University of Melbourne
STUDENT PRECINCT RESEARCH

March 2017
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The University of Melbourne is co-creating a new Student Precinct on the Parkville campus with students, for students.

This is in response to the University of Melbourne’s commitment to provide a ‘rich and rewarding student experience’.

The intention is to create a vibrant Student Precinct that is welcoming, inclusive and provides students with opportunities for engagement.

This research was undertaken to gain a clear understanding of exactly what is desired by students, in order to advise the development of a new Precinct concept.
OBJECTIVES

Explore current perceptions of Union House and the use of existing amenities and activities in this complex

Quantitatively understand the appeal of the new Student Precinct concept amongst the total student body and specific subgroups. Validation of the findings from the qualitative co-creation workshops

Identify potential changes in behaviour due to the development of the new Student Precinct
METHODOLOGY

SAMPLE SIZE
We spoke to a total sample of n=855 made up of:
- New sample from University portal n=788
- Respondents recruited from previous online Co-Creation Community n=67

ONLINE
A 15 minute online survey

WHO
Students recruited via the Student Precinct online Co-creation Community, the University Student Portal, and via face-to-face surveys during Orientation Week.

FIELDWORK
The survey was conducted in February 2017
SAMPLE SPLIT

TOTAL SAMPLE N=855

INTERNATIONAL STUDENTS
N=316

DOMESTIC STUDENTS
N=472

UNDERGRADUATE STUDENTS
N=446

POSTGRADUATE STUDENTS
Coursework Degree
N=278
Research Degree N=53

CO-CREATION COMMUNITY
N=67

Students Surveyed

Other Sub groups:
- Non-gender identified (n=5)
- UMSU members (n=37)
- Students with dependant children (n=36)
CURRENT UNIVERSITY BEHAVIOUR
THE MAJORITY OF STUDENTS SPEND TIME ON CAMPUS BETWEEN 9AM TO 5PM ALTHOUGH 4 IN 10 ARE THERE ‘AFTER HOURS’

- 6 in 10 postgraduate students are at the University before 9am or after 5pm on weekdays, identifying a need for extended opening hours of facilities.

40% of students spend time at the University over the weekend and 37% spend time on weekdays after 5pm.
POSTGRADUATE STUDENTS SPEND SIGNIFICANTLY MORE TIME ON CAMPUS OUTSIDE OF THE 9AM-5PM TIMEFRAME

- Twice as many postgraduate students are at the University between 5-7pm compared to undergraduate students

Over half (55%) of postgraduate students visit the campus on the weekend while less than 1 in 3 undergraduates do (29%)

This is a similar story for weekdays after 5pm with 54% of postgraduate students visiting the campus vs. 25% of undergraduates
60% of students feel that facilities they require are not always open when they need them to be

- While 40% of students would like access outside of the 9am-5pm weekday timeslot

4 in 10 University of Melbourne students say the facilities are always open when they need them

- 31% of students would like the facilities to be open after 7pm on a weeknight and 43% at any time over the weekend

- 60% of international students would like facilities more readily available on weekends
STUDENTS WISHING TO SPEND MORE TIME ON CAMPUS WOULD LIKE TO STUDY IN AN ENVIRONMENT WHICH IS RELAXING AND HAVE BETTER ACCESS TO FACILITIES

Students would like to spend more time on campus doing:

- **Study**: 40%
- **Accessing the Library**: 20%
- **Sports**: 12%
- **Socialising / networking**: 12%
- **Eating / restaurants**: 11%
- **Reading**: 9%
- **Hanging out / relaxing**: 7%
- **Gym / Exercise**: 6%
- **Group study / group activities**: 5%
- **Café time / drinking coffee**: 4%
- **Club and Society activities**: 4%

**Studying, sitting and reading.** Less distractions than at home.

**Training in the gym on weekends and studying earlier**

**I can do my study but it would be nice to get some food, coffee and drinks in the evening**

**Relaxing with friends, meeting new people & relaxed study spaces**

Post graduate students are less likely to want to spend more time socialising/networking (6%) vs undergraduate students (17%)
UNION HOUSE

Behaviour and Perceptions
Introduction to Union House shown to students:

The Union House building has been the cornerstone of the University’s student community for more than 150 years. Union House is a singular, multi-story building that is located at the Parkville campus.

It is home to University of Melbourne Student Union (UMSU) and UMSU International which provide a range of services, amenities and facilities for students. These include:

- Advocacy support
- Information services
- Clubs, societies and communities
- Legal advice
- Mentoring/volunteering
- Student welfare
- Events and social activities
- Rowden White Library
- Performance and events spaces
- Bookable meeting rooms
- Food and Beverage outlets
- Retail
90% of students surveyed access Union House and spend on average just over 3 hours a week there.

Current student relationship with Union House:

- 89% Currently visit Union House
- 9% I've never been to Union House
- 2% I don't spend much time at Union House - when I visit I am in and out
- 21% I spend time at Union House and I use at least one of the UMSU dedicated 'spaces' e.g. the international lounge
- 30% I spend time at Union House but I don't use any of the UMSU's dedicated 'spaces' e.g. the international lounge
- 38% I don't visit Union House anymore

Average time spent at Union House is 3.2 hours per week.

Post Graduate coursework students are more likely to have never visited Union House (15%) while research students spend the least amount of time there on average.

Domestic and international students spend a similar amount of time at Union House per week.
ON AVERAGE 65% OF THE TIME STUDENTS SPEND AT UNION HOUSE IS ACCESSING FOOD AND RETAIL FACILITIES

- Second to this, ATMs are the next most commonly used facility

<table>
<thead>
<tr>
<th>Facility</th>
<th>Time Spent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick takeaway outlets</td>
<td>17.9</td>
</tr>
<tr>
<td>Coffee outlets/ cafes</td>
<td>16.4</td>
</tr>
<tr>
<td>Dining Room / Microwaves</td>
<td>14.0</td>
</tr>
<tr>
<td>Restaurants</td>
<td>13.8</td>
</tr>
<tr>
<td>ATMs</td>
<td>12.0</td>
</tr>
<tr>
<td>Arts and Cultural facilities including theatres and Rowden White Library</td>
<td>9.6</td>
</tr>
<tr>
<td>Supermarket</td>
<td>5.2</td>
</tr>
<tr>
<td>Support services</td>
<td>3.2</td>
</tr>
<tr>
<td>Other administrative services</td>
<td>2.8</td>
</tr>
<tr>
<td>Bookable Meeting Rooms</td>
<td>2.4</td>
</tr>
<tr>
<td>Bar</td>
<td>2.0</td>
</tr>
<tr>
<td>Travel agency</td>
<td>0.6</td>
</tr>
</tbody>
</table>

International students utilise ATMs and restaurants more so than domestic students who prefer quick takeaway outlets and coffee shops.
BOOKABLE MEETING ROOMS ARE THE LEAST FREQUENTED AREAS OF UNION HOUSE

- These rooms are utilised the least by mature age students (7%)
ALL STUDENT GROUPS REPORTED THAT CURRENT UNION HOUSE FACILITIES NEED IMPROVEMENT
THE AVERAGE RATING OF UNION HOUSE IS 6.4/10, WITH ONLY 1 IN 10 RATING THE FACILITIES ABOVE AN 8

- One third of all postgraduate students rate the facilities average or below

Rating of Union House:

- 0-4: 13%
- 5: 15%
- 6: 18%
- 7: 27%
- 8: 18%
- 9: 7%
- 10: 2%

Undergraduate (6.6), international (6.7) and younger students rate the current Union House the highest (6.7) with mature age (6.1) and part time (5.8*) students rating it the lowest

*Caution low base size
STUDENTS RATED RECYCLING/WASTE FACILITIES AND WI-FI CONNECTIVITY THE HIGHEST OF ALL AMENITIES OFFERED AT UNION HOUSE

- Food storage facilities are considered below standard for domestic students

Rating of existing Union House amenities:

- Food storage facilities: 5.3
- Publicly available computers: 5.4
- Phone charging: 5.9
- Toilets/bathrooms: 6.7
- Recycling/waste management: 7.0
- Powerpoints: 5.8
- Storage facilities: 5.6
- Cooking/reheating facilities: 6.5
- Wi-Fi connectivity: 7.0

International students rate all amenities higher than domestic students.

Postgraduate students rank food storage facilities higher (6.0) than UG (5.2)
ACTIVITIES ARE GENERALLY RATED HIGHER THAN THE AMENITIES AT UNION HOUSE

- There is less difference between domestic and international students when rating activities.

Rating of existing Union House activities:

- **Art exhibitions**: 6.5
- **Charity/NFP activities**: 6.7
- **Theatre/performance**: 7.0
- **Clubs & society activity**: 7.4
- **BBQs & bands**: 7.6
- **Music**: 7.1
- **Cinema/movies**: 6.6
- **Social/ethical activities**: 7.0
- **UMSU events**: 7.5

- Undergraduate and domestic students particularly enjoy BBQs and bands.
- Younger students prefer charity (7.0) and UMSU events (7.7) when compared to mature aged students.
- There is less difference between domestic and international students when rating activities.
#1 AFTER HOURS ACCESSIBILITY WANTED

There is a strong demand for accessible after-hours facilities, particularly amongst postgraduate students.

#2 MOST STUDENTS UTILISE UNION HOUSE

Union House is currently accessed by most students (89%) and on average, students are spending just over 3 hours per week at the venue.

#3 FOOD & RETAIL MAIN USE OF UNION HOUSE

While the average time spent at Union House is 3.2 hours per week, most of this time is spent dining or purchasing food. This accounts for two thirds of their time at the venue.

#4 LOWER USE AMONGST PG STUDENTS

One third of the University’s postgraduate students rate Union House below average. These students are also the least likely to have visited Union House.

#5 AMENITIES FAVOURABLE TO INTERNATIONAL STUDENTS

All amenities are rated significantly higher by international students. However, 60% of these students would like more University facilities open on weekends.
STUDENT PRECINCT CONCEPT
Introduction to new proposed Student Precinct:

Responding to the significant growth of the campus over the past two decades and with over 40% of the University’s students and staff now based south of Grattan Street, the University is considering locating a new Student Precinct closer to the centre of the Parkville Campus. This proposed new Precinct would replace the current Union House as a hub for student services. Encompassing seven buildings and a multitude of purpose-built outdoor spaces, the proposed new Student Precinct would provide greater ease of access and increased visibility to student services. Extended hours of operation would also be a feature, ensuring vibrant events, social opportunities and facilities are more accessible and tailored to the student experience. Student-led organisations UMSU and UMSU International would move their services and facilities (listed previously) to the Student Precinct along with their associated societies, clubs and communities. A new Student Precinct would also be home to:

- Stop 1
- Graduate Student Association (GSA)
- Eastern Resource Centre
- Outdoor recreation and study spaces
- Retail outlets
- Revitalised food and beverage offerings
- A new Arts and Cultural facility (that will be the new home for Union House Theatre, the Guild Theatre and the Rowden White Library)
- Informal study spaces
- Social/hangout spaces
- Multipurpose and event spaces
- The Co-op Book Shop
- Murrup Barak

The proposed new Student Precinct will neighbour Carlton Connect Initiative, and be closer to the Swanston Street tram super stop and the city, and be easily accessible to the new Metro Rail station on Grattan Street when it opens in 2023.
DESCRIPTION OF THE DESIGN CONCEPT

To support the planning, design and development of the Student Precinct, a Co-creation Community was launched online in Semester 2016, to provide commentary, feedback and ideas about what the Student Precinct should be.

Informed by the responses gathered from co-creation activities at the University earlier that year, The Lab Strategy & Research conducted online forums and discussions with students. It was these discussions that informed the design concepts listed below that align with students’ needs and preferences.

The images below represent the core design concepts preferred by the student members of the Co-creation Community.

The images are only indicative but give an impression of the design elements which could inform the proposed new Student Precinct design.

*These design elements suggest a space that is light, open, uncluttered, warm, comfortable, natural and flowing.*
ALL STUDENT GROUPS FELT STRONG APPEAL TOWARD THE STUDENT PRECINCT CONCEPT
80% OF STUDENTS FOUND THE STUDENT PRECINCT CONCEPT HIGHLY APPEALING

- Despite viewing limited design content, all subgroups found the concept equally appealing

**Appeal of the Student Precinct concept:**

**Rating of current Union House:** 6.4/10

**New Student Precinct**

8.0/10

0% 1% 0% 1% 1% 5% 7% 18% 20% 23%

Extremely unappealing

0 1 2 3 4 5 6 7 8 9 10

Extremely appealing

"Sig. difference at 95% confidence"
THE MAJORITY OF STUDENTS FEEL THE STUDENT PRECINCT WOULD ENHANCE THEIR EXPERIENCE

Predicted enhancement of overall University experience:

- Yes, 44%
- Mostly, 38%
- It would remain the same, 10%
- Unsure, 6%
- No, 3%

There is minimal difference between subgroups, with over 75% of each group anticipating that the Student Precinct will enhance their student experience.

Feel it would enhance their University experience:

- 81%
- 79%

Spacious, clean and better facilities
Very appealing and much more welcoming for new students
I love the fresh modern interior and the increased access to useful facilities. I would find this beneficial to my study

Q13. Overall, do you think a new Student Precinct as described previously would enhance your experience as a university student? Base: 855

Sig. difference at 95% confidence

CO-CREATION COMMUNITY GROUP
STUDENTS ARE MAINLY ATTRACTED TO THE LOOK AND FEEL OF THE STUDENT PRECINCT, NOTABLY THE MODERN DESIGN AND OPEN PLAN

Elements students like about the new concept:

- Modern design/ good style: 39%
- Big & open: 37%
- Natural light /vibrant: 16%
- More study spaces: 15%
- All services in one place/ more facilities: 15%
- Comfortable/ good place to relax: 14%
- More social areas: 13%
- Accessible/ easier to navigate: 13%
- Lots of greenery/ more sustainable: 12%
- Location: 12%
- Welcoming / inviting: 10%
- Upgrade is needed: 9%
- Variety of spaces: 6%

I like the design idea of **big open spaces** that have smaller enclosed desk areas for students to study in. I think it’s good to have **greenery** in the student spaces - it’s **refreshing and relaxing**.

Having a space that feels **light and flowing** is what appeals to me the most. The current Union House is a bit dingy.

The colours are vibrant and the space looks clean and tidy. It seems **comfortable and inviting** but also an area which there are many nooks and crannies to be explored.

The large open spaces that students can utilise for numerous activities

**Open, vibrant spaces.** Comfortable options to unwind on sofas, designated pods etc. I particularly like the **whole modern feel** to the new place

**CO-CREATION COMMUNITY GROUP**

Like the big/open space 45% & modern design 38%
LOCATION IS ANOTHER APPEALING FACTOR OF THE STUDENT PRECINCT

Elements students like about the new concept:

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- Accessible/ easier to navigate: 13%
- Lots of greenery/ more sustainable: 12%
- Location: 12%
- Welcoming / inviting: 10%
- Upgrade is needed: 9%
- Variety of spaces: 6%

Domestic students particularly like the location and feel the upgrade is necessary.

I spend time down at the Law building and Union House is too far away to be a practical student hub.

Closer to students and where we spend time.

It will be closer to the Business School where I spend most of my time.

Student Precinct space as proposed in Urban Design Framework.
THERE IS AN ELEMENT OF CONCERN ABOUT THE STUDENT PRECINCT LACKING ADEQUATE SEATING AND QUIET AREAS WITH SOME FEELING THE AREA IS TOO BIG AND A WASTE OF SPACE

- This supports the strong need for ‘study spaces’ in the proposed Student Precinct

**Elements students dislike about the new concept:**

- Not enough seating/ needs more quiet areas: 16%
- Too large/ poor usage of space: 15%
- Would prefer one large building: 13%
- I like Union House/ this is unnecessary: 11%
- Difficult to navigate / too complicated: 10%
- Not central / not close to some people: 9%
- Too crowded/ too close to busy streets: 9%
- Concerned about the old buildings/ preserve the heritage: 8%
  - Dislike the design: 7%
  - Will take too long: 7%
  - Not enough natural elements/ needs green spaces: 7%
  - The bright colours / will turn into a greenhouse: 6%
  - Disruption during construction: 6%
  - No activity areas/ discourages collaboration: 6%

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**I worry about the disconnected nature of the buildings - I like the centrality of Union House**

**No one central location. Less food spaces. Loss of heritage**

**Not enough seating!!!!!! There’s never enough seats available for both study and relaxation purposes**

**Some of the spaces are too open where any conversation is very conspicuous and the space gets very noisy**

**I am extremely worried that there will be a gap between demolishing the old union house and building a new Student Precinct**

**Would it take a toll on our already expensive university fees?**

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Q12. What are the main things that you dislike about the concept for a new Student Precinct?

**Base: Respondents who disliked a certain element of the concept n=455**

**New Student Precinct**

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**PG Research students 17%**
STUDENTS ANTICIPATE SPENDING MORE TIME IN THE NEW STUDENT PRECINCT FACILITIES – THEY BELIEVE THEY WILL SPEND MORE TIME ON CAMPUS IN GENERAL
82% of students claim they would spend more time at the Student Precinct and 74% more time on campus if the space was upgraded.
OF THOSE WHO CURRENTLY SPEND ‘LITTLE TO NO’ TIME AT UNION HOUSE, 84% CLAIM THEY WOULD SPEND MORE TIME AT THE STUDENT PRECINCT

Students who spend little to no time at Union House (41%)

84% Students who spend little to no time at Union House predict they would spend more time at the new Student Precinct

Central location for services. An attractive location where students would want to spend time

Conversion is higher among full-time students (84%) vs part-time students (74%)

This conversion is slightly higher when compared to those who currently spend time at Union House (81%)

Open, nice looking space to spend time in

81% Of these students who spend little to no time predict they would spend more time at the new Student Precinct

Q4. Thinking about your relationship with Union House, which of the following best describes you? Base: 855

Q14. Assuming a new Student Precinct was developed as outlined, would you expect to spend more or less time there, compared to the time you currently spend at Union House? Base: 855
ALTHOUGH STUDENTS ARE CURRENTLY SPENDING MORE TIME IN FOOD AREAS AT UNION HOUSE, THEY FEEL THE STUDENT PRECINCT WILL BE UTILISED FOR STUDY AREAS MORE

- No specific facility stands out above the rest, though there is a need for areas to both study and relax

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal study spaces</td>
<td>14%</td>
</tr>
<tr>
<td>Outdoor recreation and study spaces</td>
<td>11%</td>
</tr>
<tr>
<td>Social/hangout spaces</td>
<td>10%</td>
</tr>
<tr>
<td>Coffee outlets/cafes</td>
<td>10%</td>
</tr>
<tr>
<td>Quick takeaway outlets</td>
<td>8%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>8%</td>
</tr>
<tr>
<td>Markets/street food outlet</td>
<td>8%</td>
</tr>
<tr>
<td>Eastern Resource Centre</td>
<td>7%</td>
</tr>
<tr>
<td>Arts and Cultural facility (e.g. theatres, Rowden White Library)</td>
<td>7%</td>
</tr>
<tr>
<td>Student bar</td>
<td>5%</td>
</tr>
<tr>
<td>Multipurpose and event spaces</td>
<td>4%</td>
</tr>
<tr>
<td>Specific dietary requirements (e.g. vegan/vegetarian/gluten free foods)</td>
<td>4%</td>
</tr>
<tr>
<td>Cultural cuisine including Halal food</td>
<td>4%</td>
</tr>
<tr>
<td>Murrup Barak - Institute for Indigenous Development</td>
<td>1%</td>
</tr>
</tbody>
</table>

Younger, undergraduate and domestic students place more weight behind social/hangout spaces where research students are significantly less interested in this.

International students are more likely to utilise restaurants as opposed to cafes, and prefer cultural cuisine.

Students in faculties north of Grattan feel they will spend more time in the Eastern Resource Centre.

Sig. difference at 95% confidence
Other facilities or amenities desired for the new Student Precinct:

- **Increased study and informal spaces** so as to facilitate group interactions. It is difficult to find an informal space which also satisfies study requirements.
- **This is pretty vague but having space is definitely great.** A safe chill out zone for uni students to hang around without feeling out of place.
- **Please provide hot water for student cooking!** Also, **nice gardens and outdoor spaces with peaceful outdoor music.**
- **More study spaces** and more natural sunlight in the buildings. Less small cramped spaces with only artificial lighting.
- **Secondly, more meeting room space** to be made available as during the end semester time, most of the meeting rooms get occupied. Also, **if some space for relaxation would be a plus point** for the students to refresh their minds after the lectures.
RESPONSES TO THE STUDENT PRECINCT CONCEPT WERE VERY POSITIVE. ONGOING AVAILABILITY OF FACILITIES SUCH AS WI-FI AND STUDY AREAS WILL ENHANCE THE STUDENT EXPERIENCE
BASIC NECESSITIES FOR THE STUDENT PRECINCT INCLUDE BATHROOMS AND WI-FI, WITH AREAS TO STUDY AND ‘CHILL OUT’ ALSO PREDICTED TO BE REGULARLY UTILISED

<table>
<thead>
<tr>
<th>AMENITIES</th>
<th>Current Union House rating (/10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toilets/bathrooms</td>
<td>6.7</td>
</tr>
<tr>
<td>Wi-Fi connectivity</td>
<td>7.0</td>
</tr>
<tr>
<td>Study spaces</td>
<td>-</td>
</tr>
<tr>
<td>‘Chill out’ zones</td>
<td>-</td>
</tr>
<tr>
<td>Recycling/waste management</td>
<td>7.0</td>
</tr>
<tr>
<td>Power points</td>
<td>5.8</td>
</tr>
<tr>
<td>Phone charging</td>
<td>5.9</td>
</tr>
<tr>
<td>Cooking/reheating facilities</td>
<td>6.5</td>
</tr>
<tr>
<td>Publicly available computers</td>
<td>5.4</td>
</tr>
<tr>
<td>Storage facilities</td>
<td>5.6</td>
</tr>
<tr>
<td>Food storage facilities</td>
<td>5.3</td>
</tr>
</tbody>
</table>

I like the greater accessibility & opportunity for much improved facilities

The Student Precinct should incorporate more personal study spaces that are not only quiet but comprise of plentiful lighting and readily available power points

Undergraduate students have a higher likelihood of utilising Wi-Fi, power points and ‘chill out’ zones

International students require more publicly available computers and cooking/reheating facilities with food storage
ALONGSIDE THE BASIC AMENITIES, MOST STUDENTS DESIRE ACTIVITIES WHICH ENCOURAGE NETWORKING AND A SOCIAL CULTURE
STUDENTS ANTICIPATE A STRONG PARTICIPATION IN ACTIVITIES THAT INCLUDE BBQ’S, BANDS AND OUTDOOR FESTIVALS

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>Likelihood (%)</th>
<th>Current Union House rating (/10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBQ’s and bands</td>
<td>75%</td>
<td>7.6</td>
</tr>
<tr>
<td>Outdoor festivals</td>
<td>75%</td>
<td>-</td>
</tr>
<tr>
<td>Clubs and society activities</td>
<td>74%</td>
<td>7.4</td>
</tr>
<tr>
<td>UMSU events</td>
<td>71%</td>
<td>7.5</td>
</tr>
<tr>
<td>Music</td>
<td>66%</td>
<td>7.1</td>
</tr>
<tr>
<td>Cinema/movies</td>
<td>65%</td>
<td>6.6</td>
</tr>
<tr>
<td>Social/ethical activities</td>
<td>59%</td>
<td>7.0</td>
</tr>
<tr>
<td>Art exhibitions</td>
<td>54%</td>
<td>6.5</td>
</tr>
<tr>
<td>Theatre/ performance</td>
<td>53%</td>
<td>7.0</td>
</tr>
<tr>
<td>Charity/NFP activities</td>
<td>51%</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Mature age students would like to go to more art exhibitions and theatre/performances

More undergraduate students focus their attention toward clubs and society activities along with USMU events

I like the idea of new spaces where students feel more comfortable engaging with services and UMSU department

Q17. Assuming any new Student Precinct was developed as outlined, how likely do you think you would regularly use each of the following amenities and activities in the Precinct? Base: 855

**Highest importance**
- BBQ’s and bands
- Outdoor festivals
- Clubs and society activities
- UMSU events

**Medium importance**
- Music
- Cinema/movies
- Social/ethical activities
- Art exhibitions
- Theatre/ performance

**Lower importance**
- Charity/NFP activities

**Current Union House rating (/10)**
- 7.6
- 7.4
- 7.5
- 7.1
- 6.6
- 7.0
- 6.5
- 7.0
- 6.7

I like the idea of new spaces where students feel more comfortable engaging with services and UMSU department.
Key Findings – Student Precinct

#1 The Student Precinct is Highly Appealing

Appeal for the Student Precinct was strong with all students, with students particularly attracted to the modern design and open spaces. Eighty percent of students stated it will enhance their experience at the University.

#2 Students Want to Study and Relax

While most facilities and services appear important to students, both study and relaxation spaces are desired. This is a key need that does not currently appear to be met by Union House.

#3 Events Are Important Alongside Basic Amenities

Bathrooms, Wi-Fi connectivity and study areas are all essential to most students for the Student Precinct. However, they would also like to attend more BBQs, and events with bands and outdoor festivals.

#4 Concerns Around Space

There are some concerns around the new design, including the assumption from some that the open plan design will mean there are less private study spaces and facilities will be spread out across a large area/decentralised.
POTENTIAL NEXT STEPS
#1 EXTEND OPENING HOURS OF FACILITIES

Consider longer opening hours of student facilities to increase attraction, particularly for postgraduate, mature age and international students.

These students particularly desire increased accessibility of facilities after 5pm and on weekends to enhance their University experience.

#2 CATER FOR PG NEEDS

Postgraduate students are the least likely to have visited Union House, and spend the least amount of time there on average.

For these students, access to quiet areas with adequate seating is a concern in the new open plan space, where express a desire to spend more time studying.

#3 ENSURE NAVIGATION IS LOGICAL & CLEAR

There needs to be a rational link between facilities to allow for ease of use. This is particularly the case for international students who have also requested adequate signage and centralisation of buildings for simplicity.

There are concerns the new layout will mean they will have to travel further to access different facilities in the Student Precinct and this may become confusing.
#5 IMPROVE STORAGE TO MAKE LIFE EASIER FOR STUDENTS

1 in 2 students requested storage areas for both personal and food items in the Student Precinct.

They currently rate these facilities as below par in the current Union House and therefore can be improved upon. Whilst this may not be feasible, it is a desire that needs to be acknowledged to some degree.

#4 STUDY & RELAXATION SPACE IS KEY

Space is essential. Ensure there is not only ample study space in the Student Precinct, but also adequate space for students to relax.

Students also desire areas where they can remove themselves from study to either socialise or relax in between classes.

#6 DON’T DEVALUE EVENTS/ACTIVITIES

Students rate the activities at Union House higher than the amenities. Ensure activities continue in the new Student Precinct as this could help in its roles as a social meeting point or entertainment hub.

BBQs, bands and outdoor festivals are top of the list for students, so consider these as a priority. An event program could be established to ensure these continue and to a high standard.
# GENERAL STUDENT CONCERNS TO ADDRESS WITHIN COMMUNICATIONS

<table>
<thead>
<tr>
<th>#1 AVOID ‘WASTED’ SPACE</th>
<th>#2 RESPECT THE UNIVERSITY’S HERITAGE</th>
<th>#3 THE COST TO STUDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is important to ensure the new Student Precinct will have adequate, private and public study spaces and that large areas are not ‘wasted’.</td>
<td>In addition, some students require reassurance of the minimal disruption to their workspace and the heritage of the University. This also came through at the qualitative stage where students noticeably valued the University’s past and wanted to retain some heritage element within the design.</td>
<td>Some students spontaneously mentioned their concern about a price increase in their University fees or a potential waste of these fees to cover the construction of the new Student Precinct. Consideration should be given for communications to speak to the value and benefits that the Student Precinct will deliver, to offset any concerns on this front.</td>
</tr>
</tbody>
</table>
THE NEW PRECINCT WILL DELIVER:

» **More facilities**, accessible to all students  
» A **calm, natural space** with **quiet areas** to study  
» After-hours accessibility of facilities to **improve productivity** of time spent on campus  
» Centralisation of facilities and location to transport/faculties to **save students time**
POTENTIAL COMMUNICATION PRIORITIES (2)

Potential points to stress within communications about the Student Precinct

IT WILL ALSO TICK OTHER ‘BROADER’ BOXES:

» Give students **permission to play** through social events and providing a place where students can relax and are proud to spend additional time

» Be a place which is **respectful of the University’s history** and alumni

» Get the basics right - provide **reliable**, well maintained amenities such as toilets & Wi-Fi.

» Be designed with **technology in mind** including ample charging facilities for phones and laptops

» Provide access to **flexible/multiple purpose spaces**, which should appeal to a variety of student groups and their varying needs.
POSTGRADUATE STUDENTS - SUMMARY

Students completing a postgraduate coursework degree (including Graduate and Postgraduate Certificates or Diplomas) or completing a postgraduate research degree

- On campus after hours (73%)
- Spend time at Union House
- Average time spent at Union House per week: 2.7 hours

**Likely to use/attend:**
- Public computers
- Food storage
- Art exhibitions
- Theatre/performance

**Proposed Student Precinct**

**APPEAL**

- More space. Looks like there would be a lot of places to relax and hang out between classes.
- It has different kinds of areas tailored for different needs. Lovely architecture. Lots of green and open spaces.

- The use of natural materials, adequate lighting especially the use of natural light, high ceilings, and generous seating.

- 80% would spend more time at the Precinct

- 80%

**ENHANCE UNI EXPERIENCE**

Heritage

Study space

Concerns
### Undergraduate Students - Summary

**Students completing an undergraduate degree at the University of Melbourne**

<table>
<thead>
<tr>
<th>On campus after hours (43%)</th>
<th>Spend time at Union House</th>
<th>Average time spent at Union House per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>3.4 hours</td>
<td></td>
</tr>
</tbody>
</table>

**Likely to use/attend:**
- Power points
- Phone charging
- BBQs
- USMU

**Proposed Student Precinct**

**8.1/10**

Looking at the pictures it looks like a really good atmosphere to be in.

The concept includes many different pictures of open and varied spaces which would provide students with multiple opportunities for engaging with others.

Creative and attractive, convenient and human-based.

**82%**

Enhance Uni Experience

Would spend more time at the Precinct

**85%**

Concerns

Ample events & social activities
INTERNATIONAL STUDENTS - SUMMARY

Students born outside of Australia and study on campus at the University of Melbourne as an international student.

On campus after hours (78%)  60%
Spend time at Union House
Average time spent at Union House per week  3.0 hours

Likely to use/attend:
- Public computers
- Food storage
- Art exhibitions
- Theatre/performance

Proposed Student Precinct

APPEAL

8.1/10

Spacious and colourful which aids in studying as well as socialising with friends.

84%
ENHANCE UNI EXPERIENCE

More food shops, more variation to food stalls, making sure that they open till 12am since there are a lot of students who study at campus till late night.

83%
Would spend more time at the Precinct

Concerns

After hours accessibility

I like how modern and open the plans look. Gives better flow to the space than Union House does right now.
DOMESTIC STUDENTS - SUMMARY

Students born in Australia or with Australian citizenship and study on campus at the University of Melbourne

On campus after hours (40%)

Spend time at Union House

Average time spent at Union House per week

3.1 hours

Likely to use/attend:

- Power points
- Bathrooms
- BBQs
- Wi-Fi

Proposed Student Precinct

APPEAL

7.9/10

So many student services can be centralised and easily accessible which provides much more convenience to students

Open & uncluttered, communal benches and separate areas for private study - all really good.

A central area for non-study specific purposes. Bigger facilities Union House is cramped

ENHANCE UNI EXPERIENCE

80%

Would spend more time at the Precinct

82%

Concerns

Technology

Social events
Students from the University of Melbourne who participated in the Co-creation Community research

- **On campus after hours (51%)**
- **Spend time at Union House**
- **Average time spent at Union House per week: 3.8 hours**

### Proposed Student Precinct

**APPEAL**

- **7.7/10**
- It will be modern and clean, hopefully more natural light but efficient use of space.
- Very spacious and feel like home to me. I can just relax and chitchat with friends anytime I would like to without ordering a cup of coffee.
- I like the colours and space a lot. The environment makes it a great place to wind down and relax.

**ENHANCE UNI EXPERIENCE**

- **79%**
- Would spend more time at the Precinct

<table>
<thead>
<tr>
<th>Likely to use/attend:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chill out zones</td>
</tr>
<tr>
<td>Bathrooms</td>
</tr>
<tr>
<td>BBQs</td>
</tr>
<tr>
<td>Wi-Fi</td>
</tr>
</tbody>
</table>

**Concerns**

- Study space
- Social events