Methodology

Two people counters were installed in Dandenong in 2020 to provide real time people movement data at key locations. The data is collected by a fixed camera that covers an area approximately 3 x 3 metres and can differentiate;

- Time of day
- Day of week
- Gender
- Child / adult

The camera counts all movements as opposed to unique visits, therefore if the same person passes a location twice a day the Camera would register each passing.

This data provides insights into the daily, weekly and monthly patterns associated with pedestrian footfall in Activity Centres.

Using the Results

The data collected helps to understand how a place is performing such as when the activity peaks / troughs, how balanced the gender distribution is and to what extent children form part of the footfall mix.

This knowledge assists everyone to improve places so they attract and retain people by;

- Making evidence based decisions
- Implementing changes that are self sustaining
- Responding to the unique character of the place
- Measuring the impact of investment and intervention

People Counter Locations

Thomas Street- Located at the multideck car park (installed 6/2020)
Lonsdale Street - Located near Garnar Lane (installed 10/2020)
Langhorne & Walker Streets - Located near Drum (installed 10/2021)
Walker Street – Located at multideck car park (installed 10/2021)

People Counter - Thomas Street – September 2022

Total footfall this month

55,295

Footfall previous month

50,461

Change

Up 9.6 %

Average daily footfall, by day of the week
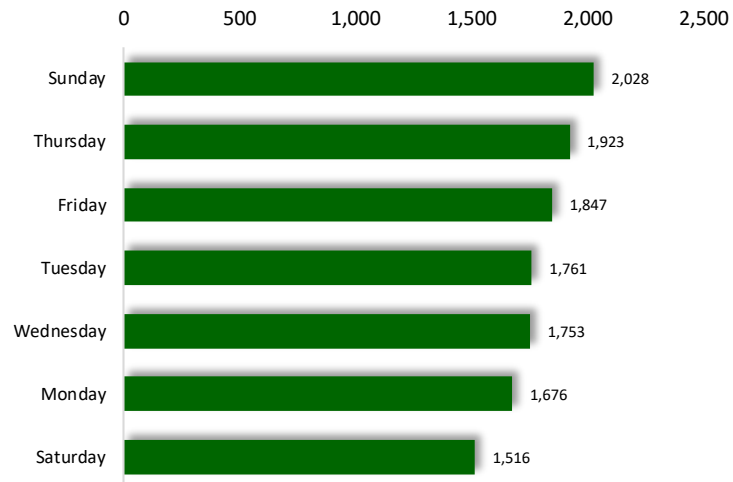
Day	Footfall
Sunday	2,028
Thursday	1,923
Friday	1,847
Tuesday	1,761
Wednesday	1,753
Monday	1,676
Saturday	1,516

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
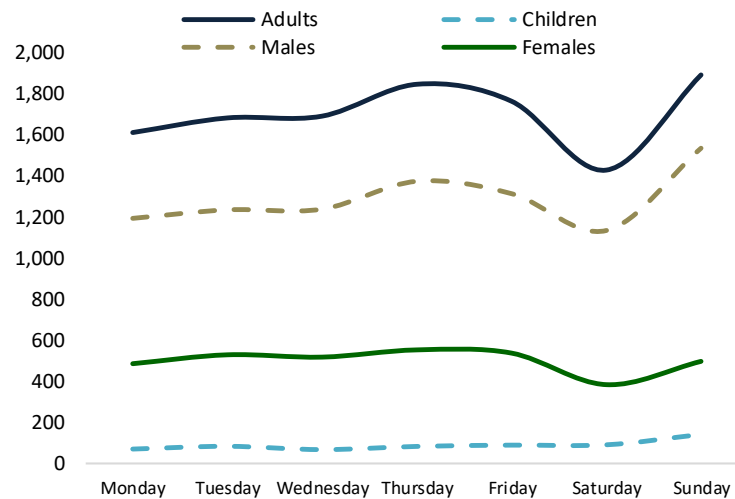
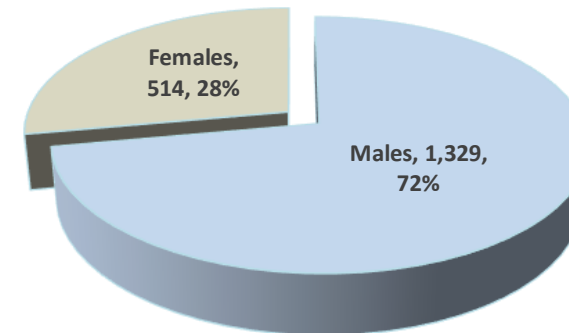

* Average is for the each day for the entire month

Average daily footfall

1,843

Average daily footfall, by sex

Females, 514, 28%
Males, 1,329, 72%

Monthly footfall

Month	Footfall
Nov-21	48,467
Dec-21	57,448
Jan-22	51,456
Feb-22	43,613
Mar-22	54,238
Apr-22	52,887
May-22	55,785
Jun-22	49,032
Jul-22	54,172
Aug-22	50,461
Sep-22	55,295
Oct-22	0
Nov-22	0

DANDENONG ACTIVITY CENTRE

People Counter - Lonsdale Street – September 2022
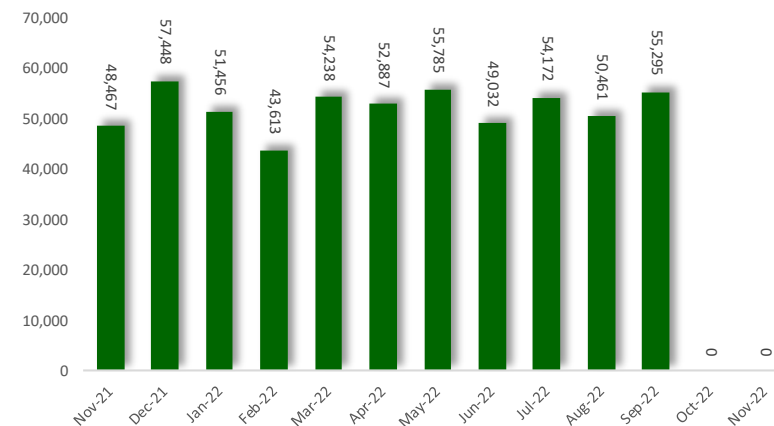
Total footfall this month

35,205

Footfall previous month

34,188

Change

Up 3 %

Average daily footfall, by day of the week
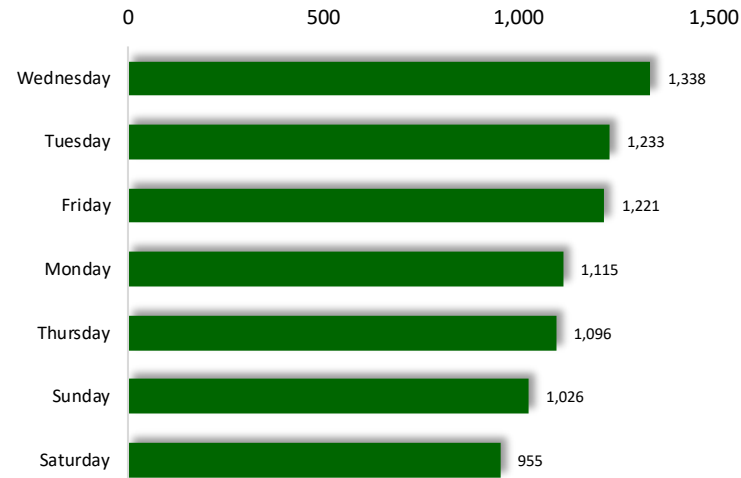
Day	Footfall
Wednesday	1,338
Tuesday	1,233
Friday	1,221
Monday	1,115
Thursday	1,096
Sunday	1,026
Saturday	955

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
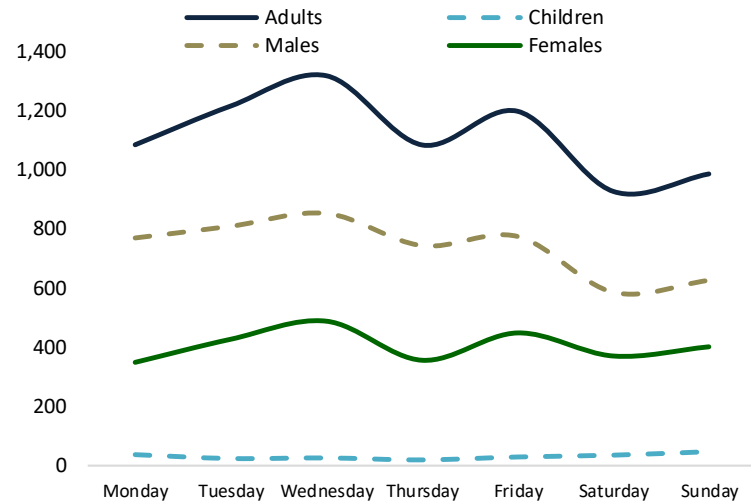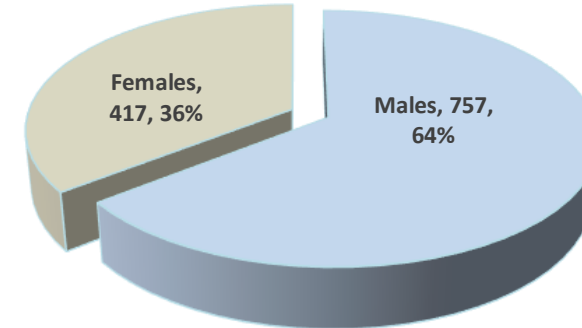
* Average is for the each day for the entire month

Average daily footfall

1,174

Average daily footfall, by sex
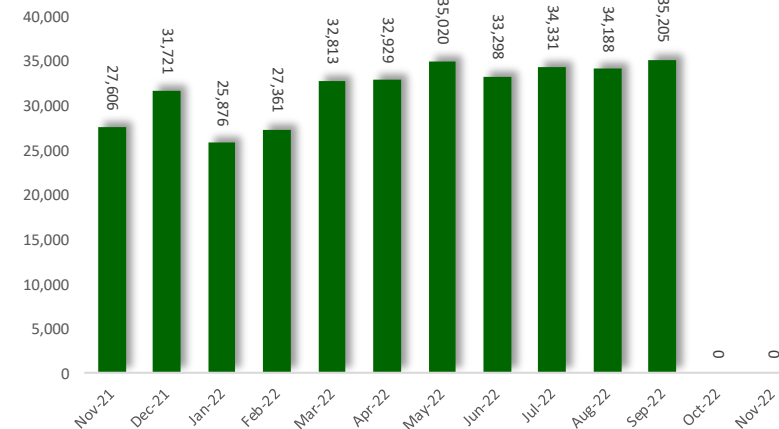
Females, 417, 36%
Males, 757, 64%

Monthly footfall

Month	Footfall
Nov-21	27,606
Dec-21	31,721
Jan-22	25,876
Feb-22	27,361
Mar-22	32,813
Apr-22	32,929
May-22	35,020
Jun-22	33,298
Jul-22	34,331
Aug-22	34,188
Sep-22	35,205
Oct-22	0
Nov-22	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Total footfall this month

27,082

Footfall previous month

26,899

Change

Up 0.7 %

Average daily footfall, by day of the week
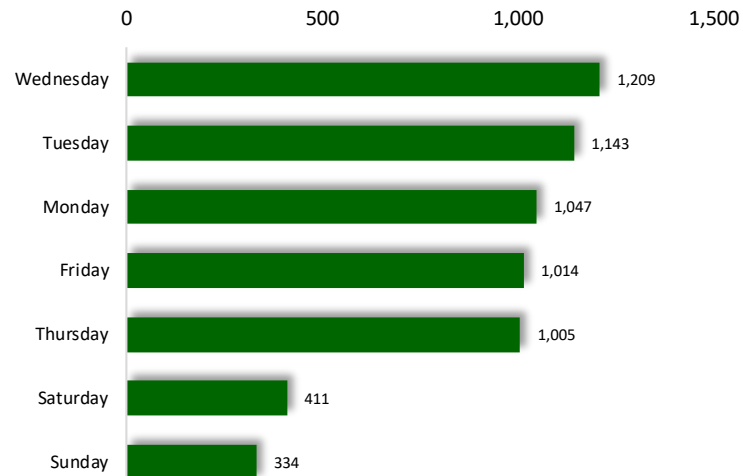
Day	Footfall
Wednesday	1,209
Tuesday	1,143
Monday	1,047
Friday	1,014
Thursday	1,005
Saturday	411
Sunday	334

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

(y-axis: 0 to 1,400)
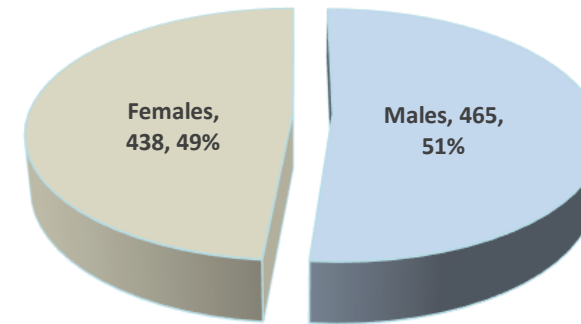(x-axis: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday)
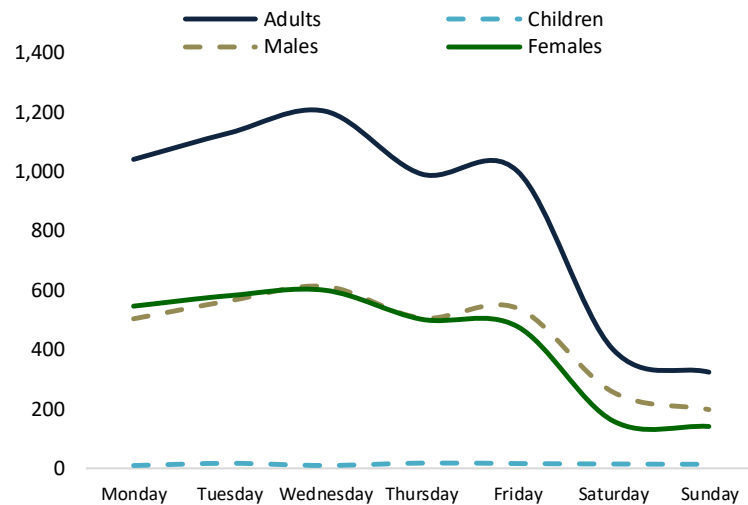
* Average is for the each day for the entire month

Average daily footfall

903

Average daily footfall, by sex

Females, 438, 49%
Males, 465, 51%

Monthly footfall

Month	Footfall
Nov-21	19,969
Dec-21	23,253
Jan-22	17,925
Feb-22	20,762
Mar-22	28,067
Apr-22	25,685
May-22	28,003
Jun-22	25,401
Jul-22	25,506
Aug-22	26,899
Sep-22	27,082
Oct-22	0
Nov-22	0

DANDENONG ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity
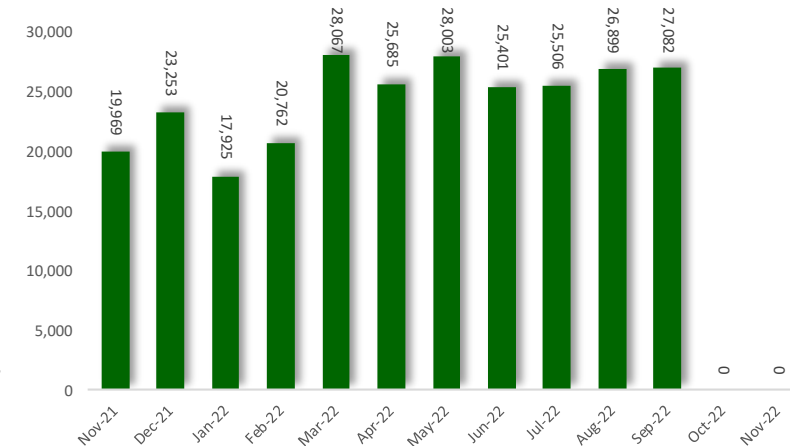
Total footfall this month

39,776

Footfall previous month

34,956

Change

Up 13.8 %

Average daily footfall, by day of the week
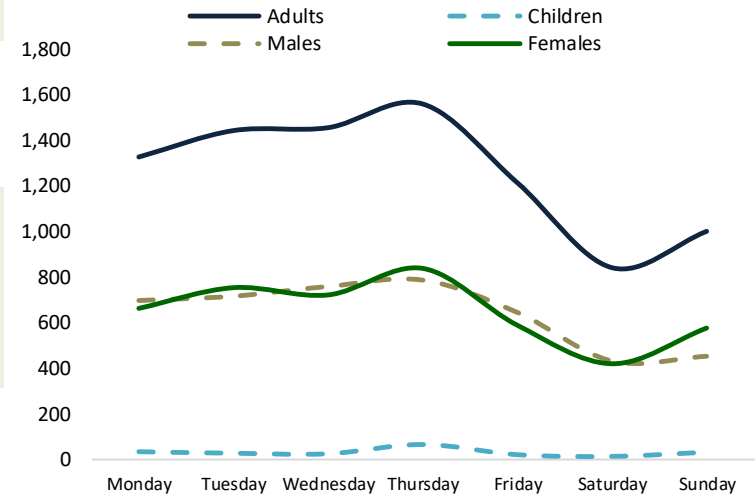
Day	Footfall
Thursday	1,619
Wednesday	1,475
Tuesday	1,465
Monday	1,355
Friday	1,229
Sunday	1,027
Saturday	849

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females

Axis: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

* Average is for the each day for the entire month
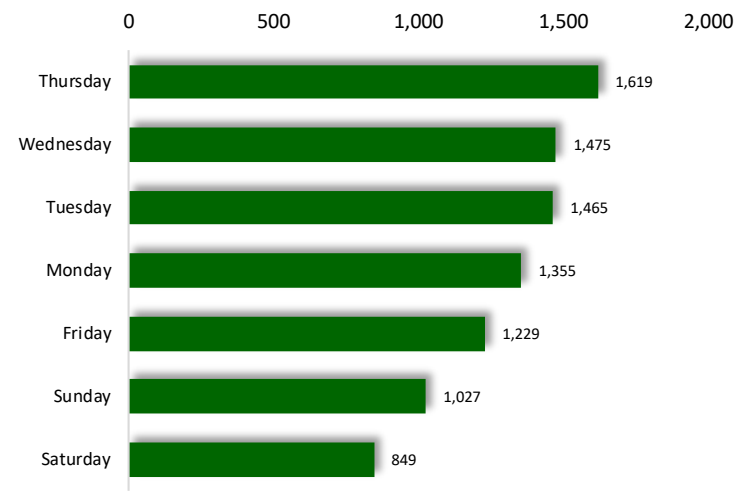
Average daily footfall

1,326

Average daily footfall, by sex
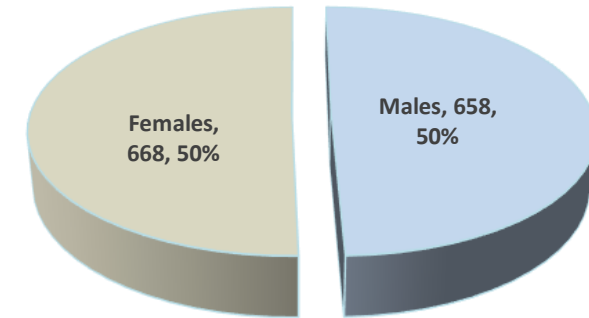
Females, 668, 50%

Males, 658, 50%

Monthly footfall

Month	Footfall
Nov-21	30,424
Dec-21	34,272
Jan-22	25,954
Feb-22	29,134
Mar-22	35,371
Apr-22	32,717
May-22	36,783
Jun-22	37,012
Jul-22	33,681
Aug-22	34,956
Sep-22	39,776
Oct-22	0
Nov-22	0
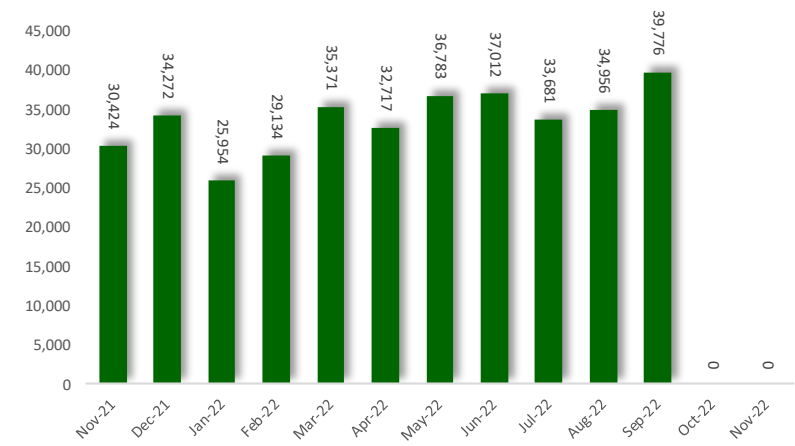
Smart Cities - People Counters

Methodology

One people counter was installed in Springvale in 2021 to provide real time people movement data at key locations. The data is collected by a fixed camera that covers an area approximately 3 x 3 metres and can differentiate;

- Time of day
- Day of week
- Gender
- Child / adult

The camera counts all movements as opposed to unique visits, therefore if the same person passes the counter multiple times the Camera will register each passing.

This data provides insights into the daily, weekly and monthly patterns associated with pedestrian footfall in Activity Centres.

Using the Results

The data collected helps to understand how a place is performing such as when the activity peaks / troughs, how balanced the gender distribution is and to what extent children form part of the footfall mix.

This knowledge assists everyone to improve places so they attract and retain people by;

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People Counter Locations

Buckingham Ave - Located at Multicultural Place
(installed July 2021)

Balmoral / Buckingham Corner
(installed October 2021)

SPRINGVALE ACTIVITY CENTRE

GREATER DANDENONG
City of Opportunity

Placemaking & Revitalisation Team

Total footfall this month

209,769

Footfall previous month

197,671

Change

Up 6.2 %

Average daily footfall, by day of the week
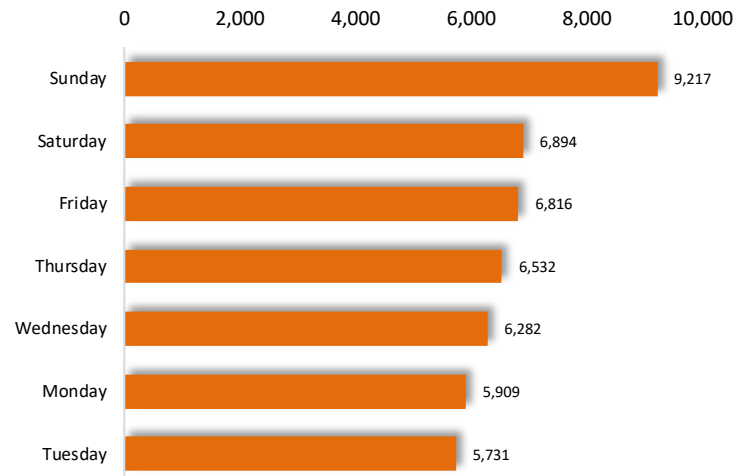
Day	Footfall
Sunday	9,217
Saturday	6,894
Friday	6,816
Thursday	6,532
Wednesday	6,282
Monday	5,909
Tuesday	5,731

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
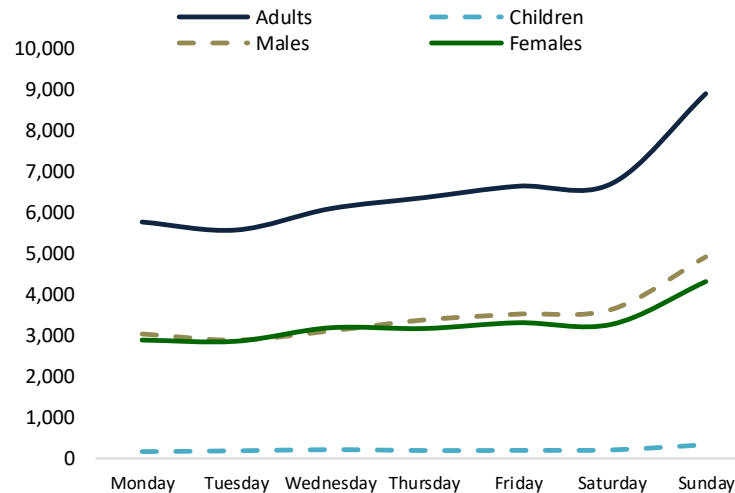
* Average is for the each day for the entire month

Average daily footfall

6,992

Average daily footfall, by sex

Females, 3,393, 49%
Males, 3,599, 51%

Monthly footfall

Month	Footfall
Nov-21	210,549
Dec-21	236,605
Jan-22	223,209
Feb-22	200,639
Mar-22	207,938
Apr-22	220,704
May-22	205,631
Jun-22	190,921
Jul-22	222,061
Aug-22	197,671
Sep-22	209,769
Oct-22	0
Nov-22	0

Total footfall this month

140,576

Footfall previous month

132,286

Change

Up 6.3 %

Average daily footfall, by day of the week
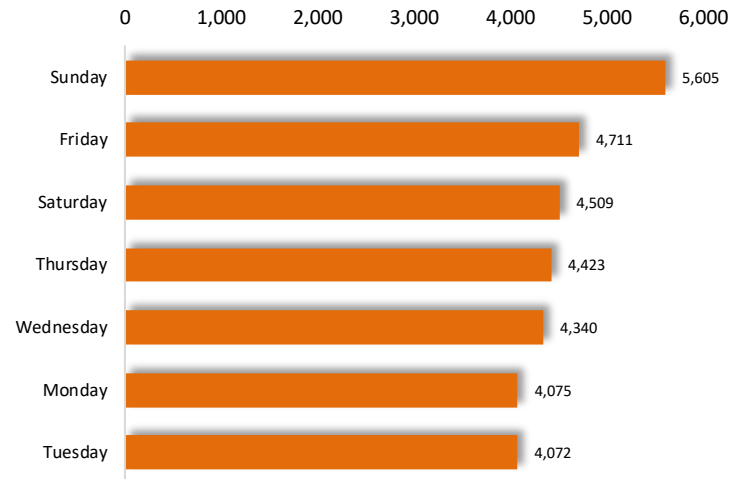
Day	Footfall
Sunday	5,605
Friday	4,711
Saturday	4,509
Thursday	4,423
Wednesday	4,340
Monday	4,075
Tuesday	4,072

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
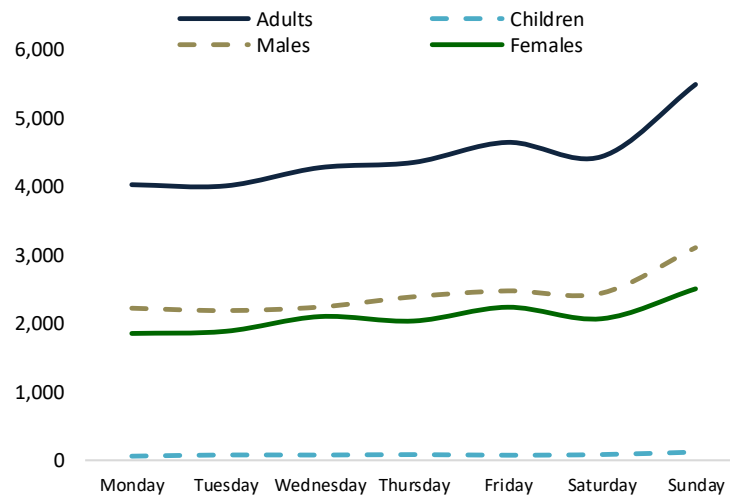
* Average is for the each day for the entire month

Average daily footfall

4,686

Average daily footfall, by sex

Females, 2,167, 46%
Males, 2,519, 54%

Monthly footfall

Month	Footfall
Nov-21	139,342
Dec-21	148,505
Jan-22	148,122
Feb-22	130,545
Mar-22	137,337
Apr-22	146,347
May-22	136,332
Jun-22	125,874
Jul-22	156,921
Aug-22	132,286
Sep-22	140,576
Oct-22	0
Nov-22	0

Methodology

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- Day of week
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People Counter Locations

Douglas Street – Located at the Toilet Block - (installed 11/2021)
Skate Park - Located near skyrail - (installed 11/2021)
Douglas Street - Located Commonwealth Bank - (installed 9/2022)
Aubrey Moss Gardens - Located opposite Coles - (installed 9/2022)
Buckley Street - Located near the Public Hall - (installed 9/2022)

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

3,743

Footfall previous month
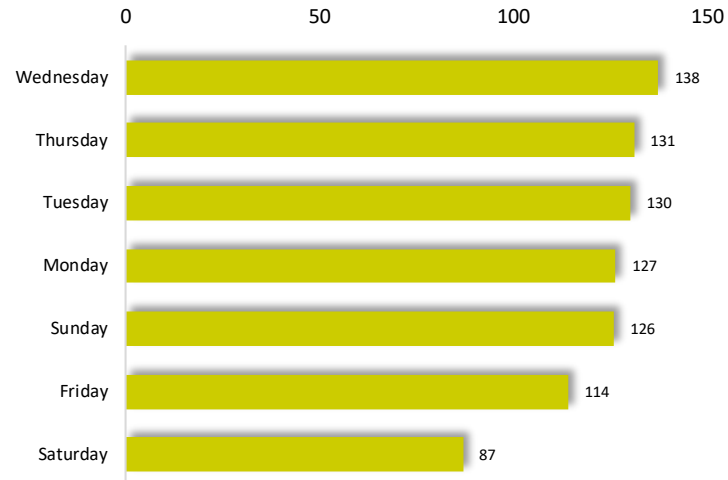
0

Change

Average daily footfall, by day of the week

Day	Footfall
Wednesday	138
Thursday	131
Tuesday	130
Monday	127
Sunday	126
Friday	114
Saturday	87

Average* daily footfall, by population segment

Legend: Adults — Children — — Males — — Females
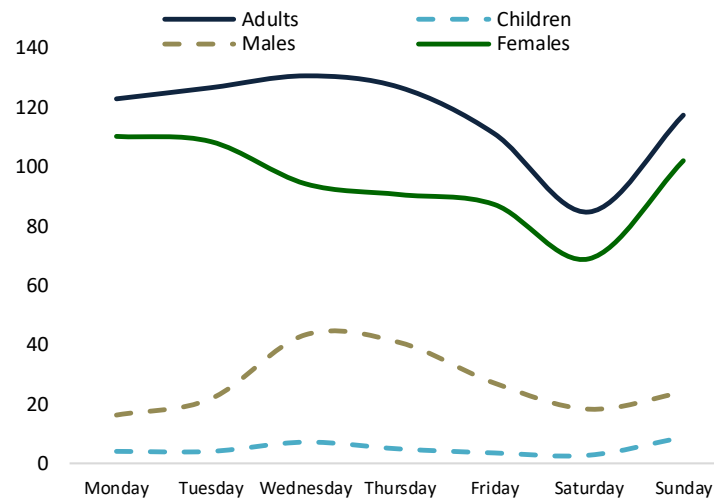
* Average is for the each day for the entire month
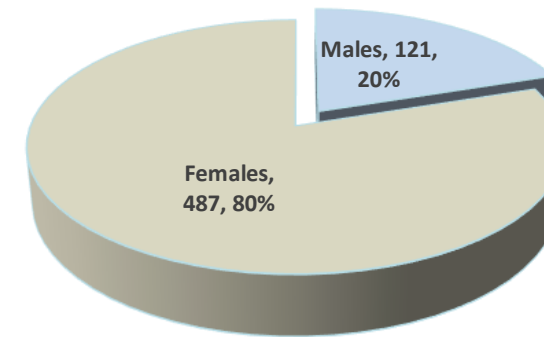
Average daily footfall

125

Average daily footfall, by sex
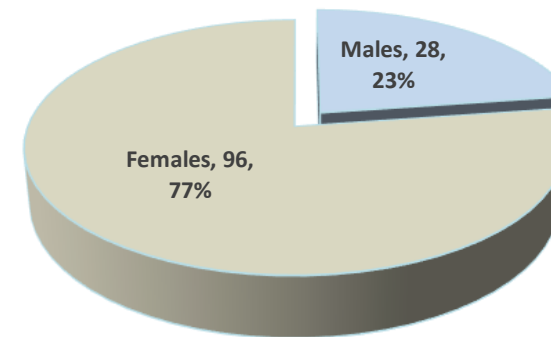
Males, 28, 23%
Females, 96, 77%
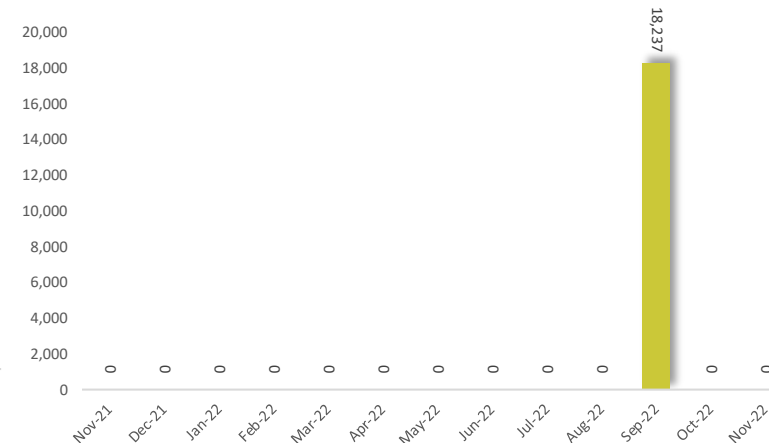
Gender data collection occurred from 21- 30 September only therefore effecting the results

Monthly footfall

3,743

Nov-21 | Dec-21 | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22

NOBLE PARK ACTIVITY CENTRE
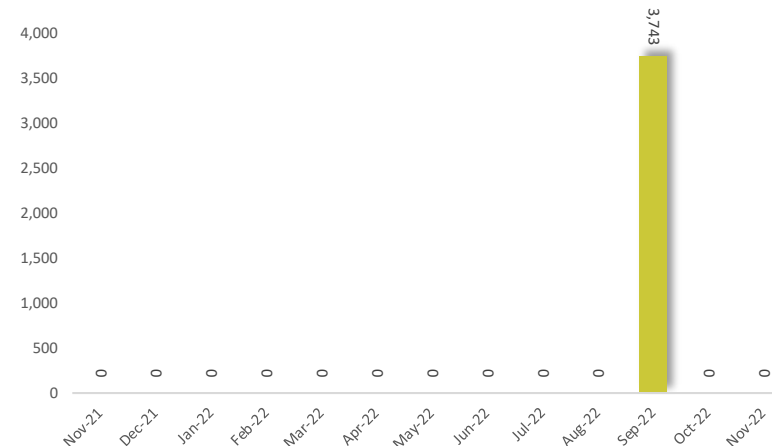
Total footfall this month

18,237

Footfall previous month
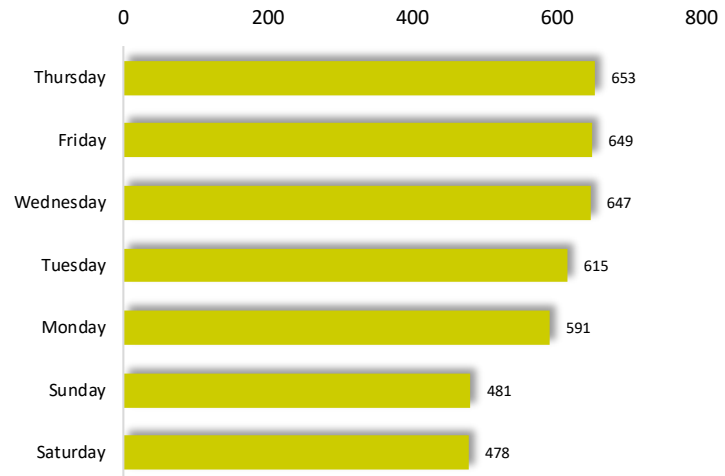
0

Change

Average daily footfall, by day of the week

Day	Footfall
Thursday	653
Friday	649
Wednesday	647
Tuesday	615
Monday	591
Sunday	481
Saturday	478

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
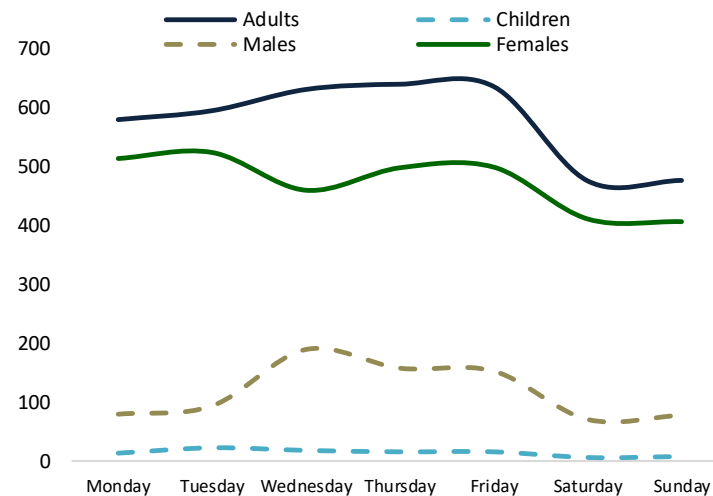
* Average is for the each day for the entire month

Average daily footfall

608

Average daily footfall, by sex

Males, 121, 20%
Females, 487, 80%

Gender data collection occurred from 21- 30 September only therefore effecting the results

Monthly footfall

18,237

Nov-21, Dec-21, Jan-22, Feb-22, Mar-22, Apr-22, May-22, Jun-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22

NOBLE PARK ACTIVITY CENTRE

People Counter - Douglas Street – September 2022

Total footfall this month

79,895

Footfall previous month
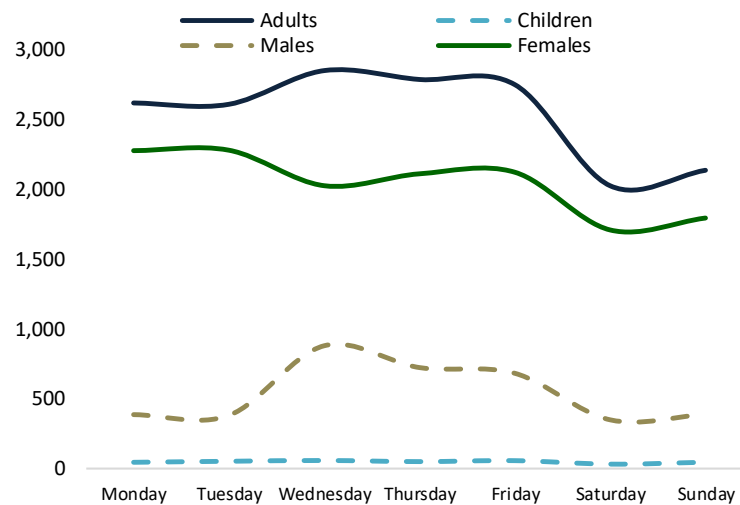
0

Change

Average daily footfall, by day of the week

Day	Footfall
Wednesday	2,901
Thursday	2,828
Friday	2,798
Monday	2,655
Tuesday	2,653
Sunday	2,173
Saturday	2,047
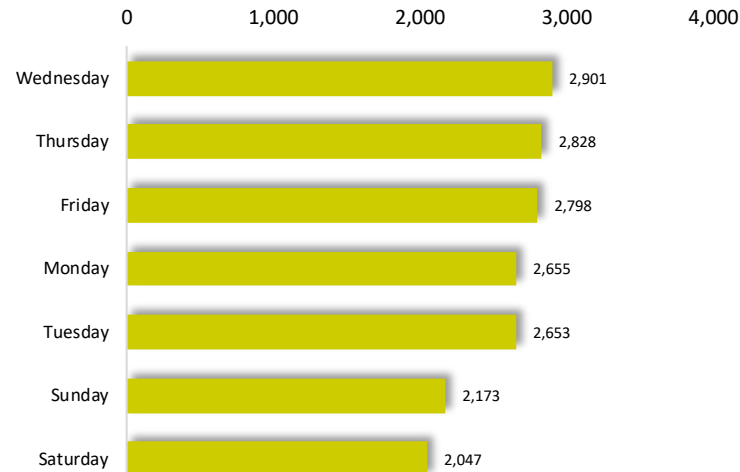
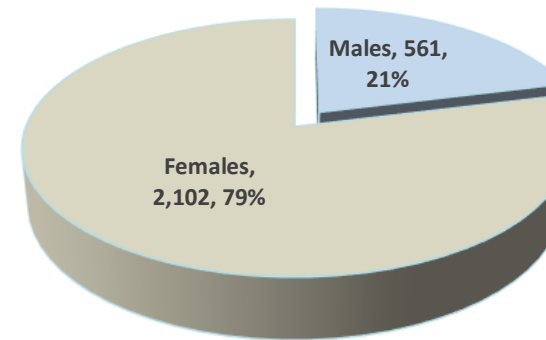### Average* daily footfall, by population segment

Adults — Children — Males — Females

* Average is for the each day for the entire month

Average daily footfall

2,663

Average daily footfall, by sex

Males, 561, 21%

Females, 2,102, 79%
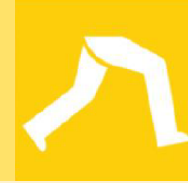
Gender data collection occurred from 21- 30 September only therefore effecting the results

Monthly footfall

79,895 (Sep-22)

NOBLE PARK ACTIVITY CENTRE

Total footfall this month

38,742

Footfall previous month

35,596

Change

Up 8.9 %

Average daily footfall, by day of the week
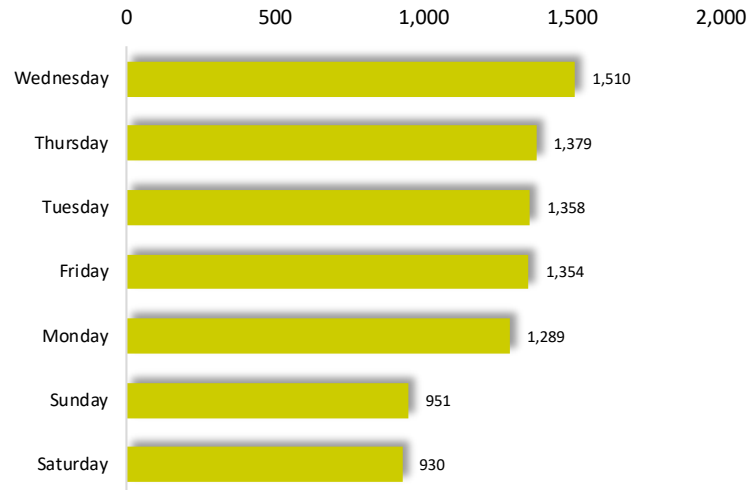
Day	Footfall
Wednesday	1,510
Thursday	1,379
Tuesday	1,358
Friday	1,354
Monday	1,289
Sunday	951
Saturday	930

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
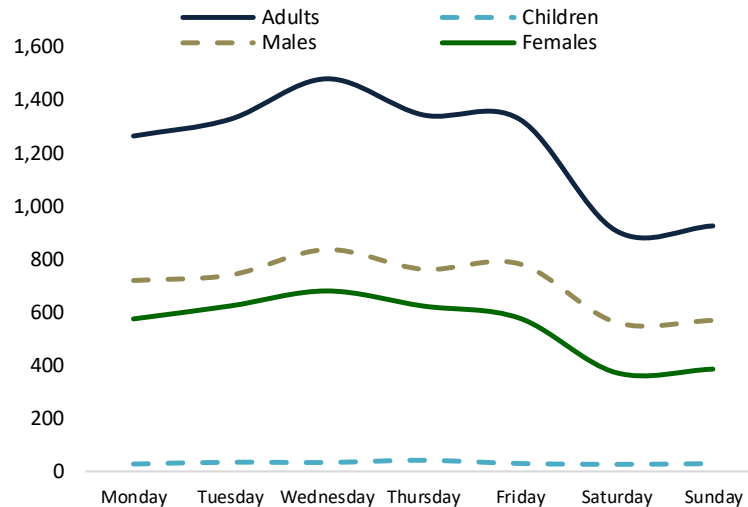
* Average is for the each day for the entire month

Average daily footfall

1,291

Average daily footfall, by sex
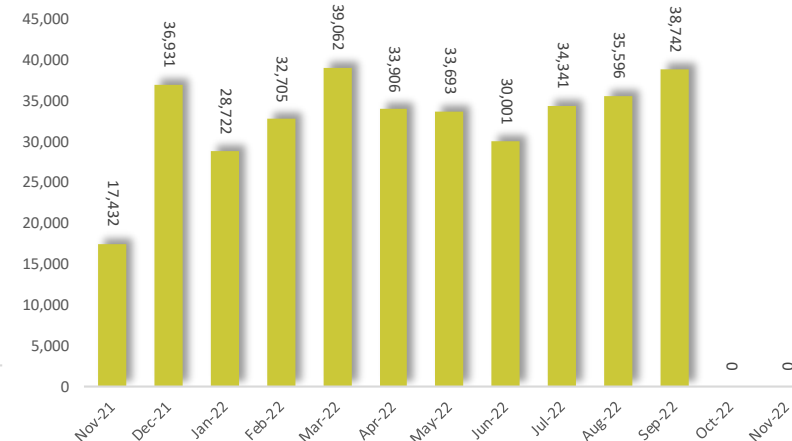
Females, 561, 43%
Males, 730, 57%

Monthly footfall

Month	Footfall
Nov-21	17,432
Dec-21	36,931
Jan-22	28,722
Feb-22	32,705
Mar-22	39,062
Apr-22	33,906
May-22	33,693
Jun-22	30,001
Jul-22	34,341
Aug-22	35,596
Sep-22	38,742
Oct-22	0
Nov-22	0

NOBLE PARK ACTIVITY CENTRE

Placemaking & Revitalisation Team

Total footfall this month

6,208

Footfall previous month

4,457

Change

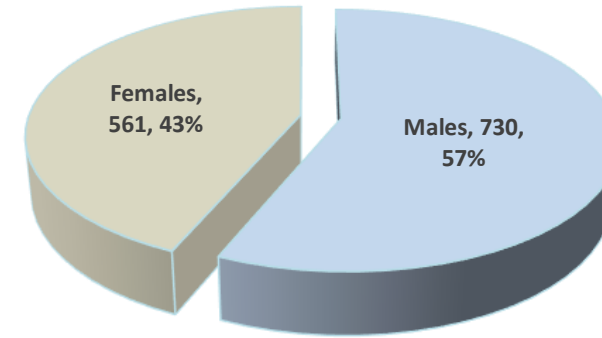**Up 39.3 %**

Average daily footfall, by day of the week
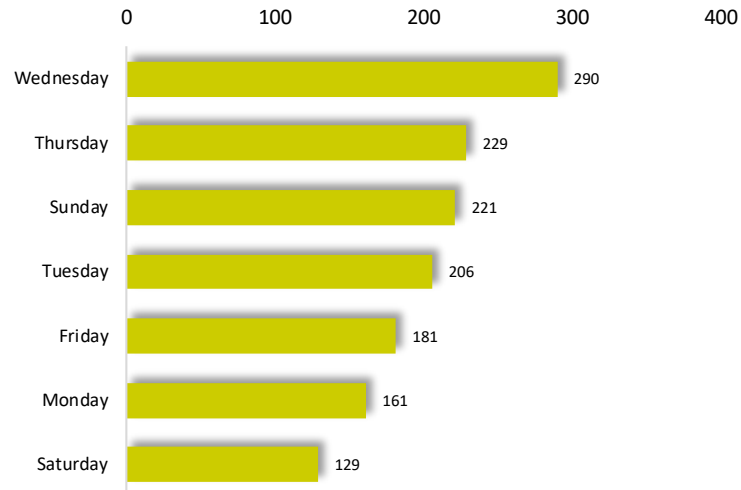
Day	Value
Wednesday	290
Thursday	229
Sunday	221
Tuesday	206
Friday	181
Monday	161
Saturday	129

Average* daily footfall, by population segment

Legend: Adults, Children, Males, Females
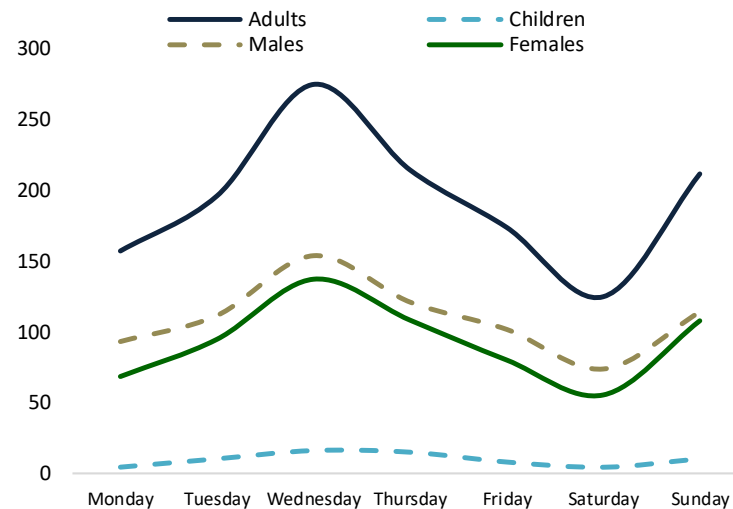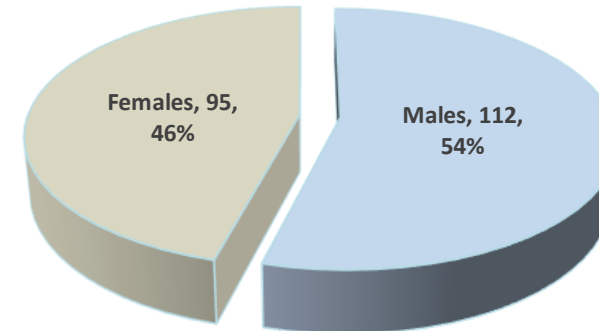
* Average is for the each day for the entire month

Average daily footfall

207

Average daily footfall, by sex

Females, 95, 46%
Males, 112, 54%

Monthly footfall

Month	Value
Nov-21	4,850
Dec-21	7,739
Jan-22	8,080
Feb-22	6,708
Mar-22	8,304
Apr-22	6,918
May-22	5,612
Jun-22	4,240
Jul-22	4,660
Aug-22	4,457
Sep-22	6,208
Oct-22	0
Nov-22	0