

BURNSIDE ADVENTURE PARK USERS SURVEY

Background

1. In January/ February 2005, Council undertook a user survey of the community using the Burnside Adventure Park at Kensington Gardens Reserve.
2. The aim of the study was to gain an understanding of the following:
 - Demographics of the users of the Adventure Park (ages, family type, place of residence)
 - Number of users and peak periods
 - Frequency of use by individuals and length of visit
 - Activities undertaken by users in and near the Adventure Park
 - Opinion of the users on the Adventure Park
3. A one-page list of questions for use in a short interview style survey was developed based on the aims of the survey. This included circle option answers and also space for recording direct quotes.
4. The survey was undertaken by staff and generally comprised small groups of people who were visiting the site. Surveys occurred during the morning and afternoons on weekdays and one Saturday afternoon session. During the survey periods numbers and positions of visitors were recorded at approximately 15-minute intervals.
5. The survey was conducted between the 27th of January and 12th February with the extreme weather (very hot days and rain) restricting available time on some days.
6. A minimum survey sample size of 100 participants with the aim being to be reach close to 200. The total number of people involved in the survey was 175.

Discussion

7. The results of the user survey including a summary and conclusions are attached.
8. Since the Adventure Park's opening in early December, it has been extensively used by families and also by nearby kindergartens and schools. The area was used throughout the day from early morning to evening in daylight saving and most heavily on weekends. Many visitors came from nearby suburbs but families also traveled from across wider Adelaide. A large age range of children from 2-15+ gained enjoyment from the park, visiting with parents, grandparents, extended family or friends. Visitors are staying for at least half an hour, the majority for over an hour and returning regularly. Families visits also included socialising with friends, having picnic or BBQ and exercising dogs. A good percentage of visitors also use Kensington Gardens Reserve for other recreational activities including walking, organised sport and social tennis.
9. Survey participants commented that they visited the Adventure Park because it was different from other playgrounds, had a great atmosphere and attractive landscaping. Positive feedback included that the interesting play elements cater for a range of age

groups and sparked imagination and that the openness of the design encourages active movement with clear views for carers. Some positive comments included:

"With an ever growing population of obese children and a society where more activities occur indoors, it is encouraging to see the Council support proposals which offer children a facility where they can run...developing their muscle groups and above all having fun."

Karen Blight, Magill

"...we are thrilled with the Adventure Playground... Our grandchildren, children and young-at-heart grown ups are having endless hours of fun."

Mary and Barry Fitzpatrick, Kensington Gardens

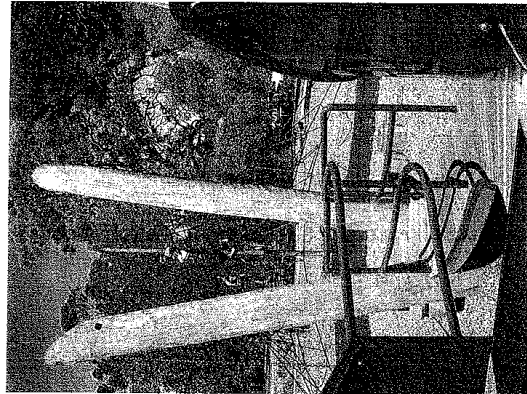
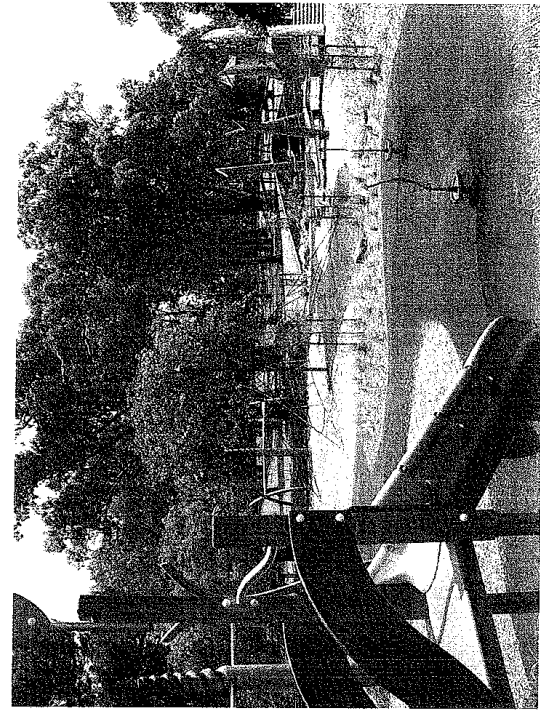
"The playground is an outstanding success as evidenced by a high level of sustained usage and clear enjoyment of the children I observed in the park."

Prue Walsh, Play Environment Consulting, Qld

10. Since the survey was undertaken Council has also received many forms of positive feedback by the community regarding the Adventure Park.
11. Another survey will be undertaken in January/ February 2006 to compare the results of this survey.
12. On the 27 April, 2005 a Playground Seminar was hosted by the City of Burnside. The seminar was held at the Kensington Cricket Club clubrooms at Kensington Gardens Reserve. Over 70 delegates from South Australia, Victoria and the Northern Territory attended this day representing the landscape architectural and recreation planning industry from local government and private enterprise. As part of this seminar, a presentation was given on the Burnside Adventure Park that included a tour of the facility. Council received many positive comments regarding this project including the process that was undertaken in terms of community consultation.

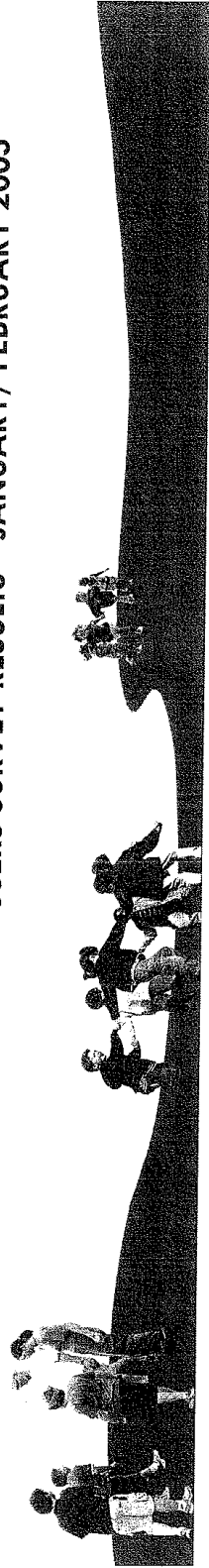
Summary

13. Since the opening of the Adventure Park at Kensington Gardens Reserve, the playspace has proven to be extremely popular. The results of this survey assist to confirm this popularity. Council has received positive feedback from the residents of Burnside, residents from surrounding Local Government areas, professionals from the playground and urban design industry as well as other representative from Local Government.



BURNSIDE ADVENTURE PARK

USERS SURVEY RESULTS - JANUARY/ FEBRUARY 2005



Burnside Adventure Park Users Survey Results

Aim

To gain an understanding of the following:

- Demographics of the users of the Adventure Park (ages, family type, place of residence)
- Number of users and peak periods
- Frequency of use by individuals and length of visit
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- Opinion of the users on the Adventure Park

Methodology

- One page of questions for use in a short interview style survey was developed based on the aims of the survey. This included circle option answers and also space for recording direct quotes.
- Survey's where generally undertaken in the small groups people were visiting with.
- Surveys occurred during the morning and afternoons on weekdays and one Saturday afternoon session.
- During the survey periods numbers and positions of visitors where recorded at approximately 15 minute intervals.

Timeframe

The survey was conducted between the 27th of January and 12th February with the extreme weather (very hot days and rain) restricting available time on some days.

Survey sample group

- A minimum survey sample size of 100 participants with the aim being to be reach close to 200.
- The total number of people involved in the survey was 175.

Burnside Adventure Park Users Survey
Hi, my name is _____ I'm from Burnside Council. We're conducting a survey of users of the Adventure Park to gauge people's opinions on the playground.

Weather: _____

Demographics

Age: 1-5 5-10 10-15 15-20 20-30 30-40 40-60 60+
 Male Female
 Place of residence: _____
 Kensington Gardens Nearby suburb Burnside Council Wdar Adelaide
 Interstate International
 Who are you here with?
 Extended family On own Parents/children Grandparents/kids
 Friends School Kindy group Sports group Other: _____

Visit mode

How do you get to the playground?
 Walk Bike Public transport Car Other: _____

How did you find out about the playground?
 Family/friends Council consultation Discovered Other: _____

Media
 How long are you staying today?
 15mins or less up to 30mins up to 1hr up to 2hrs over 2hrs

How often do you visit the playground?
 First time Daily 2-3times a week
 Weekly Fortnightly Monthly

Use and opinions
 What are you doing while you are here?
 Playing BBQ Picnic Riding Bike
 Exercising Dog Sport Meeting friends
 Other: _____

What do you like about the playground?

Is there anything you would like to see changed or added?

Other: Tables Bench Seats Shado More play elements Creek crossing Nothing

What other activities do you visit Kensington Gardens reserve for?
 Kindy Ovals Tennis Courts Other playground Walk dog Walking
 Other: _____

What other playgrounds do you visit?

 Any other comments?

We value your feedback

Burnside Adventure Park Users Survey Results

Results

Demographics

Age

Total under 20	Total over 20	Total
107	68	175
61.14%	38.86%	

This equates to two adults for every three children visiting the playground.

Child age breakdown

0-5 yrs	6-10yrs	11-15yrs	16-20yrs
57	39	10	1
53.27%	36.45%	9.35%	0.93%

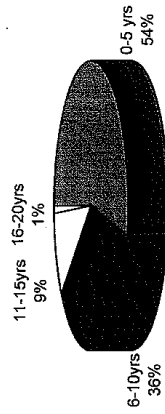
This illustrates that younger children are most commonly taken to playgrounds. Firstly they have more available time to visit (no school or organized activities) and parents of younger children are more likely to seek out new places quickly. Older children may no longer want to be taken to playgrounds by parents so may take longer to discover this new facility.

Adult age breakdown

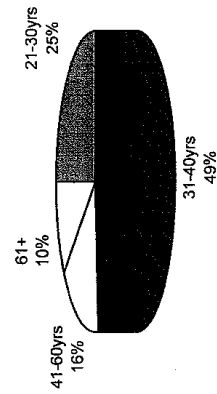
21-30yrs	31-40yrs	41-60yrs	61+
17	33	11	7
25.00%	48.53%	16.18%	10.29%

This shows the majority of adults visiting of parental age with between 10-15% being of Grandparent age.

Child Age Breakdown



Adult Age Breakdown



Burnside Adventure Park Users Survey Results

Place of Residence

Kensington Gardens	Nearby Suburb	Remaining Council area	Wider Adelaide	South Australia	Interstate	International
5%	29%	27%	29%	4%	3%	3%

Results indicate a relatively equal number of users visit from nearby suburbs (including neighbouring Norwood, St Peters, Payneham suburbs), the Burnside Council area and Wider Adelaide. The attached map illustrates people are visiting from all over the Burnside Council. Visitors from outside the council area are generally from the Hills and other Eastern suburbs. Several country SA, interstate and international people visited the Adventure Park with relatives or friends from Adelaide. Often friends or families from different suburbs are using the Adventure Park as a meeting point to meet and socialise.

Company

On own	Parents/Children	Grandkids/Grandparents	Friends	Extended family	Nanny
2%	51%	20%	17%	6%	4%

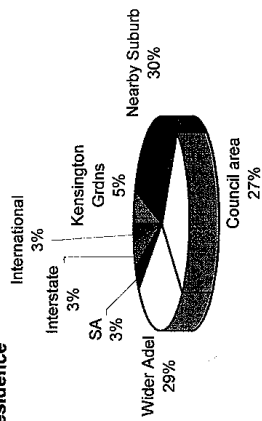
The majority of visiting groups are parents with their children, usually one parent (Mum's or Dad's) with one to three children. Grandparents are also regular visitors either while minding their grandchildren or as part of extended family groups. Paid carers such as nannies and casual babysitters are also bringing their charges to the area. Often parents, particularly mums will visit together with one or more friends and their children. On the weekends larger groups of families are meeting to socialise over food. Occasionally older children are visiting on their own. At the end of last year a very large school group used the Adventure Park and neighbouring lawn areas for an end of year activity and the kindergarten in Kensington Gardens Reserve also make use of the facility. Several Mums's also mentioned that had either previously visited or where planning to visit with there 'Mum's group'.

How did you find out about the playground?

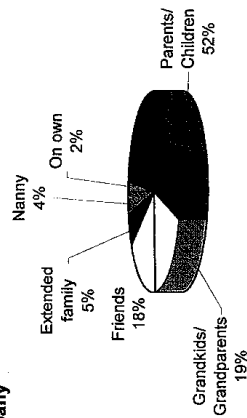
Family/friends	Media	Council consultation	Discovered	School	Kindy
39%	28%	2%	20%	4%	7%

Many people have discovered the Adventure Park as part of their visits to the Reserve and word of mouth is already spreading quickly. A number of people also read about the Adventure Park in the local paper, either before or after they first visited.

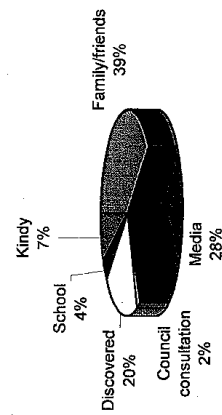
Place of residence



Company



Method of learning about playground



Burnside Adventure Park Users Survey Results

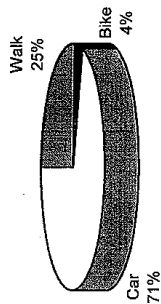
Visit Mode

Arrived by

Walk	Bike	Public Transport	Car
25%	4%	0%	71%

The clear majority of visitors arrive at the Adventure Park by car, often their visit was on the way to or from somewhere else such as school, kindergarten, shopping or visiting friends. A significant number of people walk from up to ½ hr away, sometimes with children also bringing their bikes.

Arrival mode

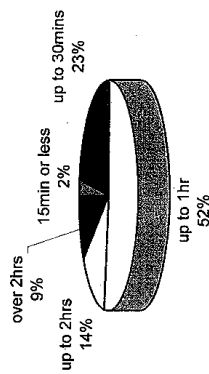


Length of stay

15min or less	Up to 30mins	Up to 1hr	Up to 2hrs	Over 2hrs
2%	23%	52%	14%	9%

Over 50% of visitors stay between 30 min to an hour. 22% stay between 20-30 minutes. 22% also stay around two hours or over. Very few people stay less than 15mins indicating people find the Adventure Park interesting, even after multiple visits. The length of stay is usually governed by the child's interest, weather or other commitments.

Length of Stay

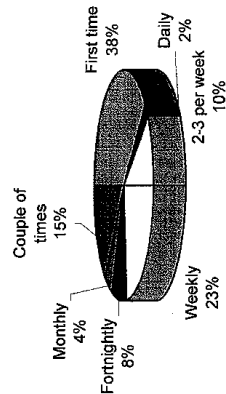


Frequency of Visits

First time	Couple of times	Daily	2-3 per week	Weekly	Fortnightly	Monthly
37%	15%	2%	10%	23%	9%	4%

As the Adventure Park has only been open for a little over two months and during holiday periods it is difficult to gather accurate information on frequency of visits. Many people surveyed where visiting for the first time or had been just a couple of times. Of those who had developed patterns of use the majority where visiting weekly with smaller numbers fortnightly or more frequently at 2-3 times a week.

Frequency of Visits



Burnside Adventure Park Users Survey Results

Use & Opinions

Activities during visit

The large majority of survey participants were visiting the Adventure Park just to play. The most popular additional activities during visits were picnics and exercising dogs. Other activities during visits included BBQs (more likely in the evenings or on weekends), bike riding, exercising, meeting friends, feeding the ducks, playing tennis and relaxing.

Other Reasons for visiting the Reserve

While a number of survey participants did not visit Kensington Gardens Reserve for any other activity other than to enjoy the Adventure Park, many use or had previously used other Reserves facilities, accounting for the high number of people being aware of the park through discovery.

For the playground users the most popular other activities in the reserve include the other playground, feeding the ducks and walking. Other activities they understood in the Reserve also included organised sport, using the tennis courts, walking dogs, watching sport, socializing and Anzac Day ceremonies.

Favorite aspects of the Adventure Park

A key term used by almost all people surveyed to explain what they liked about the Adventure Park was that it is "different".

- Cool playground its different *5-10yr old*
- Its different and the kids love exploring new things *Mum*
- Its great, different and the playthings provide challenges for the kids. *Mum*
- It's a different and pretty playground to be in. The play equipment is big and sturdy enough that adults can go on it to! Which helps supervise the kids.

Equipment

- Overall kids and parents commented that there was a great variety of interesting equipment for a range of age groups which they really valued
 - The children's favorite equipment in order of popularity is the 'Space net', 'Supernova' (spinning disk), Spinning cups, Swings and the tunnel.
- Comments on Equipment included:
- Egg cups and small swings- see kids clearly. *Mum of under 5's*
 - The boys love the 'Space net' and 'Supernova'. They spent over an hour on that. Its more adventurous than most playgrounds *Dad of two young boys*
 - My favorite thing is the platform. It's different and colourful. *Girl*
 - We like the spiders web and the motorbikes *boys 4*
 - The equipment is more advanced than the other playground
 - Kids learn how to use the spinning equipment, how to stop. The spinning disk teaches them social and teamwork as well as building their muscle.

Burnside Adventure Park Users Survey Results

- What do I think? **Wow!** Kids get bored with small parks- this is still exciting for 10 year old boys.
- Good for all ages *Nanny of kids ranging 1-11*
- Mix of play things for different ages, Well designed timber looks great
- Good range of age groups are catered for and good to see disabled swing

Landscaping

Many people commented in some way about the aesthetics of the Adventure Park and it's location within the Reserve.

- Atmosphere is great. Sit in shade and safe for kids *Granddad of 10 yr old*
- I like the Creek. *5-10 yr old*
- It is a great natural environment; timber gives it a natural feel. Great combination of mulch and softfall and varied equipment. *Mum*
- The art and sculpture, it's a safe area with good variety and visibility. *Dad under 5's*
- We love the park so its great to be able to relax and enjoy it while the kids play. *Mum Kent town*
- It's a lovely setting, a very nice place to be. *Grandmother Burnside*
- Like the aesthetics and the rubber softfall.
- It is a gorgeous park - we are very impressed. *Mum from Mt Barker*

General comments on what people like about the Adventure Park

- Best playground in Adelaide, close to my house. Great discovery. *5-10yr old*
- Close parking, established shady trees and other facilities in reserve. *Father*
- Great for small kids lots of things to do and space to run around. Not too close to the road and walking distance for grandparents. Beautifully landscaped. *Mum*
- Great to spark kids imagination.
- Nice to see safety has been thought about and that it's well away from the roads.
- So much for kids to do and its nice and open to watch them.
- Great idea, very creative with a variety of play things for range of ages. Soft ground surfaces and it's clean. We support the project. *Grandfather Kensington gardens*
- Its walking distance from our house with toilets close by and shady trees. We like the architectural timber. We will be coming more often and bringing picnics. *Mum*
- The timber is unique and the playground is a huge improvement to the park. It is an asset for the district as there aren't enough real playgrounds in Adelaide. A kid's paradise. *Grandfather Glen Osmond*
- It's visually lovely and challenging enough for older kids. Its spacious so it doesn't get over crowded. *Grandmother from Skye*
- Great value for money from the council for our rates. It's built of strong material and should last forever. *Dad Rose Park*
- Its convenient, compact and safe
- Its got everything-the kids are happy they love to climb, interesting equipment, clean and open.
- Its packed on weekends. There will be four or five groups of families and kids everywhere. *Mum Roslyn Park*

Burnside Adventure Park Users Survey Results

- We like the slide and the big shady trees- I'm sure we'll come back.
- Its different equipment that stimulates the kid's minds and the recycled rubber is good. Its fantastic. We're having our christening here on the weekend. *Family from Leabrook*
- We like the variety, it's different and we will still be able to bring our kids when they're older. I'm organizing for our mother's group to meet here next. *Mum from Erindale*
- The kids like it- that's the main point. *Grandmother from Trannmere*
- It's 100 times better than a normal playground- keeps our kids from 3 to 10 entertained. *Mums from Kersington*
- It's innovative and will last a long time. We appreciate that it blends in with the environment. Its nice to look at and the kids are learning about an element of risk- how far they can climb. As a ratepayer we are very happy. On weekends it is packed. *Mum from Erindale*
- I've met other mums sharing the BBQ, which is nice, and also as parents we can go on the equipment too.
- It's definitely worth the money! Glad to hear about changing facilities in guys' toilets- as a single Dad I've had that battle for a long time. *Dad from Magill*
- Aesthetics are really nice
- It's a great reserve, watch kids do things together, they've got swings, climbing and whirly things- what more could you want?
- The kids choose to come to this park. They're incredibly entertained which means we get to chat! It's beautiful with the big trees. We came with 30 friends on the weekend. *Friends from Glenunga*
- Its nice and spacious and the kids get good exercise running around.
- When kids first arrive at playground they try all of the elements out. Then later develop their own imaginative games using the playground. *Father*
- Good to see Council doing an analysis of the use of the playground.
- Obvious that visitors on weekend are coming from other sides of Adelaide and meeting friends
- Good to see money spent on local children- helps keep population active and gives grandparents somewhere to bring grandchildren. Would like to see money spent on increasing number of small playgrounds in local parks also so people have places to walk to.

From discussion with parents about other playgrounds they visited it was clear that most families visited two types of playgrounds. Ones that were close to their homes- they appreciated this convenience. The second form of visit was a specific trip to a playground the kids really liked. Often families would travel considerable distance for a good playground. This accounts for people traveling from well outside the Council area. Many parents also said they were always on the lookout for new playgrounds and liked to visit several different ones, mixing up the play experience for their kids. Other popular playgrounds included the 'Helicopter Park' in North Adelaide, 'Marshmallow Park' in the South Park Lands and the Adventure Park in St Kilda. For local users Hazelwood Park was popular.

Burnside Adventure Park Users Survey Results

Suggested additions or changes

Additions

- The most requested addition was shade over at least some of the play area. While people appreciated the shady trees, in the middle of the day this shade didn't reach the main play areas.
- More bench seats close to the play equipment and at least one more BBQ and table
- More bins especially near the picnic tables
- More water fountains and stop existing one from shooting water
- A tap for washing hands and dog water near the BBQ
- Dogs on leash in Adventure Park area (3)
- Fence around creek or entire area (3)
- Hammock

Other comments

- Maybe a brass plaque explaining what equal access swing is
- Sometimes the BBQ isn't very clean
- Can the bumpiness of the slide be fixed?
- Its hard to move the pram over the bark chips and watch four kids in the wide space
- The interpretive sign is a bit confusing as to which elements it is referring to. Perhaps play elements could be numbered and the story developed a bit more for kids to explore.
- The spider net has become very bouncy

Potential future equipment

While nearly all survey participants were very happy with the existing play equipment some suggestions for possible extra play equipment in the future included:

- Another supermova (large spinning disc)
- Bigger slide (2)
- Spiral slide (2)
- Another bench style swing like that on the senior swings (3)
- Flying fox (2)
- Maze or puzzle type problem solving play elements would be great- also more collaborative play elements where kids need to work together.
- Sandpit for smaller kids
- Social games and ones with sound elements
- Perhaps move smaller playground next to it for more things for kids under 3 to play on. (2)
- Seesaw
- Wading pool

Burnside Adventure Park Users Survey Results

Recording user number and positions

The average number of users in the Adventure Park during the weekday periods of the survey was 10 with the maximum being 18. While no averages can be drawn on weekends, informal observations from council staff and comments from users indicate it is heavily used throughout the weekend, especially by large social groups.

Date	Weather	Time	Kids	Adults	Total
27-Jan	Hot some cloud	10:00am	5	4	9
26-Jan	Hot sunny max 32	9:45am	14	3	17
25-Jan		10:00am	7	3	10
27-Jan		9:15am	2	1	3
		9:45am	5	4	9
31-Jan	Fine sunny max 29	9:45am	4	3	7
		10:15am	4	2	6
		10:30am	10	4	14
		10:45am	10	7	17
		11:00am	11	5	16
1-Feb	Mild mid 20's	10:00am	2	1	3
		10:15am	5	2	7
7-Feb	Fine sunny max 25	3:30pm	11	6	17
		4:00pm	13	5	18
		4:15pm	8	6	14
		4:30pm	6	3	9
8-Feb	Fine sunny max 23	3:30pm	6	5	11
		3:45pm	5	3	8
		4:00pm	6	6	12
		4:15pm	8	7	15
9-Feb	Raining early now fine	3:00pm	3	2	5
		3:45pm	8	7	15
		4:00pm	10	5	15
10-Feb	Overcast clearing low 20's	3:00pm	2	2	4
		3:15pm	2	3	5
		4:00pm	7	3	10
		4:15pm	6	1	7
11-Feb	Some cloud mid 20's	3:15pm	8	7	15
		3:30pm	12	7	19
		4:15pm	11	8	19
12-Feb	Fine Sunny	1:45pm	23	22	45
		2:30pm	20	13	33