

**AUDC Community Consultation on 3 Preliminary Concept Designs  
11 January 2021**

In October 2020, the City of Busselton requested that BJI go out to community consultation on 3 design concepts for the AUDC.

On 21 December 2020, BJI held two face to face community sessions, launched an online survey and a quick poll via social media to gauge community support for the design of the AUDC. On 18 December, the West Australian also ran a story in the travel section of Saturday’s West which included a QR code and link to the online poll. The results of the community consultation are summarised below.

**Consultation results**

Overall, 2260\* responses were received comprising:

- 1572 responses in the online survey,
- 232 in the online poll
- 456 responses from people visiting the IC; and

In addition, ABC and ABC South West released the designs on their Facebook pages which had a combined 481 comments.

It is likely that people voted in more than one of the online forums therefore some duplication in votes might be present.

	<b>Online survey QR Code Survey Monkey  1572 votes</b>	<b>AUDC FB Jetty page Poll  232 votes</b>	<b>ABC social media pages  370 visible comments</b>	<b>IC paper votes  456 votes</b>
<b>Cetacean</b>	76%	61%	92.7%	65%
<b>Rocks</b>	10.43%	2.6%	3.5%	11%
<b>Voyage</b>	9.10%	33.3%	3.8%	24%

The preferred design across all forums was the Cetacean. Only 4.47% of the survey respondents selected ‘none of the above’ as their response to their preferred response.



Interestingly, the majority of people that commented on the internal layout of the designs, preferred the Rocks internal layout as it provided better viewing.

The overwhelming majority of comments were positive and constructive, but some respondents didn't understand the purpose of the project or didn't want to alter the Jetty again. Some of the comments are provided below:

### **Cetacean**

*"The whale is such a nice, calm and majestic animal. It relates well the area and will be a design that doesn't age"*

*"Cetacean is modern but would be timeless with its connection to sea life"*

*"Fits the setting and evokes nature"*

*"Like the clean marine lines and that whales are celebrated. No dislikes".*

*"I like the natural flow of lines that mimic the sea grass outside. Considering the number of migrating whales in the area, it is also the most appropriate and will signify the importance of these species to their environment. I would suggest some more natural colours and textures in the inside viewing bay- so much of modern architecture is bland neutrals these days. I realise that the underwater view is the focus of the room but some colour and textures, perhaps mimicking the flora and fauna outside would give interest without distracting too much".*

*"I like the look on the outside, but prefer the inside of the rock one. It gives you more glass hence a better feeling of truly being underwater".*

*"Homage to whales and looks beautiful".*

*"Whales & Busselton go together. The curves of the windows are like waves. It has a natural feel to it".*

*"I like the inside as design as it shows the flow of the ocean by its curves. What would be awesome could be some dolphin metal art shapes on the railing on the way up to the observatory and lit up at night. Including some information about these creatures of our ocean".*



*"Love the outside appearance but not so much the internal design - it seems to block the view a lot. I prefer the interior of the rock"*

*"I like the curved lines above the water and whale likeness. However I don't enjoy all the reduced window view underneath the water and prefer the large, clear lines of both the rocks and voyage underwater. I wonder if it's possible to just have one curved feature underwater to carry on the whale's shape but square up the other lines"?*

### ***The Rocks***

*"It's a bit ugly, but looks better than the other 2"*

*"The homage to the history of the area - not just the early settlement history, but the natural history. It's design is a nod the nautical coastline with its display of rocks. I also like the open ceiling of The Rocks design's interior".*

*"Looks the most innovative and fits the old jetty".*

*"I love that it looks natural not a big artificial structure. I love the underwater viewing ceiling".*

### ***Voyage***

*"Modern design and history in regards to the Jetty".*

*"It's clean and streamlined".*

*"Looks aesthetic and others look like eye sores"*

*"I like the exterior design. It is a ship bearded at a jetty. However, the viewing windows of the Rocks look like they give the best views out. There appear to be limited viewing options in the voyage".*

*"I really like how modern it is! The design is the future! In 10 years' time it's going to look great !! The others look like it was done in the 80s 90s"!*

*"It looks more in keeping with the history of ship from above. There were never any rocks out there and no whaling was carried out at the jetty".*

### ***Negative comments (NB very minor and some uninformed)***



*“All fail to capture the vibe of the jetty. I can’t see any of the options blending in with the landscape”.*

*“These projects are obviously not done by architects. They look unbelievably amateurish, and the approach of which style is weak. You should do a small design competition for WA architects and be blown away by the outcome. These three here are not appropriate and embarrassing. Sorry to be so harsh but the architectural profession in WA is strong and under utilised. There is way better than these designs out there! Happy to help you guys do a competition. I would do it for free if you are willing.”*

*“It does give better viewing but it will ruin the environment around it, not to mention the fishing will suffer for years to come, still hasn’t recovered from the last work that was done, there was so much damage done when they removed the old pylons that had years of coral on them”.*

*“They are all ugly”*

*“They are all overbearing of the jetty and are ugly”*

*“Leave the jetty as it is”*

*“They just don't 'fit' the surroundings ... a rethink is needed”*

### **General observations**

The online survey had 11 questions including questions on the preferred designs. The survey was used to test community satisfaction with the Jetty, and overall, the results were consistent with previous community surveys about the Jetty’s performance.

Given the obvious nature of the responses and clear winner, BJI does not believe further analysis is required by an external third party.