



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)



Total footfall this month

57,246

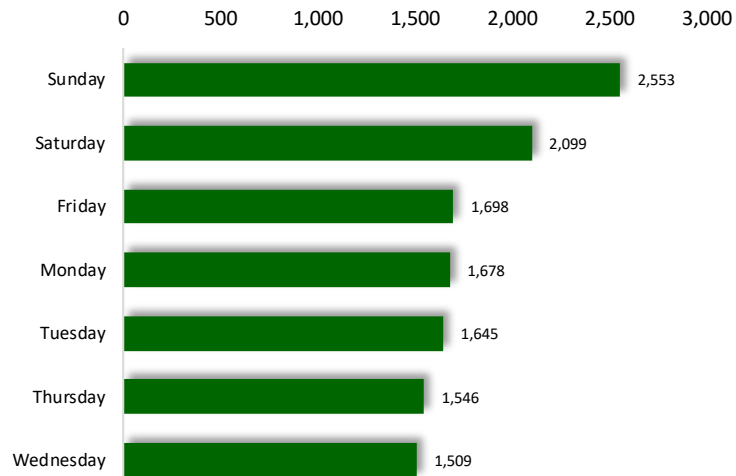
Footfall previous month

55,295

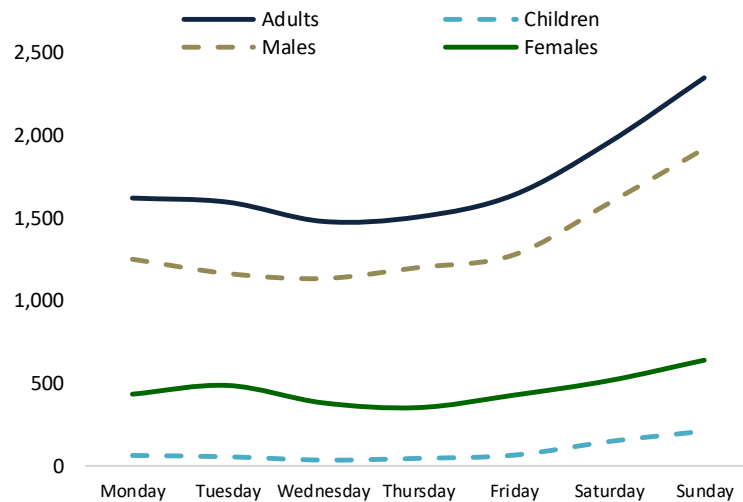
Change

Up 3.6 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

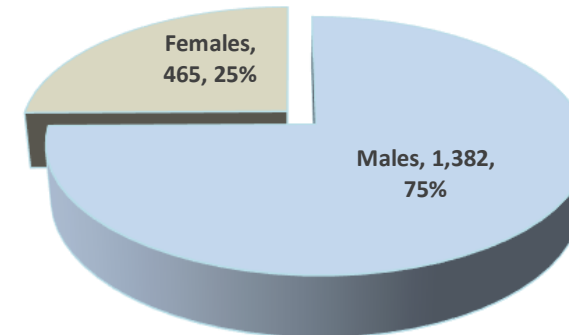


* Average is for the each day for the entire month

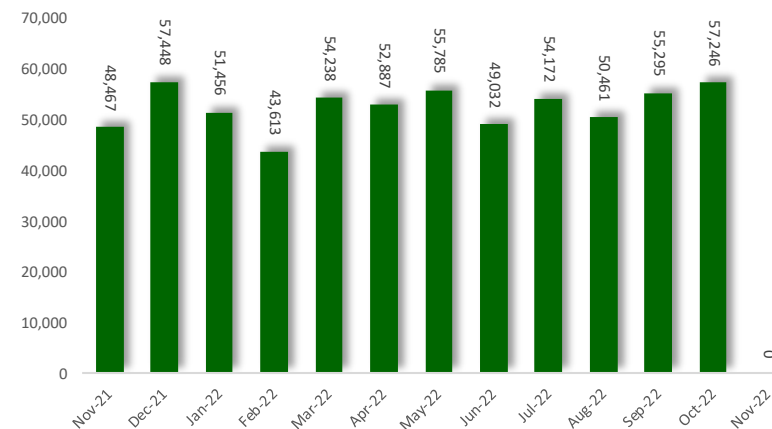
Average daily footfall

1,847

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Lonsdale Street – October 2022

Placemaking & Revitalisation Team

Total footfall this month

37,653

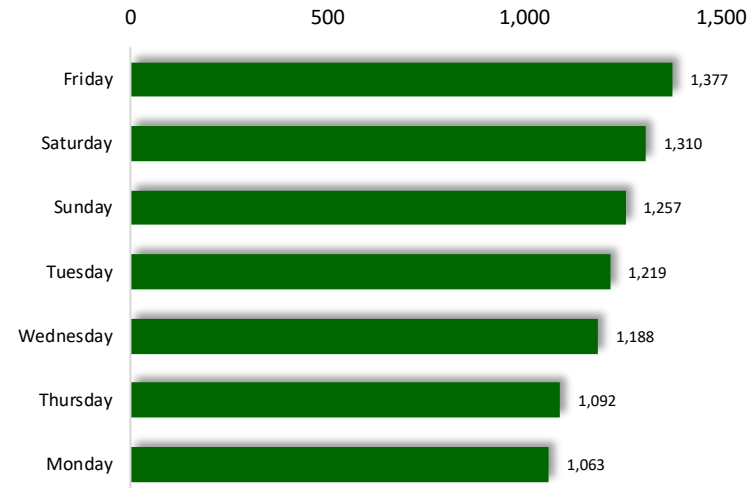
Footfall previous month

35,205

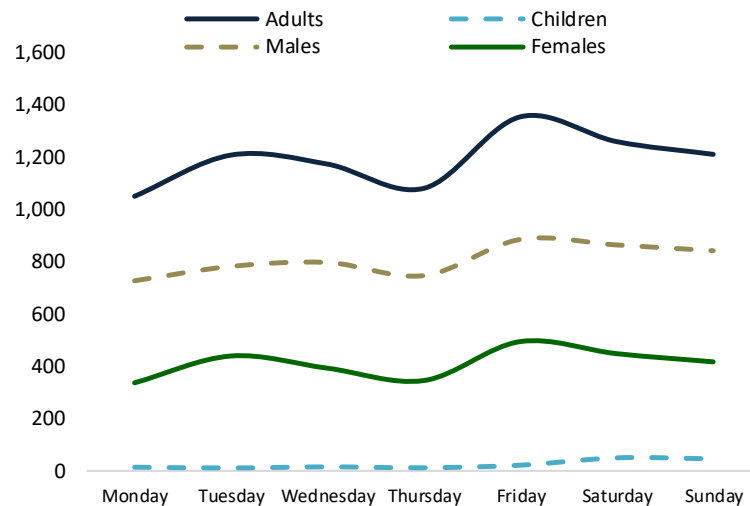
Change

Up 7 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

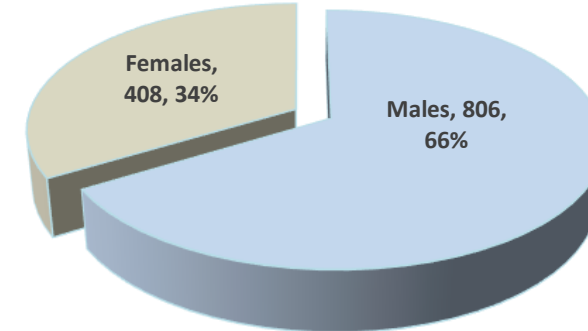


* Average is for the each day for the entire month

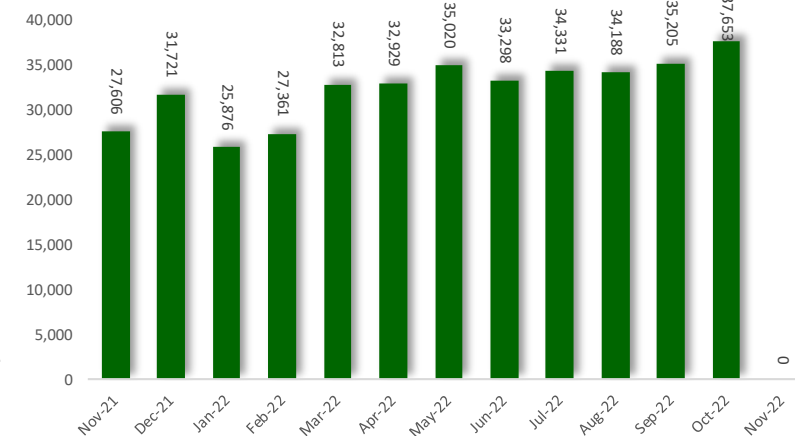
Average daily footfall

1,215

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Walker Street (Car park) – October 2022

Placemaking & Revitalisation Team

Total footfall this month

31,007

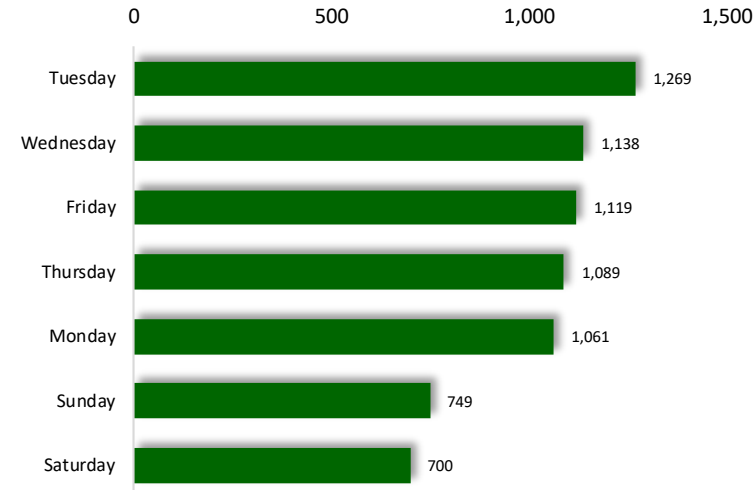
Footfall previous month

27,082

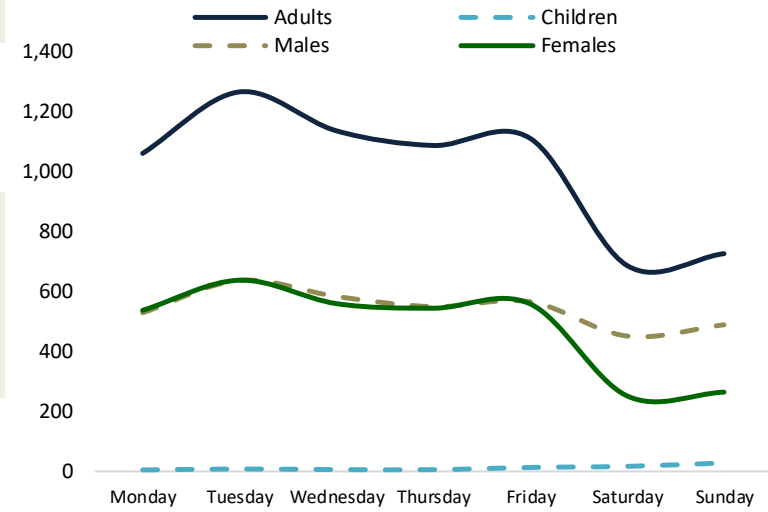
Change

Up 14.5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

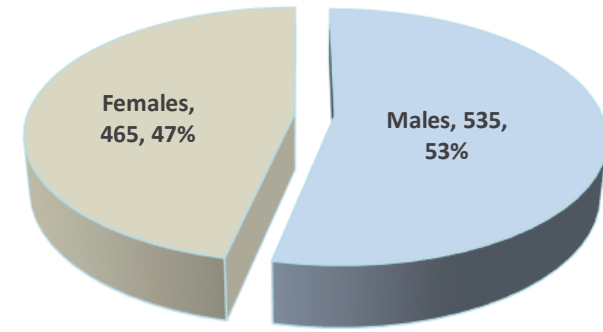


* Average is for the each day for the entire month

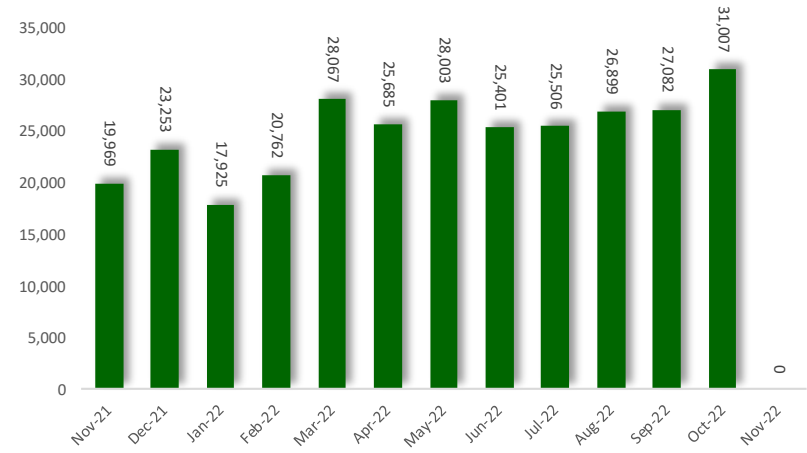
Average daily footfall

1,000

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Langhorne & Walker Street (Drum Theatre) – October 2022

Placemaking & Revitalisation Team

Total footfall this month

37,581

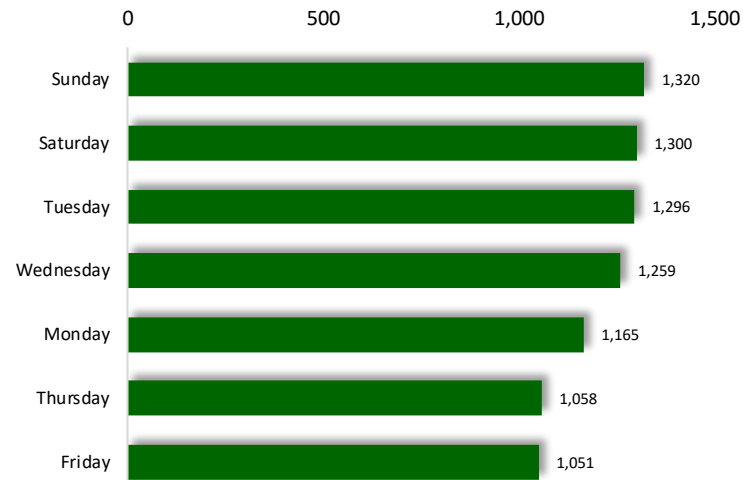
Footfall previous month

39,776

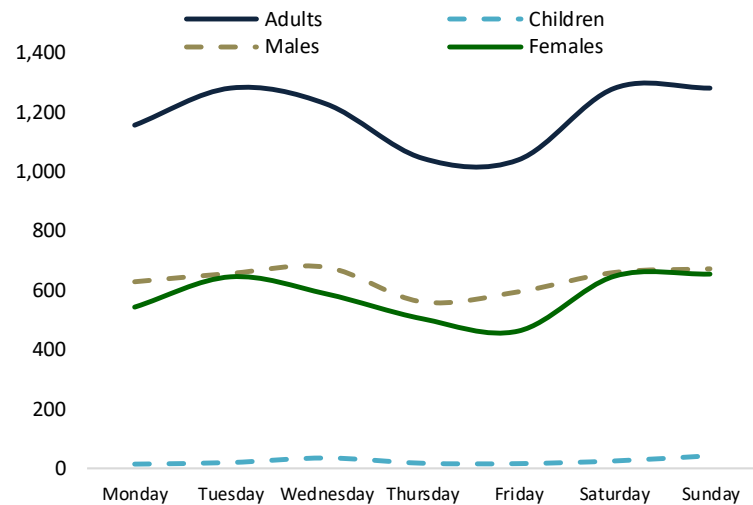
Change

Down -5.6 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

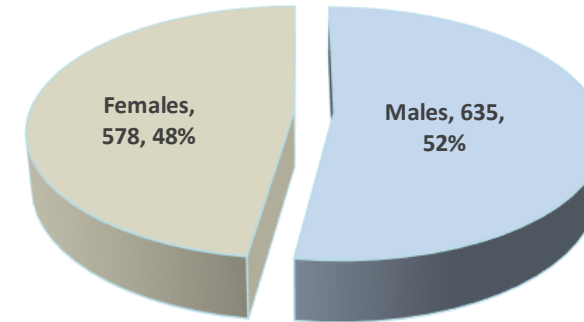


* Average is for the each day for the entire month

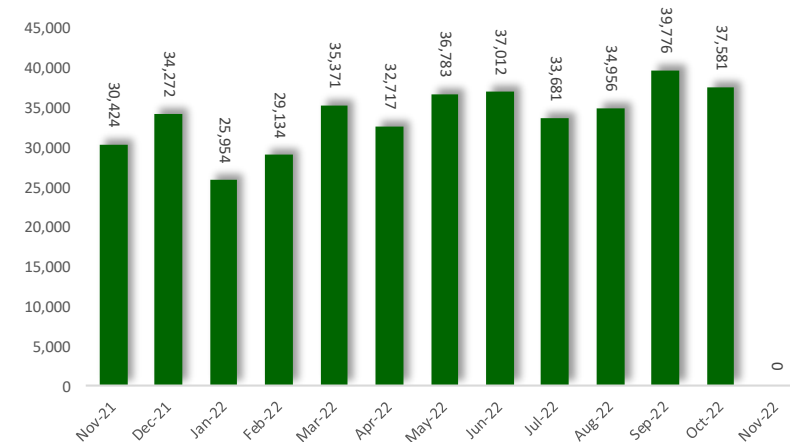
Average daily footfall

1,212

Average daily footfall, by sex



Monthly footfall





Smart Cities - People Counters

Placemaking & Revitalisation Team

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;

- 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

Buckingham Ave - Located at Multicultural Place

(installed July 2021)

Balmoral / Buckingham Corner

(installed October 2021)

SPRINGVALE ACTIVITY CENTRE



People Counter - Buckingham Ave (Multicultural Place) - October 2022

Placemaking & Revitalisation Team

Total footfall this month

219,756

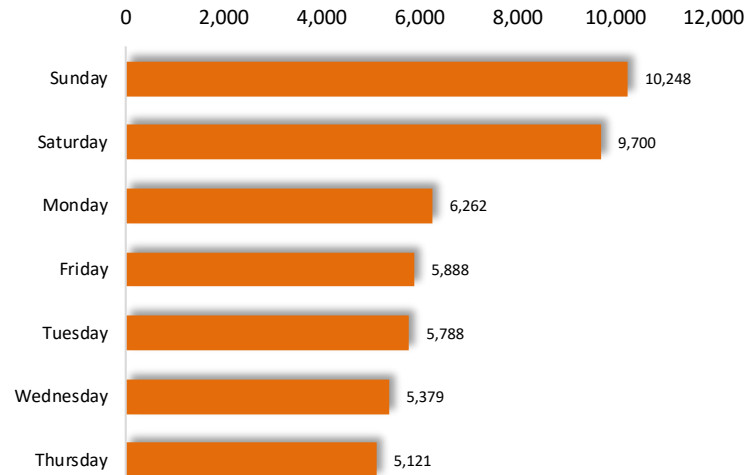
Footfall previous month

209,769

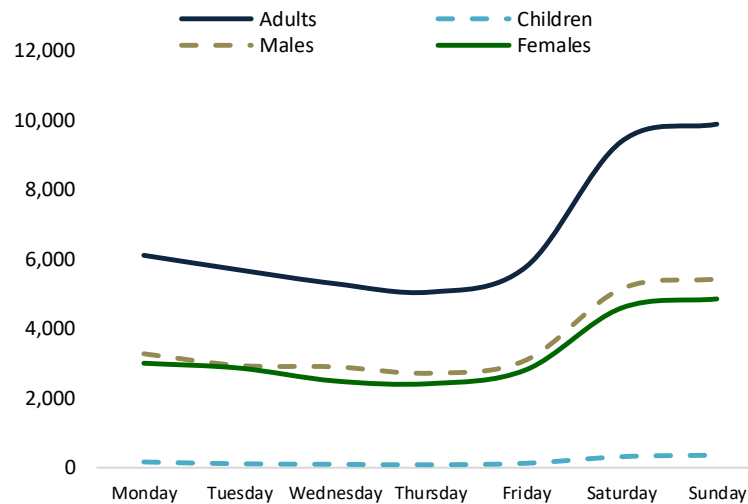
Change

Up 4.8 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

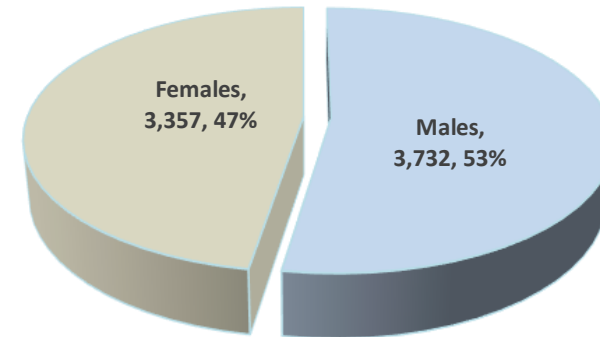


* Average is for the each day for the entire month

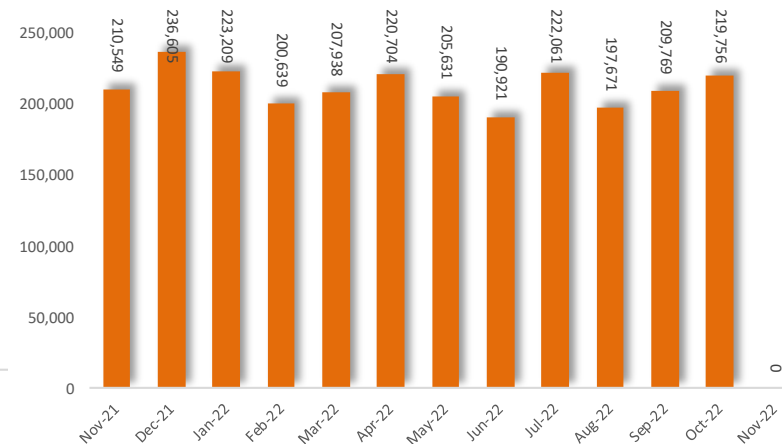
Average daily footfall

7,089

Average daily footfall, by sex



Monthly footfall



SPRINGVALE ACTIVITY CENTRE



People Counter - Cnr Balmoral Ave / Buckingham Ave – October 2022

Placemaking & Revitalisation Team

Total footfall this month

145,671

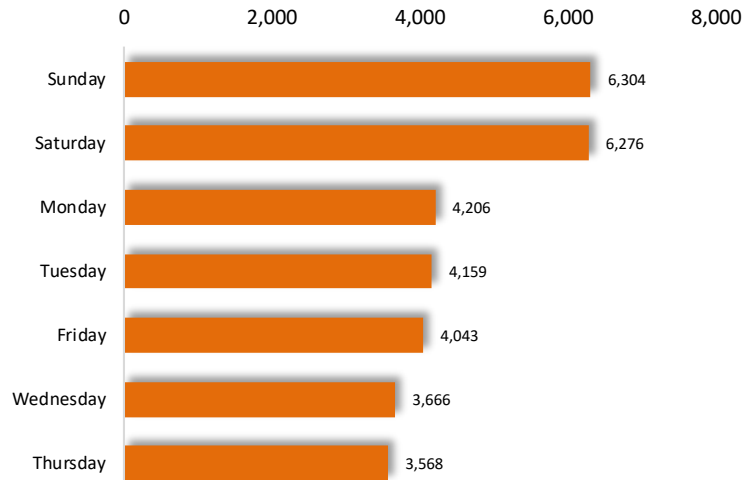
Footfall previous month

140,576

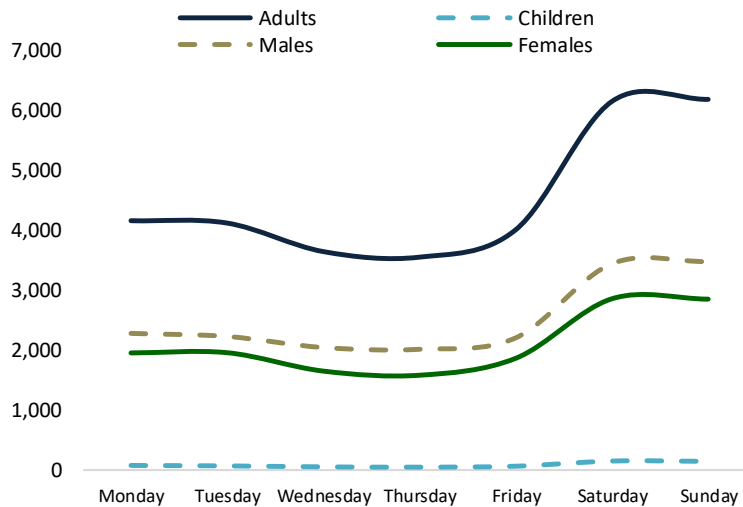
Change

Up 3.7 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

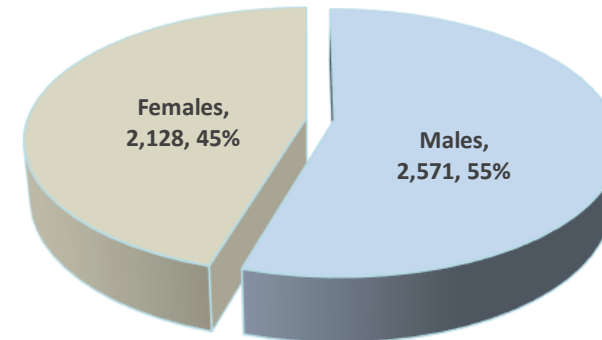


* Average is for the each day for the entire month

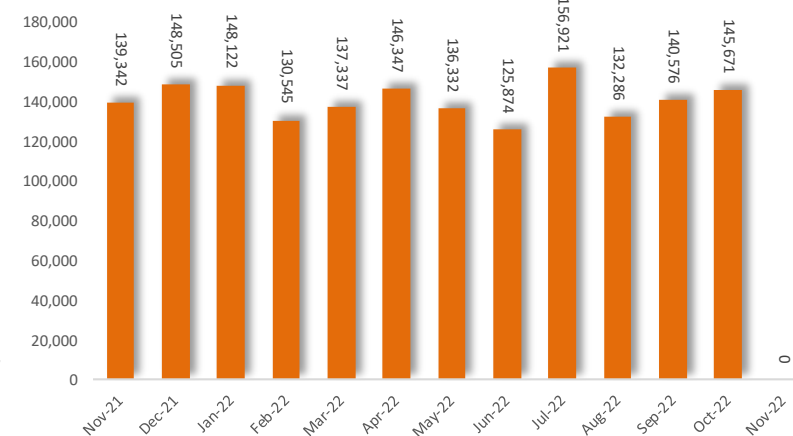
Average daily footfall

4,699

Average daily footfall, by sex



Monthly footfall





Smart Cities - People Counters

Placemaking & Revitalisation Team

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

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



People Counter - Aubrey Moss – October 2022

Placemaking & Revitalisation Team

Total footfall this month

3,644

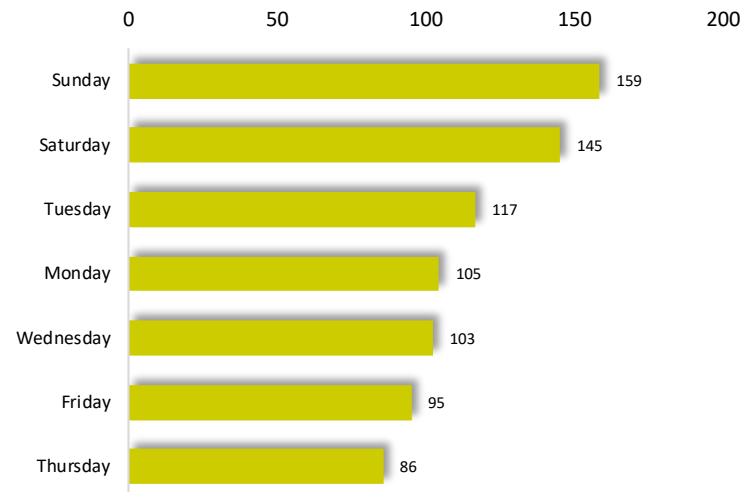
Footfall previous month

3,743

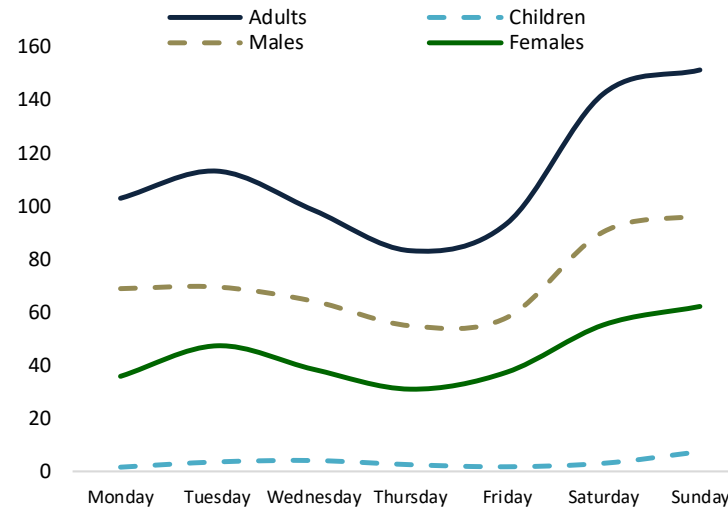
Change

Down -2.7 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

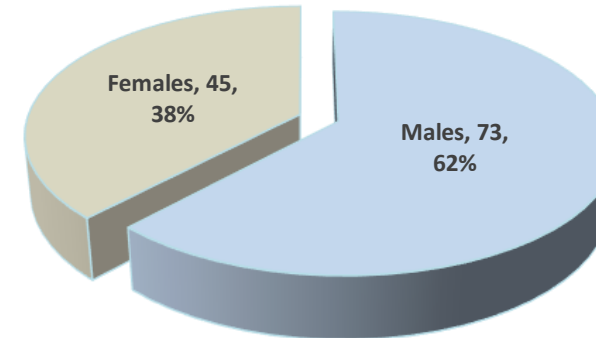


* Average is for the each day for the entire month

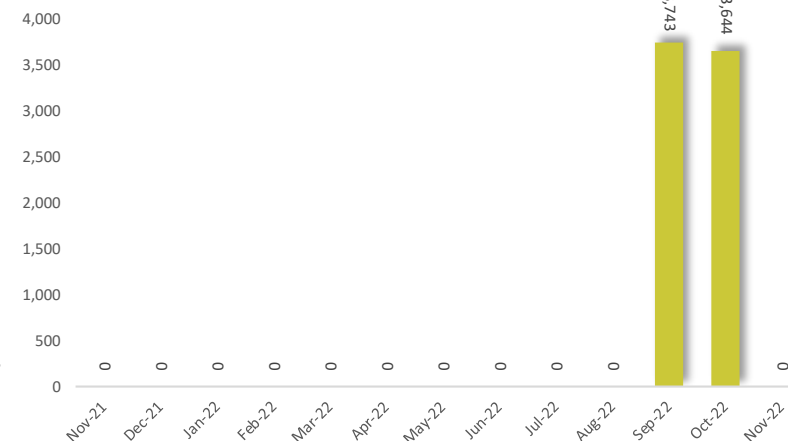
Average daily footfall

118

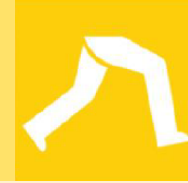
Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Buckley Street – October 2022

Placemaking & Revitalisation Team

Total footfall this month

21,100

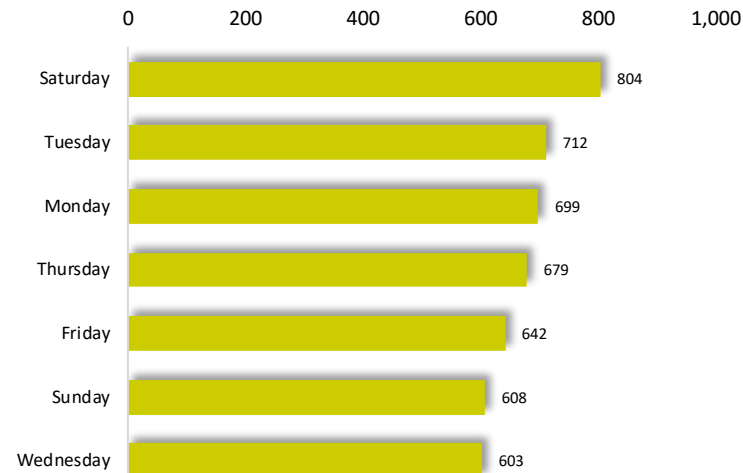
Footfall previous month

18,273

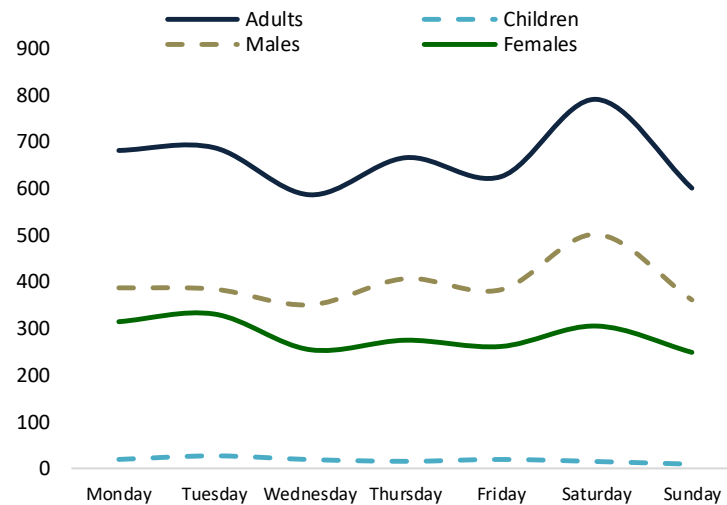
Change

Up 15.5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

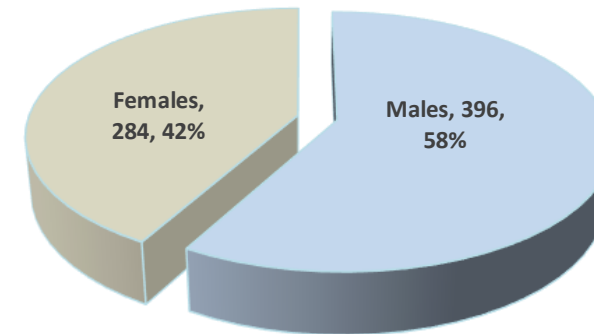


* Average is for the each day for the entire month

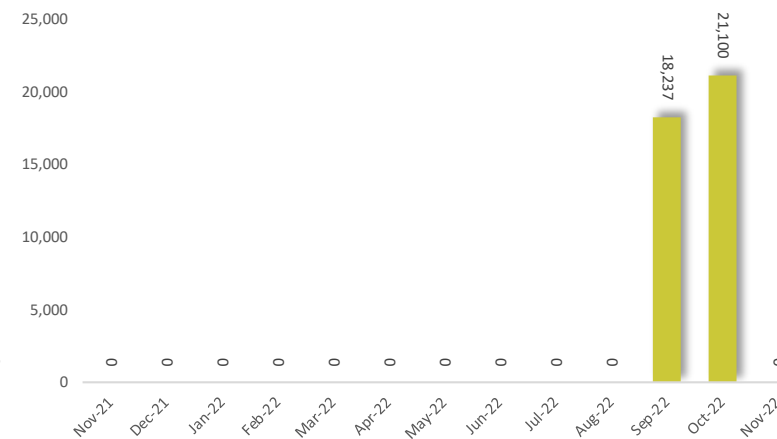
Average daily footfall

681

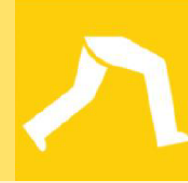
Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street – October 2022

Placemaking & Revitalisation Team

Total footfall this month

84,674

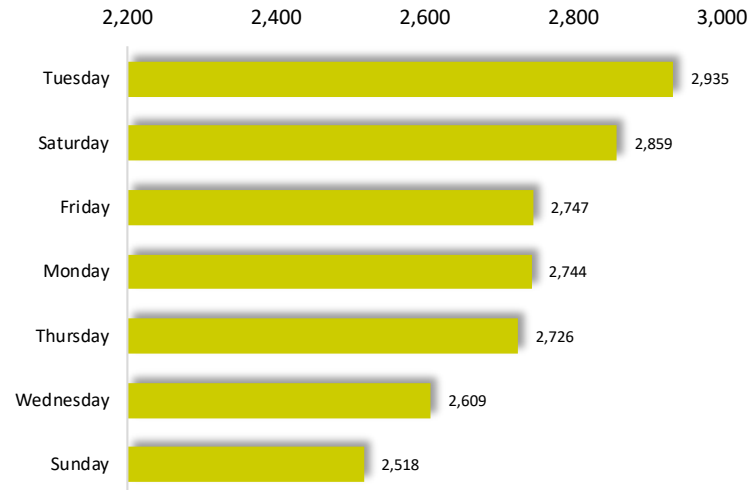
Footfall previous month

79,895

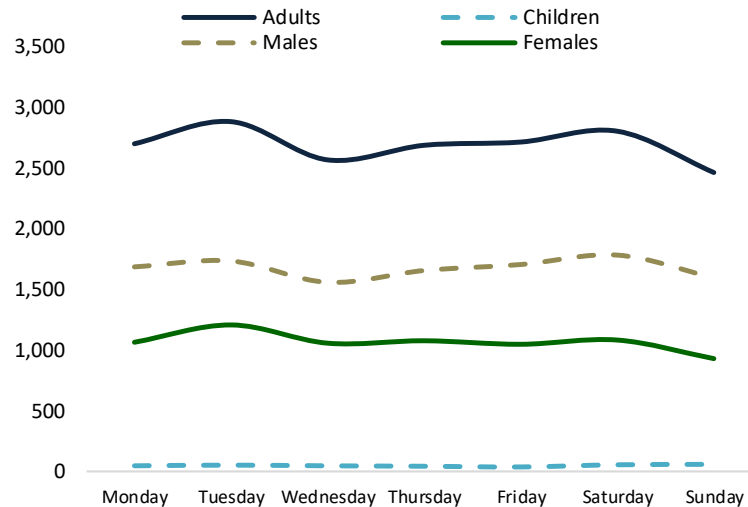
Change

Up 6 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

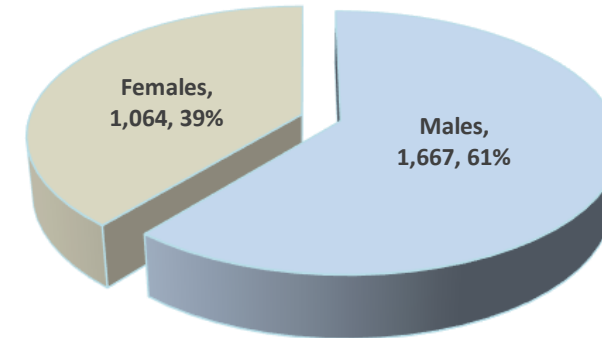


* Average is for the each day for the entire month

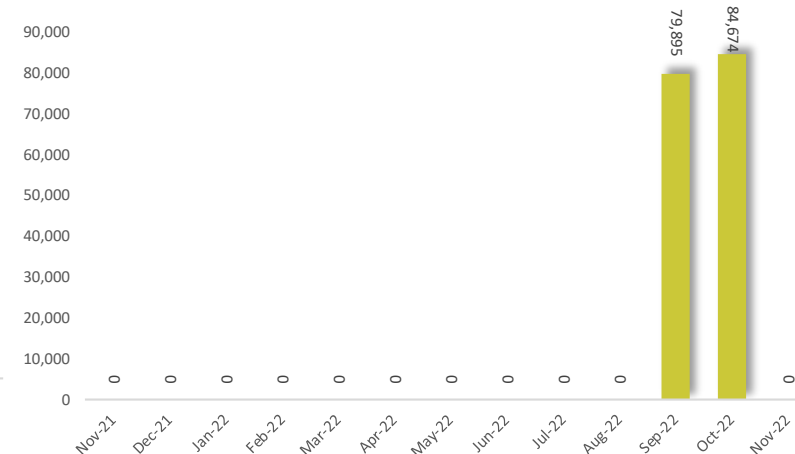
Average daily footfall

2,731

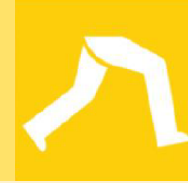
Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street (toilet block) – October 2022

Placemaking & Revitalisation Team

Total footfall this month

39,997

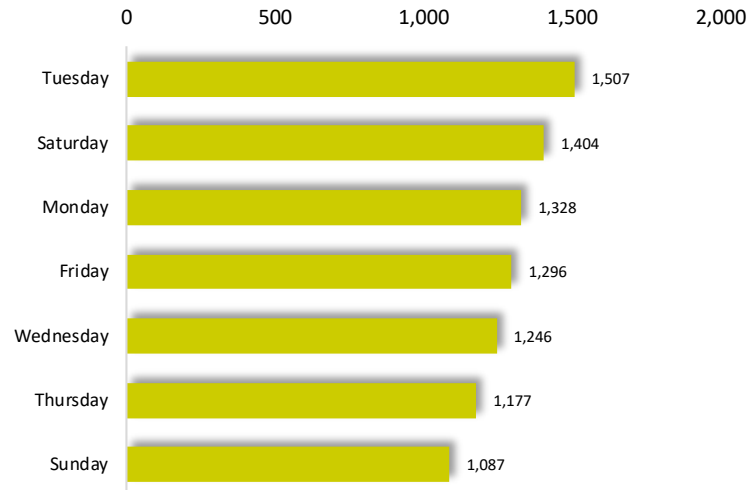
Footfall previous month

38,742

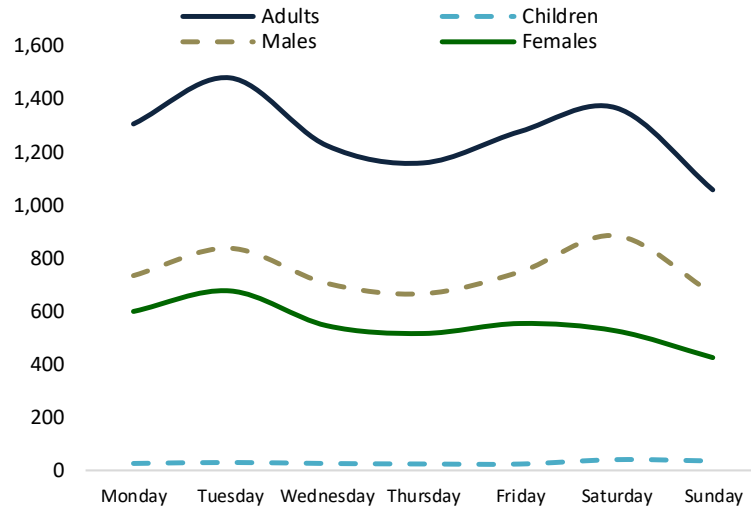
Change

Up 3.3 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

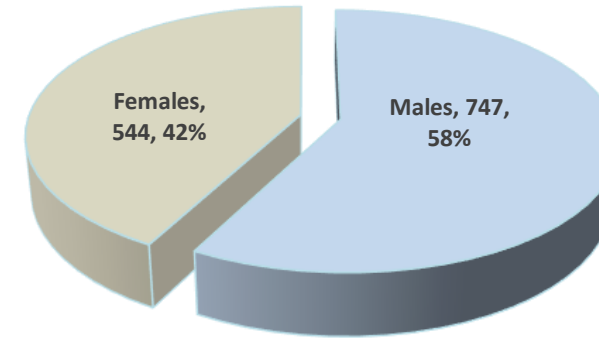


* Average is for the each day for the entire month

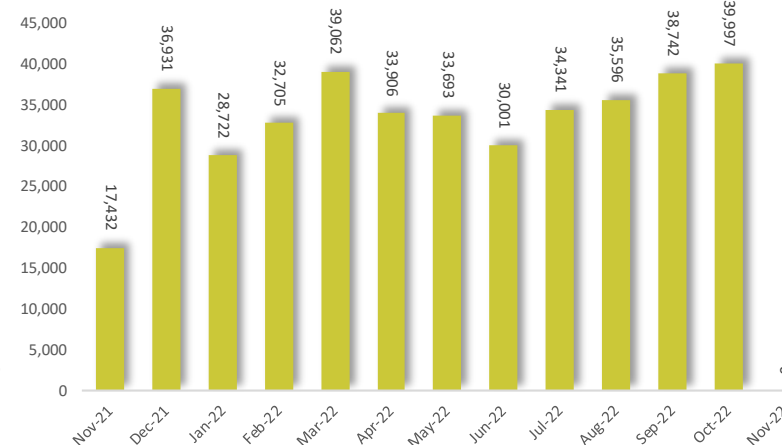
Average daily footfall

1,290

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Noble Park Skate Park (skyrail) – October 2022

Placemaking & Revitalisation Team

Total footfall this month

5,315

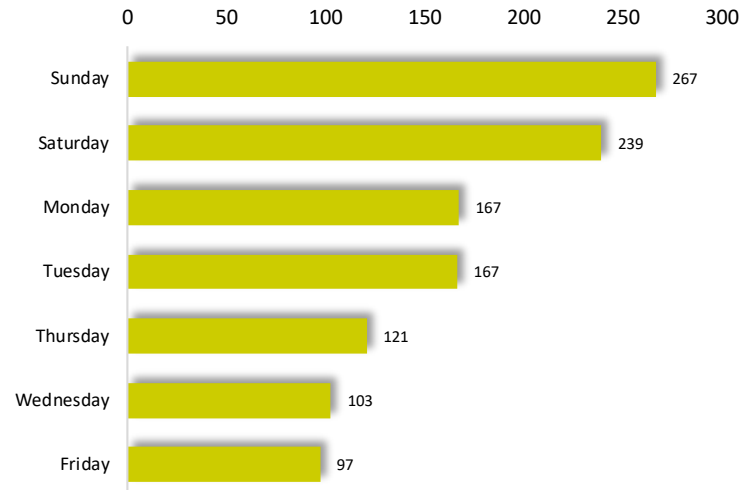
Footfall previous month

6,208

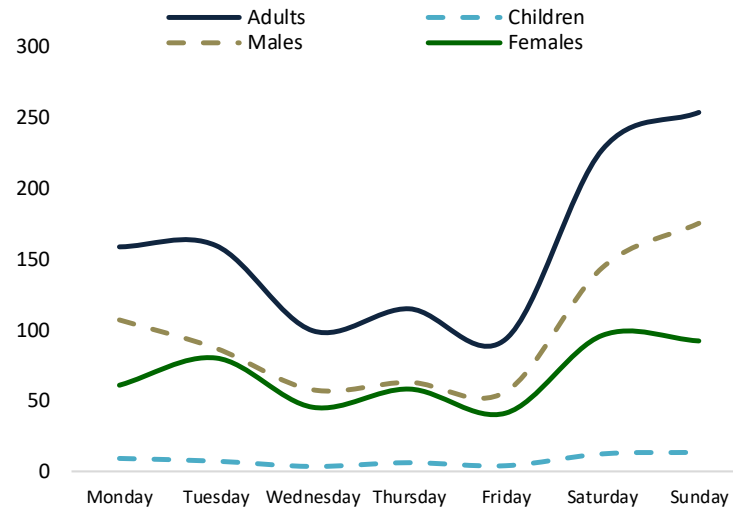
Change

Down -14.4 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

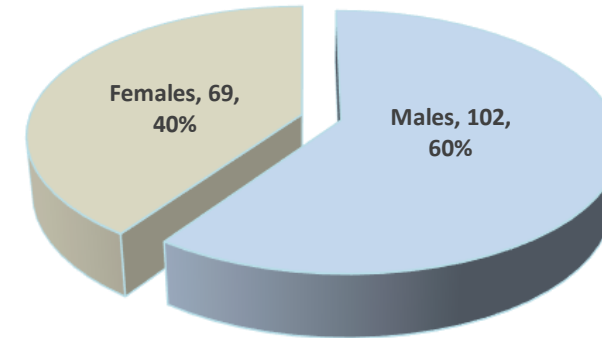


* Average is for the each day for the entire month

Average daily footfall

171

Average daily footfall, by sex



Monthly footfall

