

POINT COOK POP UP PARK

A WHITE PAPER REPORT



CoLocal PTY LTD
SARA MITCHELL AND SUSAN MCINTYRE

POINT COOK POP UP PARK
MAY 2019

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WHY A POP UP PARK?

Community led placemaking is very important in creating vibrancy, inclusion and engagement. The value it has in creating a focal point, a stronger more connected community while stimulating the local economy is demonstrated here:

We built off our successful 7 week pilot in 2018 and campaigned for Pick My Project funding to bring back the Point Cook Pop Up Park for a longer 13 week period in 2019. Our project received the second highest votes for any within the Western Metro region. The 2019 community park ran from end of January till end of April to make the most of the warmer weather months. The park was located in the restaurant quadrant of Murnong Street at the heart of the Point Cook town centre.

We have prepared a comprehensive analysis of the takeouts, learnings and impacts for the benefit of creating a sustainable way to create positive connection and support local economic activity through community led projects. It is our hope that this might provide a platform to help grow community-led placemaking as a means of growing connectivity and vibrancy in our region and beyond

Outer metro community is an interesting space, filled with incredible growth, opportunities, innovation and so much more.

The Pop Up Park ran for a period of 3 months building from the learnings of the original pilot. Funding allowed for purchase a robust activation kit that could be used for future projects, at the same time we were conscious that part of the appeal and success of the first park was the tremendous amount of community engagement in creating the elements.

This report begins with a general overview of the key takeouts, and then looks closely at the impacts and learnings. Analysis of the hours of the park were done from 10am to 8pm daily and looked at the activated hours versus organic (no events or activities) and average spend was taken as group spend considering that most people who visited were in family groupings

PARK STATISTICS

VISITS
2018
30k

VISITS
2019
90k

273

Events & Activites

ACTIVATED
HOURS
494

ORGANIC
HOURS
396

AVERAGE SPEND
(group)
\$83.65

ABOUT POINT COOK

For any successful initiative, it is essential to have an understanding of the landscape. Point Cook for some years has been one of the fastest growing areas in Australia and been classed as a super ethnoburb! Made up predominantly of young families and a broad mix of diversity it has an unusual statistic of being the online shopping capital of Australia according to Australia Post.

With such a fast growing and diverse community it is not simply nice to have a strong cohesive community but an imperative. Artificially grown communities do not have the history and roots to bind them and require a focal point to break down the barriers of loneliness and fear of the unknown.



OVER 60,000 RESIDENTS



THIRD OF POPULATION UNDER 14



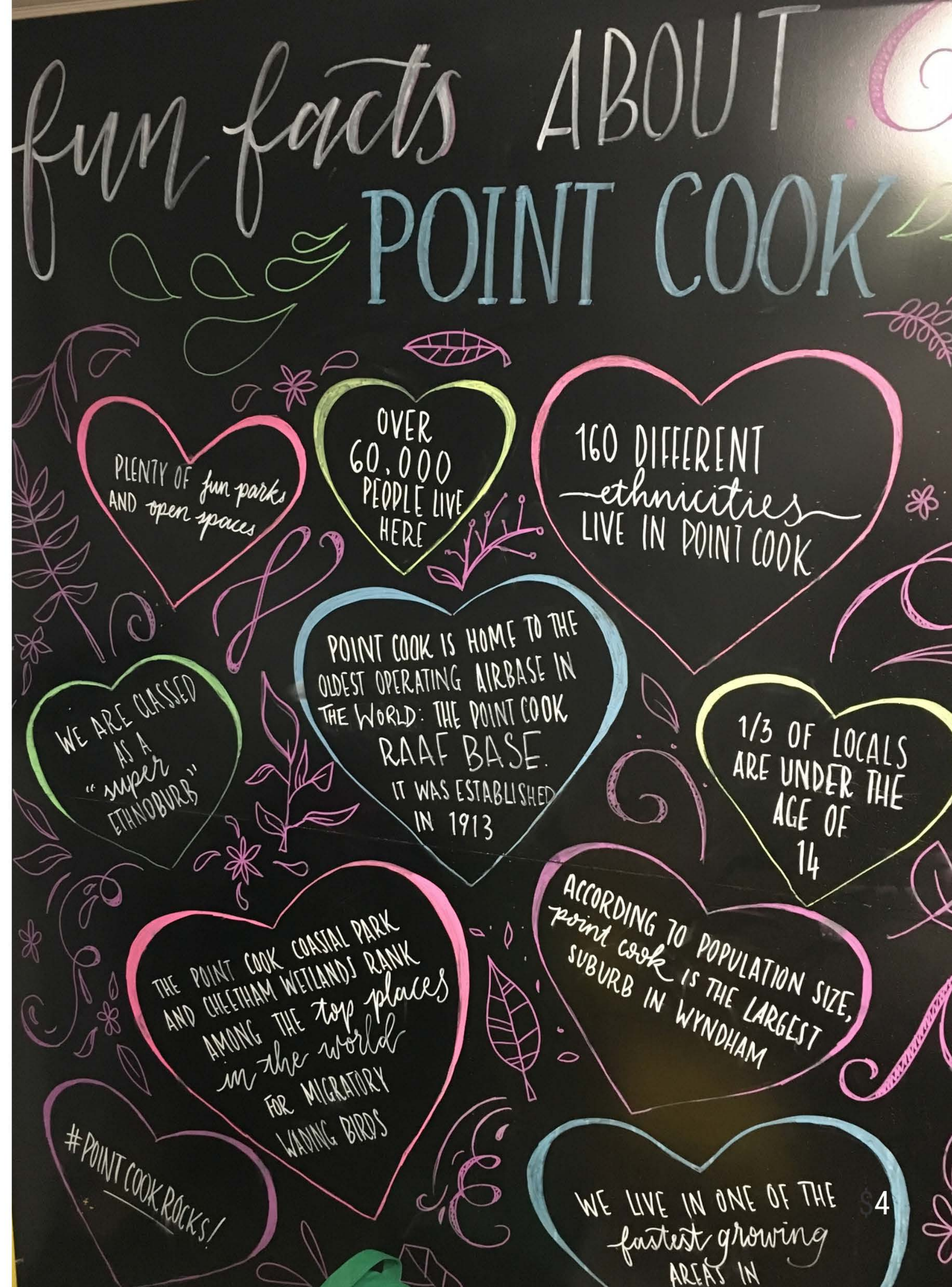
160 ETHNICITIES



HIGHEST ONLINE SHOPPING



ONE OF FASTEST GROWING AREAS



MURNONG STREET - BEFORE AND AFTER

BEFORE



Murnong Street is typically a road that functions as a drive thru which includes 11 on street car parks

AFTER



For the course of 13 weeks the road was closed to cars to but open to the community as a Pop Up Park



THE ELEMENTS

creating a vibrant and inclusive space is a critical part of the success and sense of ownership of place

COLOUR

Colour is an important ingredient to include within the elements and activities. This creates a sense of playfulness and fun

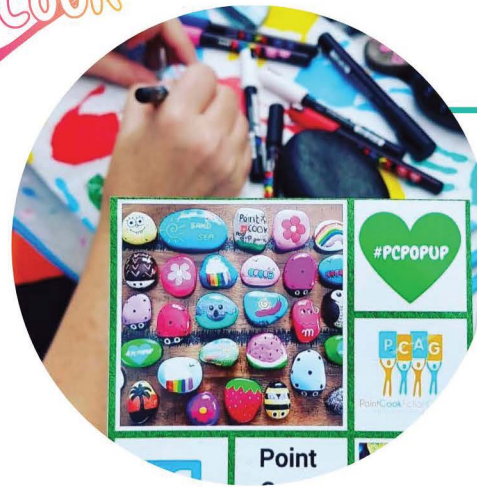


ORGANIC CREATIVITY

We drew on input, skills and abilities of the community, creating the opportunity for the community to, showcase their creativity, contribute and take ownership of the park, which builds community cohesion. From the adopted cubbies, planters, pop up piano, public library and water feature - there was lots of room for everyone's imaginative ideas

ROBUST STRUCTURE

There are important considerations around structure, practicality, and safety. Items like seating and shade need to be robust and low maintenance



COLLABORATION

Collaboration is key and knowing how to leverage and optimise stakeholders skills is a necessary and resourceful way to create impact and build a sustainable model

Connecting
the Heart of
Point Cook

ECONOMIC TAKE OUTS

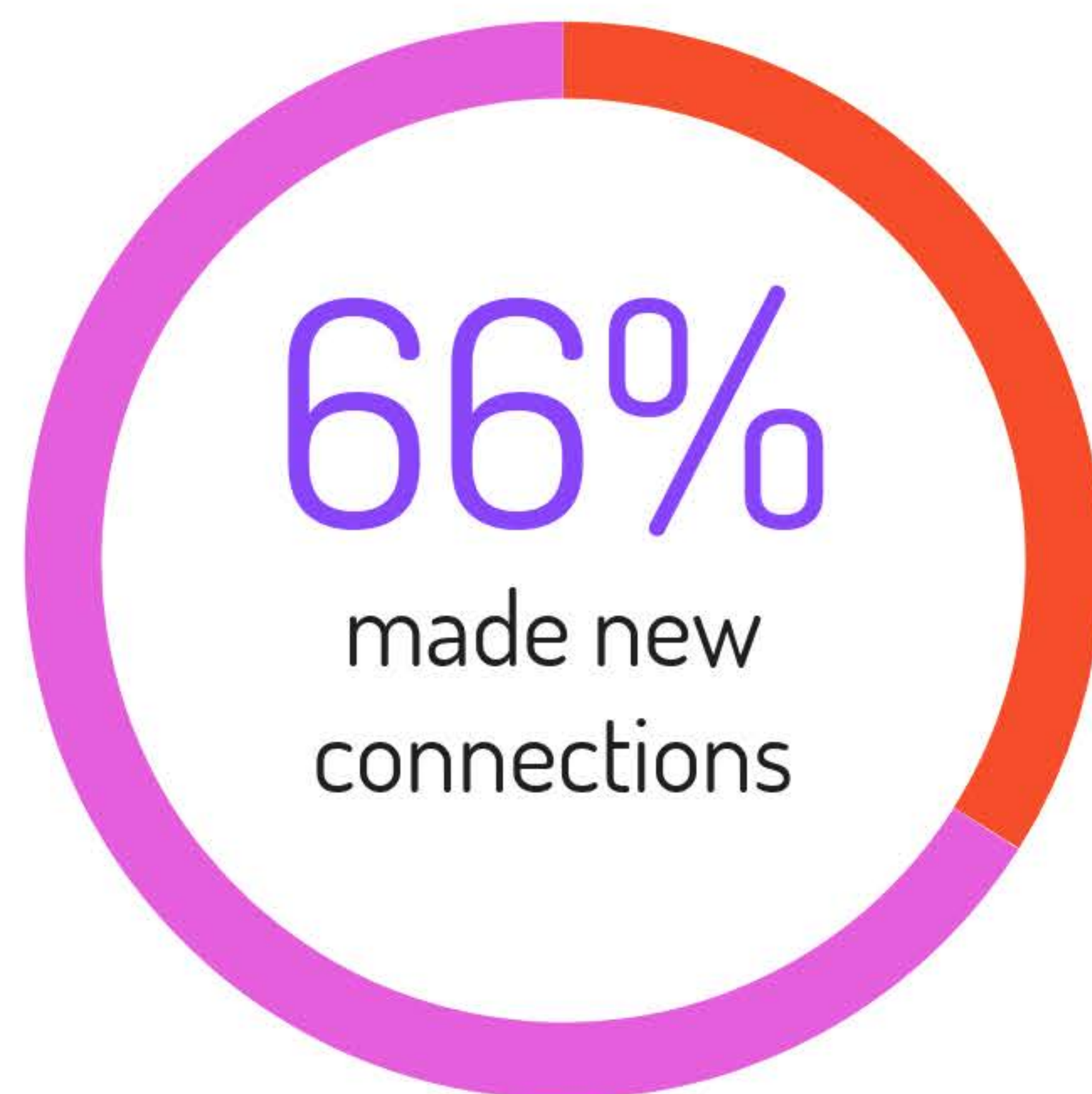
The park acted as a destination which drew residents and families to the town centre. It served not only to bring the community together but also to support local businesses based at the town centre.



72% of those surveyed visited the Town Centre because of the park and 94% spent money while they were there. The average spend per group was \$83.65, most visitors were local and came to the park several times.



SOCIAL TAKE OUTS



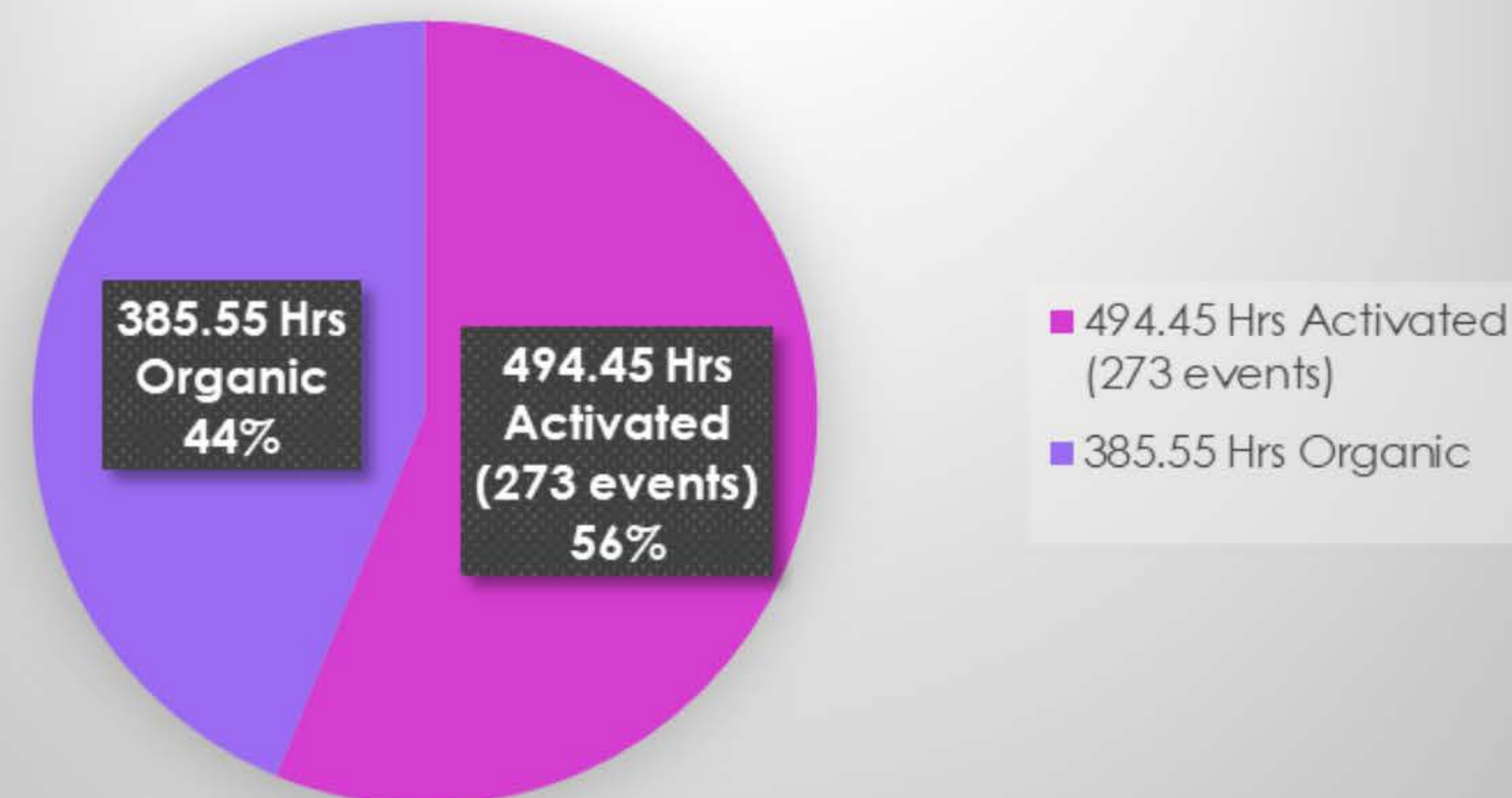
Who visited: Visitors to the park were 96% local from Point Cook and surrounds and and likely repeat visitors. 87% of visits were families e.g. Mother and or Father and or Grandparent with children. 19% of those surveyed identified as new residents and 66% made new connections because of the park



PROGRAM TAKEOUTS

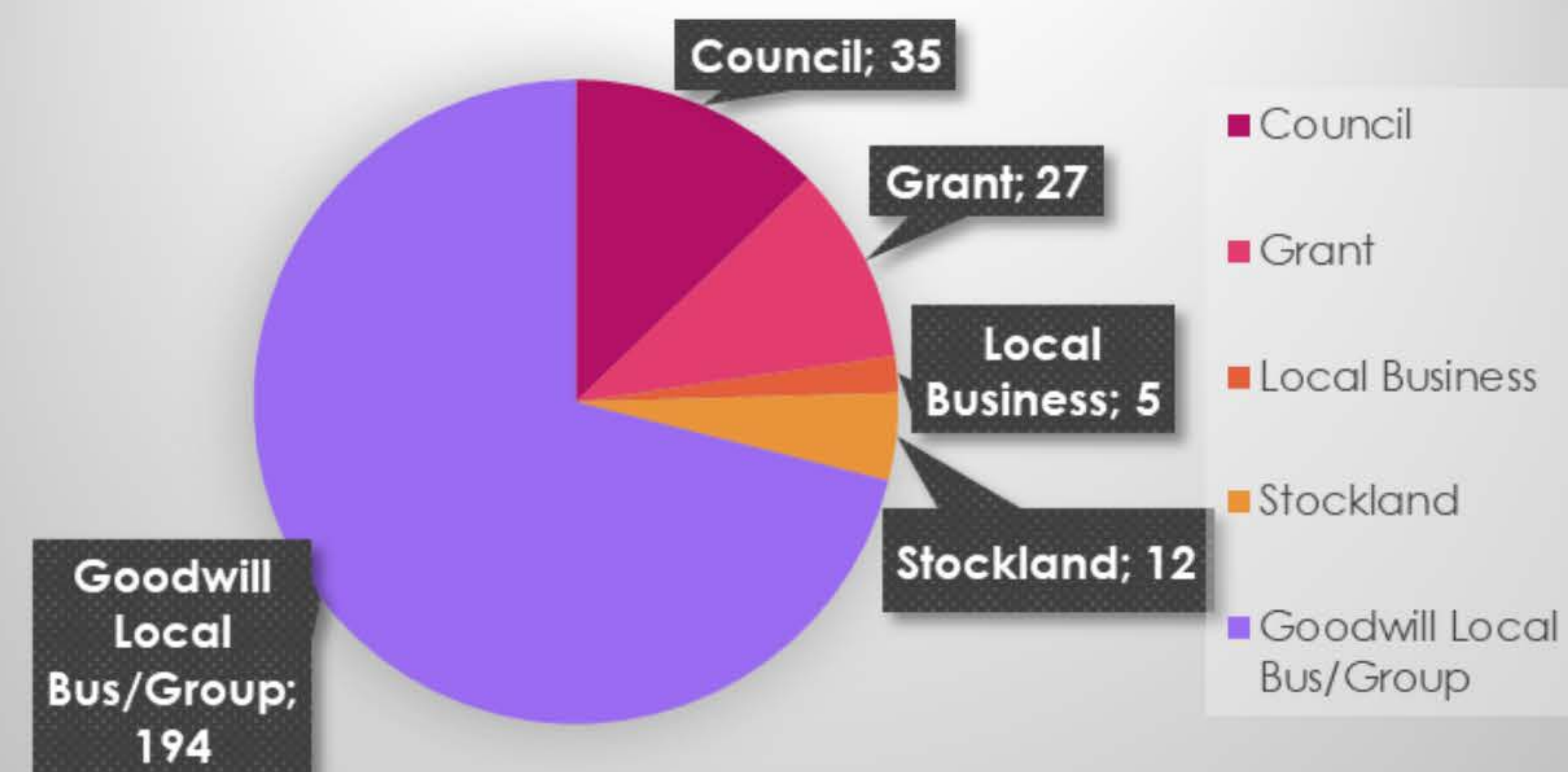
The park ran for 13 weeks and held 273 activities and events to engage the community which is identified as 'activated time' - "Organic time" is where no specific events or activities were organised

% of Activated vs Organic Time



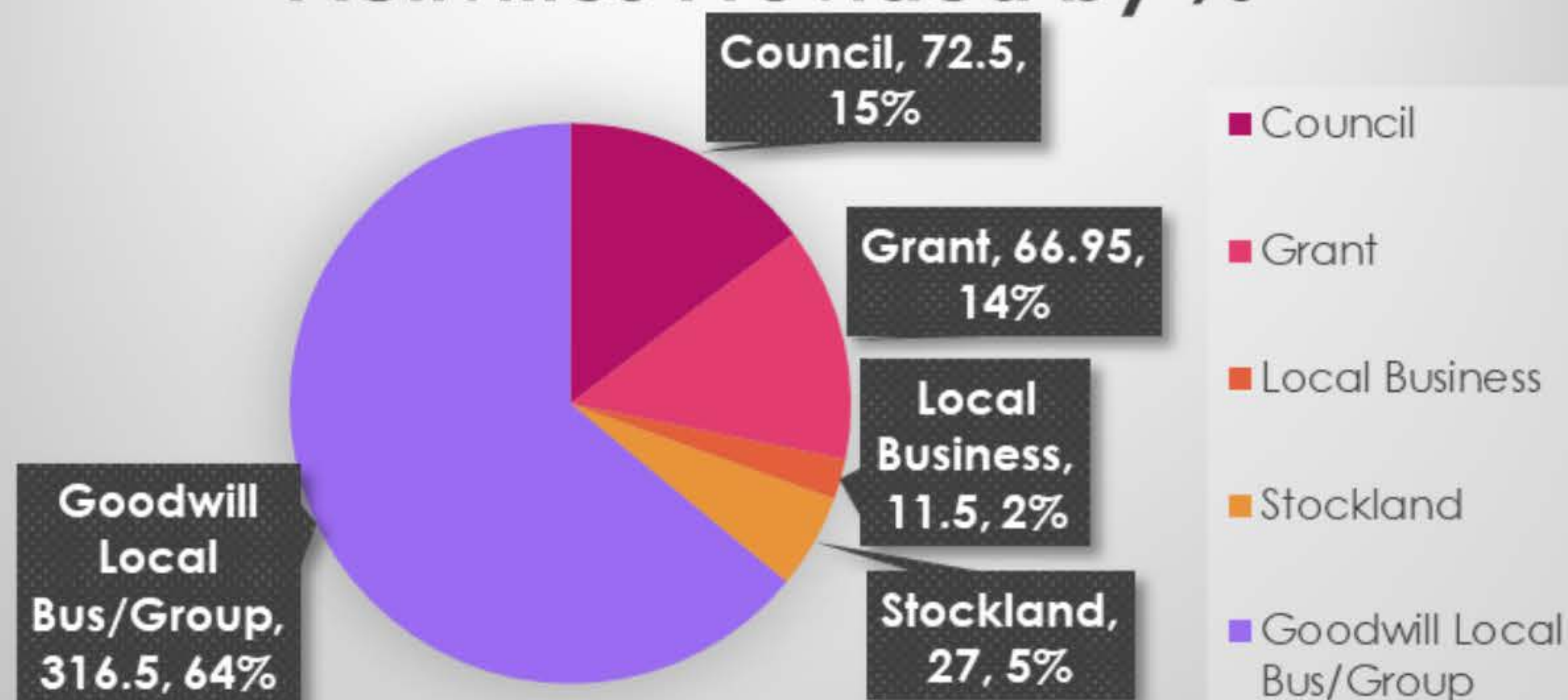
The time measured was 88 days from 10am till 8pm daily (10 hrs per day)

Breakdown of 273 Activities

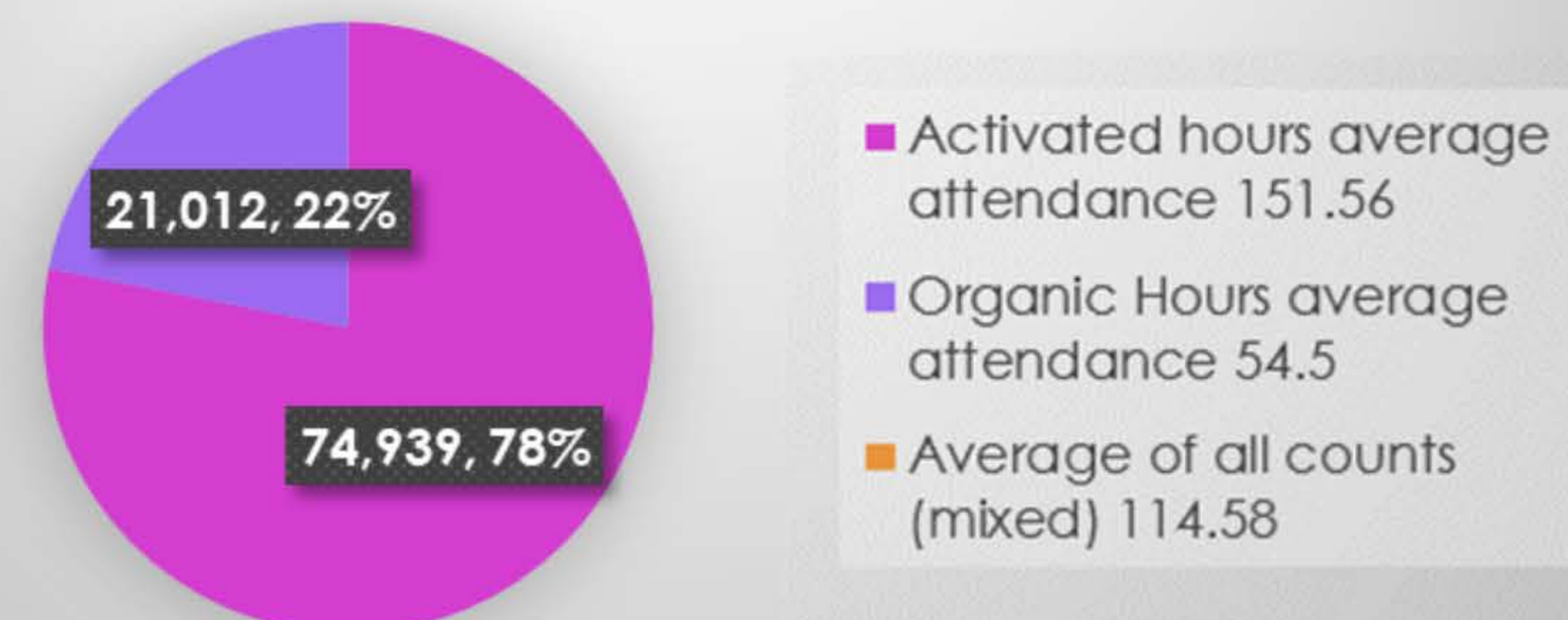


Most of the activities were conducted by local business and groups out of goodwill

Breakdown of 494.45hrs Activities Provided by %



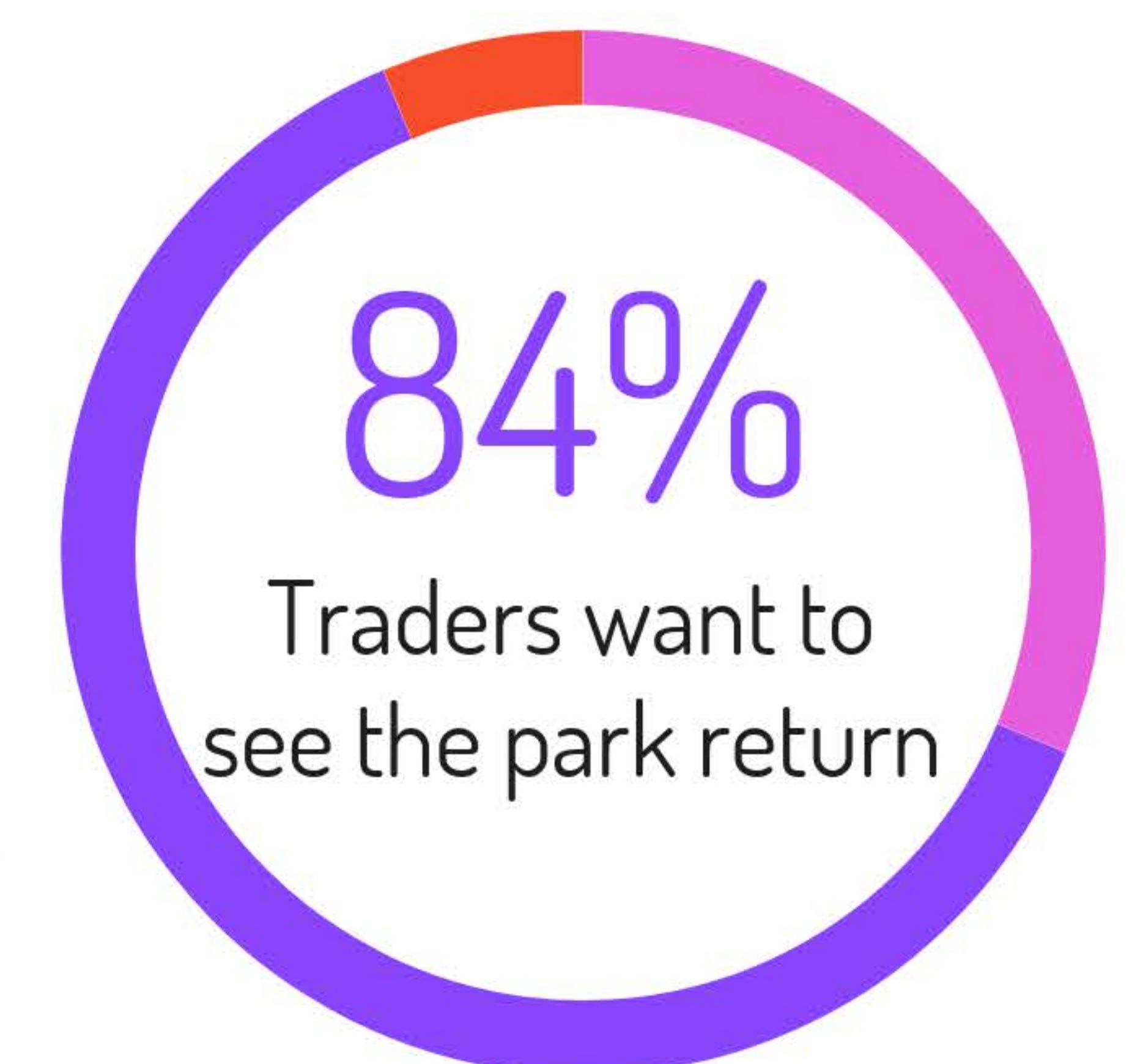
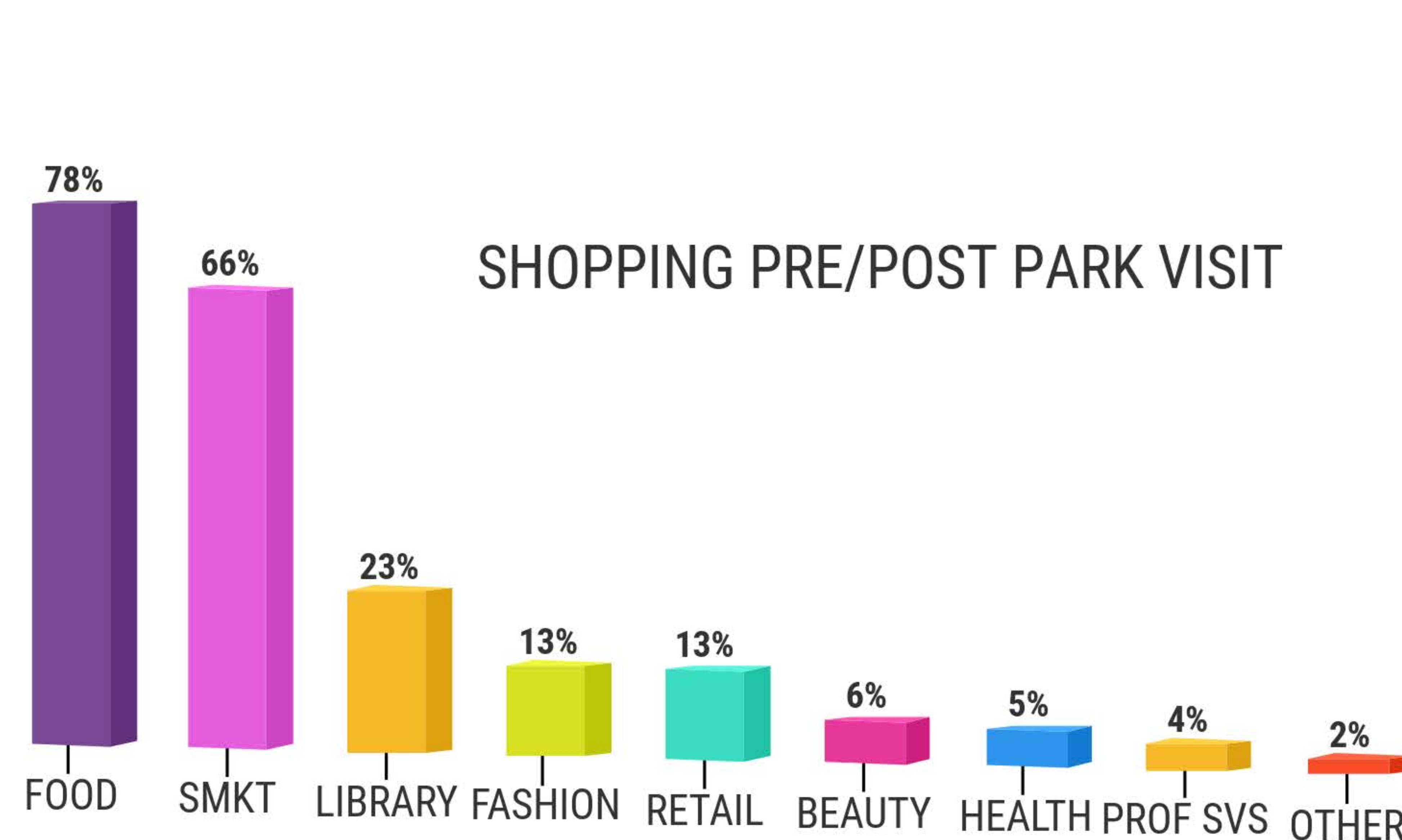
95,951 Total Counts Based On Activated and Organic Time Averages



The average hourly visits when the park was activated is 151.56. During organic hours the average attendance at the park was 54.5 people. Park size: 80m*7.75m (turfed)

TRADER TAKEOUTS

Of the 525 people surveyed 78% purchased food either before or after visiting the park, most people chose to dine around or eat in the park. 66% shopped at the supermarket, 23% visited the Library and 13% shopped for fashion a further 13% reported shopping for other retail goods. 6% visited beauty services, 5% Health services and 4% professional services.



- Great to see families out and about. It definitely would have increased sales for the food traders
- Loved it as a member of the public. I used the restaurants much more during that time.
- Happy with it, noticed improvements from year before
- Great fun, love the atmosphere it provides
- While it does not directly impact on our business, we appreciate the community spirit and the initiative to drive more traffic to Point Cook Town Centre

TRADER FEEDBACK



Never been busier!.....**Cold Rock**

Grill'd "I firmly support the Pop Up Park. It is so clear to me that it has enhanced our environment and encouraged more people to engage with the Town Centre. People have commented that they feel safe, and this is borne out by the fact that you will see mums in the park while toddlers run in and out of the cubby houses etc. At a commercial level, it has been a boon for my business. Our Friday nights are back to levels we haven't seen since pre Pacific Werribee days. When there is an activity in the park at night, we generally see an uplift of +20%. Without activities, we are similar to or slightly up on pre Park numbers"

"The Pop Up park has been a great addition to the centre. It has attracted families who now use the Town Centre as a public space. The flow on effect to my business has been profound. We now feel positive about the future prospects of our business, whereas before the Pop Up we felt the business would not be sustainable if sales trends continued"



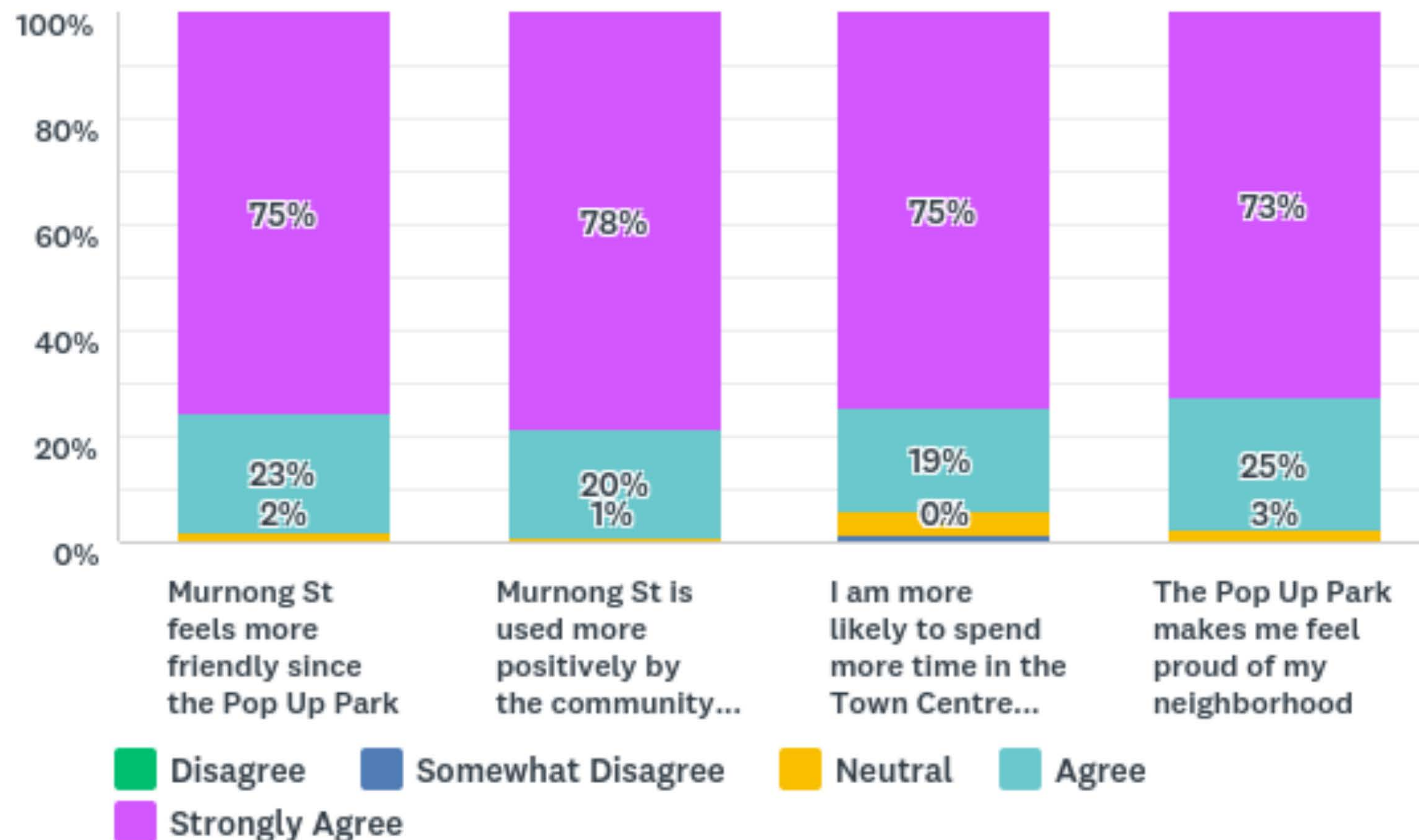
Boost Juice - "there can be no doubt that there are more people around the centre more consistently than we have seen before!"

DOSA HUT POINT COOK "Big thanks to PCPOPUP to organise this amazing platform so we traders can build more business. Well organised, really colourful and tremendous effort - Well appreciated"



SENTIMENTS

A survey of 525 visitors to the Pop Up Park revealed the community's appreciation and value in the Pop Up Park: 98% of visitors agreed that Murnong St feels more friendly and is used more positively since the opening of the Pop Up Park - 94% of visitors agreed that they spent more time at the Town centre because of the park. 98% of those surveyed agreed that the pop up park made them feel proud of their neighbourhood.



Survey sample 525 respondents taken over the duration of Pop Up Park 2019

"Love that it brings the community together outdoors and would love to see it here permanently"



"Love it here all the time - keeps us involved with our community. Nice to do things locally"



"It's nice to see the community spending time together and kids having fun! Keep doing the stuff - Big thumbs Up"

"I was finally able to visit and enjoy the pop-up park yesterday and absolutely loved it!"



"Have just moved here and have 2 tots who love to play and enjoy activities there.... good work"

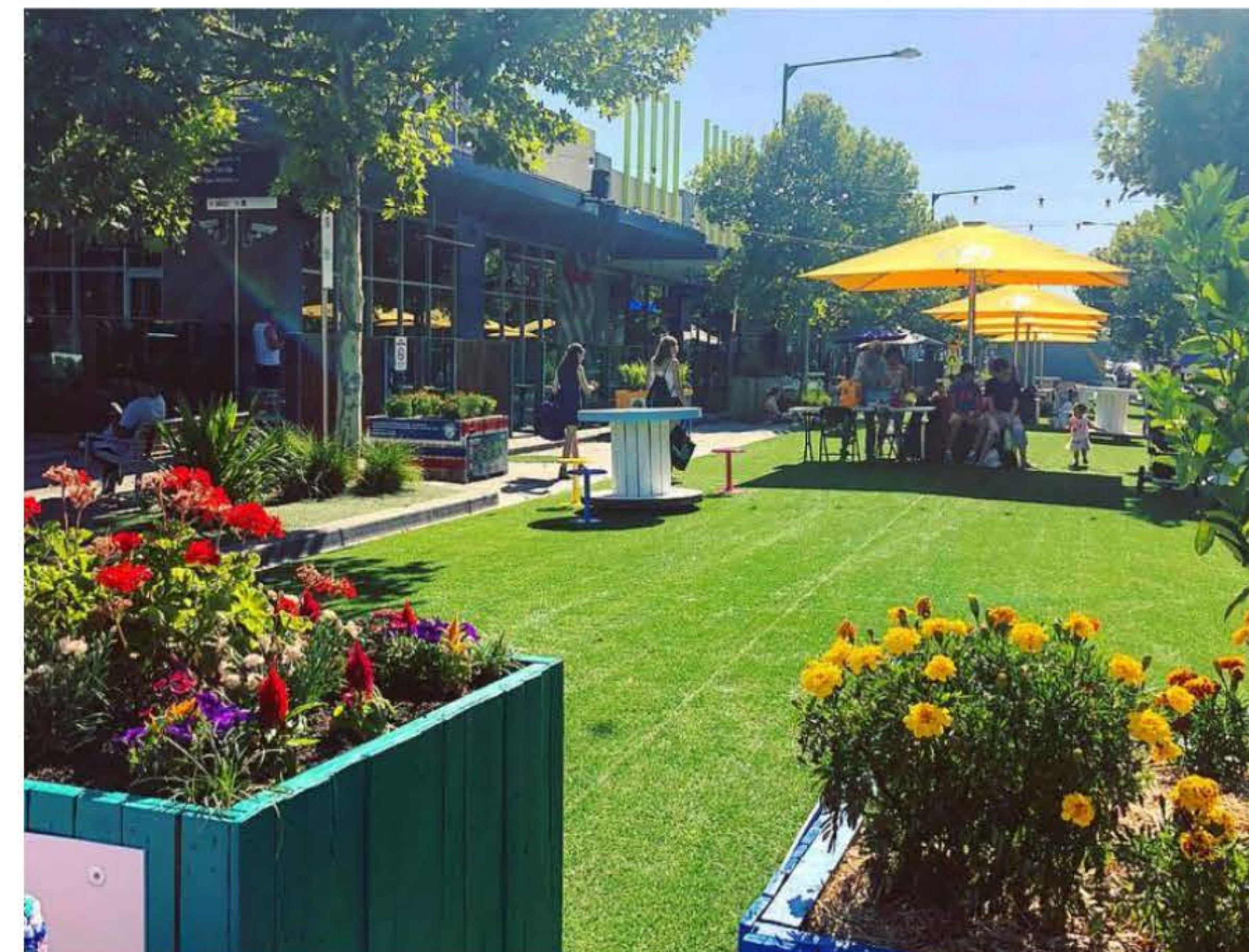




"Amazing that the community feels more connected since the Pop Up Park has been running"



"Positive thing for Community, families, restaurants and kids"



"Thank you for doing this for us all to enjoy, the young old and in between"



"Your team has done an amazing job with PCPOPUP! Well done!"



IN SUMMARY

Our experience in piloting the Pop Up park over the last two years shows that there is significant value to both the social and economic elements in the local environment. The overlap between town centres and need for local places to connect cannot be ignored. The survey results and qualitative research undertaken as part of this report demonstrate the importance of the park as a meeting place, creating a sense of connection between people and place

This piece from Matt Novacevski PhD Candidate, University of Melbourne articulates it well: <https://theconversation.com/how-to-turn-a-housing-development-into-a-place-where-people-feel-they-belong-116174>

"Unlike many suburbs, Point Cook has a main-street-style town centre with shops fronting footpaths. This provides the frame for the type of meeting place so vital yet often lacking in outer suburbs. But it took local intervention to make this place hum"

A community led approach to place making will bring out the magic that exists within the community, a richness in connection and authenticity as well as significant goodwill that cannot be replicated by outside parties. Significantly, the collaboration between stakeholders will ensure an approach that works for all parties. and allow for a sustainable model over time,



RECOMMENDATIONS

The benefits of a governance approach that makes room for community-led placemaking in new development areas should be incorporated from both local government and developer perspective.

To ensure ongoing sustainability we would encourage the formation of a stakeholder association that has a mix of input from Traders, local community, Council and Shopping centre or developer.

This would avoid volunteer burnout and allow for new energy and input into strategy and decision making that aligns with needs and wants.

This could inform the way forward in deciding budget and sponsors, program and promotional activities, season and duration.

Focus placemaking in locations where activity can bleed into surrounding areas in a beneficial way

Appointing Project/Program management would ensure that the planning, execution and measurements meet the ongoing objectives and allow for re-iteration where necessary



COMMUNITY-LED PHILOSOPHY



STAKEHOLDER ASSOCIATION



SEASON/DURATION



BUDGET AND SPONSORS



PROMOTIONAL ACTIVITIES



PLAN - EXECUTE - MEASURE



VIDEO HIGHLIGHTS

Point Cook Pop Up Park 2019 Highlights



<https://youtu.be/MbT66pUITek>

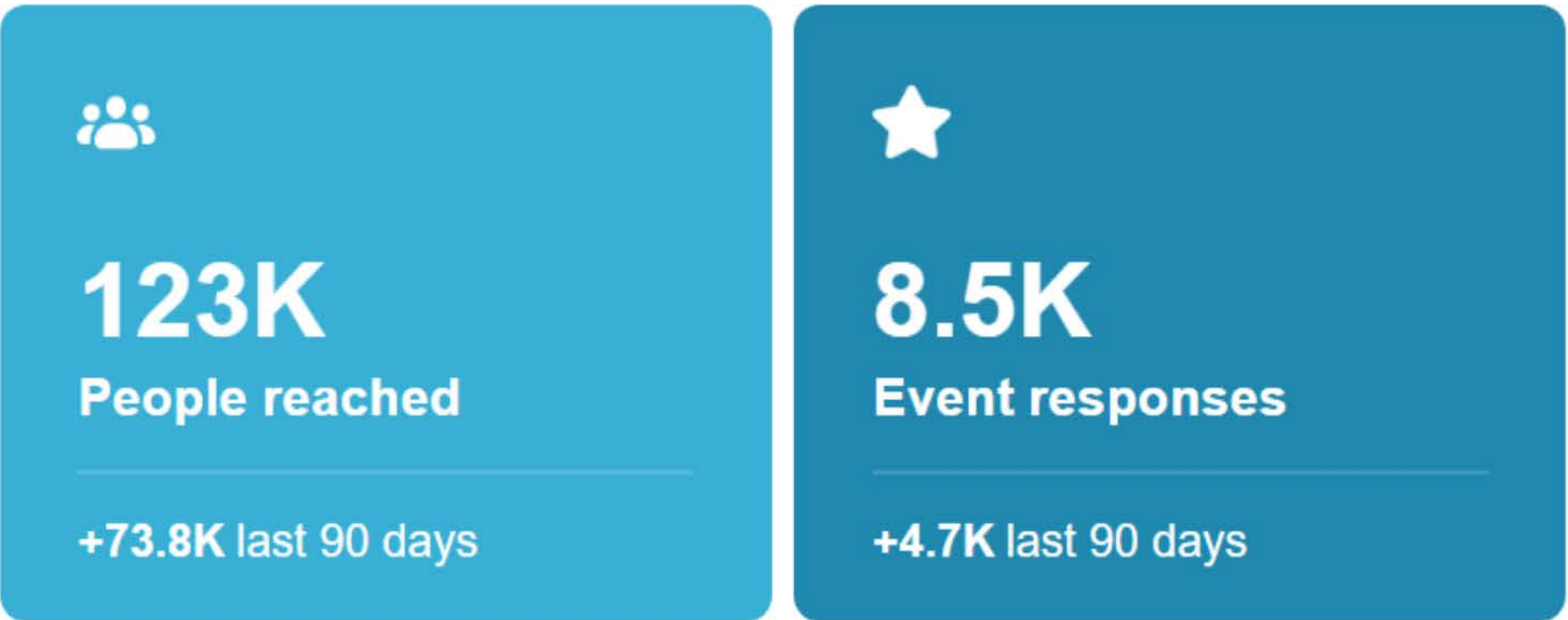
SOCIAL MEDIA METRICS

The main social media channel was Facebook and Instagram and was hyper-local to Point Cook - 3460 people liked the page and were highly engaged - All engagement was organic and no paid advertising was done.

TOTAL LIKES : 3460



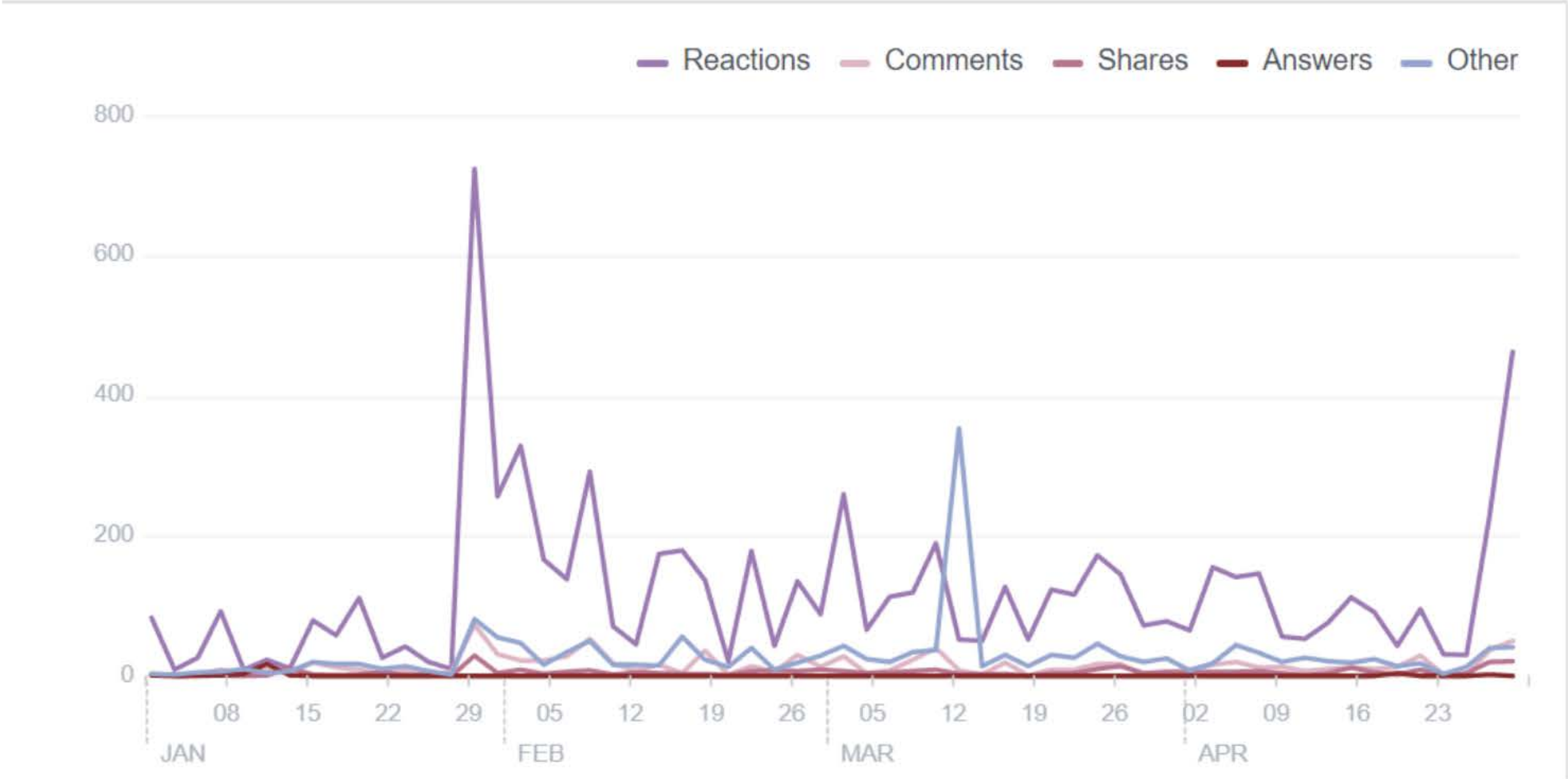
EVENTS



REACH IN POINT COOK



ENGAGEMENT



SOCIAL MEDIA FEEDBACK



Tupou Ekuasi Kiutau Thank you point cook PUP for all the wonderful summer memories.

[Reply](#) · [Message](#) · 2w



Sharda Maharaj Thank you all responsible for this pop up park. Looking forward to next summer when you are back. 😄🌺👏 So much fun filled days we all had there 👍

[Reply](#) · [Message](#) · 2w



Angelik Catemaxca Thanks for the good memories

[Reply](#) · [Message](#) · 2w



Fatimah Ullah Thank you for everyone who made this pop up park possible. My son and I had so much fun here and actually had a reason to visit this shopping centre. 😊

[Reply](#) · [Message](#) · 2w



Dosa Hut PointCook Big thanks to Sara and Susan from Point Cook Pop Up Park to organise this amazing platform so we traders can build more business and establish strong bigger community. Well organised, really colourful and tremendous efforts by you guys. Well appreciated 😊

[... See more](#)

SOCIAL MEDIA FEEDBACK



Kelly Grigsby Wyndham City CEO

18 February · 🌐

On Friday, **Mayor of Wyndham City**, Cr Mia Shaw and I headed down to check out some of the events at this year's the **Point Cook Pop Up Park**. There is live music Friday and Saturdays, gardening workshops, fitness classes, movie nights, kid's activities and a lot more activities for everyone to enjoy. I would like to encourage everyone to head down and support his fantastic community led initiative which is on until the end of April.



Liked by **bean_smuggler** and **59 others**

melbournefitmamas GUYS. I'm blown away by today's turnout.



Joanne Ryan

A fantastic effort again this. Such passion and organisation. I tip my hat to all involved. 🙌🙌🙌🙌🙌🙌



Divya Vedavyas ▶ **Point Cook Pop Up Park** · 🌐

21 April · 🌐

Be Fearless, You can, You're Awesome, Trust yourself, most important is Be you 😊
Love it pointcook pop up park 🥰



SOCIAL MEDIA FEEDBACK



Ning Kang Thanks Pop Up Park organisers and volunteers! Just another wonderful season. My family really enjoyed our relaxing time there!

Reply · Message · 2w



Susie Knight Thank-you so much for all the GREAT fun my lil boy & I had here ❤️ we loved each & every session we attended WE WILL MISS U & PLEASE COME BACK
#bringingpeopletogether

Reply · Message · 2w



Sandee Sedwick Facy Such an amazing job! Take a rest and know what a difference you make in our community ❤️

Reply · Message · 2w



Edith Wong miss it this year but look forward to next year please!

Reply · Message · 2w



Sumitra Puri ❤️❤️❤️❤️❤️❤️

Reply · Message · 2w



Emma Murnane Sad to see it go.

Reply · Message · 2w



Sue Heath Back to boring... Sad to see the Pop Up Park go as there was always a bit of life around the place... i hope it will back next year.. Great job to all concerned, Thankyou for your hard work bring this to the community...

Reply · Message · 2w



Sandee Sedwick Facy Our community loves PCPUP 🙌🙌🙌🙌

Reply · Message · 2w · Edited



Navneet Kaur Chaudhary See ya next Summer!



Western Gymkhana Club Inc., Melbourne

28 April at 7:06 pm · 🌐

Amazing activities come to an end today at Point Cook Pop Up Park.

Western Gymkhana Club Inc., Melbourne thanks the organisers of Pop Up Park for the immaculate planning and execution in bringing the great moments to the community over past months.

Well done, well appreciated!

Building Community - Together

SOCIAL MEDIA FEEDBACK



Liked by **jillhennessymp**, **jameshohepa22** and **45 others**
joanneryanmp Fun in the Point Cook Pop Up Park with Sara Mitchell and lots of women and girls celebrating International Women's Day! [#pcpopup](#)



Liked by **love_the_west**, **bean_smuggler** and **11 others**
ink_cloud [@pcpopup](#) played host to an epic street party this evening, in honour of International Women's Day!! The Wyndham



10 likes

calvinandhistiger Reading books at the mini library in the pop up park with my new friend. [#baby](#)



Liked by **melbournepropertyhub** and **14 others**

david_mullins_r3d Celebrating Holi at the Point Cook Pop Up Park. Volunteering my time to capture this community event.



Shilpa Walia Will miss it..have so many wonderful memories with my little one in the park 🥰. She used to love this place and which made us frequent visitors here!! Big thank you to the organisers and volunteers!!

SOCIAL MEDIA FEEDBACK



Liked by weshopwest and 81 others

amoyengel **Pop up park Point Cook. Just CHILLING around in the great colourfull beanbags!



24 likes

_stephanie_nathan_ Watering flowers at the Pop Up Park 🌸



14 likes

richwithlove17 So excited to have been part of this project for the Point Cook Pop Up Park. Duncan



66 likes

olyas_australia I've let go of my little treasures and hidden them at [#pointcookpopuppark](#). Hopefully they will make a few little faces smile when found 😊



Mina Faumuina Had a heap of fun there this time around and the last time too. Thanks so much for the fun times and memories. Sometimes I'd lay there without a care in the world like I own the place. Gonna miss it

SOCIAL MEDIA FEEDBACK



Liked by **codesignstudio** and 32 others

places_calling #phdlife fieldwork underway today @pcpopup (with a dose of Richard Ford). Impressive to see such a range of people using their imaginations and interacting with such a lovely tactical space #placemaking



53 likes

magpybediva Meeting new friends at @pcpopuppark #popup



97 views · Liked by **joe.fraietta**
kat.dig Friday night fun!



7 likes

stee_journals Building blocks... to a better self



Bharti Sonya Anand We will miss it ... it the star 🌟 of the town centre

SOCIAL MEDIA FEEDBACK



8 likes

lackadaisical_mama ...so once again we rock up randomly to the [#pcpopuppark](#) and it's just in time for [#fitkicks](#) so our 5 min trip to the shops took a bit longer than



Liked by **kickstartyourfitness** and **48 others**

lizzay87 Couldn't pick a favourite



11 likes

lyn.hoare Great fun was had today at Point Cook Pop Up Park



18 likes

kittenskunk
[#PointCookPopUpPark](#)
[#plantflowers](#) [#plants](#) [#green](#) [#art](#)
[#Melbourneart](#)
[#streetarteverywhere](#)



Janelle Freeman Thank you again for another year of fun and festivities. We LOVE the pop up park and go as often as we can- any excuse to be there!

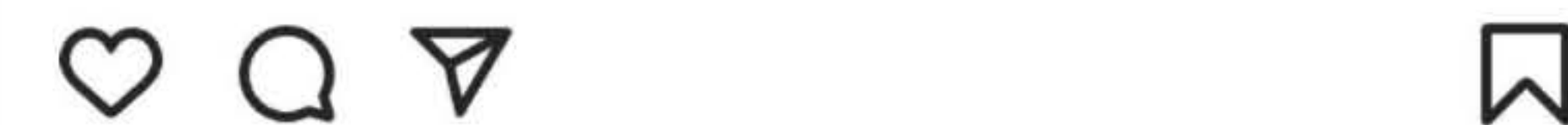
SOCIAL MEDIA FEEDBACK



Liked by **baby_presents_au**, **bean_smuggler** and 3 others
tiffany_w_meng #pcpopup A mum in another mum's eyes. Thanks for family friendly environment in where we as mums can have a moment of relief and joy with our kids. Hope it can be something permanent. Or something even more meaningful!



Liked by **chris_boddington**, **bean_smuggler** and 3 others
tiffany_w_meng #pcpopup Great urban refrigeration (according to me husband). A pop-up park connecting the whole community. Thanks for coming back.



8 likes
lackadaisical_mama ...love it when we randomly turn up somewhere just in time for something cool like this... #fitkicks #pcpopup



10 likes
ateev_dang Dancing Under the Stars at Point Cook Pop Up Park. #pcpopup



Navneet Kaur Chaudhary Thank u for amazing time! Will surely miss it!! Truly connects ❤️ of Point Cook!!

SOCIAL MEDIA FEEDBACK



[View Insights](#)

[Promote](#)



Liked by **pps_placemaking**, **dfarmer_om** and **18 others**

pcpopup It's official Point Cook loves Moana.

Over 400 people braved cool temperatures to enjoy the outdoor movie in the park.



Marisa Fernandez ▶ **Point Cook Pop Up Park**

27 April at 11:19 pm · 🌐

I just want to say well done to the Team who worked tirelessly to ensure we had a wonderful space to hang in. Some of you may not know this but it was not put on by Wyndham Council it came together by the wonderful management of some amazing locals who have so much pride in the community they live in. Thank you so much guys and a job well done. Looking forward to 2020.



40 likes

crunchynat Enjoying today's [#justright](#) sunshine 🍷 before the upcoming heatwaves for the next days 🥵🥵🥵🥵🥵



Liked by **codesignstudio** and **8 others**

steveqcmeng Great temporary urban transformation project. Life happens on foot. Always so popular. Great job



36 views

pushkarna And it's back baby! Yet another fantastic effort to bring the local community closer. Lots of exciting features to experience.



Sumitra Puri

Well done guys for changing paradigm of event designing, placement and management for all.. a beautifully accomplished benchmark you have set for others to follow.. 🌟👏

2 w **Love** Reply



27

SOCIAL MEDIA FEEDBACK



6 likes

calvinandhistiger Point Cook Pop Up Park is my fave hangout!



Top fan

Mustafa Al Rashid 2 w
Thank you all for the great efforts, really it was a nice place for the families to enjoy



Reply Message



Seonaid Grimmer 2 w
Mustafa Al Rashid well said. A great addition for families.



Erin Gulick 2 w
So sad to see the best, most colourful crosswalk, in all of Australia go 🇦🇺 🌈



25 likes

shan_t26 Crazy Rich Asians on big screen, some cool change coming in, community vibes, what else do you need on a weekend 😊
[#lovewhereilive](#) [#pctc](#)



42 likes

melbournefitmamas What do you see in this picture? I see so much awesomeness. I see little ones soaking up some sun and watching their [#strongmamas](#)



Marcus Robson Point Cook Pop Up Community Group

1 May at 7:11 pm · 📍

Hi all

I just came into the town centre for the first time since the park closed and I miss it already. 😞

To the organisers of the park we just wanted to say our family thought you did a great job. The vibe in the wider restaurant strip where the park was located was always upbeat and it added a lovely element to the area.

Thanks heaps for all your hard work

SOCIAL MEDIA FEEDBACK



26 likes

lackadaisical_mama ...lazy days of play... #pcpopup #alwaysfun



Victoria Buchla 2 w
Thank you so much for the amazing work you all put in to make our community amazing!



Reply Message



Kerrie White 2 w
What an amazing effort! Well done to so many amazing people!!



Robert Bouquet 2 w
Congratulations on another wonderful Point Cook Pop Up Park 👍✅🧡🧡🧡🧡

Reply Message



Marcel Mahfoud 2 w
Fantastic effort to all involved!!!



10 likes

lackadaisical_mama ...happy sunny days of play... #pcpopuppark... more



6 likes

lackadaisical_mama ...just another lazy day of play at the #pcpopuppark ... we are really gonna miss it when it disappears again soon 😭😭



Gwendolyn McBride 2 w
Great memories, we were at so many of them and more! Such a wonderful community and so many memories made 💕



Sue Heath 2 w
It looks like the Pop Up park was never there...Great job to Susan and Sara and everyone else who made it such a success...

Reply Message



Grace Johnston 2 w
Well done team



8 likes

lackadaisical_mama ...so once again we rock up randomly to the #pcpopuppark and it's just in time for #fitkicks so our 5 min trip to the shops took a bit longer than

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ACKNOWLEDGEMENTS

We would like to thank Stockland Point Cook, Federal and Victorian State Government, Pick My Project, Wyndham City Council, Point Cook Action Group and the community, local groups and businesses of Point Cook and surrounds for the generous support that has made this project possible.

[Full list of supporters here](#)







CONTACT:

info@CoLocal.com.au

CoLocal.com.au

0427 922 612

