Sydney

Kings Cross
Entertainment
District

Bars
Clubs
Restaurants
Live shows

Sleazy venues
Trendy spots

Mostly a place that young people go to to have fun

Friday and Saturday nights

30,000 young people

500 meter stretch of road

Good times

Drunkenness
Fights

Petty theft
Minor drug dealing

Feeling unsafe
Impacted lives
Sydney's brand

What's the problem?

Law and order frame

- More visible police presence
- More club bouncers
- Legislated curfews and lockouts
- More public surveillance cameras
- Increased arrests
- Criminalization of neighbourhood

Foot traffic down 84%
Business down 40%
People don't feel safer
Neighbourhood looks grimmer

Frame Innovation. Create New Thinking by Design, Kees Dorst.

Music festival frame

- Make it easier to leave the scene
- Chill-out spaces / more attractions
- App to facilitate club hopping
- More public toilets
- Young guides in bright T-shirts
- Decriminalization of neighbourhood

People feel safer
But… (the experience failed)

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