



CASE STUDY

Bulleen Plaza

Bulleen Plaza is a vibrant, undercover neighbourhood shopping centre that reflects the culturally diverse local community and is widely recognised for its particular strength in European specialty foods and its intimate atmosphere. As well as a strength in specialty foods, the centre incorporates a range of goods including gifts, home wares, clothing and a major supermarket. A great place to shop, Bulleen Plaza is heightening its profile as a meeting place, a centre for community activity and a mixed use venue due to the complementary facilities of a library, gym, childcare facilities and a medical clinic.

Located on Manningham Road between Thompsons and Templestowe Roads in Bulleen, the Plaza is serviced by extensive bus services that run between the Doncaster Hill terminal at Westfield Doncaster and the Heidelberg train station

The plaza has many cameras pre-installed for security and surveillance purposes. Four of these cameras were covering the four main entrances to the shopping plaza. Centre Management was interested in establishing the flow of people over time to validate the effectiveness of their marketing campaigns, validate the appropriateness of the rents they charge to the people within the plaza and many more.

They have chosen SenSen's PC1000 system as there is no new hardware they needed to buy and have additional installation and maintenance costs as the solution uses the existing analogue cameras that have been running for several years. They are now able to get detailed statistics of people entering, leaving and using the plaza.

