

Park and Street Participation – Statistics (Melbourne Summer Series)

In comparing participation statistics for 2012 vs 2011, the overall participation per week sees a very small drop – 404 this year, 409 last year

Series by series:

	2012	2011	
Monday	84	81	Very small increase
Tuesday	95	122	Significant decrease
Wednesday	155	153	Very small increase
Thursday	70	53	Significant increase

Note: the averages for 2012 were arrived at by dividing each series into pre and post New Year, then extrapolating the post New Year figures for a further 6 weeks. This is to accommodate the significant increase in numbers that always occurs across all series after December. For instance, attendance by schools on Wednesdays increases the average attendance by 50-60 for the last 7 weeks. Monday average attendances have increased from 71 to 94, Tuesday from 93 to 97, and Thursday from 60 to 80 – which equates to almost 100 extra participations per week in the second half of summer.

Monday and Wednesday are stable in numbers. However, Tuesday has seen a big drop, and Thursday has seen a big increase. A look at the number of “regulars” for each series shows:

- Western series has lost about 30 regulars
- Northern series has also lost a handful of regulars, so the gain in numbers is from an increase in newcomers (which has been noticeable at the events)

Why?

Promotion and publicity? Not sure of current situation with Western series, but there has been no extra promotional effort for Northern series.

Weather? Tuesday may have had more hot/wet nights, but the fall in numbers has been consistent across the whole series.

Impact of Suburban Adventure series? Looking at names of participants, the impact has been negligible.

Season tickets for OV members only? This would have had a bigger impact in the previous year and does not explain why regulars have dropped off. Only 4 or 5 fewer season tickets were sold for Western series this year – about the same decrease as for the other series.

So is it simply a demographic shift as people spread themselves more evenly across the four weeknights? Again looking at names, there is no evidence of people switching directly from Tuesdays to Thursdays.

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