

#WODENEXPERIMENT

The #WodenExperiment is a place making activation project in the Woden Town Square for six months from late February to July 2019.

The project will install furniture, landscape and structures that encourage:

- increased visitation
- increased dwellers (people that stay for a period of time)
- increased diversity of social groups (such as families with children, groups of friends, couples, seniors and office workers).



The project will support the Government's aspirations of urban renewal and revitalisation of major centres through investment in public places and spaces. It's strongly focused on:

- the continued viability of town centres through boosting local businesses and the provision of local jobs
- providing an attractive focal point for the local community and sense of community pride
- improving the connectivity in, through and around Woden Town Centre (WTC)
- encouraging active lifestyles in the WTC community by providing inviting, safe and appropriate infrastructure
- improving residents' sense of wellbeing, overall health and happiness
- encouraging ongoing private sector investment in the renewal of our town centres.

THE CONVERSATION

From 1 September to 23 November 2018 we engaged with the community to get feedback on ideas for activities and events that could be undertaken by the community during the Woden Experiment.

We asked the community to use Social Pinpoint and tell us what they would do in each of the designated spaces to activate the Square.

Following the consultation period we held a workshop on 10 December 2018 which was attended by community and stakeholders. We conducted a range of activities and a hard copy survey.

#WodenExperiment

REPORT ON WHAT WE HEARD



Feedback gathered is being used to develop and plan further community participation activities for Stage 3– Pre and during activation consultation.

WHO ENGAGED

Our staff engaged with many Canberrans, including the local community and a number of key stakeholders including:

- Woden Community Council
- Woden Community Service
- Woden Library
- Local businesses within the Town Square
- Westfield

All Canberrans were invited to put forward their views on YourSay and the workshop was also open to all Canberrans however it was targeted at the broad community and particularly residents and visitors to the Woden Town Square.

Consultation channel	Numbers we spoke to
Social Pinpoint activity on www.yoursay.act.gov.au	14 submissions
Email submissions	17 submissions
Community Council meetings	2
Stakeholder meetings	7
Workshop	10 attendees
Website hits	1, 764 visits
Community Facebook Page	74 responses
Workshop Event	15 shares



Key insights from the community

More social and cultural opportunities

1. We have heard that the community want a space that can incorporate a range of activities including live music, social catch-ups, business meetings and screenings of local sports and short films.
2. We have heard your activation ideas: come and try fitness and dance classes, E-sport tournaments and day time festivals for school aged children.

A family friendly environment

3. We have heard that the community want a space for both children and adults that can incorporate al fresco dining and play equipment.
4. We have heard that you want a safe, accessible space that is smoke-free and provides shelter and surveillance.

WHAT'S NEXT?

We have used your feedback to shape the next stage – the installation of the #WodenExperiment. We will continue to support the community to plan and implement events and activities during the six month installation phase.

To find out more about the #WodenExperiment and other initiatives, policies and projects in Canberra visit www.yoursay.act.gov.au or follow us on Twitter at @TCCS_ACT or Facebook www.facebook.com/wodenexperiment



Key Timings

[Step 1] – September 1 – November 23 2018: Consultation

[Step 2] – December – March 2019: Community Workshops

[Step 3] – January – February 2019: #WodenExperiment construction

[Step 4] – February – July 2019: #WodenExperiment Installation

[Step 5] – March – July 2019: Event and activity installation

[Step 6] – July – September 2019: Project evaluation

THANK YOU FOR YOUR FEEDBACK

1, 764

We reached 1, 764 people
via YourSay

41

We spoke to 41 individuals

16, 430

We reached a social media
audience of 16, 430

31

We received 31 items of
written feedback