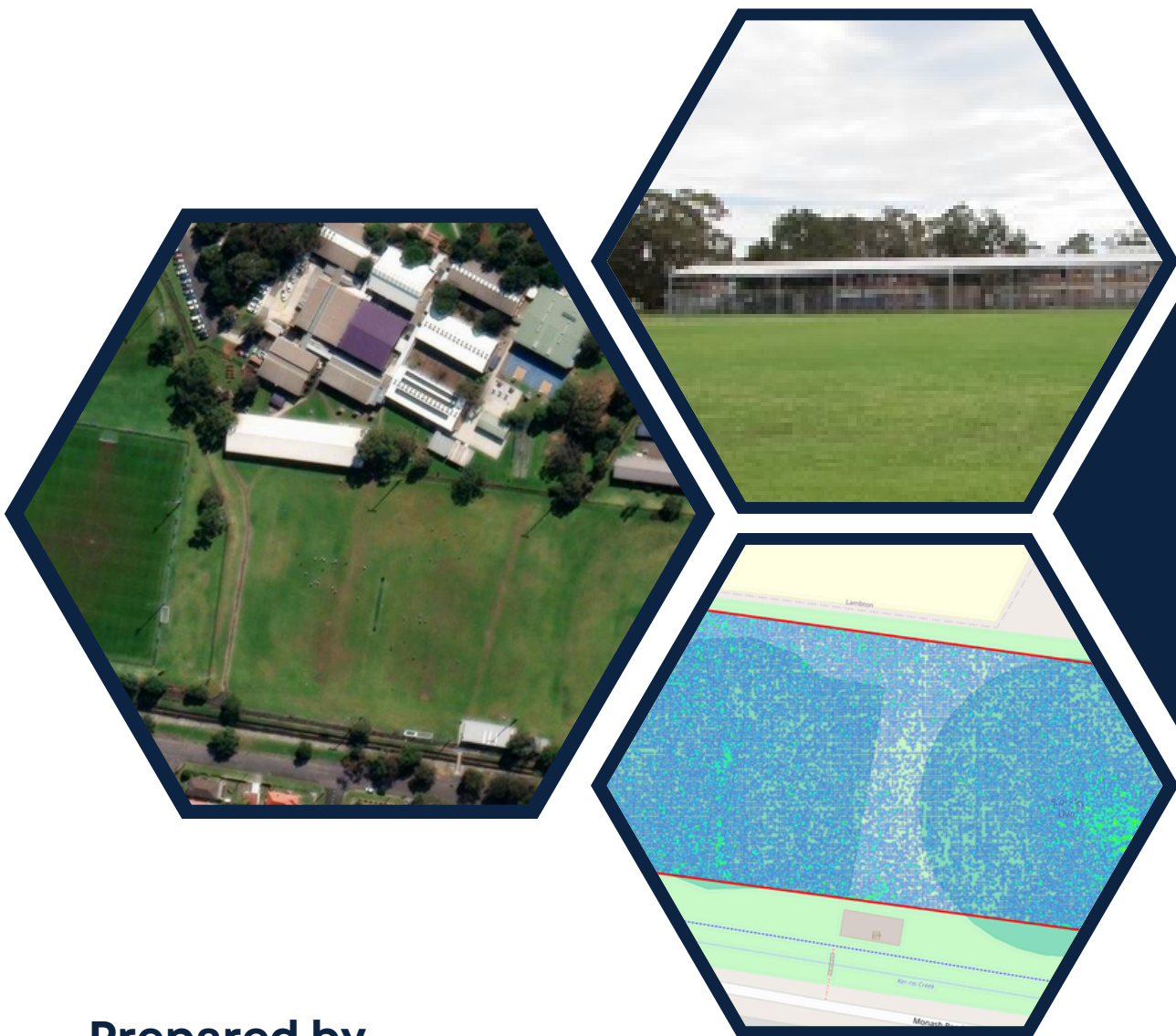


Lambton Open Space Visitation Report



Prepared by

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Lambton Open Space Visitation Report Project Brief

Details

Overview

The project was commissioned to provide data on how selected open space in New Lambton is used by local residents and the broader community with a particular focus on Wallarah and Blackley Ovals.

The aim of the engagement is to help understand relative use of the spaces in the local particularly by local residents.

This analysis focuses on understanding how the selected open space areas are used in practice. The following key questions guide the assessment and directly inform the charts, maps, and tables presented in this report.

Specifically, the analysis seeks to understand:

- Relative movement across the identified parks? – how visitation levels compare between the selected open space sites and how these patterns change over time.
- What times are busiest across the locations? – when open space use is most concentrated, distinguishing between typical day use and recreational periods such as weekends and after-hours on weekdays.
- Where visitors come from? – the extent to which nearby residential areas contribute to overall site activity, and how local catchment use compares to broader visitation.

Data time period

September 2022 to August 2025



Methodology

This analysis draws on one of the most comprehensive human movement datasets in Australasia, supplied through an exclusive partnership and processed by DataConsulting.

The dataset includes anonymised observations from millions of mobile devices everyday using location based services on thousands of applications. This generates billions of data points per month in Australia alone.

To ensure temporal comparability, a normalisation methodology is applied—indexing each month's data to control for shifts in device activity, app use, and signal variability. This allows for robust, month-on-month trend analysis, even under variable raw inputs.

Real-world interpretation of these trends is contextualised by location type. For example, visitor patterns at a retail precinct differ from those at a remote park or coastal trail. By layering local context over consistent data, the analysis yields consistent, site-specific insights for comparisons across time.

Data Consulting is a unique aggregator of Human Movement Data providing fully tailored outputs, supporting partners across Australia and New Zealand—including work across government, education and the commercial sector. This tailored approach ensures high relevance for local government, infrastructure, and safety planning.

Lambton Open Space Visitation

Sites

The data sample area for each site is shown in the figures below. These areas purposely exclude cycleways, paths and buildings to reduce the impact of pedestrian and cycle traffic in order to focus on likely recreational use.

Wallarah and Blackley Ovals



Ford Oval



Kentish Oval



Visitation Patterns

Collected data was separated into 'visitation periods' which were selected based around weekday and weekend use as well as day and afternoon/evening use to help identify likely recreational use of the space. Relative use for each site across a three year period (i.e. the proportion of total visitation between the sites) for these time periods site is shown in the table below.

TimePeriod	DayType	Wallarah % of Visitation	Ford % of Visitation	Kentish % of Visitation
C - 9am-3pm	2- Weekday	59%	24%	17%
C - 9am-3pm	3 - Weekend	25%	50%	25%
D - 3pm-9pm	2- Weekday	23%	42%	35%
D - 3pm-9pm	3 - Weekend	33%	41%	26%
Other	2- Weekday	30%	39%	31%
Other	3 - Weekend	36%	34%	30%
Total	Total	36%	38%	26%

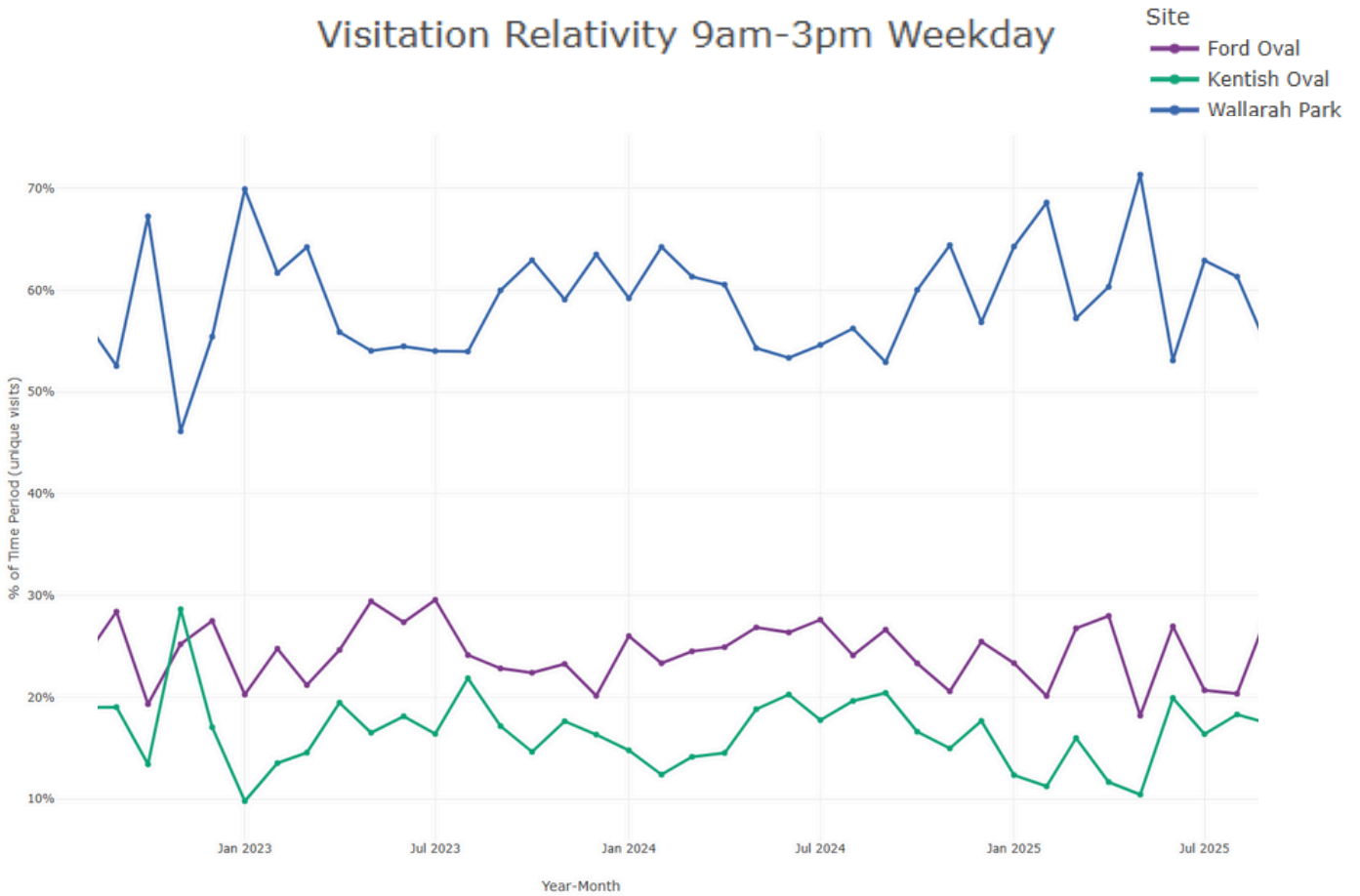
Wallarah Oval's share of visitation peaks on weekdays during 9am and 3pm. This is likely to be caused by school activity on the site. For most other times, Ford Oval has the highest share of visitation.

This is also reflected in the visitation trends charts shown on the following pages.

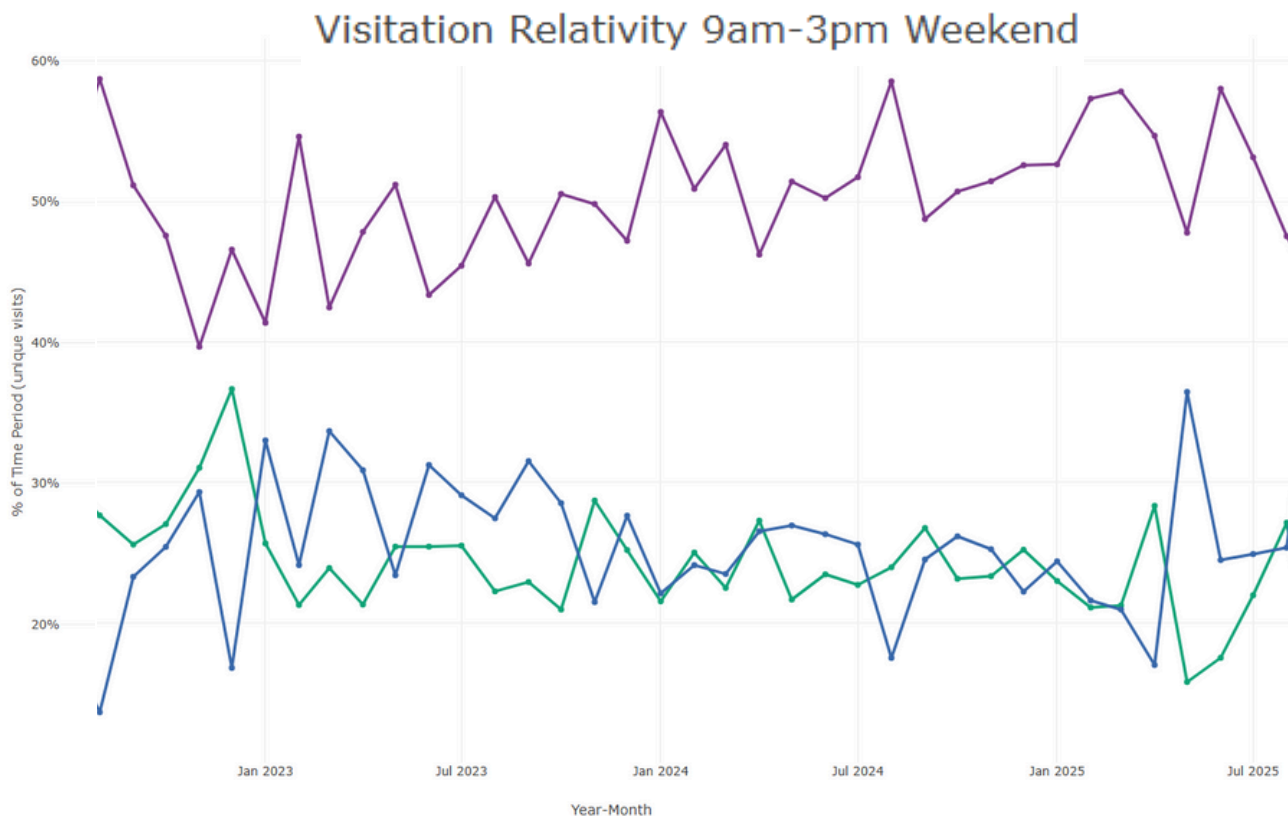
Visitation Trends

Relative use for each site within selected time periods is shown in the charts below. These are plotted on a monthly basis over three year period from September 2022 until August 2025.

Visitation Relativity 9am-3pm Weekday

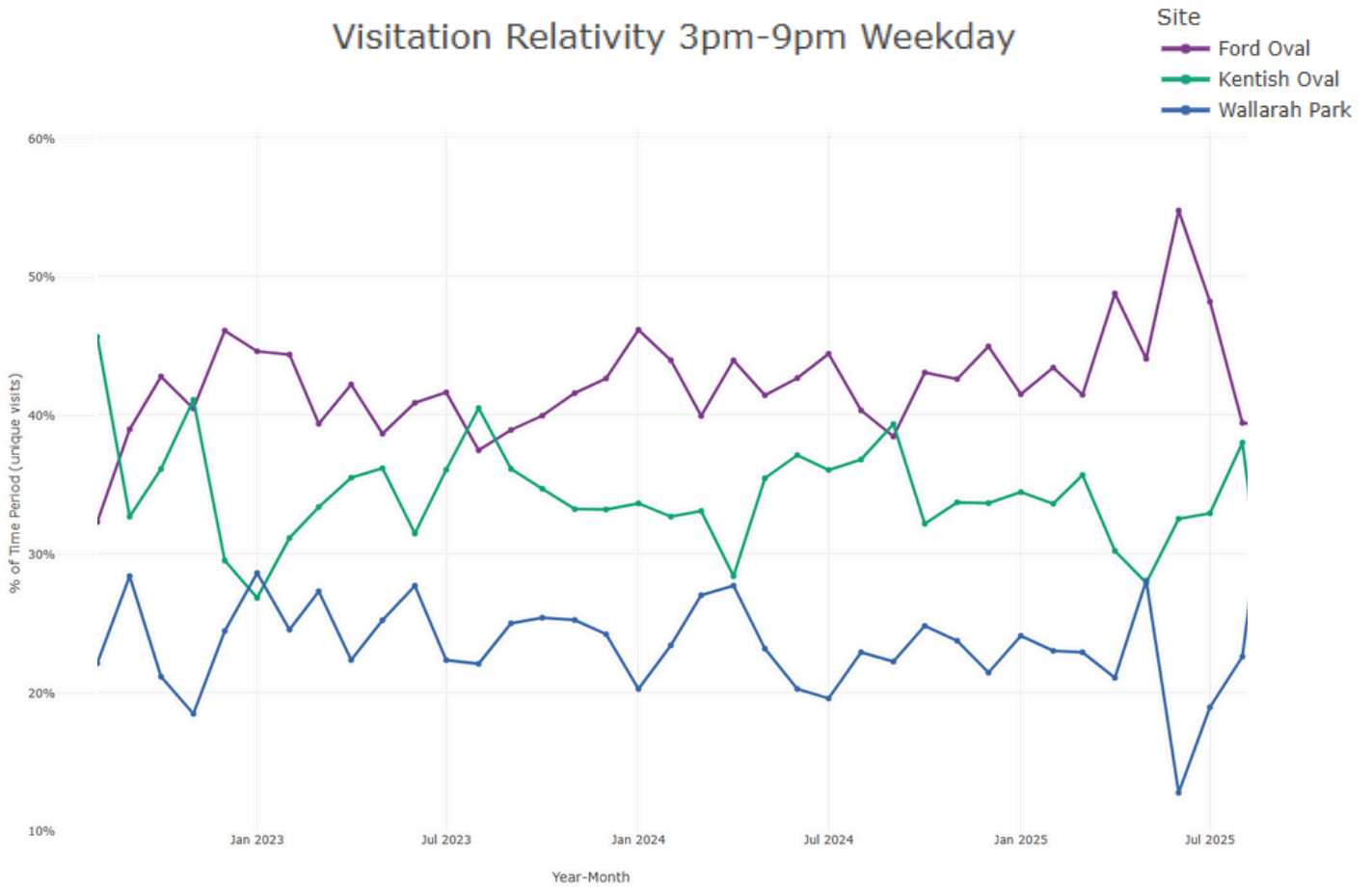


Visitation Relativity 9am-3pm Weekend

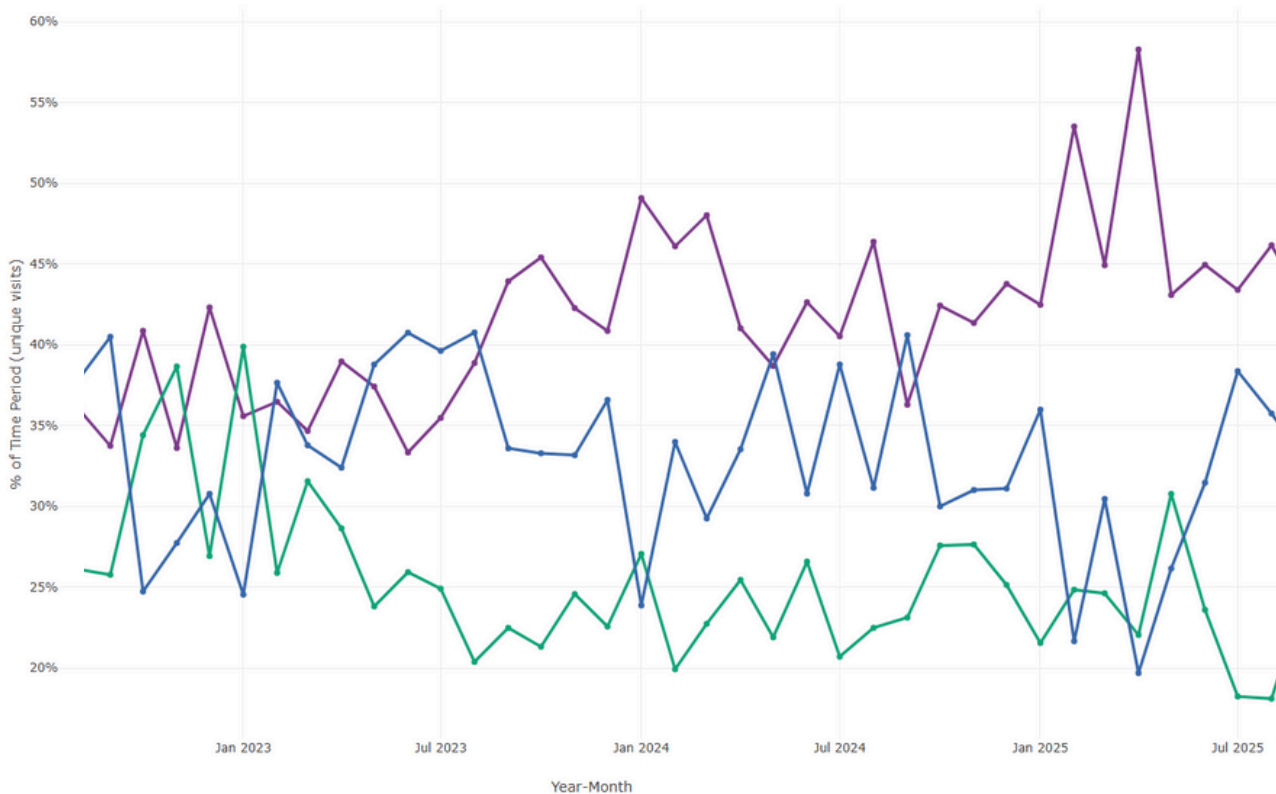


Visitation Trends

Visitation Relativity 3pm-9pm Weekday



Visitation Relativity 3pm-9pm Weekend



Wallarrah Oval Visitation Patterns

Typical visitation patterns for Wallarah and Blackley Ovals only are shown in the table below.

TimePeriod	DayType	% of Total Visits
C - 9am-3pm	2- Weekday	48%
C - 9am-3pm	3 - Weekend	9%
D - 3pm-9pm	2- Weekday	25%
D - 3pm-9pm	3 - Weekend	7%
Other	2- Weekday	8%
Other	3 - Weekend	3%
Total	Total	100%

This shows once again the peak between 9am and 3pm on weekdays likely generated by school use of the site. This period accounts for nearly 50% of all visits.

Local Area Use

The origin of visitors to the sites can be identified by extracting the common evening location of devices by ABS Statistical Areas (level 1 or SA1s). By focusing on selected SA1s in the area we are able to look at relative use of the space by residents from the local area.

The figures below show the adjacent SA1s selected for local area analysis. These areas have a combined population of 1,594 (2021 Census).

SA1 - 11103122516 (North of Young St)
2021 Population 494



SA1 - 11103122517 (North of Womboin Rd)
2021 Population 317



SA1 - 11103122540 (South of Monash Rd)
2021 Population 477



SA1 - 11103122541 (South of Hobart Rd)
2021 Population 306



Local Area Use

The table below shows proportional visitation amongst the three sites by day type and time period for each of the selected SA1s. A calculation of relative visitation across the sites for weekend and weekday afternoon/evening has been provided in blue to highlight peak recreation periods. Data relating to residents closest to Wallarah Oval (SA1 - 111003122540) has been highlighted in Orange.

Day Type	Time Period	SA1 No.	Street Ref	Walarah % of visits	Ford % of visits	Kentish % of visits	
1- All Days	A - All times	11103122540	Monash	37%	39%	24%	
1- All Days	A - All times	11103122516	Young	27%	42%	30%	
1- All Days	A - All times	11103122517	Womboin	12%	51%	37%	
1- All Days	A - All times	11103122541	Hobart	21%	34%	45%	
1- All Days	A - All times		Total	30%	41%	29%	
2 - Week Day	B - 6am-9am	11103122540	Monash	37%	40%	23%	
2 - Week Day	B - 6am-9am	11103122516	Young	21%	45%	34%	
2 - Week Day	B - 6am-9am	11103122517	Womboin	10%	56%	33%	
2 - Week Day	B - 6am-9am	11103122541	Hobart	8%	25%	67%	
2 - Week Day	B - 6am-9am		Total	28%	43%	29%	
3 - Weekend	B - 6am-9am	11103122540	Monash	28%	38%	33%	
3 - Weekend	B - 6am-9am	11103122516	Young	43%	29%	29%	
3 - Weekend	B - 6am-9am	11103122517	Womboin	17%	67%	17%	
3 - Weekend	B - 6am-9am	11103122541	Hobart	100%	0%	0%	
3 - Weekend	B - 6am-9am		Total	30%	39%	31%	
2 - Week Day	C - 9am-3pm	11103122540	Monash	38%	39%	23%	
2 - Week Day	C - 9am-3pm	11103122516	Young	35%	39%	26%	
2 - Week Day	C - 9am-3pm	11103122517	Womboin	16%	49%	35%	
2 - Week Day	C - 9am-3pm	11103122541	Hobart	36%	36%	28%	
2 - Week Day	C - 9am-3pm		Total	35%	40%	25%	
3 - Weekend	C - 9am-3pm	11103122540	Monash	41%	37%	22%	
3 - Weekend	C - 9am-3pm	11103122516	Young	20%	49%	31%	
3 - Weekend	C - 9am-3pm	11103122517	Womboin	14%	49%	38%	
3 - Weekend	C - 9am-3pm	11103122541	Hobart	11%	42%	47%	
3 - Weekend	C - 9am-3pm		Total	30%	42%	28%	
2 - Week Day	D - 3pm-9pm	11103122540	Monash	32%	42%	26%	
2 - Week Day	D - 3pm-9pm	11103122516	Young	20%	46%	34%	
2 - Week Day	D - 3pm-9pm	11103122517	Womboin	12%	50%	38%	
2 - Week Day	D - 3pm-9pm	11103122541	Hobart	22%	34%	44%	
2 - Week Day	D - 3pm-9pm		Total	25%	43%	32%	
3 - Weekend	D - 3pm-9pm	11103122540	Monash	40%	37%	23%	
3 - Weekend	D - 3pm-9pm	11103122516	Young	24%	41%	35%	
3 - Weekend	D - 3pm-9pm	11103122517	Womboin	7%	50%	43%	
3 - Weekend	D - 3pm-9pm	11103122541	Hobart	14%	25%	61%	
3 - Weekend	D - 3pm-9pm		Total	29%	39%	32%	
Local Area - Weekend and Weekday Afternoon/Evening Visitation				Total	27%	42%	31%
Monash SA1 Only - Weekend and Weekday Afternoon/Evening Visitation				Total	36%	40%	24%