

ELIZABETH QUAY — MOBILE PHONE DETECTION POINTS

215. Hon MARTIN PRITCHARD to the minister representing the Minister for Planning:

I refer to the Premier's statement in the other place that estimates of visitor numbers to Elizabeth Quay are done through monitoring mobile phones.

- (1) How many detection or monitoring points are used, where exactly are they located and what is the detection radius around each point?
- (2) If there are multiple detection points, does the technology register a single phone passing multiple points as one visitor or multiple visitors?
- (3) How is it determined that the person with a detected mobile phone has actually entered Elizabeth Quay, or is the person simply assumed to have entered?
- (4) Is the assumption made for one visitor per mobile phone detection; and, if not, how many visitors per mobile phone detection are assumed?

Hon HELEN MORTON replied:

I thank the member for some notice of this question, because it is very interesting.

- (1) There are 14 detection points within Elizabeth Quay, excluding the Barrack Street jetty precinct, each with a detection radius of approximately 40 to 50 metres. Additionally, one temporary access point was placed within the Fringe Festival site during the event period—29 January to 6 March 2016—to include foot traffic within that area. They are placed in the main thoroughfare of the public promenades.
- (2) The technology registers a single phone passing multiple points as one visitor. Each mobile phone is counted only once per day.
- (3) The detection radius of all access points falls entirely within the Elizabeth Quay precinct; therefore, any mobile phone detected is considered an entry.
- (4) For each mobile phone detected, it is estimated that 1.66 people are entering Elizabeth Quay. This assumption is based on a number of factors, including Australian Bureau of Statistics demographic data, and takes into account the fact that not all visitors will be carrying mobile phones.