF | STRENGTHS |
|----|---|
| 10 | General condition of buildings |
| 8 | Sense of safety (for all ages, genders, day/night etc.) |
| 2 | Welcoming to all people |
| 4 | Outdoor restaurant, cafe and/or bar seating |
| 3 | Overall look and visual character of the area |
| 9 | Walking paths that connect to other places |



| CF | IMPROVEMENT PRIORITIES |
|----|---|
| 1 | Cleanliness of public space |
| 5 | Local history, heritage buildings or features |
| 6 | Interesting things to look at (people, shops, views etc.) |
| 6 | Ease of walking around (including crossing the street, moving between destinations) |

| CF | SECONDARY PRIORITIES |
|----|--|
| 14 | Vegetation and natural elements (street trees, planting, water etc.) |
| 19 | Elements of the natural environment (views, vegetation, topography, water etc.) |
| 29 | Public art, community art, water or light feature |
| 17 | Maintenance of public spaces and street furniture |
| 12 | Things to do in the evening (shopping, dining, entertainment etc.) |
| 33 | Evidence of recent public investment (new planting, paving, street furniture etc.) |

LEGEND

--- Horizontal: Top 10 CF threshold
 Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking! (PX=CF+10)
 Equal CF rank and PX Score (PX=CF)

3 Symbol used to differentiate attributes with the same CF rank

THANK YOU

**FOR MORE INFORMATION
PLEASE CONTACT PLACE SCORE**

**WWW.PLACESCORE.ORG
+61 (2) 8021 7027**