City of Ballarat
Project Background

- VicHealth Survey data
- Findings from Plan International and Our Watch survey. ‘A Right to the Night: Australian girls on their safety in public places’
- Monash University Girl Walk Project.

Opportunity for improved consultation methods with focus on safety
Project Partners

- Federation University Australia
- Ballarat Community Health
- ACU - Australian Catholic University
- Centre for Multicultural Youth
- Reclaim the Night Ballarat
- Women with Disabilities Victoria
- Women's Health Grampians
Project Focus Area

Right to the Night Ballarat

Welcome to the Ballarat Right to the Night map.
Help us create safer public spaces for women by sharing your experiences.
Place red pins where you have felt unsafe.
Place green pins where you have felt safe.
Add comments and a photo to help tell your story.
Promotion and Marketing

Right to the Night [Project]

Do you want to help create safer public spaces for women in the Ballarat CBD?

Share your safety experiences with us between March and May 2018.

Use your mobile phone and our project link to pinpoint locations in the CBD that make you feel safe or unsafe.

Tell us why you feel safe or unsafe in these spaces.

Walk with us in a guided walk (day or night), to talk about safety.

What happens next?

After collecting information from the community about safety in the CBD we will:

- Map the locations that make you feel safe or unsafe and explain the reasons why.
- Identify ways to improve the public spaces that make you feel unsafe.
- Tell public space designers and developers about your needs.
- Advocate for public space design that encourages safety and inclusiveness.

Do you want to know more?

Talk with one of the project partner organisations listed below, visit righttothenight.com.au, call customer service on 5320 5500 or scan this QR code.

Project Partners:

- City of Ballarat
- ACU
- Federation
- Women's Health Victoria
- Victoria Police

Have your say on city safety.

Talk with one of the project partner organisations listed below, visit righttothenight.com.au, call customer service on 5320 5500 or scan this QR code for more information.
What we learnt from Project Evaluation

- The most common reason for a location being considered **safe** was it being well lit.
- The most common reason for a location being considered as being **unsafe** was the presence of **unpredictable people**.
- **Public art**, **culturally diverse** and **family friendly** atmosphere, **open spaces** and presence of **people** and activity were typical attributes of **safe locations**.
- People under the influence of **alcohol and/or drugs**, being **approached for money**, **graffiti** and **isolated areas** were typical attributes of **unsafe locations**.
- **The safest location** was identified as being Lydiard Street North between Sturt and Mair Street and Sturt Street.
- **The most unsafe location** was identified as being Coles/Woolworths supermarket carpark precinct, followed by Little Bridge Street.
Feeling Safe

‘Always busy with people actively using the space attending events or restaurants’. (Cara, 49)

‘When there was public art in the laneways at Christmas time it encouraged more people to go there and it felt safer.’ Chancery Lane. (Bree)

‘Because everything is still open, and lit up, I feel this is relatively safe place of a night’. (Chloe, 20)
Feeling Unsafe

‘Can be unsafe at night when not many people around, isolated area if walking alone to car park at night’. (LL, 31)

‘The bus stop is totally unsafe. Angry people on drugs or dealing here. Teenage bullies. Not a good place. Get a bus from somewhere else if you need to. Don't walk past, go a different way’. (Anon, No answer)

‘People loitering, substance affected, homeless people’. (N, 38)
Some key recommendations

1. Develop a multi-stakeholder strategy for addressing loitering and intimidating public behaviour

2. Improve public safety in the little Bridge Street/Coles car park area;

3. Assess the locations listed as requiring practical interventions to address lighting, litter or footpaths

4. Consider Right to the Night results alongside other sources of information to build a comprehensive picture of public Safety in Ballarat
What we heard at Workshop #1

- Replicate the attributes of safe spaces in unsafe spaces
- Strengthen collaborations with service providers to respond to behaviours considered unpredictable
- Transform the physical infrastructure of the Little Bridge Street Bus Interchange and its immediate environs
- Activate public spaces to improve both actual and perceptions of safety
- Assign a protective guardian, like Police, Security Guards or Protective Services Officers to spaces considered high risk
Outcomes and opportunities so far...

- Urban Renewal and Master Planning
  - Bakery Hill and Bridge Mall Precinct
  - Smart Parking Plan
  - Creative City Master Plan
  - Lighting the Regions – Smart Lighting
  - Assessing land use planning applications

- Engagement & Evaluation Tool
  - White Flat Recreation Reserve

- Data Integration

- Advocacy Tool

- Inform external stakeholders
Key learnings so far......

1. Use ‘App’ based version rather than webpage link;
2. Review data collection fields for future engagement;
3. Engaging with the retail sector;
4. Determine re-mapping frequency; and
5. Broadening reach of project.
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