



Queensland Government
Department of Public Works

**Works Marketing:
Roma Street Parkland Visitor Survey 2008
Research Report**

Prepared by External Relations

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1. Executive summary

Background

Roma Street Parkland opened on April 6, 2001. The benchmark visitor profile survey was first undertaken in June 2001 with tracking surveys conducted in January 2002, September 2002, July 2003, April 2004, December 2004, October 2005, October 2006 and September 2007. A further 202 face-to-face interviews were conducted in October 2008 and findings of this study are presented in the following report.

The survey sought to ascertain the current visitor profile and determine visitor satisfaction with the Parkland.

Key findings

Visitor profile

The majority of Parkland visitors are from Brisbane (68%), while close to ten per cent are from other parts of Queensland and one quarter are from interstate (11%) or overseas (12%).

The most common group size is two, although among those interviewed, group sizes range from one person up to 56 people.

In terms of age groups, the Parkland historically attracts most of its visitors from those aged 35 and over. The latest survey - and as noted in December 2004 - shows a shift towards a younger mix: 42% are currently aged 18-34 and 57% aged 35+.

While one quarter of Parkland visitors have been consistently from professional job occupations (23%), the latest study sees a doubling of those in clerical, sales and service occupations (30%).

- Overseas visitors are more likely to be in clerical, sales and service occupations, although in the past, they were most likely to be in professional work.
- Interstate visitors are most likely to be retired or in clerical, sales and service.

Accessing the Parkland

Most people come to the Parkland to look around, have a picnic or see the gardens.

The most popular forms of transportation to the Parkland are car (36%) and walking (31%), followed by rail (21%). As has been found in previous surveys, overseas visitors are most likely to walk to the Parkland while interstate visitors either walk or come by train.

Access to the Parkland is generally via Roma Street train station (noted by 32%), the main entrance on Wickham Terrace (22%) and from Roma Street via the road (18%).

While most (84%) feel it is relatively easy to find their way to Roma Street Parkland, those finding it difficult (6%) suggest more road/street signage, more signs at Roma Street Station and better map details/information.

Awareness

For the majority, the main sources of awareness of the Parkland are family and friends (30%) and common knowledge (35%). Promotional material is mentioned by one in ten (13%).

- Queensland-based visitors most often know of the Parkland through common knowledge and family/friends.
- Interstate and overseas visitors are most reliant on family/friends and promotional material such as tourist brochures and books (the latter more so for overseas visitors).

Visitation patterns

The Spectacle Garden and Lake Precinct are the most frequented areas within the Parkland, each visited by 67% of those surveyed; Celebration Lawn is also popular, attracting six in ten.

- More visitors went to the Activity Centre while less visited the café in the latest survey.
- Compared to Queensland-based visitors, overseas visitors are slightly less likely to go to the Forest, Lake Precinct, Celebration Lawn, Upper Parkland, playground/s (as are interstate visitors) or the cafe.

On average, people visited the Parkland around six times in the three months preceding the survey. This is higher than in previous years, perhaps related to the increasing residential and transport hub development surrounding the Parkland.

Satisfaction with Parkland

Overall satisfaction with Roma Street Parkland is very strong, with almost all visitors happy with their experience:

- Almost all visitors (97%) are either satisfied or very satisfied with their overall experience; the latest survey recording an increase in those who are very satisfied.
- Perceptions are strong among different visitor types, though highest for Queensland and interstate visitors.

All Parkland areas and services achieve high levels of satisfaction, with average ratings equating to satisfied through to very satisfied.

- Highest satisfaction is seen for the Spectacle Garden, the Forest and playground, each obtaining a rating of 'very satisfied' from at least seven in ten of its visitors.
- Few features obtain negative feedback, as has been seen throughout the survey's history. The only area of note is the café, with 15% dissatisfaction (though a still strong 71% are satisfied).

Specific facilities also rate highly with almost all attracting scores of four or higher out of five:

- Relatively higher scoring features include presentation of gardens, condition of pathways, variety of gardens, and the helpfulness of staff and volunteers.
- Relatively lower scoring features relate to directional signage outside of the Parkland (lower for overseas visitors) and the information about flora and fauna.

For those expressing dissatisfaction with particular facilities or who have ideas for possible improvements to the Parkland, suggestions primarily relate to:

- Signage and maps are seen as insufficient or confusing. Current internal signage results in some getting lost, not finding attractions or not exploring the Parkland fully; current external signage assumes a level of familiarity with the Parkland or location, e.g.
Signage external to parklands needs to be improved - they call it a secret garden, it's not used enough.
- More seating is required in shady, sheltered and popular areas, and to cope with the Parkland at its busy times.
- Labelling of plants, including trees and flowers, is requested to enhance the Parkland experience.
- Food and beverage options are desirable, through either changing the café offering or by having alternative food and beverage outlets in the Parkland.

A range of other suggestions are also given including more convenient/cheaper parking options, including for the elderly and disabled, better advertising and publicity, and greater flexibility in allowing children's activities such as ball games.

Conclusions and recommendations

The Parkland continues to be rated very highly by visitors, with almost all impressed with the Parkland as it stands. Unprompted comments in the latest survey included:

It's beautiful and family-oriented. (overseas visitor)

It's a great asset to Brisbane and I recommend it to all my friends. (intrastate visitor)

I'm quite impressed with it. (Brisbane visitor)

While the Parkland is primarily used by locals, it also attracts a strong mix of non-locals with three in ten from intrastate, interstate or overseas.

Word of mouth referrals play a key role in promoting the Parkland for all visitor types; while promotional material is particularly important among non-locals. Therefore, to maintain and/or attract visitors from outside of Brisbane, the Parkland needs to ensure a continued presence in major guide books and tourist brochures.

Once aware of the Parkland, some visitors experience difficulty in finding their way. This has been an issue throughout the survey history with both external signage and maps seen as having some deficiencies.

- This suggests continued consultation is required between Parkland management, Brisbane City Council and QR for signage leading up to and directly outside the Parkland and its entrances. It also highlights the need to ensure the Parkland and its entrances are marked on public maps such as those commonly available at visitor information centres and in major street directories.
- It is also recommended that the Parkland provides a 'how to get here' map on its website (and/or on other visitor-oriented websites such as 'ourbrisbane.com').

These recommendations are given in the context of increasing pedestrian usage over time. For example, in the latest survey more than half of overseas visitors and three in ten of other visitors walked to the Parkland.

Frequency of Parkland usage continues to trend upward. While this is evidence of the Parkland's appeal, it also places pressure on existing facilities and emphasises a need to maintain variety and interest. It is recommended that the Parkland take into consideration:

- Ongoing efforts for garden presentation and variety to maintain interest and encourage return visitation.
- Identifying areas and seating in need of additional shade given Brisbane's tendency towards sunshine, summer heat and variable weather patterns. This may involve planting fast growing trees in some areas or constructing visually-sensitive artificial shade structures elsewhere.
- Identifying areas in need of additional seating (and potentially in the longer term, areas for more tables and BBQs). As the Parkland's popularity increases, these have become highly sought after, especially during warmer months and on weekends and holidays.
- Review internal directional signage to encourage visitors to seek out different parts of the Parkland, and place additional 'you are here' maps at hub/meeting points or on existing structures/walls.
- Maintain advertising and publicity of the Parkland, its services, events and public activities through an online presence, either by a dedicated website (given this has been unavailable since the end of April this year) or by placing pages on frequently used travel/tourist websites. The Parkland should also seek to maintain web links on other websites in anticipation of dedicated website availability.
- Continue implementing a program of incorporating additional signage and labelling of plants and trees, including in the Spectacle Garden. Visitors request plant names, origin and botanical information.

2. Background & methodology

Background

Roma Street Parkland was opened in April 2001. The first visitor survey conducted in June 2001 found high levels of visitor satisfaction with the Parkland.

Following the benchmark survey in June 2001, nine further visitor surveys have been completed to monitor visitor profiles and levels of satisfaction: January 2002, September 2002, July 2003, April 2004, December 2004, October 2005, October 2006, September 2007 and October 2008.

During this time, the Parkland has been extended and the survey used as a continuous improvement tool to ensure high visitor satisfaction levels are retained. In response to visitor requests, additional facilities such as added playground areas and signage have been included.

The primary objective of the Roma Street Parkland research is to build visitor profiles to assist in strategic planning initiatives and marketing.

More specifically, the study seeks to:

- Analyse and monitor the demographic profile of visitors
- Establish frequency and purpose of visits to the Parkland
- Determine levels of satisfaction with specific features of the Parkland
- Explore other Parkland features visitors would like to see.

This report contains an analysis of key findings, with comparisons to previous research where applicable.

Methodology

A total of 202 face-to-face surveys were conducted with visitors to the Parkland in the latest survey. The questionnaire can be found in Appendix B.

I-View, an independent market research fieldwork company, conducted interviewing, data entry and tabular output. External Relations Unit role involved providing advice on questionnaire design, contract management, and analysis and reporting.

Fieldwork for the 2008 wave of the Roma Street Parkland survey was conducted between 2 and 18 October 2008.

As in previous years, timing of fieldwork was designed to capture a spread of school holiday and non-school holiday ('typical') behaviours. Half of interviewing (50%) was conducted during school holidays with the remainder conducted outside of this period.

- During school holidays, between 2 and 5 October 2008
- Outside of official school holiday periods, between 6 and 18 October 2008.

Interviewing was undertaken between the hours of 10am and 4pm.

Persons "just passing through" the Parkland were screened from the interviews.

A strong response rate (calculated as completed interviews divided by the sum of interviews and refusals) of 81% was achieved. Responses rates were slightly higher during non-school holidays and on weekdays.

The average interview length was approximately 10 minutes.

Results have not been weighted.

3. Key findings

Key findings from the research are arranged under the following headings:

- 3.1 Visitor profile
- 3.2 Visitation patterns
- 3.3 Visitation of Parkland areas
- 3.4 Overall satisfaction with the Parkland
- 3.5 Satisfaction with areas and services
- 3.6 Satisfaction with facilities and features
- 3.7 Suggested improvements

3.1 Visitor profile

A key objective of the research study is to provide a profile of visitors to the Parkland. The survey consists of a number of demographic questions including group make-up, number of adults/children in the group, occupation, age of respondent and others in the group and location of residence.

While it is interesting to compare results with previous studies, caution should be taken in making direct comparisons due to seasonal variations.

Visitor origin: one in four from interstate/overseas

The majority (68%) of visitors to Roma Street Parkland are Brisbane residents, while around one in ten are either interstate (11%) or overseas (12%) travellers.

This suggests a higher proportion of Brisbane residents in the 2008 survey and stable proportions of interstate and overseas visitors

Table 1. Visitor origin (place of residence), historical

| <i>Historical Place of residence</i> | <i>Sep 2002 % n=200</i> | <i>Jul 2003 % n=202</i> | <i>Apr 2004 % n=201</i> | <i>Dec 2004 % n=200</i> | <i>Oct 2005 % n=202</i> | <i>Oct 2006* % n=204</i> | <i>Sep 2007* % n=206</i> | <i>Oct 2008* % n=202</i> |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Brisbane | 81 | 66 | 57 | 66 | 62 | 61 | 63 | 68 |
| Other South-East Queensland | 8 | 9 | 20 | 8 | 13 | 9 | 14 | 6 |
| Other Queensland | 4 | 2 | 2 | 6 | 3 | 4 | 3 | 2 |
| Interstate | 7 | 14 | 9 | 10 | 11 | 12 | 11 | 11 |
| Overseas | - | 8 | 12 | 10 | 12 | 13 | 9 | 12 |

Q16. Which of these best describes where you currently live?

Note: Figures may not add to 100% due to rounding.

* Note: From 2006, results are based on questions seeking to clarify place of residence for overseas visitors. In previous years, results were based on postcodes grouped into Brisbane, other South East Queensland, other Queensland, interstate and overseas.

- Additional questions were asked to ensure international students living in Brisbane on an international student visa identify as Brisbane residents, rather than overseas visitors.
- In 2006, this found that of 38 visitors who initially stated they lived overseas, 10 were students living in Brisbane on an international student visa and 2 were living in Queensland.

Group type: visits are primarily with family and friends

The Parkland is a destination that most people visit with their family and friends (68%). This includes those visiting from interstate and overseas.

This overall group pattern has been consistent over time, as shown in the table below.

Table 2a. Group type at Parkland, historical

| Historical Group type | Sep 2002 % n=200 | Jul 2003 % n=202 | Apr 2004 % n=201 | Dec 2004 % n=200 | Oct 2005 % n=202 | Oct 2006 % n=204 | Sep 2007 % n=206 | Oct 2008 % n=202 |
|--------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| By yourself | 7 | 43 | 16 | 16 | 15 | 18 | 12 | 15 |
| With your partner | 13 | 14 | 16 | 24 | 22 | 25 | 10 | 17 |
| With your family/friends | 78 | 42 | 67 | 60 | 59 | 59 | 78 | 68 |
| With a tour group | 3 | 1 | 1 | 1 | 4 | 3 | 1 | 1 |

Table 2b. Group type at Parkland, by origin

| October 2008 Group type | Total % n=202 | Queensland % n=153 | Interstate % n=23 | Overseas % n=25 |
|--------------------------|------------------|-----------------------|----------------------|--------------------|
| By yourself | 15 | 16 | 13 | 12 |
| With your partner | 17 | 12 | 22 | 40 |
| With your family/friends | 68 | 71 | 70 | 52 |
| With a tour group | 1 | 1 | - | - |

Q10. Are you visiting the Parkland today...?

Notes: Figures may not add to 100% due to rounding. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30.

The most common group size is two (41%). However, among those interviewed, group sizes ranged from one person up to 56 people.

Visitors were also asked how many adults and children were in their group:

- It is most common to see groups of two adults (44% of those interviewed), followed by one adult (27%).
- It is most common to see groups without children (64%), although three in ten had either one or two children.

Overall, one in three (36%) had children in their group, similar to previous years. Not unexpectedly, the incidence of groups with children is significantly higher during school holidays: 41% in school holidays vs 31% outside of school holidays.

Table 2c. Group size

| October 2008 Group type | Total % n=202 | Adults % n=202 | Children % n=202 |
|-------------------------|------------------|-------------------|---------------------|
| 0 | - | - | 64 |
| 1 | 15 | 27 | 17 |
| 2 | 41 | 44 | 12 |
| 3 | 13 | 8 | 2 |
| 4 | 11 | 8 | 3 |
| 5 | 5 | 4 | - |
| 6+ | 15 | 8 | 1 |
| Average | 3.71 | 3.0 | 0.75 |

Q11. How many adults and children are in your group?

Notes: Figures may not add to 100% due to rounding.

Age & gender: more females and those aged 35+

Most of the visitors surveyed are female (64% vs 36% male). This is comparable to previous years; for example, in 2007, 60% were female and 40% male.

In terms of age groups, the Parkland has historically attracted a slightly older visitor profile of those aged 35 and over.

- The latest survey shows a shift towards a younger mix (also seen in December 2004).
- Currently, 42% are aged 18-34 years while 57% are aged 35 years and over.
- This contrasts to 26% and 74% respectively twelve months ago.

Table 3a. Age of visitors (survey respondent), historical

| Historical Age group | Sep 2002 % n=200 | Jul 2003 % n=202 | Apr 2004 % n=201 | Dec 2004 % n=200 | Oct 2005 % n=202 | Oct 2006 % n=204 | Sep 2007 % n=206 | Oct 2008 % n=202 |
|-------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| 18-24 years | 7 | 11 | 8 | 22 | 10 | 12 | 7 | 16 |
| 25-34 years | 23 | 18 | 20 | 23 | 19 | 19 | 19 | 26 |
| 35-54 years | 43 | 43 | 44 | 37 | 36 | 32 | 40 | 30 |
| 55 years and over | 28 | 28 | 28 | 19 | 35 | 36 | 34 | 27 |

Q13a. Which of the following best describes your age group?

Note: Figures may not add to 100% due to rounding.

Of all visitor types, overseas visitors show a younger profile while interstate visitors show an older profile:

- Around half (56%) of overseas visitors are 18-34 years (28% in 2007); 44% are aged 35 years or more (vs 73% in 2007)
- 22% of interstate visitors are 18-34 years (26% in 2007); 78% are aged 35 years or more (vs 74% in 2007)
- 43% of Queensland visitors are 18-34 years (26% in 2007); 56% are aged 35 years or more (vs 73% in 2007).

Table 3b. Age of visitors, by origin (survey respondent)

| October 2008 Age group | Total % n=202 | Queensland % n=153 | Interstate % n=23 | Overseas % n=25 |
|---------------------------|---------------------|--------------------------|-------------------------|-----------------------|
| 18-24 years | 16 | 15 | 9 | 32 |
| 25-34 years | 26 | 28 | 13 | 24 |
| 35-54 years | 30 | 31 | 30 | 28 |
| 55 years and over | 27 | 25 | 48 | 16 |

Q13a. Which of the following best describes your age group?

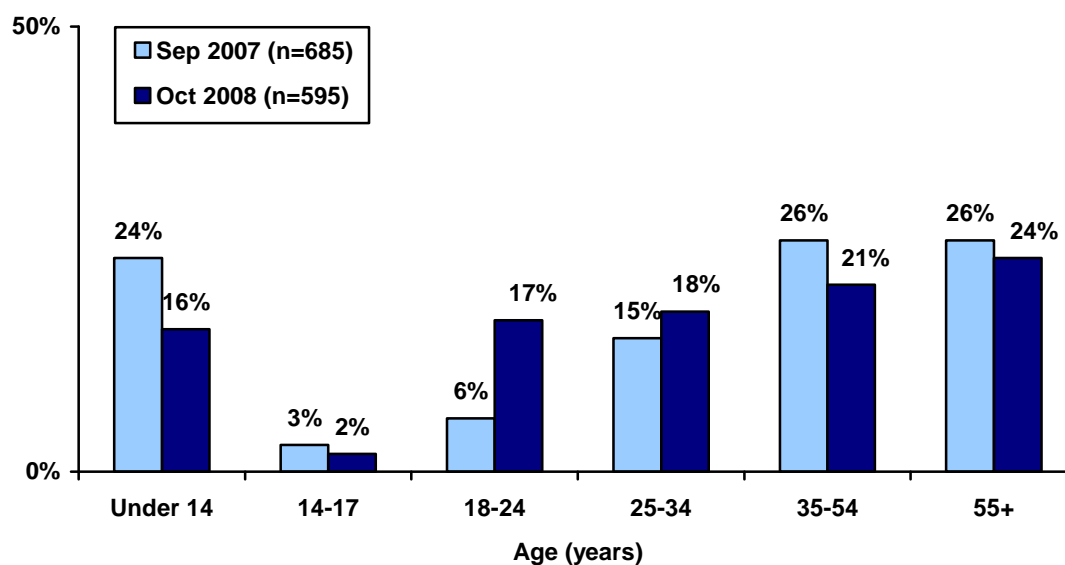
Notes: Figures may not add to 100% due to rounding. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30.

In terms of all visitors to the Parkland, one third are children, teenagers or young adults. This takes into account the person surveyed and those within the group (ages for up to six persons are collected in the survey).

- 19% are aged less than 17 years
- 35% are aged 18-34 years (17% 18-24; 18% 25-34)
- 45% are aged 35 and over.

This profile is similar to 2007 and previous years.

Chart 3a. Age of all visitors



Q13a. Which of the following best describes your age group?

Q13b. Which best describes the ages of other persons in your group?

Note: Figures may not add due to rounding, e.g. to 100%.

Occupation: most visitors in service and professional occupations

Consistent with previous studies, one quarter (23%) of Parkland visitors are professionals and associate professionals. However, the 2008 study recorded a sharp rise in the proportion of clerical, sales and service workers including nursing and teaching (30%, up from 17%).

Retirees account for 16% of visitors.

Table 4a. Visitor occupation, historical

| Historical Occupation | Sep 2002 % n=200 | Jul 2003 % n=202 | Apr 2004 % n=201 | Dec 2004 % n=190 | Oct 2005 % n=202 | Oct 2006 % n=204 | Sep 2007 % n=206 | Oct 2008 % n=202 |
|---|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Managers & administrators | 11 | 10 | 7 | 10 | 8 | 7 | 11 | 7 |
| Professionals & associate professionals | 29 | 32 | 19 | 25 | 25 | 27 | 34 | 23 |
| Tradespersons & apprentices | 2 | 4 | 5 | 9 | 3 | 4 | 4 | - |
| Clerical, sales & service workers | 6 | 9 | 17 | 16 | 15 | 11 | 17 | 30 |
| Production & transport workers | 2 | - | 2 | 2 | 1 | - | 1 | - |
| Labourers & related workers | 4 | - | 3 | 3 | 3 | 1 | 2 | 4 |
| Self employed | 9 | 4 | - | 2 | 8 | - | 8 | - |
| Home duties | 10 | 7 | 10 | 5 | 23 | 11 | 17 | 7 |
| Retired | 19 | 21 | 24 | 13 | 11 | 21 | 3 | 16 |
| Student/unemployed | 10 | 13 | 13 | 15 | 3 | 11 | 3 | 10 |
| Other | - | 1 | - | - | - | 4 | 11 | 2 |

Q12. Please tell me your occupation.

Note: Figures may not add to 100% due to rounding.

For overseas visitors, the most common occupational background is clerical, sales and service. This accounts for 44% of these visitors in 2008. In previous years, overseas visitors were most likely to be in professional or associate professional work.

Interstate visitors are most likely to be retired or in clerical, sales and service.

Table 4b. Visitor occupation, by origin

| October 2008 Occupation | Total % n=202 | Queensland % n=153 | Interstate % n=23 | Overseas % n=25 |
|---|------------------|-----------------------|----------------------|--------------------|
| Managers & administrators | 7 | 7 | 4 | 8 |
| Professionals & associate professionals | 23 | 24 | 13 | 24 |
| Tradespersons & apprentices | - | 1 | - | - |
| Clerical, sales & service workers | 30 | 27 | 35 | 44 |
| Production & transport workers | - | 1 | - | - |
| Labourers & related workers | 4 | 5 | 4 | 4 |
| Self employed | - | - | - | - |
| Home duties | 7 | 8 | - | 4 |
| Retired | 16 | 14 | 35 | 4 |
| Student/unemployed | 10 | 10 | 9 | 12 |
| Other | 2 | 3 | - | - |

Q12. Please tell me your occupation.

Notes: Figures may not add to 100% due to rounding. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30.

Mode of transport to the Parkland: more come by car or as pedestrians

The most popular forms of transport to the Parkland are car, walking and train:

- 36% car
- 32% pedestrian
- 21% train.

Weekend travel tends to be dominated by car transport (43%), followed by train (28%) and walking (25%). This mix differs slightly on weekdays: walking is the most common (35%), followed by car (32%), train (18%) and bus (12%).

Table 6a. Mode of transport, historical

| <i>Historical Mode of transport</i> | <i>Sep 2002 % n=200</i> | <i>Jul 2003 % n=202</i> | <i>Apr 2004 % n=201</i> | <i>Dec 2004 % n=200</i> | <i>Oct 2005 % n=202</i> | <i>Oct 2006 % n=204</i> | <i>Sep 2007 % n=206</i> | <i>Oct 2008 % n=202</i> |
|---|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Car/motor bike | 62 | 27 | 49 | 39 | 39 | 36 | 44 | 36 |
| Coach (tour) | 1 | - | 1 | 2 | 1 | 1 | 2 | 2 |
| Bus (public transport) | 3 | 7 | 5 | 10 | 4 | 8 | 5 | 9 |
| Train | 23 | 28 | 24 | 27 | 29 | 24 | 25 | 21 |
| Bicycle | - | 1 | 1 | 1 | 1 | - | 1 | 2 |
| Pedestrian | 13 | 38 | 26 | 26 | 26 | 28 | 26 | 32 |
| Other | - | - | - | 3 | 1 | 1 | - | 1 |

Q3a. How did you travel to the Parkland today?

Note: Figures may not add to 100% due to rounding.

As has been found in previous surveys, overseas visitors are most likely to walk to the Parkland. More interstate visitors walk, closely followed by coming by train or car.

Table 6b. Mode of transport, by origin

| <i>October 2008 Mode of transport</i> | <i>Total % n=202</i> | <i>Queensland % n=153</i> | <i>Interstate % n=23</i> | <i>Overseas % n=25</i> |
|---|------------------------------|-----------------------------------|----------------------------------|--------------------------------|
| Car/motor bike | 36 | 42 | 26 | 8 |
| Coach (tour) | 2 | 1 | - | 8 |
| Bus (public transport) | 9 | 8 | 9 | 12 |
| Train | 21 | 20 | 35 | 12 |
| Bicycle | 2 | 2 | - | 4 |
| Pedestrian | 32 | 27 | 30 | 60 |
| Other | 1 | 1 | 4 | - |

Q3a. How did you travel to the Parkland today?

Notes: Figures may not add to 100% due to rounding. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30.

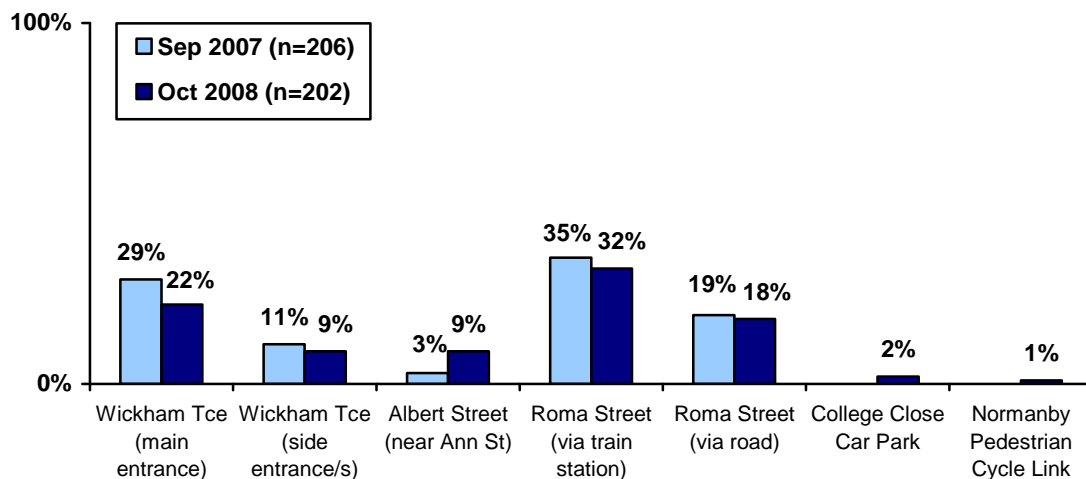
Entrances to the Parkland: more come via Roma Street train station

The greatest proportion of visitors continues to access the Parkland from Roma Street train station (as shown in Chart 6a). Also common is entering through the main entrance on Wickham Terrace or Roma Street via the road.

This entrance usage is evident across visitor types:

- Overseas visitors mostly use either the Roma Street train station entrance (20%) or the Roma Street road entrance (24%).
- Interstate visitors are more likely to come via Roma Street train station (43%).
- Queensland based visitors are more likely to use the Roma Street train station entrance (31%), followed by the main entrance on Wickham Terrace (24%).

Chart 6a. Entrance used to access the Parkland

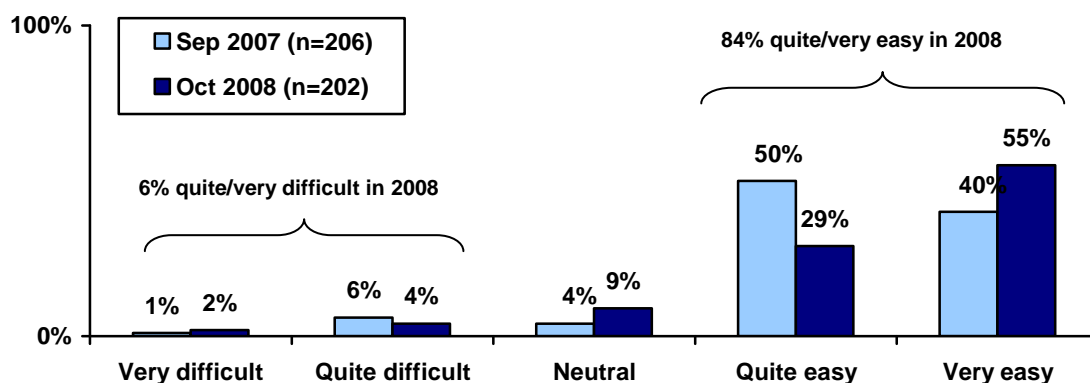


Q3b. Which entrance did you come in by?

Note: Figures may not add to 100% due to rounding/ 'other' mentions not shown.

Eight in ten (84%) visitors feel it is relatively easy to find their way to Roma Street Parkland, although 6% found it difficult. This is comparable to 2007 (89% easy, 7% difficult).

Chart 6b. Ease of finding the Parkland



Q3c. Thinking about your experience, how easy or difficult did you find getting to Roma Street Parkland?

Note: Figures may not add to 100% due to rounding/ 'don't know' mentions not shown. This question was asked for the first time in 2007.

Visitors who found it difficult to find the Parkland were asked what might have made it easier. This question was asked for the first time in 2007.

Suggestions from those 31 visitors who found it difficult to find the Parkland centre on having more road/street signage, more signs at Roma Street Station and better map details (as they could not find the Parkland or its entrance on a map):

- More road/street signage (26%)
- More signs at Roma Street station (19%)
- Could not find Parkland/entrance on map/not familiar with area (19%)
- Parking should be signposted (13%).

In 2007, similar themes emerged. The most common suggestion was more road/street signage followed by wanting exit/entry signs to the Parkland.

Table 6c. Suggestions to improve ease of finding Parkland, historical

| <i>Historical Suggestions</i> | <i>Sep 2007 % n=22</i> | <i>Oct 2008 % n=31</i> |
|--|--------------------------------|--------------------------------|
| More road/street signage | 36 | 26 |
| More signs at Roma Street station | 9 | 19 |
| Could not find Parkland/entrance on map/not familiar with area | - | 19 |
| Parking should be signposted | 14 | 13 |
| Exit/entry signs to the parkland | 23 | 6 |
| Road works signs | 14 | - |
| Better access - walkways/ramps/wheelchair and stroller access | 14 | 6 |
| Right hand turn at Gregory Terrace | - | 3 |
| Other | - | 3 |
| Nothing/ don't know | 14 | 13 |

Q3d. What types of things would have made it easier to find the Parkland?

Base: Visitors who found it difficult to find Roma Street Parkland.

Note: Figures may not add to 100% as multiple responses were allowed. This question was asked for the first time in 2007.

3.2 Visitation patterns

Number of visits: *visitation frequency is increasing*

Half of visitors (55%) made their first visit to the Parkland in the past three months on the day of the survey. While similar to previous years, there is some evidence that the incidence of first time visits has reduced in the past two years.

- On average, people visited around six times in the three months prior to the survey.
- This frequency has increased since 2007, possibly related to enhanced accessibility to the Parkland precinct including tenancy of adjacent Roma Street apartments in late 2006 and the opening of the Roma Street Busway in May 2008.
- As might be expected, interstate and overseas visitors average one visit in the past three months while the average for Queensland visitors is 7.5.

Table 7a. Number of visits to Parkland in past three months, historical

| <i>Historical Number</i> | <i>Jan 2002</i> % <i>n=241</i> | <i>Sep 2002</i> % <i>n=200</i> | <i>Jul 2003</i> % <i>n=168</i> | <i>Apr 2004</i> % <i>n=201</i> | <i>Dec 2004</i> % <i>n=200</i> | <i>Oct 2005</i> % <i>n=202</i> | <i>Oct 2006</i> % <i>n=204</i> | <i>Sep 2007</i> % <i>n=206</i> | <i>Oct 2008</i> % <i>n=202</i> |
|--------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Once/ first time | 61 | 66 | 74 | 69 | 59 | 64 | 68 | 49 | 55 |
| 2 times | 22 | 17 | 9 | 12 | 20 | 18 | 13 | 15 | 13 |
| 3 times | 6 | 7 | 6 | 8 | 9 | 7 | 8 | 8 | 8 |
| 4-9 times | 3 | 7 | 5 | 6 | 7 | 4 | 5 | 11 | 12 |
| 10+ times | 7 | 4 | 6 | 4 | 6 | 4 | 5 | 18 | 11 |
| Average | 2.8 | 2.9 | 2.8 | 2.3 | 3.0 | 3.0 | 3.3 | 4.3 | 6.0 |

Q1. In the past three months, how often have you visited Roma Street Parkland?

Note: Figures may not add to 100% due to rounding.

Attendance at events: *relatively popular among those who have visited before*

Of those who have been to the Parkland before (45% of visitors surveyed), 30% had attended an event. This is slightly higher than in 2007 where 22% of those who had been to the Parkland before had attended an event. Note: Questions about events were asked for the first time in 2007.

In the latest survey, close to half had been to a public event at the Parkland (higher in 2007).

Table 7b. Attendance at events, historical

| <i>Historical Event type</i> | <i>Sep 2007</i> % <i>n=23</i> | <i>Oct 2008</i> % <i>n=27</i> |
|--|-------------------------------------|-------------------------------------|
| Roma Street Parkland event, such as School Holiday Program | 13 | 13 |
| Other public events, such as Multicultural Festival, Roar/ Broncos/ Queensland Reds Fan Day, Australia Day Celebrations, Rats of Tobruk Memorial | 70 | 45 |
| Gardening classes | NA | 3 |
| Tree planting | 4 | 3 |
| Wedding/birthday party/other private function | 17 | 18 |
| Other | 9 | 18 |
| Don't know/ can't remember | - | 3 |

Q2c. Which type of event have you been to?

Note: Figures may not add to 100% as multiple response allowed. Examples are updated where necessary in each survey year; examples shown refer to the latest survey. NA (not applicable) refers to a response code which was not in use for a particular survey period.

Reason for visiting: *most come to see the gardens or enjoy a picnic*

The main reasons for visiting the Parkland are see the gardens, have a picnic or to look around.

- Just looking around is most common for overseas visitors (40%).
- Visiting the gardens is most noted by interstate visitors (43%).
- Having a picnic (31%) and looking around (29%) are most mentioned by Queensland visitors.

More now say they come to have a picnic than at any time in the past. However, historically, 'just looking around' has been cited as the main reason for visiting (refer Table 7c).

Chart 7a. Main reason for visit

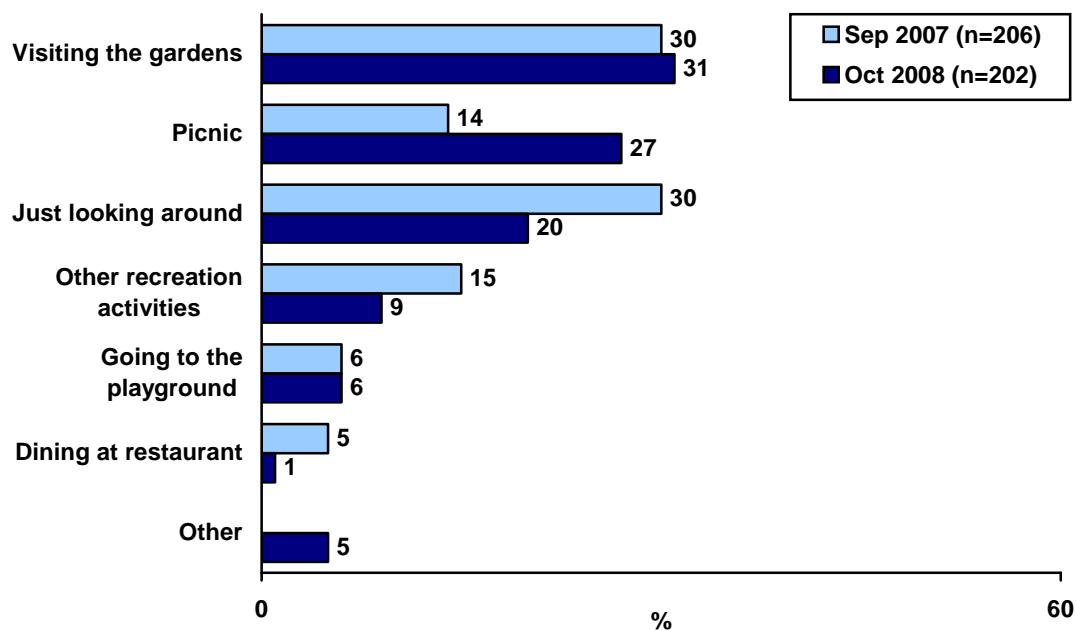


Table 7c. Main reason for visit

| Historical Reason | Jan 2002 % n=241 | Sep 2002 % n=200 | Jul 2003 % n=202 | Apr 2004 % n=201 | Dec 2004 % n=200 | Oct 2005 % n=202 | Oct 2006 % n=204 | Sep 2007 % n=206 | Oct 2008 % n=202 |
|-----------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Just looking around | 40 | 40 | 44 | 28 | 16 | 29 | 29 | 30 | 31 |
| Visiting the gardens | 23 | 9 | 9 | 31 | 10 | 19 | 30 | 30 | 20 |
| Going to the playground | 10 | 5 | 2 | 2 | 3 | 3 | 5 | 6 | 6 |
| Picnic | 8 | 16 | 3 | 12 | 9 | 7 | 18 | 14 | 27 |
| Other recreation activities | 6 | 20 | 6 | 24 | 36 | 28 | 11 | 15 | 9 |
| Dining at restaurant | - | - | - | - | - | - | 1 | 5 | 1 |
| To make a booking | - | - | - | - | - | - | 1 | - | - |
| Other | 13 | 10 | 36 | 3 | 26 | 13 | 4 | - | 5 |

Q1. What is your main reason for visiting the Parkland today? UNPROMPTED

Note: Figures may not add to 100% due to rounding.

Sources of awareness: common knowledge and word of mouth

For the majority, the main sources of awareness of Roma Street Parkland are either family and friends (30%) or common knowledge (35%). For one in ten (13%), awareness is from promotional material.

- For visitors from Queensland, common knowledge is noted by close to half (45%) followed by family/friends (28%).
- Interstate visitors are most reliant on family/friends (52%), followed by promotional material (26%) such as tourist brochures and books.
- For overseas visitors, promotional material takes precedence (52%) followed by word of mouth through family/friends (24%).

The media is playing a lesser role in recent years; in 2006 and 2005, Queensland visitors were most likely to have heard about the Parklands through media as well as family and friends.

Table 8a. Source of awareness of Parkland, historical

| Historical Source of knowledge | Jan 2002 % n=241 | Sep 2002 % n=200 | Jul 2003 % n=202 | Apr 2004 % n=201 | Dec 2004 % n=200 | Oct 2005 % n=202 | Oct 2006 % n=204 | Sep 2007 % n=206 | Oct 2008 % n=202 |
|---|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| Media – news etc. | 53 | 51 | 49 | 34 | 27 | 40 | 15 | 11 | 8 |
| Family or friends | 30 | 22 | 19 | 33 | 26 | 29 | 32 | 21 | 30 |
| Just walking past | - | - | - | - | 17 | 7 | 5 | 5 | 5 |
| Always known/ common knowledge/ near work | NA | NA | NA | NA | NA | NA | 25 | 41 | 35 |
| Internet | - | - | - | - | 1 | - | - | 2 | 2 |
| Promotional material | 6 | 5 | 8 | 6 | 17 | 11 | 5 | 7 | 13 |
| Advertising | 10 | 7 | 2 | 10 | 5 | 2 | 1 | 6 | 2 |
| Other | - | 15 | 22 | 17 | 9 | 11 | 13 | 5 | 6 |
| Don't know/ can't recall | NA | NA | NA | NA | NA | NA | 3 | 2 | 2 |

Q4a. How did you first hear about Roma Street Parkland? UNPROMPTED

Note: Figures may not add to 100% as multiple response allowed. NA (not applicable) refers to a response code which was not in use for a particular survey period.

Table 8b. Source of awareness of Parkland, by origin

| October 2008 Source of knowledge | Total % n=202 | Queensland % n=153 | Interstate % n=23 | Overseas % n=25 |
|---|------------------|-----------------------|----------------------|--------------------|
| Media – news etc. | 8 | 9 | 4 | 4 |
| Family or friends | 30 | 28 | 52 | 24 |
| Just walking past | 5 | 5 | 4 | 4 |
| Always known/ common knowledge/ near work | 35 | 45 | 4 | - |
| Internet | 2 | 3 | - | 4 |
| Promotional material | 13 | 5 | 26 | 52 |
| Advertising | 2 | - | 4 | 12 |
| Other | 6 | 7 | 9 | 4 |
| Don't know | 2 | 3 | - | - |

Q4a. How did you first hear about Roma Street Parkland? UNPROMPTED

Notes: Figures may not add to 100% as multiple response allowed. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30.

3.3 Visitation of Parkland areas

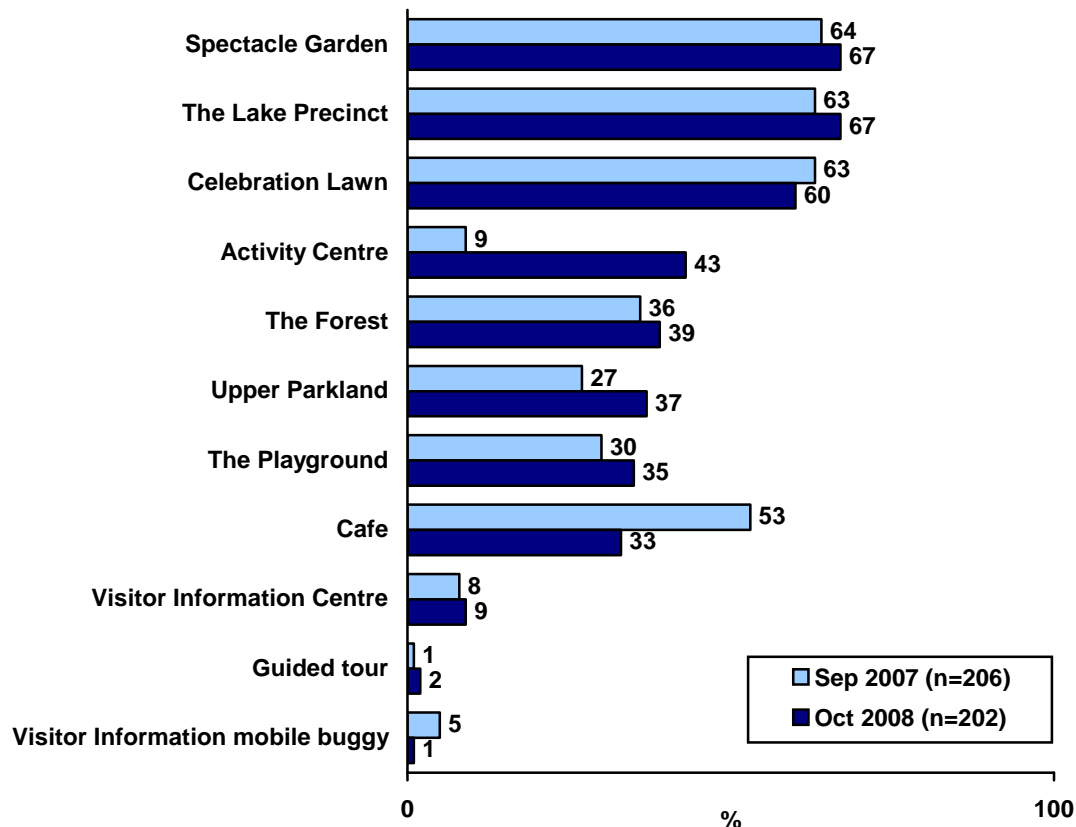
Spectacle Garden and Lake Precinct are the most visited areas

The Spectacle Garden and Lake Precinct are the most frequented areas within the Parkland, each visited by 67% of those surveyed. Celebration Lawn is also very popular, attracting six in ten visitors.

Visitation patterns are similar to 2007, with the exception of more visiting the Activity Centre and less visiting the café. This may be related to confusion in differentiating between these two venues; for example, one visitor went to the Activity Centre but their comments were about the café. Historical figures are provided in Table 9a overleaf.

In the latest survey, interstate and overseas visitors generally show similar visitation to those from Queensland. Overseas visitors, however, are slightly less likely to go to the Forest, Lake Precinct, Celebration Lawn, Upper Parkland, playground/s (as are interstate visitors) or the cafe. Figures are provided in Table 9b overleaf.

Chart 9a. Parkland areas visited



Q5. Today, have you visited...?

Notes: Figures add to more than 100% as multiple response allowed. From 2006, photo prompts were introduced to help ensure responses reflected visitation of each area. .

Table 9a. Parkland features visited, historical

| <i>Historical Parkland feature</i> | <i>Aug 2001 % n=373</i> | <i>Jan 2002 % n=241</i> | <i>Sep 2002 % n=200</i> | <i>Jul 2003 % n=202</i> | <i>Apr 2004 % n=201</i> | <i>Dec 2004 % n=200</i> |
|--|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Spectacle Garden | 84 | 73 | 78 | 84 | 89 | 68 |
| The Forest | 50 | 52 | 54 | 69 | 82 | 48 |
| The Lake Precinct | 66 | 70 | 79 | 83 | 94 | 74 |
| Celebration Lawn | 60 | 77 | 82 | 81 | 89 | 60 |
| Upper Parkland | 32 | 63 | 62 | 66 | 62 | 33 |
| The Playground | 16 | 53 | 50 | 52 | 59 | 32 |
| Activity Centre | 17 | 19 | 29 | 35 | 20 | 6 |
| Café | - | - | 37 | 33 | 44 | 50 |
| Train | - | - | - | - | 26 | 15 |
| Guided tour | NA | NA | NA | NA | NA | NA |
| Visitor Info. Centre | NA | NA | NA | NA | NA | NA |
| Visitor Information mobile buggy | NA | NA | NA | NA | NA | NA |

Table 9a. (Continued)

| <i>Historical Parkland feature</i> | <i>Oct 2005 % n=202</i> | <i>Oct 2006 % n=204</i> | <i>Sep 2007 % n=206</i> | <i>Oct 2008 % n=202</i> |
|--|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Spectacle Garden | 57 | 55 | 64% | 67% |
| The Forest | 45 | 36 | 36% | 39% |
| The Lake Precinct | 71 | 66 | 63% | 67% |
| Celebration Lawn | 46 | 47 | 63% | 60% |
| Upper Parkland | 42 | 25 | 27% | 37% |
| The Playground | 28 | 33 | 30% | 35% |
| Activity Centre | 6 | 29 | 9% | 43% |
| Café | 29 | 25 | 53% | 33% |
| Train | 10 | 9 | 26% | NA |
| Guided tour | NA | 1 | 1% | 2% |
| Visitor Info. Centre | NA | 13 | 8% | 9% |
| Visitor Information mobile buggy | NA | 1 | 5% | 1% |

Table 9b. Parkland features visited, by origin

| <i>October 2008 Parkland feature</i> | <i>Total % n=202</i> | <i>Queensland % n=153</i> | <i>Interstate % n=23</i> | <i>Overseas % n=25</i> |
|--|------------------------------|-----------------------------------|----------------------------------|--------------------------------|
| Spectacle Garden | 67% | 67 | 78 | 60 |
| The Forest | 39% | 40 | 48 | 20 |
| The Lake Precinct | 67% | 69 | 70 | 52 |
| Celebration Lawn | 60% | 60 | 70 | 52 |
| Upper Parkland | 37% | 38 | 43 | 24 |
| The Playground | 35% | 39 | 22 | 24 |
| Activity Centre | 43% | 44 | 39 | 44 |
| Café | 33% | 33 | 52 | 12 |
| Guided tour | 2% | 2 | 9 | - |
| Visitor Info. Centre | 9% | 9 | 13 | 8 |
| Visitor Information mobile buggy | 1% | 1 | 9 | - |

Q5. Today, have you visited...?

Note: Figures add to more than 100% as multiple response allowed. NA (not applicable) refers to a response code which was not in use for a particular survey period. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30. From 2006, photo prompts were introduced to help ensure responses reflected visitation of each area. .

3.4 Overall satisfaction with the Parkland

The Parkland satisfies almost all visitors

Prior to asking about specific aspects of the Parkland, visitors were asked about their overall satisfaction thinking about their experience and the things they had seen or done. Satisfaction was rated on a scale of one to five where one represents very dissatisfied and five represents very satisfied. This was asked for the first time in 2006.

Results show very strong satisfaction among visitors to Roma Street Parkland:

- Almost all visitors are either satisfied or very satisfied with their overall experience, with an increase in the latest survey of the proportion stating they are very satisfied.
- This equates to an average rating of 4.8 out of a possible 5 (vs 4.5 in 2007 and 4.7 in 2006).
- Perceptions are strong among different visitor types, though highest for Queensland and interstate visitors.

Chart 10a. Overall satisfaction with the Parkland

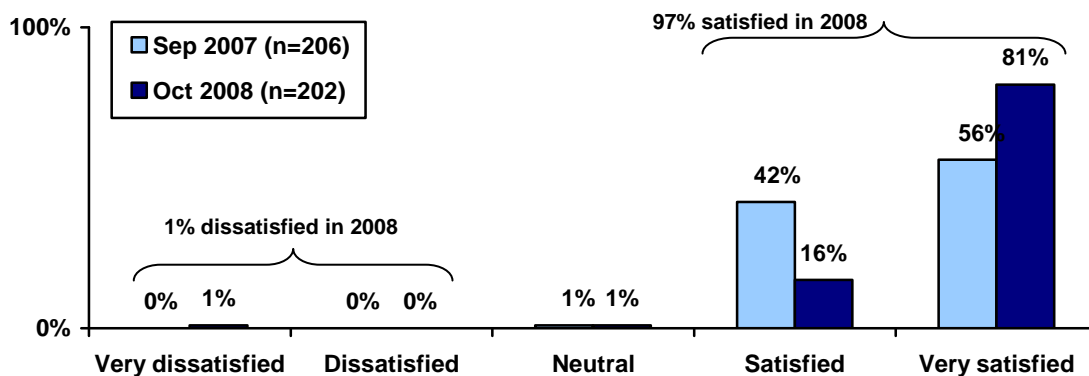


Table 10a. Overall satisfaction with the Parkland, by origin

| October 2008 Satisfaction level | Total % n=202 | Queensland % n=153 | Interstate % n=23 | Overseas % n=25 |
|---------------------------------|------------------|-----------------------|----------------------|--------------------|
| Very dissatisfied (1) | 1 | 1 | - | - |
| Dissatisfied (2) | - | 1 | - | - |
| Neither (3) | 1 | 1 | - | 8 |
| Satisfied (4) | 16 | 15 | 9 | 24 |
| Very satisfied (5) | 81 | 82 | 91 | 68 |
| Average out of 5 | 4.8 | 4.7 | 4.9 | 4.6 |

Q4b. Overall, how satisfied or dissatisfied are you with Roma Street Parkland, thinking about your experience and the things you've seen or done?

Note: Figures may not add to 100% due to rounding. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30.

3.5 Satisfaction with areas and services

Highest satisfaction with the Spectacle Garden, Forest and playgrounds

Respondents who had visited the various Parkland attractions were asked how satisfied they were with each of them. Satisfaction is rated on a scale of one to five where one is very dissatisfied and five is very satisfied.

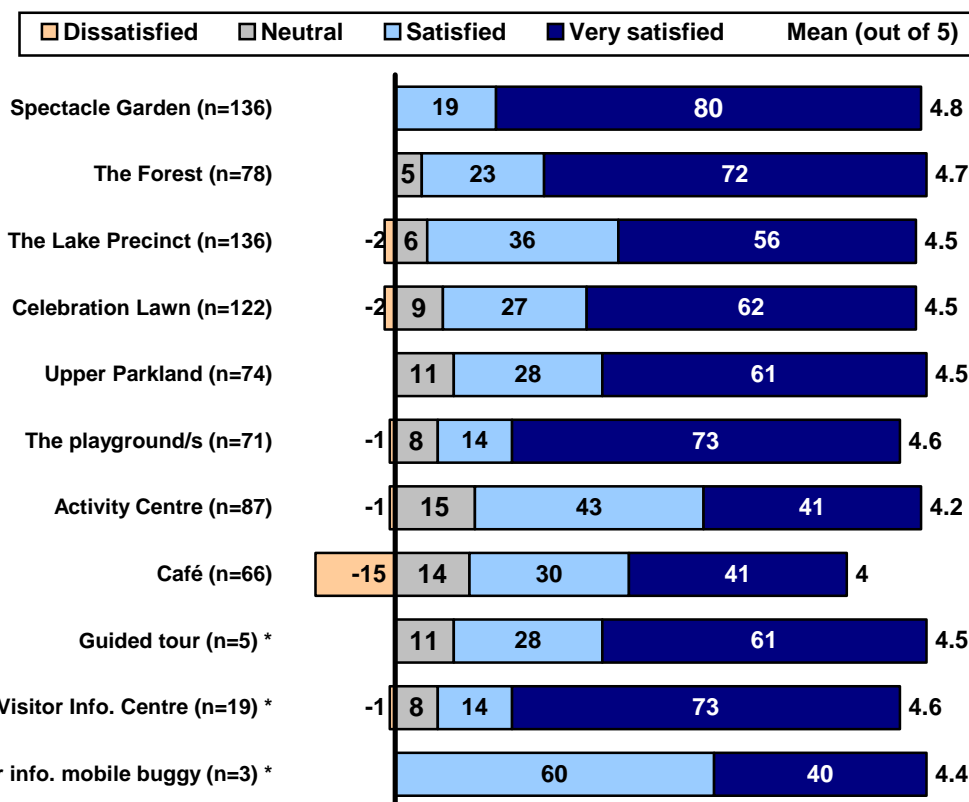
All Parkland elements achieve high levels of satisfaction, with average ratings equating to satisfied through to very satisfied.

Highest satisfaction is seen for the Spectacle Garden and the Forest. Each obtains a rating of 'very satisfied' from at least seven in ten of its visitors.

Few features obtain negative feedback, as has been seen throughout the survey's history. The only area of note is the café, with 15% dissatisfaction (although a still strong 71% are either satisfied or very satisfied). Issues arising included:

- For the café, the primary comments are that the food is too expensive or needs more variety: *"an expensive restaurant is not suitable for a 'people's parkland"*. In the past (when the café was under different management), complaints centred on quality of meals and wait times/customer service.
- For the Lake Precinct, comments note that the lake looked 'dirty' and could be better landscaped, be more natural or interesting.

Chart 11a. Satisfaction with Parkland areas and services



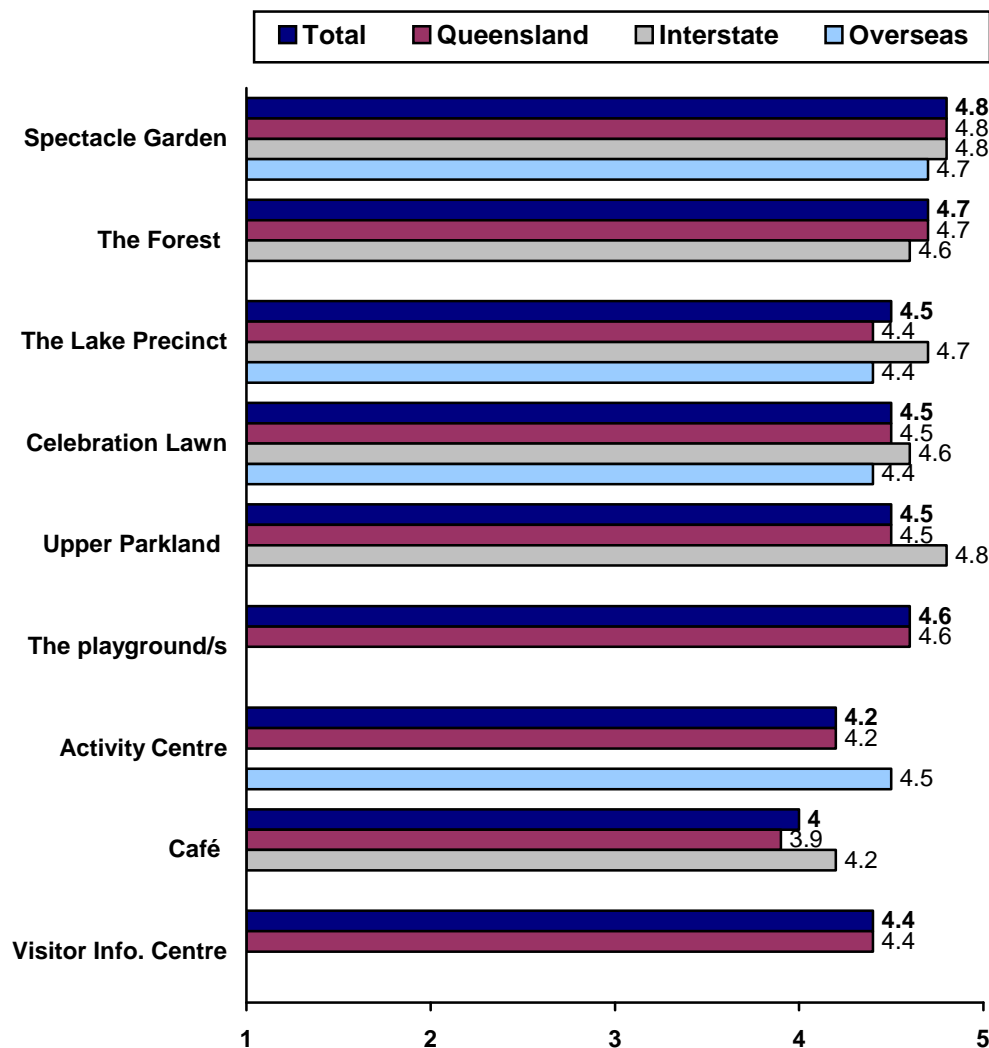
Q6. On a scale of 1 to 5 where 1 is Very Dissatisfied and 5 is Very Satisfied, overall, how satisfied were you with...?

Note: Figures may not add to 100% due to rounding or 'not applicable' responses not being shown. Sample sizes for each feature vary depending upon visitation levels. Caution should be used in interpreting results based on small sample sizes, e.g. less than 30, marked with an '*'.

Among **different visitor types**, satisfaction is also strong.

The graph below shows average satisfaction levels (the mean score out of a possible 5) with Parkland features. While this should be viewed as indicative for interstate and overseas visitors (due to the generally small number of responses collected for each), it highlights the consistency of satisfaction across all groups.

Chart 11c. Satisfaction with Parkland areas and services, by visitor origin



Q6. On a scale of 1 to 5 where 1 is Very Dissatisfied and 5 is Very Satisfied, overall, how satisfied were you with...?

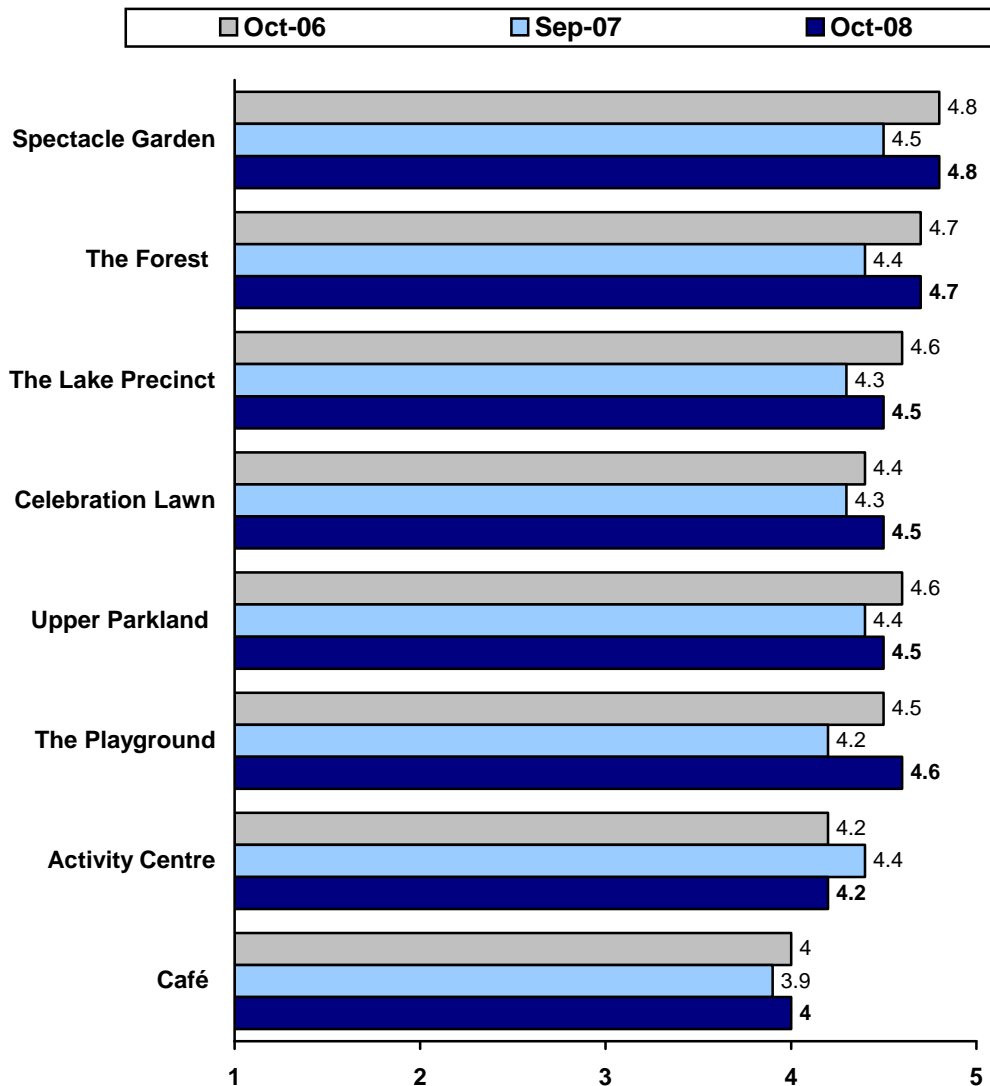
Base: Total (n=202); Queensland (n=153); Interstate (n=23); Overseas (n=25).

Note: Figures show the average score based on a rating scale from 1 to 5, where 1=very dissatisfied and 5=very satisfied. Sample sizes for each feature vary depending upon visitation. Only results for 10 or more are shown; however, caution should be used in interpreting results based on small sample sizes, e.g. less than 30 (this applies to all interstate and overseas visitor results).

The graph below shows **historical average satisfaction** levels (the mean score out of a possible 5) with Parkland features over the past three years.

This suggests that satisfaction with each area/feature has remained strong over time.

Chart 11b. Satisfaction with Parkland areas and services, past three years, past three years



Q6. On a scale of 1 to 5 where 1 is Very Dissatisfied and 5 is Very Satisfied, overall, how satisfied were you with...?

Note: Figures show the average score based on a rating scale from 1 to 5, where 1=very dissatisfied and 5=very satisfied. Sample sizes for each feature vary depending upon visitation levels.

The tables below show **historical visitor satisfaction** and dissatisfaction levels since 2002.

- Each survey consistently shows the high regard visitors hold of almost every Parkland feature.
- Areas such as the Spectacle Garden, Forest and Lake Precinct continually rate extremely positively, with each obtaining satisfaction from more than nine in ten of their respective visitors.

Table 11a. Satisfaction with Parkland areas and services, historical

| <i>Historical</i> | % SATISFIED | | | | | | | |
|-------------------------|--------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | <i>Sep 2002</i> | <i>Jul 2003</i> | <i>Apr 2004</i> | <i>Dec 2004</i> | <i>Oct 2005</i> | <i>Oct 2006</i> | <i>Sep 2007</i> | <i>Oct 2008</i> |
| <i>Parkland feature</i> | % * | % * | % * | % * | % * | % * | % * | % * |
| Spectacle Garden | 98 | 96 | 98 | 97 | 99 | 98 | 96 | 99 |
| The Forest | 95 | 97 | 98 | 99 | 98 | 99 | 92 | 95 |
| The Lake Precinct | 98 | 92 | 93 | 98 | 92 | 96 | 93 | 92 |
| Celebration Lawn | 90 | 87 | 84 | 90 | 84 | 84 | 94 | 89 |
| Upper Parkland | 91 | 92 | 92 | 87 | 92 | 98 | 88 | 89 |
| The Playground | 89 | 87 | 75 | 87 | 88 | 87 | 85 | 87 |
| Activity Centre | 69 | 80 | 65 | 63 | 75 | 75 | 89 | 84 |
| Café | 68 | 84 | 74 | 75 | 69 | 79 | 85 | 71 |
| Train ** | NA | NA | 89 | 83 | 95 | 89 | NA | NA |
| Guided tour ** | NA | NA | NA | NA | NA | 100 | 67 | 100 |
| Visitor Info. Centre ** | NA | NA | NA | NA | NA | 100 | 63 | 79 |
| Visitor info. buggy ** | NA | NA | NA | NA | NA | 100 | 60 | 100 |

| <i>Historical</i> | % DISSATISFIED | | | | | | | |
|-------------------------|-----------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | <i>Sep 2002</i> | <i>Jul 2003</i> | <i>Apr 2004</i> | <i>Dec 2004</i> | <i>Oct 2005</i> | <i>Oct 2006</i> | <i>Sep 2007</i> | <i>Oct 2008</i> |
| <i>Parkland feature</i> | % * | % * | % * | % * | % * | % * | % * | % * |
| Spectacle Garden | 1 | 2 | 1 | 1 | 1 | - | - | - |
| The Forest | 1 | 1 | 1 | 1 | 1 | - | - | - |
| The Lake Precinct | 1 | 4 | 1 | - | 1 | - | 1 | 2 |
| Celebration Lawn | 2 | 3 | 3 | 3 | 2 | 1 | - | 2 |
| Upper Parkland | - | 1 | 1 | - | - | - | - | - |
| The Playground | 3 | - | 3 | - | - | - | 2 | 1 |
| Activity Centre | 3 | - | 5 | 9 | - | - | 6 | 1 |
| Café | 22 | 5 | 15 | 9 | 14 | 12 | 3 | 15 |
| Train ** | NA | NA | 4 | 7 | - | - | NA | NA |
| Guided tour ** | NA | NA | NA | NA | NA | - | - | - |
| Visitor Info. Centre ** | NA | NA | NA | NA | NA | - | - | - |
| Visitor info. buggy ** | NA | NA | NA | NA | NA | - | - | - |

Notes:

NA (not applicable) refers to a response code which was not in use for a particular survey period.

* Sample sizes for each feature vary depending upon visitation levels.

Caution should be used in interpreting results based on small sample sizes, e.g. less than 30, marked with an ^(***).

3.6 Satisfaction with facilities and features

Satisfaction levels: *higher for garden presentation and condition of pathways*

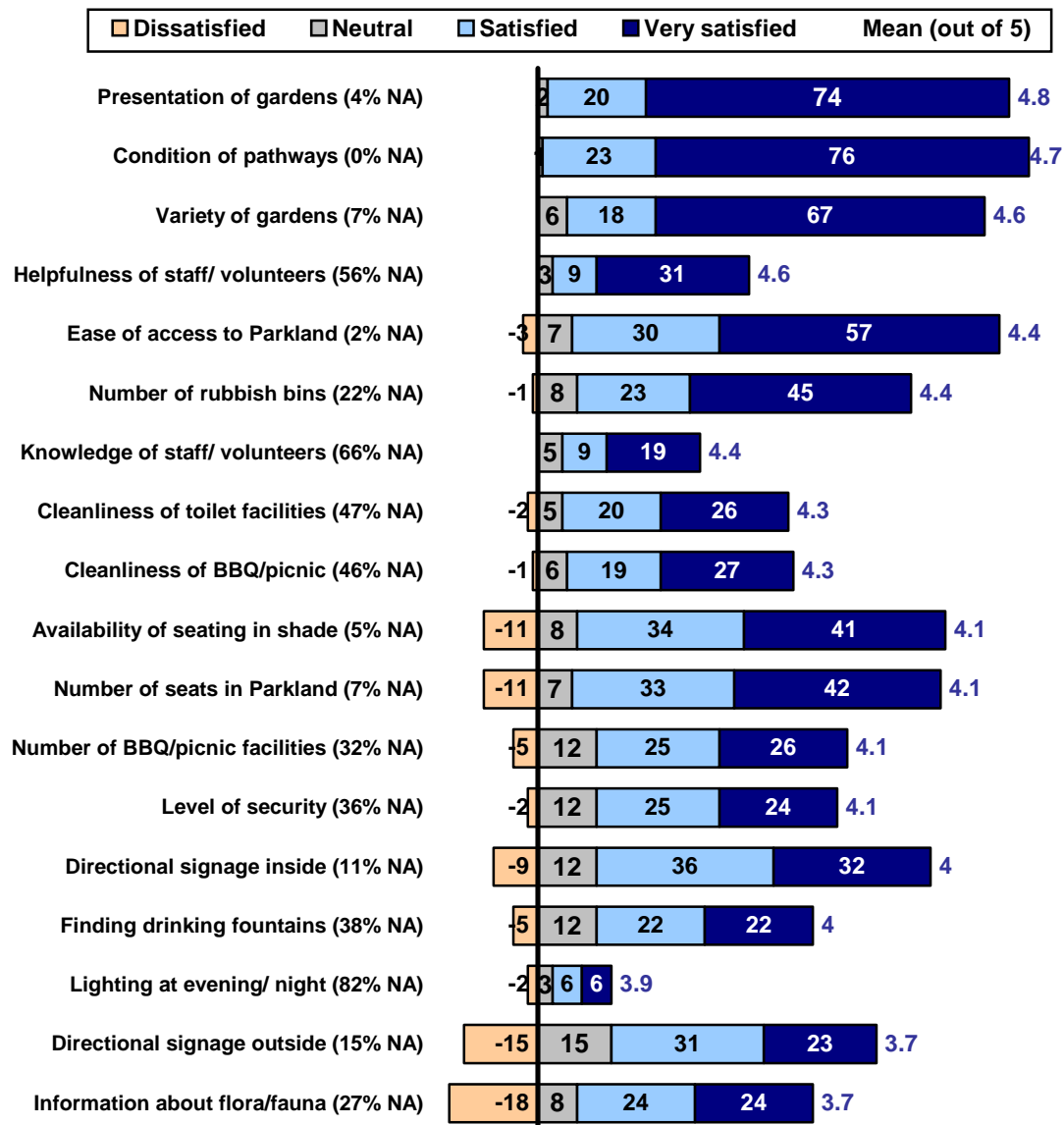
Visitors were asked to rate their satisfaction with various facilities and features of the Parkland on a scale of one to five, where one is very dissatisfied and five is very satisfied.

As might be expected, people's exposure to and experience of various facilities and features varies widely. The proportion responding 'not applicable' ranges from 0% for pathways to 82% for lighting. In this situation, a more appropriate indicator is the mean score as it excludes the 'not applicable' component and provides comparability between categories and time periods. Percentage satisfaction over time (% satisfied, % dissatisfied) is provided at Appendix A.

Visitor perceptions are shown below in decreasing order of satisfaction based on the mean score.

- Relatively higher scoring features include presentation of gardens, condition of pathways, variety of gardens, and the helpfulness of staff and volunteers.
- Relatively lower scoring features relate to directional signage outside of the Parkland and the information about flora and fauna.

Chart 12a. Satisfaction with Parkland facilities and features, percentage and mean score



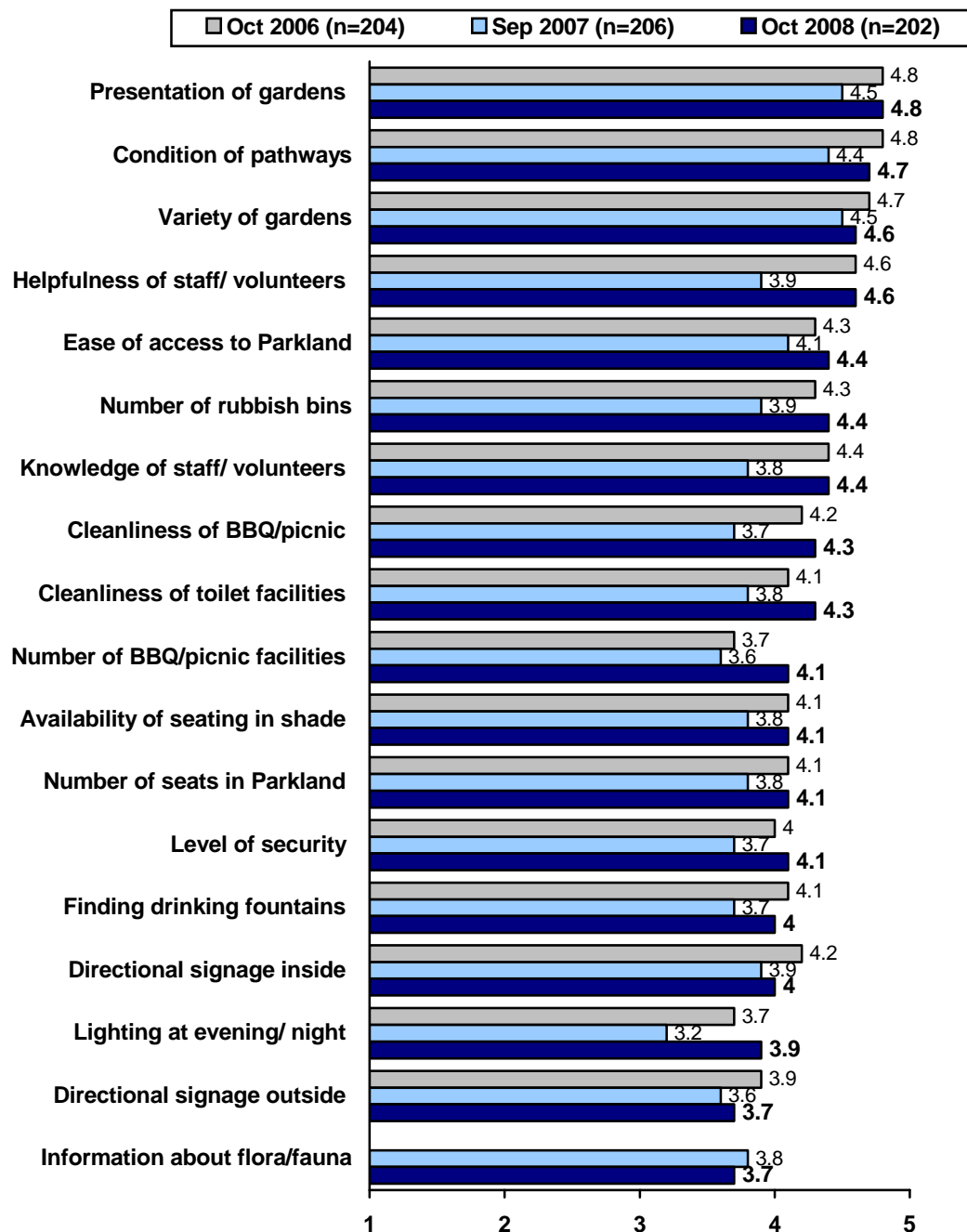
Q8a. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied, how satisfied are you with...? Note: Figures may not add to 100% due to rounding. NA refers to the proportion of visitors responding 'not applicable' for a specific facility. Results are based on all visitors (n=202).

In general, visitors from different origins (Queensland, interstate, overseas) show similar satisfaction with Parkland facilities and features. The main areas of difference include:

- Queensland visitors are less satisfied with the ease of finding drinking fountains (mean score of 3.8 vs 4.7 for interstate visitors and 4.4 for overseas visitors).
- Overseas visitors are less satisfied with directional signage outside of the Parkland (mean score of 3.3 vs 3.8 for Queensland visitors and 4.0 for interstate visitors). This aspects has been consistent noted across survey for overseas visitors.

Satisfaction has remained at approximately the same levels over time (refer Chart 12b), although some improvement is evident in recent years for the number of BBQ/picnic facilities.

Chart 12b. Satisfaction with Parkland facilities and features, past three years



Q8a. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied. How satisfied are you with
 Note: Figures show the average score based on a rating scale from 1 to 5, where 1=very dissatisfied and 5=very satisfied. 'Information about flora/fauna' was not asked in 2006.

Dissatisfaction: three main areas noted - signage, seating and labelling

Those who expressed dissatisfaction with particular facilities were queried regarding specific concerns. These tend to relate to:

- **Signage**, noting it is insufficient or confusing and needs improvement. The perceived lack of internal signage means that some people get lost, can't find key attractions or don't explore the Parkland fully. The perceived lack of external signage appears to assume a familiarity with the Parkland or location that may not exist.
- **Seating**, particularly in shady, sheltered (sun/rain) and popular areas. However, many simply state that more is needed to cope with the popularity of the Parkland at busy times.
- **Labelling of plants**, including both trees and flowers, to enhance visitors' Parkland experience.

Note: No dissatisfaction arose for presentation of gardens or helpfulness of staff/volunteers.

In 2007, suggestions centred on signage (external signage, plant signage), seating (near playground/around the lake) and eating areas (increase number, have in shaded/covered areas). In comparison, historically suggestions have covered shade, BBQ/picnic facilities, car parking, drinking fountains, rubbish, signage, and (cleaner) toilet facilities.

In the latest study, those areas where **five per cent or more** of visitors note dissatisfaction are detailed below and overleaf:

- Issue 1. Information about flora and fauna (e.g. plant labels, fact sheets) (18% dissatisfaction)
- Issue 2. Directional signage outside the Parkland (15% dissatisfaction)
- Issue 3. Directional signage inside the Parkland (11% dissatisfaction)
- Issue 4. Availability of seating in shade (11% dissatisfaction)
- Issue 5. Number of seats in the Parkland (11% dissatisfaction)
- Issue 6. Ease of finding drinking fountains (5% dissatisfaction)
- Issue 7. Number of BBQ/picnic facilities (5% dissatisfaction)

Issue 1. Information about flora and fauna (e.g. plant labels, fact sheets): (18% dissatisfaction)

Of 36 people expressing dissatisfaction, there is a feeling of a general need for more signage on plants and trees in the Parkland. Gardeners would value information on the names of particular species (botanical and common), such as in the Spectacle Garden, so they can take ideas away from their visit. Other information of interest includes the year in which trees were planted and detail similar to what might be found in a botanic garden. All comments are included below.

Not enough in general -

Not enough right through the gardens.

Needs to be much more labelling of plants.

Needs to be more labels, a lot of the labelling was too broad.

Needs more.

Need more labels for trees and plants; ones that aren't familiar to Brisbane residents.

Need more labels.

Need more labelling.

Some could do with signs, especially the trees.

No names for the flowers so I could purchase for my own garden.

Need more information via signage about different plant species.

More signs as people take ideas home.

More signage regarding plants. More about the lizards.

More plants should be identified by name.

More names on plants.

More labels for plants.

More labelling of plants.

More information and signs.

More information required about the whole place.

More information on plant species required for education purposes.

Enjoy gardening and like to know the species of plants.

Could be more info, but I realise you can get a brochure.

Signage in specific areas -

Could be more in the Spectacle Garden.

Could be more in the Spectacle Garden.

Include names of plants so you can buy them by name [in the Spectacle Garden].

Need more, it's nice to know things, particularly in BBQ area.

Need more in the Spectacle Garden.

Specific suggestions -

Plant/tree labelling - by botanical name.

Names of trees on placards at base of tree will help understanding.

More signs on plants, both common and botanical names, and more fauna information.

More names on plants. Year of planting on trees.

Should also have colour pictures of the plants and some translations into French and German.

Image of type and description of where plants located could be added, as per in other botanical gardens. Both botanical and common names required on plants and more plants labelled.

Could be more labels, and gardening tips (i.e. how to grow it yourself).

Bigger signage of plants for those with vision problems.

Some plaques are incorrect.

Issue 2. Directional signage outside the Parkland: (15% dissatisfaction)

Of 30 people expressing dissatisfaction, most feel existing signage is generally insufficient. This applies regardless of whether people are driving (any direction) or on foot (most mentions relate to Roma Street train station and the transit centre). In addition, given its name, people look for signs on Roma Street announcing the Parkland's entrance. All comments are included below.

Could be improved as I've worked in the local area for 4 years and only recently found the parkland.

To get to entry is difficult, no large sign. Tourists would find it hard to know it's there. Signs on roads need improvement.

Signage regarding entry is poor.

Should be more signs from Town Hall and top end of Wickham Terrace.

Roma St has not enough signage. If you do not know where you are going there is no large signage like Southbank.

People coming to visit can be confused between Southbank and Roma Street Parklands.

Not really prominent signage through station.

Not enough - need more.

No sign that says 'parklands this way'. Roma St signage is better - came yesterday.

Needs to be more signs.

Needs more signs when driving from city to indicate Roma Street.

Needs more signage from CBD area, found parklands by chance.

Needed to be bigger.

Need more signs on Roma Street.

Need more sign, not signed clearly.

Need more.

Need map at transit centre.

More signs indicating entry when driving required as difficult to exit going to north side.

More signage when advancing the northern overpass - ICB. Confused about directional issues on Wickham Terrace. Also on entry, clearer information on parking costs required.

More signage required from streets surrounding area.

More effective direction from Gregory Terrace.

It was a bit awkward coming from the train station. Signage could be better.

Insufficient signage from Milton Road entrance.

Inadequate for interstate tourists.

I haven't seen any signs outside the parkland.

I haven't seen any signs except for outside transit centre.

I found it hard to find it from the station.

Hard to drive, look and find entrance from Roma Street.

Brisbane street signage is poor in general.

Issue 3. Directional signage inside the Parkland: (11% dissatisfaction)

Of 19 people expressing dissatisfaction, most mention it is insufficient or confusing resulting in getting lost or not fully exploring the gardens. Some also mention orientation of signs don't align with the layout of the Parkland. All comments are included below.

Should be more.

Not enough.

Need more maps.

There aren't any signs saying where to go.

Could be more signage to encourage investigation of parkland areas.

Needs signs at each entrance.

Better signage required - map isn't clear.

*Confusing - not sure of which way to go.
Got lost trying to locate the toilets.
Map with signage and map area indicating 'you are here'.
Signs at Gate 6 are unclear - depends on angle at which you look.
Post at hub has a map on it which is 180 degrees out.
Signs are sometimes spun around, made it confusing.
They need to have more signs for people on the bike route.
Signs too small and hard to read, words are too small, not enough contrast.
Signs are too small for elderly people - need more arrows.
Signage for exits. Maps 'you are here' and options to walk around facility.
No sign to playground. More signage for toilets required.
Needs signage for 'prams' so pram friendly routes identified so mothers do not use prams on stairs.*

Issue 4. Availability of seating in shade: (11% dissatisfaction)

Of 23 people expressing dissatisfaction, most want more shaded/sheltered areas and seating throughout the Parkland. People sometimes say they cannot find a seat or have to wait. All comments are included below.

Not enough in general -

*Cannot always get a seat.
Not enough seats in general.
Not enough seats everywhere.
Needs more in Upper Parkland.
Need more seats, even circular seating around trees.
Need more seats in most areas.
More would be good.
More seating around lake and BBQ area.
More in general, and around Celebration Lawn.
More BBQ and seating area in the shade.
Insufficient.
Insufficient.
In some areas, it's insufficient.
Could be more at the Lookout and in the playground.*

Shaded seating -

*We had to wait for a shaded seat.
There is not enough shaded seating in the activity section.
On previous occasions last year there was no available seating in shade.
Needs more shade in summer near the lake.
Needs more seats in shade for elderly.
More shade around tables.
More seating required in shaded areas.*

Protected seating -

*When it is raining there is limited shelter. Even at the cafe, the rain comes under umbrellas.
More seating in covered areas required when raining.*

Issue 5. Number of seats in the Parkland: (11% dissatisfaction)

As with availability of seating in the shade, of the 22 people expressing dissatisfaction with the amount of seating, most simply feel more is needed to cope with the popularity of the Parkland. All comments are included below.

Not enough in general -

Some days the parkland is very crowded.

On busy days there's not enough seating.
Not enough seats.
Not enough benches.
Not enough – we sat on the grass.
Needs more seats everywhere.
Needs more seating every area, especially for older people.
Needs more in general.
Need more seats in most areas.
Need more.
More seating required in park.
More seating required for elderly and mothers with children.
More required.
Insufficient.
Could be more, especially for old people.
Could always be more, due to ant problems.
A few more benches.

Seating in specific areas -

Should be more between activity centre and spectacle garden.
Needs more seating around playground.
Need more in the lake precinct.
Need more in spectacle garden.
More flat benches for picnic playground areas.

Issue 6. Ease of finding drinking fountains: (5% dissatisfaction)

Of 10 people expressing dissatisfaction, the key issue is that drinking fountains are hard to find and are not signposted/shown on a map. All comments are included below.

Needs more, not sign posted.
Need a map.
I cannot see enough drinking fountains in the lake precinct.
Have not seen any.
Hard to find.
Cannot find them.
Needs more everywhere.
Needs more chairs and easier to find.
Not enough.
Needs to be more.

Issue 7. Number of BBQ/picnic facilities: (5% dissatisfaction)

Of 10 people expressing dissatisfaction, most feel there needs to be more BBQs to cater for busy times (e.g. rather than having to wait or plan ahead and arrive early). All comments are included below.

May need more BBQs for busy times.
More required - issue daily availability.
Have to wait for BBQ use, have to come in early to get one.
More required.
Could be more around.
Needs more BBQs and facilities around the lake.
Not enough shade or seats.
Not enough barbeques; birds were eating our food.
Need more tables, more BBQs.
More tables and chairs and shade.

3.7 Suggested improvements

An increasing number of visitors cannot suggest any improvements; for others, seating, signage and food are key issues

Respondents were asked if they had any comments or suggestions for improving Roma Street Parkland:

- A total of 58% (up from 51% in 2007) did not have any comments.
- A further 4% made positive comments such as it is a beautiful park or lovely gardens.
- On average, visitors offer one suggestion or comment about the Parkland.

Suggestions are diverse, with no one issue mentioned by more than five per cent of visitors; aspects mentioned by five per cent include:

- more seating and tables
- more/improved maps and direction signs
- improve the café or have more food and beverage outlets.

As found in previous years, interstate visitors are more likely to mention brochures and signs about plants and birds. They also note improving the food options available in the Parkland.

Also as noted in earlier surveys, overseas visitors appear generally satisfied although a small number mention more seating and improved access by public transport.

Comments provided by visitors from different locations are shown overleaf.

Table 13a. Overall satisfaction with the Parkland, by origin

| <i>October 2008 Suggestions</i> | <i>Total % n=202</i> | <i>Queensland % n=153</i> | <i>Interstate % n=23</i> | <i>Overseas % n=25</i> |
|--|------------------------------|-----------------------------------|----------------------------------|--------------------------------|
| None/no improvements/don't know | 58% | 56% | 61% | 68% |
| General positive response, e.g. beautiful park, lovely gardens | 4% | 3% | 4% | 8% |
| More seating/tables | 5% | 5% | 4% | 8% |
| More/improved maps/direction signs | 5% | 7% | 4% | - |
| Improve cafe, more food and beverage outlets/more fast/cheap food | 5% | 5% | 9% | - |
| Increase parking/free parking/parking closer to parkland | 4% | 5% | 4% | - |
| Brochures/signs about plants and birds | 4% | 4% | 9% | - |
| More trees/shade | 3% | 4% | 4% | - |
| More cleaning/maintenance/rubbish removal/recycling | 3% | 5% | - | - |
| More BBQs/improve BBQs | 2% | 3% | - | - |
| More toilets | 1% | 2% | - | - |
| Improve accessibility/improve access by public transport | 1% | 1% | - | 4% |
| Improve playground/provide an area to play footy/games/more activities | 1% | 2% | - | - |
| More security/lighting | 1% | 1% | - | - |
| Aid for elderly | - | - | 4% | - |
| Other comment | 14% | 15% | 13% | 12% |

Q9. Do you have any comments about Roma Street Parkland or suggestions for improvement?

Note: Figures add to more than 100% as multiple response allowed.

All suggestions made by visitors are listed below, with note made where this is an overseas, interstate or intrastate visitor.

- **General positive response, e.g. beautiful park, lovely gardens**
It's beautiful and family-oriented. (Overseas visitor)
Very nice and relaxing place to visit. (Overseas visitor)
It's very lovely. (Interstate visitor)
It's a great asset to Brisbane and I recommend it to all my friends. (Intrastate visitor)
It's just beautiful.
I'm quite impressed with it.
- **More seating/tables; more trees/shade; more BBQs/improve BBQs**
Just more seating.
More seats in the shade; more tables and seats near the barbeques. (Overseas visitor)
Need more benches around the lake. (Overseas visitor)
More seats in the Upper Parkland and more in the Spectacle Garden.
... more seats in 5 hubs area and centralised house with periscope rotating showing all round view of garden. (Interstate visitor)
More dry seating in wet conditions. (Interstate visitor)
More seating in the shade...
Maybe more seating, especially in the shade. More shade in general, but fantastic!
I think there needs to be more seating, especially in the shade...
More picnic tables in the shade areas...
More shade in the picnic areas.
More shade in the BBQ area. (Intrastate visitor)
... Booking system for BBQs through info centre. Many students use the BBQ; it's, not balanced for availability.
More BBQs....
More barbeques in the Upper Parkland on grassed areas.
...more 'flat' benches in picnic and playground areas...
Improve speed of barbeques; they take too long to heat up.
BBQs do not get hot enough.
- **More/improved maps/direction signs; brochures/signs about plants and birds**
External direction signage:
More information tables from train station to here could be useful. (Overseas visitor)
Signage external to parklands needs to be improved - they call it a secret garden, it's not used enough.
Clearer information on parking costs required. More signage when advancing the northern overpass.
More signs... [including bikeway]...
More directional signs from Town Hall to here and from Wickham Terrace.
Internal direction signage:
'You are here' maps. (3 mentions)
... There should be a sign at bottom of stairs [at activity centre] pointing to the cafe. (Interstate visitor)
... Signs within parkland need to be more visible.

Plaque indicating when developed and by whom etc. and other general information of this type...

'Pram friendly' signage.

Need toilet signs, had trouble locating a bathroom.

More signage on Spectacle Garden...

Signs warning about the lizards.

... saw two snakes last weekend, perhaps have signs to warn people.

Internal plant signage:

...more plant signage. (Interstate visitor)

More information on botanical names etc. of plants... More information on hub walls of garden's plants. (Interstate visitor)

...Tips on how plants can be grown at home, information on soils etc.

...more names on plants.

More names on plants...

Just more signage on plants for visitors

- **Improve cafe, more food and beverage outlets/more fast/cheap food**

Cheaper café. (Interstate visitor)

More eatery choices of outdoor style... Cafe is expensive.

... needs more eateries which are cheaper, more casual. I don't want to spend my time in the cafe.

There should be a cafe in the centre... (Interstate visitor)

More varieties of food from the café. Perhaps more eateries...

Cafe food is too expensive. We need quick easy cheap food for children.

Cafe could be more economical.

More food options, such as mobile/takeaway coffee stand.

...more family oriented food and price points.

Improve the coffee in the café. (Intrastate visitor)

- **Increase parking/free parking/parking closer to parkland; other access issues**

Parking should be cheaper and closer for elderly persons. (Interstate visitor)

...Parking external to the parkland is difficult so we found a way into the parkland. (Intrastate visitor)

More free parking...

Lot more car parking and for free.

Train to come back or some sort of access for elderly and disabled... (Interstate visitor)

Train or cart / buggy to get around parkland for those less able to walk.

...clear bikeway route, bike bridge over railway lines.

...Right turn facility from Gregory Terrace inbound.

...Very exposed walk from the city along Roma Street.

... limited access for cars from Roma Street.

Closer, more variable and elderly friendly parks. Increase parking times near cafe to two hours. The need for gopher hire for very old people.

More central disabled car parks, but generally fine.

...parking is a nightmare, very expensive.

...the lift was broken; poor access with a pram

- **More cleaning/maintenance/rubbish removal/recycling**

The lake should be cleaner, and some more seating. Generally beautiful.

Lake is not clean.

Clean the plastic litter out of the lake.

Clean up lake...

Recycling bins for rubbish.

Grass needs more maintenance.

Although petty, bird droppings are on railings around lake, kids put their hands on...

- **Other suggestions e.g. advertising, publicity**

More advertising of the facility. (Intrastate visitor)

Should receive more publicity, I'm from Brisbane but didn't really know a lot about it.

Needs more advertising to let Brisbane know that the parklands exist for people to go to for BBQ's etc., like Southbank

More advertising of facilities here - lakes, gardens, BBQs etc - in magazines. I don't listen to TV or radio.

... a better web site for events. Wireless internet access in the park.

Website is down, needed information about possibility of bringing alcohol.

They didn't advertise the Cultural Festival. I was unaware even though I live here.

We came for school holiday activities, activities advertised on the radio today weren't on. They need more activities...

Update brochures on the train facility – it's no longer available. (Interstate visitor)

- **Other suggestions e.g. ball games, activities for children**

Should be able to feed the ducks...

Playground needs to be more baby friendly...

Younger play equipment...

Let ballgames be played on the grass.

I'd like an area where you can throw a ball.

Allowing football on the oval as kids love playing football. More playground areas near the Activity Centre for example; a sandbox or swings to keep children occupied.

Ball sports should be allowed on oval. Should be common sense about what type of sport and how busy it is.

Could be a children's train on school holidays as well as other times (for joy rides)

Liberty swing - separate from the other swings.

- **Other suggestions e.g. landscaping, plant types**

Better landscaping around the lake rather than a boring, restrictive walkway. (Overseas)

Less gaudy plants. (Interstate visitor)

I would like to see a Eucalypt woodland, more focus on dry Sclerophyll.

Display more drought tolerant plants in the Spectacle Garden.

Some spray water to cool people down, it's very hot. (Overseas visitor)

Expense of train makes it prohibitive.

Security needs to be improved. [no further information provided]

...water efficiency with watering during the day.

...More residential development surrounds, gets more use.

More toilets in general.

...hand drying facilities or paper towel.

I was expecting more animals, it gives more atmosphere, like the botanical gardens in Sydney. (Overseas visitor)

Appendix A: Historical satisfaction with facilities

Satisfaction and dissatisfaction with Parkland facilities

Table 12b. Satisfaction with Parkland facilities

| <i>Historical</i> | % SATISFIED | | | | | | | |
|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | <i>Sep</i> 2002 % | <i>Jul</i> 2003 % | <i>Apr</i> 2004 % | <i>Dec</i> 2004 % | <i>Oct</i> 2005 % | <i>Oct</i> 2006 % | <i>Sep</i> 2007 % | <i>Oct</i> 2008 % |
| <i>Facility</i> | <i>n=200</i> | <i>n=202</i> | <i>n=201</i> | <i>n=200</i> | <i>n=202</i> | <i>n=204</i> | <i>n=206</i> | <i>n=202</i> |
| Garden variety | 94 | 98 | 99 | 98 | 96 | 93 | 96 | 86 |
| Garden presentation | 97 | 97 | 98 | 99 | 99 | 95 | 93 | 94 |
| Drinking fountains – number | - | - | 55 | 54 | 55 | NA | NA | NA |
| Drinking fountains – ease of finding | - | - | 58 | 52 | 48 | 40 | 50 | 45 |
| Drinking fountains – cleanliness | - | - | 66 | 59 | 69 | NA | NA | NA |
| Directional signage - location | 67 | 78 | 78 | 85 | 82 | NA | NA | NA |
| Directional signage – inside | NA | NA | NA | NA | NA | 75 | 77 | 68 |
| Directional signage – outside | NA | NA | NA | NA | NA | 55 | 56 | 54 |
| Car parks – number | 45 | 26 | 56 | 42 | 58 | NA | NA | NA |
| BBQ/picnic facilities – number | - | - | 69 | 69 | 61 | 35 | 38 | 51 |
| BBQ/picnic facilities – cleanliness | - | - | 87 | 76 | 78 | 38 | 39 | 47 |
| Ease of access to Parklands | 92 | 87 | 87 | 89 | 89 | 85 | 88 | 87 |
| Condition of pathways | 97 | 97 | 99 | 98 | 98 | 98 | 97 | 99 |
| Rubbish bins – number | 70 | 62 | 84 | 87 | 81 | 55 | 68 | 68 |
| Toilet facilities – number | - | - | 79 | 84 | 71 | NA | NA | NA |
| Toilet facilities – cleanliness | - | - | 78 | 71 | 87 | 38 | 53 | 46 |
| Seating – availability in shade | - | - | 72 | 74 | 70 | 70 | 72 | 75 |
| Seating – number | - | - | 77 | 78 | 71 | 65 | 73 | 74 |
| Seating – cleanliness | - | - | 96 | 98 | 92 | NA | NA | NA |
| Level of security | - | - | 84 | 69 | 77 | 44 | 49 | 50 |
| Lighting at evening/night | NA | NA | NA | NA | NA | 9 | 4 | 12 |
| Staff/volunteers – helpfulness, attitude | NA | NA | NA | NA | NA | 53 | 50 | 40 |
| Staff/volunteers – knowledge | NA | NA | NA | NA | NA | 31 | 36 | 29 |

Q8a. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied. How satisfied are you with the ...?

Note: Figures excludes responses of dissatisfied, neutral and 'not applicable'. NA in the table above refers to a response code which was not in use for a particular survey period.

| <i>Historical</i> | % DISSATISFIED | | | | | | | |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| | <i>Sep</i> 2002 % n=200 | <i>Jul</i> 2003 % n=202 | <i>Apr</i> 2004 % n=201 | <i>Dec</i> 2004 % n=200 | <i>Oct</i> 2005 % n=202 | <i>Oct</i> 2006 % n=204 | <i>Sep</i> 2007 % n=206 | <i>Oct</i> 2008 % n=202 |
| Garden variety | - | - | - | 1 | - | - | - | - |
| Garden presentation | - | 1 | - | - | - | - | - | - |
| Drinking fountains – number | - | - | 10 | 12 | 8 | NA | NA | NA |
| Drinking fountains – ease of finding | - | - | 16 | 7 | 10 | 4 | 2 | 5 |
| Drinking fountains – cleanliness | - | - | 4 | 1 | 2 | NA | NA | NA |
| Directional signage - location | 10 | 6 | 8 | 6 | 3 | NA | NA | NA |
| Directional signage – inside | NA | NA | NA | NA | NA | 5 | 5 | 9 |
| Directional signage – outside | NA | NA | NA | NA | NA | 5 | 12 | 15 |
| Car parks – number | 10 | 8 | 25 | 22 | 26 | NA | NA | NA |
| BBQ/picnic facilities – number | - | - | 13 | 11 | 9 | 9 | 4 | 5 |
| BBQ/picnic facilities – cleanliness | - | - | 1 | 1 | - | - | - | 1 |
| Ease of access to Parklands | 7 | 7 | 7 | 7 | 5 | 6 | 6 | 3 |
| Condition of pathways | 1 | 2 | - | 1 | 1 | - | - | - |
| Rubbish bins – number | 5 | 1 | 5 | 5 | 4 | 1 | 2 | 1 |
| Toilet facilities – number | - | - | 5 | 5 | 6 | NA | NA | NA |
| Toilet facilities – cleanliness | - | - | 4 | 3 | 3 | 3 | 2 | 2 |
| Seating – availability in shade | - | - | 17 | 19 | 14 | 10 | 15 | 11 |
| Seating – number | - | - | 10 | 12 | 9 | 4 | 8 | 11 |
| Seating – cleanliness | - | - | 1 | - | 1 | NA | NA | NA |
| Level of security | - | - | 16 | 1 | 2 | 2 | 1 | 2 |
| Lighting at evening/night | NA | NA | NA | NA | NA | 1 | 1 | 2 |
| Staff/volunteers – helpfulness, attitude | NA | NA | NA | NA | NA | - | - | - |
| Staff/volunteers – knowledge | NA | NA | NA | NA | NA | - | - | - |

Q8a. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied. How satisfied are you with the ...?

Note: Figures exclude responses of satisfied, neutral and 'not applicable'. NA in the table above refers to a response code which was not in use for a particular survey period.

Appendix B: Questionnaire

Note: Red text denotes a change in wording or new text compared to the 2007 questionnaire.

TIME START: ___:___:___

FINISH TIME ___:___:___

Hello, my name is (**INTERVIEWER NAME**) from I-view, a market research company. We are interviewing visitors (18 years and over) to the Roma Street Parkland on behalf of the Parkland Management. We would like to include your views.

The research is about your visit to the Parkland and your satisfaction with the facilities provided. If you choose to participate, the information and opinions you provide will be used only for research purposes. The survey will take 8 to 10 minutes. Would you like to participate?

Please be assured that the confidentiality of information and opinions that you provide is guaranteed and the survey will be used only for research purposes. While we'd prefer that you answered all the questions, if there is anything that you'd prefer not to answer, that's fine, just let me know.

Q1. What is your main reason for visiting the Parkland today?

DO NOT READ OUT, SINGLE RESPONSE

| Description | Code | Route |
|---|------|-------|
| Just looking around | 1 | Q2 |
| Visiting the gardens | 2 | Q2 |
| Going to the playground | 3 | Q2 |
| Picnic | 4 | Q2 |
| Other recreation activities (Specify _____) | 5 | Q2 |
| Just passing through | 6 | NQ1 |
| Dining at restaurant | 7 | Q2 |
| To make / enquire about a booking (e.g. Wedding, event) | 8 | Q2 |
| Other (Specify _____) | 98 | Q2 |

Q2a. In the past three months, how often have you visited Roma Street Parkland?

| | Code | Route |
|--------------------------------|------|-------|
| First time | 1 | Q3a |
| Record number of times (_____) | 2 | Q2b |

Q2b. Have you ever been to an event at Roma Street Parkland?

| | Code | Route |
|-----|------|-------|
| Yes | 1 | Q2c |
| No | 2 | Q3a |

Q2c. Which type of event have you been to?

DO NOT READ, MULTIPLE RESPONSE. PROMPT FOR OTHER MENTIONS USE

SHOWCARD B

| | Code | Route |
|---|------|-------|
| Roma Street Parkland event, such as School Holiday Program | 1 | Q3a |
| Other public events, such as Multicultural Festival Roar/Broncos/Qld Reds Fan Day Australia Day Celebrations Rats of Tobruk Memorial | 2 | Q3a |
| Gardening classes | 3 | Q3a |
| Tree planting | 4 | Q3a |
| Wedding / birthday party / other private function | 5 | Q3a |
| Other (Specify _____) | 98 | Q3a |
| Don't know/ can't remember | 99 | Q3a |

Q3a. How did you travel to the Parkland today?

DO NOT READ OUT, MULTIPLE RESPONSE ALLOWED

| | Code | Route |
|------------------------|------|-------|
| Car / motorbike | 1 | Q3b |
| Coach (tour) | 2 | Q3b |
| Bus (public transport) | 3 | Q3b |
| Train | 4 | Q3b |
| Bicycle | 5 | Q3b |
| Pedestrian | 6 | Q3b |
| Other (Specify _____) | 98 | Q3b |

Q3b. Which entrance did you come in by?

**DO NOT READ OUT, SINGLE RESPONSE
 PROMPT IF NECESSARY WITH SHOWCARD A.**

| | Code | Route |
|--|------|-------|
| Wickham Terrace (Main Entrance near Gregory Terrace) | 1 | Q3c |
| Wickham Terrace (Side Entrance/s) | 2 | Q3c |
| Albert Street (near Ann Street) | 3 | Q3c |
| Roma Street (via Train Station) | 4 | Q3c |
| Roma Street (Via Road) | 5 | Q3c |
| College Close Car Park | 6 | Q3c |
| Normanby Pedestrian Cycle Link | 7 | Q3c |
| Other (Specify _____) | 98 | Q3c |

Q3c. Thinking about your experience, how easy or difficult did you find getting to Roma Street Parkland?

**DO NOT READ OUT, SINGLE RESPONSE
 USE SHOWCARD C**

| | Code | Route |
|-----------------------------------|------|-------|
| Very difficult | 1 | Q3d |
| Quite difficult | 2 | Q3d |
| Neutral | 3 | Q3d |
| Quite easy | 4 | Q4a |
| Very easy | 5 | Q4a |
| Don't Know (DO NOT READ) | 99 | Q4a |

Q3d. What types of things would have made it easier to find the Parkland? Anything else?

RECORD VERBATIM. PROMPT FOR OTHER MENTIONS

| | Code | Route |
|--|------|-------|
| Other (Specify _____ _____ _____ _____) | 98 | Q4a |
| Nothing | 97 | Q4a |
| Don't know | 99 | Q4a |

Q4a. How did you first hear about Roma Street Parkland?

DO NOT READ OUT, MULTIPLE RESPONSE ALLOWED

| | Code | Route |
|--|------|-------|
| Media – News etc. | 1 | Q4b |
| Advertising (Specify _____) | 2 | Q4b |
| Promotional Material – Roma Street Parkland brochure | 10 | Q4b |
| Promotional item – Other tourist brochure/book | 13 | Q4b |
| Promotional Material – Other / not specified | 12 | Q4b |
| Family / Friends | 4 | Q4b |
| Just Walking Past | 5 | Q4b |
| Always Known / Common Knowledge / See it From Work | 6 | Q4b |
| Internet | 7 | Q4b |
| Other (Specify _____) | 98 | Q4b |
| Don't Know / Can't Recall | 99 | Q4b |

Q4b. Overall, how satisfied or dissatisfied are you with Roma Street Parkland, thinking about your experience and the things you've seen or done?

DO NOT READ OUT, SINGLE RESPONSE

USE SHOWCARD D

| | Code | Route |
|-----------------------------------|------|-------|
| Very Dissatisfied | 1 | Q5 |
| Dissatisfied | 2 | Q5 |
| Neutral | 3 | Q5 |
| Satisfied | 4 | Q5 |
| Very Satisfied | 5 | Q5 |
| Don't Know (DO NOT READ) | 99 | Q5 |

- Q5. Today, have you visited (READ OUT FACILITY)? **PROMPT WITH SHOWCARD E**
ASK Q6 FOR EACH FACILITY VISITED (YES IN Q5). SINGLE RESPONSE. SHOWCARD F
- Q6. On a scale of 1 to 5 where 1 is Very Dissatisfied and 5 is Very Satisfied, overall, how satisfied were you with (INSERT FROM Q5)?
IF DISSATISFIED WITH FACILITY (1-2 IN Q6) ASK Q7
- Q7. What were you dissatisfied with?

| Facility | Q5 | | | Q6 | | | | | | Q7 What were you dissatisfied with? |
|--------------------------------------|-----|----|-----|-------------------|--------------|---------|-----------|----------------|-----|-------------------------------------|
| | Yes | No | N/A | Very Dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied | N/A | |
| 1. Spectacle Garden | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 2. The Forest | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 3. The Lake Precinct | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 4. Celebration Lawn | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 5. Upper Parkland | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 6. The Playground | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 7. Activity Centre | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 8. Cafe | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 9. Guided tour | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 10. Visitor Information Centre | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |
| 11. Visitor Information mobile buggy | 1 | 2 | 3 | 1 | 2 | 3 | 4 | 5 | 6 | |

Q8a. On a scale of 1 to 5 where 1 is Very dissatisfied and 5 is Very satisfied. How satisfied are you with the (INSERT FROM LIST)?

READ OUT, SINGLE RESPONSE. USE SHOWCARD F

Q8b. Why is that? **PROBE FOR SPECIFIC AREAS OF CONCERN/DISSATISFACTION**

| Facility | Q8a | | | | | | Q8b Why is that? FOR THOSE DISSATISFIED IN Q8A |
|--|--------------------|---------------|---------|-----------|----------------|-----|--|
| | Very Dis-satisfied | Dis-satisfied | Neutral | Satisfied | Very Satisfied | N/A | |
| 1. Variety of gardens | 1 | 2 | 3 | 4 | 5 | 6 | |
| 2. Presentation of gardens | 1 | 2 | 3 | 4 | 5 | 6 | |
| 3. Ease of finding drinking fountains | 1 | 2 | 3 | 4 | 5 | 6 | |
| 4. Location of directional signage inside the Parkland | 1 | 2 | 3 | 4 | 5 | 6 | |
| 5. Location of directional signage outside the Parkland | 1 | 2 | 3 | 4 | 5 | 6 | |
| 6. Number of BBQ/picnic facilities | 1 | 2 | 3 | 4 | 5 | 6 | |
| 7. Cleanliness of BBQ/picnic facilities | 1 | 2 | 3 | 4 | 5 | 6 | |
| 8. Ease of access to Parklands | 1 | 2 | 3 | 4 | 5 | 6 | |
| 9. Condition of pathways | 1 | 2 | 3 | 4 | 5 | 6 | |
| 10. Number of rubbish bins | 1 | 2 | 3 | 4 | 5 | 6 | |

PTO – QUESTION CONTINUES NEXT PAGE

| Facility | Q8a | | | | | | Q8b Why is that? For dissatisfied in Q8a |
|--|--------------------|---------------|---------|-----------|----------------|-----|--|
| | Very Dis-satisfied | Dis-satisfied | Neutral | Satisfied | Very Satisfied | N/A | |
| 11. Cleanliness of toilet facilities | 1 | 2 | 3 | 4 | 5 | 6 | |
| 12. Availability of seating in shade | 1 | 2 | 3 | 4 | 5 | 6 | |
| 13. Number of seats in Parkland | 1 | 2 | 3 | 4 | 5 | 6 | |
| 14. Level of security | 1 | 2 | 3 | 4 | 5 | 6 | |
| 15. Lighting at evening/ night | 1 | 2 | 3 | 4 | 5 | 6 | |
| 16. Helpfulness and attitude of staff/ volunteers | 1 | 2 | 3 | 4 | 5 | 6 | |
| 17. Knowledge of staff/ volunteers | 1 | 2 | 3 | 4 | 5 | 6 | |
| 18. Information about flora and fauna (e.g. plant labels, fact sheets) | 1 | 2 | 3 | 4 | 5 | 6 | |

INTERVIEWER CHECK: PLEASE ENSURE 8b HAS BEEN ASKED

Q9. Do you have any comments about Roma Street Parkland or suggestions for improvement?

RECORD COMMENTS VERBATIM AND CONTINUE TO Q9b

| | Code | Route |
|-----------------------------------|------|------------|
| None / No Improvements | 97 | Q10 |
| Don't Know (DO NOT READ) | 99 | Q10 |

Q10. Are you visiting the Parklands today?

READ OUT, MULTIPLE RESPONSE

| | Code | Route |
|--|------|------------|
| By yourself | 1 | Q12 |
| With your partner | 2 | Q12 |
| With your family / friends / work colleagues | 3 | Q11 |
| With a tour group | 4 | Q11 |

Q11. How many adults and children are in your group?

**NOTE: INTERVIEWER TO COMPLETE FOR ALL INTERVIEWS
IF NO CHILDREN, RECORD A ZERO**

Adults: _____ Children: _____

Finally, just a few details so we can understand more about the people who visit the Roma Street Parkland.

Q12. Please tell me your occupation

Q13a. Which of the following best describes your age group?

SHOWCARD I, SINGLE RESPONSE

Q13b. Which best describes the ages of other persons in your group?

ENSURE ANSWERS CORRESPOND TO Q11 – MAX 6 PEOPLE

| | | | | | | |
|-------------------|---|---|---|---|---|---|
| Under 14 | 1 | 1 | 1 | 1 | 1 | 1 |
| 14 – 17 years | 2 | 2 | 2 | 2 | 2 | 2 |
| 18 – 24 years | 3 | 3 | 3 | 3 | 3 | 3 |
| 25 – 34 years | 4 | 4 | 4 | 4 | 4 | 4 |
| 35 – 54 years | 5 | 5 | 5 | 5 | 5 | 5 |
| 55 years and over | 6 | 6 | 6 | 6 | 6 | 6 |

Q14. What is your country of residence?

| | Code | Route |
|-----------------------|------|------------|
| Australia | 1 | Q16 |
| Other (Specify _____) | 98 | Q15 |

IF NOT FROM AUSTRALIA

Q15. Are you studying in Brisbane on an international student visa?

DO NOT READ, SINGLE RESPONSE

| | Code | Route |
|--|------|-------|
| Yes, student visa for study in Brisbane | 1 | Q17 |
| Yes, student visa for study elsewhere in Australia | 2 | Q16 |
| No, on a holiday / travelling | 3 | Q18 |
| No, on a business trip | 4 | Q18 |

IF CODE 1 IN Q15 GO TO Q17 (POSTCODE). CIRCLE CODE 1 IN Q16.
IF CODE 2 IN Q15 DO NOT USE CODE 5 'OVERSEAS' IN Q16. IF NECESSARY
PROMPT: "This is the place you currently study."
IF CODE 3 - 4 IN Q15 GO TO Q18 (GENDER). CIRCLE CODE 5 IN Q16.

Q16. Which of these best describes where you currently live?

USE SHOWCARD J, SINGLE RESPONSE

| | Code | Route |
|------------------------------------|------|-------|
| Brisbane | 1 | Q17 |
| Elsewhere in South East Queensland | 2 | Q17 |
| Elsewhere in Queensland | 3 | Q17 |
| Interstate | 4 | Q17 |
| Overseas | 5 | Q18 |

RECORD POSTCODE IF CURRENTLY LIVING IN AUSTRALIA (Q16 CODES 1 - 4)

Q17. What is the postcode of your home address? _ _ _ _ _

Q18. Record gender automatically

| | Code | Route |
|--------|------|-------|
| Male | 1 | Q19 |
| Female | 2 | Q19 |

Q19. Record time of day

| | Code | Route |
|---------------------|------|-------|
| 10:00 am – 11:59 am | 1 | Q20 |
| 12:00 pm – 01:59 pm | 2 | Q20 |
| 02:00 pm – 04:00 pm | 3 | Q20 |

Q20. Record day of week

| | Code | Route |
|------------------------------|------|-------|
| Weekday (Monday to Friday) | 1 | Q21 |
| Weekend (Saturday to Sunday) | 2 | Q21 |

Q21. Record date of interview

| | Code | Route |
|--|------|----------|
| October 2 nd to 5 th (School Holiday) | 1 | Continue |
| October 6 th to 12 th (Non-School Holiday) | 2 | Continue |
| October 13 th to 19 th (Non-School Holiday TOP UP) | 3 | Continue |

Q22. Record interview location

| | Code | Route |
|---------------------|------|----------|
| Spectacle Garden | 1 | Continue |
| The Lake/ BBQ area | 2 | Continue |
| The Activity Centre | 3 | Continue |
| Other specify | 4 | |