

Community Consultation: RESULTS SNAPSHOT

Overview of the Research

In April-May 2024, a survey was conducted by Painted Dog Research to understand the community's perceptions, values and aspirations to inform planning for the ECU Mt Lawley redevelopment project.

Survey flyers were delivered to 8,650 residents' and businesses' letterboxes that reside within 1.5km of the existing ECU Mt Lawley campus. Respondents could either complete the survey online or via a dedicated survey phone hotline. The survey took around 10 minutes to complete and achieved 312 responses.

To encourage survey participation and quality engagement, all participants were offered the opportunity to enter a prize draw to win 1 of 5 \$100 vouchers. An anonymous draw was conducted to select the five winners at the conclusion of the survey.

The topline results of this survey are summarised in this document.

53% 

of the community felt positively towards the ECU redevelopment project, while 24% felt negatively.

Being consulted or involved in the redevelopment process is important for









65%

of the community

Best Things About Their Area (Total Mentions)

% respondents who mentioned a feature related to each theme

Environment	Amenities	Community	Proximity	Transport	Buildings
					
84%	68%	65%	60%	45%	43%

#1 Priority

ranked by the community is creating 'Public spaces (e.g., parks, green spaces, recreation areas)'

#2 Priority

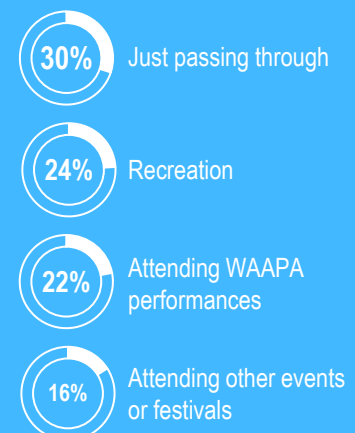
Entertainment and arts offerings (e.g., for performances, exhibitions, festivals).

#3 Priority

Food, beverage and hospitality venues.

Reasons for Visiting Current ECU Campus

% respondents who selected each reason



Community Values

BEST THINGS ABOUT THE LOCAL AREA (FIRST MENTIONS)

% of respondents who mentioned each feature first unprompted



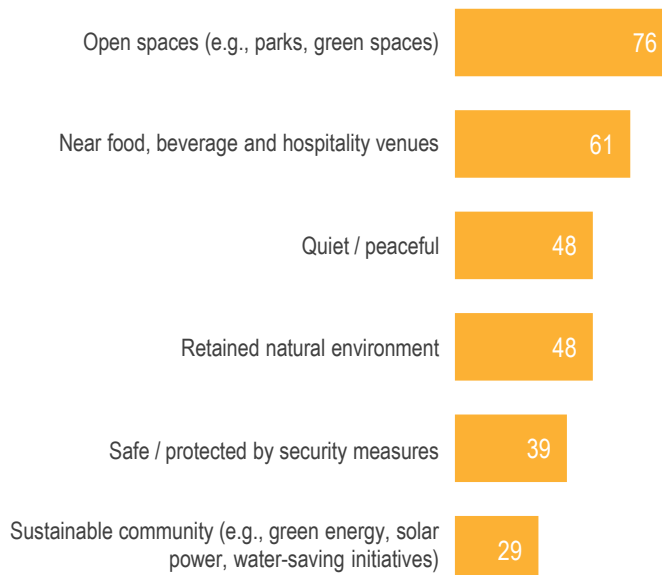
THINGS MISSING FROM THE LOCAL AREA (FIRST MENTIONS)

% of respondents who mentioned each feature first unprompted



FEATURES OF THE LOCAL COMMUNITY'S IDEAL LIFESTYLE RANKED

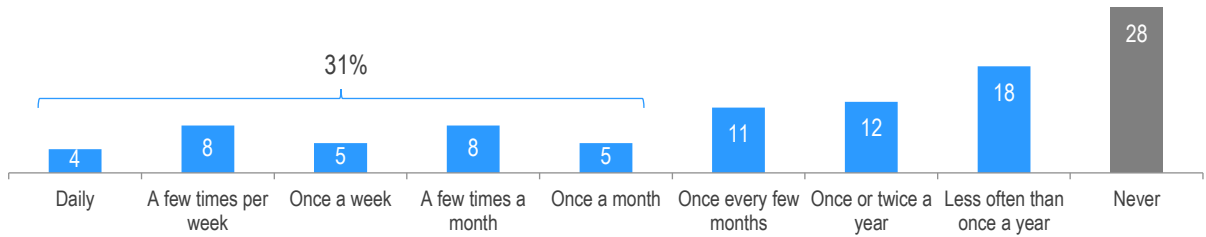
% of respondents who ranked each feature within their top 5



Familiarity with Campus

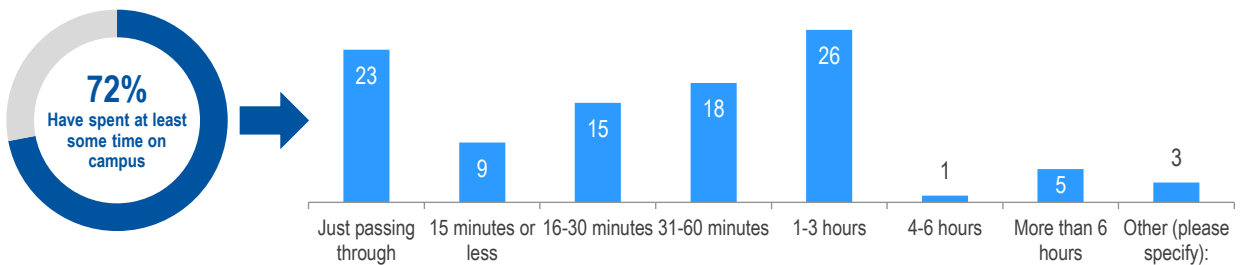
CAMPUS VISITATION FREQUENCY

% of respondents who selected each frequency



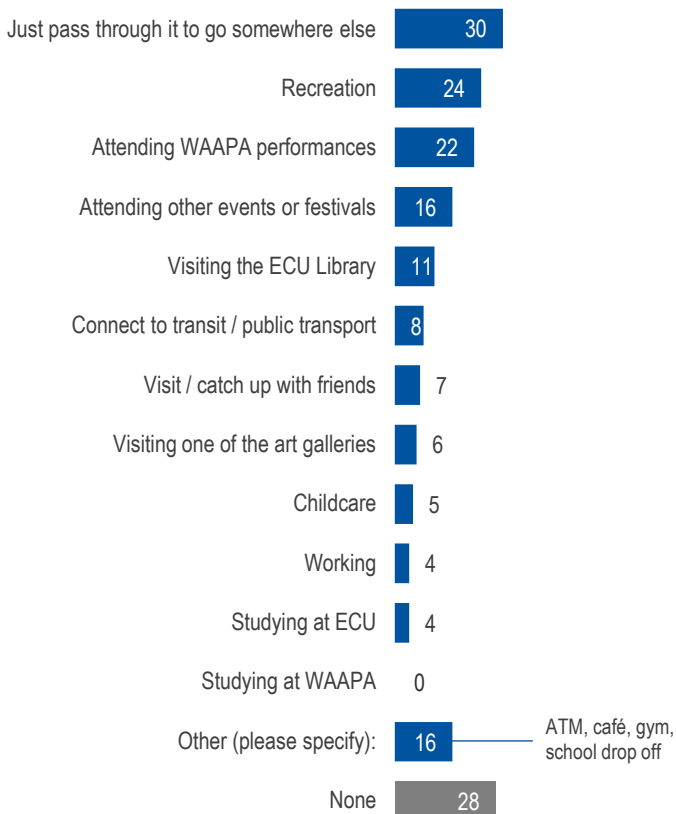
TIME SPENT ON CAMPUS

% of respondents who selected each time bracket



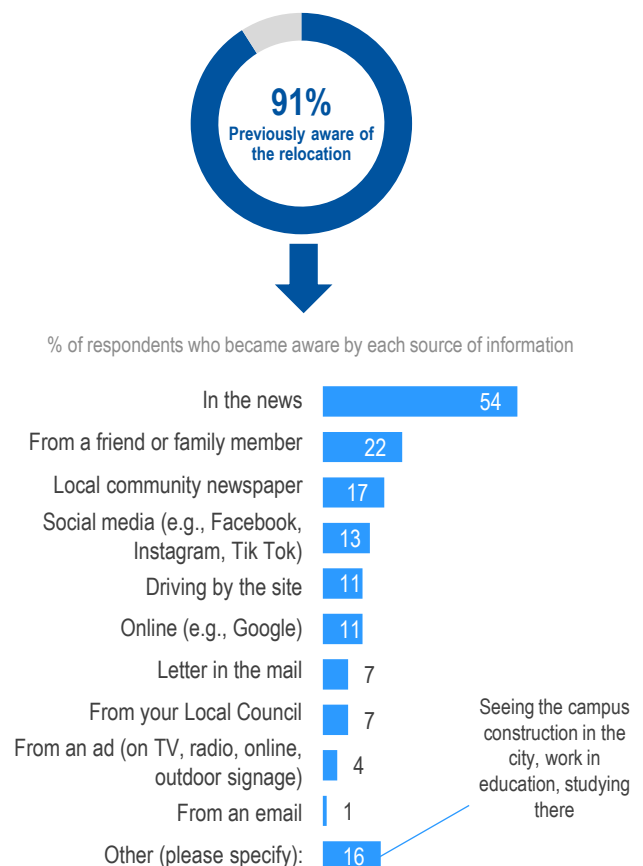
REASONS FOR SPENDING TIME ON CAMPUS

% of respondents who selected each reason



AWARENESS OF THE ECU CAMPUS RELOCATION

% of respondents who were aware of the relocation before the survey



ECU Mt Lawley Feelings and Attitudes

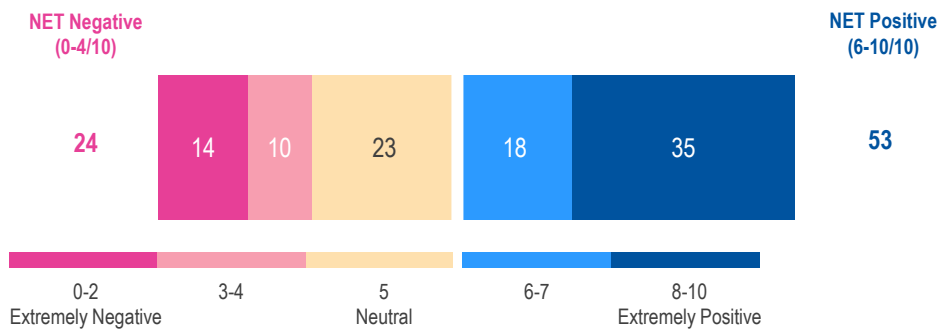
SENTIMENT TOWARDS THE ECU CAMPUS REDEVELOPMENT

Information shown to respondents about the ECU campus redevelopment

ECU (Edith Cowan University), including its arts school WAAPA (Western Australian Academy of Performing Arts) is going to relocate from the Mt Lawley campus into the CBD and this is expected to take place in late 2025/early 2026. There are plans to redevelop the site. The uses, layout, scale, housing type and vehicle / pedestrian connection of this precinct is yet to be determined.

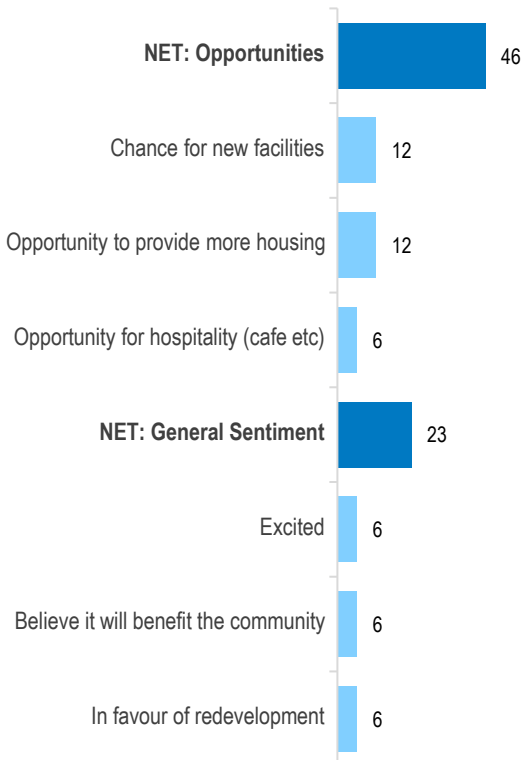
General and technical information on the site and area is being gathered now in order to progress the project. This will be followed by more detailed community engagement, master planning and design in mid-2024. Understanding the community's views and aspirations for the ECU Mt Lawley campus site will be an important part of the master-planning and design phase.

% of respondents who selected each rating bracket



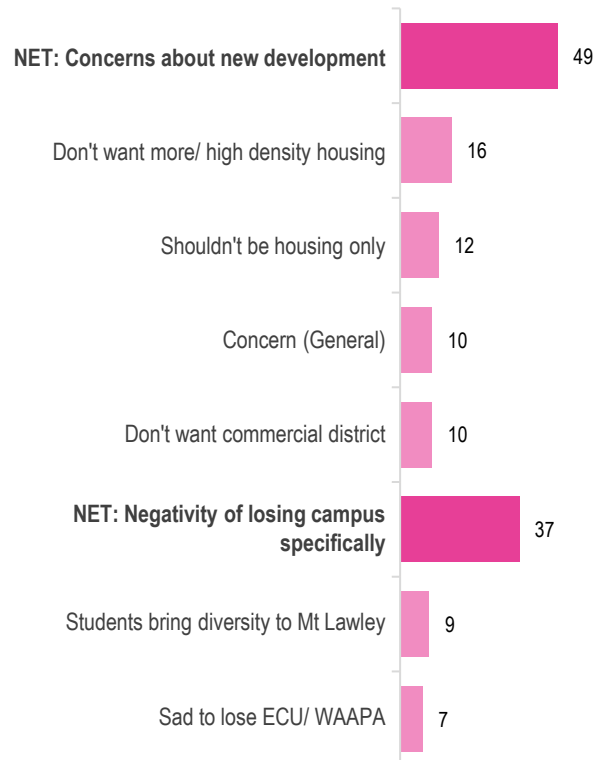
REASONS FOR POSITIVE SENTIMENT

% of positive respondents who mentioned each reason (n=156). <3% not shown.



REASONS FOR NEGATIVE SENTIMENT

% of negative respondents who mentioned each reason (n=79). <3% not shown.



Aspirations for the Campus

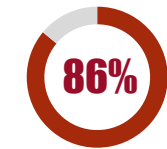
RATINGS TOWARDS DIFFERENT POTENTIAL FEATURES AT THE REDEVELOPMENT SITE

% of respondents who responded with NET positive or NET appropriate.

Features...



% NET
Positive



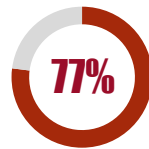
86%
Creating usable
public spaces



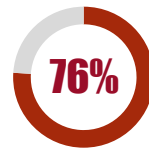
85%
Creating
opportunities
for arts and
culture



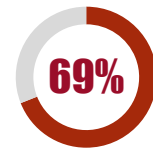
82%
Pathways for
pedestrians



77%
Revegetating
areas not for
active use



76%
Retail & food /
beverage
businesses



69%
Cycling routes

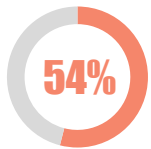
Housing type...



% NET
Appropriate



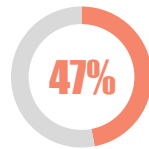
58%
Townhouses



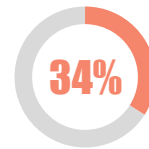
54%
Low-rise
apartments
(3-4 storeys)



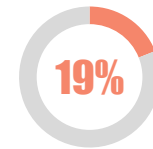
50%
Standalone
houses



47%
Villas / units



34%
Mid-rise
apartments
(5-7 storeys)



19%
High-rise
apartments
(8+ storeys)

ONE FEATURE TO RETAIN FROM EXISTING CAMPUS

% of customers that mentioned each feature unprompted. <5% not shown.



ONE FEATURE MOST DESIRED FOR ECU REDEVELOPMENT

% of customers that mentioned each feature unprompted. <5% not shown.

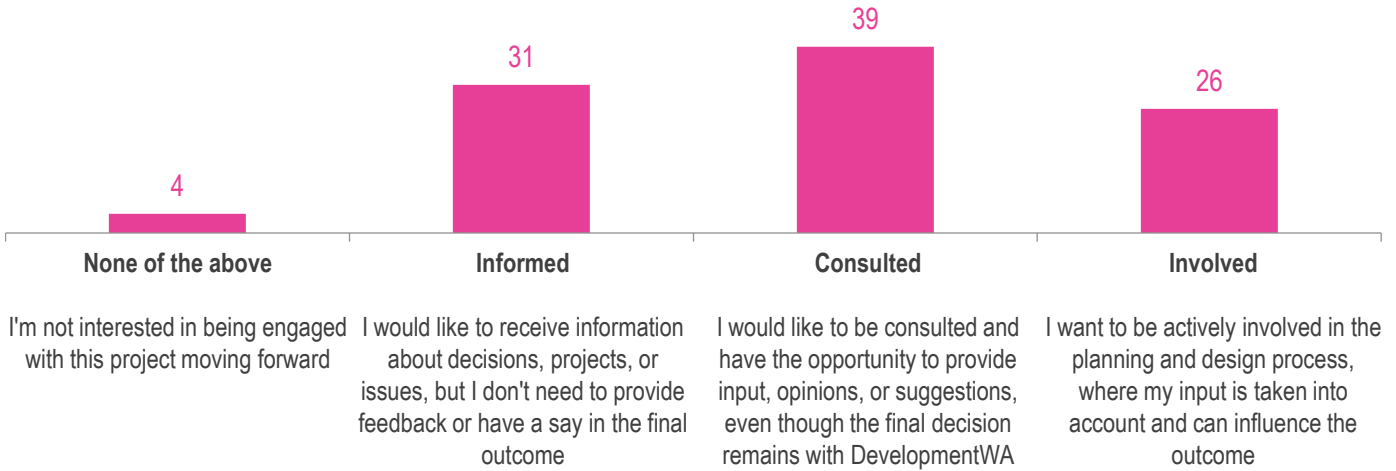


Engagement

HOW ENGAGED THE LOCAL COMMUNITY WANT TO BE IN THE REDEVELOPMENT

% of respondents who selected each engagement level

None Engagement Expectations High



PREFERRED METHOD FOR ENGAGEMENT

% of respondents who selected each engagement method

