



2025 UniSA Placemaking Benchmarking Survey for Local Governments

Benchmarking placemaking practice to support better public spaces

The University of South Australia invites Local Governments across Australia to participate in the 2024–25 Placemaking Benchmarking Survey, now in its **third year**.

Delivered by CERM PI at UniSA, the survey is a practical tool to support both strategic and operational planning. It provides councils with clear, actionable insights to strengthen placemaking efforts and enhance the delivery and management of quality public spaces.

About the Survey

The benchmarking survey focuses on the operational foundations of effective placemaking—areas that are crucial to delivering quality public spaces and that can inform broader strategic decision-making. The indicators were developed in consultation with local government managers in 2023 and shaped by placemaking literature. The project is supported by the Local Government Research & Development Scheme, administered by the Local Government Association of South Australia.

Key features include:

- National perspectives on current local government placemaking practices
- Annual national benchmarking with robust, sector-relevant performance indicators for effective measurement of place and event management
- Individualised comparison of your council's results with established national benchmarks and key recommendations for improvement
- Benchmarks across:
 - 🌳 Place management practices, 💰 Operational budgets, 👥 HR, 🏛️ Place governance, 🌆 Public space infrastructure, 🌱 Environmental sustainability, 🎉 Place activation events, and 🎨 Place activation public arts.

How to Participate:

1. [Register](#) your participation below
2. Submit your council's data via the survey link provided upon registration
3. Receive a tailored report benchmarking your council against national trends

For further information, including an information session recording, please [view our website](#).

Cost

\$500 per council (excl. GST)

All data submitted will remain confidential, non-identifiable, and managed in accordance with UniSA's ethical research protocols. Only participating councils will receive their individual results.

All data must be submitted by Monday 15 December 2025