LAUNCESTON CITY HEART PROJECT

1595 SURVEYS

1423 Hard copy

172 Online

ONLINE & SOCIAL MEDIA

329 views

101 Photos posted

100s comments, likes & shares

QUICK COMMENTS

‘BIG IDEA’ for the CBD postcards sent in

500 Public comment stickers posted up on shop windows

IN DEPTH DISCUSSIONS

• The CBD needs to be more of an experience’
• ‘Inner city living is hugely important’
• ‘The city needs to offer more points of difference’
• ‘Maintain a retail focus but the CBD needs to understand its role’

HANDS ON TESTING

Hundreds of people tried out the prototype improvements in Brisbane St Mall & Civic Square

POP UP WORKSHOPS

WHO:
- Young mothers & children
- Older people
- Young people
- People with disability
- Local office workers
- Council workers
- Labourers
- Families

CIVIC SQUARE

WHO:
- Youn mothers & children
- Older people
- Young people
- People with disability
- Local office workers
- Council workers
- Labourers
- Families

BRISBANE ST MALL

WHO:
- Retailers
- Youth
- Office workers
- Tourists/Visitors
- Young children
- Teenagers
- Workers on lunchbreak

THE QUADRANT

WHO:
- Stallholders (mostly regionally based)
- Farmers
- Middle income families
- Visitors - (majority from Melbourne)

ENGAGEMENT

- Online
- Hard copy

135 key stakeholders involved in 9 workshops

PUBLIC COMMENT

383

QUICK COMMENTS

329 views

PHOTOS POSTED

101

HARVEST MARKET

Engaged 96

Engaged 138

Engaged 90

Engaged 81

405 Engaged on street