

Works Marketing:

Roma Street Parkland Visitor Survey 2009

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, September 2007 and October 2008. A further 217 face-to-face interviews were conducted in September 2009 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 (64%), while 18% are from other parts of Queensland, 7% are from interstate and 11% overseas.

As noted in past studies, the most common group size is two, although among those interviewed in 2009, group sizes range from one person up to 32 people.

After a younger mix in 2008, in 2009 there has been a return to the older age profile seen in earlier years, with 27% of those surveyed aged 18-34 years and 71% aged 35 years and over.

Aside from an increase in the proportion of visitors who are retired (27%, up from 16% in 2008), the spread of occupations is consistent with previous studies, with professionals and associate professionals (20%) and clerical, sales and service workers (20%) the most common occupation types.

- Overseas visitors are more likely to be in clerical, sales and service occupations.
- Interstate visitors are most likely to be retired.

Accessing the Parkland

Most people come to the Parkland to look around or view the gardens.

The most popular forms of transportation to the Parkland are car (34%) and walking (32%), followed by rail (26%). Overseas and interstate visitors are much more likely to walk to the Parkland than Queensland-based visitors.

Access to the Parkland is generally via Roma Street train station (noted by 33%), the main entrance on Wickham Terrace (16%) and from Roma Street via the road (19%).

The majority of visitors (94%) feel it is relatively easy to find their way to Roma Street Parkland, with those finding it difficult (4%) suggesting more road/street signage.

Awareness

The main source of awareness of the Parkland is common knowledge (50%), followed by family and friends (20%). Promotional material is mentioned by one in ten (13%).

- Queensland-based visitors most often know of the Parkland through common knowledge.

- Interstate and overseas visitors are most reliant on promotional material such as tourist brochures and books.

Visitation patterns

The Spectacle Garden and Lake Precinct continue to be the most frequented areas within the Parkland. The Spectacle Garden continues to increase in popularity, with 80% of those surveyed visiting the area in 2009, up from 67% in 2008.

Interstate and overseas visitors are less likely to go to the Lake Precinct or the café, and are more likely than Queensland visitors to visit the Spectacle Garden.

Consistent with the previous study, people visited the Parkland an average of six times in the three months preceding the survey.

Satisfaction with the Parkland

Overall satisfaction with Roma Street Parkland is again very strong, with all visitors either satisfied or very satisfied with their overall experience.

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

- As noted last year, highest satisfaction is seen for the Spectacle Garden and the Forest, both of which obtain a rating of 'very satisfied' from seven in ten visitors.
- As has been seen throughout the survey's history, few features obtain negative feedback. The only area of note is the café, with 12% dissatisfaction (although a still strong 68% are satisfied).

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

- Relatively higher scoring features include presentation and variety of gardens, condition of pathways, and the helpfulness and knowledge of staff and volunteers.
- Relatively lower scoring features relate to directional signage outside of the Parkland and lighting at night.

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

- Improved labelling of plants, including trees and flowers throughout the Parkland.
- 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.
- More seating is required in shady, sheltered and popular areas, and to cope with the Parkland at its busy times.

A range of other suggestions are also given including improving accessibility throughout the Parkland for the elderly and disabled, better advertising and publicity, and improving/expanding the café.

Conclusions and recommendations

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

Amazing to find this facility in the middle of the city (overseas visitor)

Pleasantly surprised (interstate visitor)

We love it here. It is an asset to Brisbane. (interstate visitor)

Like celebration lawn and the staff/volunteers are excellent based on previous visits. Love the way the trees are now sculpted like animals etc. (Brisbane visitor)

While the Parkland is primarily used by locals, it also attracts a strong mix of non-locals with one third 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.

Despite the vast majority claiming they found their way to the Parkland easily, a number of visitors continue to feel that there is insufficient signage around the city to direct people to the Parkland. This has been an issue throughout the survey history.

- 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.

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

The ever-increasing popularity of the Parkland places pressure on existing facilities and emphasises a need to maintain variety and interest. It is recommended that the Parkland takes into consideration:

- Ongoing efforts for garden presentation and variety to maintain interest and encourage return visitation.
- Identifying areas in need of additional shelter, not only from the sun but also the rain. 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, tables, BBQs and toilets. As the Parkland's popularity increases, these have become highly sought after, especially during warmer months and on weekends and holidays.
- Review of internal directional signage to encourage visitors to seek out different parts of the Parkland, and ensure maps are available at all major entry and meeting points.
- Maintaining advertising and publicity of the Parkland, its services, events and public activities through an online presence, both by the dedicated website and by placing pages on frequently used travel/tourist websites. The Parkland should also seek to maintain web links on other websites.

- Continuing implementation of a program of labelling plants and trees throughout the Parkland. Visitors show a strong interest in 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, ten 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, October 2008 and September 2009.

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 217 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' role involved providing advice on questionnaire design, contract management, and analysis and reporting.

Fieldwork was conducted between 12 and 23 September 2009.

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 (49%) was conducted during school holidays with the remainder conducted outside of this period.

- Outside of official school holiday periods, between 12 and 18 September 2009
- During school holidays, between 19 and 23 September 2009.

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 79% was achieved. Response rates were slightly higher during non-school holidays and on weekdays.

The average interview length was approximately 9 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: *two thirds from Brisbane*

The majority (64%) of visitors to Roma Street Parkland are Brisbane residents, with a further 14% residing elsewhere in South East Queensland. One in ten (11%) visitors is from overseas.

Visitor origin patterns remain consistent over time.

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

<i>Historical Place of residence</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>	<i>Sep 2009* % n=217</i>
Brisbane	62	61	63	68	64
Other South-East Queensland	13	9	14	6	14
Other Queensland	3	4	3	2	4
Interstate	11	12	11	11	7
Overseas	12	13	9	12	11

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: one quarter of visitors come alone

The proportion of visitors coming to the Parkland with family and friends has dropped significantly from 68% in 2008 to 51% in 2009. There has been a corresponding increase in the proportions of those visiting alone (23%, up from 15%) and with a partner (25%, up from 17%).

Table 2a. Group type at Parkland, historical

Historical Group type	Oct 2005 % n=202	Oct 2006 % n=204	Sep 2007 % n=206	Oct 2008 % n=202	Sep 2009 % n=217
By yourself	15	18	12	15	23
With your partner	22	25	10	17	25
With your family/friends	59	59	78	68	51
With a tour group	4	3	1	1	1

Table 2b. Group type at Parkland, by origin

Sep 2009 Group type	Total % n=217	Queensland % n=178	Interstate % n=16	Overseas % n=23
By yourself	23	22	13	35
With your partner	25	22	56	22
With your family/friends	51	54	31	39
With a tour group	1	1	-	4

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 (49%). However, among those interviewed, group sizes ranged from one person up to 32 people.

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

- It is most common to see groups of two adults (53% of those interviewed), followed by one adult (31%).
- It is most common to see groups without children (79%, up from 64% in 2008).
- Overall, two in ten have children in their group, most commonly either one (10%) or two (9%) children.

Table 2c. Group size

Sep 2009 Group type	Total % n=217	Adults % n=217	Children % n=217
0	-	-	79
1	23	31	10
2	49	53	9
3	13	7	1
4	6	4	-
5	1	-	-
6+	7	5	1
Average	2.78	2.40	0.40

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

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

Age & gender: more females and those aged 35+

As in previous years, visitors surveyed are more likely to be female (57% vs 43% male in 2009).

In terms of age groups, the Parkland has historically attracted a slightly older visitor profile of those aged 35 and over. After shifting towards a younger mix in 2008, we see a return to the age distribution seen in earlier years, with 27% aged 18-34 years and 71% aged 35 years and over in 2009.

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

Historical Age group	Oct 2005 % n=202	Oct 2006 % n=204	Sep 2007 % n=206	Oct 2008 % n=202	Sep 2009 % n=217
18-24 years	10	12	7	16	9
25-34 years	19	19	19	26	18
35-54 years	36	32	40	30	35
55 years and over	35	36	34	27	36

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:

- Four in ten (39%) overseas visitors are 18-34 years (56% in 2008); 60% are aged 35 years or more (vs 44% in 2008)
- 19% of interstate visitors are 18-34 years (22% in 2008); 82% are aged 35 years or more (vs 78% in 2008)
- 26% of Queensland visitors are 18-34 years (43% in 2008); 72% are aged 35 years or more (vs 56% in 2008).

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

Sep 2009 Age group	Total % n=217	Queensland % n=178	Interstate % n=16	Overseas % n=23
18-24 years	9	7	6	22
25-34 years	18	19	13	17
35-54 years	35	35	38	30
55 years and over	36	37	44	30

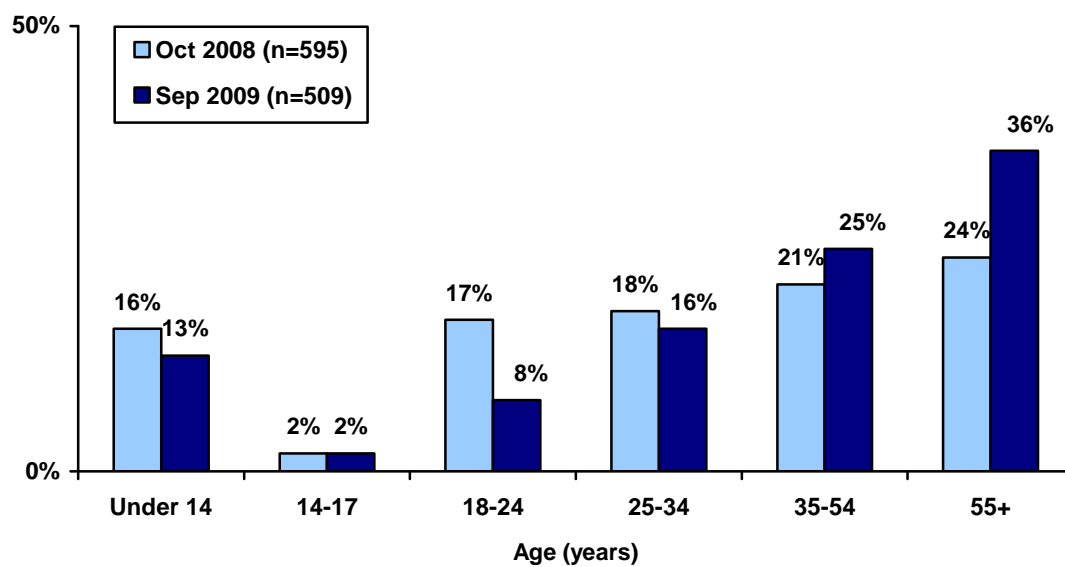
Q13a. Which of the following best describes your age group?

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 aged over 55 years. This takes into account the person surveyed and those within the group (ages for up to six persons are collected in the survey).

- 15% are aged less than 18 years (similar to 19% in 2008)
- 24% are aged 18-34 years (down from 35% in 2008)
- 61% are aged 35 and over (up from 45% in 2008).

Chart 1. 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: *One quarter of visitors are retirees*

Given the increase in older visitors this year, it is not surprising that the proportion of visitors who are retired has also increased to 27% (from 16% in 2008). Aside from this, the spread of occupations is consistent with previous studies, with professionals and associate professionals (20%) and clerical, sales and service workers (20%) the most common occupation types.

Table 4a. Visitor occupation, historical

Historical Occupation	Oct 2005 % n=202	Oct 2006 % n=204	Sep 2007 % n=206	Oct 2008 % n=202	Sep 2009 % n=217
Managers & administrators	8	7	11	7	7
Professionals & associate professionals	25	27	34	23	20
Tradespersons & apprentices	3	4	4	-	3
Clerical, sales & service workers	15	11	17	30	20
Production & transport workers	1	-	1	-	-
Labourers & related workers	3	1	2	4	4
Self employed	8	-	8	-	-
Home duties	23	11	17	7	4
Retired	11	21	3	16	27
Student/unemployed	3	11	3	10	11
Other	-	4	11	2	3

Q12. Please tell me your occupation.

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

For overseas visitors, the most common occupation type is clerical, sales and service (30%), followed closely by professional or associate professional (22%).

Interstate visitors are most likely to be retired (31%) or in clerical, sales and service occupations (25%).

Table 4b. Visitor occupation, by origin

Sep 2009 Occupation	Total % n=217	Queensland % n=178	Interstate % n=16	Overseas % n=23
Managers & administrators	7	7	13	-
Professionals & associate professionals	20	20	13	22
Tradespersons & apprentices	3	2	19	-
Clerical, sales & service workers	20	19	25	30
Production & transport workers	-	-	-	-
Labourers & related workers	4	5	-	-
Self employed	-	-	-	-
Home duties	4	4	-	4
Retired	27	28	31	17
Student/unemployed	11	11	-	22
Other	3	3	-	4

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*

Consistent with past studies, the most popular forms of transport to the Parkland are car, walking and train:

- 34% car
- 32% pedestrian
- 26% train.

Weekend travel tends to be dominated by car transport (42%), followed by train (26%) and walking (28%). This mix differs slightly on weekdays: walking is the most common (35%), followed by car (27%) and train (27%).

Table 5a. Mode of transport, historical

<i>Historical Mode of transport</i>	Oct 2005 % <i>n=202</i>	Oct 2006 % <i>n=204</i>	Sep 2007 % <i>n=206</i>	Oct 2008 % <i>n=202</i>	Sep 2009 % <i>n=217</i>
Car/motor bike	39	36	44	36	34
Coach (tour)	1	1	2	2	-
Bus (public transport)	4	8	5	9	11
Train	29	24	25	21	26
Bicycle	1	-	1	2	2
Pedestrian	26	28	26	32	32
Other	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 and interstate visitors are most likely to walk to the Parkland.

Table 5b. Mode of transport, by origin

<i>Sep 2009 Mode of transport</i>	<i>Total % n=217</i>	<i>Queensland % n=178</i>	<i>Interstate % n=16</i>	<i>Overseas % n=23</i>
Car/motor bike	34	39	6	9
Coach (tour)	-	-	-	-
Bus (public transport)	11	11	6	9
Train	26	27	31	17
Bicycle	2	2	-	4
Pedestrian	32	25	63	61
Other	-	-	-	-

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.

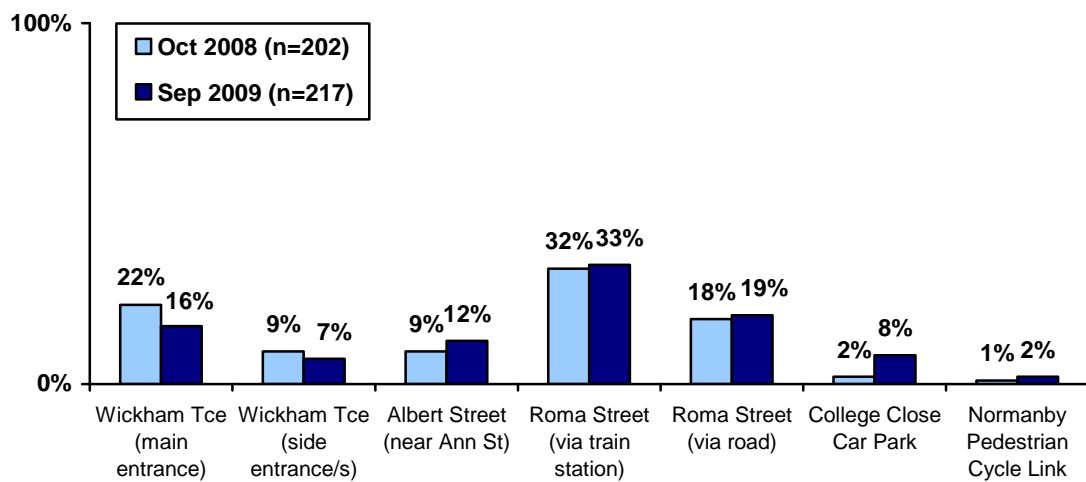
Entrances to the Parkland: *more come via Roma Street train station*

The greatest proportion of visitors continues to access the Parkland from Roma Street train station (as shown in Chart 2a). Also common is entering through the main entrance on Wickham Terrace or Roma Street via the road.

Preference for the Roma Street train station entrance is evident across visitor types:

- Overseas visitors (48%).
- Interstate visitors (44%).
- Queensland based visitors (30%).

Chart 2a. Entrance used to access the Parkland



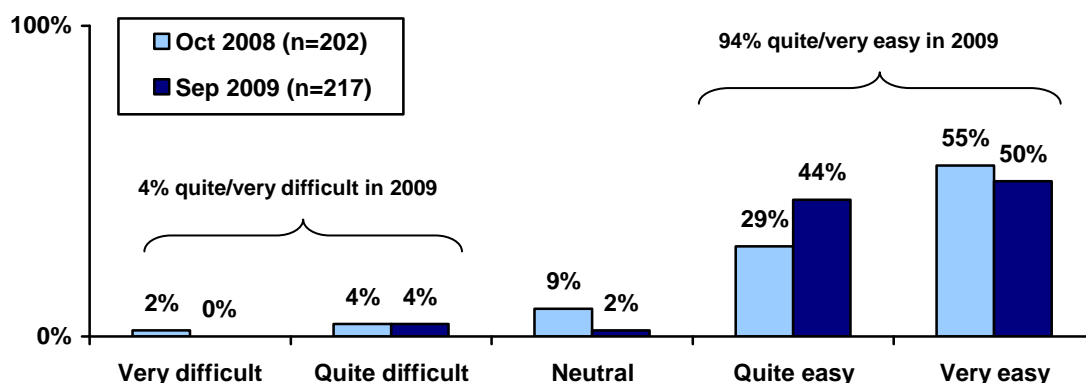
Q3b. Which entrance did you come in by?

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

Ease of finding the Parkland: *most find the Parkland easily*

Almost all (94%) visitors feel it is relatively easy to find their way to Roma Street Parkland, up from 84% in 2008.

Chart 2b. 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.

Suggestions from those 14 visitors who found it difficult to find the Parkland centre on having more road/street signage (71%).

Table 5c. Suggestions to improve ease of finding Parkland, historical

Historical Suggestions	Sep 2007 % n=22	Oct 2008 % n=31	Sep 2009 % n=14
More road/street signage	36	26	71
More signs at Roma Street station	9	19	7
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	7
Road works signs	14	-	-
Better access - walkways/ramps/wheelchair and stroller access	14	6	7
Right hand turn at Gregory Terrace	-	3	-
Other	-	3	7
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 stable*

Half of visitors (56%) made their first visit to the Parkland in the past three months on the day of the survey.

- Consistent with the 2008 study, people visited the Parkland an average of six times in the three months prior to the survey.
- As might be expected, interstate and overseas visitors average one visit in the past three months while the average for Queensland visitors is seven visits.

Table 6a. Number of visits to Parkland in past three months, historical

<i>Historical Number</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>	<i>Sep 2009</i> % <i>n=217</i>
Once/ first time	64	68	49	55	56
2 times	18	13	15	13	18
3 times	7	8	8	8	6
4-9 times	4	5	11	12	7
10+ times	4	5	18	11	13
Average	3.0	3.3	4.3	6.0	6.0

Q2a. 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: *event attendance increasing over time*

Of those who have been to the Parkland in the past three months (44% of visitors surveyed), 41% have attended an event. This is an increase from 30% in 2008 and 22% in 2007. Note: Questions about events were asked for the first time in 2007.

In the latest survey, seven in ten have been to a public event at the Parkland and two in ten have attended a Roma Street Parkland event.

Table 6b. 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>	<i>Sep 2009</i> % <i>n=39</i>
Roma Street Parkland event, such as School Holiday Fun Program, Seniors Week, Heritage Week	13	13	21
Other public events, such as Multicultural Festival, Roar/ Broncos/ Queensland Reds Fan Day, Australia Day Celebrations, Qld Week RACQ Big BBQ	70	45	72
Gardening classes	NA	3	-
Tree planting	4	3	-
Wedding/birthday party/other private function	17	18	13
Other	9	18	3
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: *visiting the gardens again most common reason*

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

- Just looking around is most common for overseas visitors (48%).
- Visiting the gardens is most noted by interstate visitors (63%).
- Visiting the gardens (29%) and looking around (22%) are most mentioned by Queensland visitors.

Chart 3. Main reason for visit

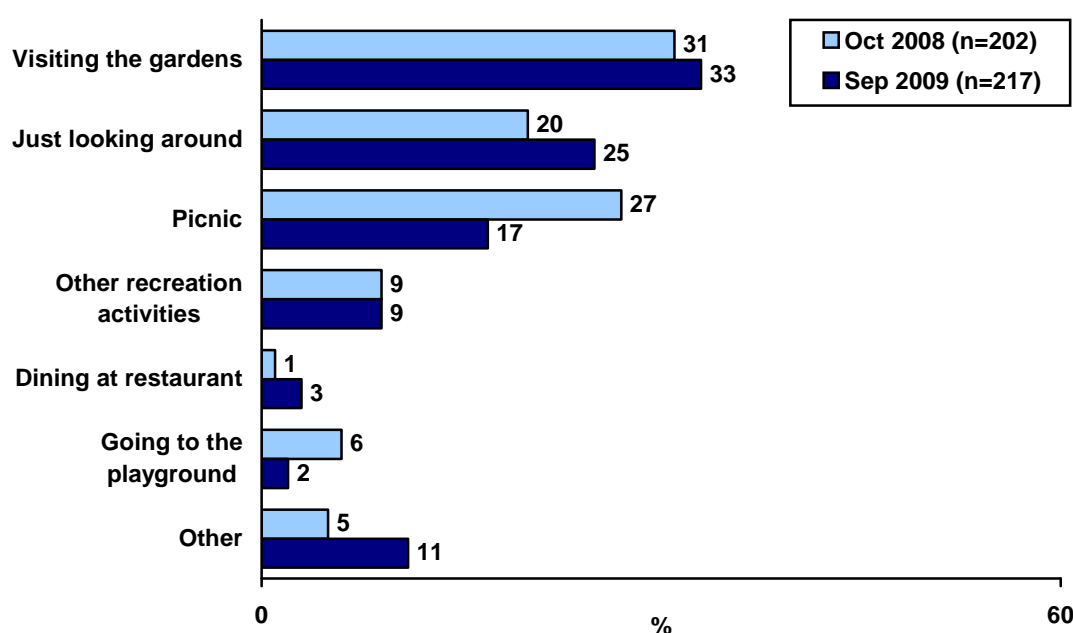


Table 6c. Main reason for visit

Historical Reason	Oct 2005 % n=202	Oct 2006 % n=204	Sep 2007 % n=206	Oct 2008 % n=202	Sep 2009 % n=217
Just looking around	29	29	30	31	25
Visiting the gardens	19	30	30	20	33
Going to the playground	3	5	6	6	2
Picnic	7	18	14	27	17
Other recreation activities	28	11	15	9	9
Dining at restaurant	-	1	5	1	3
Other	13	4	-	5	11

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*

Half of visitors say they are aware of Roma Street Parkland simply through common knowledge (50%, up from 35% in 2008). As in past years, the next most common source of awareness is family or friends (20%).

- For visitors from Queensland, common knowledge is noted by over half (59%) followed by family/friends (20%).
- Both interstate and overseas visitors are most reliant on promotional material such as tourist brochures and books.

Table 7a. Source of awareness of Parkland, historical

<i>Historical Source of knowledge</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>	<i>Sep 2009 % n=217</i>
Media – news etc.	40	15	11	8	6
Family or friends	29	32	21	30	20
Just walking past	7	5	5	5	4
Always known/ common knowledge/ near work	NA	25	41	35	50
Internet	-	-	2	2	2
Promotional material	11	5	7	13	13
Advertising	2	1	6	2	1
Other	11	13	5	6	3
Don't know/ can't recall	NA	3	2	2	1

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 7b. Source of awareness of Parkland, by origin

<i>Sep 2009 Source of knowledge</i>	<i>Total % n=217</i>	<i>Queensland % n=178</i>	<i>Interstate % n=16</i>	<i>Overseas % n=23</i>
Media – news etc.	6	7	-	-
Family or friends	20	20	19	22
Just walking past	4	3	6	4
Always known/ common knowledge/ near work	50	59	6	9
Internet	2	2	-	4
Promotional material	13	5	56	52
Advertising	1	2	-	-
Other	3	2	6	9
Don't know	1	1	6	-

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.

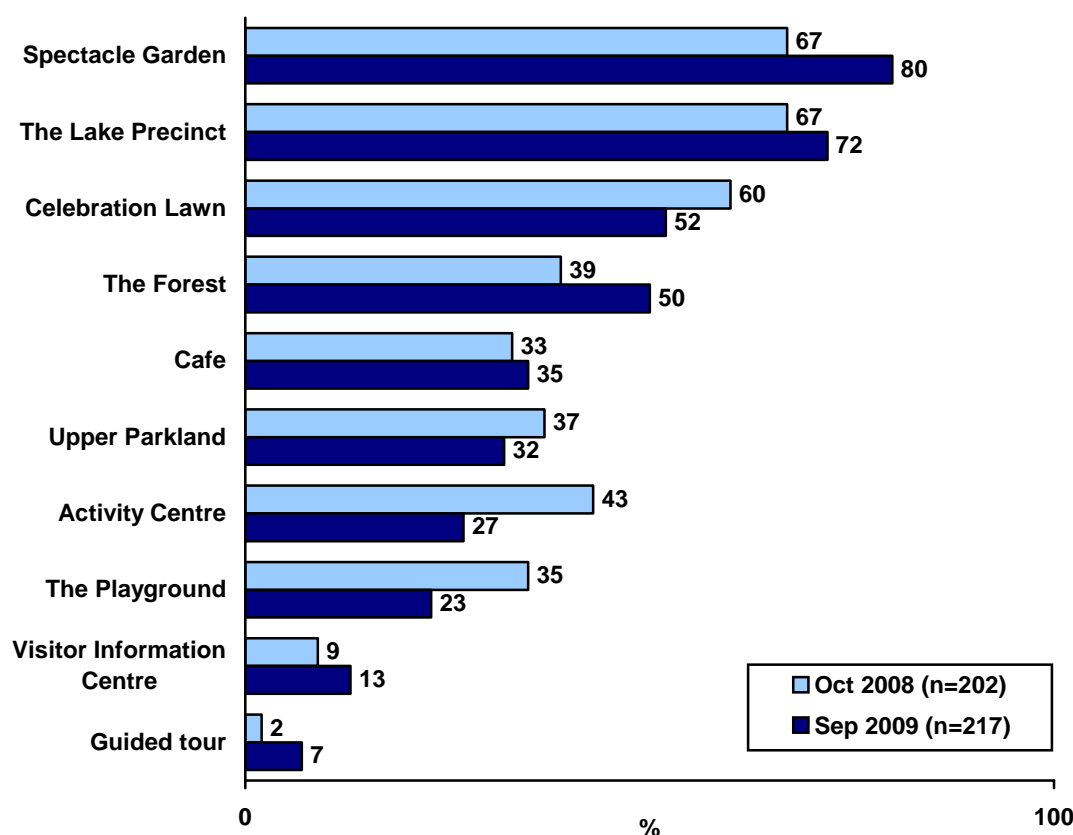
3.3 Visitation of Parkland areas

Spectacle Garden and Lake Precinct are the most visited areas

The Spectacle Garden and Lake Precinct continue to be the most frequented areas within the Parkland. The Spectacle Garden continues to increase in popularity, with 80% of those surveyed visiting the area in 2009, up from 67% in 2008. Historical figures are provided in Table 8a overleaf.

Interstate and overseas visitors generally show similar visitation to those from Queensland. Interstate and overseas visitors, however, are less likely to go to the Lake Precinct or the café, and are more likely than Queensland visitors to visit the Spectacle Garden. Figures are provided in Table 8b overleaf.

Chart 4. 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 8a. Parkland features visited, historical

<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>	<i>Sep 2009 % n=217</i>
Spectacle Garden	57	55	64	67	80
The Forest	45	36	36	39	50
The Lake Precinct	71	66	63	67	72
Celebration Lawn	46	47	63	60	52
Upper Parkland	42	25	27	37	32
The Playground	28	33	30	35	23
Activity Centre	6	29	9	43	27
Café	29	25	53	33	35
Train	10	9	26	NA	NA
Guided tour	NA	1	1	2	7
Visitor Info. Centre	NA	13	8	9	13
Visitor Information mobile buggy	NA	1	5	1	NA

Table 8b. Parkland features visited, by origin

<i>Sep 2009 Parkland feature</i>	<i>Total % n=217</i>	<i>Queensland % n=178</i>	<i>Interstate % n=16</i>	<i>Overseas % n=23</i>
Spectacle Garden	80	76	94	96
The Forest	50	51	44	52
The Lake Precinct	72	76	44	65
Celebration Lawn	52	56	50	26
Upper Parkland	32	30	44	39
The Playground	23	25	13	17
Activity Centre	27	29	19	13
Café	35	40	13	17
Guided tour	7	6	13	13
Visitor Info. Centre	13	13	19	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

All visitors are satisfied in 2009

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 from 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:

- In 2009, 100% of visitors surveyed are either satisfied or very satisfied with their overall experience.
- This equates to an average rating of 4.8 out of a possible 5 (vs 4.8 in 2008, 4.5 in 2007 and 4.7 in 2006).
- Satisfaction is similarly high across all visitor types.

Chart 5. Overall satisfaction with the Parkland

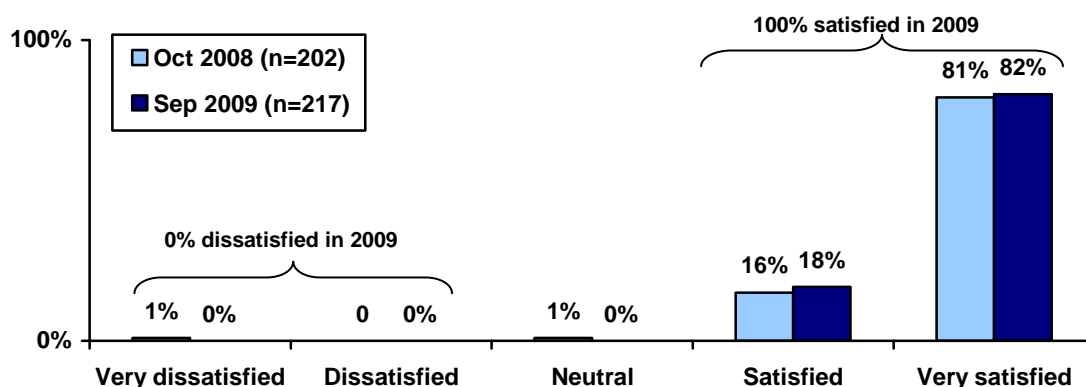


Table 9. Overall satisfaction with the Parkland, by origin

Sep 2009 Satisfaction level	Total % n=217	Queensland % n=178	Interstate % n=16	Overseas % n=23
Very dissatisfied (1)	-	-	-	-
Dissatisfied (2)	-	-	-	-
Neither (3)	-	-	-	-
Satisfied (4)	18	18	6	26
Very satisfied (5)	82	82	94	74
Average out of 5	4.8	4.8	4.9	4.7

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 and Forest

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.

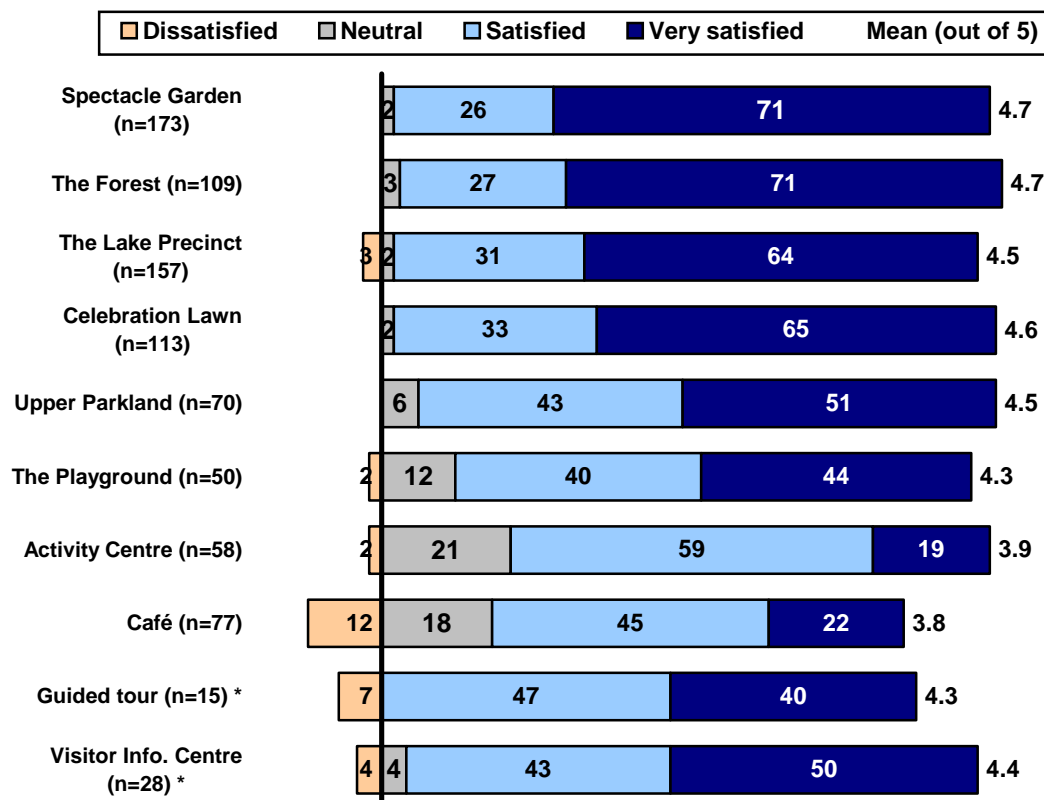
All Parkland elements achieve high levels of satisfaction, with average ratings equating to satisfied through to very satisfied.

As noted last year, highest satisfaction is seen for the Spectacle Garden and the Forest. Each obtains a rating of ‘very satisfied’ from seven in ten (71%) 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 12% dissatisfaction (although a still strong 68% are either satisfied or very satisfied). Issues arising included:

- For the café, comments covered a variety of issues, including that the food is too expensive or needs more variety, customer service was poor, and that the overall impression was unfavourable.
- For the Lake Precinct, comments note that the lake looked ‘dirty’ and could be better landscaped, and that there is insufficient shade.

Chart 6a. Satisfaction with Parkland areas and services



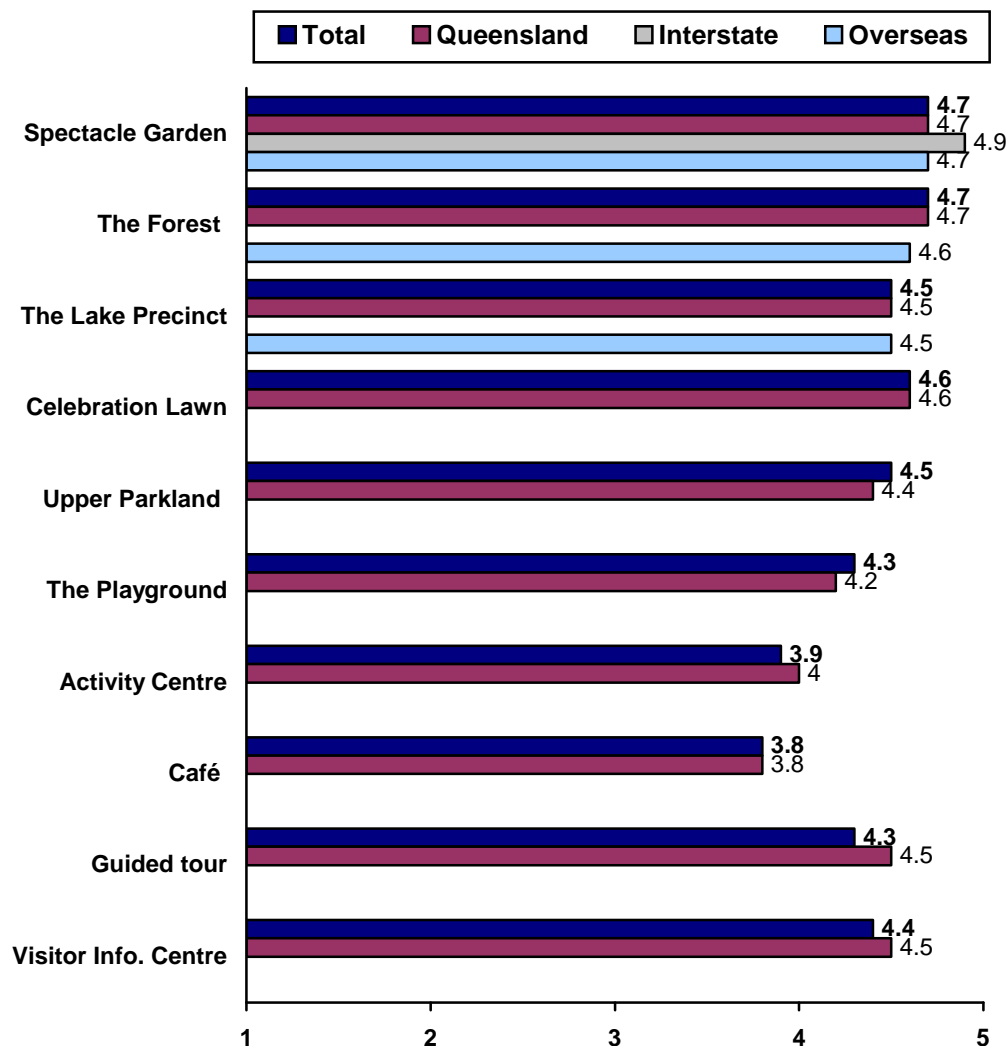
Q6. On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, overall, how satisfied were you with...?

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, highlighting the consistency of satisfaction across all groups. Note that results for interstate and overseas visitors have been omitted where fewer than 10 visitors gave a satisfaction rating.

Chart 6b. 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...?

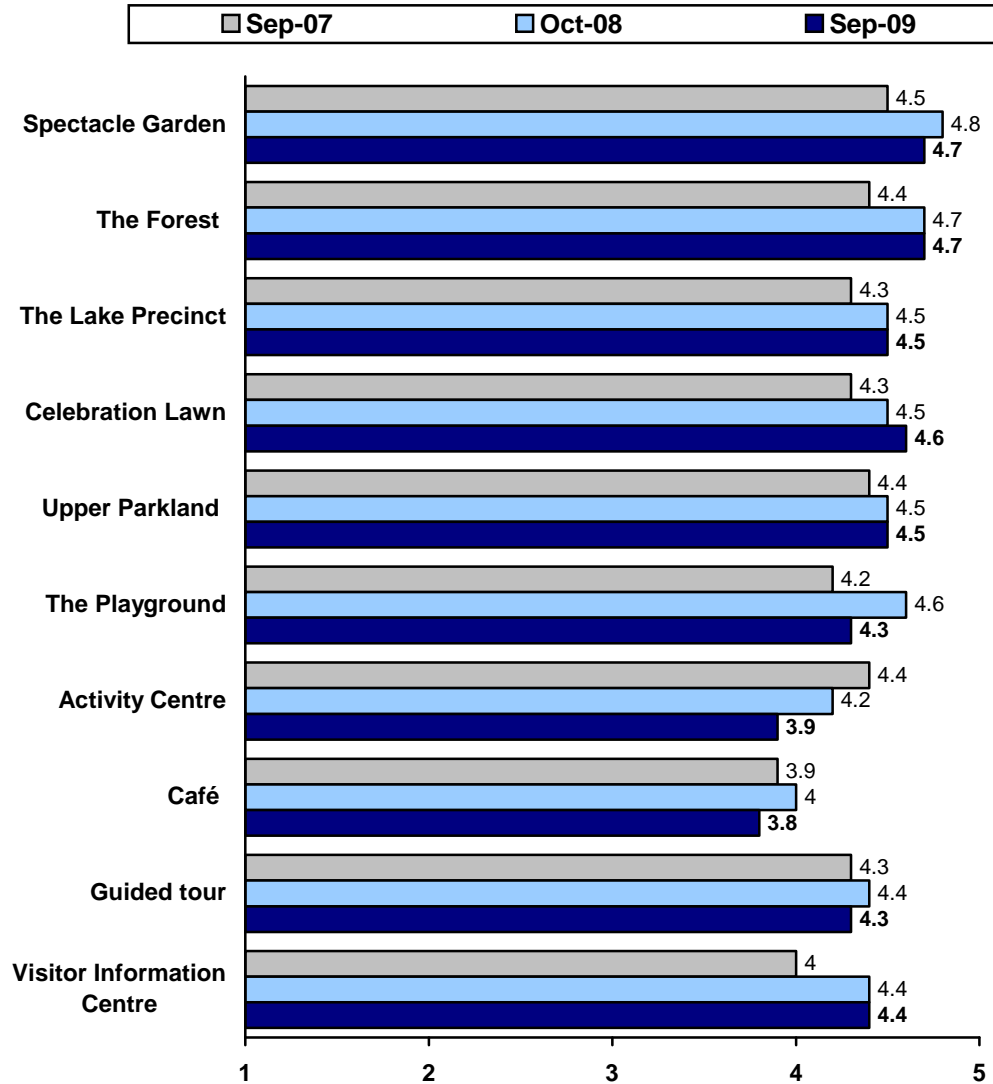
Base: Total (n=217); Queensland (n=178); Interstate (n=16); Overseas (n=23).

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 6c. Satisfaction with Parkland areas and services, 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 2005.

- Each survey consistently shows the high regard visitors hold of almost every Parkland feature.
- The Celebration Lawn, Spectacle Garden and Forest receive the highest satisfaction ratings this year, each with close to 100% satisfaction.

Table 10. Satisfaction with Parkland areas and services, historical

<i>Historical</i>	% SATISFIED				
	<i>Oct 2005</i>	<i>Oct 2006</i>	<i>Sep 2007</i>	<i>Oct 2008</i>	Sep 2009
<i>Parkland feature</i>	% *	% *	% *	% *	% *
Spectacle Garden	99	98	96	99	97
The Forest	98	99	92	95	97
The Lake Precinct	92	96	93	92	95
Celebration Lawn	84	84	94	89	98
Upper Parkland	92	98	88	89	94
The Playground	88	87	85	87	84
Activity Centre	75	75	89	84	78
Café	69	79	85	71	68
Guided tour **	NA	100	67	100	87
Visitor Info. Centre **	NA	100	63	79	93

<i>Historical</i>	% DISSATISFIED				
	<i>Oct 2005</i>	<i>Oct 2006</i>	<i>Sep 2007</i>	<i>Oct 2008</i>	Sep 2009
<i>Parkland feature</i>	% *	% *	% *	% *	% *
Spectacle Garden	1	-	-	-	-
The Forest	1	-	-	-	-
The Lake Precinct	1	-	1	2	3
Celebration Lawn	2	1	-	2	-
Upper Parkland	-	-	-	-	-
The Playground	-	-	2	1	2
Activity Centre	-	-	6	1	2
Café	14	12	3	15	12
Guided tour **	NA	-	-	-	7
Visitor Info. Centre **	NA	-	-	-	4

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 presentation and variety of gardens*

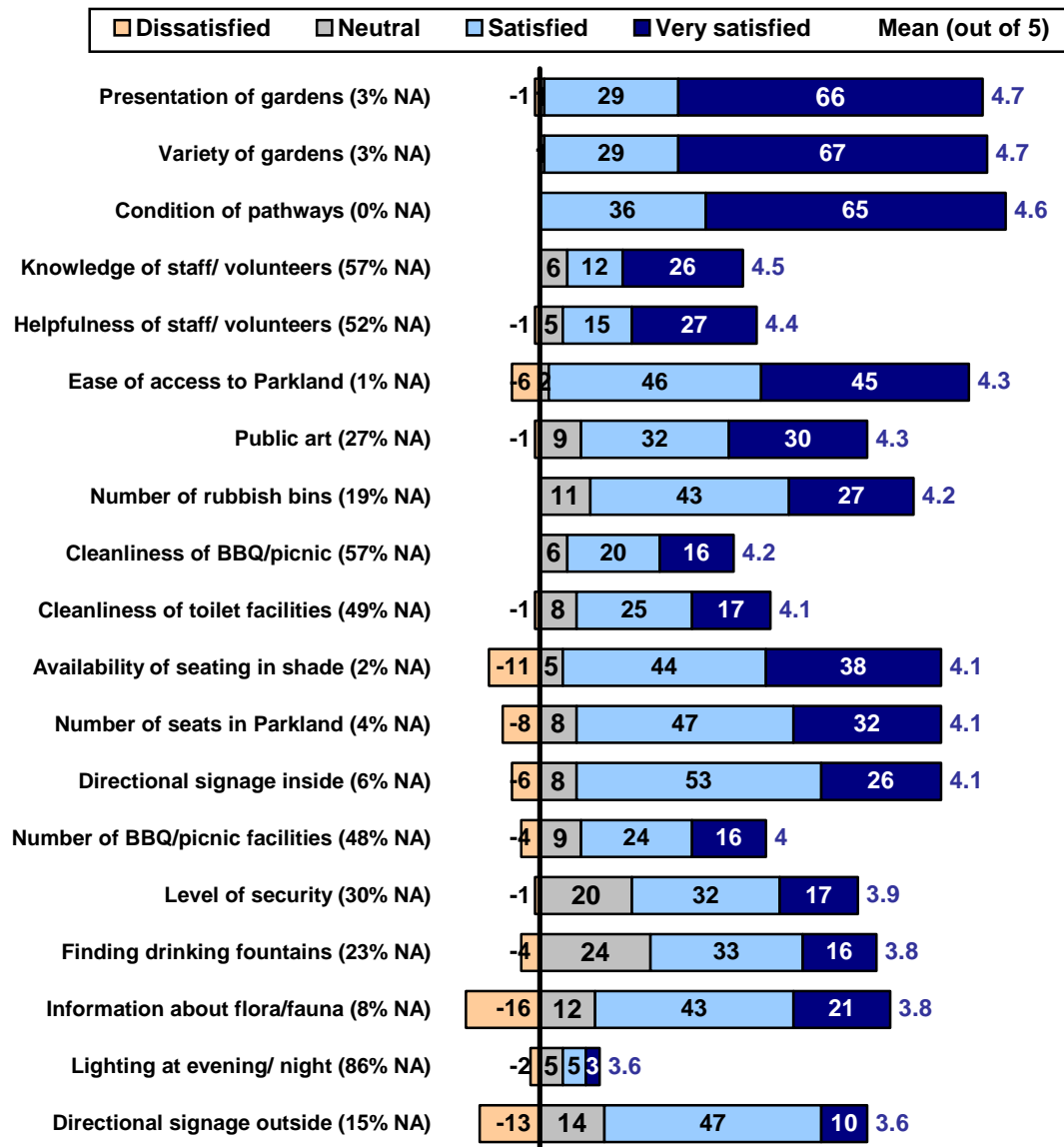
Visitors were asked to rate their satisfaction with various facilities and features of the Parkland on a scale from one to five, where one is very dissatisfied and five is very satisfied.

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 86% 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 and variety of gardens, condition of pathways, and the knowledge and helpfulness of staff and volunteers.
- Relatively lower scoring features relate to directional signage outside of the Parkland and lighting at night.

Chart 7a. Satisfaction with Parkland facilities and features, percentage and mean score



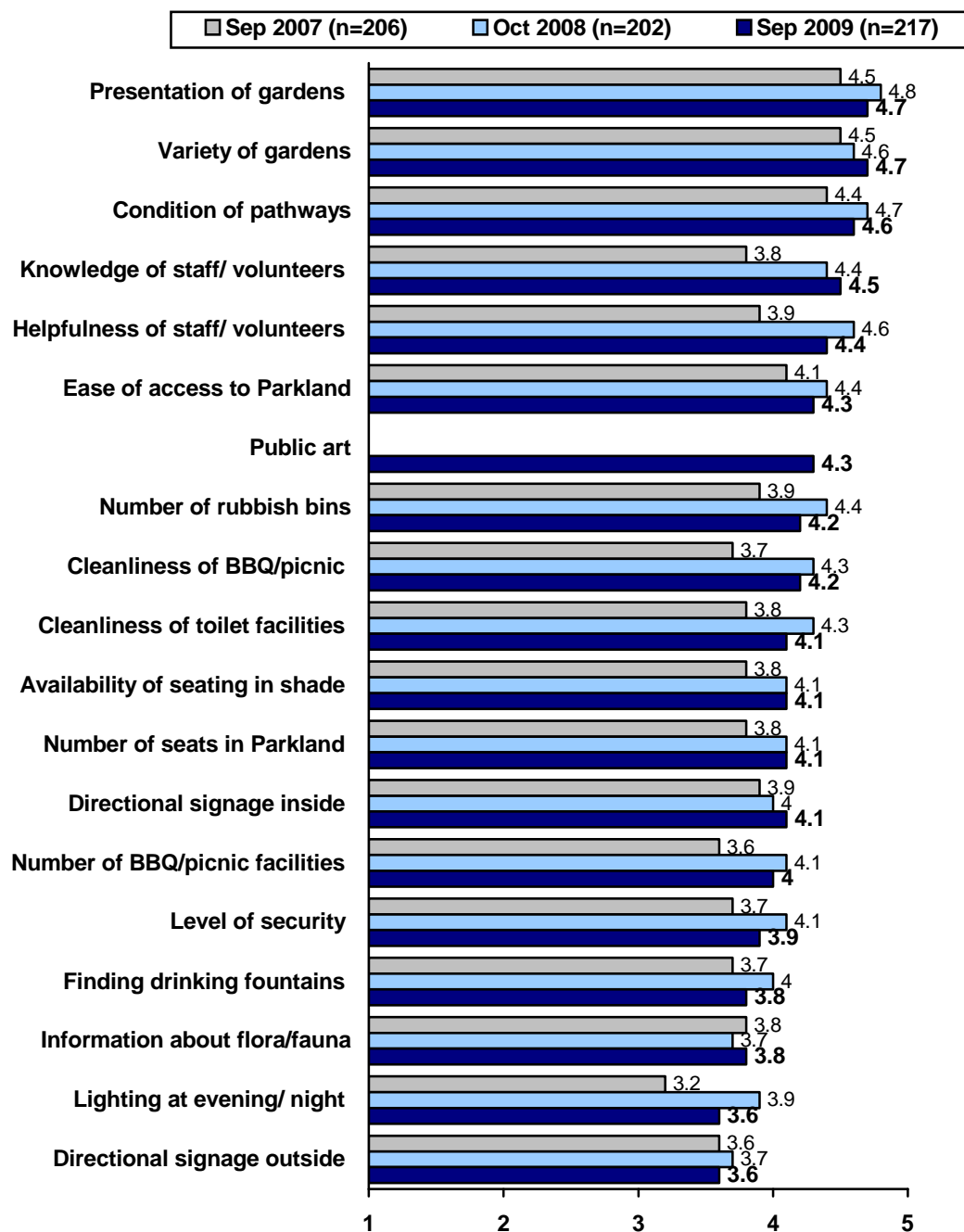
Q8a. On a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied, how satisfied are you with...?
 Note: Figures may not add to 100% due to rounding. NA refers to the proportion of visitors responding 'not applicable' for a specific facility. Results are based on all visitors (n=217).

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

- Overseas visitors are more satisfied with cleanliness of BBQ/picnic facilities (mean score of 4.7 vs. 4.2 for Queensland visitors and 4.0 for interstate visitors).
- Overseas visitors are more satisfied with helpfulness and attitude of staff/volunteers (mean score of 4.8 vs. 4.4 for Queensland visitors and 4.1 for interstate visitors).
- Overseas visitors are less satisfied with directional signage outside of the Parkland (mean score of 3.2 vs. 3.7 for Queensland and interstate visitors).

Satisfaction levels are very similar to those recorded in the 2008 study (refer Chart 7b).

Chart 7b. 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. Satisfaction with 'Public art' was asked for the first time in 2009.

Dissatisfaction: *four main areas noted - signage, seating, access 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.
- **Access**, again in relation to signage and finding carpark and Parkland entrances.
- **Labelling of plants**, including more information and larger signs, to enhance visitors' Parkland experience.

In 2008, suggestions also centred on signage, seating and labelling of plants.

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) (16% dissatisfaction)
- Issue 2. Directional signage outside the Parkland (13% dissatisfaction)
- Issue 3. Availability of seating in shade (11% dissatisfaction)
- Issue 4. Number of seats in the Parkland (8% dissatisfaction)
- Issue 5. Directional signage inside the Parkland (6% dissatisfaction)
- Issue 6. Ease of access to Parkland (6% dissatisfaction)

Issue 1. Information about flora and fauna (e.g. plant labels, fact sheets): (16% dissatisfaction)

Of 34 people expressing dissatisfaction, almost all comment that there is a general need for more signage on plants and trees in the Parkland. All comments are included below.

Would like more plant labels / names

Would like more labels to identify plants

Notes / labels on specific plants

Not a lot of labels as you are walking around

Need plaques describing plant species

Need more

More signage required like at Mount Coot-tha

More plants should be labelled.

More plants should be labelled

More plant labelling for Australian natives or rare species. It would be good to know if plants available from local nursery

More plant labelling

More name tags on plants

More labels on the annual flowers

More labelling of plants - more major shrubs/established plants

More labelling

More labelling

More information, names, botanical and common

Lack of information - flora botanical/common name

Lack of information / no label on plant I really liked

Labels for annuals

Increased labelling of plants

In other parklands labelling has been better

Identification of plant species and brochures from hub

I would like to identify the larger trees, no labels

Embark on campaign to label and document plants

Could do with more

Could be more labels on plants

Could be more labels on individual trees

Could be more / on trees / on flower beds

Bit light on, i.e. plant names

All plants to be labelled as I am looking for types to plant myself

Signage hidden by growth

More information about plants / seasonal information

Mature trees need to be labelled, eg: one in herb garden area with plaque but no label

Issue 2. Directional signage outside the Parkland: (13% dissatisfaction)

Of 29 people expressing dissatisfaction, most suggest that more signage and direction is required to find the Parkland. Insufficient signage is noted from all directions, particularly Wickham Terrace, Roma Street and the city centre. All comments are included below.

Signage from Wickham Terrace could be improved.
Signage from city - none
Should be bolder signage
Parking area location map to show vicinity to hired places, i.e. function venues.
On entry it is easy to miss entrance so for first time visitors it is confusing.
Not enough signage or direction. Better signage at Turbot Street.
No sign from city hence easy to get lost.
Need more
Lacked signage from Wickham Terrace entrance.
Lack of signage from city
Lack of information when it comes to map. Entrance into carpark at College park hard to find.
Just confused about entry access points. Better signage from city streets required.
If you did not know it was, it would be hard to find.
If not for hotel receptionist - pointing gate 8 entrance - would not have known about Parklands.
I am often asked for directions by people looking for the Parklands and also for BBQ areas. Would be helpful to have more maps at entrances.
Had to ask for directions from city centre
George Street from transit centre and St Andrew's entry places require more signage.
From Roma Street station - no distance noted.
From Roma Street bus station not enough signage
From Ann Street bad but College Close was good.
Found by accident / no TV adverts or advertising noticed.
Entrance to Roma Street Parklands at Roma Street needs more bold signage.
Directional signage in train tunnel could be more prominent
Could be improved a little bit. Hard to find from city centre.
Bigger sign - bit confusing coming in.
Better signage outside
Better signage from Ann Street. Respondent has been asked how to enter park.
Better directions on the existing signs / arrows.
A bit convoluted - need a directional map

Issue 3. Availability of seating in shade: (11% dissatisfaction)

Of 23 people expressing dissatisfaction, most want more shaded/sheltered seating *throughout* the Parkland, although a number note specific locations such as the Lake Precinct. All comments are included below.

Not enough in general –

Not enough on a hot day
Not enough
Not enough
No benches under trees
Need more

More shaded tables in general around parklands. Not just shade cloth but proper solid roof so also protected from rain.

More seats needed.
More seating required
More along under the trees
Insufficient seating today.
Could not find tables in shade for eating.
Could do with more
Could be more
Could be more
Could be improved, is getting better.

Specific locations -

Weekends - no seating left under trees. More in playground area.
More seats/benches along the paved area.
More seating in children's area required. Need to bring rug for under trees.
More required in lake area
More on celebration lawn
More in forestry area required.
Could be more, along lake.
A lack in general, especially lake precinct

Issue 4. Number of seats in the Parkland: (8% dissatisfaction)

As with availability of seating in the shade, of the 18 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 –

Sometimes difficult to find seating at lunch time, especially Fridays
Not enough on a busy day
Not enough
Need more
Need more
More shaded seating
More seating required.
More for less mobile people
Insufficient seating today
Could use more
Could not find tables in shade for eating
Could do with some more
Could do with more
Could do with more
Could be more for busy days

Seating in specific areas –

Need seating near waterfall. Visit the waterfall for peace and hearing of water.
Not much along walkways. More around lake areas needed, and BBQ area.
Could be more, along lake

Issue 5. Directional signage inside the Parkland: (6% dissatisfaction)

Of 13 people expressing dissatisfaction, most suggest more/clearer signage to specific areas around the Parkland. All comments are included below.

Bigger / more signage

It can be difficult to get around if you do not know the gardens well.

Little bit lost in gardens - first time here, did not notice signs indicating different areas, i.e. hub

More signage of plant areas, e.g. hibiscus area

More signage to rainforest area - people tend to exit after spectacle garden

Need arrows pointing to areas (larger and bolder) signs

No signage direction to the hub from the cafe area.

No signage to amphitheatre

Not very many

Signage for toilets in parkland (playground area) poor.

Signage is confusing - need direct access with children

Signage not good at access roads, inside park

Issue 6. Ease of access to Parkland: (6% dissatisfaction)

Of 13 people expressing dissatisfaction, most feel there is a lack of signage in surrounding streets, making it confusing for first-time visitors to find their way into the Parklands. All comments are included below.

Pedestrian access could improve. Carpark always/nearly full.

On entry it is easy to miss entrance so for first time visitors it is confusing.

Needs more signage.

Need access from Countess Street

Lacked signage from Wickham Terrace entrance.

Lack of signage external to parklands.

Lack of signage

Just confused about entry access points. Better signage from city streets required.

George Street from transit centre and St Andrew's entry places require more signage.

Directional map at bottom of escalators

Better signage from Ann Street. Respondent has been asked how to enter park

Better signage and more maps in activity centre at escalator.

Access from western suburbs difficult.

3.7 Suggested improvements

Two thirds of visitors cannot suggest any improvements; for others, seating, signage and shade are key issues

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

- A total of 60% (58% in 2008) did not have any comments.
- A further 3% made positive comments such as it is a beautiful park or lovely gardens.
- On average, visitors offer one suggestion or comment about the Parkland.

As noted historically, suggestions are diverse. Aspects mentioned by five per cent or more include:

- More signs/information on plants
- More trees/shade
- More seating and tables
- More/improved maps and direction signs.

Interstate and overseas visitors are less likely to have any suggestions for improvement than Queensland visitors.

Comments provided by visitors from different locations are shown overleaf.

Table 11. Suggestions for Improvement, by origin

Sep 2009 Suggestions	Total % n=217	Queensland % n=178	Interstate % n=16	Overseas % n=23
None/no improvements/don't know	60	56	75	83
General positive response, e.g. beautiful park, lovely gardens	3	3	6	-
More signs/info on plants	7	7	-	9
More trees/shade	6	7	-	-
More seating/tables	5	6	-	-
More/improved maps/direction signs	5	5	6	-
Improve cafe, more food and beverage outlets/more fast/cheap food	3	3	-	-
More cleaning/maintenance/rubbish removal/recycling	3	3	-	-
Improve playground/provide an area to play footy/games/more activities	3	3	-	-
Increase parking/free parking/parking closer to parkland	1	2	-	-
Brochures/signs about plants and birds	1	1	-	-
More BBQs/improve BBQs	1	1	-	4
More toilets	1	1	-	-
Improve accessibility/improve access by public transport	1	2	-	-
Aid for elderly	1	2	-	-
More security/lighting	-	1	-	-
Other comment	5	4	13	4

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**

Amazing to find this facility in the middle of the city (overseas visitor)

Wheel chair access is great and makes facility easy to use as pushes mother around in wheel chair.

Pleasantly surprised (interstate visitor)

We love it here. It is an asset to Brisbane. (intrastate visitor)

Better than Mount Coot-tha - more flowers. (intrastate visitor)

Friendly for elderly people – i.e. walking around

I'm surprised to find this in the city centre. I'm from England; I've been here 6 months.

Like celebration lawn and the staff/volunteers are excellent based on previous visits. Love the way the trees are now sculpted like animals etc.

Rebuilt the garden following the storm really well. I like the back part (towards fire station)

Boiling water in kitchen is great (near main entrance) on ground floor under bridge

- **More seating/tables; more trees/shade; more BBQs/improve BBQs**

BBQ's seem to be slow or at a low temperature

BBQ's slow to heat up - last time covered food with foil - is this a safety issue (ie do not heat up) or maintenance issue requiring attention?

Generally more shaded areas

Improve upper parklands / increase seating - shade / day bed etc

Just lack of seating

More areas under cover from rain as well as sun

More cover / shade / sails over BBQ

More shaded seating

More shaded seating

Need more seating in the shade

Sail cover amphitheatre - retractable

Shaded seating at BBQ areas

Steps coming up picnic area. More seats under tree area.

Umbrellas have been taken away - that prevents shade which was important

Extra seating (intrastate visitor)

More seats (intrastate)

More seats / otherwise it's great. (intrastate)

More shade and seating. (intrastate visitor)

More BBQ facilities / busy times (overseas visitor)

- **More/improved maps, direction signs, brochures**

Brochures at Malange Cafe - if there they are not obvious (intrastate visitor)

Cleaner directional signage from Roma Street train entrance

Entrance at Roma Street hard to find / lack of signage at Roma Street station

Entry via train station difficult busy time train arriving.

Map does not clearly identify levels of garden so lost and late for guided tour - so missed tour and did own. So signage required with arrow to hub from cafe.

Needs signage for location of water fountains

Should be signage regarding bringing of bottles into parklands

Signage on road at Roma Street. Maybe more information on what's on. (intrastate visitor)

Sometimes not sure if lawns are available for use or if meant to be kept pristine/unused

Website to include flowers in season

- **Plant labelling and signage**

Better signage / plants / trees / info etc

Information botanical-common name plant species

More information on trees and flowers as new gardens are done

More labelling of specialised plants

More signage of plants

Plant labelling

Signage on seasonal displays / plants

Some of the plants need labelling

Some plants need to be named i.e. annuals

Tags with plant names / annuals

Identification of some plants - especially larger areas (intrastate visitor)

More information re plants - botanical / common / description (intrastate visitor)

Labelling on plants could be more helpful (overseas visitor)

Signage of plant identification (overseas visitor)

- **Improve cafe, more food and beverage outlets**

Cafe could improve - now use Zoom instead. Cafe closes too early and when they feel like it. Cold coffee on previous occasion (intrastate visitor)

Cafe shuts at 4pm - should be open later especially for overseas visitors - often bring international visitors to the parkland and cafe is closed.

Don't commercialise at all - maybe mobile coffee/drink stand

Mobile coffee kiosks scattered through parkland

More hot water facilities

Need more cafe and coffee cart facilities (intrastate visitor)

Needs another small cafe in gardens by the information centre. Would like it to more intimate and in a garden setting, not just on the concrete and by the road.

Shocking - cafe do not know how to make coffee, had to send it back. Could not drink it. First order incorrect. Would not return

- **Improve parking and access to and within Parkland**

Access from Countess Street would be good

Better entry/access from western suburbs

Disappointed train only runs on special events (holidays)

Gentleman tried to organise tour group but discouraged by coach company/driver as to length of stay / parking facilities for coaches not good. (intrastate visitor)

Golf cart hire / or some mode of transport for hire

Have wheel chairs supplied / available for use by elderly patrons. (intrastate visitor)

Make more user-friendly for elderly persons

More free parking. It's only free on weekends in one car park.

Needs access from Countess Street

Re-introduction of mini-train

Replace ticket feeders, both readers and coin mechanisms

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

Information about whether they recycle in the gardens

Information regarding water / recycle etc water management (interstate visitor)

Lake is not always clean. Rubbish blows into lake, need to maintain wildlife characteristics by removing all rubbish regularly.

Litter in the lake and water can stagnate. Filtration could be better. Know that work is being done to improve the situation.

Looking down from fern gully bridge - water appeared stagnant.

Recycled water smell

Water lily area at lake needs improvement in terms of cleaning it up - this is since the drought started.

- **More advertising/publicity**

Advertise more

Better advertisement of gardens - did not know of gardens until 2 months ago when speaking to friend. I was previously only aware of celebration lawn and not the full extent of the gardens.

Better advertisements of events coming up in the garden precinct.

Better use and advertisement of the stage area. Shows like outdoor opera being held at Broadbeach next week would be good to have here. (interstate visitor)

More parkland information at tourist visitor centres i.e. airport and general advertising.

- **Suggestions for additional events/activities/exhibits**

It would be good to have photos of the development and changes during the years since opening. Public could contribute photos

Allow sensible ball sports.

More children's facilities for children like New Farm Park.

Playgrounds, more and bigger down towards lake precinct

Should have more fishing days

Better use of upper parkland areas

Event of picnic in park, were big queues for the money tent. / mostly fine otherwise

Like to see more on the architecture and design issues relating to the site/construction (overseas visitor)

More public art (overseas visitor)

Would like to see animals eg zoo

- **Other suggestions e.g. landscaping, toilets, safety**

Have noticed increased number of emergency contact boxes.

If travelling expenses were paid I would gladly volunteer 1/2 day week / weekend

In toilet facilities - soap/sink/dryers. Tap spat so water gets on floor.

Lighting in fern gully

More native planting

More toilet facilities

More toilets (intrastate visitor)

Safety near lake in respect of little children

Some areas may be potentially dangerous for small children - kids need to be monitored closely.

To see broader exposure of traditional native plants (intrastate visitor)

Toilet seats too low for people with hip problems

Water birds and ducks have reduced and no babies anymore

Appendix A: Historical satisfaction with facilities

Satisfaction and dissatisfaction with Parkland facilities

Table 12. Satisfaction with Parkland facilities

<i>Historical</i>	% SATISFIED								
	<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	<i>Sep</i> 2009 % n=217
Garden variety	94	98	99	98	96	93	96	86	95
Garden presentation	97	97	98	99	99	95	93	94	95
Drinking fountains – number	-	-	55	54	55	NA	NA	NA	NA
Drinking fountains – ease of finding	-	-	58	52	48	40	50	45	49
Drinking fountains – cleanliness	-	-	66	59	69	NA	NA	NA	NA
Directional signage - location	67	78	78	85	82	NA	NA	NA	NA
Directional signage – inside	NA	NA	NA	NA	NA	75	77	68	80
Directional signage – outside	NA	NA	NA	NA	NA	55	56	54	58
Car parks – number	45	26	56	42	58	NA	NA	NA	NA
BBQ/picnic facilities – number	-	-	69	69	61	35	38	51	39
BBQ/picnic facilities – cleanliness	-	-	87	76	78	38	39	47	36
Ease of access to Parklands	92	87	87	89	89	85	88	87	91
Condition of pathways	97	97	99	98	98	98	97	99	100
Rubbish bins – number	70	62	84	87	81	55	68	68	70
Toilet facilities – number	-	-	79	84	71	NA	NA	NA	NA
Toilet facilities – cleanliness	-	-	78	71	87	38	53	46	42
Seating – availability in shade	-	-	72	74	70	70	72	75	82
Seating – number	-	-	77	78	71	65	73	74	80
Seating – cleanliness	-	-	96	98	92	NA	NA	NA	NA
Level of security	-	-	84	69	77	44	49	50	48
Lighting at evening/night	NA	NA	NA	NA	NA	9	4	12	7
Staff/volunteers – helpfulness, attitude	NA	NA	NA	NA	NA	53	50	40	42
Staff/volunteers – knowledge	NA	NA	NA	NA	NA	31	36	29	38
Information about flora & fauna	NA	NA	NA	NA	NA	NA	66	48	64
Public art	NA	NA	NA	NA	NA	NA	NA	NA	63

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.

Table 12. Satisfaction with Parkland facilities, continued

<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	Sep 2009 % n=217
<i>Facility</i>									
Garden variety	-	-	-	1	-	-	-	-	-
Garden presentation	-	1	-	-	-	-	-	-	1
Drinking fountains – number	-	-	10	12	8	NA	NA	NA	NA
Drinking fountains – ease of finding	-	-	16	7	10	4	2	5	4
Drinking fountains – cleanliness	-	-	4	1	2	NA	NA	NA	NA
Directional signage - location	10	6	8	6	3	NA	NA	NA	NA
Directional signage – inside	NA	NA	NA	NA	NA	5	5	9	6
Directional signage – outside	NA	NA	NA	NA	NA	5	12	15	13
Car parks – number	10	8	25	22	26	NA	NA	NA	NA
BBQ/picnic facilities – number	-	-	13	11	9	9	4	5	4
BBQ/picnic facilities – cleanliness	-	-	1	1	-	-	-	1	-
Ease of access to Parklands	7	7	7	7	5	6	6	3	6
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	NA
Toilet facilities – cleanliness	-	-	4	3	3	3	2	2	1
Seating – availability in shade	-	-	17	19	14	10	15	11	11
Seating – number	-	-	10	12	9	4	8	11	8
Seating – cleanliness	-	-	1	-	1	NA	NA	NA	NA
Level of security	-	-	16	1	2	2	1	2	1
Lighting at evening/night	NA	NA	NA	NA	NA	1	1	2	2
Staff/volunteers – helpfulness, attitude	NA	NA	NA	NA	NA	-	-	-	1
Staff/volunteers – knowledge	NA	NA	NA	NA	NA	-	-	-	-
Information about flora & fauna	NA	NA	NA	NA	NA	NA	9	18	16
Public art	NA	NA	NA	NA	NA	NA	NA	NA	1

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: changes from the 2008 questionnaire are marked in **blue highlight**

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 Fun program Seniors Week Heritage Week	1	Q3a
Other public events, such as Multicultural Festival Roar/Broncos/Qld Reds Fan Day Australia Day Celebrations Rats of Tobruk Memorial (delete this code) Queensland Week RACQ Big BBQ	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
Billboard (at top of Parkland/ on Wickham Terrace)	8	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 (delete this code)	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 Dissatisfied	Dissatisfied	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 Dissatisfied	Dissatisfied	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	
19. Public art (e.g. stone and bronze sculptures, Japanese water harp)	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

NOTE: INTERVIEWER TO COMPLETE FOR ALL INTERVIEWS BUT SKIP (NOT ASK) IF CODE 1 AT Q10

- Q11. How many adults and children are in your group, including yourself?

NOTE: INTERVIEWER TO COMPLETE FOR ALL INTERVIEWS

IF NO CHILDREN, RECORD A ZERO

Adults: _____ Children: _____

READ TO ALL

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
September 19-25 (School Holiday)	1	Continue
September 12-18 (Non-School Holiday)	2	Continue
September 28 to October 2 (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	