



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)

DANDENONG ACTIVITY CENTRE



People Counter - Thomas Street – January 2023

Placemaking & Revitalisation Team

Total footfall this month

59,961

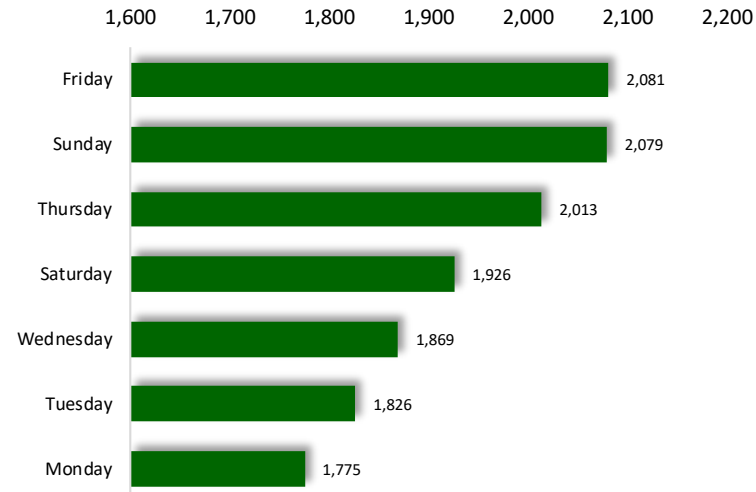
Footfall previous month

62,758

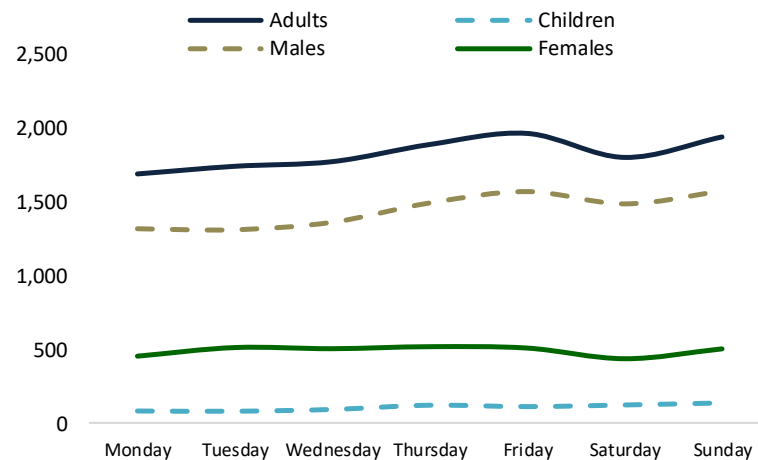
Change

Down -4.5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

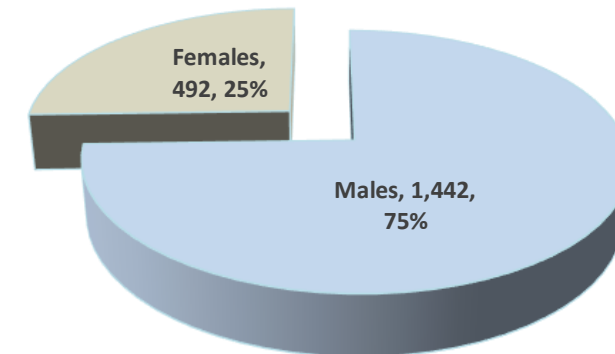


* Average is for the each day for the entire month

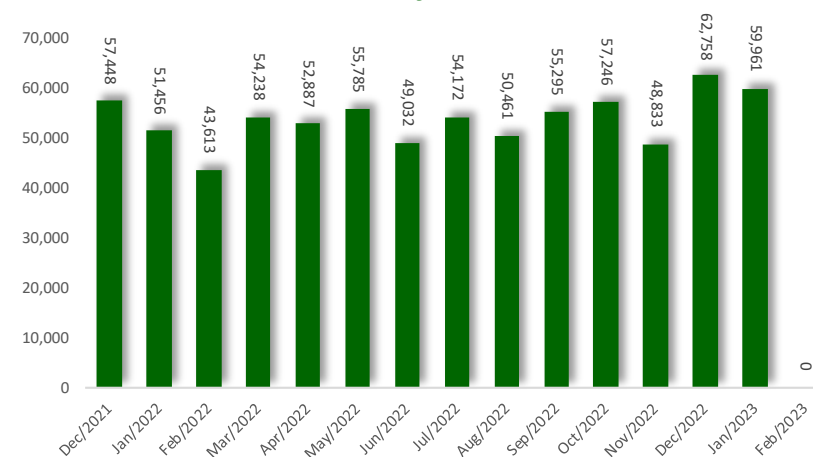
Average daily footfall

1,934

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Lonsdale Street – January 2023

Placemaking & Revitalisation Team

Total footfall this month

34,542

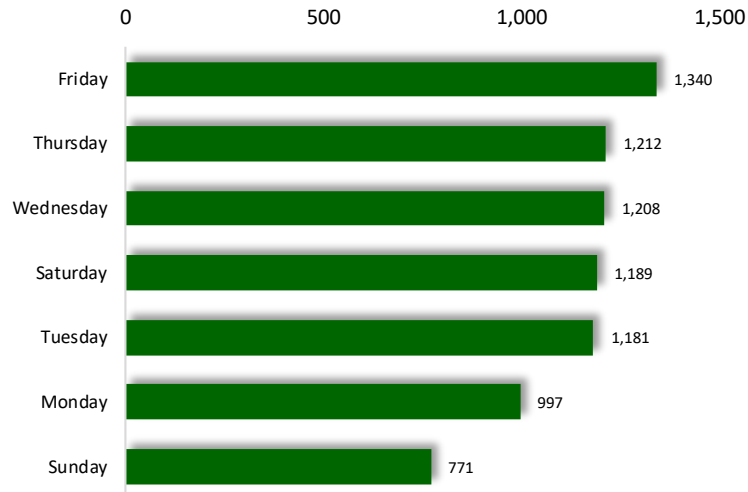
Footfall previous month

36,711

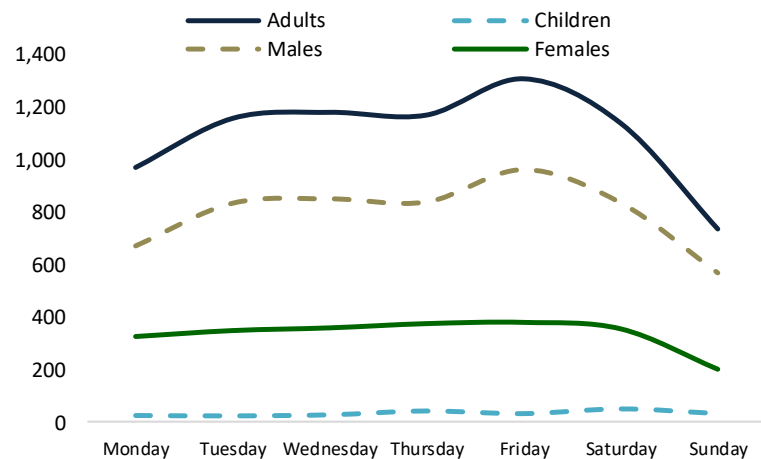
Change

Down -6 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

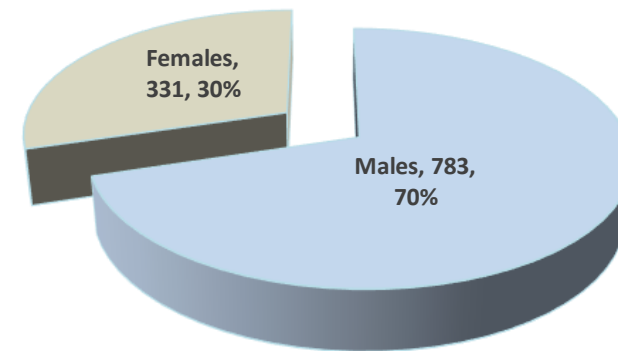


* Average is for the each day for the entire month

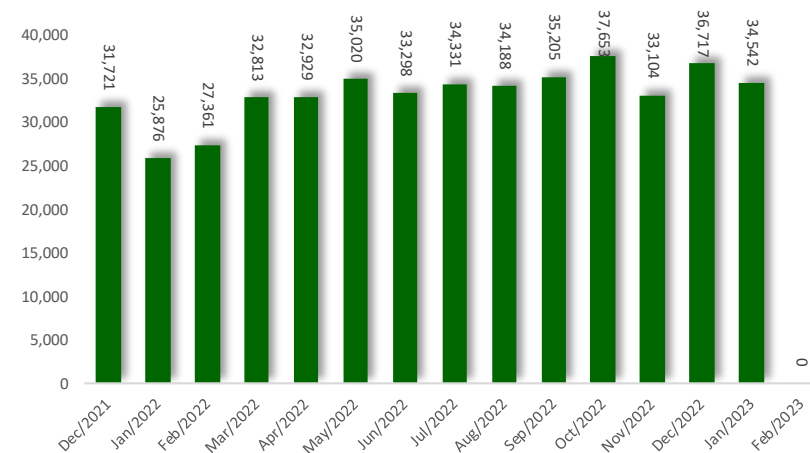
Average daily footfall

1,114

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Walker Street (Car park) – January 2023

Placemaking & Revitalisation Team

Total footfall this month

26,799

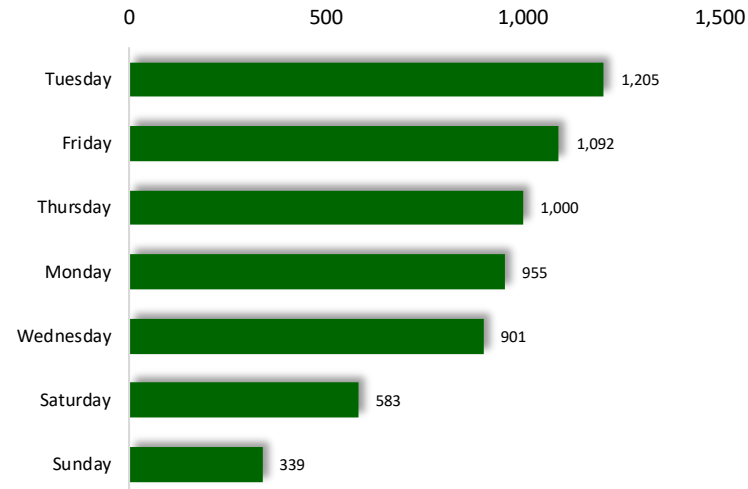
Footfall previous month

28,141

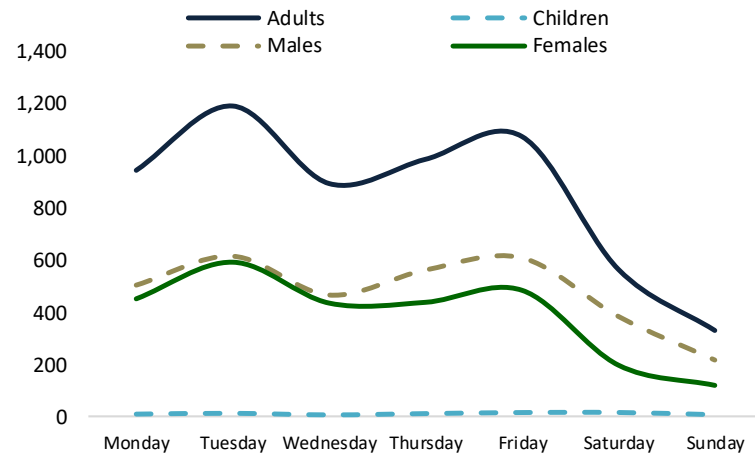
Change

Down -4.8 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

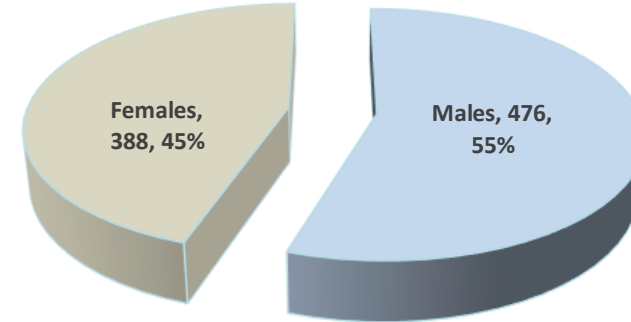


* Average is for the each day for the entire month

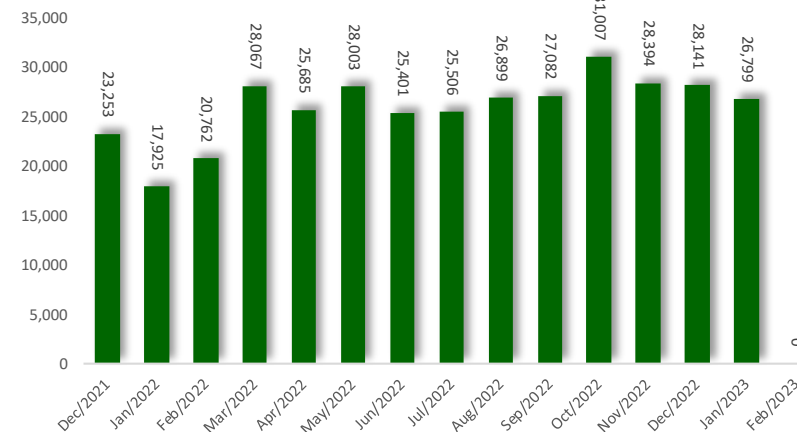
Average daily footfall

864

Average daily footfall, by sex



Monthly footfall



DANDENONG ACTIVITY CENTRE



People Counter - Langhorne & Walker Street (Drum Theatre) – January 2023

Placemaking & Revitalisation Team

Total footfall this month

31,714

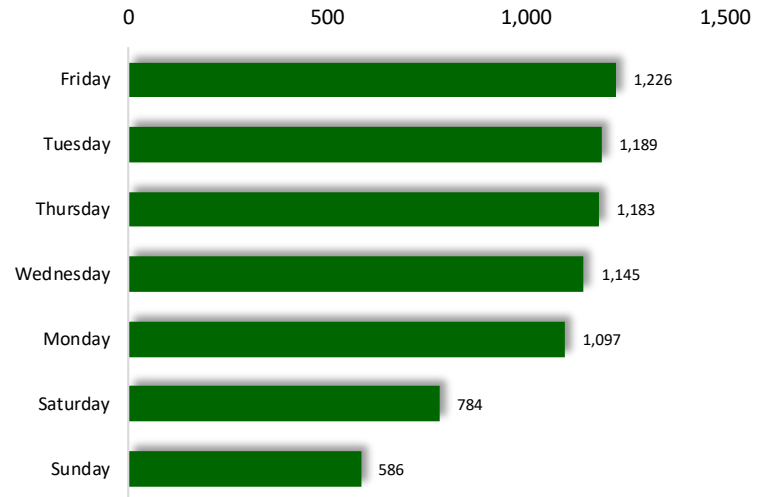
Footfall previous month

36,930

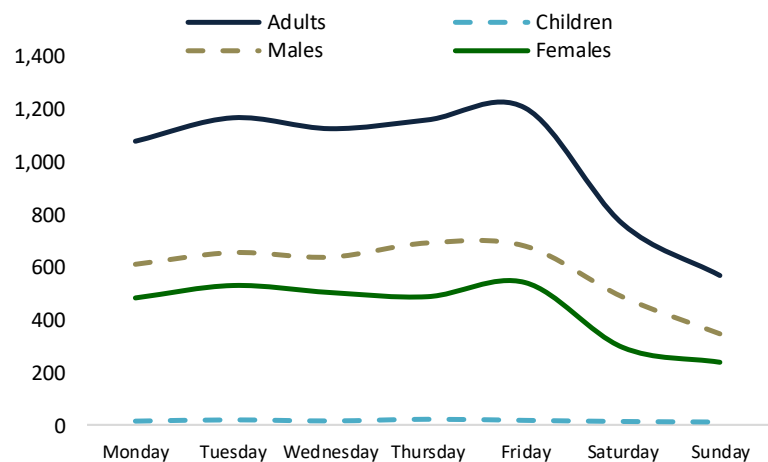
Change

Down -14.2 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

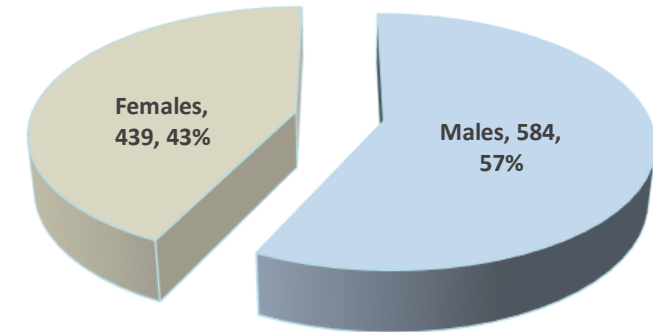


* Average is for the each day for the entire month

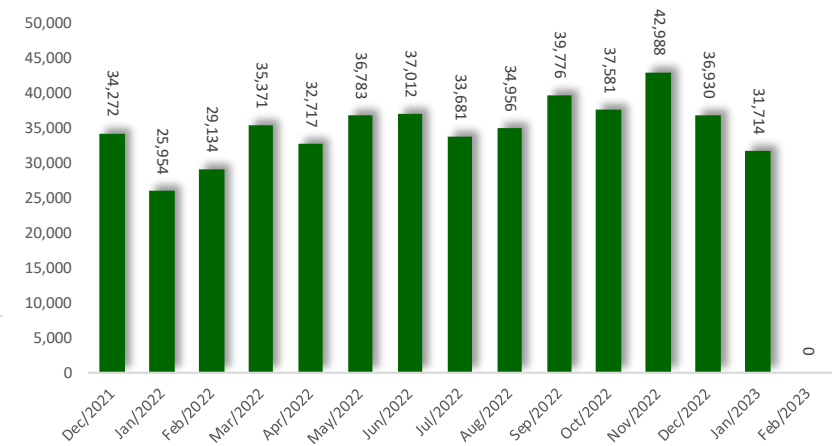
Average daily footfall

1,023

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;

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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



People Counter - Buckingham Ave (Multicultural Place) - January 2023

Placemaking & Revitalisation Team

Total footfall this month

259,911

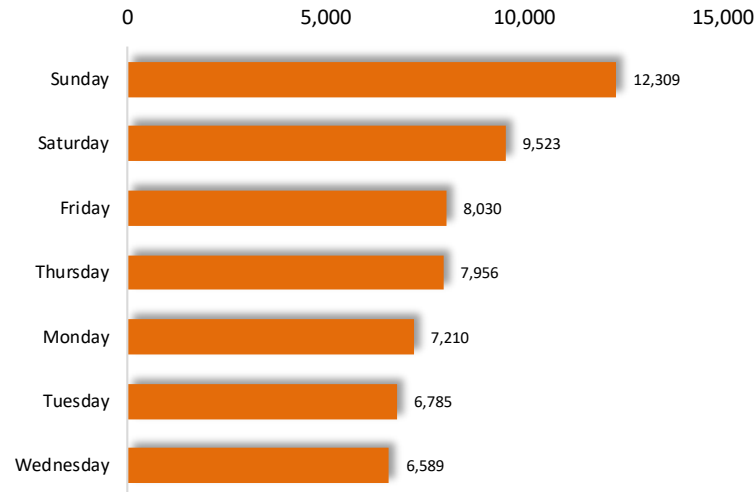
Footfall previous month

243,537

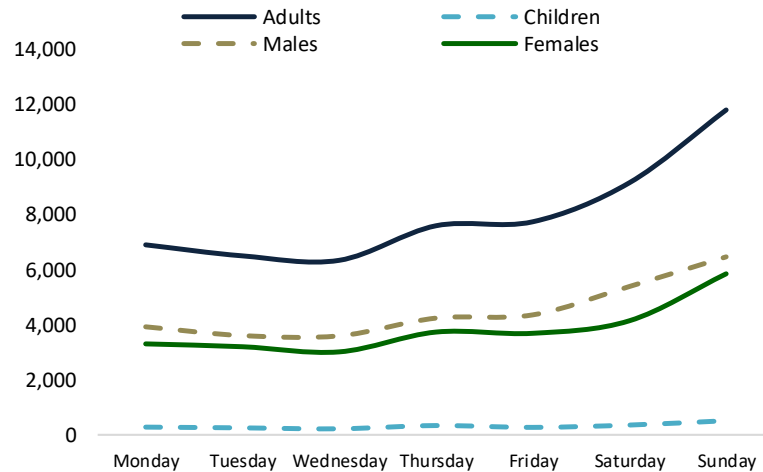
Change

Up 6.8 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

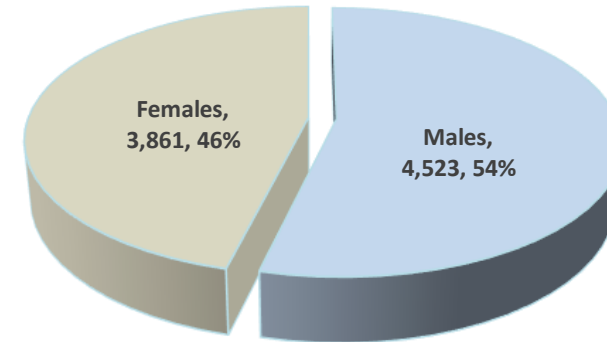


* Average is for the each day for the entire month

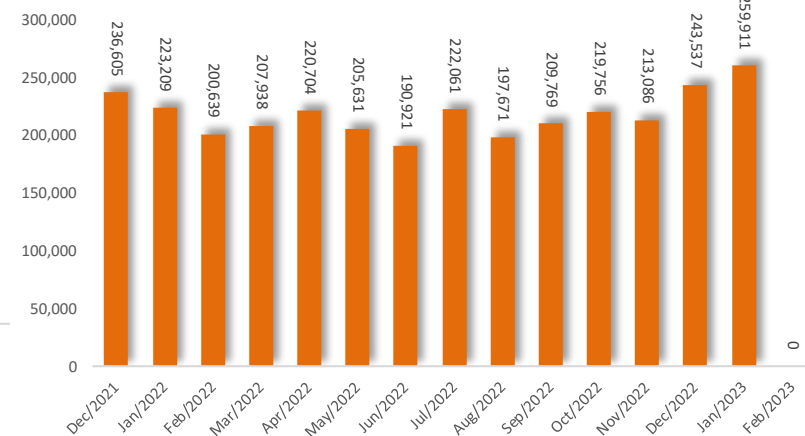
Average daily footfall

8,384

Average daily footfall, by sex



Monthly footfall



SPRINGVALE ACTIVITY CENTRE



People Counter - Cnr Balmoral Ave / Buckingham Ave – January 2023

Placemaking & Revitalisation Team

Total footfall this month

176,895

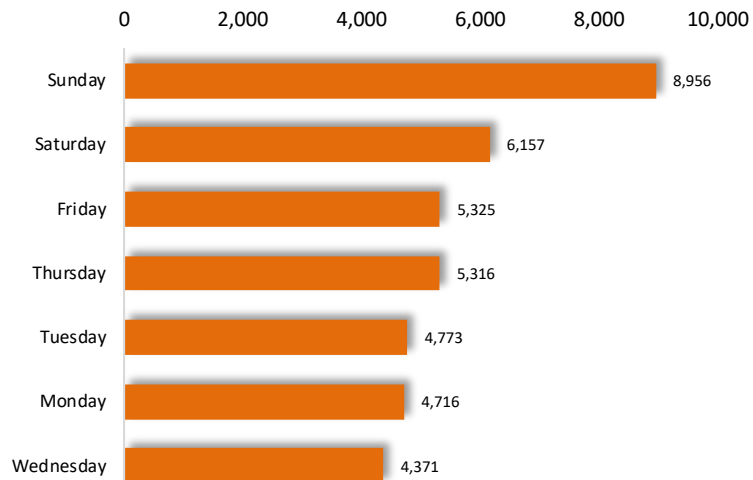
Footfall previous month

155,991

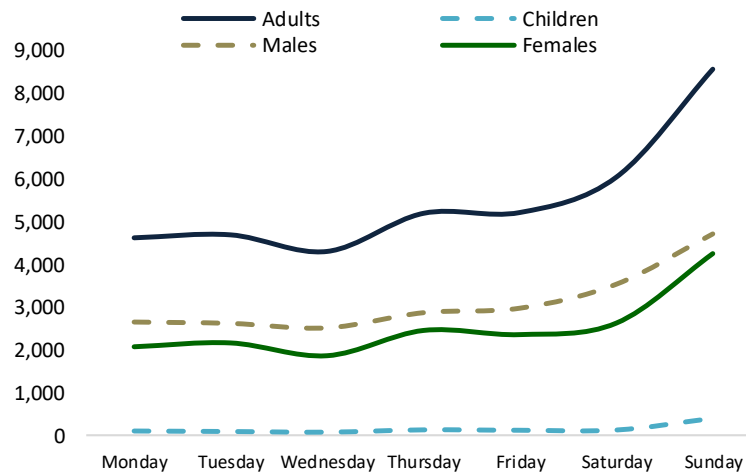
Change

Up 13.5 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

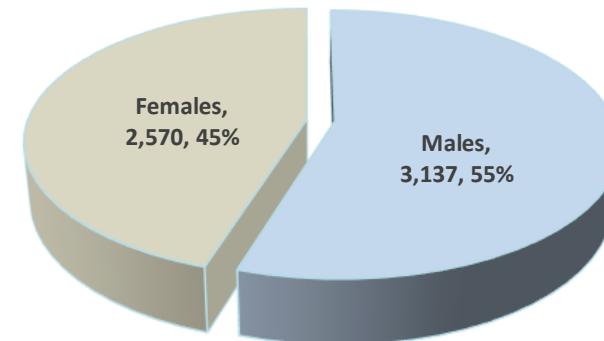


* Average is for the each day for the entire month

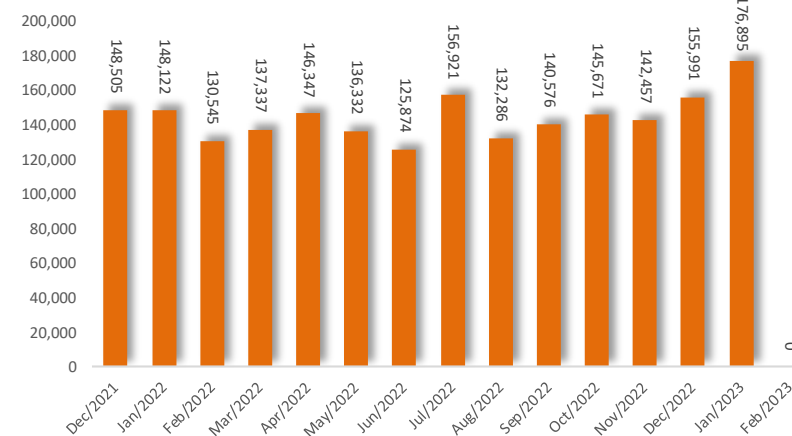
Average daily footfall

5,706

Average daily footfall, by sex



Monthly footfall





Smart Cities - People Counters

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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



People Counter - Aubrey Moss – January 2023

Placemaking & Revitalisation Team

Total footfall this month

3,299

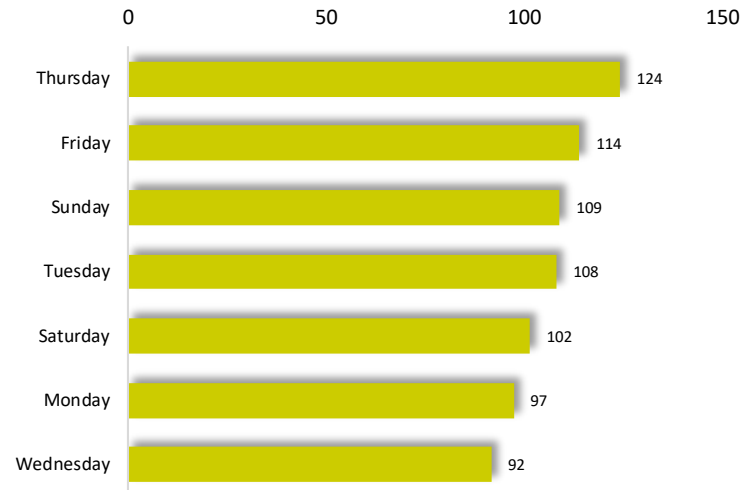
Footfall previous month

3,663

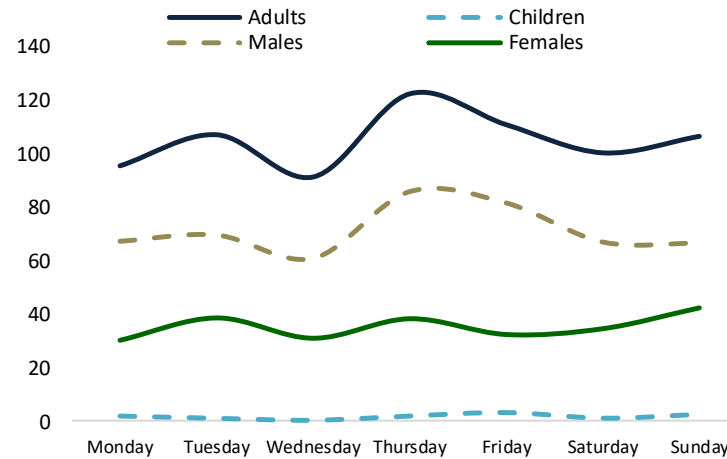
Change

Down -10 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

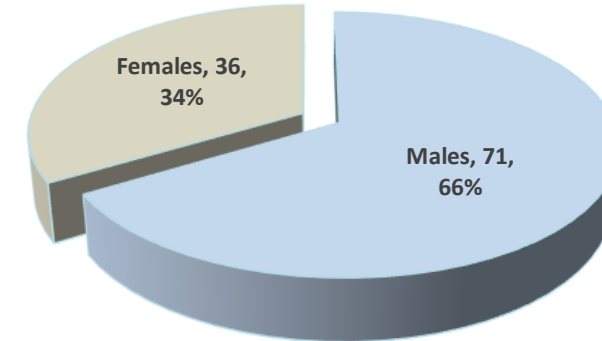


* Average is for the each day for the entire month

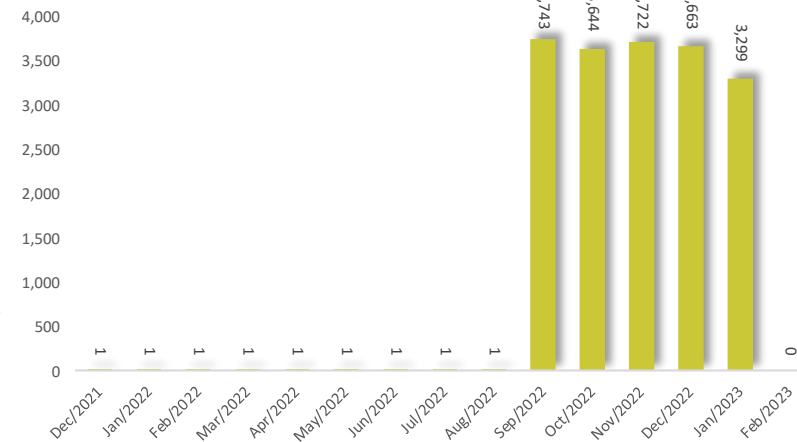
Average daily footfall

106

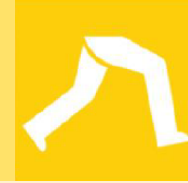
Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Buckley Street – January 2023

Placemaking & Revitalisation Team

Total footfall this month

17,380

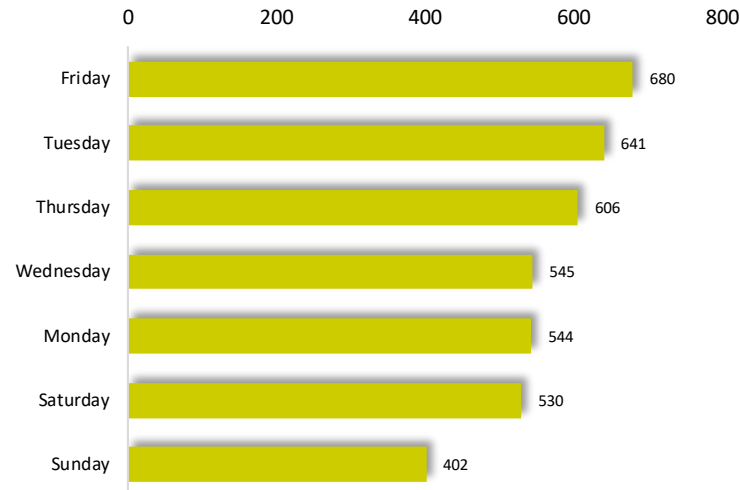
Footfall previous month

19,460

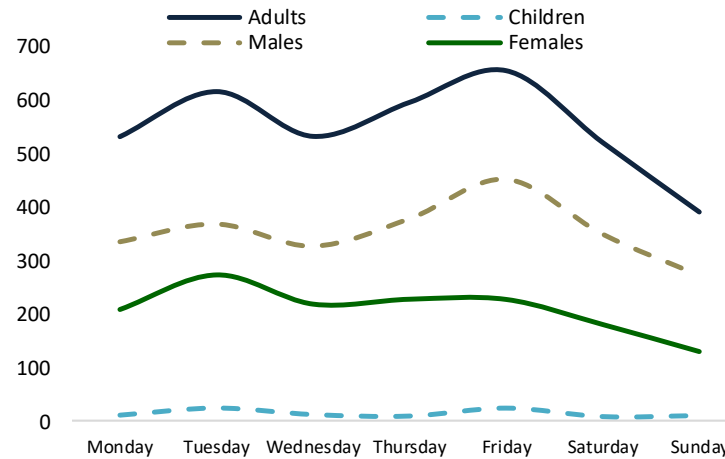
Change

Down -10.7 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

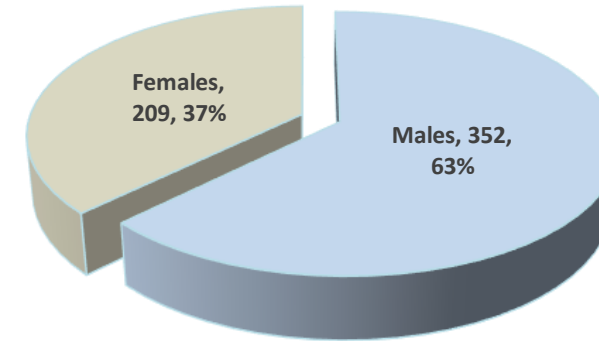


* Average is for the each day for the entire month

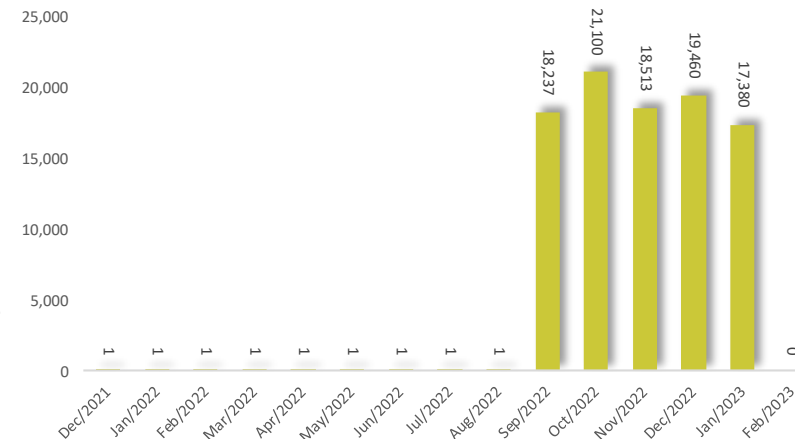
Average daily footfall

561

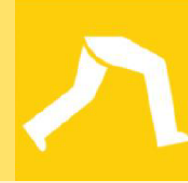
Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street – January 2023

Placemaking & Revitalisation Team

Total footfall this month

82,744

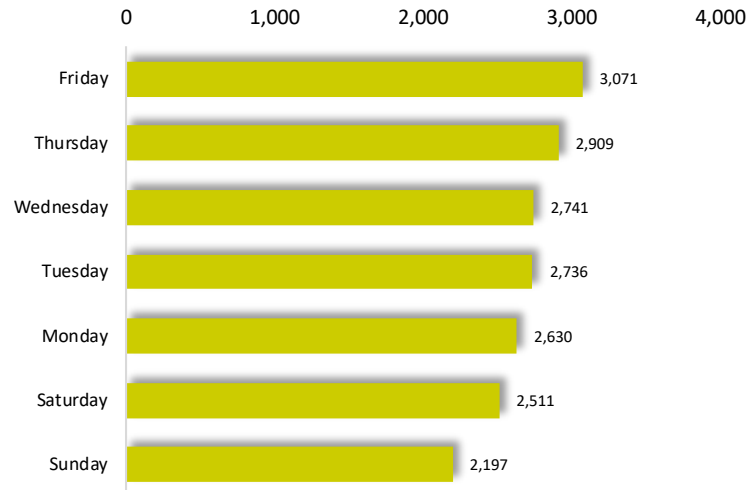
Footfall previous month

86,227

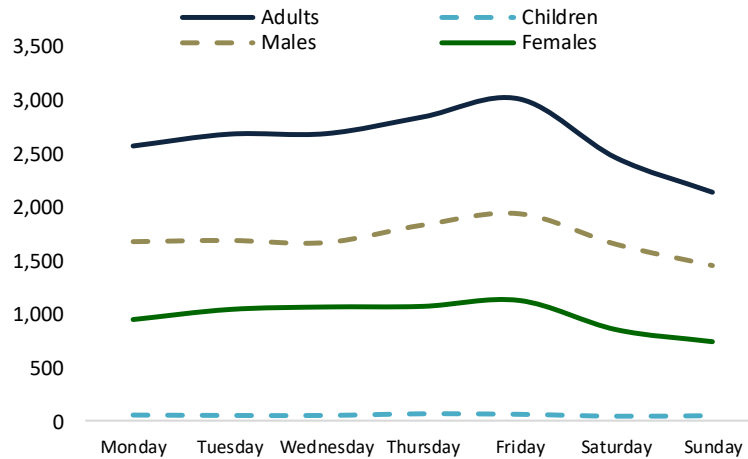
Change

Down -4.1 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

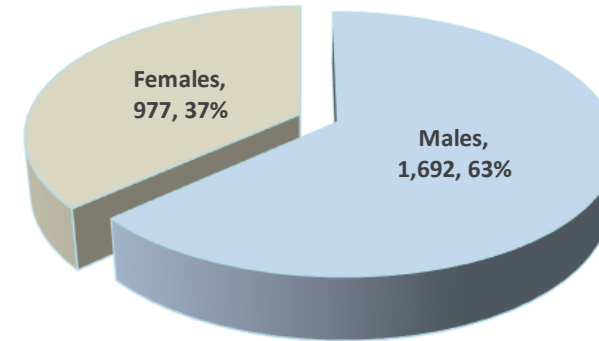


* Average is for the each day for the entire month

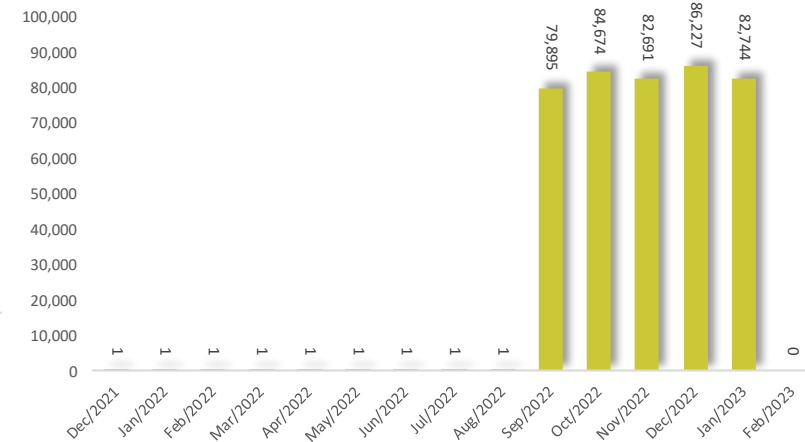
Average daily footfall

2,669

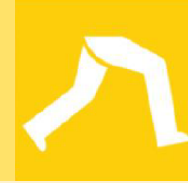
Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Douglas Street (toilet block) – January 2023

Placemaking & Revitalisation Team

Total footfall this month

33,759

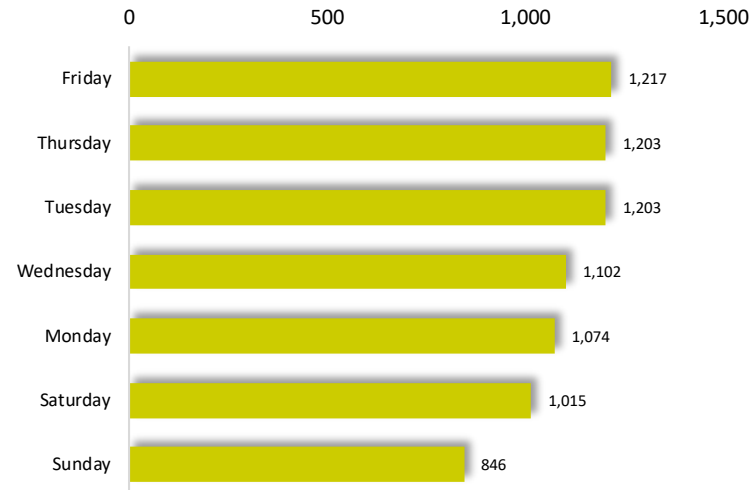
Footfall previous month

38,478

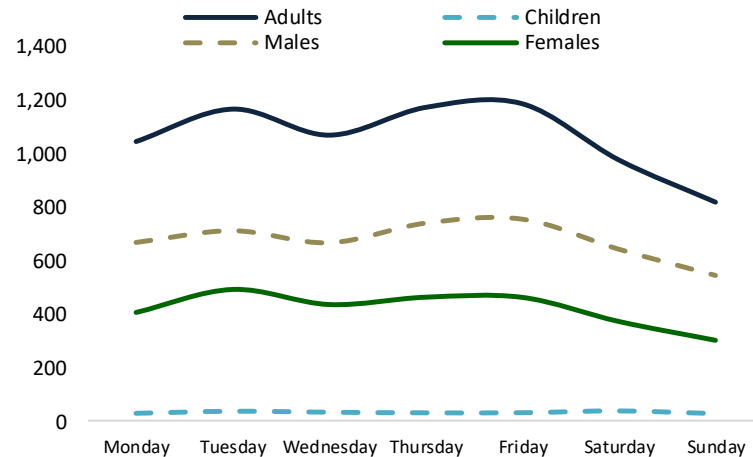
Change

Down -12.3 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

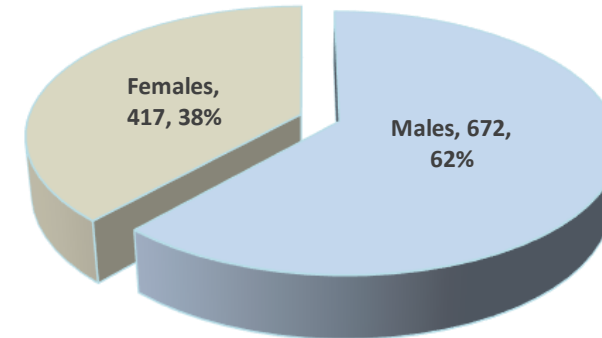


* Average is for the each day for the entire month

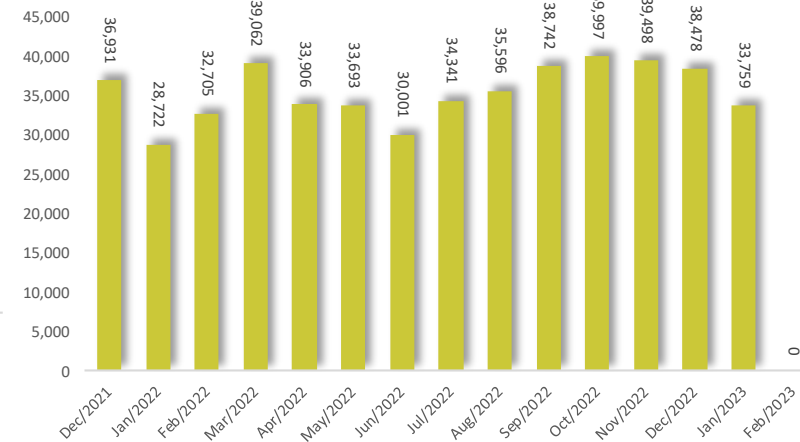
Average daily footfall

1,089

Average daily footfall, by sex



Monthly footfall



NOBLE PARK ACTIVITY CENTRE



People Counter - Noble Park Skate Park (skyrail) – January 2023

Placemaking & Revitalisation Team

Total footfall this month

6,406

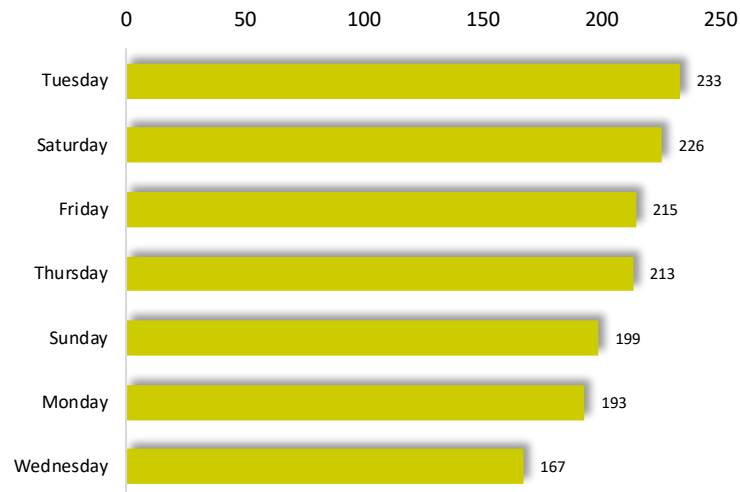
Footfall previous month

5,976

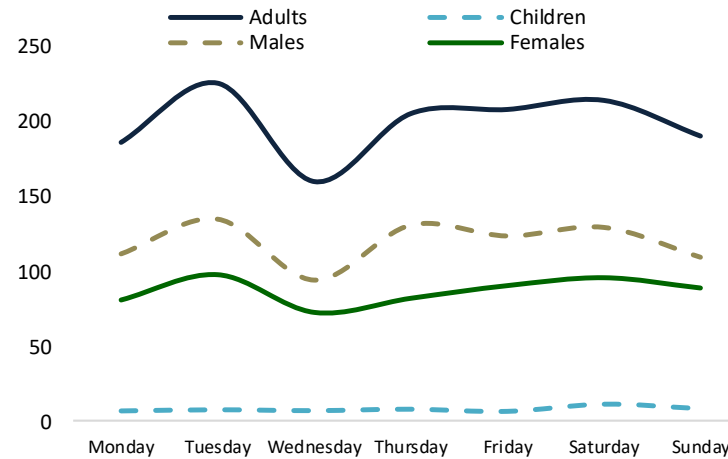
Change

Up 7.2 %

Average daily footfall, by day of the week



Average* daily footfall, by population segment

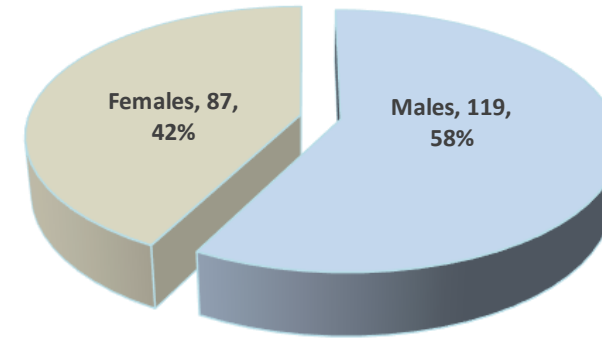


* Average is for the each day for the entire month

Average daily footfall

207

Average daily footfall, by sex



Monthly footfall

