



Case Study :



Beonic Pty Ltd

About Federation Square

Melbourne's landmark Federation Square is a cultural and entertainment precinct located in the heart of the city. Home to major cultural attractions, events, tourism services, restaurants, bars and specialty stores, this modern piazza has become Melbourne's 'meeting place'.

Located on 5.2 hectares by the Yarra River, the precinct attracts an average of more than 8 million visits each year and is regarded as one of the state's major tourism attractions.



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Federation square is the result of a government sponsored international design competition held in 1997 that received 177 entries from around the world. The winning design by Don Bates and Peter Davidson of Lab Architecture Studio cost \$450 million to create and, since its completion in October 2002, has received over 56 million visitors .

Customer Challenge

Federation Square is owned and operated by a self funded company, in turn, owned by the Victorian State Government. The company’s board is accountable to the government via a series of KPI’s including visitation levels and customer satisfaction levels. Spanned across an entire city block, and with multiple entry and exit points, counting the number of visitors in Federation Square is a challenging task.

Federation Square is also accountable for generating value for it’s tenants and sponsors who make up a major portion of the company’s revenue.

Customer Service and Business Improvement Manager, Tula Harris points out that *“We monitor very closely our tenant turnover and very much look for correlation between tenant turnover and visitation with events that are happening on site”*.



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LEGEND

- ⋯ Accessible path
- 🗺 Visitor Centre
- P Car Park
- 🏪 ATM
- 🪜 Stairs
- 🛗 Lift
- 🚻 Toilet
- ♿ Accessible toilet
- 🚉 Train station
- 🚏 Tram stop
- 🚕 Taxi zone
- 🚰 Set down



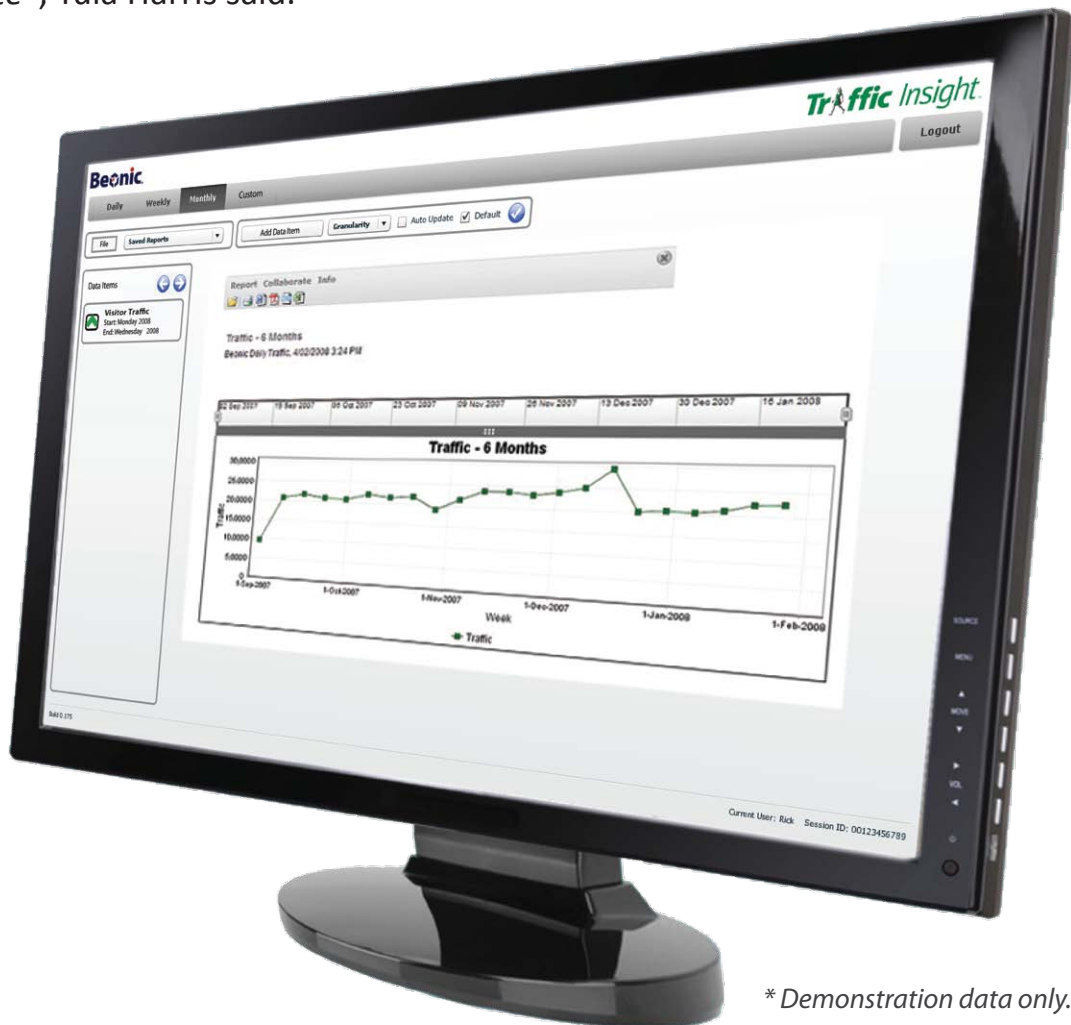
Map of Federation Square

Corner Swanston + Flinders Street
Melbourne, Australia
fedsquare.com

The Solution

Beonic's Traffic Insight solution was chosen due to its track record in other large public facilities, its ability to deal with a range of sensor environments, its flexible and easy to use software interface and its service level support. The Traffic Insight solution counts visitors entering Federation Square from Swanson Street, Flinders Street and the car park of the complex. Visitor traffic reports are updated every minute, with live data available to senior managers. Federation Square management uses this data to model the total number of people in the square at any point in time.

In addition to fulfilling visitation reporting requirements the data is combined with broader traffic data as the basis for management estimations. *"So that foot traffic data is very important in setting future goals for activities and sustainability of the site"*, Tula Harris said.



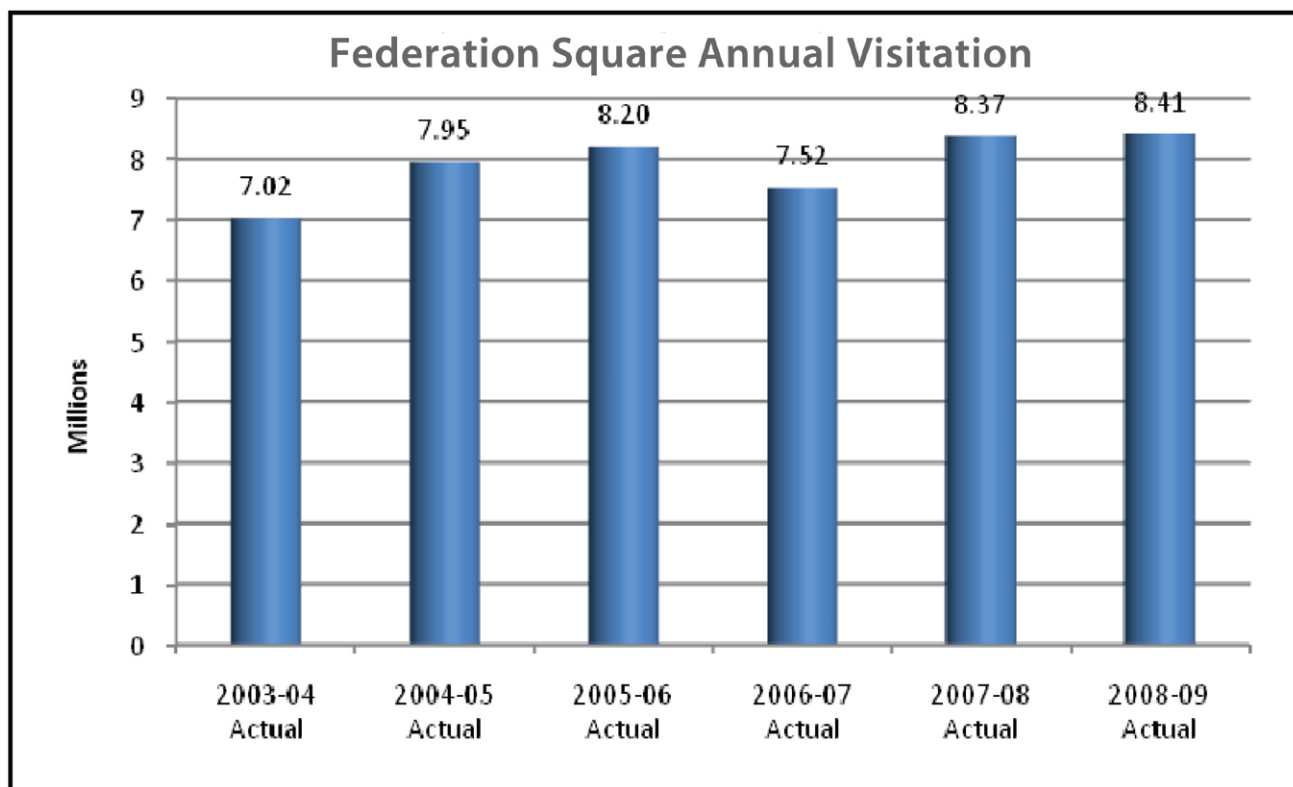
** Demonstration data only.*

Federation Square Customer Service and Business Improvement Manager Tula Harris explains, *"We have an extensive customer research program and put a lot of effort in to knowing about our visitors experience while they are here. Combining this data with our visitor data we are able to say that 70% of our visitors are repeat visitors and that we need to keep giving them compelling reasons for coming back"*.

The Learnings From Experience

People counting for Federation Square started as a necessity, but additional benefits in the areas of resource management, planning, tenancy management, sponsorship and marketing management and customer research have been central to the precinct's success and managements ability to report this success. In the future, Customer Service and Business Improvement Manager Tula Harris would like to like to gain a deeper knowledge of how foot traffic changes across the many different zones, *"It would be very nice to have a discreet count for discreet areas"*.

With an ever increasing public profile and around 8.4 million new visitors predicted in the year to come, Federation Square is as well equipped as it can be to stare down future challenges. Tula Harris puts it bluntly *"If we didn't have those numbers available to us we'd be blindfolded really"*.



Source: Federation Square visitation counts