

# Designing the exercise invitation

Getting the target audience to the party and making sure they have a good time once they arrive

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# Getting past the doorway



# Getting past the doorway



Thanks,  
but no thanks



# Getting past the doorway

Wallan Community Park, Wallan





# Getting to the door

What's missing?





# Getting to the door



# Some design considerations



Make it  
familiar

Make  
it  
comfortable

Make it  
rewarding

Make it  
flexible



# Make it familiar



## Normalise the activity

- Fitness equipment, walking paths - Allow people to see it, as part of their walk/trip to the playspace.
- Make it visible to scope out – but not on exhibition: a little bit of try before you buy
- Promote! See it used online if not on site. Show how to use it and how to access instructions
- Manage fear of the unknown – signage, support, online etc



Ted Ajani Reserve, Templestowe



# Make it comfortable

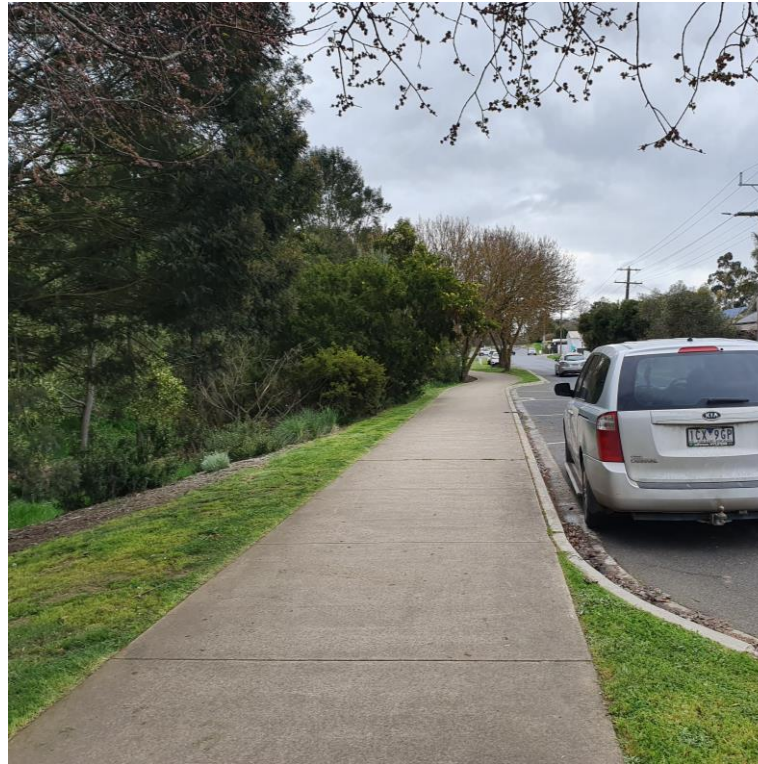
- Sealed paths for dry feet and stable surface
- Set fitness back from a path/road, or create a buffer/screen
- Toilets can be a benefit of colocation with active open space/sporting pavilions – work towards public access not just during match times.



Ruffey Lake Park, Doncaster

# Make it comfortable

Set boundary paths around local parks in from the road.

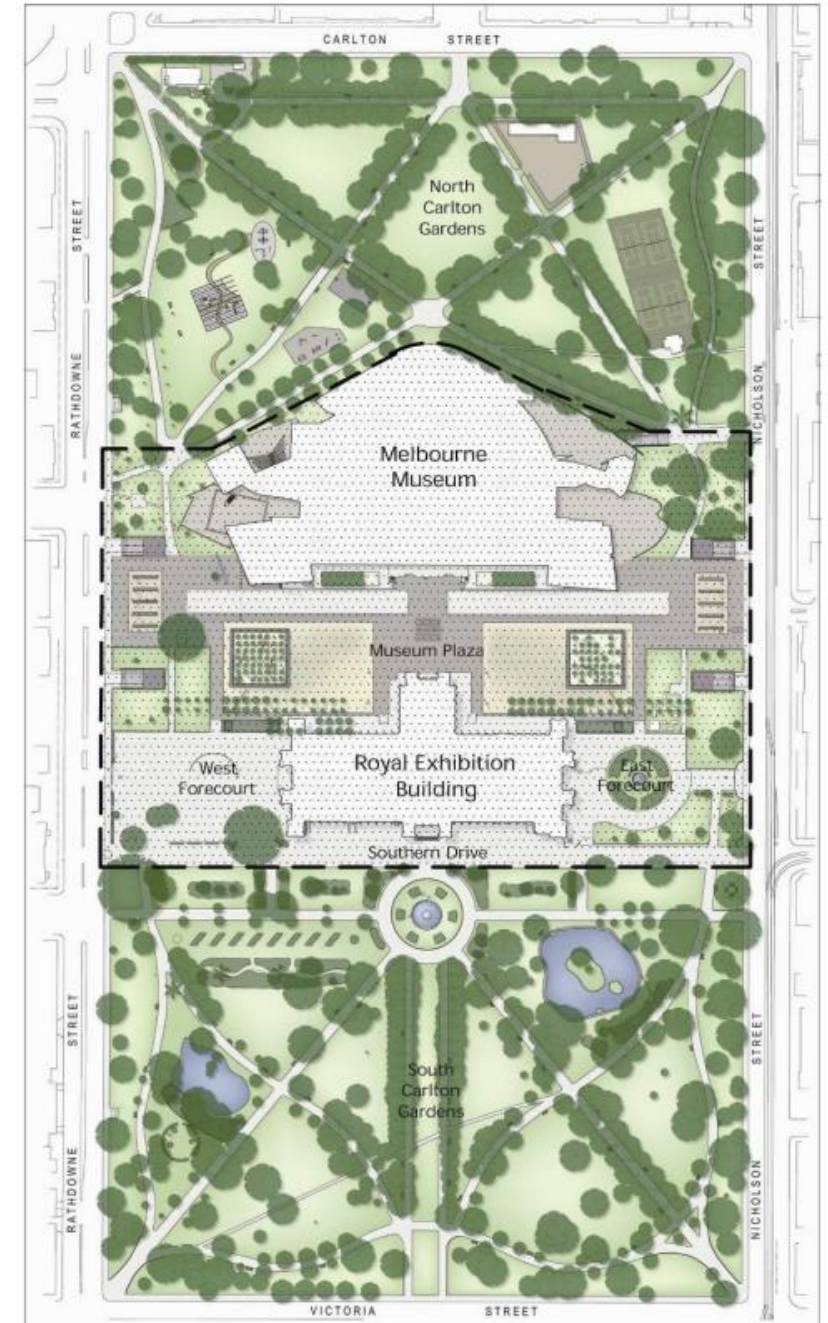


Kilmore Creek Linear Park, Kilmore



# Make it comfortable

Set boundary paths around local parks in from the road.





# Make it comfortable



- Create separation from childrens' or athletes' spaces (but maybe in sight of the playspace for familiarity?)
- Target audience wouldn't likely use equipment relying on upper body strength



Timber Ridge Reserve, Doncaster



# Make it rewarding



- Equipment that isn't too hard or complicated (but can scale up). Maybe some equipment has hand holds for use while they build confidence and balance
- Social possibilities – in walking distance of a school or shopping strip for meet ups after school drop-off/pick up, or to have coffee afterwards



The Elms Reserve, Kilmore



# Make it rewarding



- A view or outlook
- Markers on paths – distance, art – landmarks that punctuate the experience
  - 1ha Park perimeter is roughly 450-500m;
  - 6ha roughly close to 1km,
  - 8ha might be 1200m.

What if we provided this information to help people plan a walk/distance goal?



Laurimar Recreation Reserve, Doreen



# Make it flexible

## In praise of circuit paths

- What do I mean by circuit paths:
  - Loop – such as around a local path or an oval
  - Linear paths on both sides of a waterway or easement
- Rewarding as no turning back. New sights all the way.
- Turning back is a mini defeat, and there is limited incentive to complete the full extent. If motivation is low, that turn back point might be sooner and the walk shorter.
- If you can't provide a circuit, maybe a landmark destination that draws you to the full length of the path -hilltop view? Art piece? Create a tiny loop around a spectacular tree.



Taylors Creek Linear Park, Wallan



# Make it flexible

## In praise of circuit paths

- Circuit paths can be adaptable – offering variety – not the same walk every day
- Circuit paths can be created using surrounding streets to create lit routes after dark
- 1ha Park perimeter is roughly 450-500m; 6ha roughly close to 1km, 8ha might be 1200m. What if we provided this information to help people plan a walk/distance goal?





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# Thank you

