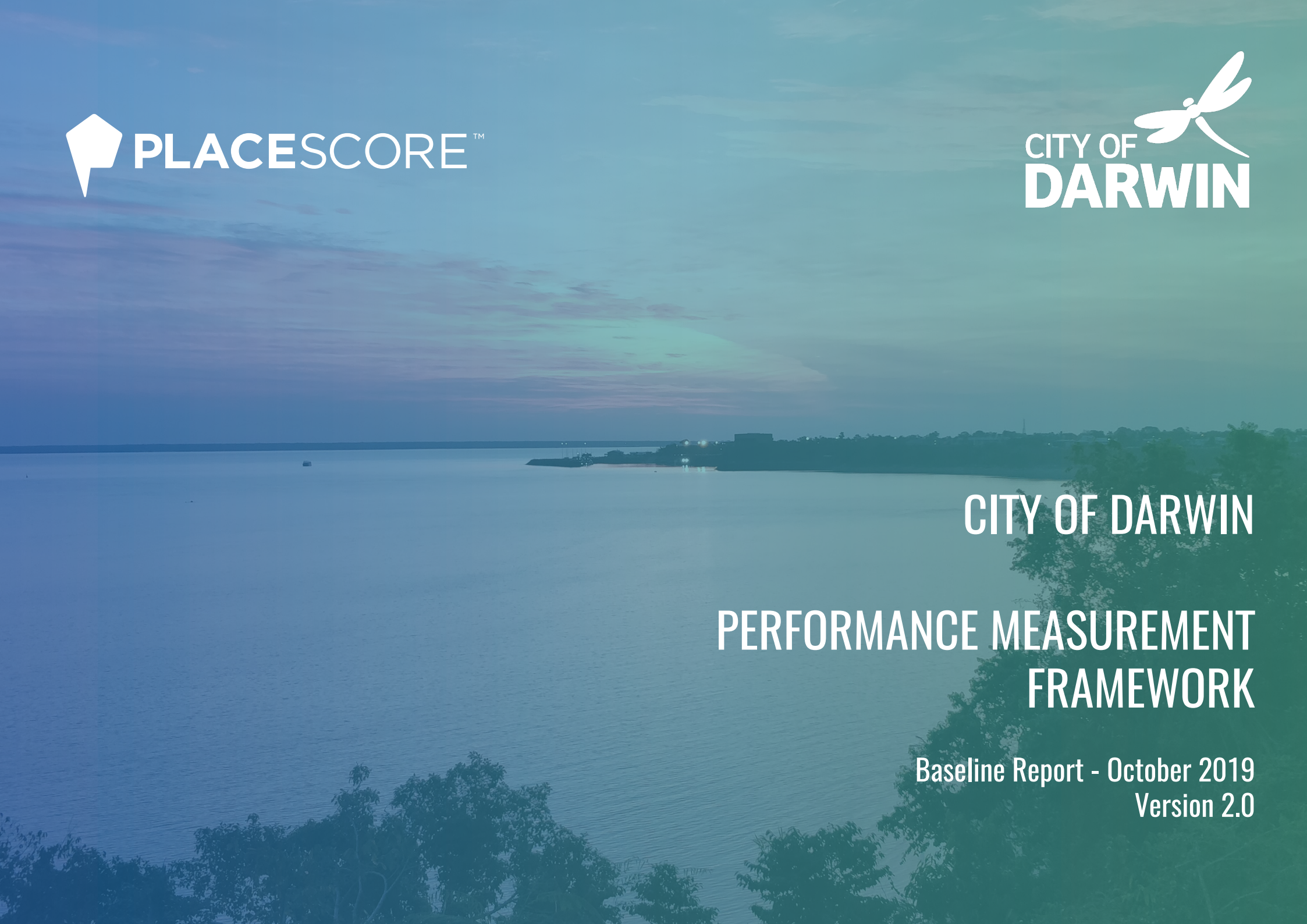

PLACESCORE™

CITY OF DARWIN

CITY OF DARWIN

PERFORMANCE MEASUREMENT FRAMEWORK

Baseline Report - October 2019
Version 2.0

This document is has been designed to be printed at A4.

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PLACE SCORE

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Version 2.0

30 October 2019

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MEASURING DARWIN 2030

WHAT IS DARWIN 2030?

The City of Darwin Strategic Plan: *Darwin 2030 – City for People. City of Colour* came in to force on July 1 2019. The plan sets out the City of Darwin's vision for the next 10 years, drawing on community wisdom, existing Council strategies and plans, commitments to and with key stakeholders, and clearly states the aspirations to be achieved by 2030.

The Strategic Plan's *Appendix A -Strategic Projects and Performance, Measuring Success* sets out a proposed framework for prioritising projects that best align with the vision for the city and as a system for measuring performance.

The City of Darwin engaged Place Score to develop this new decision-making and performance tracking framework. The objectives were to develop metrics for measuring the performance of the Strategic Directions and to set Community Place Priorities.

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To achieve the vision, City of Darwin has set five strategic directions:

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Council will actively pursue opportunities to fund strategic projects through Public Private Partnerships, Joint Ventures, government grant programs and other suitable funding mechanisms.

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The community needs to be able to access all spaces. Our parks and open spaces will be well-maintained, clean and accessible for all. Council will continue to influence planning decisions and work to increase that level of influence.

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By recognising our footprint on the earth, and utilising renewable energy, supplemented by reduced demand on energy, we will contribute to giving future generations a healthy environment. We will invest in energy efficiencies and renewable energy to reduce our ecological footprint, ensuring we contribute to a healthy environment for generations to come. Darwin will be recognised globally for innovative and smart design in clean energy and waste management.

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The open-ended question asks respondents to share their idea for change. The 25 word answers are then categorised by Place Score in different themes to identify what the community says it wants.

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PLACE ATTRIBUTES ALIGNMENT

Place Score captures community values and performance across 50 Place Attributes, 10 in each of five Place Dimensions, or categories.

The following table defines the rationale for the alignment of Place Score place attributes with each of the City of Darwin's Strategic Directions. Attributes have been selected to best reflect the definition of each Strategic Direction.

STRATEGIC DIRECTION	ALIGNMENT BRIEF	PLACE SCORE ATTRIBUTES (50/50)
A Capital City With Best Practice and Sustainable Infrastructure	Attributes related to hard infrastructure	7 attributes
A Safe, Liveable and Healthy City	Attributes associated with safety, community resilience, activation, and healthy lifestyle	15 attributes
A Cool, Clean and Green City	Attributes associated with comfort and vegetation	5 Attributes
A Smart and Prosperous City[1]	Attributes related to the local economy	10 attributes
A Vibrant and Creative City	Attributes associated to uniqueness, things to do, diversity and local history	13 attributes

Notes: [1]There are no Place Score Place attributes related to Smart Cities.

ABOUT THE RESPONDENTS

Data was collected via online and face-to-face surveys during the period of 23 of July and 15 of September 2019. A total of 1574 people participated.

CONFIDENCE LEVEL:

Unless noted otherwise, a **95% confidence level** can be expected for all results, with a margin of error of ±10% for Care Factor data, and a standard error of ±5.8pts for PX data[3].

	Demographic	Low Target	Achieved	Remark
CF	LGA	n = 380 for ±5% at 95% Confidence	n = 1125	Above target
	15-24 yrs	14.7% ±5%	8.3%	1.4% below target margin
	25-44 yrs	44.5% ±5%	48.1%	Target Achieved
	45-64 yrs	29.8% ±5%	33.1%	Target Achieved
	65+ yrs	11% ±5%	10.5%	Target Achieved
	Male	51.3% ±5%	38.1%	8.1% below target margin
	Female	48.7% ±5%	61.8%	8.1% above target margin
	Smallest Town Centre sample (Fannie Bay)	n=90 for ±10% at 95% Confidence	n = 89	1 respondent under target (achieved ±10% at 95% Confidence)
PX	15-24 yrs	14.7% ±5%	10.5%	Target Achieved
	25-44 yrs	44.5% ±5%	42.5%	Target Achieved
	45-64 yrs	29.8% ±5%	30.5%	Target Achieved
	65+ yrs	11% ±5%	16.5%	0.5% above target margin
	Male	51.3% ±5%	51.7%	Target Achieved
	Female	48.7% ±5%	47.7%	Target Achieved
	Smallest PX1 sample (Fannie Bay Supermarket)	n=25	n=13	12 respondents under target [3]
	Smallest PX2 sample (Parap Road)	n=40	n=43	Above target

CARE FACTOR DATA

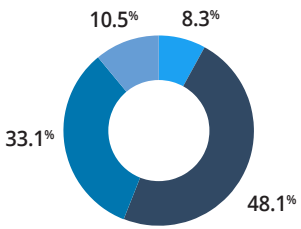
Data was collected via online and face-to-face surveys during the period of 24 of July and 15 of September 2019. A total of 1125 people participated.

n=1125

GENDER

38.1% 61.8% 0.1%

AGE[1]



- 15-24
- 25-44
- 45-64
- 65+

COUNTRY OF BIRTH

Australia	73.9%
United Kingdom[2]	6.1%
New Zealand	3.1%
India	1.9%
Germany	1.4%

PX DATA

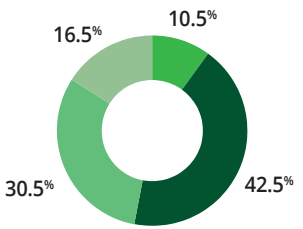
Data was collected via online and face-to-face surveys during the period of 23 of July and 15 of September 2019. A total of 449 people participated.

n=449

GENDER

51.7% 47.7% 0.6%

AGE[1]



- 15-24
- 25-44
- 45-64
- 65+

COUNTRY OF BIRTH

Australia	63.9%
United Kingdom[2]	10%
New Zealand	4.7%
India	2.9%
Iran	2.2%

2016 CENSUS DATA

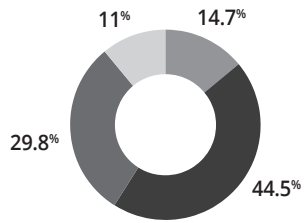
This column captures the make-up of our population in accordance with the 2016 census.

N=78,804

GENDER

51.3% 48.7% N/A%

AGE[1]



- 15-24
- 25-44
- 45-64
- 65+

COUNTRY OF BIRTH

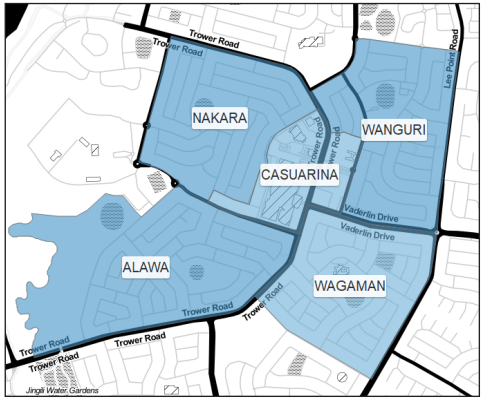
Australia	57%
Philippines	4.3%
England[2]	3.3%
India	2.7%
New Zealand	2.0%

CARE FACTOR

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

A Care Factor survey requires respondents to prioritise the place attributes that are the most important to them. In turn, this reveals which out of the 50 Place Attributes are the most valued by the community.

Data was collected for nine Town Centres. Data has been coded using the answers of people residing in the suburb of the town centre, respondents associated with the town centre (workers, visitors, students), as well as people residing in the immediate catchment of the Town Centre. The following map is an example of the Casuarina catchment area:



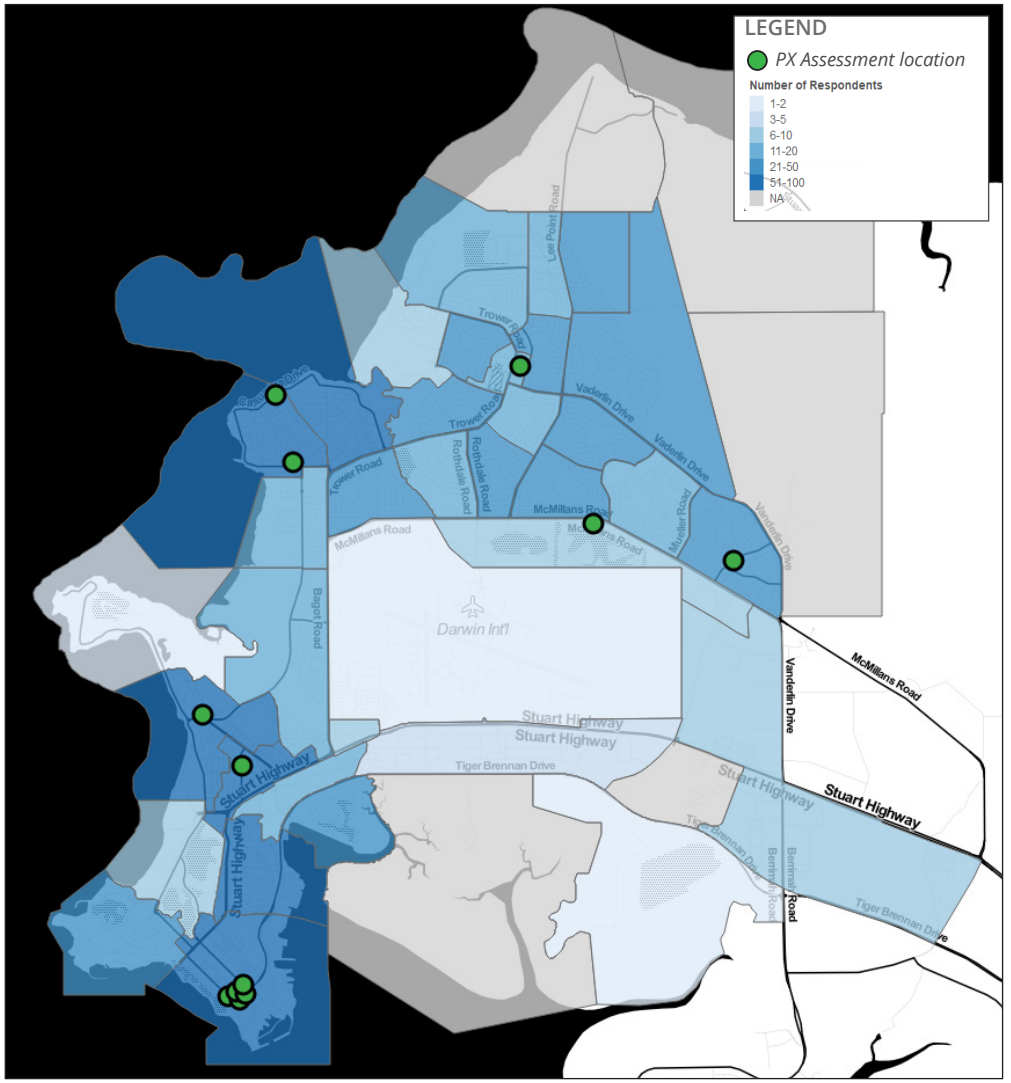
PX ASSESSMENTS

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

12 main street environments have been assessed by the Darwin community. Respondents were asked to rate how their main street performs against 50 different place attributes.

A Street PX Assessment is an observation study, which means most locations are between 200 and 400 meters in length to allow respondents to see the whole street when rating it. The following map is an example of what most location's limits and scale resemble:

MAP OF CARE FACTOR DATA AND PX ASSESSMENT LOCATIONS



Notes: [1]Place Score does not actively collect surveys from people aged under 15. When collecting face to face data, Place Score is unable to survey people under the age of 15 years without parental consent. The ABS percentage of people aged 0-15 have been redistributed across other age groups. [2]Place Score groups the United Kingdom. [3] PX data sample for Fannie Bay has a standard error ±8.3pts. The location was surveyed on a weekday and weekend, in both instances users of the space were reluctant to participate. This is noted for all PX results related to this street.

EXECUTIVE SUMMARY

THIS SECTION PROVIDES AN EXECUTIVE SUMMARY OF KEY FINDINGS FOR DARWIN

EXECUTIVE SUMMARY - 2019 PLACE CENSUS RESULTS

ABOUT THIS REPORT

This research project has four main objectives:

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Using Place Score's Place attributes, this Baseline Report identifies how each Strategic Direction is currently contributing to place experience.

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TRACK THE IMPACT OF INVESTMENT

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PROCESS

Between the 23 July and 15 September 2019, Care Factor data was collected for nine town centres and Place Experience (PX) Assessments were undertaken for 12 main streets environments.

1125 PEOPLE SHARED WHAT IS THE MOST IMPORTANT TO THEM IN THEIR IDEAL TOWN CENTRE

449 PEOPLE RATED A MAIN STREET ENVIRONMENT

323 CARE FACTOR RESPONDENTS ALSO SHARED THEIR IDEA FOR CHANGE

A TOTAL OF 1897 INSIGHTS WERE SHARED BY THE DARWIN COMMUNITY

2019 VALUES

Based on the Care Factor survey results, three main themes were identified as being an essential part of the Darwin community's ideal town centre:

AN ABUNDANCE OF UNIQUE GREEN SPACES AND NATURAL FEATURES

Three of the Darwin LGA's top 5 Care Factors are related to nature and greenery. Your community highly values elements of the natural environment and how humans look after them.

ATTRACTIVE AND WELL MAINTAINED PUBLIC SPACES

Cleanliness is Darwin's #1 Care Factor. The Darwin community also identified the maintenance of public spaces and street furniture as being important to them.

SOCIAL AND SAFE SHARED ENVIRONMENTS

The Darwin community values spaces where everyone can feel safe and welcomed. Public events and outdoor trading play a strong role in the community's ideal town centre

2019 PERFORMANCE

Based on the 12 main streets assessed by the Darwin community, overall trends have been identified for the Darwin LGA:

DARWIN'S AVERAGE PX SCORE IS HIGHER THAN THE NATIONAL AVERAGE

THE BEST PERFORMING PLACE ATTRIBUTES INCLUDE:

- #1 Overall look and visual character of the area
- #2 Welcoming to all people
- #3 Point of difference from other similar streets or places

THE WORST PERFORMING PLACE ATTRIBUTES INCLUDE:

- #50 Local history, heritage buildings or features
- #49 Unusual or unique buildings or public space design
- #48 Maintenance of public spaces and street furniture

2019 PLACE PRIORITIES

These tables and graph illustrate your the Darwin LGA's average strengths, priorities and considerations.

STRENGTHS should be celebrated and protected.

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

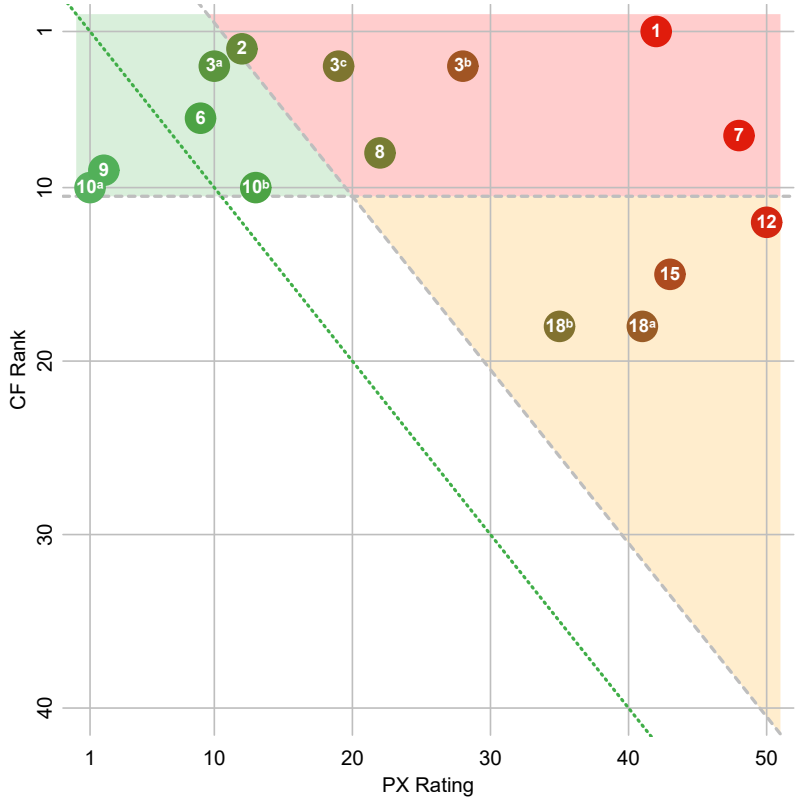
CONSIDERATIONS identify attributes to look-out for, they are negatively affecting your town centre and can become more significant issues if more people start caring about them.

It should be noted that these priorities are based only on surveyed streets, and that the average includes the results of five City Centre locations. Town Centre specific priorities can be found in the next sections of this report.

CF	STRENGTH
10a	Overall look and visual character of the area
9	Welcoming to all people
10b	Walking, cycling or public transport options
6	Evidence of public events happening here (markets, street entertainers etc.)
3a	Sense of safety (for all ages, genders, day/ night etc.)

CF	PRIORITY
7	Maintenance of public spaces and street furniture
1	Cleanliness of public space
3b	General condition of vegetation, street trees and other planting
3c	Vegetation and natural elements (street trees, planting, water etc.)
8	Outdoor restaurant, cafe and/or bar seating
2	Elements of the natural environment (views, vegetation, topography, water etc.)

CF	CONSIDERATION
12	Local history, heritage buildings or features
15	Public art, community art, water or light feature
18a	Interaction with locals/ other people in the area (smiles, customer service etc.)
18b	Physical safety (paths, cars, lighting etc.)



LEGEND

- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

Notes:

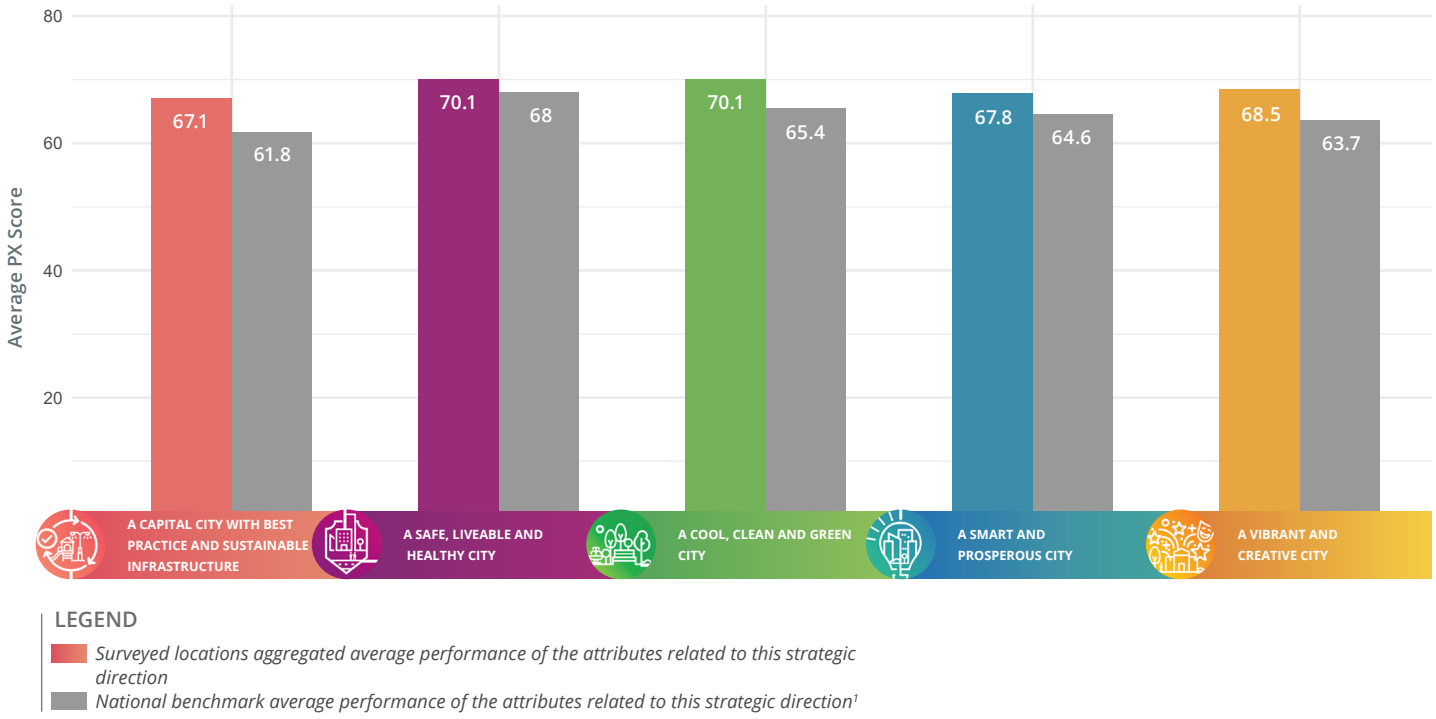
EXECUTIVE SUMMARY - MEETING DARWIN 2030

Each of the 50 place attributes assessed by the Darwin community undertaking a PX Assessment have been aligned with the Darwin 2030 Strategic Directions to track performance and identify Community Place Priorities.

THE SURVEYED STREETS ARE, ON AVERAGE, CLOSER THAN OTHER AUSTRALIAN MAIN STREETS TO DELIVERING THE EXPERIENCE DESCRIBED IN DARWIN 2030

As of 2019, the place attributes associated with each Strategic Direction are perceived as performing better in the streets surveyed in Darwin than in main streets surveyed around Australia.

AVERAGE PERFORMANCE (PX) BY STRATEGIC DIRECTION COMPARED WITH THE NATIONAL BENCHMARK



LEGEND

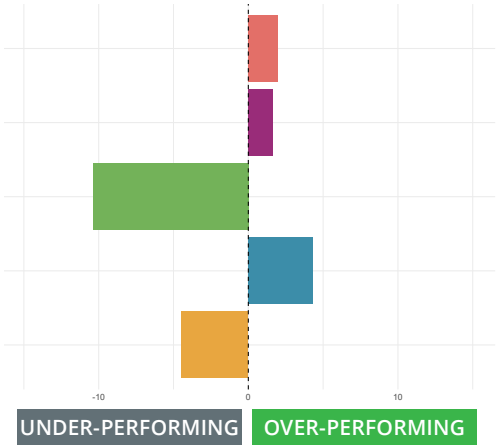
Surveyed locations aggregated average performance of the attributes related to this strategic direction

National benchmark average performance of the attributes related to this strategic direction[1]

ATTRIBUTES ASSOCIATED WITH A COOL, CLEAN AND GREEN CITY AND A VIBRANT AND CREATIVE CITY ARE NOT PERFORMING AS WELL AS THEY SHOULD

On average, the place experience offered by the surveyed locations is better than the national average. However, what really matters is how this experience relates to the community's values. At the moment, attributes related to these two Strategic Directions are not meeting people's expectations.

AVERAGE DIFFERENCE BETWEEN VALUES (CF RANK) AND PERFORMANCE (PX RANK)



The centre is where your place experience meets your community's values

EXECUTIVE SUMMARY - COMMUNITY PLACE PRIORITIES

This page synthesises the research findings to provide Community Place Priorities for each of the Strategic Directions - these should be considered when planning investment in Darwin town centres.

A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE

- IMPROVE THE QUALITY AND INCREASE THE AMOUNT OF SHADED AND CLEAN ACTIVE PATHWAYS AND PUBLIC TRANSPORT
- PROVIDE HIGH QUALITY COMMUNAL AMENITIES IN TOWN CENTRES TO SUPPORT LONGER STAYS

A SAFE, LIVEABLE AND HEALTHY CITY

- INCREASE THE LEVEL OF SERVICE FOR MAINTENANCE AND CLEANING IN TOWN CENTRES
- SUPPORT THE STRENGTHENING OF SOCIAL TIES AND SUPPORT NETWORKS IN LOCAL COMMUNITIES

A COOL, CLEAN AND GREEN CITY

- INVEST IN MORE STREET TREES AND PLANTING ACROSS TOWN CENTRES
- CELEBRATE DARWIN'S UNIQUE CLIMATE, VEGETATION, AND NATURAL FEATURES AS AN AUTHENTIC POINT OF DIFFERENCE

A SMART AND PROSPEROUS CITY

- FACILITATE AN INCREASE IN QUALITY OUTDOOR DINING AND SOCIAL SPACES
- SUPPORT LOCAL ECONOMIES THROUGH AN INCREASED DIVERSITY AND QUALITY OF LOCALLY OWNED AND OPERATED BUSINESSES THAT SUPPORT COMMUNITIES

A VIBRANT AND CREATIVE CITY

- PROTECT AND BUILD ON THE VALUED COMMUNITY ACTIVITIES OCCURRING IN TOWN CENTRES ACROSS THE LGA
- HIGHLIGHT THE CULTURAL, HISTORIC, ECONOMIC AND PHYSICAL DIVERSITY THAT MAKES DARWIN UNIQUE

Notes: [1]National average sample used n=11210 (Oct 2019) in main street environments in QLD, NSW, NT, TAS, VIC and WA. PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

1) MEASURING DARWIN 2030

THE NEXT SECTION INCLUDES:

- INTRODUCTION
- A. STRATEGIC DIRECTIONS PERFORMANCE
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PLACE ATTRIBUTES ALIGNMENT

Place Score captures community values and performance across 50 Place Attributes, 10 in each of five Place Dimensions, or categories.

The following table defines the rationale for the alignment of Place Score place attributes with each of the City of Darwin's Strategic Directions. Attributes have been selected to best reflect the definition of each Strategic Direction.

STRATEGIC DIRECTION	ALIGNMENT BRIEF	PLACE SCORE ATTRIBUTES (50/50)
A Capital City With Best Practice and Sustainable Infrastructure	Attributes related to hard infrastructure	7 attributes
A Safe, Liveable and Healthy City	Attributes associated with safety, community resilience, activation, and healthy lifestyle	15 attributes
A Cool, Clean and Green City	Attributes associated with comfort and vegetation	5 Attributes
A Smart and Prosperous City[1]	Attributes related to the local economy	10 attributes
A Vibrant and Creative City	Attributes associated to uniqueness, things to do, diversity and local history	13 attributes

Notes: [1]There are no Place Score Place attributes related to Smart Cities.

PART A- STRATEGIC DIRECTIONS PERFORMANCE

THIS SECTION PROVIDES A SUMMARY OF THE PERFORMANCE OF THE SURVEYED MAIN STREETS IN RELATION TO THE DARWIN 2030 STRATEGIC DIRECTIONS:

- A.1 STRATEGIC DIRECTIONS PERFORMANCE
- A.2 2019 BASELINE PERFORMANCE
- A.3 STRATEGIC DIRECTIONS PERFORMANCE BREAKDOWN
- A.4 PERFORMANCE CITY VS SUBURBS
- A.5 PERFORMANCE BY TOWN CENTRE
- A.6 PERFORMANCE BY AUDIENCES

A.1 - STRATEGIC DIRECTIONS PERFORMANCE

MEASURING THE STRATEGIC DIRECTIONS PERFORMANCE

12 main street environments have been assessed by the Darwin community via a PX Assessment. Respondents were asked to rate how their main street was performing against 50 different place attributes. Here, the results from the 12 main street PX Assessments have been combined to measure performance in relation to the Darwin 2030 Strategic Directions.

WHAT THE 2019 BASELINE TELLS US:

THE SURVEYED DARWIN STREETS ARE ON AVERAGE CLOSER THAN OTHER AUSTRALIAN MAIN STREETS TO DELIVERING THE EXPERIENCE DESCRIBED IN DARWIN 2030:

On average, the place attributes associated with each strategic direction are perceived as performing better in the streets surveyed in Darwin than in main streets surveyed around Australia.

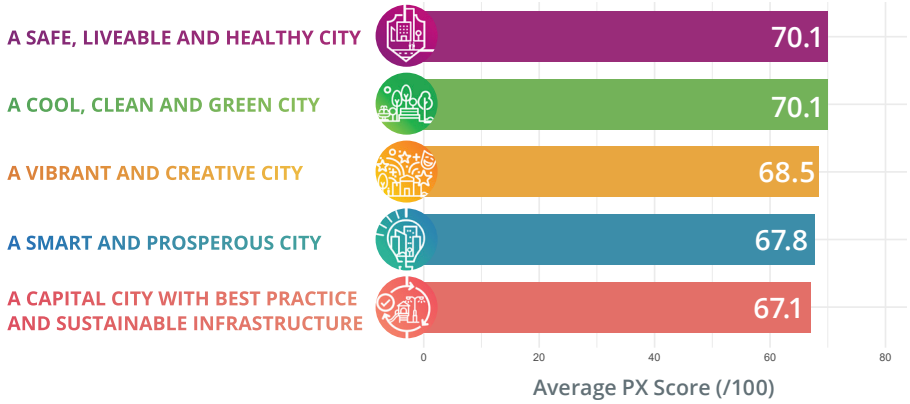
Based on the diversity of surveyed Darwin streets, your results have been compared to Place Score's National Street PX Benchmark. The benchmark includes a variety of typologies, densities and climate from across the country[1].

THE DIFFERENCE BETWEEN THE AVERAGE PERFORMANCE OF THE DIFFERENT STRATEGIC DIRECTIONS AT THE LGA LEVEL IS LIMITED

With average scores ranging from 67 to 70/100, there are no major differences between the different categories.

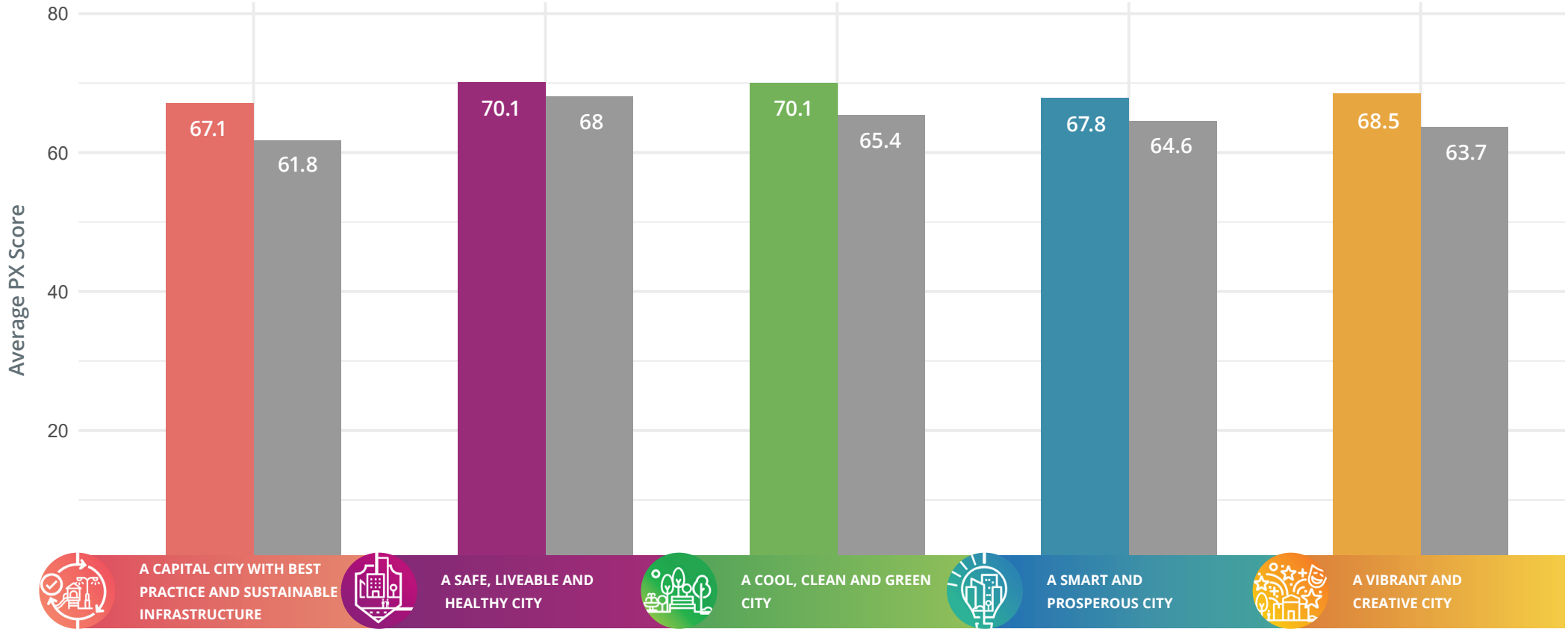
Part B of this report will highlight differences within each strategic direction, across demographics and locations, and identify priorities based on your community's values.

HOW ARE THE STRATEGIC DIRECTIONS PERFORMING?



A.2 -2019 BASELINE PERFORMANCE

SURVEYED STREETS AVERAGE ATTRIBUTES PERFORMANCE BY STRATEGIC DIRECTION COMPARED TO THE NATIONAL BENCHMARK[1]



LEGEND

- *Surveyed locations aggregated average performance of the attributes related to this strategic direction*
- *National benchmark average performance of the attributes related to this strategic direction[1]*

Notes: [1]National average sample used n=11210 (Oct 2019) in main street environments in QLD, NSW, NT, TAS, VIC and WA. PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

A.3 - STRATEGIC DIRECTION PERFORMANCE BREAKDOWN

WHAT ARE THE HIGHEST AND LOWEST CONTRIBUTORS IN EACH STRATEGIC DIRECTIONS

The average performance of each of the 50 place attributes are displayed here, providing an overview of how, on average, people experience the 12 surveyed main streets, in relation to the strategic directions.

WHAT THE 2019 BASELINE TELLS US:

A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE

Existing active, public and private transport infrastructure are contributing positively to this strategic direction.

While facilities, street furniture and investment (both private and public) are all perceived as performing poorly. Improving these attributes has the potential to improve Darwin's main street experience.

A SAFE, LIVEABLE AND HEALTHY CITY

Place attributes related to the amount of public space and their features are performing well. However, place attributes related to social interactions and care are not performing as well.

Both cleanliness and the maintenance of public spaces are, on average, amongst the surveyed streets' worst performing place attributes. Making them some of the strategic direction's place attributes with the most room for improvement. Other areas that can be significantly improved include social interactions, access to fresh food businesses and physical safety.

A COOL, CLEAN AND GREEN CITY

Place attributes related to this strategic direction are performing in a similar manner, and are contributing positively to the place experience with potential for improvement. They are also performing better than the national benchmark.

A SMART AND PROSPEROUS CITY

Evening activities, alfresco dining, clusters of similar traders and the diversity of price points are amongst the top contributors to this strategic direction.

The place attributes with the most room for improvement relate to the care and pride of businesses (their condition and window dressing), their uniqueness, and the offer of everyday businesses (post office, banks etc.).

A VIBRANT AND CREATIVE CITY

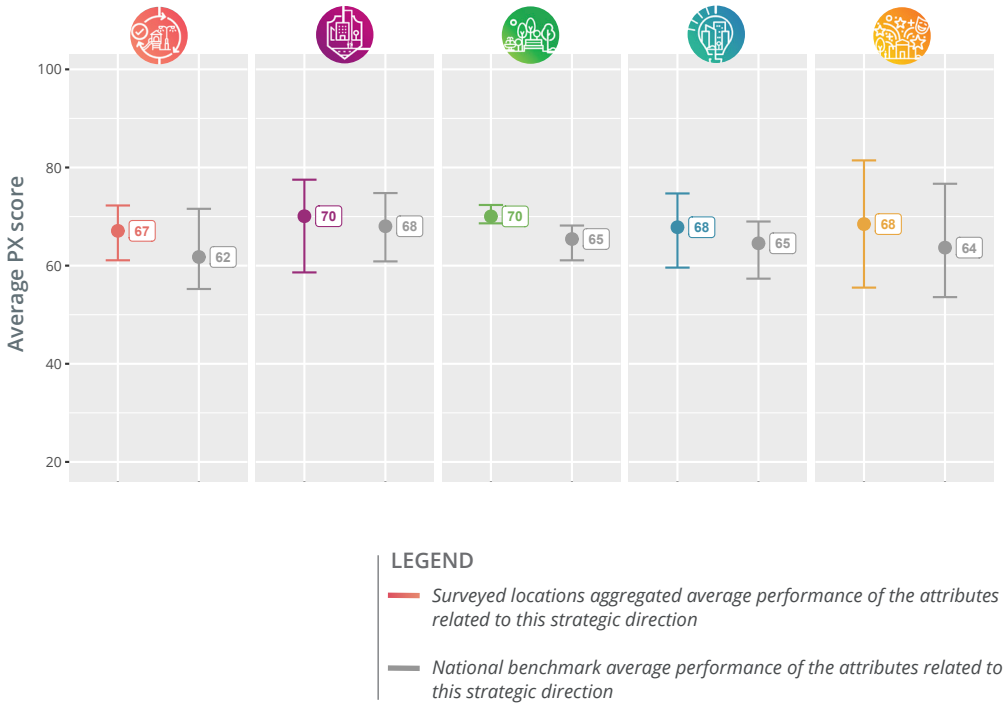
The overall look and character of the surveyed main streets is, on average, Darwin's best performing place attribute and one of the strongest contributors to making the city an iconic destination.

However, your community perceives that there is room for improvement when it comes to public art, heritage and historical features, the overall uniqueness of public spaces and the cultural diversity of businesses.

Note that these findings only relate to the absolute performance of each place attributes. Part B of this report will identify Community Place Priorities based on performance and values.

RANGE OF PERFORMANCE COMPARED TO THE NATIONAL BENCHMARK

The following table highlights the average performance of each Strategic Direction, the highest and lowest performing attributes, and how they compare to Place Score's national benchmark.



A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE

Attributes [# PX ranking]	Scores
Walking, cycling or public transport options **#13**	72
General condition of buildings **#21**	70
Car accessibility and parking **#26**	70
Amenities and facilities (toilets, water bubblers, parents rooms etc.) **#33**	66
Evidence of recent private investment (new buildings, painting etc.) **#37**	66
Street furniture (including benches, bins, lights etc.) **#39**	65
Evidence of recent public investment (new planting, paving, street furniture etc.) **#45**	61

A SAFE, LIVEABLE AND HEALTHY CITY

Attributes [# PX ranking]	Scores
Free and comfortable group seating **#4**	78
Evidence of management (signage, information, street cleaners etc.) **#5**	76
Free and comfortable places to sit alone **#6**	76
Ease of walking around (including crossing the street, moving between destinations) **#8**	75
Sense of safety (for all ages, genders, day/night etc.) **#10**	74
Space for group activities or gatherings **#11**	73
Walking paths that connect to other places **#15**	72
Spaces suitable for specific activities (play, entertainment, exercise etc.) **#18**	71
Quality of public space (footpaths and public spaces) **#20**	71
Amount of public space (footpaths and public spaces) **#27**	69
Physical safety (paths, cars, lighting etc.) **#35**	66
Grocery and fresh food businesses **#38**	65
Interaction with locals/ other people in the area (smiles, customer service etc.) **#41**	64
Cleanliness of public space **#42**	63
Maintenance of public spaces and street furniture **#48**	59

Notes: PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

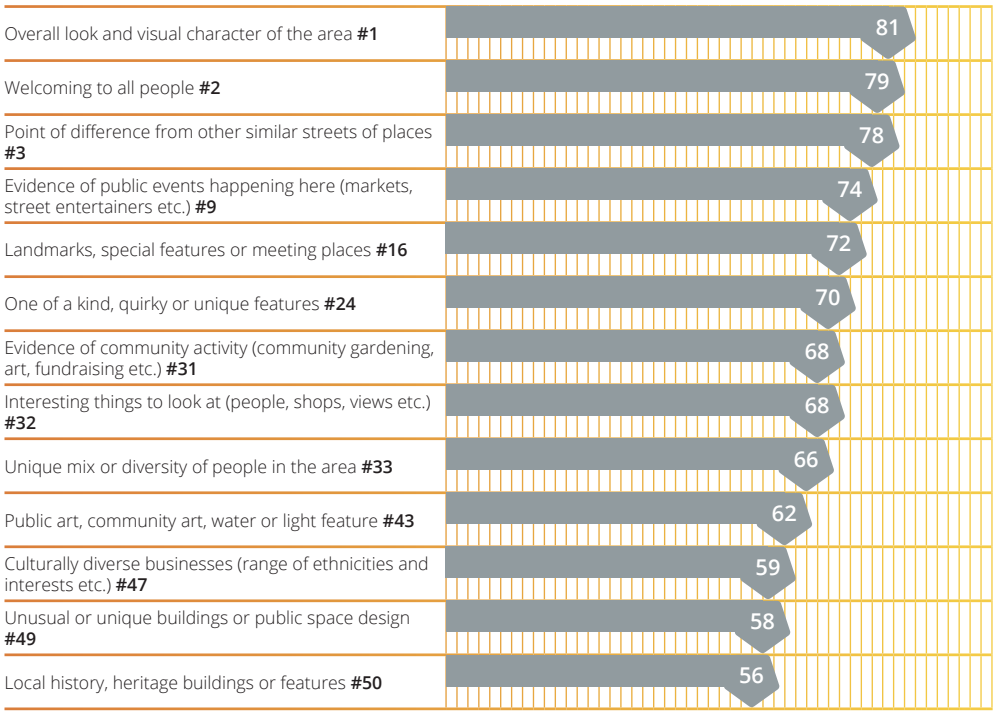
A COOL CLEAN AND GREEN CITY

Attributes [# PX ranking]	Scores
Elements of the natural environment (views, vegetation, topography, water etc.) **#12**	72
Vegetation and natural elements (street trees, planting, water etc.) **#19**	71
Physical comfort (impacts from noise, smells, temperature) **#25**	70
General condition of vegetation, street trees and other planting **#28**	69
Shelter/awnings (protection from sun, rain etc.) **#29**	69

A SMART AND PROSPEROUS CITY

Attributes [# PX ranking]	Scores
Things to do in the evening (shopping, dining, entertainment etc.) **#7**	75
A cluster of similar businesses (food, cultural traders, fashion etc.) **#14**	72
Buildings and shop fronts **#17**	71
Outdoor restaurant, cafe and/or bar seating **#22**	70
Diversity of price points ($ to $$$) **#23**	70
Unusual or unique businesses/shops **#30**	68
Service businesses (post offices, libraries, banks etc.) **#36**	66
General condition of businesses and shopfronts **#40**	64
Businesses that reflect the local community and values **#44**	62
Shop window dressing (visual merchandising) **#46**	60

A VIBRANT AND CREATIVE CITY



Notes: PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

A.4 - PERFORMANCE CITY VS SUBURBS

ARE THE CITY AND THE SUBURBS PERFORMING SIMILARLY?

12 main streets environment have been assessed by the Darwin community. Five of the 12 locations are located in the CBD, the remaining seven are in suburban areas. The ratings for the city and suburban locations have been combined to highlight potential differences in place experience, in relation to the Strategic Directions.

WHAT THE 2019 BASELINE TELLS US:

THE CITY CENTRE AVERAGE IS PERFORMING SLIGHTLY BETTER THAN THE SUBURBAN AVERAGE, HOWEVER SUBURBAN LOCATIONS WITH MARKETS ARE OUT-PERFORMING THE CITY

With an average PX score of 70/100, the city centre average is performing slightly better than the suburban average of 68/100.

The performance of different suburban locations varies greatly. Streets with nearby markets such as Casuarina Drive (77/100) and Parap Road (74/100) are perceived as offering a better place experience than the city centre. While surveyed locations in Karama (54/100) and Northlakes (63/100) are not performing as well as the suburban average (68/100).

A COOL, CLEAN AND GREEN CITY IS PERFORMING SIMILARLY IN BOTH THE CITY AND THE SUBURBS

A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE, A SMART AND PROSPEROUS CITY AND A VIBRANT AND CREATIVE CITY ARE PERFORMING SLIGHTLY BETTER IN THE CITY CENTRE

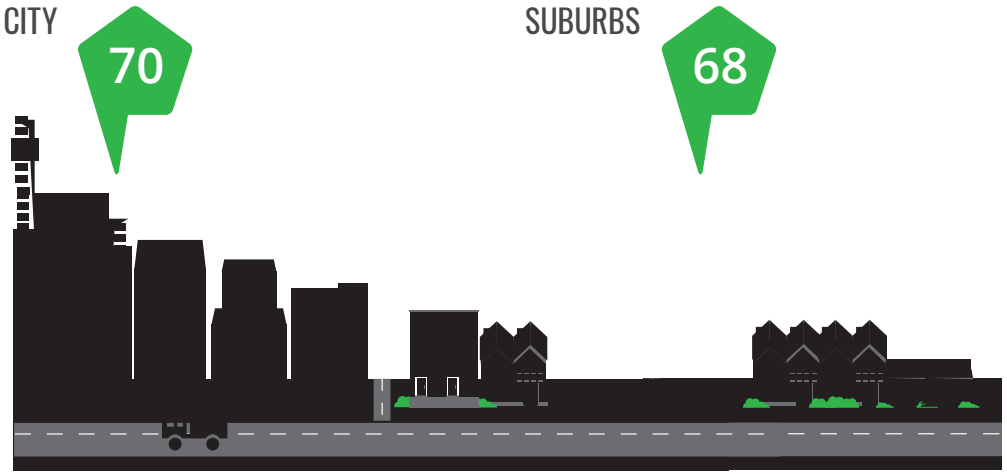
This difference is, in part, explained by people feeling like there is more public investment in city centre locations (64/100 vs 59/100), and by the city centre locations featuring better street furniture (68/100 vs 61/100).

The city centre is also perceived as offering a slightly better mix of price points (75/100 vs 66/100), more businesses that reflect the community (66/100 vs 50/100), better window dressing (62/100 vs 57/100) and more opportunities to eat or drink alfresco (73/100 vs 67/100).

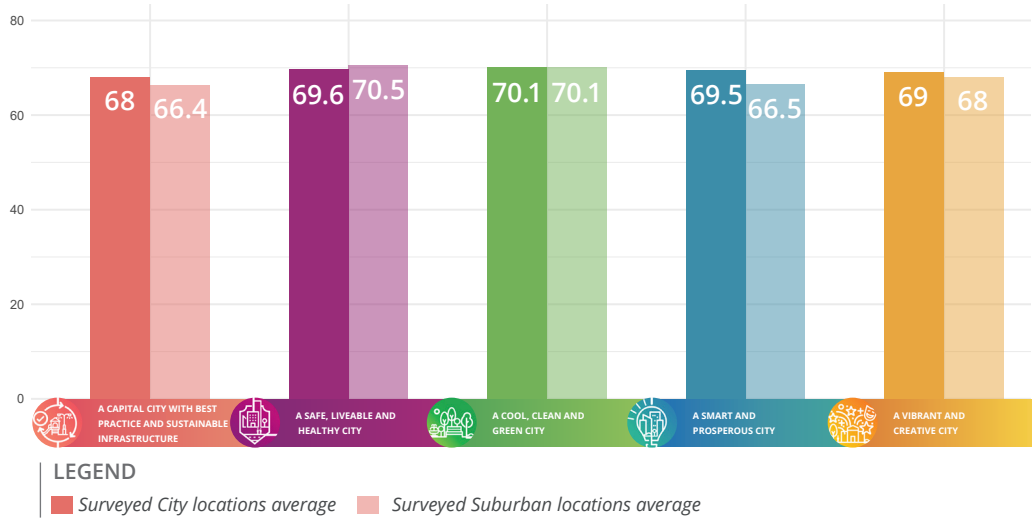
The city centre is also perceived as being slightly more unique through its diversity of people (71/100 vs 63/100), public art (66/100 vs 59/100) and unusual buildings and public spaces (60/100 vs 55/100).

PLACE ATTRIBUTES RELATED TO A SAFE, LIVEABLE AND HEALTHY CITY ARE PERFORMING SLIGHTLY BETTER IN THE SUBURBS

This may be in part due to people rating 'Evidence of maintenance' higher in the suburbs (80/100 vs 72/100). Other factors include the amount of public spaces (72/100 vs 65/100), their quality (72/100 vs 69/100), and people's sense of safety (76/100 vs 72/100).



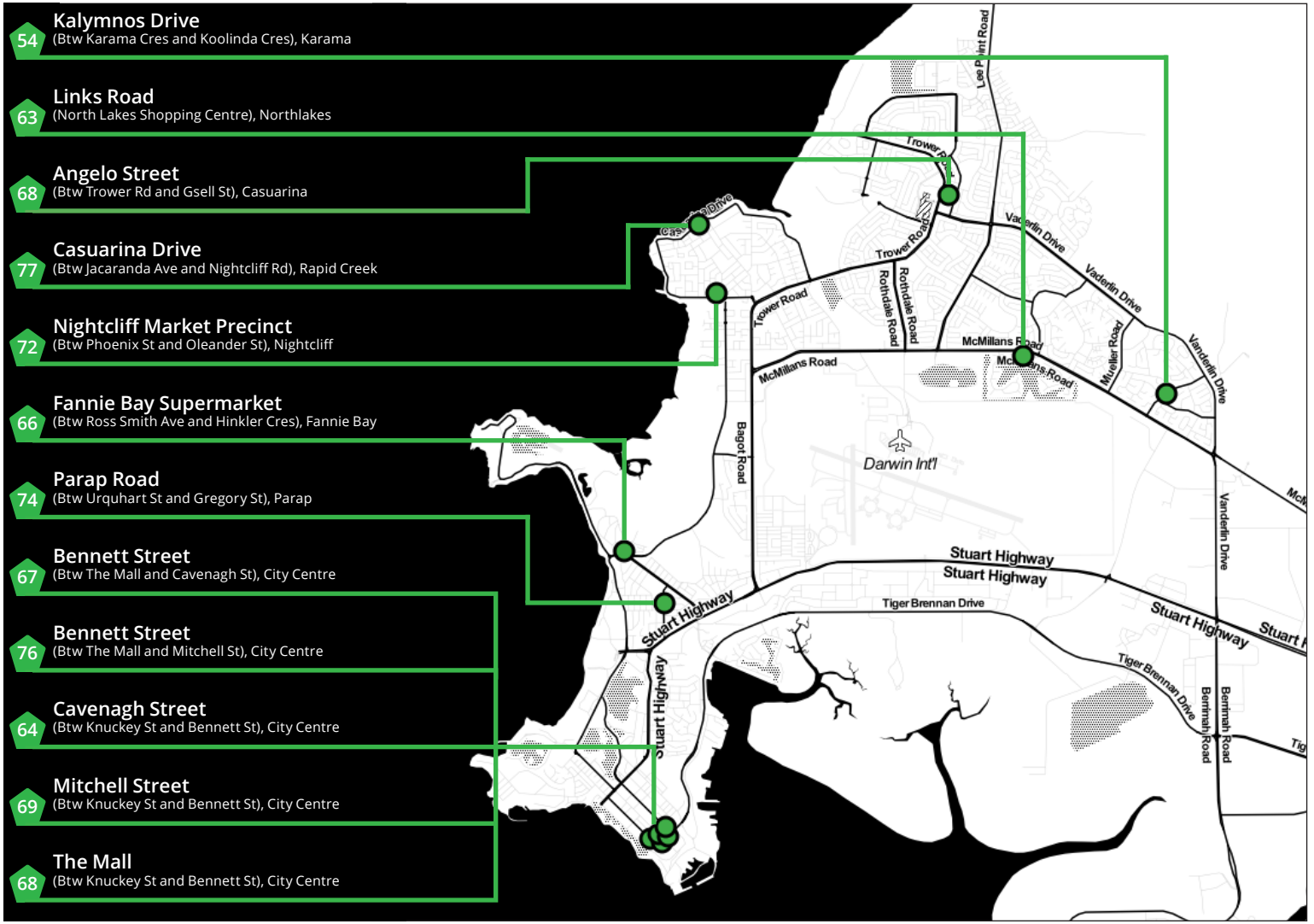
AVERAGE PERFORMANCE OF EACH STRATEGIC DIRECTION



MAPPING OVERALL PERFORMANCE

The following map illustrates the average place experience by suburb. The data used for each suburb is based on the PX Street surveys undertaken in a suburb's main street or streets. The data collected for your main streets is here extrapolated to the suburb scale to align with the Darwin 2030 Strategic Plan.

Most locations are between 200 and 400 meters in length to allow respondents to see the whole street when rating it. The following map is an example of what most location's limits and scale resembles:



Notes: PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

A.5 - PERFORMANCE BY TOWN CENTRE

IS PLACE EXPERIENCE THE SAME ACROSS ALL LOCATIONS?

This section of the report highlights the most significant differences in performance across the city and identifies the place attributes behind these differences.

A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE

A SAFE, LIVEABLE AND HEALTHY CITY

A COOL, CLEAN AND GREEN CITY

A SMART AND PROSPEROUS CITY

A VIBRANT AND CREATIVE CITY

WHAT THE 2019 BASELINE TELLS US:

PEOPLE IN KARAMA rated every strategic direction lower than any other location (14 points lower on average)

The top 5 differences from the average are:

- -40 Shelter/awnings (protection from sun, rain etc.)
- -37 Diversity of price points ($ to $$$)
- -37 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- -35 Shop window dressing (visual merchandising)
- -33 Grocery and fresh food businesses

PEOPLE IN RAPID CREEK rated every strategic direction higher than the average (9 points higher on average)

The top 5 differences from the average are:

- +21 General condition of vegetation, street trees and other planting
- +17 Evidence of recent private investment (new buildings, painting etc.)
- +17 Walking paths that connect to other places
- +15 General condition of businesses and shopfronts
- +15 Service businesses (post offices, libraries, banks etc.)

STRATEGIC DIRECTIONS PERFORMANCE BY TOWN CENTRE

The following table and graph illustrate the average performance of the attributes associated to a Strategic Direction, for each surveyed location. They also illustrate the difference between each location's performance and the average of all surveyed locations.

Notes: [1] Bennett Street (Btw The Mall and Cavenagh St) [2] Bennett Street (Btw The Mall and Mitchell St). PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

A.6 - PERFORMANCE BY AUDIENCE

IS EVERYONE'S PLACE EXPERIENCE THE SAME?

This section of the report reveals the different demographics' experience of streets across Darwin as a way to capture performance, which is then correlated to the Strategic Directions.

This section highlights a selection of demographic cohorts who have a significantly different place experience when compared to the average.

A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE

A SAFE, LIVEABLE AND HEALTHY CITY

A COOL, CLEAN AND GREEN CITY

A SMART AND PROSPEROUS CITY

A VIBRANT AND CREATIVE CITY

WHAT THE 2019 BASELINE TELLS US:

WORKERS rate every strategic direction lower than any other demographic (9 points lower on average)

The top 5 differences from the average are:

- -22 Amenities and facilities (toilets, water bubblers, parents rooms etc.)
- -20 Shop window dressing (visual merchandising)
- -20 Spaces suitable for specific activities (play, entertainment, exercise etc.)
- -20 Service businesses (post offices, libraries, banks etc.)
- -20 Businesses that reflect the local community and values

PEOPLE WITH CHILDREN rate every strategic direction higher than the average (4 points higher on average)

The top 5 differences from the average are:

- +11 Grocery and fresh food businesses
- +9 Street furniture (including benches, bins, lights etc.)
- +9 Shop window dressing (visual merchandising)
- +8 Physical safety (paths, cars, lighting etc.)
- +8 Culturally diverse businesses (range of ethnicities and interests etc.)

STRATEGIC DIRECTIONS PERFORMANCE BY AUDIENCES

The following table and graph illustrate the average performance of the attributes associated to a strategic direction, for different demographics. The average performance of all respondents is also displayed for comparison purposes.

Notes: [1]Respondents were allowed to select more than one identity (e.g. Resident and worker) [2]Question related to family composition were not mandatory. PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

PART B - COMMUNITY PLACE PRIORITIES

THE NEXT SECTION INCLUDES:

- B.1 2019 COMMUNITY PLACE PRIORITIES
- B.2 UNDERSTANDING PLACE PRIORITIES
- B.3 PRIORITIES - A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE
- B.4 PRIORITIES - A SAFE, LIVEABLE AND HEALTHY CITY
- B.5 PRIORITIES - A COOL, CLEAN AND GREEN CITY
- B.6 PRIORITIES - A SMART AND PROSPEROUS CITY
- B.7 PRIORITIES - A VIBRANT AND CREATIVE CITY

B.1 - COMMUNITY PLACE PRIORITIES

Over 1500 Darwin residents participated in the 2019 Darwin Place Census completing either a Town Care Factor survey or Street PX Assessment. When the community's values are considered against place performance six individual attributes have been identified for investment consideration across the local government area. In addition, when all collected data has been considered, ten Community Place Priorities, aligned with Darwin 2030 Strategic Directions have been identified.

PRIORITISING INVESTMENT TO DELIVER DARWIN 2030'S STRATEGIC DIRECTIONS

When planning investment in place, it is important to consider what is performing poorly in relation to what people value. Simply put, there is no point in investing in "apples" if people only care about "oranges".

The previous section of this report identified which place attributes, on average, are perceived as performing well or poorly in Darwin's town centres. This section aggregates the performance results with local community place values. The combination of performance and values provides the City of Darwin with investment priorities aligning with Darwin 2030s Strategic Directions.

The following pages provide the rationale and data that supports the Community Place Priorities identified on the following page.

LGA-WIDE INVESTMENT ATTRIBUTES

There were 50 attributes considered by the Darwin community, of these only six have been identified as being both valued and significantly under-performing.

The following individual attributes should be considered for Council investment across all centres in the local government area:

- **Maintenance of public spaces and street furniture**
- **Cleanliness of public space**
- **General condition of vegetation, street trees and other planting**
- **Vegetation and natural elements (street trees, planting, water etc.)**
- **Outdoor restaurant, cafe and/or bar seating**
- **Elements of the natural environment (views, vegetation, topography, water etc.)**

COMMUNITY PLACE PRIORITIES - STRATEGIC DIRECTIONS

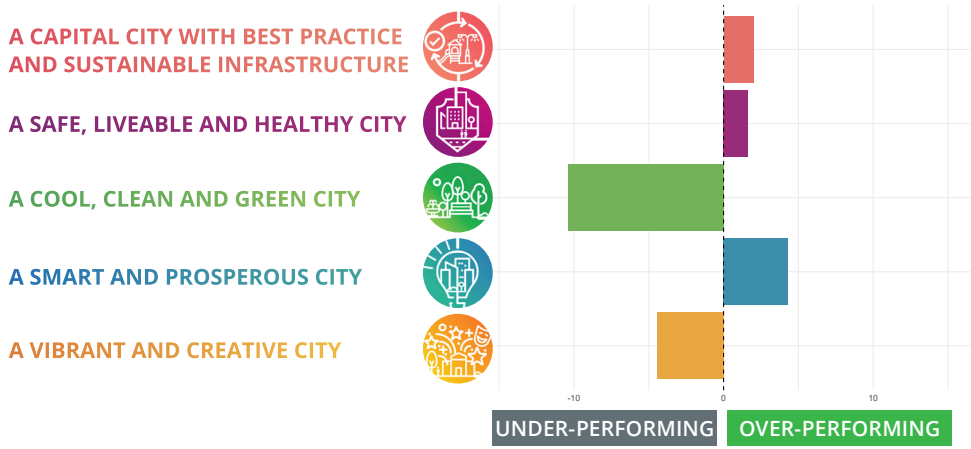
Each of the 50 place attributes considered by the Darwin community have been aligned with the Darwin 2030 Strategic Directions.

The Strategic Directions with the biggest gap between values and place experience are:

- **A cool, clean and green city**
- **A vibrant and creative city**

The facing page synthesises the research findings to provide Community Place Priorities for each of the Strategic Directions - these should be considered when planning investment in Darwin centres.

Average difference between values (CF rank) and performance (PX rank)



The centre is where your place experience meets your community's values

A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE	A SAFE, LIVEABLE AND HEALTHY CITY	A COOL, CLEAN AND GREEN CITY	A SMART AND PROSPEROUS CITY	A VIBRANT AND CREATIVE CITY
IMPROVE THE QUALITY AND INCREASE THE AMOUNT OF SHADED AND CLEAN ACTIVE PATHWAYS AND PUBLIC TRANSPORT	INCREASE THE LEVEL OF SERVICE FOR MAINTENANCE AND CLEANING IN TOWN CENTRES	INVEST IN MORE STREET TREES AND PLANTING ACROSS TOWN CENTRES	FACILITATE AN INCREASE IN QUALITY OUTDOOR DINING AND SOCIAL SPACES	PROTECT AND BUILD ON THE VALUED COMMUNITY ACTIVITIES OCCURRING IN TOWN CENTRES ACROSS THE LGA
PROVIDE HIGH QUALITY COMMUNAL AMENITIES IN TOWN CENTRES TO SUPPORT LONGER STAYS	SUPPORT THE STRENGTHENING OF SOCIAL TIES AND SUPPORT NETWORKS IN LOCAL COMMUNITIES	CELEBRATE DARWIN'S UNIQUE CLIMATE, VEGETATION, AND NATURAL FEATURES AS AN AUTHENTIC POINT OF DIFFERENCE	SUPPORT LOCAL ECONOMIES THROUGH AN INCREASED DIVERSITY AND QUALITY OF LOCALLY OWNED AND OPERATED BUSINESSES THAT SUPPORT COMMUNITIES	HIGHLIGHT THE CULTURAL, HISTORIC, ECONOMIC AND PHYSICAL DIVERSITY THAT MAKES DARWIN UNIQUE

B.2 - UNDERSTANDING PLACE PRIORITIES

HOW ARE THE PRIORITIES ESTABLISHED?

Based on how much they are valued (Care Factor rank) and the community's perception of their performance (PX rank), attributes have been classified under four different priority level:

- Strength
- Priority
- Consideration
- Neutral

STRENGTH

A 'strength' is defined as a place attribute in the top 10 Care Factors with a performance rank, (rated through the PX Assessment and averaged across all locations), that is equal to or better than its Care Factor rank[1]. Simply put, it is highly valued and performing well.

Those attributes that are strengths should be protected and built upon

The strength place attributes for the Darwin LGA include:

CF	Attribute
10[a]	Overall look and visual character of the area
9	Welcoming to all people
10[b]	Walking, cycling or public transport options
6	Evidence of public events happening here (markets, street entertainers etc.)

PRIORITY

A 'priority' is defined as a place attribute in the top 10 Care Factors with a performance rank, (rated through the PX Assessment and averaged across all locations), that is lower than its Care Factor rank[1]. Simply put, it is highly valued and not performing well.

Improving these attributes should be your utmost priority

The priority place attributes for the Darwin LGA include:

CF	Attribute
7	Maintenance of public spaces and street furniture
1	Cleanliness of public space
3[b]	General condition of vegetation, street trees and other planting
3[c]	Vegetation and natural elements (street trees, planting, water etc.)
8	Outdoor restaurant, cafe and/or bar seating
2	Elements of the natural environment (views, vegetation, topography, water etc.)

CONSIDERATION

A 'consideration' is defined as a place attribute that is not in the top 10 Care Factors with a performance rank, (rated through the PX Assessment and averaged across all locations), that is lower than its Care Factor rank[1]. Simply put, it is not highly valued but its performance could be highly improved.

Investment in these attributes should only be considered once the 'priority' place attributes have been addressed.

The consideration place attributes can be found in the next pages of this report.

NEUTRAL

A 'neutral' is defined as a place attribute that is not in the top 10 Care Factors with a performance rank, (rated through the PX Assessment and averaged across all locations), that is equal or better than its Care Factor rank[1]. Simply put, it is not highly valued and its performance is good or acceptable.

Investment in those attributes should not be considered at this stage.

The neutral place attributes can be found in the next pages of this report.

Notes: [1]A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

PART B.3 - COMMUNITY PLACE PRIORITIES

A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE

B.3 PRIORITIES - A CAPITAL CITY WITH BEST PRACTICE AND SUSTAINABLE INFRASTRUCTURE

COMMUNITY PLACE PRIORITIES:

IMPROVE THE QUALITY AND INCREASE THE AMOUNT OF SHADED AND CLEAN ACTIVE PATHWAYS AND PUBLIC TRANSPORT

PROVIDE HIGH QUALITY COMMUNAL AMENITIES IN TOWN CENTRES TO SUPPORT LONGER STAYS

Walking, cycling and public transport as well as many attributes associated with an active shared spaces are highly valued across the local government area. While they are seen as performing strongly in some of your town centres, there is still room for improvement.

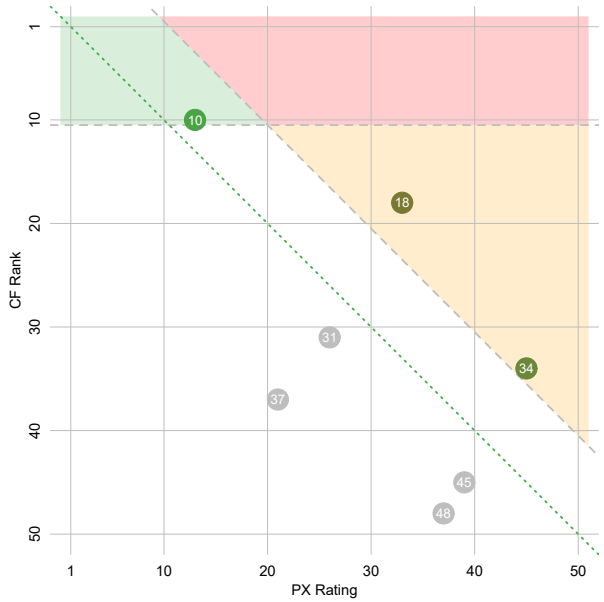
Community ideas for change focused on improving active transport. More specifically, community members were proposing greenery as a way to shade footpaths, and increased maintenance to improve their general experience.

Investment in 'Walking, cycling and public transport options' is a high priority in Fannie Bay and Malak town centres, and is something to consider for Casuarina and Parap.

Interestingly, men, residents and students perceive active and public transport as a high priority.

Enhancements in the offer of facilities such as toilets or water bubblers should be considered in the City Centre, Karama, Malak and Parap town centres.

PLACE ATTRIBUTES GRAPH



LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*
- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*

CF	STRENGTHS
10	Walking, cycling or public transport options

CF	PRIORITY
N/A	There are no 'priority' place attributes

CF	CONSIDERATION
18	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)
34	**Evidence of recent public investment** (new planting, paving, street furniture etc.)

CF	NEUTRAL
31	**Car accessibility and parking**
37	**General condition of buildings**
45	**Street furniture** (including benches, bins, lights etc.)
48	**Evidence of recent private investment** (new buildings, painting etc.)

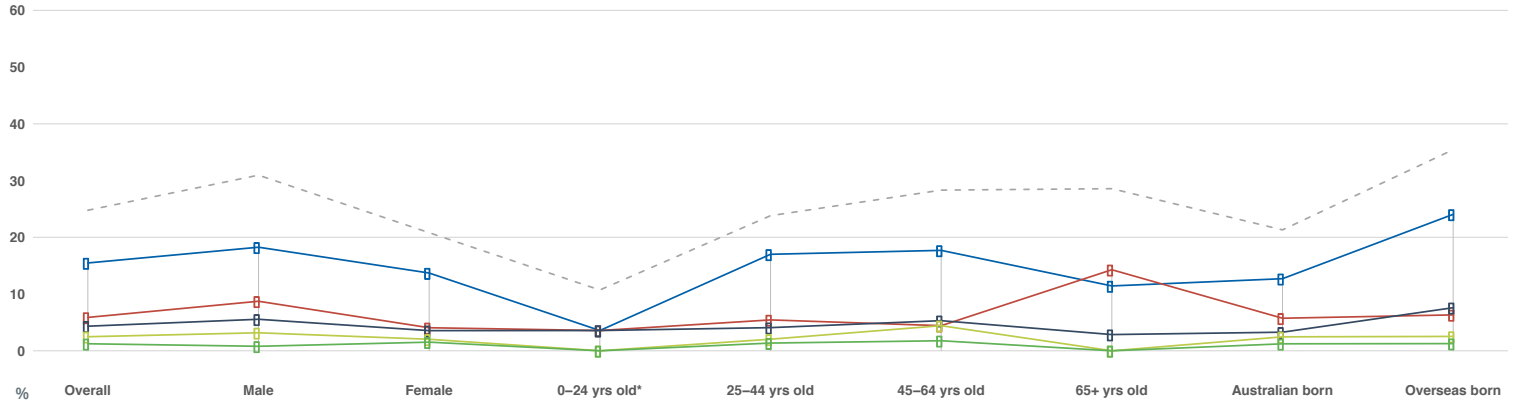
COMMUNITY IDEAS FOR CHANGE: DELIVERING SHADED AND CONVENIENT ACTIVE TRANSPORT INFRASTRUCTURE IS KEY

Place Score asked online survey respondents: '**What big or small idea do you have to bring Darwin's vision to life and make your local area a better place for you?**'

The 25 word ideas for change were then classified in different themes to identify what the community had in mind.

323 community ideas were collected. Community Ideas related to this Strategic Direction are summarised here:

PROPORTION OF COMMUNITY IDEAS BY THEME AND KEY DEMOGRAPHICS



#1

More and/or better active transport infrastructure

50 answers (15.5%)

"Rewilding the verges and in between urban spaces and reclaiming valuable space from carparks and excess car lanes for active transport and native greenery."
MALE, 25-34 YEARS OLD

#2

More, better and/or cheaper parking[1]

19 answers (5.9%)

"Plentiful car parking at reasonable rates. Encouragement of the arts and food markets. Regulations to enforce owners to maintain properties and get rid of eyesores."
MALE, 65-74 YEARS OLD

#3

More and/or better public transport infrastructure

14 answers (4.3%)

"Better public transport, cycling paths, community garden areas in each suburb, better outdoor spaces near the beach with good shade cover."
FEMALE, 35-44 YEARS OLD

#4

Less car dependency and/or re-purposing car dedicated spaces

8 answers (2.5%)

"One way streets and angle parking [on one] side of the street freeing up area to plant more trees and vegetation."
MALE, 55-64 YEARS OLD

#5

More and/or better accessibility

4 answers (1.2%)

"Making sure all walking tracks/paths are direct and easy to use for prams and wheelchair access."
FEMALE, 25-34 YEARS OLD

LEGEND

- *Total percentage of ideas for change related to this Strategic Direction by demographic*
- *Percentage of ideas for change related to a specific theme by demographic*

Notes: [1]Five of these ideas for change were about implementing a dedicated timed parking outside the Parap GP clinic. Place Score has verified the IP addresses used, it is believed this might have been coordinated personnel of the clinic or patients. Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. Themes have been assigned to a Strategic Direction based on examples provided in Darwin 2030 and the Place Score place attributes alignment with each Strategic Direction. n=323. *Small sample (n=<30).

COMMUNITY PLACE PRIORITIES BY TOWN CENTRE

This table identifies the level of priority for each place attribute within this Strategic Direction.

	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	**Car accessibility and parking**	**Evidence of recent private investment** (new buildings, painting etc.)	**Evidence of recent public investment** (new planting, paving, street furniture etc.)	**General condition of buildings**	**Street furniture** (including benches, bins, lights etc.)	**Walking, cycling or public transport options**
Darwin Average	Consideration	Neutral	Neutral	Consideration	Neutral	Neutral	Strength
Casuarina	Neutral	Consideration	Neutral	Consideration	Neutral	Neutral	Consideration
City Centre Average	Consideration	Neutral	Neutral	Consideration	Neutral	Neutral	Neutral
Fannie Bay[3]	Neutral	Neutral	Neutral	Consideration	Neutral	Neutral	Priority
Karama	Consideration	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Malak (including Mararra and Northlakes area)	Consideration	Neutral	Neutral	Neutral	Neutral	Neutral	Priority
Nightcliff	Neutral	Neutral	Neutral	Consideration	Neutral	Neutral	Strength
Parap	Consideration	Neutral	Neutral	Consideration	Neutral	Neutral	Consideration
Rapid Creek	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Strength

LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*

COMMUNITY PLACE PRIORITIES BY AUDIENCES

This page uses the average rank gap of all attributes related to this strategic direction, for each demographic. A rank gap is the difference between the performance of different features of a place (PX) and the value people attach to each of these features (Care Factor).

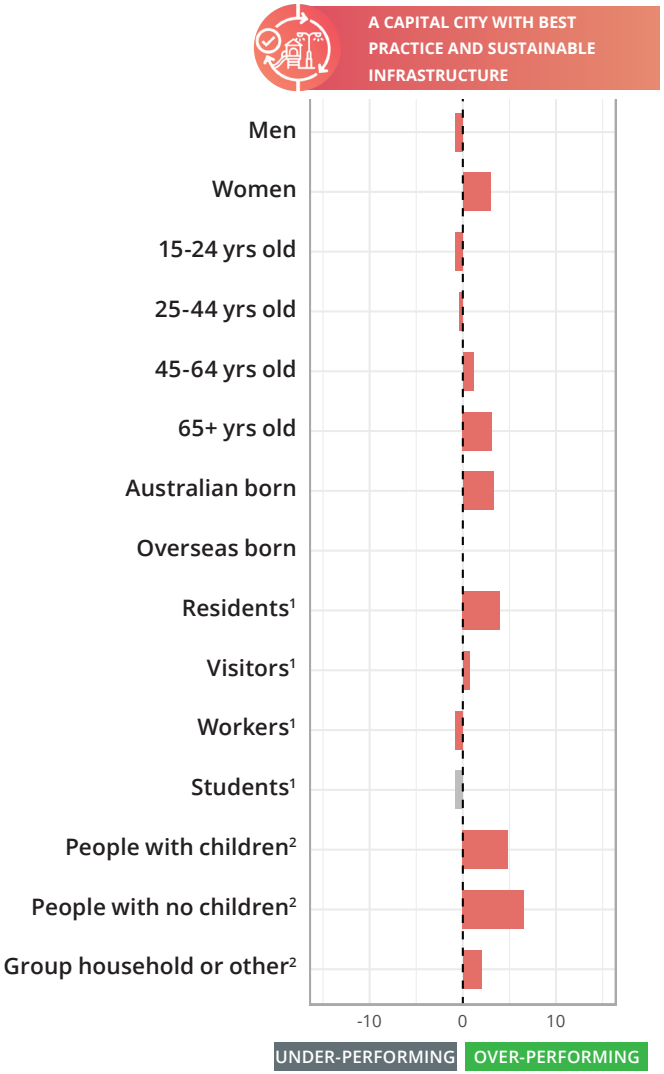
The rank gap establishes the priority level of each attribute. When combined, the rank gap of multiple attributes can highlight how, on average, features related to a Strategic Direction are meeting the needs of different segments of your community.

A positive rank gap indicates that the attributes are on average **over-performing** when compared to how much they are valued.

A negative rank gap indicates that the attributes are on average **under-performing** when compared to how much they are valued.

KEY FINDINGS:

- **The place experience associated with this Strategic Direction is generally well aligned with community's values**
- **The few demographic groups that consider this Strategic Direction as under-performing only have one of two high priorities: active and public transport or amenities and facilities**
- **Attributes related to this Strategic Directions are over-performing the most for people with no children (rank gap of +6.6 pts)**
- **Attributes related to this Strategic Directions are under-performing the most for men, people aged 15-24, workers and students (rank gap of -0.9 pts)**
- **Improving amenities and facilities is a priority for workers and people with children**
- **Improving active and public transport networks is a priority for men, residents and students.**



Notes: [1]Respondents could select more than one identity (e.g. Resident and Worker). [2]Questions related to household composition are not part of the mandatory sections of the surveys, leading to differences in samples when compared to overall results. [3]PX data sample for Fannie Bay has a standard error ±8.3pts

PART B.4 - COMMUNITY PLACE PRIORITIES

A SAFE, LIVEABLE AND HEALTHY CITY

B.4 PRIORITIES - A SAFE, LIVEABLE AND HEALTHY CITY

COMMUNITY PLACE PRIORITIES:

INCREASE THE LEVEL OF SERVICE FOR MAINTENANCE AND CLEANING IN TOWN CENTRES

SUPPORT THE STRENGTHENING OF SOCIAL TIES AND SUPPORT NETWORKS IN LOCAL COMMUNITIES

Cleanliness and maintenance of public spaces are amongst your community's top values. However, people do not perceive your town centres as being clean and well looked-after.

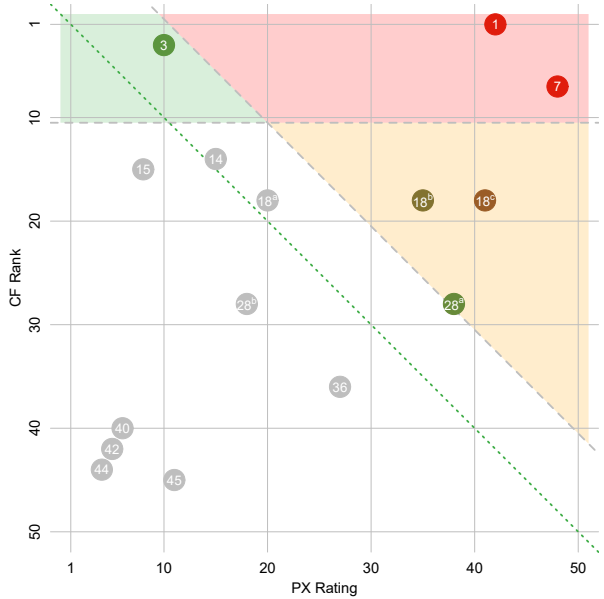
Similarly, community ideas for change focused on improving people's sense of safety and the cleanliness of your town centres.

Investment in cleanliness and maintenance is a priority across the LGA. While efforts to improve the sense of safety should focus on the Casuarina, City Centre, Fannie Bay, Karama and Malak town centres. People aged 15-24 years old and workers were amongst the those feeling the least safe in your town centres.

Special attention should be given to the Malak town centre, as community members perceive that their physical safety is also at risk.

Interestingly, the Nightcliff community would value more or better footpaths that would connect their town centre to other points of interest.

PLACE ATTRIBUTES GRAPH



LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*
- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*

CF	STRENGTHS
3	**Sense of safety** (for all ages, genders, day/night etc.)

CF	PRIORITY
7	**Maintenance of public spaces and street furniture**
1	**Cleanliness of public space**

CF	CONSIDERATION
18c	**Interaction with locals/ other people in the area** (smiles, customer service etc.)
18b	**Physical safety** (paths, cars, lighting etc.)
28a	**Grocery and fresh food businesses**

CF	NEUTRAL
14	**Walking paths that connect to other places**
15	**Ease of walking around** (including crossing the street, moving between destinations)
18a	**Quality of public space** (footpaths and public spaces)
28b	**Spaces suitable for specific activities** (play, entertainment, exercise etc.)
36	**Amount of public space** (footpaths and public spaces)
40	**Free and comfortable places to sit alone**
42	**Evidence of management** (signage, information, street cleaners etc.)
44	**Free and comfortable group seating**
45	**Space for group activities or gatherings**

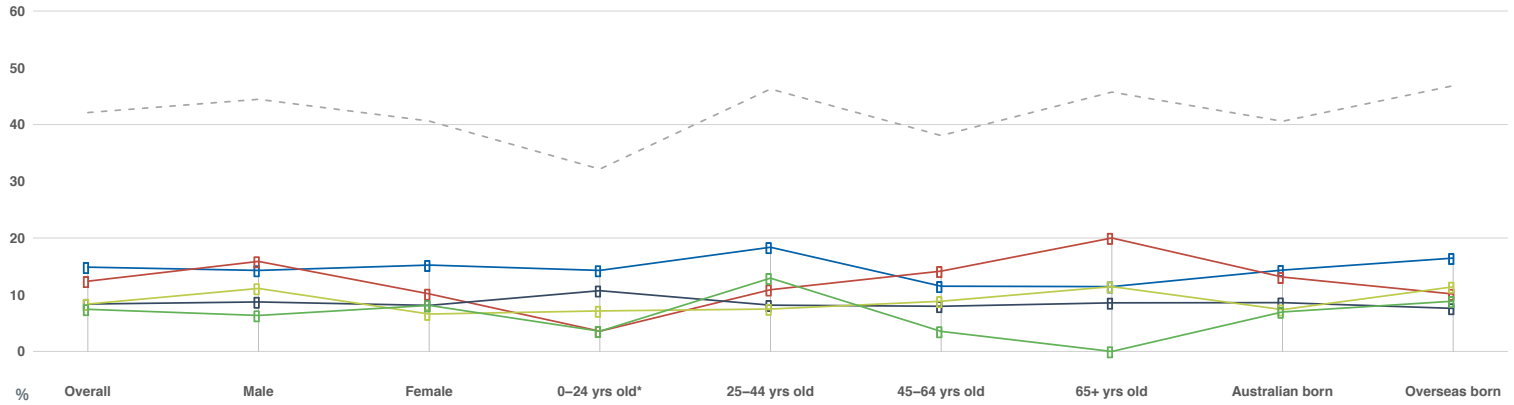
COMMUNITY IDEAS FOR CHANGE : A HIGH PERCENTAGE OF IDEAS RELATED TO THIS STRATEGIC DIRECTION, WITH CONCERNS AROUND SAFETY, CLEANLINESS AND MAINTENANCE TAKING THE TOP SPOT

Place Score asked online survey respondents: '**What big or small idea do you have to bring Darwin's vision to life and make your local area a better place for you?**'

The 25 word ideas for change were then classified in different themes to identify what the community had in mind.

323 community ideas were collected. Community Ideas related to this Strategic Direction are summarised here:

PROPORTION OF COMMUNITY IDEAS BY THEME AND KEY DEMOGRAPHICS



#1

Improved sense of safety and/or physical safety

48 answers (14.9%)

"Make it a safe affordable and crime free city."
MALE, 35-44 YEARS OLD

#2

More and/or better care and maintenance

40 answers (12.4%)

"Clean, well maintained and safe. Council needs to invest in doing all of these things well and more often than they do."
FEMALE, 35-44 YEARS OLD

#3

More and/or better open spaces, amenities and/or furniture

27 answers (8.4%)

"Better, cleaner, and more public toilets. "
FEMALE, 45-54 YEARS OLD

#4

More and/or better management and resilience regarding social and economical challenges

27 answers (8.4%)

"Get youths that commit crime in theft, damage and vandalism to help same businesses repair the damage. Hopefully they can learn and be ambassadors."
FEMALE, 25-34 YEARS OLD

#5

More and/or better play and sports facilities

24 answers (7.4%)

"More and better maintained outdoor children play spaces."
MALE, 35-44 YEARS OLD

LEGEND

- *Total percentage of ideas for change related to this Strategic Direction by demographic*
- *Percentage of ideas for change related to a specific theme by demographic*

Notes: Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. Themes have been assigned to a Strategic Direction based on examples provided in Darwin 2030 and the Place Score place attributes alignment with each Strategic Direction. n=323. *Small sample (n=<30).

COMMUNITY PLACE PRIORITIES BY TOWN CENTRE

This table identifies the level of priority for each place attribute within this Strategic Direction.

	Amount of public space (footpaths and public spaces)	**Cleanliness of public space**	**Ease of walking around** (including crossing the street, moving between destinations)	**Evidence of management** (signage, information, street cleaners etc.)	**Free and comfortable group seating**	**Free and comfortable places to sit alone**	**Grocery and fresh food businesses**	**Interaction with locals/ other people in the area** (smiles, customer service etc.)	**Maintenance of public spaces and street furniture**	**Physical safety** (paths, cars, lighting etc.)	**Quality of public space** (footpaths and public spaces)	**Sense of safety** (for all ages, genders, day/ night etc.)	**Space for group activities or gatherings**	**Spaces suitable for specific activities** (play, entertainment, exercise etc.)	**Walking paths that connect to other places**
Darwin Average	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Consideration	Consideration	Priority	Consideration	Neutral	Strength	Neutral	Neutral	Neutral
Casuarina	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Priority	Neutral	Neutral	Priority	Neutral	Neutral	Consideration
City Centre Average	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Neutral	Consideration	Priority	Consideration	Neutral	Priority	Neutral	Neutral	Neutral
Fannie Bay[3]	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Neutral	Consideration	Priority	Consideration	Neutral	Priority	Neutral	Neutral	Neutral
Karama	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Consideration	Consideration	Priority	Strength	Neutral	Priority	Neutral	Neutral	Neutral
Malak (including Mararra and Northlakes area)	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Consideration	Neutral	Priority	Priority	Neutral	Priority	Neutral	Consideration	Strength
Nightcliff	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Neutral	Consideration	Priority	Consideration	Neutral	Strength	Neutral	Neutral	Priority
Parap	Consideration	Priority	Neutral	Neutral	Neutral	Neutral	Neutral	Consideration	Priority	Consideration	Neutral	Strength	Neutral	Neutral	Neutral
Rapid Creek	Neutral	Priority	Neutral	Neutral	Neutral	Neutral	Neutral	Consideration	Priority	Consideration	Consideration	Strength	Neutral	Consideration	Strength

LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*

COMMUNITY PLACE PRIORITIES BY AUDIENCES

This page uses the average rank gap of all attributes related to this strategic direction, for each demographic. A rank gap is the difference between the performance of different features of a place (PX) and the value people attach to each of these features (Care Factor).

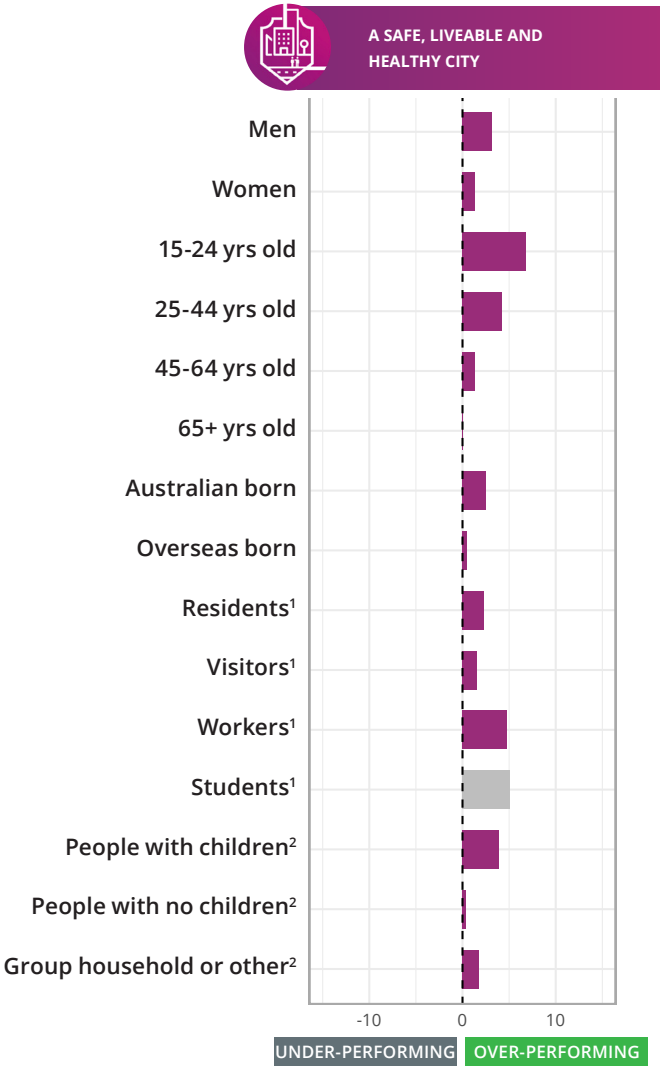
The rank gap establishes the priority level of each attribute. When combined, the rank gap of multiple attributes can highlight how, on average, features related to a Strategic Direction are meeting the needs of different segments of your community.

A positive rank gap indicates that the attributes are on average **over-performing** when compared to how much they are valued.

A negative rank gap indicates that the attributes are on average **under-performing** when compared to how much they are valued.

KEY FINDINGS:

- **Everyone agrees on cleanliness being a high priority. All demographics identified cleanliness of public space as a priority, while everyone also perceives maintenance as performing poorly**
- **'Interaction with locals/ other people in the area' is not amongst the top valued place attributes, but everyone agrees that it could be improved**
- **Most attributes associated with this strategic direction are over-performing. This leads to the average being positive for almost all demographics. However, maintenance and safety remains a high priority for many demographics**
- **Attributes related to this Strategic Directions are over-performing the most for people aged 15-24 (rank gap of +6.8 pts)**
- **Attributes related to this Strategic Directions are under-performing the most for people aged 65+ (rank gap of -0.07 pts)**
- **Improving the sense of safety is a priority for people aged 15-24 and workers**
- **Improving 'Walking paths that connect to other places' is a priority for people aged 45-64 and people living in group household and others types of households**



Notes: [1]Respondents could select more than one identity (e.g. Resident and Worker). [2]Questions related to household composition are not part of the mandatory sections of the surveys, leading to differences in samples when compared to overall results. [3]PX data sample for Fannie Bay has a standard error ±8.3pts

PART B.5 - COMMUNITY PLACE PRIORITIES

A COOL, CLEAN AND GREEN CITY

B.5 PRIORITIES - A COOL, CLEAN AND GREEN CITY

COMMUNITY PLACE PRIORITIES:

INVEST IN MORE STREET TREES AND PLANTING ACROSS TOWN CENTRES

CELEBRATE DARWIN'S UNIQUE CLIMATE, VEGETATION, AND NATURAL FEATURES AS AN AUTHENTIC POINT OF DIFFERENCE

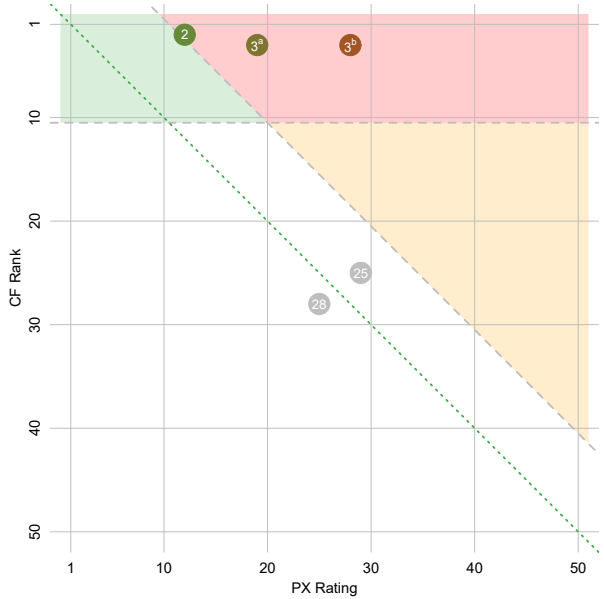
Abundant and well looked-after street trees and vegetation are an integral part of the Darwin community's ideal city. However, your town centres are not currently perceived as being green enough.

Similarly, the Darwin community highly values views, vegetation and water features. People in Fannie Bay, Karama and Malak town centres are proud of how unique nature is currently making their area unique. While all other town centres would highly benefit from more natural elements.

Community ideas for change focused on improving the condition and offer of green spaces, with some specifically mentioning their cooling effect.

Interestingly, Fannie Bay, Karama, Malak and Parap are the only town centres where respondents identified physical comfort or shelter and awnings as being something that may require some improvement.

PLACE ATTRIBUTES GRAPH



LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*
- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*

CF	STRENGTHS
N/A	There are no 'Strength' place attributes

CF	PRIORITY
3b	**General condition of vegetation, street trees and other planting**
3a	**Vegetation and natural elements** (street trees, planting, water etc.)
2	**Elements of the natural environment** (views, vegetation, topography, water etc.)

CF	CONSIDERATION
N/A	There are no 'Consideration' place attributes

CF	NEUTRAL
25	**Shelter/awnings** (protection from sun, rain etc.)
28	**Physical comfort** (impacts from noise, smells, temperature)

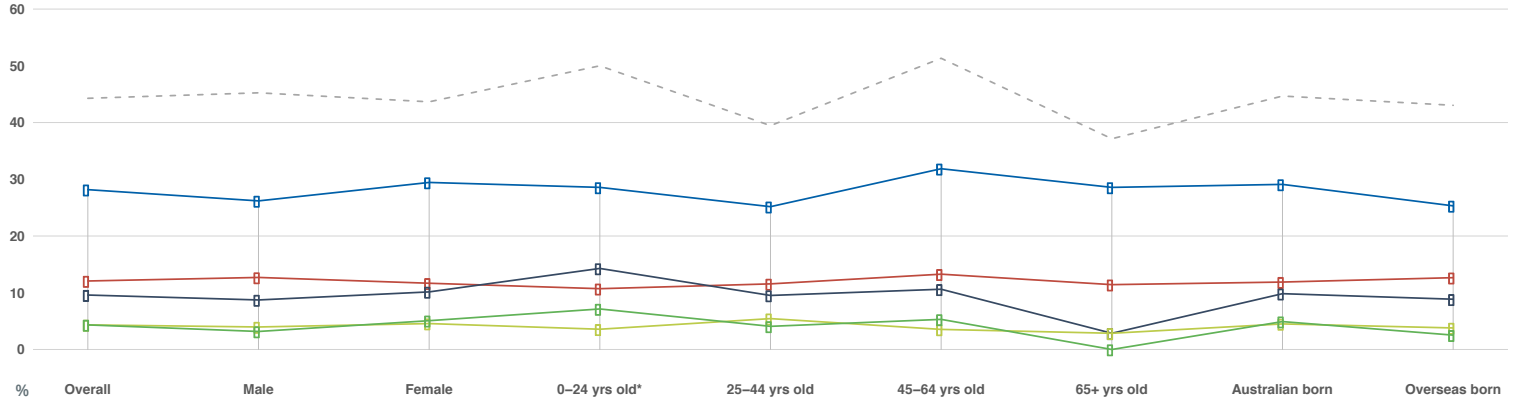
COMMUNITY IDEAS FOR CHANGE:
A HIGH PERCENTAGE OF IDEAS RELATED TO THIS STRATEGIC DIRECTION, WITH NEARLY A THIRD OF ALL COMMUNITY IDEAS FOR CHANGE RELATING TO IMPROVING VEGETATION AND GREEN SPACES

Place Score asked online survey respondents: '**What big or small idea do you have to bring Darwin's vision to life and make your local area a better place for you?**'

The 25 word ideas for change were then classified in different themes to identify what the community had in mind.

323 community ideas were collected. Community Ideas related to this Strategic Direction are summarised here:

PROPORTION OF COMMUNITY IDEAS BY THEME AND KEY DEMOGRAPHICS



#1

More and/or better parks and greenery

91 answers (28.2%)

"Green spaces. Looks appealing, cooling, environmentally friendly, tropical. Too much concrete in the city. Lets bring back some colour. Greenery & colourful art."
FEMALE, 35-44 YEARS OLD

#2

Improve comfort (noise, smell, temperature)

39 answers (12.9%)

"More plants for shade!."
MALE, 35-44 YEARS OLD

#3

More and/or better sustainable actions and behaviours

31 answers (9.6%)

"Embrace the Darwin tropical environment and lush surroundings. We are naturally a green city so let's also be environmentally-friendly and sustainable."
FEMALE, 25-34 YEARS OLD

#4

Celebrate and/or protect the topography and landscape

14 answers (4.3%)

"Great Walking paths with views of natural beauty like Fannie Bay and Nightcliff. We have the habitat to grow beautiful green spaces, let's do it!"
FEMALE, 35-44 YEARS OLD

#5

Celebrate and/or protect the fauna and flora

14 answers (4.3%)

"Install more native plants, shelters for wildlife and walkable areas that make residents feel safe to be in and explore."
FEMALE, 15-24 YEARS OLD

LEGEND

- *Total percentage of ideas for change related to this Strategic Direction by demographic*
- *Percentage of ideas for change related to a specific theme by demographic*

Notes: Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. Themes have been assigned to a Strategic Direction based on examples provided in Darwin 2030 and the Place Score place attributes alignment with each Strategic Direction. n=323. *Small sample (n=<30).

COMMUNITY PLACE PRIORITIES BY TOWN CENTRE

This table identifies the level of priority for each place attribute within this Strategic Direction.

	Elements of the natural environment (views, vegetation, topography, water etc.)	**General condition of vegetation, street trees and other planting**	**Physical comfort** (impacts from noise, smells, temperature)	**Shelter/awnings** (protection from sun, rain etc.)	**Vegetation and natural elements** (street trees, planting, water etc.)
Darwin Average	Priority	Priority	Neutral	Neutral	Priority
Casuarina	Priority	Priority	Neutral	Neutral	Priority
City Centre Average	Priority	Priority	Neutral	Neutral	Priority
Fannie Bay[3]	Strength	Priority	Consideration	Neutral	Priority
Karama	Strength	Priority	Neutral	Consideration	Strength
Malak (including Mararra and Northlakes area)	Strength	Priority	Consideration	Neutral	Strength
Nightcliff	Priority	Priority	Neutral	Neutral	Priority
Parap	Priority	Strength	Neutral	Consideration	Priority
Rapid Creek	Priority	Strength	Neutral	Neutral	Priority

LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*

COMMUNITY PLACE PRIORITIES BY AUDIENCES

This page uses the average rank gap of all attributes related to this strategic direction, for each demographic. A rank gap is the difference between the performance of different features of a place (PX) and the value people attach to each of these features (Care Factor).

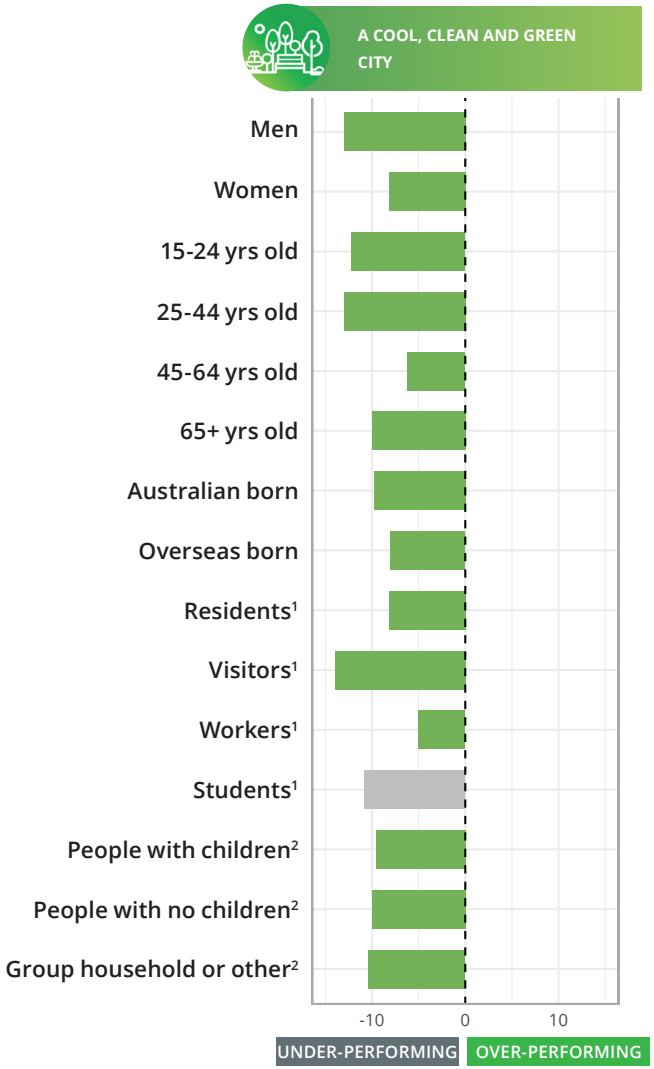
The rank gap establishes the priority level of each attribute. When combined, the rank gap of multiple attributes can highlight how, on average, features related to a Strategic Direction are meeting the needs of different segments of your community.

A positive rank gap indicates that the attributes are on average **over-performing** when compared to how much they are valued.

A negative rank gap indicates that the attributes are on average **under-performing** when compared to how much they are valued.

KEY FINDINGS:

- **No one is satisfied with the current situation. Every demographic has a negative average performance gap. Meaning your community values place attributes related to greenery and nature more than what the City of Darwin's main streets are currently offering**
- **Everyone values well-looked after nature and vegetation. Some segments of your community perceive these aspect of their town centre as performing well. However, these features are so highly valued that their performance must be extraordinary for them not to be a priority for investment**
- **Attributes related to this Strategic Directions are under-performing for every demographic. However, workers have the best balance between performance and values (rank gap of -5 pts)**
- **Visitors have the worst balance between what they care about and how their main street is performing (rank gap of -14 pts)**



Notes: [1]Respondents could select more than one identity (e.g. Resident and Worker). [2]Questions related to household composition are not part of the mandatory sections of the surveys, leading to differences in samples when compared to overall results. [3]PX data sample for Fannie Bay has a standard error ±8.3pts

PART B.6 - COMMUNITY PLACE PRIORITIES

A SMART AND PROSPEROUS CITY

B.6 PRIORITIES - A SMART AND PROSPEROUS CITY

COMMUNITY PLACE PRIORITIES:

FACILITATE AN INCREASE IN QUALITY OUTDOOR DINING AND SOCIAL SPACES

SUPPORT LOCAL ECONOMIES THROUGH AN INCREASED DIVERSITY AND QUALITY OF LOCALLY OWNED AND OPERATED BUSINESSES THAT SUPPORT COMMUNITIES

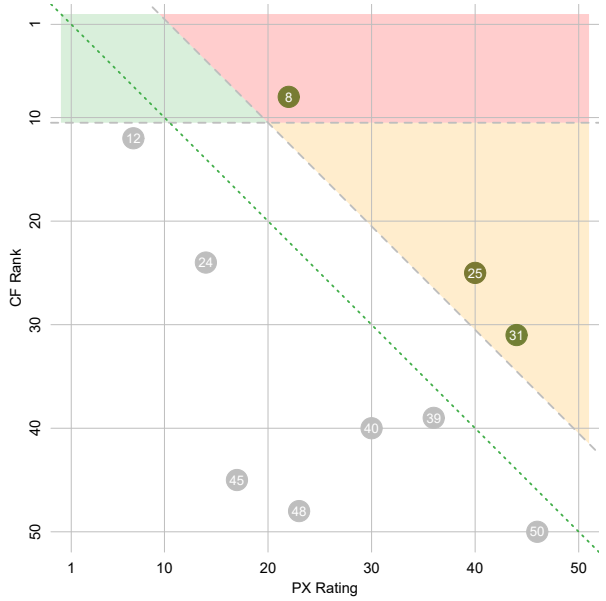
Outdoor restaurant, cafe and bar seating are important to the Darwin community. At the moment, people feel like they can easily eat alfresco in the City Centre. However, more opportunities to catch-up with friend and family in the outdoors would be appreciated in Fannie Bay, Karama and Parap town centres.

The Karama town centre would benefit from a better night-time economy, while existing things to do in the evening should be protected and celebrated in Casuarina, the City Centre and Malak. Evening activities are especially important to men, people aged 15-44, workers and people with no children.

Improvements to the general condition of businesses and shopfronts should only be considered for Casuarina, the City Centre, and Karama. While a focus on the development of local businesses, or businesses that reflect the community could be considered for the Fannie Bay, Karama, Malak and Rapid Creek town centres.

Community ideas for change focused on increasing the offer of things to do, from retail to dining.

PLACE ATTRIBUTES GRAPH



LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*
- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*

CF	STRENGTHS
N/A	There are no 'Strength' place attributes

CF	PRIORITY
8	Outdoor restaurant, cafe and/or bar seating

CF	CONSIDERATION
25	General condition of businesses and shopfronts
31	Businesses that reflect the local community and values

CF	NEUTRAL
12	**Things to do in the evening** (shopping, dining, entertainment etc.)
24	**A cluster of similar businesses** (food, cultural traders, fashion etc.)
39	**Service businesses** (post offices, libraries, banks etc.)
40	**Unusual or unique businesses/shops**
45	**Buildings and shop fronts**
48	**Diversity of price points** ($ to $$$)
50	**Shop window dressing** (visual merchandising)

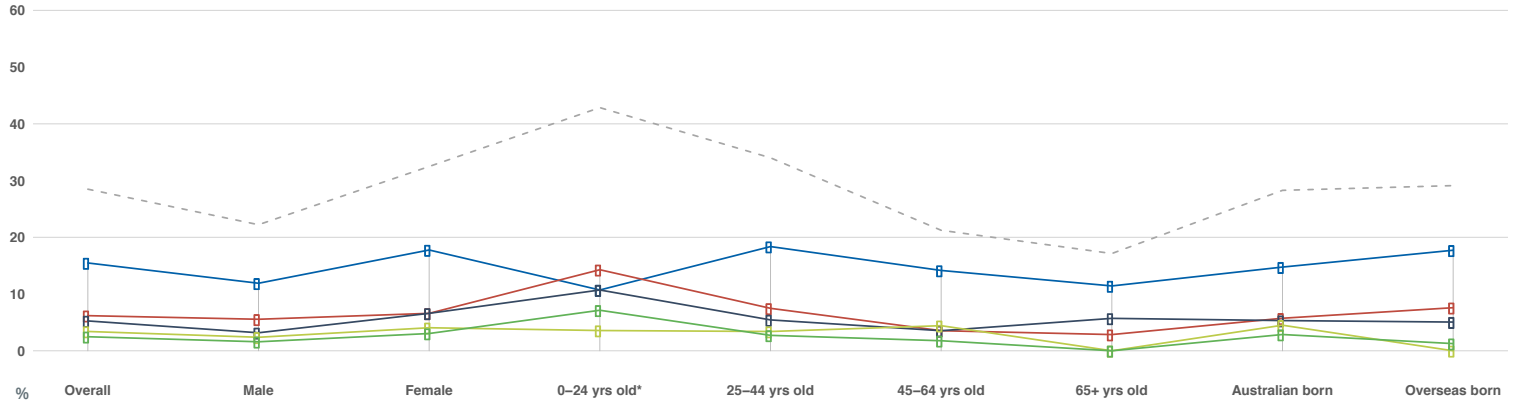
COMMUNITY IDEAS FOR CHANGE: A HIGHER PERCENTAGE OF YOUNGER RESPONDENTS' IDEAS RELATED TO THIS STRATEGIC DIRECTION, WITH LEISURE, ENTERTAINMENT AND RETAIL OPTIONS TAKING THE TOP SPOT

Place Score asked online survey respondents: '**What big or small idea do you have to bring Darwin's vision to life and make your local area a better place for you?**'

The 25 word ideas for change were then classified in different themes to identify what the community had in mind.

323 community ideas were collected. Community Ideas related to this Strategic Direction are summarised here:

PROPORTION OF COMMUNITY IDEAS BY THEME AND KEY DEMOGRAPHICS



#1

More and/or better leisure, entertainment and retail options

50 answers (15.5%)

"Bring more cafe and restaurants around our foreshore [and] our beaches"
FEMALE, 35-44 YEARS OLD

#2

Improve commercial buildings occupancy and/or employment opportunities

20 answers (6.2%)

"Give arts businesses low/free rent for their first 12-24 months in under-utilised buildings in the CBD to give it some life. See Newcastle, Docklands etc."
MALE, 25-34 YEARS OLD

#3

More and/or better tourism infrastructure

17 answers (5.3%)

"I really feel that Darwin needs a marathon 42 K run in the dry season. It would boost tourism and bring people together! "
FEMALE, 25-34 YEARS OLD

#4

Increase night-time and weekend economy

11 answers (3.4%)

"Friday night food market along esplanade or mall, combined with late night shopping to get more people coming into the city or staying after work."
FEMALE, 25-34 YEARS OLD

#5

More and/or better local businesses

8 answers (2.5%)

"More support required for local businesses. Safer places within the city to go at night. Other dining/event options."
FEMALE, 45-54 YEARS OLD

LEGEND

- *Total percentage of ideas for change related to this Strategic Direction by demographic*
- *Percentage of ideas for change related to a specific theme by demographic*

Notes: Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. Themes have been assigned to a Strategic Direction based on examples provided in Darwin 2030 and the Place Score place attributes alignment with each Strategic Direction. n=323. *Small sample (n=<30).

COMMUNITY PLACE PRIORITIES BY TOWN CENTRE

This table identifies the level of priority for each place attribute within this Strategic Direction.

	A cluster of similar businesses (food, cultural traders, fashion etc.)	**Buildings and shop fronts**	**Businesses that reflect the local community and values**	**Diversity of price points** ($ to $$$)	**General condition of businesses and shopfronts**	**Outdoor restaurant, cafe and/or bar seating**	**Service businesses** (post offices, libraries, banks etc.)	**Shop window dressing** (visual merchandising)	**Things to do in the evening** (shopping, dining, entertainment etc.)	**Unusual or unique businesses/shops**
Darwin Average	Neutral	Neutral	Consideration	Neutral	Consideration	Priority	Neutral	Neutral	Neutral	Neutral
Casuarina	Neutral	Neutral	Neutral	Neutral	Consideration	Consideration	Neutral	Neutral	Strength	Neutral
City Centre Average	Neutral	Neutral	Neutral	Neutral	Consideration	Strength	Neutral	Neutral	Strength	Neutral
Fannie Bay[3]	Neutral	Neutral	Consideration	Neutral	Neutral	Priority	Neutral	Neutral	Neutral	Neutral
Karama	Neutral	Neutral	Consideration	Neutral	Consideration	Priority	Neutral	Neutral	Priority	Neutral
Malak (including Mararra and Northlakes area)	Neutral	Neutral	Consideration	Neutral	Neutral	Neutral	Consideration	Neutral	Strength	Neutral
Nightcliff	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Parap	Consideration	Neutral	Neutral	Neutral	Neutral	Priority	Neutral	Neutral	Neutral	Neutral
Rapid Creek	Neutral	Neutral	Consideration	Neutral	Neutral	Consideration	Neutral	Neutral	Neutral	Neutral

LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*

COMMUNITY PLACE PRIORITIES BY AUDIENCES

This page uses the average rank gap of all attributes related to this strategic direction, for each demographic. A rank gap is the difference between the performance of different features of a place (PX) and the value people attach to each of these features (Care Factor).

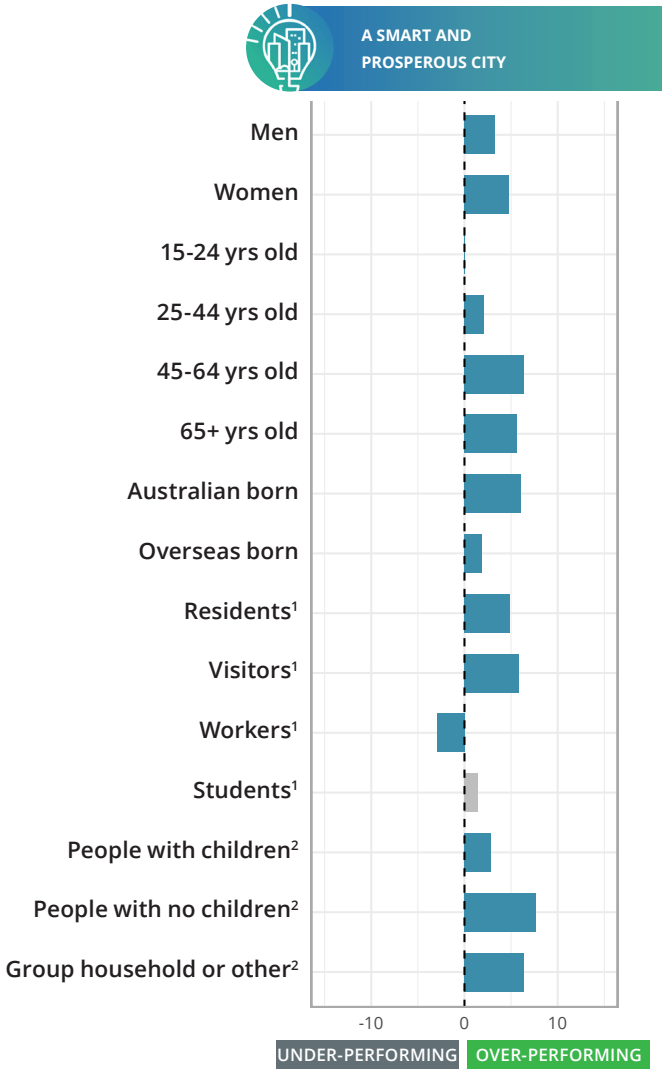
The rank gap establishes the priority level of each attribute. When combined, the rank gap of multiple attributes can highlight how, on average, features related to a Strategic Direction are meeting the needs of different segments of your community.

A positive rank gap indicates that the attributes are on average **over-performing** when compared to how much they are valued.

A negative rank gap indicates that the attributes are on average **under-performing** when compared to how much they are valued.

KEY FINDINGS:

- **On average attributes related to this strategic direction are over-performing.**
- **Every demographic, with the exception of workers, have a positive rank gap.**
- **Most people agree on the importance of improving outdoor trading. 'Outdoor restaurant, cafe and/or bar seating' is the highest investment priority for most demographics.**
- **Attributes related to this Strategic Directions are over-performing the most for people aged 15-24 (rank gap of +7.7 pts)**
- **Attributes related to this Strategic Directions are under-performing the most for people aged 65+ (rank gap of -2.9 pts)**
- **Interestingly, 'Things to do in the evening' is currently perceived as a strength by men, people aged 15-44, people born overseas, workers, students, and households with no children.**



Notes: [1]Respondents could select more than one identity (e.g. Resident and Worker). [2]Questions related to household composition are not part of the mandatory sections of the surveys, leading to differences in samples when compared to overall results. [3]PX data sample for Fannie Bay has a standard error ±8.3pts

PART B.7 - COMMUNITY PLACE PRIORITIES

A VIBRANT AND CREATIVE CITY

B.7 PRIORITIES - A VIBRANT AND CREATIVE CITY

COMMUNITY PLACE PRIORITIES:

PROTECT AND BUILD ON THE VALUED COMMUNITY ACTIVITIES OCCURRING IN TOWN CENTRES ACROSS THE LGA

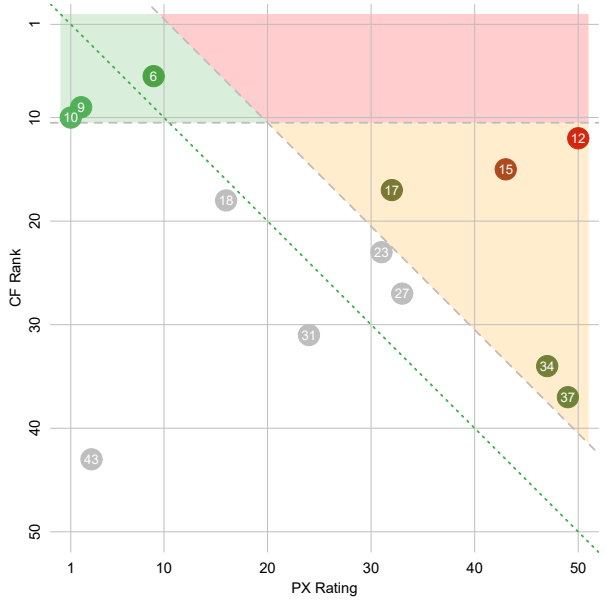
HIGHLIGHT THE CULTURAL, HISTORIC, ECONOMIC AND PHYSICAL DIVERSITY THAT MAKES DARWIN UNIQUE

Darwin's overall look and visual character is perceived as something to be proud of. The city's character is also largely expressed via social interactions, mainly through public events and people's friendliness.

However, the Darwin community would benefit from physical representations of its unique character. One way the community has identified to do so is through public art and references to local history. This would be especially appreciated in the City Centre, Karama, Malak, Parap and Rapid Creek town centres.

Community ideas for change focused on increasing the offer of artistic features, especially those that would reflect each area's uniqueness and Darwin's history. Community members also asked for more occasions to meet their neighbours and connect.

PLACE ATTRIBUTES GRAPH



LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*
- *Vertical: Top 10 CF threshold Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)*
- *Equal CF rank and PX Score (PX=CF)*

CF	STRENGTHS
10	Overall look and visual character of the area
9	Welcoming to all people
6	Evidence of public events happening here (markets, street entertainers etc.)

CF	PRIORITY
N/A	There are no 'Priority' place attributes

CF	CONSIDERATION
12	Local history, heritage buildings or features
15	Public art, community art, water or light feature
17	Interesting things to look at (people, shops, views etc.)
34	Culturally diverse businesses (range of ethnicities and interests etc.)
37	Unusual or unique buildings or public space design

CF	NEUTRAL
18	Landmarks, special features or meeting places
23	Evidence of community activity (community gardening, art, fundraising etc.)
27	Unique mix or diversity of people in the area
31	One of a kind, quirky or unique features
43	Point of difference from other similar streets of places

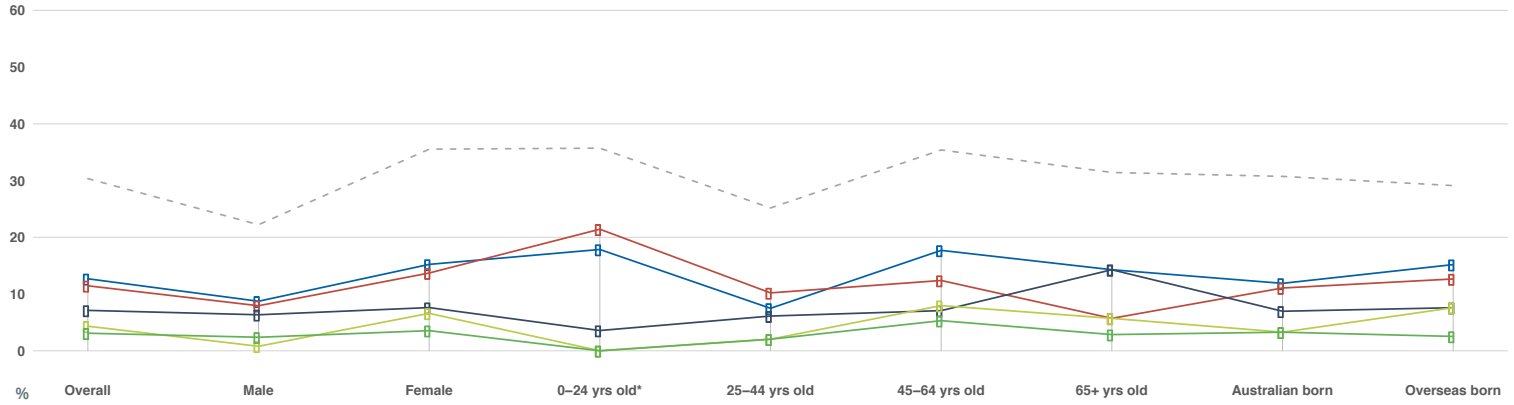
COMMUNITY IDEAS FOR CHANGE: MURALS, ART INSTALLATIONS OR OTHER UNIQUE FEATURES THAT CELEBRATE DARWIN, AND MORE OCCASIONS FOR PEOPLE TO MEET AND KNOW EACH OTHER ARE THE MOST COMMON IDEAS RELATED TO THIS STRATEGIC DIRECTION

Place Score asked online survey respondents: '**What big or small idea do you have to bring Darwin's vision to life and make your local area a better place for you?**'

The 25 word ideas for change were then classified in different themes to identify what the community had in mind.

323 community ideas were collected. Community Ideas related to this Strategic Direction are summarised here:

PROPORTION OF COMMUNITY IDEAS BY THEME AND KEY DEMOGRAPHICS



#1

More and/or better unique local features

41 answers (12.7%)

"Bring Darwin's amazing street art to the suburbs too, plant more trees, create more water features and provide recycling bins alongside rubbish bins. "
FEMALE,45-54 YEARS OLD

#2

Improve sense of belonging and interactions between residents

37 answers (11.5%)

"Creating spaces and events to create an atmosphere of community and togetherness, as Darwin is a transient city "
FEMALE, 15-24 YEARS OLD

#3

More and/or better arts and culture facilities

23 answers (7.1%)

"Art and live music in the CBD. Tax concessions for venues that support live music and social interraction."
MALE, 35-44 YEARS OLD

#4

More and/or better consideration and inclusion of diversity

14 answers (4.3%)

"Support our Indigenous and multicultural community organisations to offer music, art, history, etc in pop up mode in all our empty shops."
FEMALE, 65-74 YEARS OLD

#5

Celebrate and/or protect heritage

10 answers (3.1%)

"Provide an audible tour of Darwin's history and link all the main attractions for locals and tourists to take part via an app."
FEMALE, 25-34 YEARS OLD

LEGEND

- *Total percentage of ideas for change related to this Strategic Direction by demographic*
- *Percentage of ideas for change related to a specific theme by demographic*

Notes: Community ideas have been classified under more than one theme when applicable. Percentages noted are for the overall total number of responses. Percentages are rounded to the first digit, which may lead to minor differences when summed. Themes have been assigned to a Strategic Direction based on examples provided in Darwin 2030 and the Place Score place attributes alignment with each Strategic Direction. n=323. *Small sample (n=<30).

COMMUNITY PLACE PRIORITIES BY TOWN CENTRE

This table identifies the level of priority for each place attribute within this Strategic Direction.

	Culturally diverse businesses (range of ethnicities and interests etc.)	**Evidence of community activity** (community gardening, art, fundraising etc.)	**Evidence of public events happening here** (markets, street entertainers etc.)	**Interesting things to look at** (people, shops, views etc.)	**Landmarks, special features or meeting places**	**Local history, heritage buildings or features**	**One of a kind, quirky or unique features**	**Overall look and visual character of the area**	**Point of difference from other similar streets of places**	**Public art, community art, water or light feature**	**Unique mix or diversity of people in the area**	**Unusual or unique buildings or public space design**	**Welcoming to all people**
Darwin Average	Consideration	Neutral	Strength	Consideration	Neutral	Consideration	Neutral	Strength	Neutral	Consideration	Neutral	Consideration	Strength
Casuarina	Neutral	Consideration	Strength	Consideration	Neutral	Consideration	Neutral	Strength	Neutral	Consideration	Neutral	Neutral	Strength
City Centre Average	Consideration	Neutral	Strength	Consideration	Neutral	Priority	Neutral	Neutral	Neutral	Consideration	Neutral	Consideration	Neutral
Fannie Bay[3]	Consideration	Consideration	Strength	Consideration	Neutral	Consideration	Neutral	Strength	Neutral	Consideration	Neutral	Neutral	Neutral
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Nightcliff	Neutral	Consideration	Priority	Consideration	Consideration	Consideration	Neutral	Strength	Neutral	Consideration	Consideration	Consideration	Neutral
Parap	Consideration	Consideration	Priority	Neutral	Neutral	Priority	Neutral	Neutral	Neutral	Consideration	Neutral	Consideration	Strength
Rapid Creek	Consideration	Consideration	Strength	Neutral	Neutral	Consideration	Neutral	Strength	Neutral	Priority	Consideration	Neutral	Neutral

LEGEND

- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*
- *Neutral (Do not focus on these attributes)*

COMMUNITY PLACE PRIORITIES BY AUDIENCES

This page uses the average rank gap of all attributes related to this strategic direction, for each demographic. A rank gap is the difference between the performance of different features of a place (PX) and the value people attach to each of these features (Care Factor).

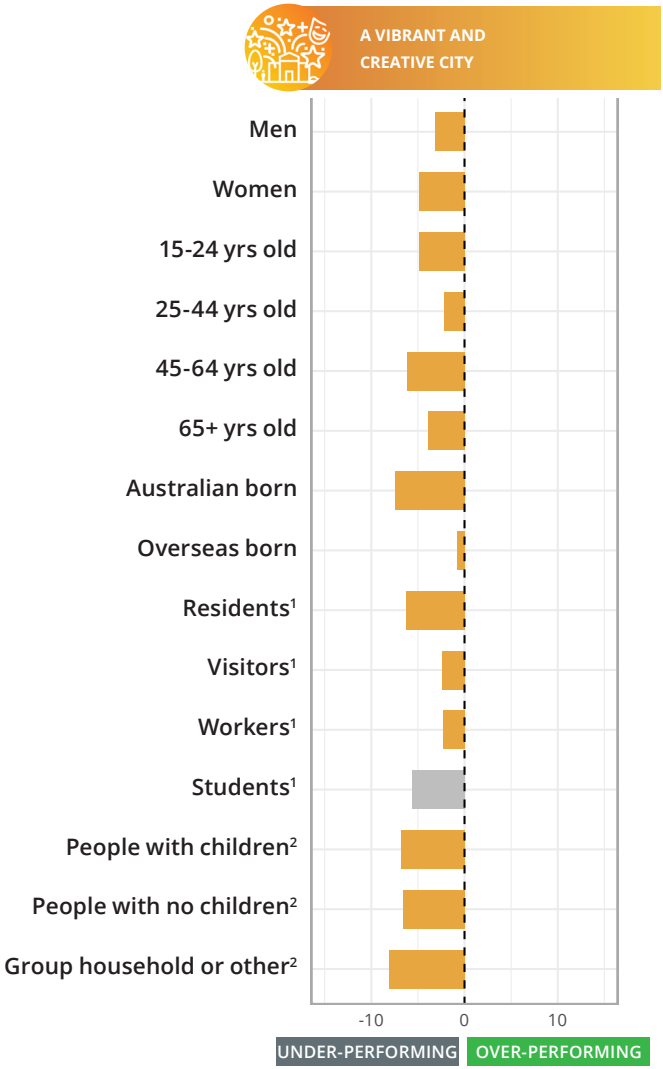
The rank gap establishes the priority level of each attribute. When combined, the rank gap of multiple attributes can highlight how, on average, features related to a Strategic Direction are meeting the needs of different segments of your community.

A positive rank gap indicates that the attributes are on average **over-performing** when compared to how much they are valued.

A negative rank gap indicates that the attributes are on average **under-performing** when compared to how much they are valued.

KEY FINDINGS:

- **Everyone agrees that there is room for improvement. Every demographic has a negative gap between people's values and the performance of their town centre.**
- **Local history or heritage features is more important to some than others. People aged 45+, those born in Australia, residents and visitors all see it as a high priority.**
- **Some demographics are not satisfied with current public events. Workers, students and parents would like to see some improvements in regards to public events in their town centre.**
- **Attributes related to this Strategic Directions are under-performing for every demographic. However, people born overseas have the best balance between performance and values (rank gap of -0.8 pts)**
- **People living in a group household or other type of household have the worst balance between what they care about and how their main street is performing (rank gap of -8 pts)**



Notes: [1]Respondents could select more than one identity (e.g. Resident and Worker). [2]Questions related to household composition are not part of the mandatory sections of the surveys, leading to differences in samples when compared to overall results. [3]PX data sample for Fannie Bay has a standard error ±8.3pts

2) COMMUNITY INSIGHTS REPORT

THIS SECTION OF THE REPORT INCLUDES:

- PART A - AN OVERVIEW OF CARE FACTOR AND PX ASSESSMENT RESULTS
- PART B - DETAILED CARE FACTOR RESULTS
- PART C - DETAILED PX ASSESSMENT RESULTS
- PART D- DETAILED RESULTS AND PRIORITIES BY TOWN CENTRE

A.1 - ABOUT THE RESPONDENTS

Data was collected via online and face-to-face surveys during the period of 23 of July and 15 of September 2019. A total of 1574 people participated.

CONFIDENCE LEVEL:

Unless noted otherwise, a **95% confidence level** can be expected for all results, with a margin of error of ±10% for Care Factor data, and a standard error of ±5.8pts for PX data[3].

	Demographic	Low Target	Achieved	Remark
CF	LGA	n = 380 for ±5% at 95% Confidence	n = 1125	Above target
	15-24 yrs	14.7% ±5%	8.3%	1.4% below target margin
	25-44 yrs	44.5% ±5%	48.1%	Target Achieved
	45-64 yrs	29.8% ±5%	33.1%	Target Achieved
	65+ yrs	11% ±5%	10.5%	Target Achieved
	Male	51.3% ±5%	38.1%	8.1% below target margin
	Female	48.7% ±5%	61.8%	8.1% above target margin
	Smallest Town Centre sample (Fannie Bay)	n=90 for ±10% at 95% Confidence	n = 89	1 respondent under target (achieved ±10% at 95% Confidence)
PX	15-24 yrs	14.7% ±5%	10.5%	Target Achieved
	25-44 yrs	44.5% ±5%	42.5%	Target Achieved
	45-64 yrs	29.8% ±5%	30.5%	Target Achieved
	65+ yrs	11% ±5%	16.5%	0.5% above target margin
	Male	51.3% ±5%	51.7%	Target Achieved
	Female	48.7% ±5%	47.7%	Target Achieved
	Smallest PX1 sample (Fannie Bay Supermarket)	n=25	n=13	12 respondents under target [3]
	Smallest PX2 sample (Parap Road)	n=40	n=43	Above target

CARE FACTOR DATA

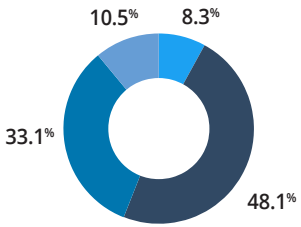
Data was collected via online and face-to-face surveys during the period of 24 of July and 15 of September 2019. A total of 1125 people participated.

n=1125

GENDER

38.1% 61.8% 0.1%

AGE[1]



COUNTRY OF BIRTH

Australia	73.9%
United Kingdom[2]	6.1%
New Zealand	3.1%
India	1.9%
Germany	1.4%

PX DATA

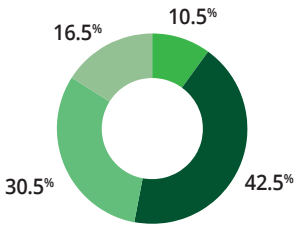
Data was collected via online and face-to-face surveys during the period of 23 of July and 15 of September 2019. A total of 449 people participated.

n=449

GENDER

51.7% 47.7% 0.6%

AGE[1]



COUNTRY OF BIRTH

Australia	63.9%
United Kingdom[2]	10%
New Zealand	4.7%
India	2.9%
Iran	2.2%

2016 CENSUS DATA

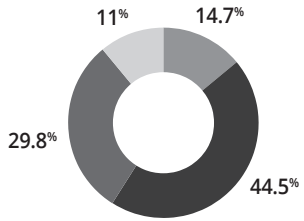
This column captures the make-up of our population in accordance with the 2016 census.

N=78,804

GENDER

51.3% 48.7% N/A%

AGE[1]



COUNTRY OF BIRTH

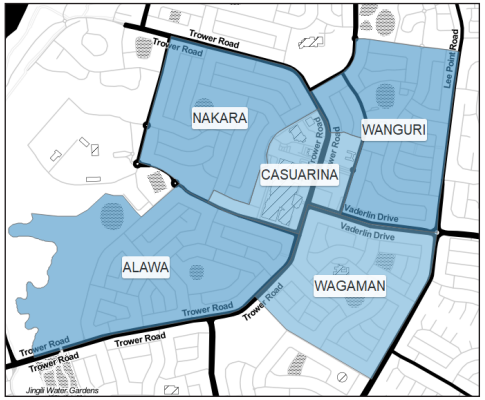
Australia	57%
Philippines	4.3%
England[2]	3.3%
India	2.7%
New Zealand	2.0%

CARE FACTOR

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

A Care Factor survey requires respondents to prioritise the place attributes that are the most important to them. In turn, this reveals which out of the 50 Place Attributes are the most valued by the community.

Data was collected for nine Town Centres. Data has been coded using the answers of people residing in the suburb of the town centre, respondents associated with the town centre (workers, visitors, students), as well as people residing in the immediate catchment of the Town Centre. The following map is an example of the Casuarina catchment area:



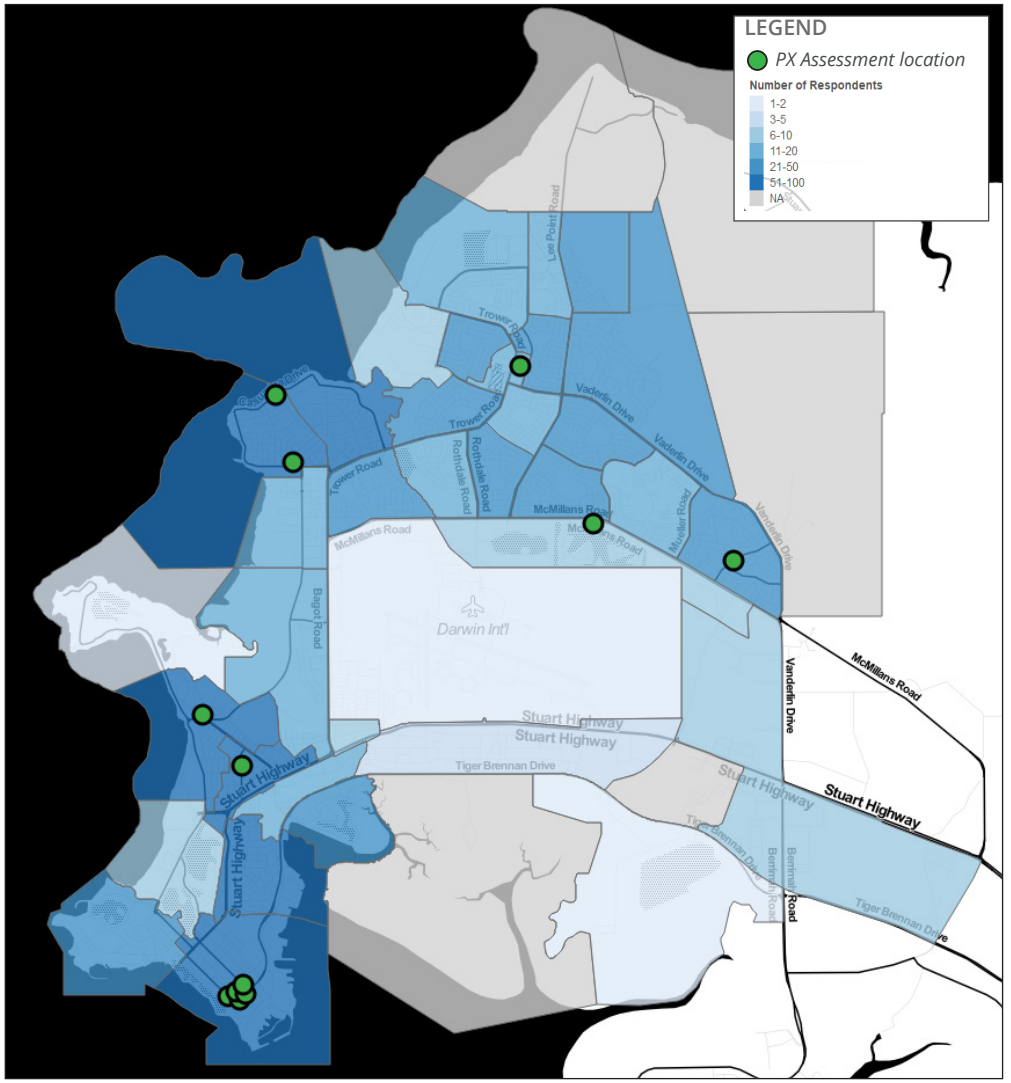
PX ASSESSMENTS

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

12 main street environments have been assessed by the Darwin community. Respondents were asked to rate how their main street performs against 50 different place attributes.

A Street PX Assessment is an observation study, which means most locations are between 200 and 400 meters in length to allow respondents to see the whole street when rating it. The following map is an example of what most location's limits and scale resemble:

MAP OF CARE FACTOR DATA AND PX ASSESSMENT LOCATIONS



Notes: [1]Place Score does not actively collect surveys from people aged under 15. When collecting face to face data, Place Score is unable to survey people under the age of 15 years without parental consent. The ABS percentage of people aged 0-15 have been redistributed across other age groups. [2]Place Score groups the United Kingdom. [3] PX data sample for Fannie Bay has a standard error ±8.3pts. The location was surveyed on a weekday and weekend, in both instances users of the space were reluctant to participate. This is noted for all PX results related to this street.

A.2 - DARWIN AT A GLANCE

carefactor town centre

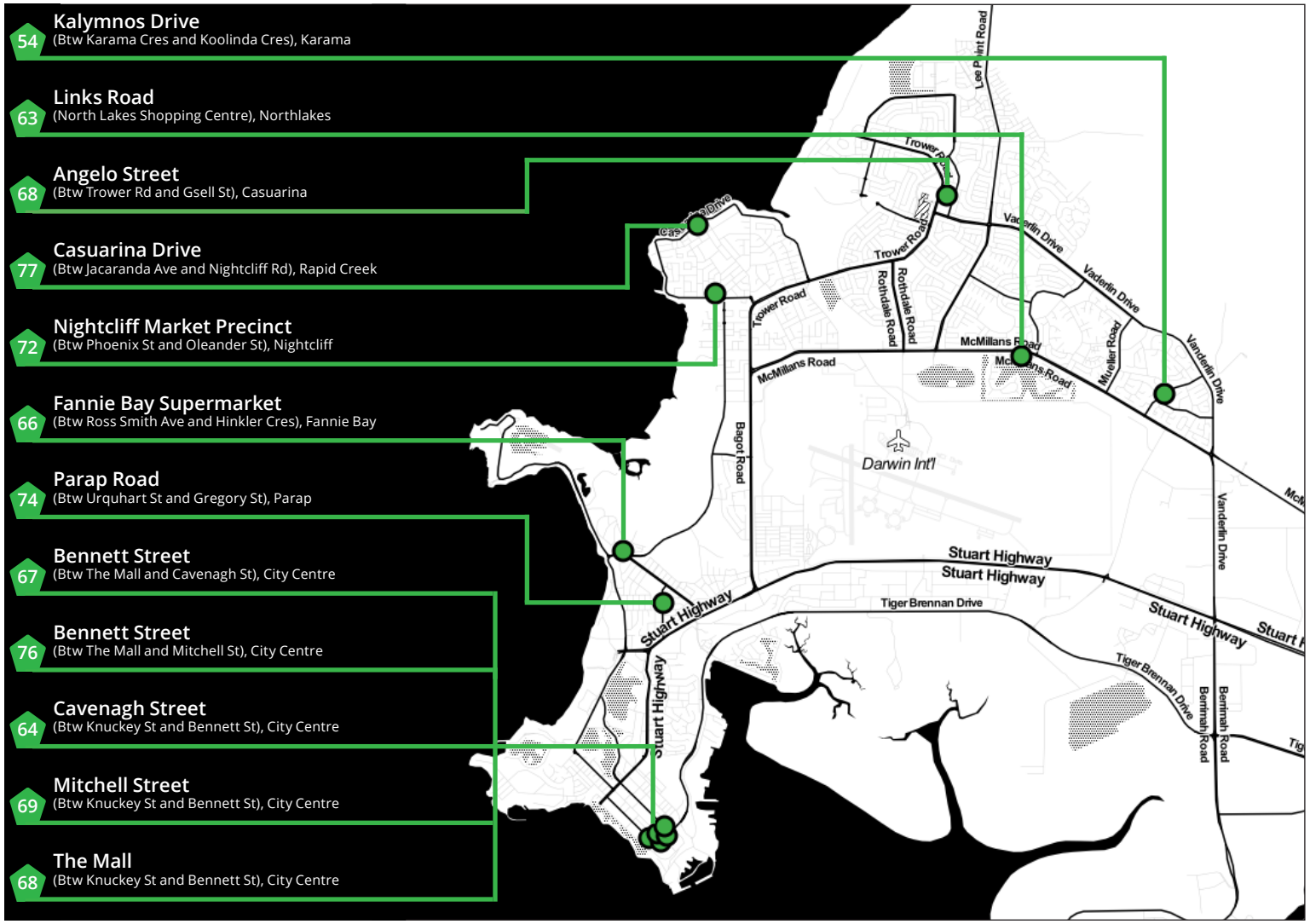
The Care Factor survey invites respondents to prioritise the place attributes that are most important to them in their ideal main street or town centre environment.

The following 5 attributes were select by the majority of your community as being important to them in their ideal town centre:

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	66%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	64%
=#3	**Vegetation and natural elements** (street trees, planting, water etc.)	58%
=#3	**General condition of vegetation, street trees and other planting**	58%
=#3	**Sense of safety** (for all ages, genders, day/night etc.)	58%

PXassessment street

A PX (Place Experience) Assessment is an observation study that asks respondents to rate how different aspects of a street are performing, resulting in a PX Score.



LOOKING AFTER PUBLIC SPACES AND VEGETATION ARE THE HIGHEST PRIORITIES FOR THE DARWIN LGA

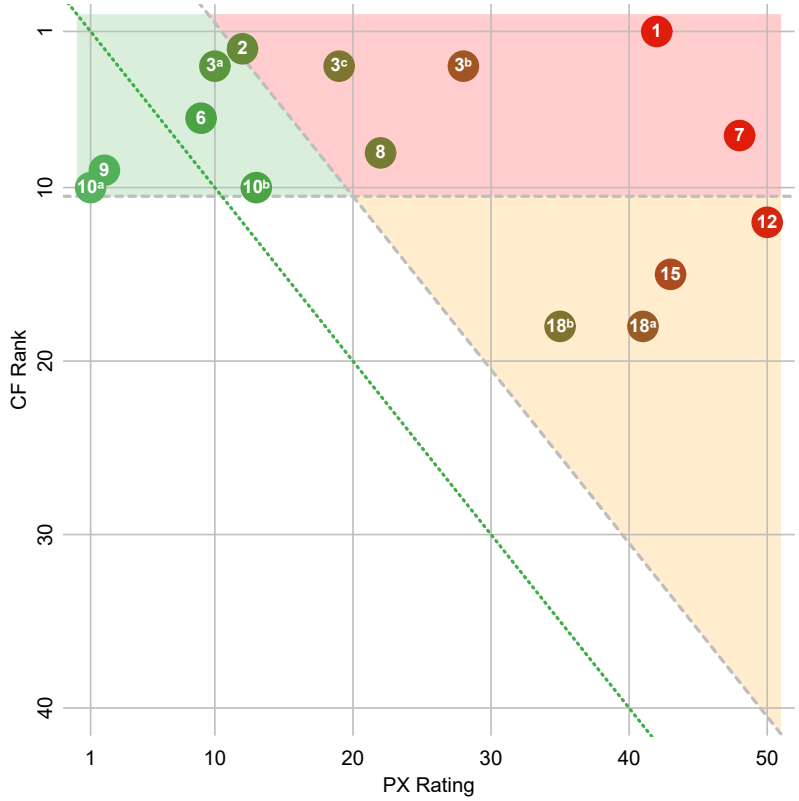
These tables and graph illustrate the Darwin LGA's average strengths, priorities and considerations.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.

It should be noted that these priorities are based only on the surveyed streets, the average includes the results of five City Centre locations. Town Centre specific priorities can be found in the next section of this report.



LEGEND

- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
10a	Overall look and visual character of the area
9	Welcoming to all people
10b	Walking, cycling or public transport options
6	Evidence of public events happening here (markets, street entertainers etc.)
3a	Sense of safety (for all ages, genders, day/ night etc.)

CF	PRIORITY
7	Maintenance of public spaces and street furniture
1	Cleanliness of public space
3b	General condition of vegetation, street trees and other planting
3c	Vegetation and natural elements (street trees, planting, water etc.)
8	Outdoor restaurant, cafe and/or bar seating
2	Elements of the natural environment (views, vegetation, topography, water etc.)

CF	CONSIDERATION
12	Local history, heritage buildings or features
15	Public art, community art, water or light feature
18a	Interaction with locals/ other people in the area (smiles, customer service etc.)
18b	Physical safety (paths, cars, lighting etc.)

Notes:

A.3 - PRIORITIES BY TOWN CENTRE

carefactor town centre
PXassessment street

MOST TOWN CENTRES ALIGN ON THE IMPORTANCE OF IMPROVING CLEANLINESS AND GREENERY

The following table highlights the PX Score and Top three priorities of each location where both values and performance were captured:

TOWN CENTRE (CF)	STREET LOCATIONS (PX)	PX SCORE	PRIORITY 1	PRIORITY 2	PRIORITY 3
Darwin Average	All surveyed locations	**68**	**Maintenance of public spaces and street furniture**	**Cleanliness of public space**	**General condition of vegetation, street trees and other planting**
Casuarina	Angelo Street (Btw Trower Rd and Gsell St)	**68**	Maintenance of public spaces and street furniture	Vegetation and natural elements (street trees, planting, water etc.)	Elements of the natural environment (views, vegetation, topography, water etc.)
City Centre Average	Bennett Street (Btw The Mall and Cavenagh St) Bennett Street (Btw The Mall and Mitchell St) Cavenagh Street (Btw Knuckey St and Bennett St) Mitchell Street (Btw Knuckey St) and Bennett St) The Mall (Btw Knuckey St and Bennett St)	**70**	Cleanliness of public space	Local history, heritage buildings or features	Maintenance of public spaces and street furniture
Fannie Bay[1]	Fannie Bay Supermarket (Btw Ross Smith Ave and Hinkler Cres)	**66**	Maintenance of public spaces and street furniture	Cleanliness of public space	Walking, cycling or public transport options
Karama	Kalymnos Drive (Btw Karama Cres and Koolinda Cres)	**54**	General condition of vegetation, street trees and other planting	Maintenance of public spaces and street furniture	Cleanliness of public space
Malak (including Mararra and Northlakes area)	Links Road (North Lakes Shopping Centre)	**63**	Maintenance of public spaces and street furniture	General condition of vegetation, street trees and other planting	Physical safety (paths, cars, lighting etc.)
Nightcliff	Nightcliff Market Precinct (Btw Phoenix St and Oleander St)	**72**	Cleanliness of public space	Maintenance of public spaces and street furniture	Elements of the natural environment (views, vegetation, topography, water etc.)
Parap	Parap Road (Btw Urquhart St and Gregory St)	**74**	Cleanliness of public space	Local history, heritage buildings or features	Maintenance of public spaces and street furniture
Rapid Creek	Casuarina Drive (Btw Jacaranda Ave and Nightcliff Rd)	**77**	Public art, community art, water or light feature	Vegetation and natural elements (street trees, planting, water etc.)	Maintenance of public spaces and street furniture

LEGEND

Different from the Darwin average Top three priorities

A.4 - HOW DO YOU COMPARE?

PXassessment street

DARWIN'S AVERAGE IS PERFORMING ABOVE THE NATIONAL BENCHMARK

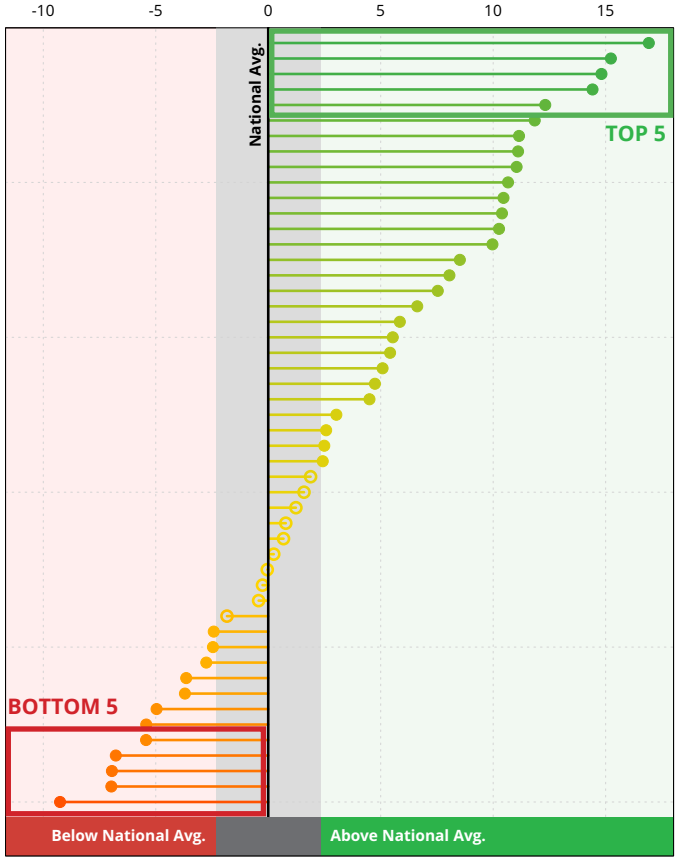
Your PX Scores acts as a benchmark to track liveability performance over time and allows for comparison against other locations. The combined PX results of surveyed Darwin streets is here compared to a other states across Australia.

PX Scores:

- 70 Victorian Average
- 68 Surveyed Darwin Streets Average
- 65 National Average
- 63 New South Wales Average
- 59 Western Australian Average
- 56 Queensland Average

YOUR TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Things to do in the evening (shopping, dining, entertainment etc.)	+16.9
Evidence of public events happening here (markets, street entertainers etc.)	+15.2
Point of difference from other similar streets of places	+14.8
Free and comfortable group seating	+14.4
Car accessibility and parking	+12.3

YOUR BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Culturally diverse businesses (range of ethnicities and interests etc.)	-9.3
Businesses that reflect the local community and values	-7.0
Interaction with locals/ other people in the area (smiles, customer service etc.)	-6.9
Maintenance of public spaces and street furniture	-6.8
Cleanliness of public space	-5.4



Notes: Follow **this link** to see how all 50 Place Score attributes are performing compared to the national average. Each attribute is scored out of 100. The grey area illustrates attributes that are within the margin of error, meaning you should be cautious as they could be a bit lower, higher or the same as the national average. National average sample used n=11210 (Oct 2019). [1]PX data sample for Fannie Bay has a standard error ±8.3pts

PART B - TOWN CENTRE CARE FACTOR

YOUR CARE FACTOR DATA ACTS AS A ‘PLACE CENSUS’, IDENTIFYING WHAT IS MOST IMPORTANT TO YOUR COMMUNITY REGARDING THEIR IDEAL TOWN CENTRE. THE DATA IS VALID FOR 3-5 YEARS AND CAN BE USED FOR A VARIETY OF STRATEGIC AND TACTICAL PROJECTS.

B.1 - TOWN CENTRE CARE FACTOR SHARED VALUES

OUR COMMUNITY'S TOWN CENTRE VALUES

This section of the report summarises the results of the Town Centre Care Factor survey that was collected between 24 July and 15 of September 2019. A total of 1125 people participated, both online and face to face.

Data was collected for nine Town Centres using the answers of people residing in the suburb of the town centre, respondents associated with the town centre (workers, visitors, students) as well as people residing in the immediate catchment of the Town Centre.

A Care Factor survey requires respondents to prioritise the place attributes that are the most important to them. In turn, this reveals which out of the 50 Place Attributes are the most valued by the community.

The following section highlights your community's values:

- For the Darwin LGA
- By demographic groups
- By Ward
- By Town Centre catchment

ABOUT THE RESPONDENTS

CARE FACTOR DATA

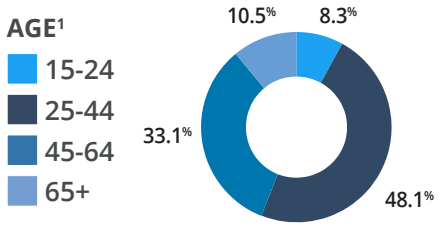
Data was collected via online and face-to-face surveys during the period of 24 of July and 15 of September 2019. A total of 1125 people participated.

n=1125

GENDER

38.1% 61.8% 0.1%

AGE[1]



COUNTRY OF BIRTH

Australia	73.9%
United Kingdom[2]	6.1%
New Zealand	3.1%
India	1.9%
Germany	1.4%

2016 CENSUS DATA

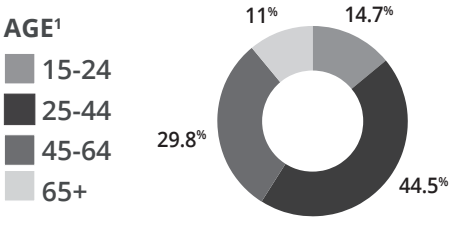
This column captures the make-up of our population in accordance with the 2016 census.

N=78,804

GENDER

51.3% 48.7% N/A%

AGE[1]



COUNTRY OF BIRTH

Australia	57%
Philippines	4.3%
England[2]	3.3%
India	2.7%
New Zealand	2.0%

THE FIVE PLACE DIMENSIONS ARE:

CARE
How well a place is managed, maintained and improved. It considers care, pride, personal and financial investment in the area.

LOOK & FUNCTION
Physical characteristics of a place: how it looks and works, the buildings, public space and vegetation.

SENSE OF WELCOME
The social characteristics of a place, and how inviting it feels to a range of people regardless of age, income, gender, ethnicity or interests.

THINGS TO DO
Activities, events and inviting spaces to spend time in a place that might lead to a smile or a new friend.

UNIQUENESS
Physical, social, cultural or economic aspects of an area that make a place interesting, special or unique.

WHAT DO WE ALL CARE ABOUT?

The 1125 Town Centre Care Factor respondents were aligned around the following four themes:

1) ABUNDANCE OF UNIQUE GREEN SPACES AND NATURAL FEATURES

Three of your LGA's top 5 Care Factors are related to nature and greenery. Your community highly values elements of the natural environment and how they are cared for.

Do we all agree?

- All wards and town centre catchments agree on the importance of nature and greenery
- The Chan Ward is where most people selected these attributes as being important to them

2) ATTRACTIVE AND WELL MAINTAINED PUBLIC SPACES

Cleanliness is your community's top Care Factor. The Darwin community also identified the maintenance of public spaces and street furniture as being important to them.

Do we all agree?

- '*Cleanliness of public space*' is in every demographic and location's top five Care Factors
- '*Maintenance of public spaces and street furniture'* is in every location and ward's top 10 Care Factors

3) SOCIAL AND SAFE SHARED ENVIRONMENTS

Your community values spaces where everyone can feel safe and welcomed.

Do we all agree?

- 'Sense of safety (for all ages, genders, day/night etc.)' is most valued by respondents in the City Centre and Leanyer (including Hibiscus) catchment areas
- Lyons Ward has the highest percentage of respondents that selected '*Welcoming to all people*' as being important to them

DARWIN LGA TOP 10 CARE FACTORS

RANK	ATTRIBUTE	% OF PEOPLE	
#1	**Cleanliness of public space**	66%	CARE
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	64%	UNIQUE
=#3	**Vegetation and natural elements** (street trees, planting, water etc.)	58%	LOOK & FUNCTION
=#3	**General condition of vegetation, street trees and other planting**	58%	CARE
=#3	**Sense of safety** (for all ages, genders, day/night etc.)	58%	SENSE OF WELCOME
#6	**Evidence of public events happening here** (markets, street entertainers etc.)	49%	THINGS TO DO
#7	**Maintenance of public spaces and street furniture**	47%	CARE
#8	**Outdoor restaurant, cafe and/or bar seating**	43%	THINGS TO DO
#9	**Welcoming to all people**	42%	SENSE OF WELCOME
=#10	**Overall look and visual character of the area**[3]	41%	LOOK & FUNCTION

Notes: [1]Place Score does not actively collect surveys from people aged under 15. When collecting face to face data, Place Score is unable to survey people under the age of 15 years without parental consent. The ABS percentage of people aged 0-15 have been redistributed across other age groups. [2]Place Score groups the United Kingdom. [3]Equal #10 with '*Walking, cycling or public transport options*' when rounded-up. However, 0.6% more respondents selected 'Overall look and visual character of the area'.

B.2 - DEMOGRAPHIC DIFFERENCES

YOUR COMMUNITY IS GENERALLY ALIGNED AROUND THE TOP 10 CARE FACTORS

With the exception of students (who value things to do in the evening), every demographic's top three Care Factors are within the LGA's top 10.

Across demographics and locations people generally agree on the importance of the LGA's top five Care factors.

Table 1 illustrates the top three Care Factors for each demographic, highlighting any attribute in a demographic's top three that is not in the LGA's top 10 Care Factors.

Table 2 illustrates how the LGA's top 10 Care Factor Attributes are ranked in each surveyed location, highlighting what is values more or less in each area.

TABLE 1: DEMOGRAPHIC BREAKDOWN

		#1	#2	=#3	=#3	=#3	#6	#7	#8	#9	=#10	Attributes with rank #3 and higher if not in the overall Top 10
ALL	1125											
Male	429	65%	62%	54%	55%	53%	45%	47%	45%	42%	41%	
Female	695	67%	64%	61%	60%	60%	51%	47%	43%	42%	42%	
Age												
0-24	95	63%	56%	52%	47%	51%	49%	35%	37%	39%	44%	
25-44	540	68%	65%	59%	54%	59%	49%	48%	43%	42%	38%	
45-64	372	63%	65%	60%	64%	59%	52%	49%	44%	45%	44%	
65+	118	69%	59%	59%	69%	52%	40%	42%	51%	36%	45%	
Country of birth (Top 3)												
Australia	831	67%	64%	60%	60%	59%	50%	46%	43%	41%	44%	
United Kingdom	69	64%	67%	61%	52%	67%	55%	49%	57%	45%	38%	
New Zealand	35	66%	69%	60%	57%	54%	54%	60%	49%	40%	34%	
Ancestry (Top 3)												
Australasian	502	66%	64%	61%	60%	58%	47%	49%	44%	40%	42%	
European (including United Kingdom)	397	65%	67%	60%	59%	58%	52%	46%	47%	39%	42%	
Asian	74	68%	42%	35%	50%	47%	45%	39%	32%	61%	30%	
Identity												
Residents	749	66%	64%	60%	60%	57%	47%	46%	43%	40%	41%	
Visitors	348	68%	67%	62%	60%	57%	53%	52%	45%	44%	42%	
Workers	143	67%	64%	57%	52%	62%	55%	41%	46%	43%	45%	
Students	41	59%	61%	56%	54%	39%	46%	44%	34%	51%	37%	Things to do in the evening (shopping, dining, entertainment etc.) (56%)
Neighbourhood Type												
Rural/Suburban (Low density)	289	65%	65%	58%	63%	59%	48%	45%	39%	43%	42%	
Inner-urban (Low-medium density)	458	64%	62%	62%	60%	53%	48%	48%	46%	42%	42%	
Inner-urban (Medium-high density)	283	71%	67%	55%	55%	64%	52%	48%	41%	39%	42%	
City (High density)	95	69%	55%	49%	43%	56%	47%	43%	53%	48%	35%	

LEGEND

#1 attribute *#2 attribute* *#3 attribute*

B.3 - GEOGRAPHIC DIFFERENCES

Table 2: Location differences	Cleanliness of public space	Elements of the natural environment (views, vegetation, topography, water etc.)	Vegetation and natural elements (street trees, planting, water etc.)	General condition of vegetation, street trees and other planting	Sense of safety (for all ages, genders, day/night etc.)	Evidence of public events happening here (markets, street entertainers etc.)	Maintenance of public spaces and street furniture	Outdoor restaurant, cafe and/or bar seating	Welcoming to all people	Overall look and visual character of the area[1]	
LGA TOP 10 RANK	**#1**	**#2**	**=#3**	**=#3**	**=#3**	**#6**	**#7**	**#8**	**#9**	**=#10**	**Top 10 attributes for specific locations that are not in LGA Average**
Casuarina	**#1**	#2	#5	#4	#3	#7	#6	#14	#10	#8	#8 Things to do in the evening (shopping, dining, entertainment etc.)
City Centre	**#1**	#3	#4	#5	#2	#8	#9	#6	#12	#13	#6 Things to do in the evening (shopping, dining, entertainment etc.), #9 Local history, heritage buildings or features
Fannie Bay	**#1**	#2	#3	#4	#5	#7	#9	#8	#13	#10	#5 Walking, cycling or public transport options
Karama	**#1**	#2	#5	#2	#4	#11	#6	#8	#14	#14	#7 Physical safety (paths, cars, lighting etc.), #8 Interesting things to look at (people, shops, views etc.), #8 Things to do in the evening (shopping, dining, entertainment etc.)
Leanyer (including Hibiscus)	**#1**	#3	#6	#4	#2	#8	#5	#21	#8	#8	#7 Physical safety (paths, cars, lighting etc.), #8 Walking, cycling or public transport options, #8 Walking paths that connect to other places
Malak (including Mararra and Northlakes area)	**#1**	#2	#5	#4	#3	#6	#7	#28	#10	#16	#8 Physical safety (paths, cars, lighting etc.), #8 Walking, cycling or public transport options, #10 Walking paths that connect to other places, #10 Things to do in the evening (shopping, dining, entertainment etc.), #10 Public art, community art, water or light feature
Nightcliff	#4	#3	**#1**	#2	#6	#5	#8	#11	#13	#9	#7 Walking, cycling or public transport options, #10 Walking paths that connect to other places
Parap	**#1**	#2	#3	#4	#5	#7	#7	#6	#9	#11	#10 Local history, heritage buildings or features
Rapid Creek	#4	**#1**	#2	#3	#7	#5	#8	#12	#13	#9	#6 Walking, cycling or public transport options, #10 Walking paths that connect to other places, #10 Public art, community art, water or light feature

LEGEND

- *Less valued than LGA average*
- *More valued than LGA average*
- *Not in a town centre's top 10*

Notes: [1]Equal #10 with '*Walking, cycling or public transport options*' when rounded-up. However, 0.6% more respondents selected 'Overall look and visual character of the area'.

B.4 - TOP 10 CARE FACTORS BY WARDS

LEGEND
#1 attribute #2 attribute #3 attribute
#1 Different from all respondents top 10 CF

THE CHAN, RICHARDSON AND WATERS WARDS VALUE ACTIVE AND PUBLIC TRANSPORT MORE THAN THE LGA AVERAGE

THE LYONS, RICHARDSON AND WATERS WARDS VALUE EVENING ACTIVITIES AND OUTDOOR ACTIVITIES MORE THAN THE OVERALL

The Chan, Richardson and Waters wards differ from the LGA average, as 'Walking, cycling or public transport options' is part of their top 10 Care Factors.

All wards agree on the importance of cleanliness and greenery. However, the Chan ward stands out as being the only ward in which more people selected vegetation and natural elements than the those that selected cleanliness of the public space.

The following tables illustrate each ward's top 10 Care Factors and how they differ from the LGA average.

OVERALL (n=1125)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	66%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	64%
=#3	**Vegetation and natural elements** (street trees, planting, water etc.)	58%
=#3	**General condition of vegetation, street trees and other planting**	58%
=#3	**Sense of safety** (for all ages, genders, day/night etc.)	58%
#6	**Evidence of public events happening here** (markets, street entertainers etc.)	49%
#7	**Maintenance of public spaces and street furniture**	47%
#8	**Outdoor restaurant, cafe and/or bar seating**	43%
#9	**Welcoming to all people**	42%
=#10	**Overall look and visual character of the area**[1]	41%

CHAN WARD (n=258)

RANK	ATTRIBUTE	% OF N
#1	**Vegetation and natural elements** (street trees, planting, water etc.)	71%
=#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	68%
=#2	**General condition of vegetation, street trees and other planting**	68%
#4	**Cleanliness of public space**	62%
#5	**Evidence of public events happening here** (markets, street entertainers etc.)	60%
#6	**Sense of safety** (for all ages, genders, day/night etc.)	55%
=#7	**Walking, cycling or public transport options**	48%
=#7	**Overall look and visual character of the area**	48%
#9	**Maintenance of public spaces and street furniture**	44%
#10	**Outdoor restaurant, cafe and/or bar seating**	43%

LYONS WARD (n=440)

RANK	ATTRIBUTE	% OF N
#1	**Cleanliness of public space**	67%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	61%
#3	**Sense of safety** (for all ages, genders, day/night etc.)	57%
#4	**Vegetation and natural elements** (street trees, planting, water etc.)	56%
#5	**General condition of vegetation, street trees and other planting**	53%
#6	**Outdoor restaurant, cafe and/or bar seating**	49%
#7	**Evidence of public events happening here** (markets, street entertainers etc.)	47%
=#8	**Maintenance of public spaces and street furniture**	45%
=#8	**Welcoming to all people**	45%
#10	**Things to do in the evening** (shopping, dining, entertainment etc.)	44%

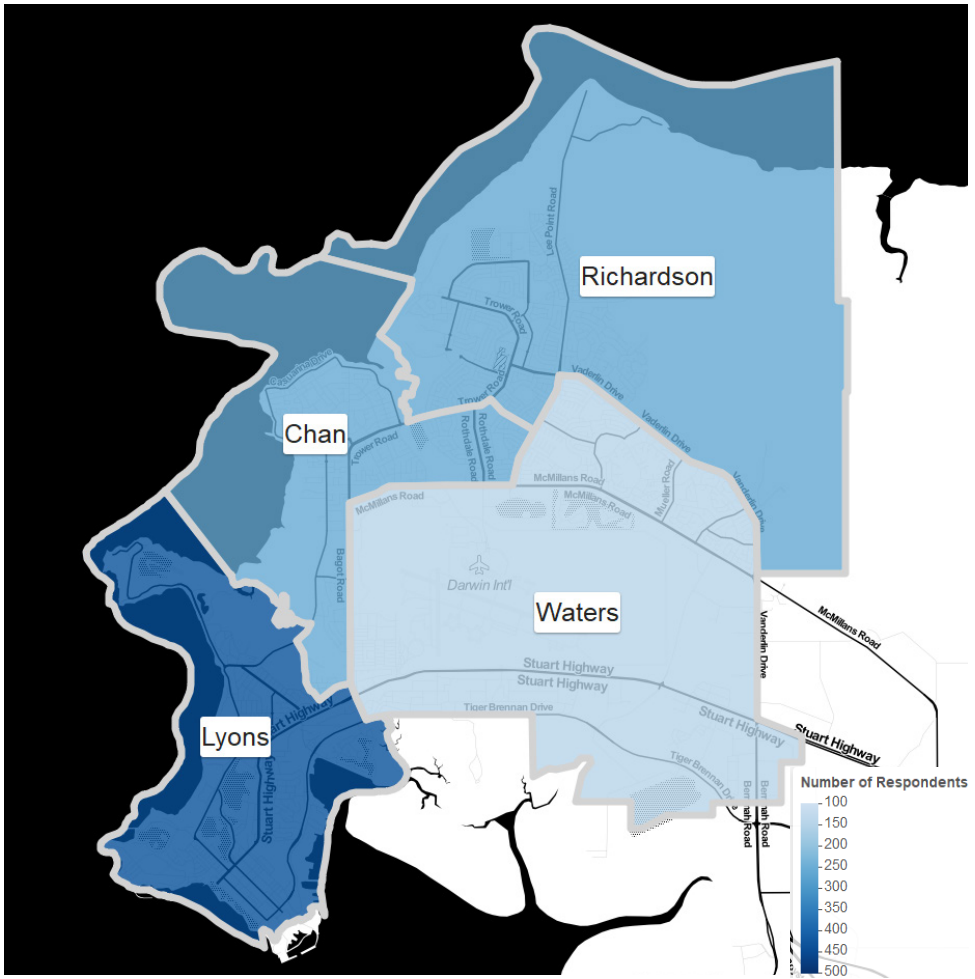
RICHARDSON WARD (n=263)

RANK	ATTRIBUTE	% OF N
#1	**Cleanliness of public space**	68%
#2	**Sense of safety** (for all ages, genders, day/night etc.)	64%
#3	**Elements of the natural environment** (views, vegetation, topography, water etc.)	63%
#4	**General condition of vegetation, street trees and other planting**	57%
#5	**Maintenance of public spaces and street furniture**	55%
#6	**Vegetation and natural elements** (street trees, planting, water etc.)	52%
#7	**Evidence of public events happening here** (markets, street entertainers etc.)	44%
=#8	**Overall look and visual character of the area**	42%
=#8	**Things to do in the evening** (shopping, dining, entertainment etc.)	42%
#10	**Walking, cycling or public transport options**	41%

WATERS WARD (n=149)

RANK	ATTRIBUTE	% OF N
#1	**Cleanliness of public space**	68%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	65%
=#3	**General condition of vegetation, street trees and other planting**	58%
=#3	**Vegetation and natural elements** (street trees, planting, water etc.)	58%
#5	**Sense of safety** (for all ages, genders, day/night etc.)	57%
#6	**Evidence of public events happening here** (markets, street entertainers etc.)	44%
#7	**Maintenance of public spaces and street furniture**	43%
=#8	**Things to do in the evening** (shopping, dining, entertainment etc.)	42%
=#8	**Walking, cycling or public transport options**	42%
#10	**Physical safety *** (paths, cars, lighting etc.)	40%

WARDS LIMITS AND NUMBER OF RESPONDENTS



Notes: [1]Equal #10 with *'Walking, cycling or public transport options'* when rounded-up. However, 0.6% more respondents selected 'Overall look and visual character of the area'. **Lower than 95% confidence level*

B.5 - TOP 10 CARE FACTORS BY TOWN CENTRE

OVERALL (n=1125)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	66%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	64%
=#3	**Vegetation and natural elements** (street trees, planting, water etc.)	58%
=#3	**General condition of vegetation, street trees and other planting**	58%
=#3	**Sense of safety** (for all ages, genders, day/night etc.)	58%
#6	**Evidence of public events happening here** (markets, street entertainers etc.)	49%
#7	**Maintenance of public spaces and street furniture**	47%
#8	**Outdoor restaurant, cafe and/or bar seating**	43%
#9	**Welcoming to all people**	42%
=#10	**Overall look and visual character of the area**[1]	41%

CASUARINA CATCHMENT AREA (n=275)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	67%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	64%
#3	**Sense of safety** (for all ages, genders, day/night etc.)	61%
#4	**General condition of vegetation, street trees and other planting**	57%
#5	**Vegetation and natural elements** (street trees, planting, water etc.)	55%
#6	**Maintenance of public spaces and street furniture**	52%
#7	**Evidence of public events happening here** (markets, street entertainers etc.)	44%
=#8	**Things to do in the evening** (shopping, dining, entertainment etc.)	43%
=#8	**Overall look and visual character of the area**	43%
#10	**Welcoming to all people**	41%

CITY CENTRE CATCHMENT AREA (n=339)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	66%
#2	**Sense of safety** (for all ages, genders, day/night etc.)	61%
#3	**Elements of the natural environment** (views, vegetation, topography, water etc.)	60%
#4	**Vegetation and natural elements** (street trees, planting, water etc.)	54%
#5	**General condition of vegetation, street trees and other planting**	53%
=#6	**Things to do in the evening** (shopping, dining, entertainment etc.)	50%
=#6	**Outdoor restaurant, cafe and/or bar seating**	50%
#8	**Evidence of public events happening here** (markets, street entertainers etc.)	48%
=#9	**Local history, heritage buildings or features**	45%
=#9	**Maintenance of public spaces and street furniture**	45%

FANNIE BAY CATCHMENT AREA (n=89)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	73%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	70%
#3	**Vegetation and natural elements** (street trees, planting, water etc.)	66%
#4	**General condition of vegetation, street trees and other planting**	61%
=#5	**Sense of safety** (for all ages, genders, day/night etc.)	54%
=#5	**Walking, cycling or public transport options**	54%
#7	**Evidence of public events happening here** (markets, street entertainers etc.)	52%
#8	**Outdoor restaurant, cafe and/or bar seating**	51%
#9	**Maintenance of public spaces and street furniture**	47%
#10	**Overall look and visual character of the area**	45%

LEGEND
#1 attribute #2 attribute #3 attribute
#1 Different from all respondents top 10 CF

KARAMA CATCHMENT AREA (n=100)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	67%
=#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	57%
=#2	**General condition of vegetation, street trees and other planting**	57%
#4	**Sense of safety** (for all ages, genders, day/night etc.)	56%
#5	**Vegetation and natural elements** (street trees, planting, water etc.)	51%
#6	**Maintenance of public spaces and street furniture**	48%
#7	**Physical safety** (paths, cars, lighting etc.)	42%
=#8	**Interesting things to look at *** (people, shops, views etc.)	41%
=#8	**Outdoor restaurant, cafe and/or bar seating***	41%
=#8	**Things to do in the evening *** (shopping, dining, entertainment etc.)	41%

LEANYER (INCLUDING HIBISCUS) CATCHMENT AREA (n=156)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	71%
#2	**Sense of safety** (for all ages, genders, day/night etc.)	66%
#3	**Elements of the natural environment** (views, vegetation, topography, water etc.)	65%
#4	**General condition of vegetation, street trees and other planting**	55%
#5	**Maintenance of public spaces and street furniture**	51%
#6	**Vegetation and natural elements** (street trees, planting, water etc.)	49%
#7	**Physical safety** (paths, cars, lighting etc.)	43%
=#8	**Walking, cycling or public transport options**	42%
=#8	**Evidence of public events happening here** (markets, street entertainers etc.)	42%
=#8	**Overall look and visual character of the area**	42%

MALAK (INCLUDING MARARRA AND NORTHLAKES AREA) CATCHMENT AREA (n=97)

RANK	ATTRIBUTE	% OF n
#1	**Cleanliness of public space**	70%
#2	**Elements of the natural environment** (views, vegetation, topography, water etc.)	69%
#3	**Sense of safety** (for all ages, genders, day/night etc.)	62%
#4	**General condition of vegetation, street trees and other planting**	60%
#5	**Vegetation and natural elements** (street trees, planting, water etc.)	59%
#6	**Evidence of public events happening here** (markets, street entertainers etc.)	48%
#7	**Maintenance of public spaces and street furniture**	46%
=#8	**Physical safety** (paths, cars, lighting etc.)	44%
=#8	**Walking, cycling or public transport options**	44%
#10	**Public art, community art, water or light feature***	40%

NIGHTCLIFF CATCHMENT AREA (n=204)

RANK	ATTRIBUTE	% OF n
#1	**Vegetation and natural elements** (street trees, planting, water etc.)	69%
#2	**General condition of vegetation, street trees and other planting**	68%
#3	**Elements of the natural environment** (views, vegetation, topography, water etc.)	67%
#4	**Cleanliness of public space**	65%
#5	**Evidence of public events happening here** (markets, street entertainers etc.)	58%
#6	**Sense of safety** (for all ages, genders, day/night etc.)	56%
#7	**Walking, cycling or public transport options**	51%
#8	**Maintenance of public spaces and street furniture**	46%
#9	**Overall look and visual character of the area**	45%
#10	**Walking paths that connect to other places**	44%

Notes: [1]Equal #10 with *'Walking, cycling or public transport options'* when rounded-up. However, 0.6% more respondents selected 'Overall look and visual character of the area'. **Lower than 95% confidence level*

LEGEND
#1 attribute #2 attribute #3 attribute
#1 Different from all respondents top 10 CF

OVERALL (n=1125)

RANK	ATTRIBUTE	% OF n
#1	Cleanliness of public space	66%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64%
=#3	Vegetation and natural elements (street trees, planting, water etc.)	58%
=#3	General condition of vegetation, street trees and other planting	58%
=#3	Sense of safety (for all ages, genders, day/night etc.)	58%
#6	Evidence of public events happening here (markets, street entertainers etc.)	49%
#7	Maintenance of public spaces and street furniture	47%
#8	Outdoor restaurant, cafe and/or bar seating	43%
#9	Welcoming to all people	42%
=#10	Overall look and visual character of the area[1]	41%

PARAP CATCHMENT AREA (n=203)

RANK	ATTRIBUTE	% OF n
#1	Cleanliness of public space	68%
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	63%
#3	Vegetation and natural elements (street trees, planting, water etc.)	59%
#4	General condition of vegetation, street trees and other planting	55%
#5	Sense of safety (for all ages, genders, day/night etc.)	53%
#6	Outdoor restaurant, cafe and/or bar seating	50%
=#7	Evidence of public events happening here (markets, street entertainers etc.)	49%
=#7	Maintenance of public spaces and street furniture	49%
#9	Welcoming to all people	48%
#10	Local history, heritage buildings or features	42%

RAPID CREEK CATCHMENT AREA (n=147)

RANK	ATTRIBUTE	% OF n
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	70%
#2	Vegetation and natural elements (street trees, planting, water etc.)	68%
#3	General condition of vegetation, street trees and other planting	67%
#4	Cleanliness of public space	63%
#5	Evidence of public events happening here (markets, street entertainers etc.)	55%
#6	Walking, cycling or public transport options	54%
#7	Sense of safety (for all ages, genders, day/night etc.)	53%
#8	Maintenance of public spaces and street furniture	48%
#9	Overall look and visual character of the area	47%
#10	Public art, community art, water or light feature	43%

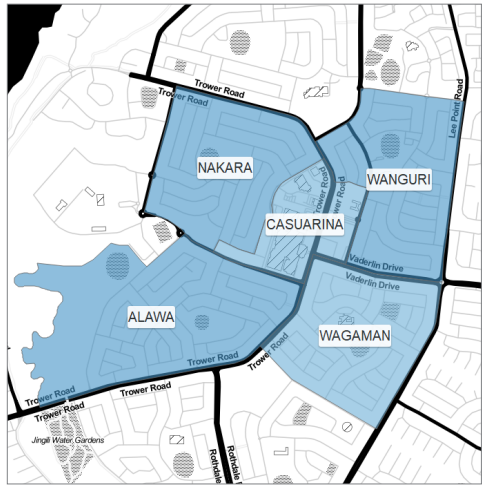
ABOUT THE TOWN CENTRES' CATCHMENT AREA

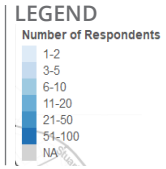
The following maps illustrate the catchment area of each town centre.

The data included in each catchment area is based on the answers provided by:

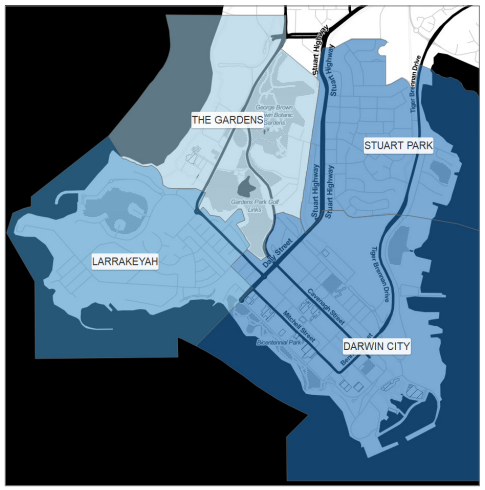
- Respondents residing in the town centre's suburb
- Respondents that associated with the town centre (workers, visitors, students
- Respondents living in neighbouring suburbs, unless the suburb includes another surveyed town centre

CASUARINA CATCHMENT AREA:

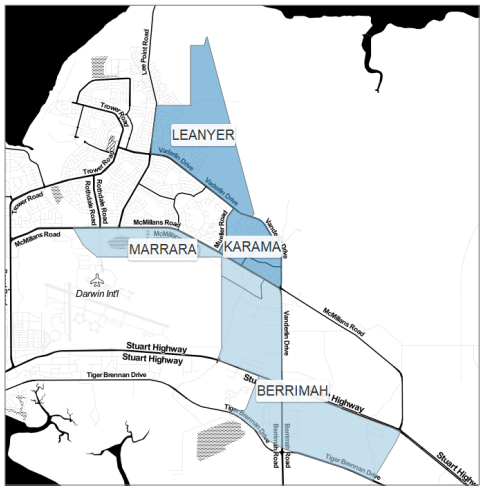




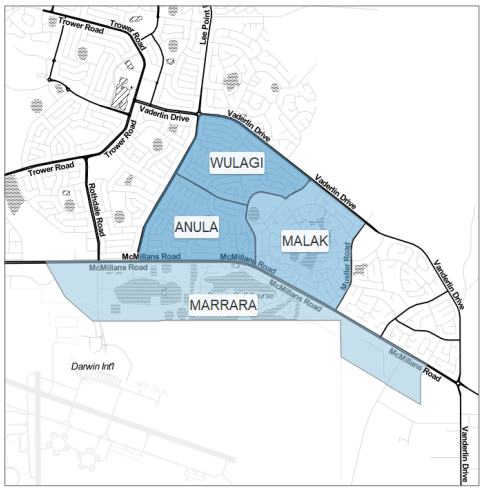
CITY CENTRE CATCHMENT AREA:



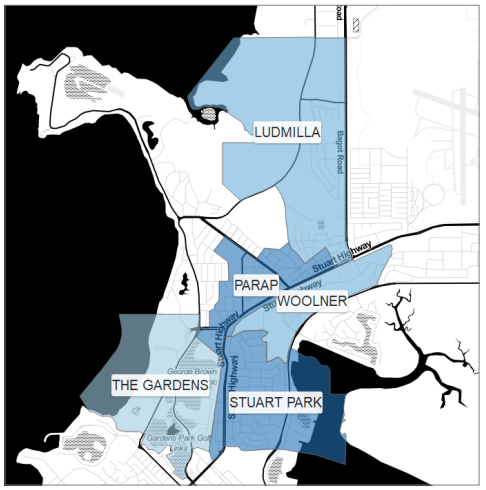
KARAMA CATCHMENT AREA:



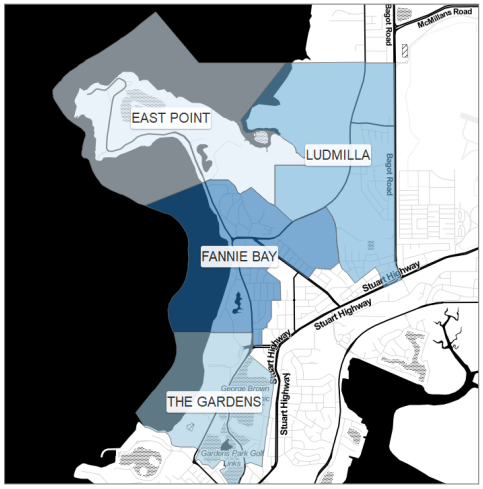
MALAK (INC. MARARRA AND NORTHLAKES AREA) CATCHMENT AREA:



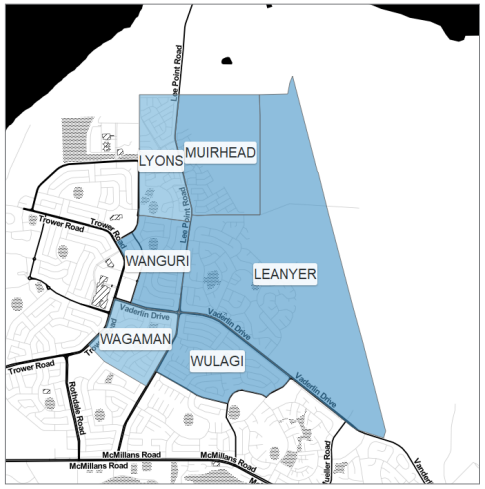
PARAP CATCHMENT AREA:



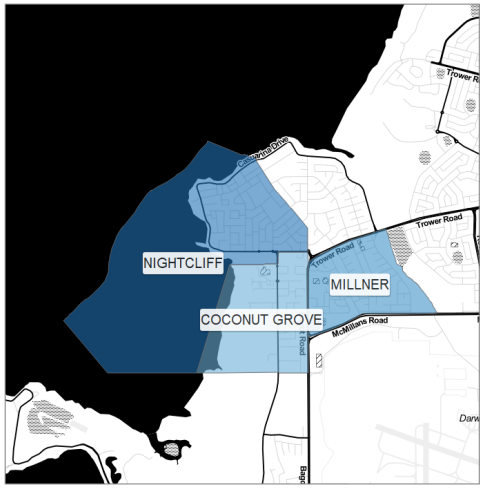
FANNIE BAY CATCHMENT AREA:



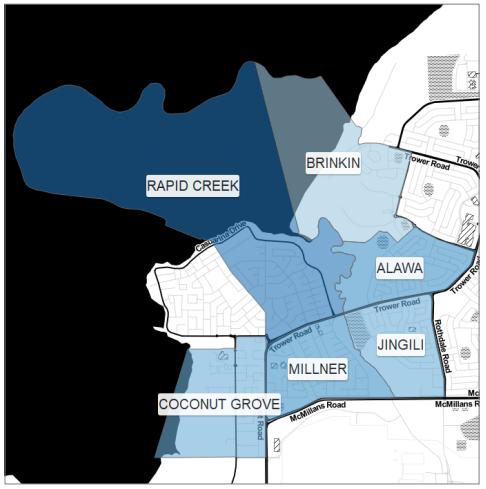
LEANYER (INC. HIBISCUS) CATCHMENT AREA:



NIGHTCLIFF CATCHMENT AREA:



RAPID CREEK CATCHMENT AREA:



Notes: [1]Equal #10 with *'Walking, cycling or public transport options'* when rounded-up. However, 0.6% more respondents selected 'Overall look and visual character of the area'. **Lower than 95% confidence level*

PART C - PX ASSESSMENTS

THE PX SCORE IS A NUMBER BETWEEN ZERO AND 100 THAT MEASURES YOUR COMMUNITY'S LIVED PLACE EXPERIENCE. IT ALLOWS YOU TO IDENTIFY WHAT ATTRIBUTES ARE CONTRIBUTING POSITIVELY AND NEGATIVELY TO HOW YOUR STREET IS PERFORMING.

C.1 - STREET PX ASSESSMENT

ABOUT THE STREET PX ASSESSMENTS

A Place Experience (PX) Assessment captures your community's assessment of a place as it currently stands. Respondents undertake the observation study of a particular location onsite.

The combined inputs are used to calculate a Place Score between 1 and 100 that captures the quality of the place experience and identifies the place attributes are contributing positively or negatively to the place experience.

The PX Assessment tool is designed to track the performance of a place over time by conducting assessment before an after changes are made.

PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment is required.

THE RESPONDENTS

PX DATA

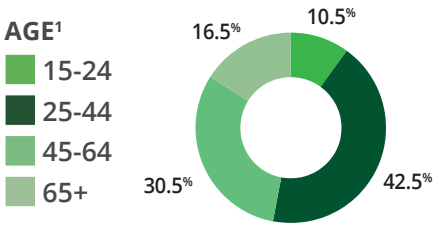
Data was collected via online and face-to-face surveys during the period of 23 of July and 15 of September 2019. A total of 449 people participated.

n=449

GENDER

51.7% 47.7% 0.6%

AGE[1]



COUNTRY OF BIRTH

Australia	63.9%
United Kingdom[2]	10%
New Zealand	4.7%
India	2.9%
Iran	2.2%

2016 CENSUS DATA

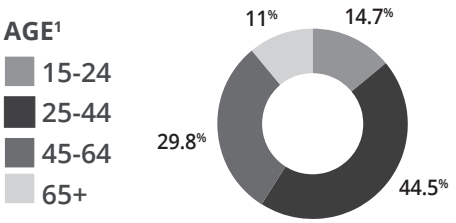
This column captures the make-up of our population in accordance with the 2016 census.

N=78,804

GENDER

51.3% 48.7% N/A%

AGE[1]



COUNTRY OF BIRTH

Australia	57%
Philippines	4.3%
England[2]	3.3%
India	2.7%
New Zealand	2.0%

HOW ARE DARWIN'S MAIN STREETS PERFORMING?

Your community identified your main streets as:

UNEQUAL

With a high PX score of 77/100 in Casuarina Drive and a low PX Score of 54/100 Kalymnnos Drive, there is a gap in people's place experience across the LGA.

STANDING OUT

Both '*Overall look and visual character of the area*' and '*Point of difference from other similar streets or places*' are amongst the top performing attributes for the Darwin LGA.

FRIENDLY

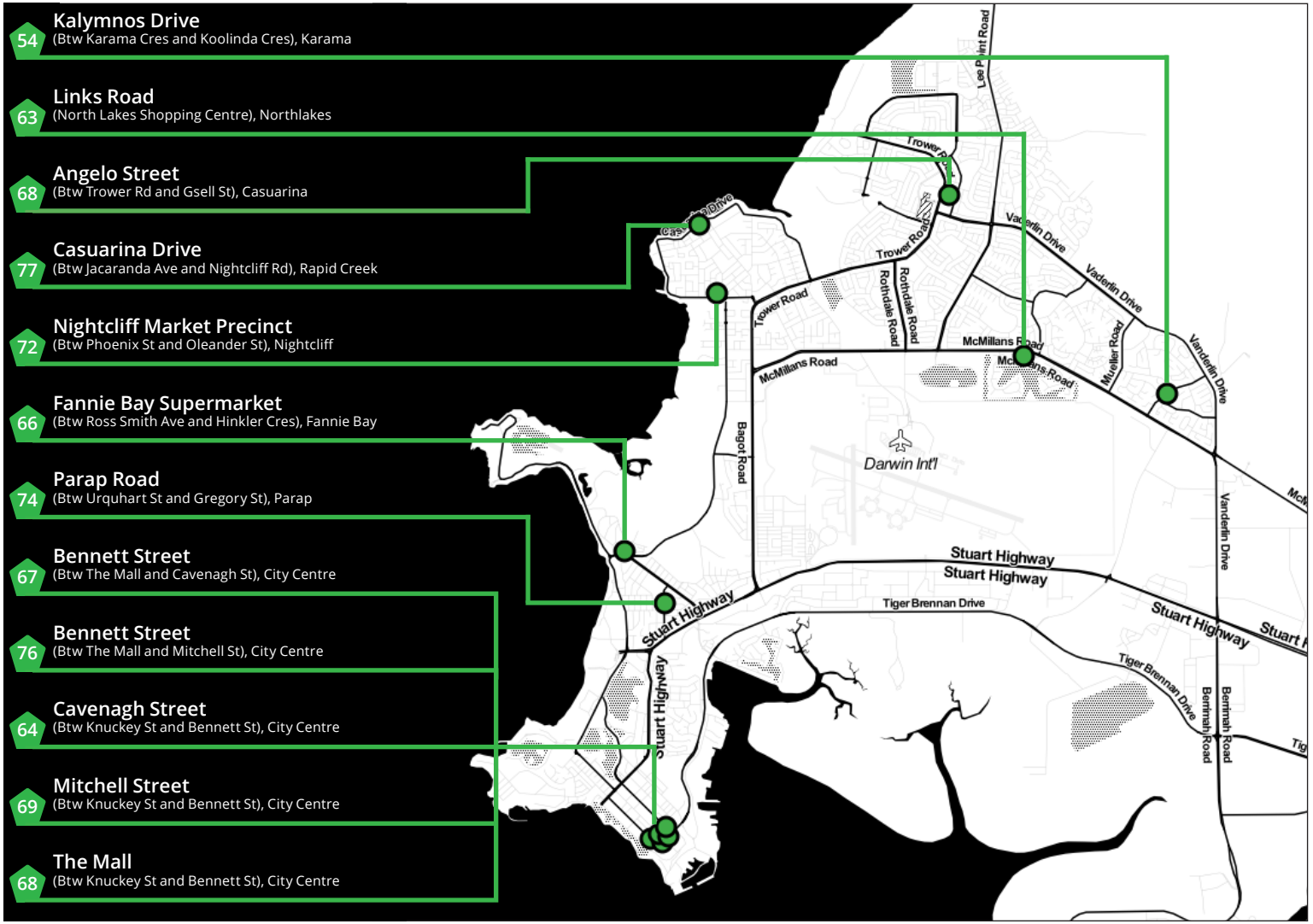
One of your LGA's strongest performing attribute is '*Welcoming to all people*'.

POORLY MAINTAINED

The '*Maintenance of public spaces and street furniture*' is amongst the LGA's worst performing place attributes.

NOT OFFERING A UNIQUE BUILT ENVIRONMENT OR CONNECTION TO LOCAL HISTORY

Both '*Unusual or unique buildings or public space design*' and '*Local history, heritage buildings or features*' are amongst your LGA's worst performing place attributes.



Notes: [1]Place Score does not actively collect surveys from people aged under 15. When collecting face to face data, Place Score is unable to survey people under the age of 15 years without parental consent. The ABS percentage of people aged 0-15 have been redistributed across other age groups. [2]Place Score groups the United Kingdom. PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

C.2 - COMPARISON WITH THE NATIONAL BENCHMARK

DARWIN'S AVERAGE IS PERFORMING ABOVE THE NATIONAL BENCHMARK

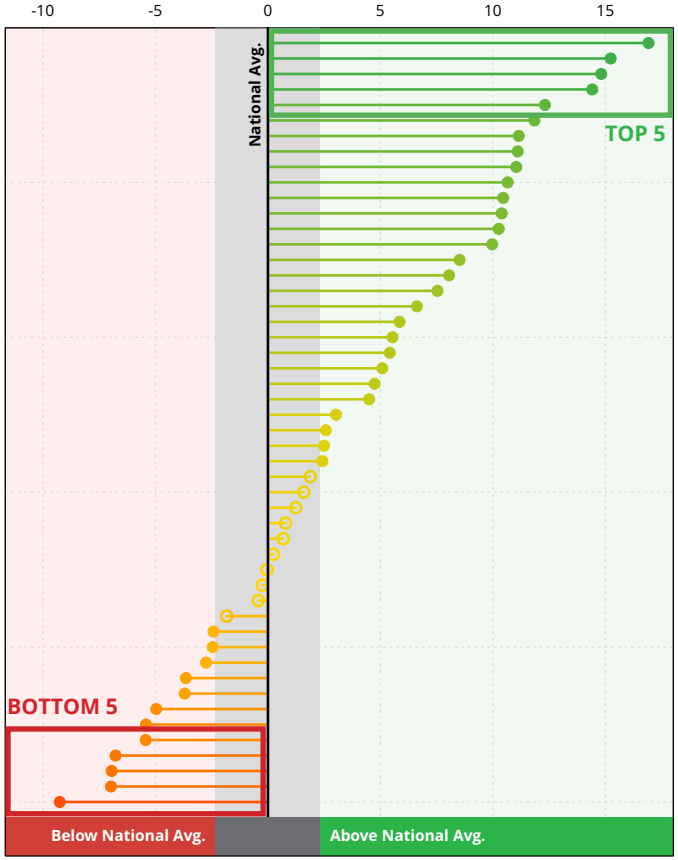
Your PX Scores acts as a benchmark to track liveability performance over time and allows for comparison against other locations. The combined PX results of surveyed Darwin streets is here compared to a other states across Australia.

PX Scores:

- 70 Victorian Average
- 68 Surveyed Darwin Streets Average
- 65 National Average
- 63 New South Wales Average
- 59 Western Australian Average
- 56 Queensland Average

YOUR TOP 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Things to do in the evening (shopping, dining, entertainment etc.)	+16.9
Evidence of public events happening here (markets, street entertainers etc.)	+15.2
Point of difference from other similar streets of places	+14.8
Free and comfortable group seating	+14.4
Car accessibility and parking	+12.3

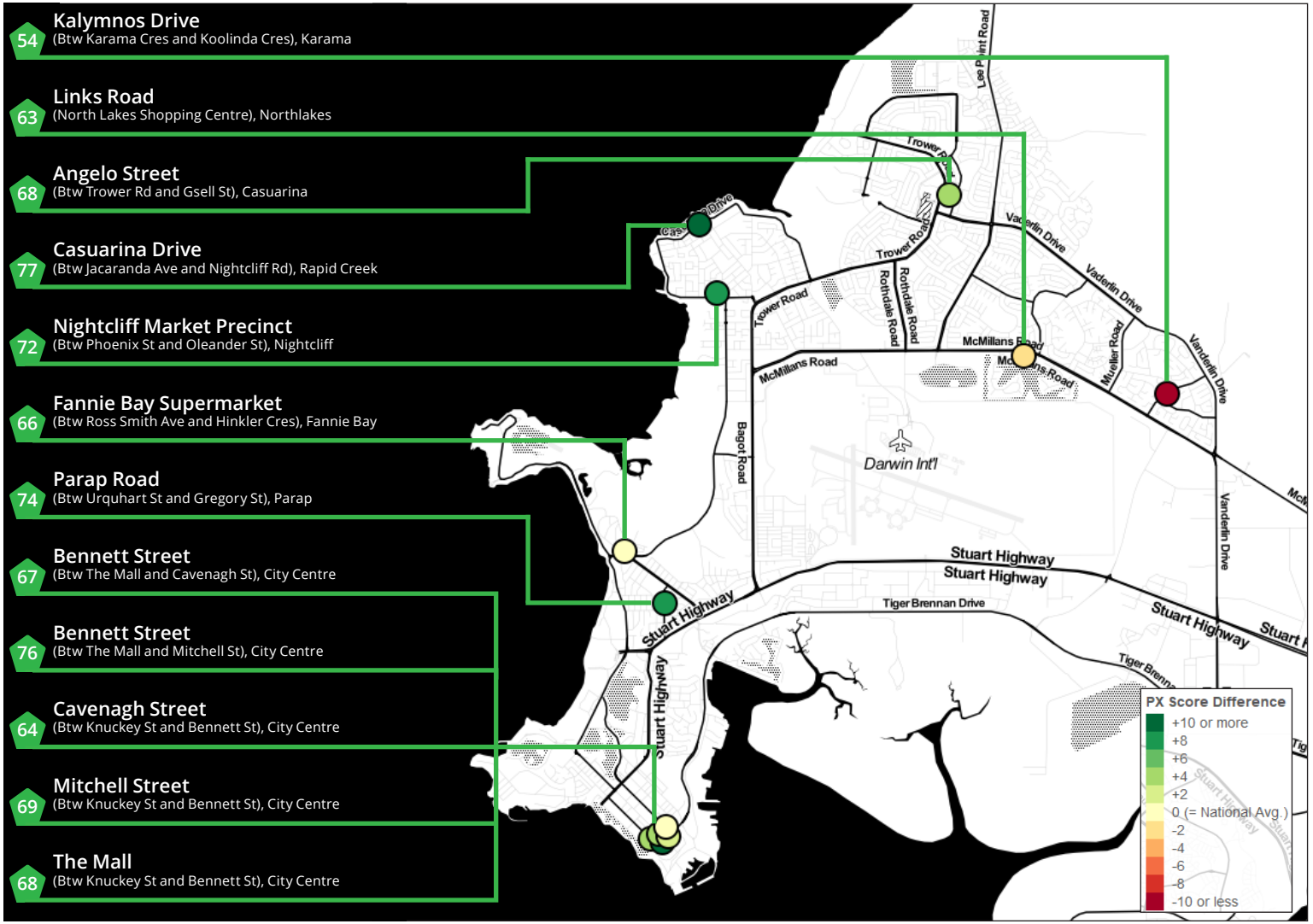
YOUR BOTTOM 5 ATTRIBUTES COMPARED TO THE NATIONAL AVERAGE ARE:	DIFFERENCE FROM NATIONAL AVERAGE
Culturally diverse businesses (range of ethnicities and interests etc.)	-9.3
Businesses that reflect the local community and values	-7.0
Interaction with locals/ other people in the area (smiles, customer service etc.)	-6.9
Maintenance of public spaces and street furniture	-6.8
Cleanliness of public space	-5.4



NOT ALL MAIN STREETS ARE PERFORMING ABOVE THE NATIONAL AVERAGE

While the Darwin LGA average is performing better than the national average, the same cannot be said of all its main streets.

The following map highlights the difference in performance of each assessed street compared to Place Score's national benchmark.



Notes: Follow **this link** to see how all 50 Place Score attributes are performing compared to the national average. The grey area illustrates attributes that are within the margin of error, meaning you should be cautious as they could be a bit lower, higher or the same as the national average. National average sample used n=11210 (Oct 2019) PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

C.3 - MAIN STREETS PERFORMANCE COMPARISON

CASUARINA DRIVE IS THE BEST PERFORMING MAIN STREET WITH A PX OF 77, KALYMNOS DRIVE IS THE WORST PERFORMING MAIN STREET WITH A PX OF 54

DARWIN MAIN STREETS AVERAGE

68/100

- LOOK & FUNCTION: 14/20
- SENSE OF WELCOME: 14/20
- THINGS TO DO: 14/20
- UNIQUENESS: 13/20
- CARE: 13/20

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Welcoming to all people
- #3 Point of difference from other similar streets of places

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 Unusual or unique buildings or public space design
- #48 Maintenance of public spaces and street furniture

ANGELO STREET (BTW TROWER RD AND GSELL ST), CASUARINA

68

- LOOK & FUNCTION: 15
- SENSE OF WELCOME: 13
- THINGS TO DO: 14
- UNIQUENESS: 13
- CARE: 13

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Amount of public space (footpaths and public spaces)
- #2 Overall look and visual character of the area
- #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 Interesting things to look at (people, shops, views etc.)
- #48 Maintenance of public spaces and street furniture

BENNETT STREET (BTW THE MALL AND CAVENAGH ST), CITY CENTRE

76

- LOOK & FUNCTION: 16
- SENSE OF WELCOME: 15
- THINGS TO DO: 16
- UNIQUENESS: 15
- CARE: 14

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Diversity of price points ($ to $$$)
- #2 Street furniture (including benches, bins, lights etc.)
- #3 Point of difference from other similar streets of places

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 General condition of businesses and shopfronts
- #48 Unusual or unique buildings or public space design

BENNETT STREET (BTW THE MALL AND MITCHELL ST), CITY CENTRE

67

- LOOK & FUNCTION: 14
- SENSE OF WELCOME: 13
- THINGS TO DO: 14
- UNIQUENESS: 13
- CARE: 13

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Welcoming to all people
- #3 Spaces suitable for specific activities (play, entertainment, exercise etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Culturally diverse businesses (range of ethnicities and interests etc.)
- #49 Grocery and fresh food businesses
- #48 Businesses that reflect the local community and values

CAVENAGH STREET
(BTW KNUCKEY ST AND BENNETTT ST), CITY CENTRE

64

LOOK & FUNCTION 14

SENSE OF WELCOME 12

THINGS TO DO 14

UNIQUENESS 13

CARE 11

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Welcoming to all people
- #3 Shelter/awnings (protection from sun, rain etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Culturally diverse businesses (range of ethnicities and interests etc.)
- #49 Shop window dressing (visual merchandising)
- #48 Service businesses (post offices, libraries, banks etc.)

MITCHELL STREET
(BTW BENNETT ST AND KNUCKEY ST), CITY CENTRE

69

LOOK & FUNCTION 13

SENSE OF WELCOME 14

THINGS TO DO 15

UNIQUENESS 14

CARE 13

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Things to do in the evening (shopping, dining, entertainment etc.)
- #2 Welcoming to all people
- #3 Diversity of price points ($ to $$$)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 Shop window dressing (visual merchandising)
- #48 Cleanliness of public space

THE MALL
(BTW KNUCKEY ST AND BENNETT ST), CITY CENTRE

68

LOOK & FUNCTION 13

SENSE OF WELCOME 14

THINGS TO DO 15

UNIQUENESS 13

CARE 13

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Free and comfortable group seating
- #2 Welcoming to all people
- #3 Walking, cycling or public transport options

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 Amount of public space (footpaths and public spaces)
- #48 Unusual or unique buildings or public space design

FANNIE BAY SUPERMARKET
(BTW ROSS SMITH AVE AND HINKLER CRES), FANNIE BAY

66

LOOK & FUNCTION 13

SENSE OF WELCOME 13

THINGS TO DO 15

UNIQUENESS 13

CARE 12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Ease of walking around (including crossing the street, moving between destinations)
- #3 Things to do in the evening (shopping, dining, entertainment etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Maintenance of public spaces and street furniture
- #49 Physical comfort (impacts from noise, smells, temperature)
- #48 Shop window dressing (visual merchandising)

Notes: PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

DARWIN MAIN STREETS AVERAGE

68/100

LOOK & FUNCTION 14/20

SENSE OF WELCOME 14/20

THINGS TO DO 14/20

UNIQUENESS 13/20

CARE 13/20

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Welcoming to all people
- #3 Point of difference from other similar streets of places

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 Unusual or unique buildings or public space design
- #48 Maintenance of public spaces and street furniture

KALYMNOS DRIVE (BTW KARAMA CRES AND KOOLINDA CRES), KARAMA

54

LOOK & FUNCTION 13

SENSE OF WELCOME 9

THINGS TO DO 12

UNIQUENESS 11

CARE 9

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Physical comfort (impacts from noise, smells, temperature)
- #2 Vegetation and natural elements (street trees, planting, water etc.)
- #3 Evidence of management (signage, information, street cleaners etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Shop window dressing (visual merchandising)
- #49 Culturally diverse businesses (range of ethnicities and interests etc.)
- #48 Shelter/awnings (protection from sun, rain etc.)

LINKS ROAD (NORTH LAKES SHOPPING CENTRE), NORTHLAKES

63

LOOK & FUNCTION 13

SENSE OF WELCOME 11

THINGS TO DO 14

UNIQUENESS 13

CARE 12

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Point of difference from other similar streets of places
- #3 Vegetation and natural elements (street trees, planting, water etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Service businesses (post offices, libraries, banks etc.)
- #49 Businesses that reflect the local community and values
- #48 Culturally diverse businesses (range of ethnicities and interests etc.)

NIGHTCLIFF MARKET PRECINCT (BTW PHOENIX ST AND OLEANDER ST), NIGHTCLIFF

72

LOOK & FUNCTION 15

SENSE OF WELCOME 16

THINGS TO DO 14

UNIQUENESS 13

CARE 14

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #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 Local history, heritage buildings or features
- =#48 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Unusual or unique buildings or public space design

PARAP ROAD
(BTW URQUHART ST AND GREGORY ST), PARAP

74

LOOK & FUNCTION 15

SENSE OF WELCOME 15

THINGS TO DO 15

UNIQUENESS 14

CARE 15

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Evidence of management (signage, information, street cleaners etc.)
- #3 Service businesses (post offices, libraries, banks etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 Physical safety (paths, cars, lighting etc.)
- #48 Amount of public space (footpaths and public spaces)

CASUARINA DRIVE
(BTW JACARANDA AVE AND NIGHT-CLIFF RD), RAPID CREEK

77

LOOK & FUNCTION 15

SENSE OF WELCOME 16

THINGS TO DO 16

UNIQUENESS 15

CARE 15

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 General condition of vegetation, street trees and other planting
- #2 Walking paths that connect to other places
- #3 Overall look and visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Street furniture (including benches, bins, lights etc.)
- #48 Local history, heritage buildings or features

Notes: PX Scores vary between 0 and 100. Scores above 70 are very good, 50-70 there is room for significant improvement, <50 urgent investment required.

D.1 - UNDERSTANDING CASUARINA

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.

VALUES AND PERFORMANCE OF CASUARINA

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

CASUARINA CATCHMENT
n=275

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	67% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	64% UNIQUE
#3	Sense of safety (for all ages, genders, day/night etc.)	61% SENSE OF WELCOME
#4	General condition of vegetation, street trees and other planting	57% CARE
#5	Vegetation and natural elements (street trees, planting, water etc.)	55% LOOK & FUNCTION

MEN
n=100

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	65% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	58% UNIQUE
#3	General condition of vegetation, street trees and other planting	56% CARE
=#4	Maintenance of public spaces and street furniture	55% CARE
=#4	Sense of safety (for all ages, genders, day/night etc.)	55% SENSE OF WELCOME

15-24 YEARS OLD
n=32

RANK	ATTRIBUTE	% OF PEOPLE
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	62% UNIQUE
#2	Things to do in the evening (shopping, dining, entertainment etc.)	59% THINGS TO DO
=#3	Cleanliness of public space	56% CARE
=#3	Vegetation and natural elements (street trees, planting, water etc.)	56% LOOK & FUNCTION
=#5	Overall look and visual character of the area	53% LOOK & FUNCTION

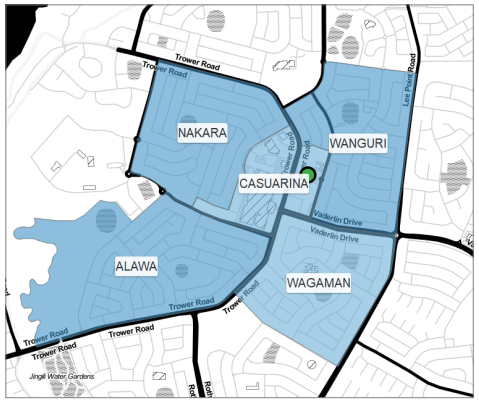
65+ YEARS OLD
n=24

RANK	ATTRIBUTE	% OF PEOPLE
=#1	Cleanliness of public space	71% CARE
=#1	Sense of safety (for all ages, genders, day/night etc.)	71% SENSE OF WELCOME
#3	General condition of vegetation, street trees and other planting	67% CARE
=#4	Ease of walking around (including crossing the street, moving between destinations)	58% LOOK & FUNCTION
=#4	Walking paths that connect to other places	58% THINGS TO DO

LEGEND

#1 *Different from Casuarina Catchment Top 5 CF*

CASUARINA CATCHMENT AREA:



THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of Casuarina
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Alawa, Nakara, Wagaman and Wanguri

PXassessment street

PEOPLE RATED:

ANGELO STREET
(BTW TROWER RD AND GSELL ST), CASUARINA

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Amount of public space (footpaths and public spaces)
- #2 Overall look and visual character of the area
- #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 Interesting things to look at (people, shops, views etc.)
- #48 Maintenance of public spaces and street furniture

PRIORITIES FOR CASUARINA

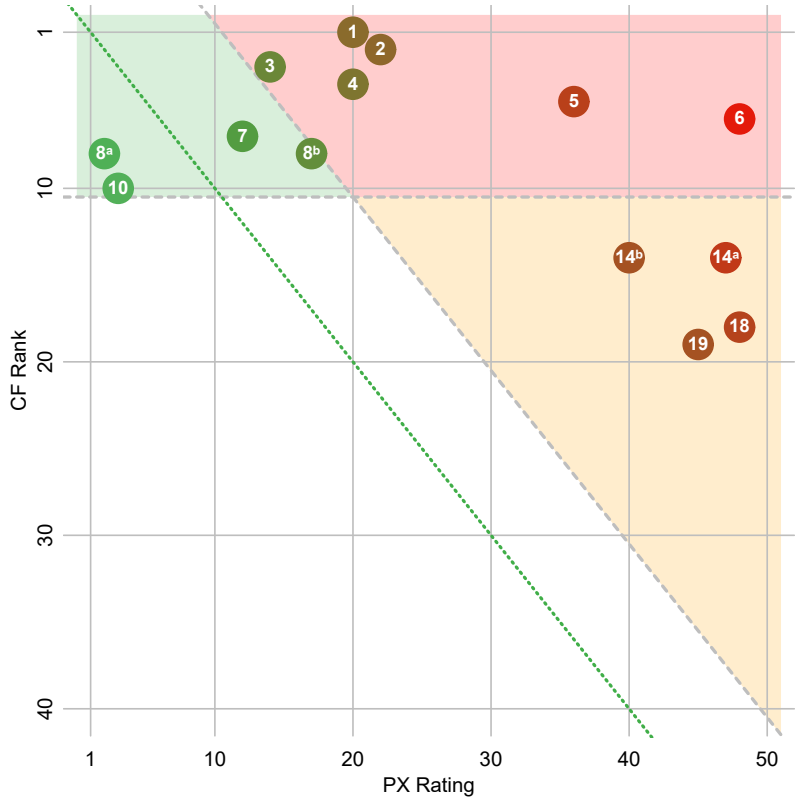
STRENGTHS AND PRIORITIES FOR CASUARINA

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.



LEGEND

- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
10	**Welcoming to all people**
8ª	**Overall look and visual character of the area**
7	**Evidence of public events happening here** (markets, street entertainers etc.)
8ᵇ	**Things to do in the evening** (shopping, dining, entertainment etc.)

CF	PRIORITY
6	**Maintenance of public spaces and street furniture**
5	**Vegetation and natural elements** (street trees, planting, water etc.)
2	**Elements of the natural environment** (views, vegetation, topography, water etc.)
1	**Cleanliness of public space**
4	**General condition of vegetation, street trees and other planting**
3	**Sense of safety** (for all ages, genders, day/ night etc.)

CF	CONSIDERATION
14ª	**Local history, heritage buildings or features**
18	**Interesting things to look at** (people, shops, views etc.)
14ᵇ	**Outdoor restaurant, cafe and/or bar seating**
19	**Public art, community art, water or light feature**

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

D.2- UNDERSTANDING THE CITY CENTRE

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.

VALUES AND PERFORMANCE OF THE CITY CENTRE

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

CITY CENTRE CATCHMENT
n=339

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	66% CARE
#2	Sense of safety (for all ages, genders, day/night etc.)	61% SENSE OF WELCOME
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	60% UNIQUE
#4	Vegetation and natural elements (street trees, planting, water etc.)	54% LOOK & FUNCTION
#5	General condition of vegetation, street trees and other planting	53% CARE

RESIDENTS
n=61

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	67% CARE
#2	Evidence of public events happening here (markets, street entertainers etc.)	62% THINGS TO DO
#3	Things to do in the evening (shopping, dining, entertainment etc.)	56% THINGS TO DO
#4	Sense of safety (for all ages, genders, day/night etc.)	52% SENSE OF WELCOME
=#5	Elements of the natural environment (views, vegetation, topography, water etc.)	49% UNIQUE

45-64 YEARS OLD
n=110

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	68% CARE
#2	Sense of safety (for all ages, genders, day/night etc.)	65% SENSE OF WELCOME
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	61% UNIQUE
#4	General condition of vegetation, street trees and other planting	57% CARE
#5	Local history, heritage buildings or features	54% UNIQUE

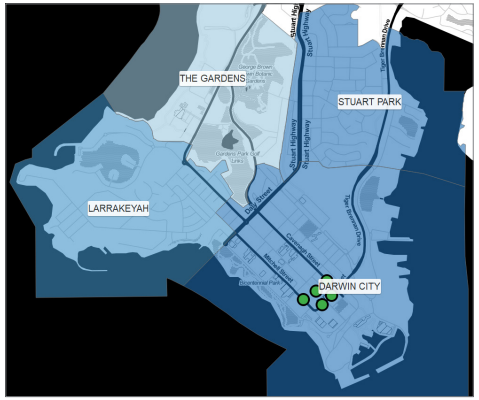
65+ YEARS OLD
n=36

RANK	ATTRIBUTE	% OF PEOPLE
#1	Outdoor restaurant, cafe and/or bar seating	75% THINGS TO DO
#2	General condition of vegetation, street trees and other planting	69% CARE
=#3	Cleanliness of public space	58% CARE
=#3	Elements of the natural environment (views, vegetation, topography, water etc.)	58% UNIQUE
=#3	Vegetation and natural elements (street trees, planting, water etc.)	58% LOOK & FUNCTION

LEGEND

#1 *Different from the City Centre catchment Top 5 CF*

CITY CENTRE CATCHMENT AREA



THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of the City Centre
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Larrakeyah, The Gardens and Stuart Park

PXassessment street

PEOPLE RATED:

FIVE CITY CENTRE LOCATIONS

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 Free and comfortable group seating

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 Culturally diverse businesses (range of ethnicities and interests etc.)
- #48 Maintenance of public spaces and street furniture

THE FIVE LOCATIONS ARE:

Bennett Street (Btw The Mall and Cavenagh St)
Bennett Street (Btw The Mall and Mitchell St)
Cavenagh Street (Btw Knuckey St and Bennett St)
Mitchell Street (Btw Knuckey St) and Bennett St)
The Mall (Btw Knuckey St and Bennett St)

PRIORITIES FOR THE CITY CENTRE

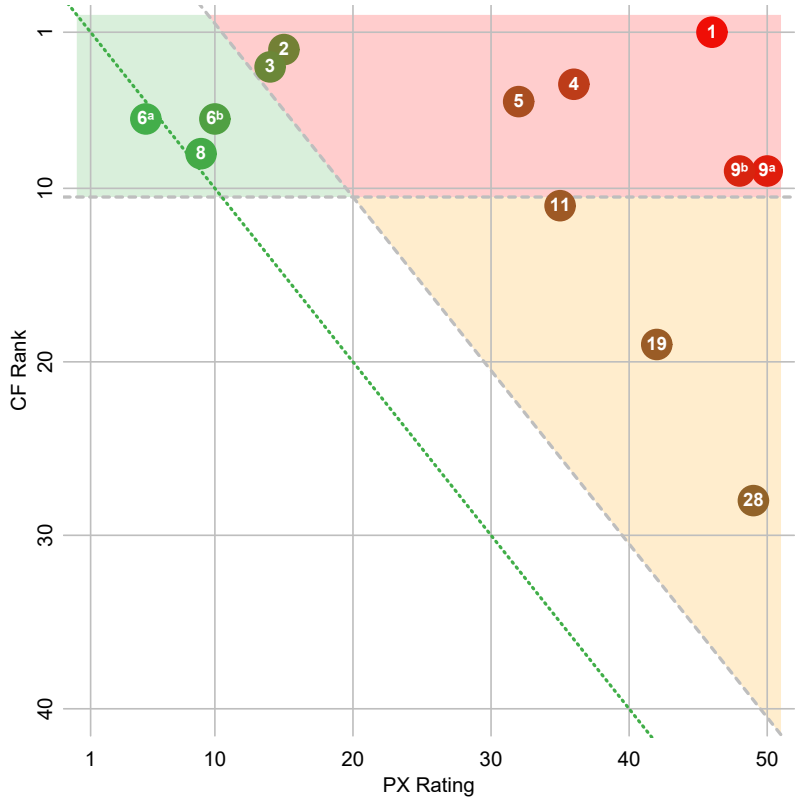
STRENGTHS AND PRIORITIES FOR THE CITY CENTRE

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.



LEGEND

- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
6a	**Things to do in the evening** (shopping, dining, entertainment etc.)
8	**Evidence of public events happening here** (markets, street entertainers etc.)
6b	**Outdoor restaurant, cafe and/or bar seating**

CF	PRIORITY
1	**Cleanliness of public space**
9a	**Local history, heritage buildings or features**
9b	**Maintenance of public spaces and street furniture**
4	**Vegetation and natural elements** (street trees, planting, water etc.)
5	**General condition of vegetation, street trees and other planting**
2	**Sense of safety** (for all ages, genders, day/ night etc.)
3	**Elements of the natural environment** (views, vegetation, topography, water etc.)

CF	CONSIDERATION
11	**Interesting things to look at** (people, shops, views etc.)
19	**Interaction with locals/ other people in the area** (smiles, customer service etc.)
28	**Culturally diverse businesses** (range of ethnicities and interests etc.)

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

D.3 - UNDERSTANDING FANNIE BAY

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.

VALUES AND PERFORMANCE OF FANNIE BAY

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

FANNIE BAY CATCHMENT
n=89

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	73% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	70% UNIQUE
#3	Vegetation and natural elements (street trees, planting, water etc.)	66% LOOK & FUNCTION
#4	General condition of vegetation, street trees and other planting	61% CARE
=#5	Sense of safety (for all ages, genders, day/night etc.)	54% SENSE OF WELCOME

RESIDENTS
n=52

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	75% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	73% UNIQUE
#3	Vegetation and natural elements (street trees, planting, water etc.)	67% LOOK & FUNCTION
=#4	General condition of vegetation, street trees and other planting	62% CARE
=#4	Walking, cycling or public transport options	62% SENSE OF WELCOME

25-44 YEARS OLD
n=45

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	78% CARE
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)	67% UNIQUE
=#2	Vegetation and natural elements (street trees, planting, water etc.)	67% LOOK & FUNCTION
=#4	Evidence of public events happening here (markets, street entertainers etc.)	56% THINGS TO DO
=#4	Sense of safety (for all ages, genders, day/night etc.)	56% SENSE OF WELCOME

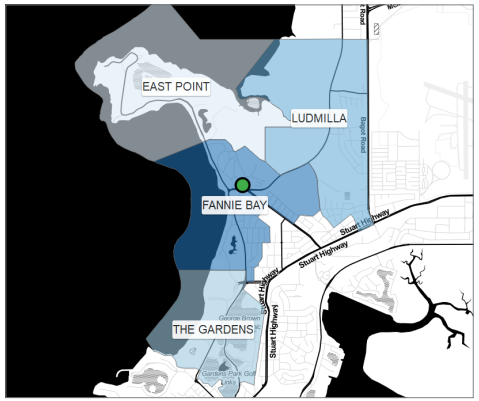
45-64 YEARS OLD
n=25

RANK	ATTRIBUTE	% OF PEOPLE
#1	General condition of vegetation, street trees and other planting	80% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	72% UNIQUE
#3	Vegetation and natural elements (street trees, planting, water etc.)	68% LOOK & FUNCTION
#4	Maintenance of public spaces and street furniture	64% CARE
=#5	Cleanliness of public space	60% CARE

LEGEND

#1 *Different from Fannie Bay catchment Top 5 CF*

TOWN CENTRE 1 CARE FACTOR CATCHMENT AREA



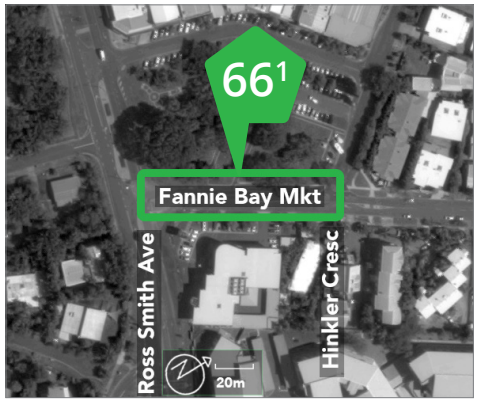
THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of Fannie Bay
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Fannie Bay, Ludmilla, The Gardens and East Point

PXassessment street

PEOPLE RATED:

FANNIE BAY SUPERMARKET
(BTW ROSS SMITH AVE AND HINKLER CRES)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Ease of walking around (including crossing the street, moving between destinations)
- #3 Things to do in the evening (shopping, dining, entertainment etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Maintenance of public spaces and street furniture
- #49 Physical comfort (impacts from noise, smells, temperature)
- #48 Shop window dressing (visual merchandising)

PRIORITIES FOR FANNIE BAY

STRENGTHS AND PRIORITIES FOR FANNIE BAY

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

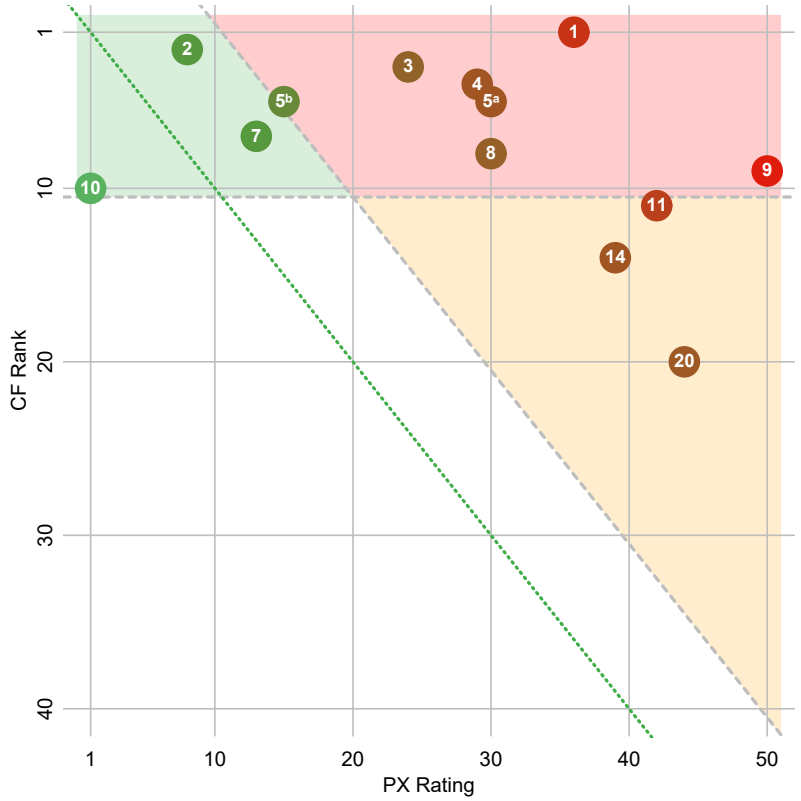
STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.

Note that the PX data collected for Fannie Bay Market is below the usual targets for an optimal confidence level, these results should be used with caution.

Data was collected over both week and weekend. However, in both instances users of the place were reluctant to stop and undertake a PX Assessment.



LEGEND

- *Vertical: Top 10 CF threshold*
- *Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)*
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
10	Overall look and visual character of the area
7	Evidence of public events happening here (markets, street entertainers etc.)
2	Elements of the natural environment (views, vegetation, topography, water etc.)

CF	PRIORITY
9	Maintenance of public spaces and street furniture
1	Cleanliness of public space
5a	Walking, cycling or public transport options
4	General condition of vegetation, street trees and other planting
8	Outdoor restaurant, cafe and/or bar seating
3	Vegetation and natural elements (street trees, planting, water etc.)
5b	Sense of safety (for all ages, genders, day/night etc.)

CF	CONSIDERATION
11	Local history, heritage buildings or features
14	Public art, community art, water or light feature
20	Evidence of recent public investment (new planting, paving, street furniture etc.)

Notes: [1] PX data sample for Fannie Bay has a standard error ±8.3pts . CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

D.4 - UNDERSTANDING KARAMA

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.

VALUES AND PERFORMANCE OF KARAMA

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

KARAMA CATCHMENT
n=100

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	67% CARE
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)	57% UNIQUE
=#2	General condition of vegetation, street trees and other planting	57% CARE
#4	Sense of safety (for all ages, genders, day/night etc.)	56% SENSE OF WELCOME
#5	Vegetation and natural elements (street trees, planting, water etc.)	51% LOOK & FUNCTION

RESIDENTS
n=35

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	60% CARE
#2	Interesting things to look at (people, shops, views etc.)	57% THINGS TO DO
#3	Vegetation and natural elements (street trees, planting, water etc.)	54% LOOK & FUNCTION
=#4	Businesses that reflect the local community and values*	51% SENSE OF WELCOME
=#4	Things to do in the evening * (shopping, dining, entertainment etc.)	51% THINGS TO DO

MEN
n=42

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	71% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	55% UNIQUE
=#3	General condition of vegetation, street trees and other planting	50% CARE
=#3	Maintenance of public spaces and street furniture	50% CARE
=#3	Sense of safety (for all ages, genders, day/night etc.)	50% SENSE OF WELCOME

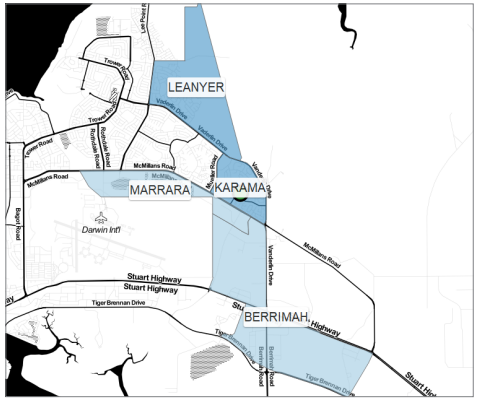
25-44 YEARS OLD
n=47

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	72% CARE
#2	Sense of safety (for all ages, genders, day/night etc.)	62% SENSE OF WELCOME
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	57% UNIQUE
#4	Maintenance of public spaces and street furniture	53% CARE
#5	Vegetation and natural elements (street trees, planting, water etc.)	49% LOOK & FUNCTION

LEGEND

#1 *Different from the Karama catchment Top 5 CF*

TOWN CENTRE 1 CARE FACTOR CATCHMENT AREA



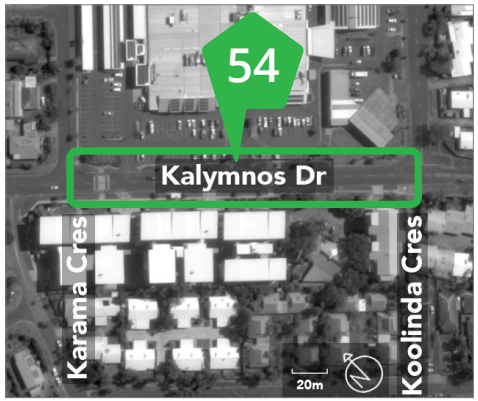
THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of Karama
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Karama, Leanyer, Marrara and Berrimah

PXassessment street

PEOPLE RATED:

KALYMNOS DRIVE
(BTW KARAMA CRES AND KOOLINDA CRES)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Physical comfort (impacts from noise, smells, temperature)
- #2 Vegetation and natural elements (street trees, planting, water etc.)
- #3 Evidence of management (signage, information, street cleaners etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Shop window dressing (visual merchandising)
- #49 Culturally diverse businesses (range of ethnicities and interests etc.)
- #48 Shelter/awnings (protection from sun, rain etc.)

PRIORITIES FOR KARAMA

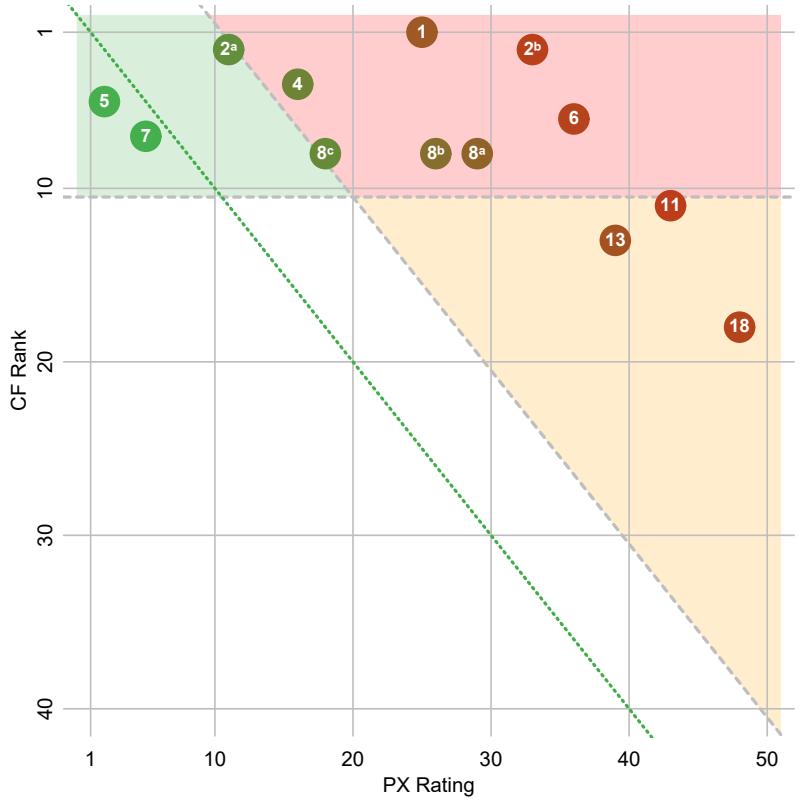
STRENGTHS AND PRIORITIES FOR KARAMA

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.



LEGEND

- *Vertical: Top 10 CF threshold*
- *Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)*
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
5	**Vegetation and natural elements** (street trees, planting, water etc.)
7	**Physical safety** (paths, cars, lighting etc.)
2a	**Elements of the natural environment** (views, vegetation, topography, water etc.)

CF	PRIORITY
2b	**General condition of vegetation, street trees and other planting**
6	**Maintenance of public spaces and street furniture**
1	**Cleanliness of public space**
8a	**Outdoor restaurant, cafe and/or bar seating**
8b	**Interesting things to look at** (people, shops, views etc.)
4	**Sense of safety** (for all ages, genders, day/night etc.)
8c	**Things to do in the evening** (shopping, dining, entertainment etc.)

CF	CONSIDERATION
11	**Local history, heritage buildings or features**
18	**Shelter/awnings** (protection from sun, rain etc.)
13	**General condition of businesses and shopfronts**

Notes: *Lower than 95% confidence level. CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

D.5 - UNDERSTANDING MALAK (INCLUDING MARARRA AND NORTHLAKES AREA)

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.

VALUES AND PERFORMANCE OF MALAK (INCLUDING MARARRA AND NORTHLAKES AREA)

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

MALAK CATCHMENT
n=97

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	70% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	69% UNIQUE
#3	Sense of safety (for all ages, genders, day/night etc.)	62% SENSE OF WELCOME
#4	General condition of vegetation, street trees and other planting	60% CARE
#5	Vegetation and natural elements (street trees, planting, water etc.)	59% LOOK & FUNCTION

MEN
n=38

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	79% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	68% UNIQUE
#3	General condition of vegetation, street trees and other planting	61% CARE
=#4	Amenities and facilities (toilets, water bubblers, parents rooms etc.)	53% SENSE OF WELCOME
=#4	Sense of safety (for all ages, genders, day/night etc.)	53% SENSE OF WELCOME

WOMEN
n=59

RANK	ATTRIBUTE	% OF PEOPLE
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	69% UNIQUE
#2	Sense of safety (for all ages, genders, day/night etc.)	68% SENSE OF WELCOME
=#3	Cleanliness of public space	64% CARE
=#3	Vegetation and natural elements (street trees, planting, water etc.)	64% LOOK & FUNCTION
#5	General condition of vegetation, street trees and other planting	59% CARE

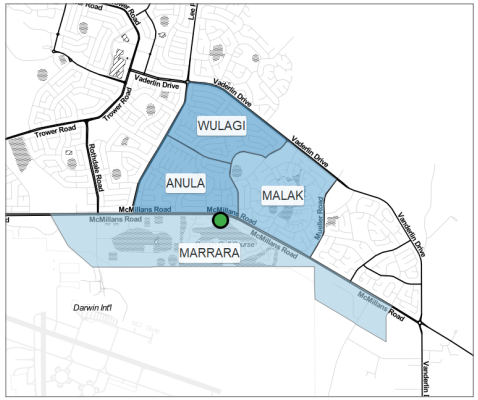
45-64 YEARS OLD
n=40

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	75% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	68% UNIQUE
#3	General condition of vegetation, street trees and other planting	65% CARE
#4	Sense of safety (for all ages, genders, day/night etc.)	57% SENSE OF WELCOME
#5	Local history, heritage buildings or features	55% UNIQUE

LEGEND

#1 *Different from Malak catchment Top 5 CF*

TOWN CENTRE 1 CARE FACTOR CATCHMENT AREA



THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of Malak
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Malak, Anula, Wulagi and Marrara

PXassessment street

PEOPLE RATED:

LINKS ROAD
(NORTH LAKES SHOPPING CENTRE), NORTHLAKES

YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Point of difference from other similar streets of places
- #3 Vegetation and natural elements (street trees, planting, water etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Service businesses (post offices, libraries, banks etc.)
- #49 Businesses that reflect the local community and values
- #48 Culturally diverse businesses (range of ethnicities and interests etc.)

PRIORITIES FOR MALAK (INCLUDING MARARRA AND NORTHLAKES AREA)

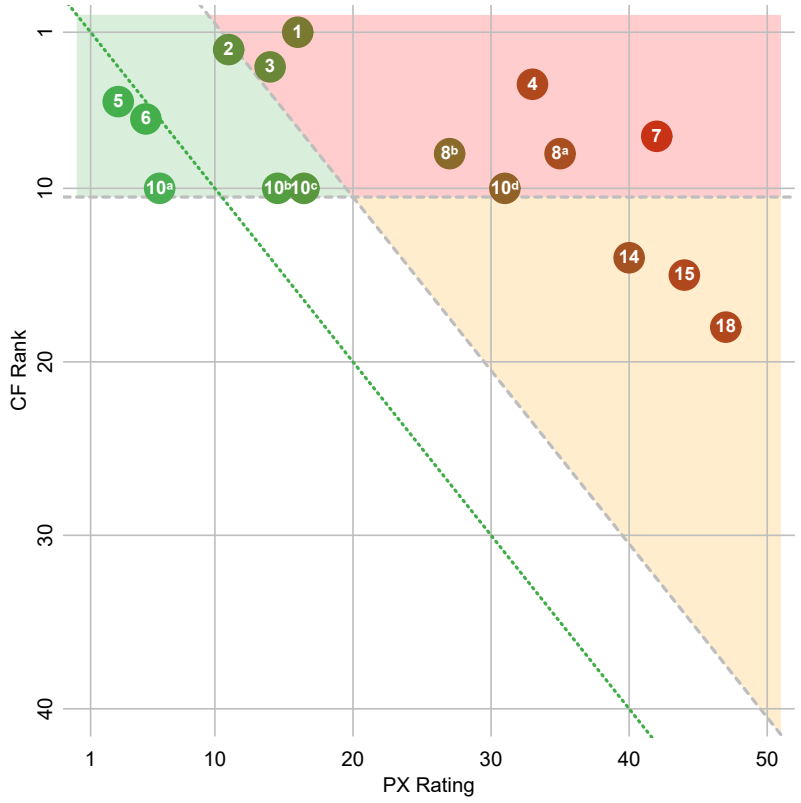
STRENGTHS AND PRIORITIES FOR MALAK (INCLUDING MARARRA AND NORTHLAKES AREA)

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.



LEGEND

- *Vertical: Top 10 CF threshold*
- *Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)*
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
10a	**Welcoming to all people**
5	**Vegetation and natural elements** (street trees, planting, water etc.)
6	**Evidence of public events happening here** (markets, street entertainers etc.)
10b	**Things to do in the evening** (shopping, dining, entertainment etc.)
10c	**Walking paths that connect to other places**
2	**Elements of the natural environment** (views, vegetation, topography, water etc.)

CF	PRIORITY
7	**Maintenance of public spaces and street furniture**
4	**General condition of vegetation, street trees and other planting**
8a	**Physical safety** (paths, cars, lighting etc.)
10d	**Public art, community art, water or light feature**
8b	**Walking, cycling or public transport options**
1	**Cleanliness of public space**
3	**Sense of safety** (for all ages, genders, day/night etc.)

CF	CONSIDERATION
18	**Physical comfort** (impacts from noise, smells, temperature)
15	**Amenities and facilities** (toilets, water bubblers, parents rooms etc.)
14	**Local history, heritage buildings or features**

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

D.6 - UNDERSTANDING NIGHTCLIFF

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.

VALUES AND PERFORMANCE OF NIGHTCLIFF

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

NIGHTCLIFF CATCHMENT
n=204

RANK	ATTRIBUTE	% OF PEOPLE
#1	Vegetation and natural elements (street trees, planting, water etc.)	69% LOOK & FUNCTION
#2	General condition of vegetation, street trees and other planting	68% CARE
#3	Elements of the natural environment (views, vegetation, topography, water etc.)	67% UNIQUE
#4	Cleanliness of public space	65% CARE
#5	Evidence of public events happening here (markets, street entertainers etc.)	58% THINGS TO DO

MEN
n=69

RANK	ATTRIBUTE	% OF PEOPLE
#1	Vegetation and natural elements (street trees, planting, water etc.)	71% LOOK & FUNCTION
=#2	General condition of vegetation, street trees and other planting	67% CARE
=#2	Sense of safety (for all ages, genders, day/night etc.)	67% SENSE OF WELCOME
#4	Elements of the natural environment (views, vegetation, topography, water etc.)	64% UNIQUE
#5	Cleanliness of public space	62% CARE

RESIDENTS
n=89

RANK	ATTRIBUTE	% OF PEOPLE
=#1	Elements of the natural environment (views, vegetation, topography, water etc.)	70% UNIQUE
=#1	General condition of vegetation, street trees and other planting	70% CARE
=#1	Vegetation and natural elements (street trees, planting, water etc.)	70% LOOK & FUNCTION
=#4	Cleanliness of public space	60% CARE
=#4	Sense of safety (for all ages, genders, day/night etc.)	60% SENSE OF WELCOME

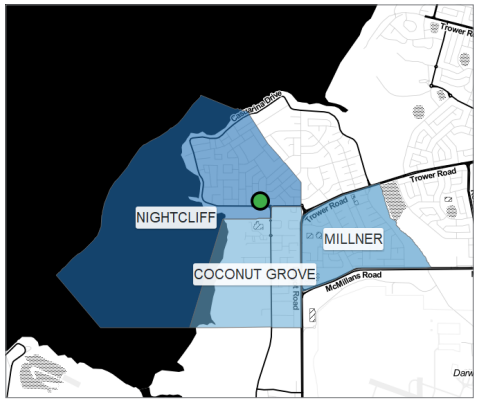
45-64 YEARS OLD
n=70

RANK	ATTRIBUTE	% OF PEOPLE
#1	General condition of vegetation, street trees and other planting	77% CARE
#2	Vegetation and natural elements (street trees, planting, water etc.)	73% LOOK & FUNCTION
#3	Evidence of public events happening here (markets, street entertainers etc.)	70% THINGS TO DO
#4	Elements of the natural environment (views, vegetation, topography, water etc.)	64% UNIQUE
#5	Walking, cycling or public transport options	63% SENSE OF WELCOME

LEGEND

#1 *Different from Nightcliff catchment Top 5 CF*

TOWN CENTRE 1 CARE FACTOR CATCHMENT AREA



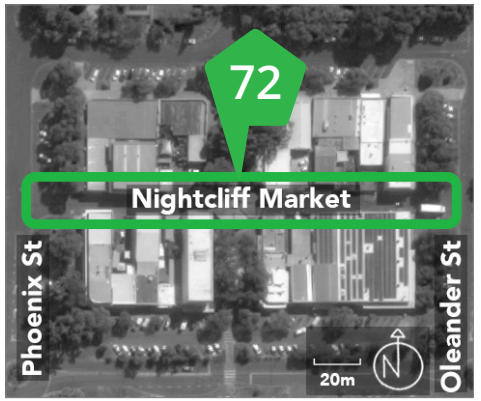
THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of Nightcliff
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Nightcliff, Coconut Grove and Millner

PXassessment street

PEOPLE RATED:

NIGHTCLIFF MARKET PRECINCT
(BTW PHOENIX ST AND OLEANDER ST)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #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 Local history, heritage buildings or features
- =#48 Evidence of recent public investment (new planting, paving, street furniture etc.)
- =#48 Unusual or unique buildings or public space design

PRIORITIES FOR NIGHTCLIFF

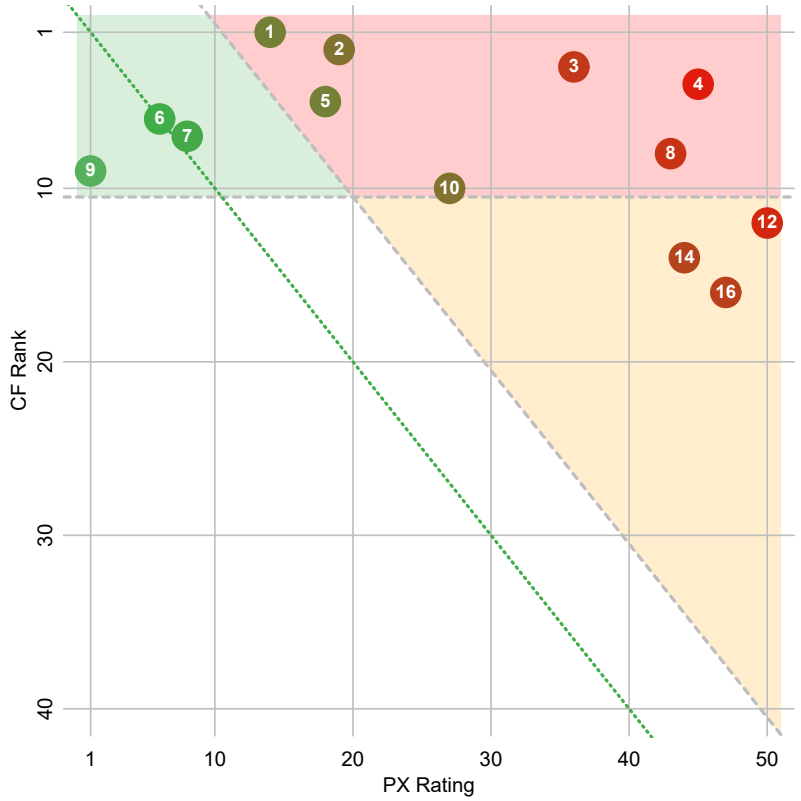
STRENGTHS AND PRIORITIES FOR NIGHTCLIFF

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.



LEGEND

- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
9	Overall look and visual character of the area
6	**Sense of safety** (for all ages, genders, day/ night etc.)
7	Walking, cycling or public transport options

CF	PRIORITY
4	Cleanliness of public space
8	Maintenance of public spaces and street furniture
3	**Elements of the natural environment** (views, vegetation, topography, water etc.)
10	Walking paths that connect to other places
2	General condition of vegetation, street trees and other planting
1	**Vegetation and natural elements** (street trees, planting, water etc.)
5	**Evidence of public events happening here** (markets, street entertainers etc.)

CF	CONSIDERATION
12	Local history, heritage buildings or features
16	Unique mix or diversity of people in the area
14	Public art, community art, water or light feature

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

D.7 - UNDERSTANDING PARAP

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.

VALUES AND PERFORMANCE OF PARAP

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

PARAP CATCHMENT
n=203

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	68% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	63% UNIQUE
#3	Vegetation and natural elements (street trees, planting, water etc.)	59% LOOK & FUNCTION
#4	General condition of vegetation, street trees and other planting	55% CARE
#5	Sense of safety (for all ages, genders, day/night etc.)	53% SENSE OF WELCOME

RESIDENTS
n=57

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	63% CARE
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	61% UNIQUE
#3	Welcoming to all people	60% SENSE OF WELCOME
#4	Vegetation and natural elements (street trees, planting, water etc.)	58% LOOK & FUNCTION
#5	General condition of vegetation, street trees and other planting	54% CARE

VISITORS
n=62

RANK	ATTRIBUTE	% OF PEOPLE
#1	Cleanliness of public space	74% CARE
=#2	Elements of the natural environment (views, vegetation, topography, water etc.)	63% UNIQUE
=#2	Vegetation and natural elements (street trees, planting, water etc.)	63% LOOK & FUNCTION
#4	Evidence of public events happening here (markets, street entertainers etc.)	56% THINGS TO DO
=#5	General condition of vegetation, street trees and other planting	55% CARE

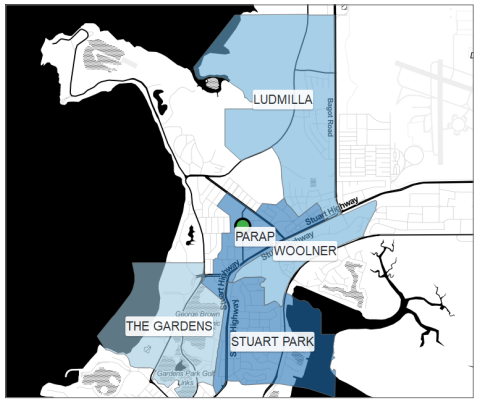
45-64 YEARS OLD
n=78

RANK	ATTRIBUTE	% OF PEOPLE
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	67% UNIQUE
#2	Cleanliness of public space	64% CARE
#3	Vegetation and natural elements (street trees, planting, water etc.)	60% LOOK & FUNCTION
=#4	Maintenance of public spaces and street furniture	59% CARE
=#4	Outdoor restaurant, cafe and/or bar seating	59% THINGS TO DO

LEGEND

#1 *Different from Parap catchment Top 5 CF*

TOWN CENTRE 1 CARE FACTOR CATCHMENT AREA



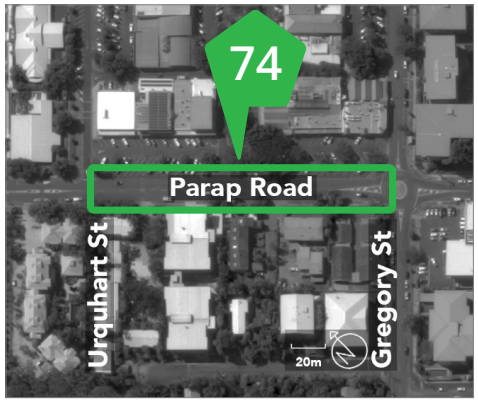
THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of Parap
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Parap, Stuart Park, Ludmilla, Woolner and The Gardens

PXassessment street

PEOPLE RATED:

PARAP ROAD
(BTW URQUHART ST AND GREGORY ST)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 Overall look and visual character of the area
- #2 Evidence of management (signage, information, street cleaners etc.)
- #3 Service businesses (post offices, libraries, banks etc.)

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Local history, heritage buildings or features
- #49 Physical safety (paths, cars, lighting etc.)
- #48 Amount of public space (footpaths and public spaces)

PRIORITIES FOR PARAP

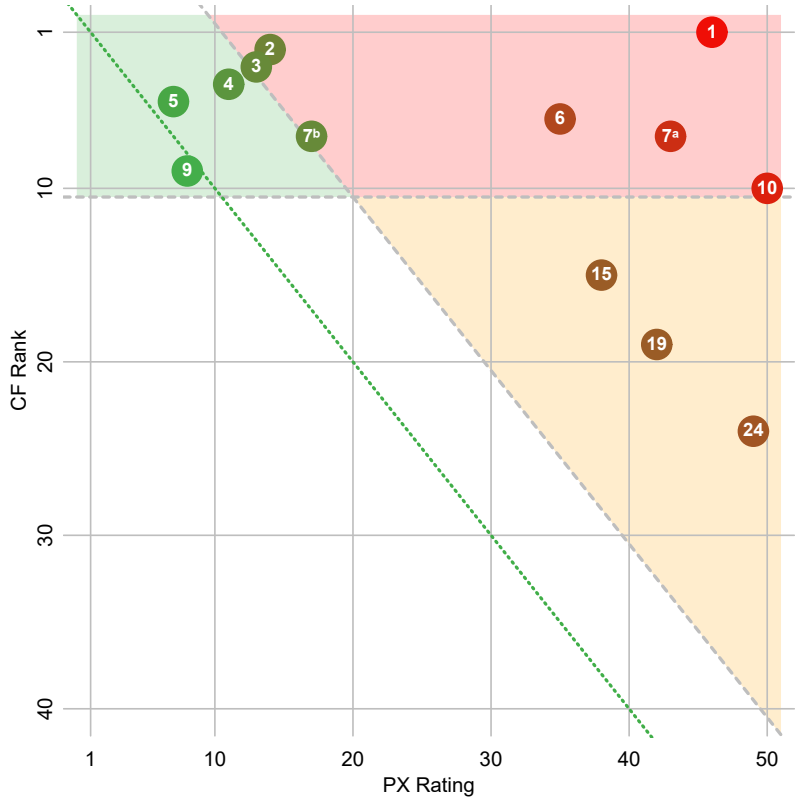
STRENGTHS AND PRIORITIES FOR PARAP

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.



LEGEND

- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
9	Welcoming to all people
5	**Sense of safety** (for all ages, genders, day/night etc.)
4	**General condition of vegetation, street trees and other planting**

CF	PRIORITY
1	Cleanliness of public space
10	Local history, heritage buildings or features
7a	Maintenance of public spaces and street furniture
6	Outdoor restaurant, cafe and/or bar seating
3	**Vegetation and natural elements** (street trees, planting, water etc.)
7b	**Evidence of public events happening here** (markets, street entertainers etc.)

CF	CONSIDERATION
24	**Physical safety** (paths, cars, lighting etc.)
19	**A cluster of similar businesses** (food, cultural traders, fashion etc.)
15	**Public art, community art, water or light feature**

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

D.8 - UNDERSTANDING RAPID CREEK

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.

VALUES AND PERFORMANCE OF RAPID CREEK

carefactor town centre

PEOPLE CARE ABOUT THEIR IDEAL TOWN CENTRE OFFERING:

RAPID CREEK CATCHMENT
n=147

RANK	ATTRIBUTE	% OF PEOPLE
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	70% UNIQUE
#2	Vegetation and natural elements (street trees, planting, water etc.)	68% LOOK & FUNCTION
#3	General condition of vegetation, street trees and other planting	67% CARE
#4	Cleanliness of public space	63% CARE
#5	Evidence of public events happening here (markets, street entertainers etc.)	55% THINGS TO DO

MEN
n=53

RANK	ATTRIBUTE	% OF PEOPLE
=#1	Elements of the natural environment (views, vegetation, topography, water etc.)	72% UNIQUE
=#1	Vegetation and natural elements (street trees, planting, water etc.)	72% LOOK & FUNCTION
#3	General condition of vegetation, street trees and other planting	70% CARE
=#4	Cleanliness of public space	58% CARE
=#4	Walking, cycling or public transport options	58% SENSE OF WELCOME

25-44 YEARS OLD
n=61

RANK	ATTRIBUTE	% OF PEOPLE
#1	Vegetation and natural elements (street trees, planting, water etc.)	75% LOOK & FUNCTION
#2	Elements of the natural environment (views, vegetation, topography, water etc.)	72% UNIQUE
#3	Cleanliness of public space	66% CARE
#4	General condition of vegetation, street trees and other planting	57% CARE
#5	Walking, cycling or public transport options	56% SENSE OF WELCOME

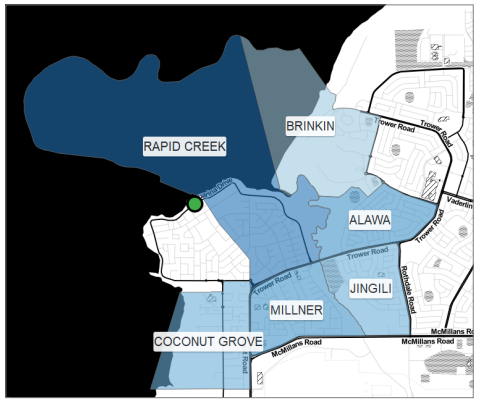
45-64 YEARS OLD
n=58

RANK	ATTRIBUTE	% OF PEOPLE
#1	Elements of the natural environment (views, vegetation, topography, water etc.)	72% UNIQUE
#2	General condition of vegetation, street trees and other planting	71% CARE
#3	Vegetation and natural elements (street trees, planting, water etc.)	67% LOOK & FUNCTION
#4	Evidence of public events happening here (markets, street entertainers etc.)	64% THINGS TO DO
#5	Overall look and visual character of the area	57% LOOK & FUNCTION

LEGEND

#1 *Different from Rapid Creek catchment Top 5 CF*

TOWN CENTRE 1 CARE FACTOR CATCHMENT AREA



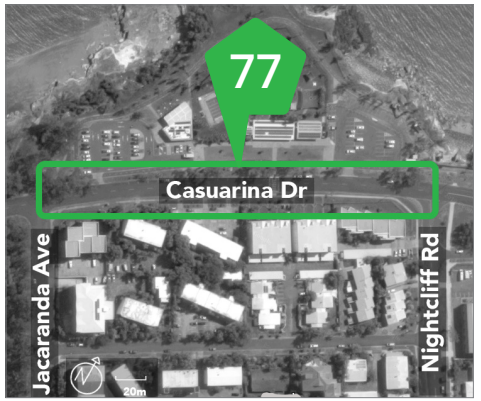
THE TOWN CENTRE'S CATCHMENT INCLUDES:

- Residents of Rapid Creek
- Respondents that associated themselves with the town centre (workers, visitors, students)
- Respondents living in Rapid Creek, Millner, Alawa, Coconut Grove, Jingili and Brinkin

PXassessment street

PEOPLE RATED:

CASUARINA DRIVE
(BTW JACARANDA AVE AND NIGHTCLIFF RD)



YOUR HIGHEST RATED PLACE ATTRIBUTES

The following place attributes rated highest overall:

- #1 General condition of vegetation, street trees and other planting
- #2 Walking paths that connect to other places
- #3 Overall look and visual character of the area

YOUR LOWEST RATED PLACE ATTRIBUTES

The following place attributes rated most poorly overall:

- #50 Public art, community art, water or light feature
- #49 Street furniture (including benches, bins, lights etc.)
- #48 Local history, heritage buildings or features

PRIORITIES FOR RAPID CREEK

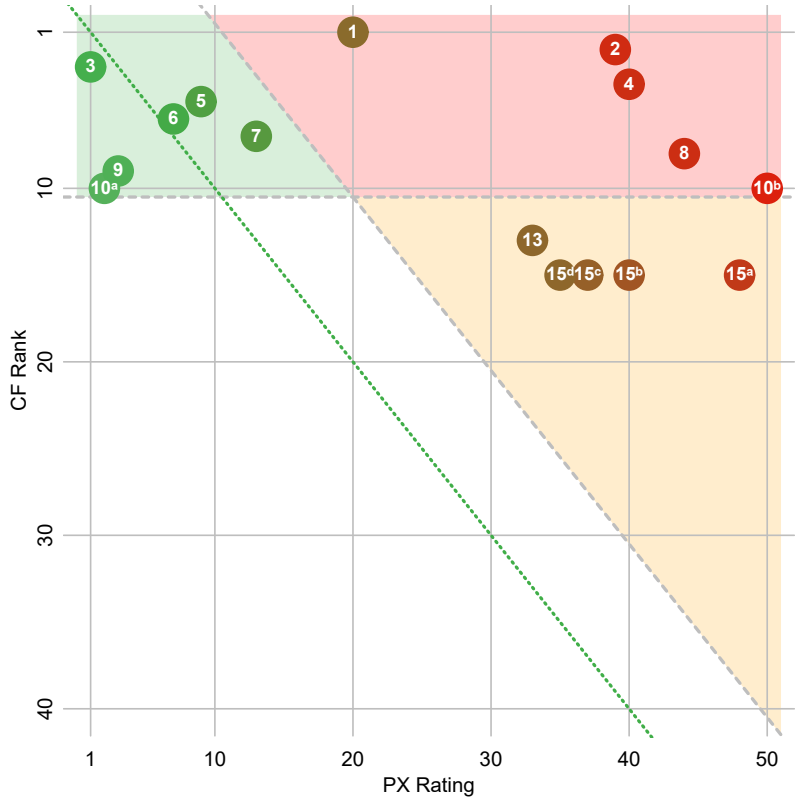
STRENGTHS AND PRIORITIES FOR RAPID CREEK

These tables and graph illustrate your town centre's strengths, priorities and things to consideration.

STRENGTHS should be celebrated and protected.

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

CONSIDERATIONS 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.



LEGEND

- *Vertical: Top 10 CF threshold*
  Diagonal: Threshold showing attributes which PX rating is performing 10 pts worse than their CF ranking[1] (PX=CF+10)
- *Equal CF rank and PX Score (PX=CF)*
- *Strength (Protect and build upon these attributes)*
- *Priority (Focus on improving these attributes)*
- *Consideration (Focus on improving these attributes AFTER all priorities have been addressed)*

CF	STRENGTH
10a	Walking paths that connect to other places
9	Overall look and visual character of the area
3	General condition of vegetation, street trees and other planting
6	Walking, cycling or public transport options
5	Evidence of public events happening here (markets, street entertainers etc.)
7	Sense of safety (for all ages, genders, day/ night etc.)

CF	PRIORITY
10b	Public art, community art, water or light feature
2	Vegetation and natural elements (street trees, planting, water etc.)
8	Maintenance of public spaces and street furniture
4	Cleanliness of public space
1	Elements of the natural environment (views, vegetation, topography, water etc.)

CF	CONSIDERATION
15a	Local history, heritage buildings or features
15b	Evidence of community activity (community gardening, art, fundraising etc.)
15c	Quality of public space (footpaths and public spaces)
15d	Unique mix or diversity of people in the area
13	Interaction with locals/ other people in the area (smiles, customer service etc.)

Notes: CF - Care Factor ranking out of 50 - the lower the number the higher the number of people who think this attribute is important. Strengths have a high CF and high PX. Priorities are the poorest performing CF ranked in the overall top 10. For Consideration are the worst performing overall outside of the Top 10 CF. A threshold difference of 10 pts between the CF rank and PX rating is used to assure that displayed priorities are not within the margin of error.

THANK YOU