

OPEN
IDEAS

ROYAL
ADELAIDE
HOSPITAL
SITE
DESIGN
COMPETITION

PEOPLE'S
CHOICE
AWARD

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Introduction

On 18 July 2013 the South Australian Government launched the Royal Adelaide Hospital (RAH) Site Open Ideas Design Competition.

People's Choice Winner – Nice Architects with Mulloway Studio.

Architects and Landscape Architects from around the world were invited to participate in a two-stage design competition for the future of one of the city of Adelaide's key sites.

This competition was part of a three-stage engagement process on the future of the RAH Site. This included stakeholder consultation and public engagement as well as the design competition.

After receiving 126 entries from around the world, the independent expert Jury short-listed six finalists. Stage 2 of the competition finished on 14 November 2013 when the six finalists submitted more fully-developed design concepts that considered the community and stakeholder ideas and values that were sought throughout the project.

As a key part of the strategy for public engagement with the design competition, there was a People's Choice Award, which provided an opportunity for the public to have their say on their favourite design.

The People's Choice Award was launched on 22 November and voting closed on 9 December 2013.



Voting

An online voting platform was designed to encourage and enable people to vote.

ODASA consulted with the Victorian Office for Major Projects which had previously undertaken a similar campaign and online voting. Online voting was selected as the major portal for voting based on their experience.

The public were asked to consider a single image, ODASA wanted to ensure that the public made informed decisions on each of the designs, particularly to reinforce that the process was more than 'a beauty competition'.

The online voting system asked voters to rate each finalist's design from 1 to 5 (with 5 being the highest) of four important criteria:

- Connected and integrated
- Innovative and economically viable
- An inclusive place
- Cultural heritage.

This meant that each voter needed to spend up to 10-15 minutes online voting. Whilst there was a risk that people would not want to spend this time online exploring the detailed designs, videos, presentation boards etc. ODASA believed that a smaller number of well-informed votes was more important than a plethora of 'tick the box' votes. This also allowed people to gain a better understanding of what criteria might be required to create a successful place beyond typical land-use planning.

At the end of the campaign period, we had received 4,239 well-informed votes on the community values for the site has been received.

Throughout the campaign period, the website was tweaked to enhance the user experience.

This included a reduction in the number of screens/clicks users that were required to visit/ to vote. Initially, voters had to click to 24 different screens (four criteria screens for each of the six finalists). Following user feedback, this was reduced to six screens (one criteria screen encapsulating all four criteria on one page for each of the six finalists). After the website update 1,929 votes were received.

Voters from around the world participated in the People's Choice Award voting - with people from 99 countries visiting the RAH site website during the campaign period.

ODASA was also very keen to have voters, and those already engaged to share the opportunity to get involved on their own networks. Market research has proved that word-of-mouth marketing is the most effective form of marketing, and ODASA wanted to harness this whilst voters were online.

Once someone had voted they were given two opportunities to share the chance to vote with friends – through Facebook or Twitter - which had pre-populated text messages to enhance the ease of sharing. 'I just voted on the #voteRAHsite design comp. Vote too! odasa.sa.gov.au/rahsite'



Original voting screens (2 of 4).

Outcomes

The campaign period ran for 19 days from 22 November – 9 December during that time the competition recorded:

Page views	18,814
Unique site visits	14,988
Votes	4,239
Reach of campaign	99 countries

Stakeholder Communications

A key part of the communications and engagement strategy was to use the power of our existing stakeholder relationships to promote the campaign.

The RAH Site Project Reference Group (PRG) and Renewal SA were two key partners in this effort. With the PRG representing a wide range of stakeholders from the universities, the Botanic Gardens, Arts SA, and the development sector - this group was an important champion.

Renewal SA, which was represented in the PRG, and who will now take carriage of the project was a key supporter and partner in ensuring that people knew about the opportunity to get involved, and that there was a partnership feel to all communications.

Other stakeholders who supported us in promoting the campaign were:

01. Department of Planning, Transport and Infrastructure
02. Department of Environment, Water and Natural Resources
03. SA Health
04. Department of Premier and Cabinet
05. Department of Communities and Social Inclusion
06. Arts SA

Student Volunteers

07. Adelaide City Council
08. Primary Industries and Regions SA
09. Department of Further Education
Employment and Training
10. Adelaide University
11. University of South Australia
12. Royal Adelaide Hospital
13. Renew Adelaide
14. The HUB
15. The Royal Institution of Australia.
16. ArchitectureAU
17. Australian Institute of Architects
18. Australian Institute of Landscape Architects
19. The Botanic Gardens
20. Arts SA
21. Department of Education and Childhood
Development

ODASA focused on stakeholders with an interest in the project, and this included a mix of government, private and not-for-profit stakeholders.

Key stakeholders were contacted following an audit of their communications and social media influence. This provided knowledge of their preferred method of communication and their stakeholder outreach. ODASA compiled a stakeholder communications tool kit to support stakeholders in the easy communication of the outreach message.

The tools the stakeholders used to disseminate information included:

- Twitter – tweets and re-tweets of ODASA
- Facebook – posts, shares and likes
- Websites – new stories, buttons, image galleries, banners, links to our sites
- Intranets – news stories, buttons, image galleries, links to our sites
- EDMs – emails to internal and external networks
- Newsletter articles
- Posters distributed
- Postcard distributed
- Micro-blogs
- Noticeboard communications
- LinkedIn posts

A note was distributed to all State Government staff (SAGEMS) via an email message on both the launch of the People's Choice and the announcement of the winners.

Throughout the campaign, key stakeholders were kept updated with emails on campaign progress by email.

Five enthusiastic Architecture students were engaged to support ODASA with the public engagement process.

Over the two-week campaign, the students handed out postcards and showed people how to vote (on iPads), and spoke with those interested in the design competition and the value of good design.

The students were located at:

- Adelaide Railway Station
- Leigh Street
- Waymouth Street (outside the *Advertiser* building)
- The Central Market
- Rundle Mall
- The River Torrens footbridge
- North Adelaide entrance to the Ashes cricket
- The Magic Cave (to ensure Santa had his say!)

Other Campaign 'touch points'

A key part of the communications and engagement strategy was to ensure a public presence over the two-week voting period for the People's Choice Award.

There were a number of elements in the 'touch point' advertising:

- Two public banners – Adelaide Railway Station and The Advertiser Building
- LCD screens in office towers in the CBD
- LCD screens in cafes in the CBD and suburbs
- Posters
- Postcards
- Branded email signatures for ODASA staff

Over the two-week campaign period awareness of the campaign occurred in various locations, and people were asked to act and 'to jump online and vote'. This included:

- Office towers - 10 days, 180 spots per day, 95 screens, 20 locations, 171,000 impressions
- Café screens – 10 days, 180 spots, 17 screens, 30,600 impressions.
- 400 posters were distributed and displayed
- 20,000 postcards were distributed

Media

The media played a large role in the People's Choice Award campaign.

In total, 31 media articles were received over the two-week voting period including:

- 6 printed articles
- 21 online articles
- 3 radio interviews
- 9 industry articles
- 8 TV stories

Interstate, national and international coverage was also received.

Key media influencers who supported ODASA in getting the message out included:

- Keith Conlon, 5AA
- InDaily
- Michael Smyth, ABC

Social Media

The social media activity about the RAH Site Design Competition was a highlight of the campaign in a number of ways.

ODASA engaged a consultant to provide advice on strategy and analysis. This proved useful in directing people to the website, with 1,626 of the competition website visitors being referred from Facebook alone.

ODASA's Klout score increased by 7 points over the campaign period to 51. A Klout score is a measure of online influence, rating from 1 to 100 that measures how influential a social profile is about a particular topic.

For context, some others' Klout scores included: John Rau (49), Jay Weatherill (63), InDaily (54) and ArchitectureAU (58).

Online Influence

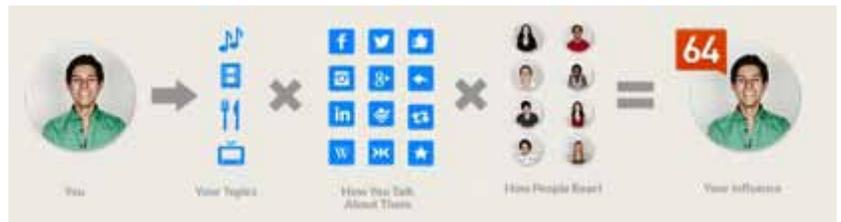
The @ODA_SA Klout* score increased over the campaign period from 44 to 51.

Image: How Klout score is determined.

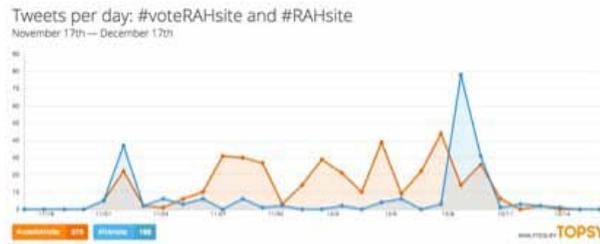
Highlights

Facebook community nearly doubled after the commencement of campaign.

The #voteRAHsite hashtag was seen by more than 112,143 individual Twitter accounts with more than ½ million impressions during the campaign period.



Twitter



- A total of 343 tweets included the hashtag #voteRAHsite and 199 included the #RAHsite hashtag during the campaign period
- The #voteRAHsite hashtag was seen by more than 112,143 individual Twitter accounts, many of them seeing it multiple times
- The #voteRAHsite hashtag generated over 505,614 impressions on Twitter over the campaign period
- On average 33 people contributed to the #voteRAHsite hashtag with 55 people contributing at its peak
- The #RAHsite hashtag also generated significant reach on Twitter during the announcement of the winner with over 374,260 impressions seen by 65,866 accounts

ODASA tweets 189

#voteRAHsite re-tweets 343

#RAHsite re-tweets 199

Number of followers

Pre-campaign 956

Post-campaign 1070

Ben's live twitter chat

Most popular tweet with 10 re-tweets



Most influential Twitter Supporters

- AndrewHeslop
- TimHorton_
- JohnRauMP
- ArchAusMag

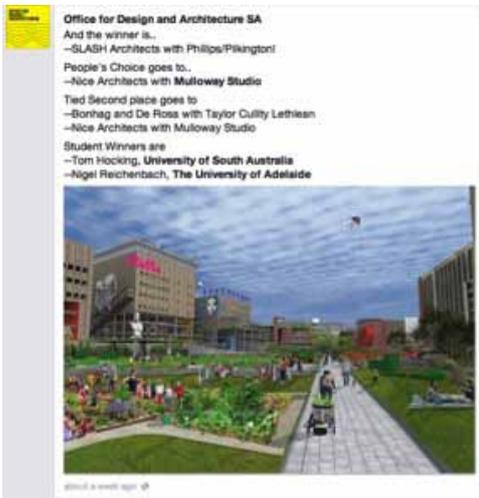
Facebook

Facebook community nearly doubled with an increase of 563 new 'Likes' on the Facebook page to 1,178 from 615 'Likes' at the commencement of the campaign.

Number of posts 256

Number of page 'likes'
Pre-campaign 615
Post-campaign 1,178

Number of post 'likes' 1,818
Shares 215
Comments 317



Most popular post – Winners' Announcement

- 133 engaged in this post
- 2,200 users reached
- 49 likes
- 22 comments
- 20 shares

Influential Facebook posts

ArchDaily
City of Adelaide

You Tube

You Tube Views:

- Zuzana & Nicholas – 1,605 views
- Bonhag & De Rosa – 1,050 views
- Slash – 1,037 views
- Oculus – 1,199 views
- Nice Architects – 2,054 views
- Ysalazam – 957 views

Total Views: 7,902

6 You Tube videos posted:

- Zuzana & Nicholas
- Bonhag & De Rosa
- Slash
- Oculus
- Nice Architects
- Ysalazam

You Tube Likes:

- Zuzana & Nicholas – 2 likes, 1 dislikes, 0 comments
- Bonhag & De Rosa – 0 likes, 2 dislikes, 0 comments
- Slash – 3 likes, 0 dislikes, 0 comments
- Oculus – 2 likes, 0 dislikes, 0 comments
- Nice Architects – 16 likes, 0 dislikes, 2 comments
- Ysalazam – 0 likes, 2 dislikes, 0 comments

Most Popular Video:

Nice Architects Video – 2,054 views
16 likes, 0 dislikes, 2 comments

Comments:

From Nice Architects Video



Events

ODASA held a number of events throughout the People's Choice Award voting period. There were two major events held as detailed below. ODASA staff also ran a number of tours, for key stakeholders, through the exhibition space to brief them on the competition process and the final six designs.

People's Choice Launch and Launch of six finalists' designs

When: Friday, 22 November 2013
Where: RAH Site Design Competition Exhibition
Space: 35 Hindley Street, Adelaide
Time: 10.00am (launch)
6.00pm (VIP Event)

Attendees: Launch – Media, Deputy Premier, State Government Architect, design teams and ODASA staff

VIP Event – Deputy Premier, State Government Architect, design teams, key stakeholders and ODASA staff

Speakers:
Deputy Premier John Rau, and State Government Architect, Ben Hewett

Winners Announcement

When: Tuesday, 10 December 2013
Where: RAH Site Design Competition Exhibition
Space: 35 Hindley Street, Adelaide
Time: 9.30am
Attendees: Media, Deputy Premier, State Government Architect, design teams, key stakeholders and ODASA staff
Speakers: Deputy Premier John Rau and State Government Architect, Ben Hewett



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