



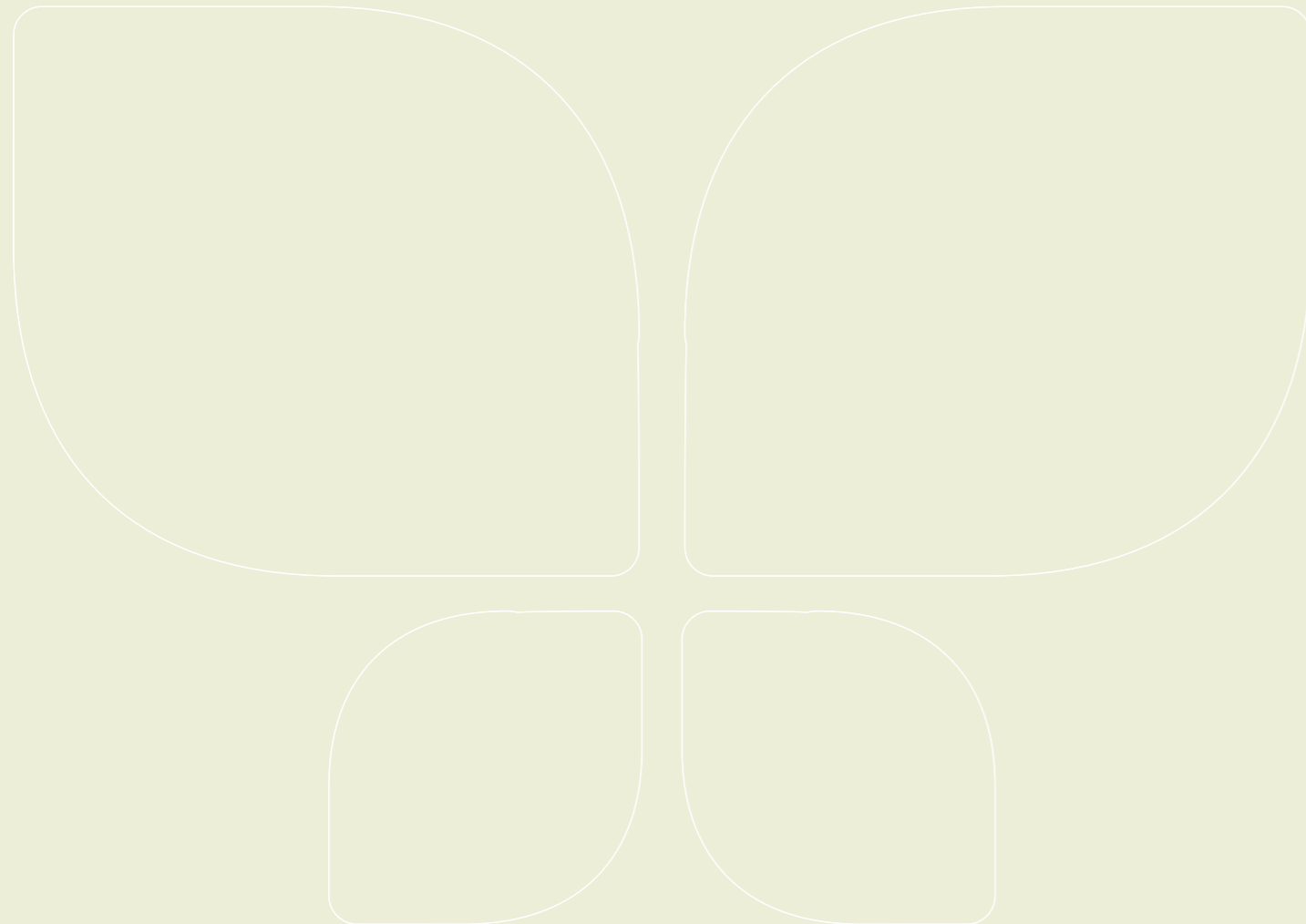
ADELAIDE PARK LANDS

VISITOR RESEARCH STUDY 2014



Acknowledgement to Country

Adelaide City Council acknowledges the traditional Country of the Kaurna People of the Adelaide Plains and pays respect to Elders past and present. We recognise and respect their cultural heritage, beliefs and relationship with the land. We acknowledge that they are of continuing importance to the Kaurna People living today.



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Introduction

Covering some 760 hectares, the National Heritage Listed Adelaide Park Lands cover approximately 50% of the Adelaide City Council area and are the largest urban park system in Australia.

The Adelaide Park Lands provide a rich diversity of space supporting sports, events, informal recreation and natural environments.

In response to a request from Adelaide Park Lands Authority in mid-2012, research was undertaken to determine the annual number of visits to the Park Lands for the 2012/13 financial year.

The research covers all Park Lands uses including:

Organised Sport & School Use – Organised sport is defined as competitive team based sport or individual sporting pursuits. Use of the Park Lands by schools for physical education is also included.

Events – Events in the Park Lands range from major events (greater than 10,000 attendees) through to minor events (less than 1,500 attendees) and private weddings of various size.

Informal Recreation – The numerous unstructured activities such as recreational running, walking and cycling (eg Park Lands Trail), dog walking, visits to playgrounds and dog parks, and picnics.

Other – Also included are visits to destinations in the Park Lands such as the Adelaide Oval, Adelaide Zoo and Botanic Gardens.

The research methodology is summarised at the end of this report.

The findings of this research increase understanding of the Park Lands and the nature and diversity of their use.

This information will be used to inform ongoing Park Lands planning and management, particularly the review of the Adelaide Park Lands Management Strategy which is scheduled to commence in July 2014.

8.9 million visits to the Park Lands is equivalent to each person living in South Australia (**1.67 million**) visiting the **Park Lands** around **five times a year**.

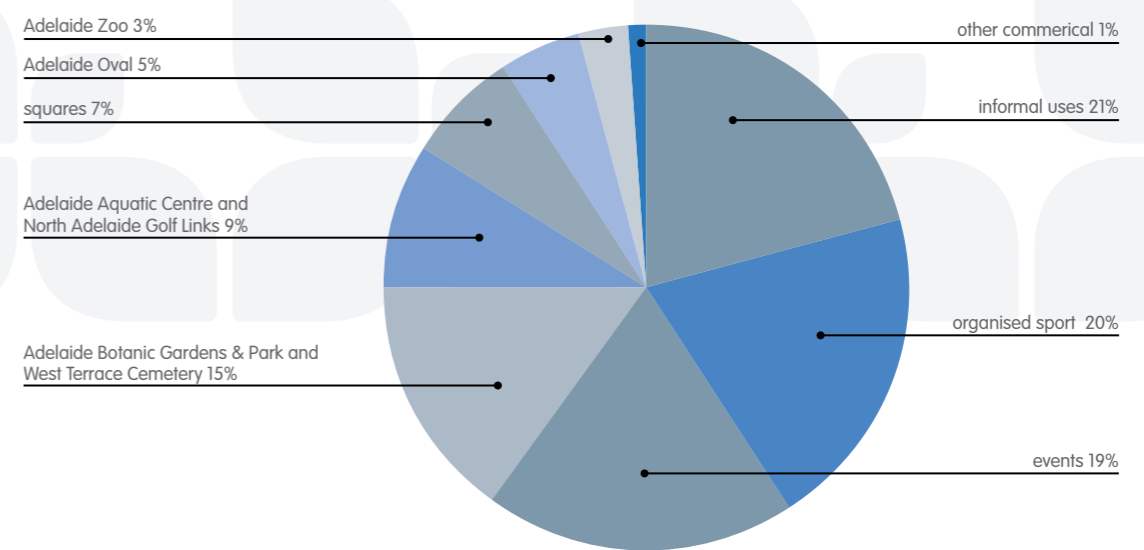


Total Visitation

There were approximately 8.9 million visits to the Park Lands across the 2012/13 financial year. To put this figure in context, it is equivalent to each person living in South Australia (1.67 million) visiting the Park Lands around five times a year.

Estimated Visits to the Adelaide Park Lands (2012/13)		
Category	Estimated Visits	Percentage of Total Visits
Informal Uses	1,870,000	21%
Organised Sport & School Use	1,752,000	20%
Events	1,683,000	19%
Adelaide Botanic Gardens & Park and West Terrace Cemetery	1,325,000	15%
Adelaide Aquatic Centre and North Adelaide Golf Links	784,000	9%
Squares	654,000	7%
Adelaide Oval (2010/11 numbers due to current redevelopment)	423,000	5%
Adelaide Zoo	272,000	3%
Other - Commercial	110,000	1%
Total	8,872,000	100%

Figure 1: Adelaide Park Lands Visits: Percentage of Total Visits by Category



Total Visitation

The parks which receive the highest number of visits are (in order):

1. Botanic Gardens and Park and the Adelaide Zoo
2. Park 26 – Includes Adelaide Oval and Elder Park
3. Park 2 – Includes the Adelaide Aquatic Centre and well used sporting fields
4. Park 13 – A destination for major events including the Garden of Unearthly Delights
5. Park 24 – Includes Adelaide High School and the new major events space



Botanic Gardens

Central Park Lands

In broad terms the central Park Lands – the parks adjacent the River Torrens from Hackney Road through to Park Terrace – are the most visited. This area is now referred to as the Riverbank Precinct and is the focus of a master planning process being led by the State Government.

Eastern Park Lands

The parks in the eastern Park Lands (Parks 13-16) receive high to very high visitation as they cater for major events and are popular for informal recreation.

Southern and Western Park Lands

Whilst in overall terms visitation to the south and west Park Lands is lower than the central and eastern areas, these areas accommodate almost two thirds of all organised sport (including school use) in the Park Lands.

Northern Park Lands

Whilst the northern Park Lands receive the lowest levels of visitation, they are home to some very popular attractions including the Adelaide Aquatic Centre, North Adelaide Dog Park and the Glover North Playground.

The central Park Lands – the parks adjacent the River Torrens from Hackney Road through to Park Terrace – are the **most visited**

Map 1: Spatial Distribution of Total Visitation



Over **20** different **organised sports** are **played** in the **Park Lands**



Organised Sport & School Use

Organised sport is defined as competitive team based sport or individual sporting pursuits. Use of the Park Lands by schools for physical education is also included

There were approximately 1.8 million visits to the Park Lands in 2012/13 associated with organised sport.

To put this figure in context, it is equivalent to each person living in South Australia (1.67 million) visiting the Park Lands once a year to participate in organised sport.

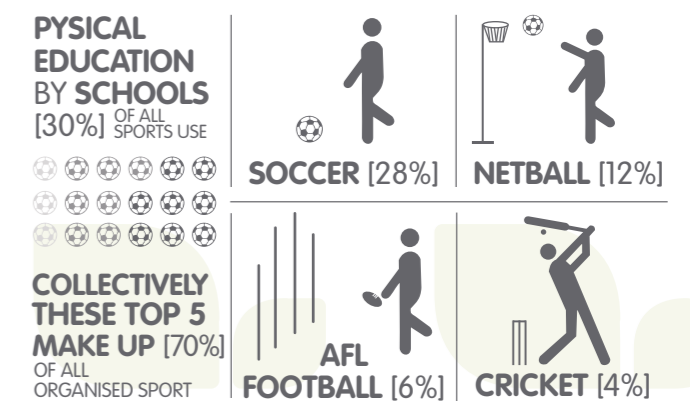
Over 20 different organised sports are played in the Park Lands. **Figure 2** shows the diversity of organised sports played in the Park Lands.

Figure 3 shows a breakdown of organised sport use in different regions of the Park Lands. Almost two thirds (64%) of all sport is played in the South (42%) and West (22%) Park Lands. **Map 2** shows a spatial distribution of organised sports use.

Almost two thirds (64%) of all sport is played in the South (42%) and West (22%) Park Lands.

The top five sports are:

- 1 Physical education and sport played by schools (30% of all sports use)
- 2 Soccer (28%)
- 3 Netball (12%)
- 4 AFL football (6%)
- 5 Cricket (4%)



Organised Sport & School Use

Figure 2: Shows the diversity of organised sports played in the Park Lands

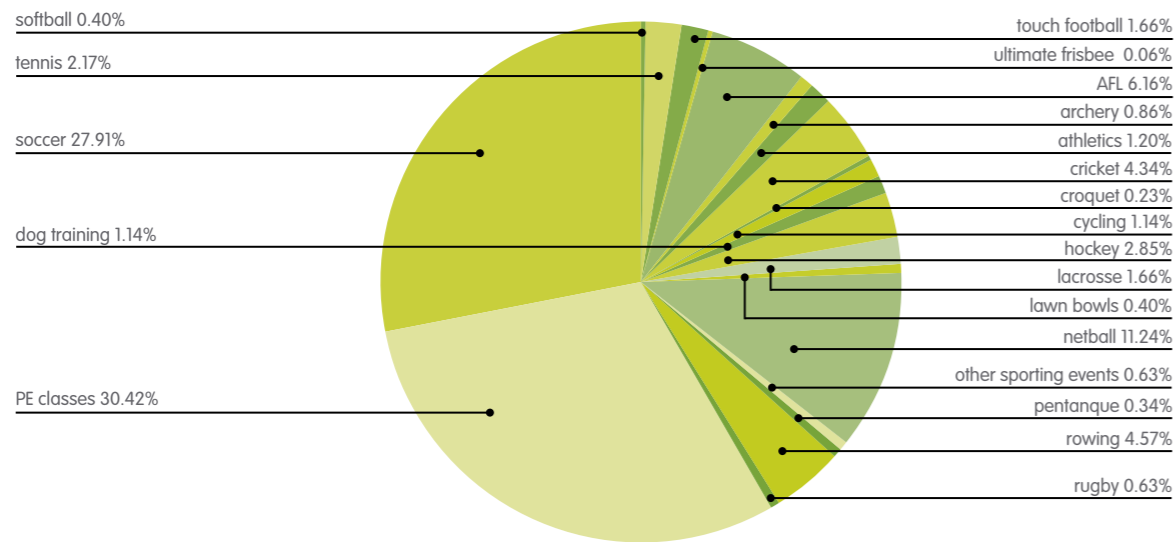
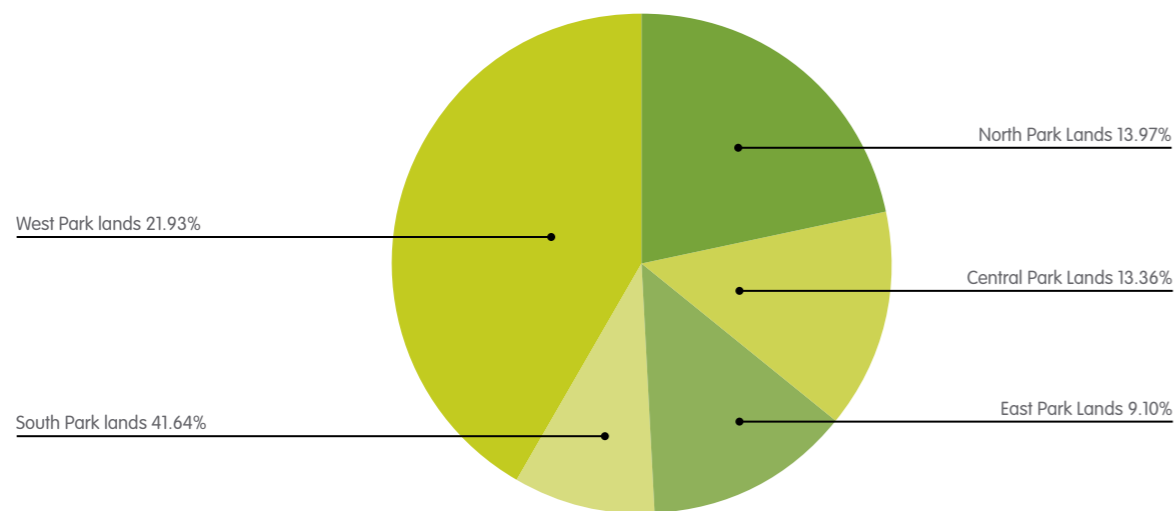


Figure 3: The percentage of organised sport in the Adelaide Park Lands by Region



City and inner metropolitan schools are a big part of activating the Park Lands, and significant contributors to organised sport in the Park Lands:

1. Christian Brothers College (15% of all organised sport)
2. Adelaide High School (13%)
3. Pulteney Grammar School (13%)
4. Adelaide University (12%)
5. St Aloysius College (10%).

This high level of use shows that the Park Lands are an important part of city and inner-metropolitan schools, giving them an opportunity to extend their campuses and give students more physical and educational opportunities.

School students use the Park Lands for sport nearly 1 million times a year

Estimated Uses of the Adelaide Park Lands by Educational Institutions		
Institution Name	Estimated Uses	Percentage of Total Educational Institution Uses
Christian Brothers College	148,000	15.4%
Adelaide High School	127,000	13.3%
Pulteney Grammar School	125,000	13.0%
Adelaide University	113,000	11.8%
St Aloysius College	90,000	9.4%
Wilderness School	83,000	8.7%
St Marys College	64,000	6.7%
Temple Christian College	63,000	6.6%
Pembroke School	39,000	4.1%
Prince Alfred College	36,000	3.8%
Blackfriars Priory School	23,000	2.4%
Unley High School	9,000	0.9%
Walford College	6,000	0.6%
St Peters College	6,000	0.6%
University of South Australia	5,000	0.6%
Annesley College	6,000	0.5%
Scotch College	4,000	0.4%
Immanuel College	3,000	0.3%
Westminster College	3,000	0.3%
Seymour College	2,000	0.2%
Norwood Morialta High School	2,000	0.2%
Concordia College	1,000	0.1%
Total	958,000	100%

Organised Sport & School Use

With increasing demand and clubs currently on the waiting list for use of the Park Lands, Council is actively working with sports peak bodies, and undertaking master planning and projects to create more sport infrastructure and opportunities. Examples include:

- 1 Master Plan for Sports Infrastructure in the Western and Southern Park Lands which has involved reviewing existing sports facilities for the purpose of identifying opportunities for enhancement and recommending new sports facilities where appropriate.
- 2 Enhancement of Victoria Park/Pakapakanthi (Park 16) which has delivered new sports fields, thus increasing playing capacity.

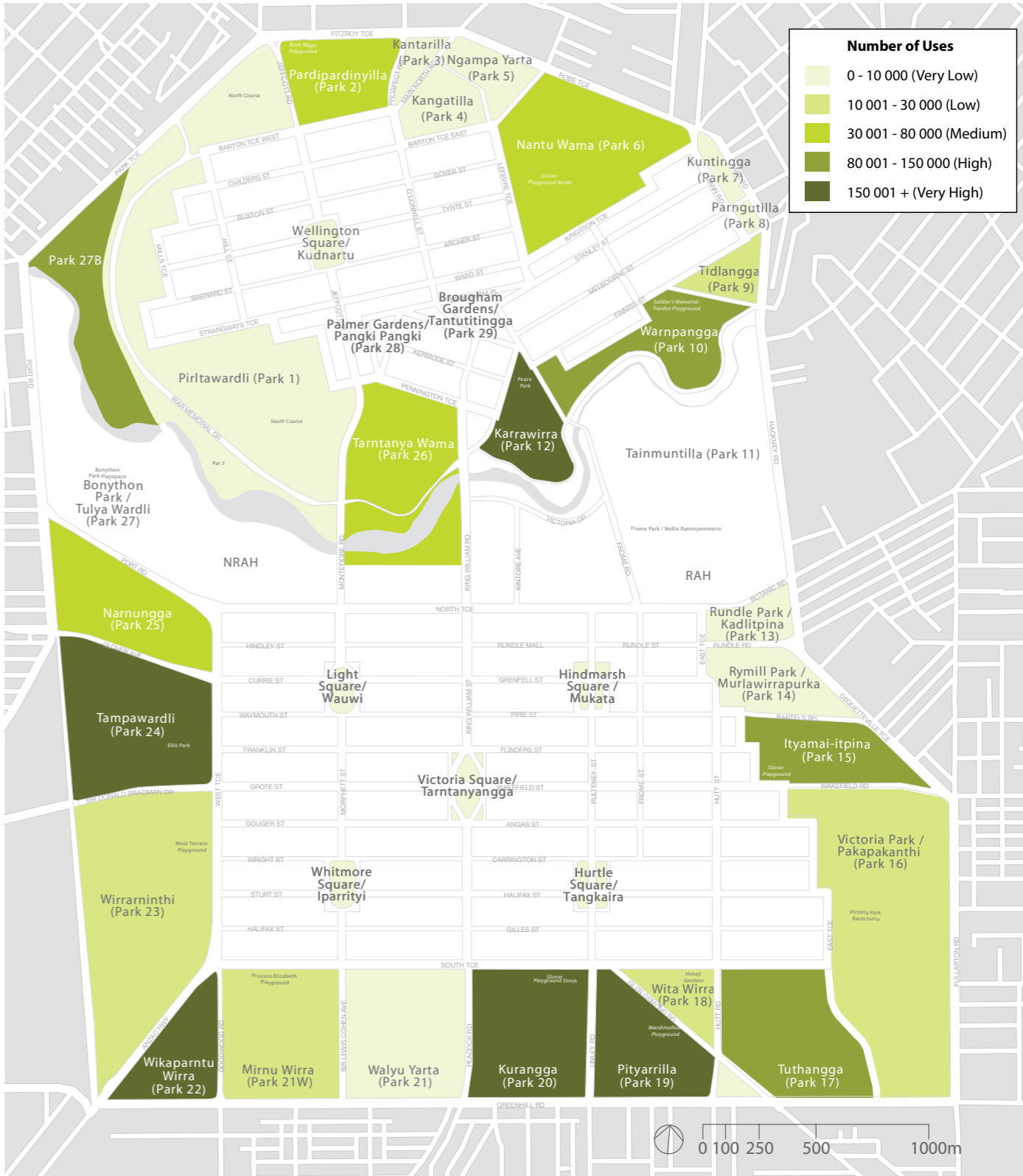
Data shows that the Park Lands are extensively used for a diverse range of sports by both clubs, organisations and schools, but further investment and funding partnerships are required to ensure they continue to attract more organised sport and service the demand of the community.



Council is **actively working** with sports peak bodies, and undertaking **master planning** and **projects**, in order to **optimise** the **utilisation** of existing **sports infrastructure** and to deliver **new areas** for **organised sport**



Map 2: Spatial Distribution of Organised Sport and School Use



Almost **600 events** were held in the **Park Lands** during the **2012/13** financial year

Events

Ranging from major events (greater than 10,000 attendees) through to minor events (less than 1,500 attendees) and private weddings, almost 600 events were held in the Park Lands during the 2012/13 financial year attracting a total attendance of approximately 1.7 million people. This is equivalent to every South Australian attending an event in the Park Lands once each year.

Map 3 shows a spatial distribution of events. Collectively the following Parks, located in the eastern and central Park Lands, accommodate the majority of the major and medium sized events:

- 1 Elder Park / Tarntanya Wama (Park 26)
- 2 Botanic Park
- 3 Rundle Park/Kadlitpina (Park 13)
- 4 Victoria Park/Pakapakanthi (Park 16)
- 5 Bonython Park /Tulya Wardii (Park 27)

Council is investing in new event spaces and infrastructure to ensure that the economic and cultural benefits of events are balanced with the social and environmental considerations of the Park Lands setting. The recently completed event spaces in Tampawardli (Park 24) and Victoria Square / Tarntanyangga demonstrate this commitment.

In conclusion, the Park Lands are a highly utilised venue for metropolitan and State significant events.

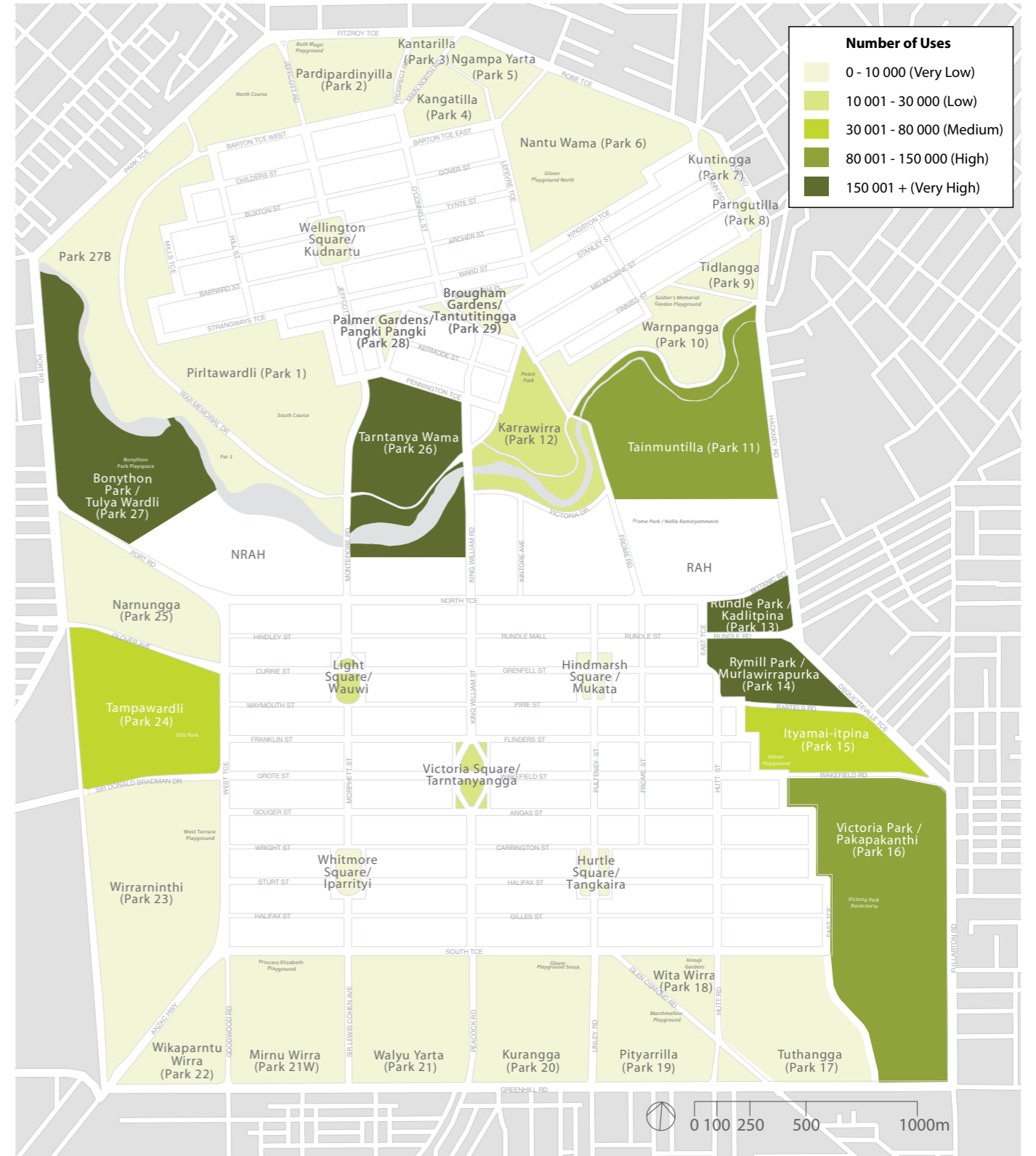


Events in the Park Lands

Estimated Uses of the Adelaide Park Lands for Events				
Category	Number of Events	Estimated Attendance	Percentage of Total Event Attendance	Average Attendance
Major Events	29	1,445,000	85.9%	49,828
Medium Events	32	131,000	7.8%	4,094
Minor Events	414	99,000	5.8%	239
Wedding Ceremonies	102	8,000	0.5%	78
Total	577	1,683,000	100%	

In **2012/13** more people attended events in the **Park Lands** than the **combined attendance** at the Royal Adelaide Showgrounds and **Adelaide Entertainment Centre**

Map 3: Spatial Distribution of Events Attendance



It is estimated that in **2012/13**, there were approximately **1.9 million visits** to the **Park Lands** for **informal activities**

Informal Recreation

As well as hosting organised sport through schools and clubs, the Park Lands are well-regarded as a physical hub for social sports and general exercise.

Although this is harder to measure, in 2012/13 it was estimated there were approximately 1.9 million visits to the Park Lands for informal activities. That's equivalent to every person in South Australia visiting the Park Lands once a year for informal recreation.

In the past five years Council has delivered a number of significant projects to support informal recreation including new sections of the Park Lands Trail (completing the southern loop), upgrade of Victoria Park / Pakapakanthi, new criterion cycling track, the Bonython Park / Tulya Wardli Playspace, and the North Adelaide Dog Park.

These projects have increased visitation in the Park Lands, and there's a growing demand for more infrastructure and investment. As with organised sport, funding partnerships are a big part of allowing the Park Lands to grow this type exercise.



Bike riding in Victoria Park



Keeping fit in the Park Lands

In the past five years **Council** has delivered a number of **significant projects** which support a **diverse range of informal activity**

Map 4: Spatial Distribution of Informal Recreation



The **30 Year Plan** for Greater Adelaide recognises that **open space** underpins opportunities for the **health, fitness** and **general wellbeing** of communities



The table below provides a park by park breakdown of informal use numbers.

ESTIMATED INFORMAL USES OF THE ADELAIDE PARK LANDS				
PARK	DAILY ESTIMATE	ANNUAL ESTIMATE	% OF TOTAL ANNUAL USE	ATTRICTIONS
Pirtawardli (Park 1)	50	18,250	1%	North Course South Course Par 3
Pardipardinyilla (Park 2)	100	36,500	2%	Popular walking / cycling route to / from City Does not include Aquatic Centre Playground Informal sport
Kantarilla (Park 3)	10	3,650	0%	Native vegetation, walking to and from City
Kangatilla (Park 4)	30	10,950	1%	Popular for dog walking
Ngampa Yarta (Park 5)	100	36,500	2%	Dog Park
Nantu Wama (Park 6)	70	2,5550	1%	Dog Walking, horse watching, playground, running, informal use of community oval
Kuntingga (Park 7)	50	18,250	1%	Walk through to and from Melbourne Street
Pargutilla (Park 8)	50	18,250	1%	Walk through to and from Melbourne Street
Tidlangga (Park 9)	50	18,250	1%	Community sporting hub, courts, petanque
Warnpangga (Park 10)	200	73,000	4%	Uni Loop, popular walking link to City, informal sport
Tainmuntilla (Park 11)	20	7,300	0%	Excludes Linear Park use
Karrawirra (Park 12)	500	183,000	10%	Peace Park, Grundy Gardens, Uni footbridge, informal use of Uni grounds, Angas Gardens, Cross of Sacrifice, Ester Lipman Gardens, areas adjacent Torrens Parade Ground, Pathway of Honour.Excludes Linear Park use and rowing etc
Rundle Park/Kadlitpina (Park 13)	500	183,000	10%	Popular walking / cycling path to and from Rundle Street Excludes petanque
Rymill Park/Murlawirrapurka (Park 14)	500	183,000	10%	Popular walking path to and from Rundle Street Playground, Lake
Ityamai-itpina (Park 15)	100	36,500	2%	Playground, walking / cycling to and from City, Informal use of basketball courts
Victoria Park/Pakapakanthi (Park 16)	300	109,500	6%	Walking / cycling to and from City (and along Park Lands Trail), dog walking, running, casual cycling, pedal prix and other sport
Tuthangga (Park 17)	50	18,250	1%	Walking, cycling along Park Lands Trail and to and from City
Wita Wirra (Park 18)	50	18,250	1%	Himeji Gardens, Osmond Gardens, popular walking / cycling link to Frome Street
Pityarrilla (Park 19)	100	36,500	2%	Popular walking / cycling link to City, Community sporting hub with multi-use courts, Park Lands Trail, Playground
Kurangga (Park 20)	100	36,500	2%	Playground, courts, casual running and sport, popular walking / cycling link to City, BMX Track, Park Lands Trail
Walyu Yarta Park 21	100	36,500	2%	Veale Gardens, Walking, cycling to / from City
Mirnu Wirra (Park 21W)	100	36,500	2%	Popular walking / cycling link to City, Park Lands Trail, Playground, Petanque
Wikaparntu (Park 22)	20	7,000	0%	Park Lands Trail

ESTIMATED INFORMAL USES OF THE ADELAIDE PARK LANDS

PARK	DAILY ESTIMATE	ANNUAL ESTIMATE	% OF TOTAL ANNUAL USE	ATTRACTIONS
Wirrarinithi (Park 23)	50	18,250	1%	Park Lands Trail, native vegetation, playground and Kingston Gardens
Tampawardli (Park 24)	50	18,250	1%	Dog walking, Park Lands Trail
Narnungga (Park 25)	50	18,250	1%	Park Lands Trail, new park on old SA Water site, casual sporting use
Tarntanya Wama (Park 26)	500	182,500	10%	Elder Park, Pinky Flat, Creswell and Pennington Gardens excludes River / Linear Park use
Bonython Park /Tulya Wardii (Park 27)	200	73,000	4%	New Playground, Kiosk, Boat Pond, Learn to Ride Facility, dog off-leash area in Park 27A, excludes River / Linear park use
Palmer Gardens/Pangki Pangki (Park 28)	20	7,000	0%	Ornamental Park
Brougham Gardens/Tanutuitingga (Park 29)	100	36,500	2%	Ornamental Park
Linear Park (Hackney to Port Road)	1,000	365,000	20%	Cycling / Running / Walking
Total	5,120	1,868,800	100%	

Discussion & Conclusion

This research has demonstrated a high visitation level (8.9 million Park Lands visits in 2012/13), a wide diversity of Park Lands use (sports, events, recreation), and the distribution of use across all areas of the Park Lands.

The *30 Year Plan for Greater Adelaide* recognises that open space underpins opportunities for the health, fitness and general wellbeing of communities, together with contributing to the protection and enhancement of the environment and providing opportunities for biodiversity conservation and sustainability.

The planning challenge is to balance the varying roles and level of use of open space in the context of competing needs and expectations. With the impending review of the Adelaide Park Lands Management Strategy, it provides an opportunity for the South Australian community to be engaged in a conversation regarding the future of the Adelaide Park Lands.

This research will be used:

- 1 To inform the review of the Adelaide Park Lands Management Strategy, and the proposed broad community discussion (engagement) with respect to the future vision for the Park Lands.
- 2 To provide context to the assessment of the role of the Park Lands as part of the inner metropolitan open space network and to plan for infrastructure provision in this context.
- 3 As a baseline for future research on Park Lands visitation.
- 4 To inform ongoing Park Lands planning and decision making – particularly with respect to project prioritisation and asset management.
- 5 To inform discussions regarding potential project funding partnerships.



Methodology

This research project was undertaken by the Adelaide City Council's Park Lands Strategy Team. The data capture methodology varied for different categories of use.

Informal Uses

The estimate made by Council staff for each park is based on working knowledge of the Park Lands and its attractions.

Organised Sport & School Use

Research into clubs and schools (via internet) regarding elements like number of teams and playing schedules was conducted before building up an estimated annual use figure and confirming via correspondence with a club or school representative. Meetings were also held with representatives from selected schools.

Events

Event attendance figures were compiled by Council's Events Management Team. This Team coordinates events across the Park Lands. The organisers of major events (eg music festivals) also provided attendance figures.

City Squares

Figures provided are sourced from research undertaken during the preparation of the Public Space & Public Life Study (2011) prepared by Gehl Architects for the Adelaide City Council .

Council Operated Facilities

Figures for the Adelaide Aquatic Centre and North Adelaide Golf Links were sourced from Council records.

Other

Adelaide Oval, Zoo, Botanic Gardens & Park, West Terrance Cemetery – Figures provided by staff from each organisation and/or from annual report.

Direct contact with the operators of businesses in the Park Lands eg Popeye, restaurants and cafes.



Dog Park

Further information

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