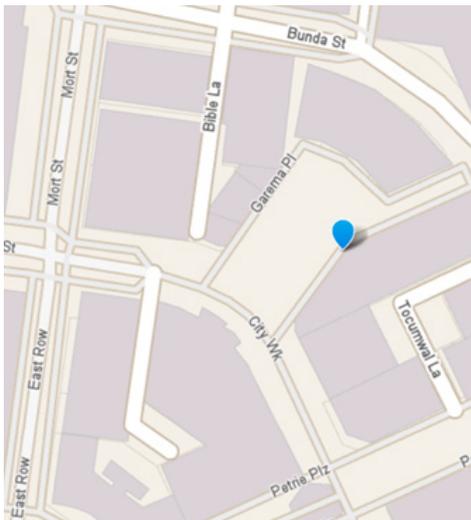


# HURLEY BURLEY WINTER FAIR

## Evaluation Report



Map of Hurley Burley Winter Fair site (approximate)

### Introduction

The following Evaluation Report of the 2018 Hurley Burley Winter Fair draws on data collected from three and a half hours of participant observation (1.00 – 4.30) during traditional Saturday business trading hours.

Participant observation was selected as the evaluation method for Hurley Burley to generate rich data on visitation levels and types of public engagement with the event sites and activities. This Report outlines key ways in which the Fair impacted on people and place during the observation period. In particular we note the positive impact of the Fair on:

1. Visitation levels to these city sites
2. The use of visitor clusters at various entry points to the site to increase incidental visitation
3. Thoroughfares in the city that were transformed into destination sites
4. Key existing infrastructure elements in the city, including increased movement through the city
5. Engaging diverse communities in shared experience

## Event Summary

The 2018 Hurley Burley Winter Fair was held on June 2 from 12pm – 10pm and performances are free to the public. The aim of the Fair is to:

*highlight Canberra's beauty with a 100% local festival of music, dance, theatre, film, poetry, comedy, food, markets, storytelling and lots more.*  
(City Renewal Authority website)

The Fair was a multi-site event that included the following, although not all were activated during the 3.5 hour observation period:

- Food stalls (City Walk)
- Market stalls (City Walk to Garema Place)
- Canberra Musicians' Club Stages (Garema Place chess pit)
- The Kiss Club (Arcade near King O'Malley's)
- Carousel Stage (in front of carousel)
- Choir and Story Fire (near carousel)
- Children's area (near carousel)
- Party Tardis (outside Shorty's – pedestrian walkway parallel to Bible Lane)
- Rovers (moving through, and beyond, the whole event)
- Projections from Sunset (Garema Place)

## Visitation

Hurley Burley was fairly well attended during this 3.5 hour period. As an example of this, 593 people passed through the carousel area in the 15 minute period from 1.50pm. Visitation increased over the course of the observation period.

While it is not possible to determine how many visitors came to this site intentionally to attend the Fair, it is clear that a fair proportion of visitors were the result of incidental pedestrian traffic through the area. This type of visitation was enhanced by the fact that Hurley Burley covered the area from Garema Place through City Walk to Petrie Plaza, providing six direct access points to the Fair and creating more movement and flow through the Fair.



*Johnny Huckle, Canberra Musicians' Club Stage,*



*Johnny Huckle, Canberra Musicians' Club Stage,  
1.40pm*



*Mr Tim and the Fuzzy Elbows, stage-side, 2.20pm*

## Visitor Demographic Profile

A reasonably diverse range of people visited various activities within the Fair during the 3.5 hour daytime period.

The largest demographic segments observed at the Fair were:

- young people aged 20 – 30 in couples, pairs and groups of three – four;
- families with children aged 3-12;
- older couples aged 50-65;
- singles and couples aged 35 – 50.

The Fair did not appear to attract teenagers or people aged 70+.

## Visitor clustering

One of the more effective elements of the Fair was the clustering of particular activities at certain sites within the city. The following sites (in no particular order) were the most popular during this time:

### Canberra Musicians' Club Stage, Garema Place Chess Pit

The musician's club stages were well attended, with numbers increasing over the course of the observation period. The performances appeared to draw both intentional visitors (those who came to the city for the Fair and/or these performances) and incidental visitors (pedestrian traffic). The picture of Mr Tim and the Fuzzy Elbows below exemplifies this movement, with pedestrians walking through Garema Place who pause to watch the show.

### Carousel Stage

The carousel was a multi-layered event site attracting crowds to watch and/or participate in activities and performances here. These included:

- free carousel rides from 12pm to 3pm
- children's area, fire pits and free marshmallows
- performances near the carousel and at the carousel stage

The free carousel rides attracted families to the site and created clusters of people around the carousel.

People also gathered to watch the performances at the carousel stage.

### Food Stalls

The 11 food stalls offered a reasonably diverse range of food and beverages. Importantly, the layout of these stalls formed an enclosed section or cul-de-sac with the Capital wood-fire pizza stall at the end. This had the impact of capturing people within the space rather than acting as a thoroughfare.

Approximately 60 people visited the food stalls in a 20 minute period and around 2/3 of these visitors purchased food or beverages of some kind. The food stalls were much busier than the market stalls at this time of day (it was lunchtime).

People tended to linger in the food stall area after purchase to consume their food and/or beverage. Some ate standing while others sat on the two available benches.

### Roving Performers

During the observation period two performers roved the Fair. The Musical Wheelbarrow rover offered a vibrant and interactive sensorial experience (novel appearance, sounds etc), drew small but dedicated crowds. This created small clusters of people who either watched or participated in the performance. Families, in particular, were attracted to the Musical Wheelbarrow. The performer of the Musical Wheelbarrow enlivened sites and encouraged people to linger for longer periods at those sites.

### Children's Area

A children's area in a marquee (arranged by Ainslie Primary School) contained opportunities for making and other forms of play. It appeared busy during the observation period – drawing incidental traffic from the merry-go-round, with families gathering inside to participate in the activities.



*Visitors clustering at the carousel, 2.40pm*



*Carousel, 2.50pm*



*Crowds watching Tapkix (photo taken by Kym Degenhart, Hurley Burley facebook page)*



Food stalls, Hurley Burley 1.25pm-1.40pm



Food stalls, Hurley Burley 1.25pm

## Visitor Cluster Impact

The visitor clusters discussed above had multiple impacts both on visitors and on the various sites:

### Attracting visitors

The visitor clusters could be seen from a distance and indicated that something of interest was taking place. The clusters provided visual incentives for pedestrians to visit the site. Our observation suggested that the larger the visitor cluster, the higher the level of incidental visitation to the event site.

### Enabling visitors to stay longer

Visitor clusters also encouraged people to stay for longer periods than in the more empty areas within the Fair. Visitors stayed not only to watch the activities, but to engage in people-watching and the ambience and sensory experience more generally.

### Enabling visitor engagement with known and unknown others

The clusters created environments in which visitors engaged with strangers - whether in indirect ways through the shared novel experience, or more directly through verbal and non-verbal communication. Strangers clustered around these sites in companionable ways and at times engaged in conversation.

## Fair Site and Infrastructure Impact

The Fair layout within the site had the following key impacts on the city as a whole:

### Converting thoroughfares into destination sites

Garema Place, City Walk and Petrie Plaza usually function as thoroughfares. The Fair events and stalls drew people to these places, and held them there. People either lingered at these sites in an observational way, or immersed themselves in an event or experience. Further, the event drew many more people to these three city places than would normally visit them on an equivalent 'standard' day. This was particularly noticeable as it was a cold and cloudy winter's day.

### Impact on local business

The spatial organization of the Fair was for the most part centralized within Garema Place, City Walk and Petrie Plaze to enable customer access to the local businesses at these sites. With the exception of the King O-Malley's Arcade, the Fair during this observation period appeared to operate as a distinct event from local businesses. There were more people passing by and lingering near the shops that line Garema Place than you would normally see at this site in winter. It is not known whether this increased pedestrian traffic translated into sales at these retail stores. However, groups of performers at the Fair were seen purchasing food and beverages from the nearby shops rather than the Fair food stalls.



*Musical wheelbarrow roving performer, 1.20pm*

### Impact on existing infrastructure

Aside from the Garema Place plaza, the Merry-Go-Round was the key piece of existing infrastructure utilised at the Fair, serving both as a destination in itself (kids and families riding), and a locus for street performers. People also used the public seating around the food stalls and the stairs behind the stage to watch, eat and socialize.

### Impact of Hurley Burley Fair elements

The inclusion of seating, heaters and fire-pits as part of the event addressed the fundamental issue of having places to sit and remaining warm on a cold winter's day. This appeared to enhance visitor experience, with people using the seating, gathering around the heaters and lining up to toast marshmallows at the pits.



*Musical wheelbarrow roving performer, 1.20pm*