

Arts and Cultural Event Consultation Report March 2020

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1 Introduction

In October 2019, City of Newcastle (CN) commenced community engagement for the development of a new flagship cultural event for the city.

Over a period of three months, Community Engagement invested in multi-faceted and timely engagement through a range of purposeful actions and tailored engagement methodologies, as outlined in this report.

The consultation undertaken to date has been vital in understanding the diverse needs and interests of the local arts community and audiences more broadly. It has also enabled CN to identify potential partners to deliver event programming and forge collaborations – working towards degrees of sector driven cultural engagement. Prioritising open and collaborative leadership paired with genuine community engagement is vital in ensuring the long-term success and support for the event.

This report outlines the consultation activities that were undertaken from October 2019 - February 2020 and the findings that emerged from the data collected. The engagement process was designed to ensure the local arts and cultural sector are involved in event planning at the earliest stages and are a critical part of the events development.

Some of the highlights of the community engagement include:

- Over 100 individual meetings with the arts and cultural sector by Project Manager, Kate Britton.
- One sector networking event attended by over 70 members of the arts and cultural community
- Six face-to-face community consultation activities
- A 'cultural conversation' pilot engagement during This is Not Art
- A Social Pinpoint online survey with 293 completions and an 'Ideas Wall' with 785 responses.

The data and insights captured to date will be used to understand the community's relationship with culture, create a value proposition, identity and brand for the event, and acquire a 'social license to operate'. This will also enable CN to communicate the social and economic benefits of a cultural event to community and stakeholders, including local businesses.

2 Consultation activities

The consultation program was comprised of two phases:

- Phase one: High level consultation to determine what the public already love about art and culture in Newcastle (October – November 2019)
- Phase two: Deeper consultation with local artists and the wider community. (November 2019 – January 2020).

Consultation aims

The aim of the consultation process was to:

- Ensure stakeholders and community are aware of CN's intent of launching a new cultural event for the city and provide opportunities to feed into these intentions
- Provide an equitable way for individuals and stakeholders to provide input and influence
- Conduct social research to garner how the community value culture to inform programming of the cultural event
- Collect values and attributes from the community rather than ideas. This will enable CN to create something that is unique to Newcastle and a new offering nationally.

Consultation: Phase One

The initial round of early online consultation ran concurrently with face-to-face meetings held by Project Manager Kate Britton and members of the arts community and creative sectors.

The 'Cultural Conversations' and digital engagement activities were focused on seeking general community attitudes and aspirations around culture in the city, and what they most love to see and do culturally in Newcastle.

The engagement included:

- **A dedicated Have Your Say consultation page**
 - The webpage received a total of 570 views during early consultation
 - A webform was hosted on the Have Your Say website, which received 70 qualitative responses. This data can be found in Appendix 2: Online webform - qualitative data. The main themes that emerged through this data was the communities valued:
 - Access to low cost / free events
 - The city's cultural institutions
 - The diversity of cultural offerings
 - The grass roots feel of the community and
 - The local independent arts spaces.
- **Digital 'Cultural Conversations' campaign:**
 - Social media campaign asking the community to tell us five things they love about art and culture in Newcastle, receiving 70 responses
 - Ideas chalkboards at venues during This is Not Art (TINA) 2019.

Consultation: Phase Two

The second consultation phase commenced in November 2019 to garner more information from the community about how they engage with art and culture in Newcastle and the types of experiences they enjoy. This was supported by a social and digital media campaign reaching key stakeholders e.g. Accessible Arts Deaf Arts Network and Softy's Clubhouse and shared across CN's museum and library networks. This round of consultation closed on Friday 31 January 2020. To date, the consultation has included:

Online consultation

- A dedicated Have Your Say consultation page
 - The webpage received 809 views between 20 November – 31 January 2019
- A Social Pinpoint webpage with:
 - A cultural feedback survey with almost 293 responses
 - Online cultural 'Ideas Wall' with over 785 'likes'.

Face-to-face consultation

- A networking event with over 70 arts practitioners and community members at Civic Theatre
- Six face-to-face engagements at:
 - The Station Vegan Markets incorporating a visual artist to produce a mural reflecting key themes and ideas the consultation has garnered
 - Olive Tree markets
 - Wallsend Library
 - Newcastle Museum School Holidays program
 - Australia Day engagement at Foreshore Park
 - Australia Day engagement at The Station.

This engagement was followed by analysis of the consultation data for this report, which will feed into to the overall brand and strategy development for the pilot of the cultural event.

3 Communication and promotion

A Community Engagement Plan was established to confirm the type of communication channels used to promote consultation with the public, both online and offline.

The following information illustrates the promotional channel used, and where available, statistics summarising the reach and engagement of that channel. Further evidence is provided in Appendix 1: Communications.

Online (internal platforms)

Council's website	<ul style="list-style-type: none">• 1379 webpage views between 1 October 2019 – 31 January 2020
Social Pinpoint survey	<ul style="list-style-type: none">• Open for feedback between 20 November 2019 – 31 January 2020• 293 respondents provided a mix of qualitative and quantitative feedback• 11 questions in total (including demographics).
Social Pinpoint ideas wall	<ul style="list-style-type: none">• 785 'likes on the Ideas Wall.
Creative City e-news	<ul style="list-style-type: none">• 756 subscribers<ul style="list-style-type: none">○ Sent 9 January 2020.
Newcastle Voice	<ul style="list-style-type: none">• 2529 Subscribers<ul style="list-style-type: none">○ Sent on 4 October (early consultation)○ Sent on 4 December.
Direct email	<ul style="list-style-type: none">• Distributed directly to 132 contacts from the networking event database.

Online (external platforms)

Hunter Hunter	<ul style="list-style-type: none">• 12,800 subscribers to E-newsletter article• 1 x Facebook post• 1 x Instagram post• Sent the week of the 18 November.
Australian Taxation Office	<ul style="list-style-type: none">• Shared to ATO Newcastle Community Notice Board by site leadership late November 2019.

Social Media

<p>Have Your Say Facebook group</p>	<p>Dates published:</p> <ul style="list-style-type: none"> • (Early engagement) 4 October 2019 • 28 November 2019 • 1 December 2019 • 21 January 2020 • 29 January 2020 • 3 February 2020 <p>Key campaign statistics overall:</p> <ul style="list-style-type: none"> • Post reactions: 30 • Post comments: 5 • Post shares: 8
<p>NC Facebook Page</p>	<p>Dates published:</p> <ul style="list-style-type: none"> • 29 October 2019 • 30 November 2020 • 20 January 2020 <p>Key campaign statistics overall:</p> <ul style="list-style-type: none"> • People reached: 18,726 • Engagements: 1,459 • Post reactions: 84 • Post comments: 13 • Post shares: 38
<p>Newcastle Libraries Facebook Page</p>	<p>Dates published:</p> <ul style="list-style-type: none"> • (Early engagement) 12 October 2019 <p>Key campaign statistics:</p> <ul style="list-style-type: none"> • 341 people reached • 11 engagements • 6 post reactions • 2 post shares
<p>Newcastle Museum Facebook Page</p>	<p>Dates published:</p> <ul style="list-style-type: none"> • 21 November 2019 <p>Key campaign statistics:</p> <ul style="list-style-type: none"> • 1,245 people reached • 23 engagements • 5 post reactions • 1 post share

Softie's Club House	<ul style="list-style-type: none"> • Shared to Softy's Clubhouse Facebook page on the 16 December 2019.
Hunter Deaf Arts Network	<ul style="list-style-type: none"> • Shared to Hunter Deaf Arts network Facebook group

Print media

Media release	<ul style="list-style-type: none"> • Published 21 November
Newcastle Weekly	<ul style="list-style-type: none"> • Published 14 December
Intouch magazine	<ul style="list-style-type: none"> • Published 1 December 2020
Newcastle Herald	<ul style="list-style-type: none"> • Published 14 December
The Star	<ul style="list-style-type: none"> • Published 11 December

Activation materials

Chalk Boards at TiNA events	<ul style="list-style-type: none"> • Early activation over the October long weekend.
Activation artwork	<ul style="list-style-type: none"> • 1 December 2019 • Created live by local artist Real Salad.
Timeplase Videography	<ul style="list-style-type: none"> • 1 December 2019 • Created by Fisheye Creative
Ideas Wall corflutes	<ul style="list-style-type: none"> • 3 corflutes, with 130 in person responses
Hard copy feedback flyers	<ul style="list-style-type: none"> • 70 hard copy feedback cards received. • Raw data responses can be found in Appendix 5: Hard-copy feedback.

Internal communications

NovoNews	<ul style="list-style-type: none"> • 27 November 2019
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4 Online consultation

CN webform

An online form was launched on the 3 October as part of early consultation, using Kentico webform via the Have Your Say webpage. The campaign was called 'Cultural Conversations', where participants were asked to list three things they love about art and culture in Newcastle.

Tailored to consulting around creativity, the purpose of the online form was to gauge high level sentiment and values around arts and culture in Newcastle. The themes emerging from this round were to also inform the later round of community consultation.

A total of 70 participants gave feedback online between October – November 2019. From the data, five themes emerged that showed participants valuing the following aspects of Newcastle cultural life:

- The diversity of cultural offerings
- The local, independent arts scene
- Access to free/low cost entry to venues and events
- The grass roots feel
- The City's cultural institutions.

A full list of raw data can be found in Appendix 2: Online web form qualitative data. These themes were reported back to the public on the Have Your Say website and gave a lens to the second round of consultation with the arts community and wider public.

Social Pinpoint

Survey and ideas wall

A second, more targeted round of consultation was launch on the 20 November 2019, using the Social Pinpoint ideas wall and survey function. The digital tool closed on the 31 March, marking the end of the community engagement period. It is important to note that some questions have a slightly lower response rate due to people skipping the question very early in the consultation, which later became mandatory.

The digital tool received a total of:

- 1209 site visits
- 293 unique stakeholders.

Survey results

A mix of qualitative and quantitative data was captured from 293 participants. There were a total ten quantitative questions and three qualitative opportunities in the survey. The full list of survey questions can be found in Appendix 4: Social Pinpoint survey and ideas wall.

Of the participants, the highest proportion of respondents were between the ages of 33-39 (29%), followed by 40-49 (23%) and 50-59 (19%).

Demographics

Table 1: What is your age range?

	%	n
17 or younger	0%	1
18-20	1%	4
21-29	8%	22
30-39	29%	84
40-49	23%	67
50-59	19%	55
60-69	15%	45
70 or older	4%	12
Prefer not to say	1%	3
NET	100%	293

The survey was predominately completed by participants identifying as female (72%).

Table 2: What is your gender?

	%	n
Male	25%	72
Female	72%	212
Non-binary	1%	3
Prefer not to say	2%	6
NET	100%	293

The majority of participants (93%) who completed the survey do not identify as being Aboriginal or Torres Strait Islander.

Table 3: Do you identify as Aboriginal or Torres Strait Islander?

	%	n
Yes	4%	12
No	93%	273
Prefer not to say	3%	8
NET	100%	293

In the responses, 8% of respondents identified as being someone with lived experience of disability, with 88% of respondents not identifying as this.

Table 4: Do you identify as a person with a disability?

	%	n
Yes	8%	22
No	88%	259
Prefer not to say	4%	12
NET	100%	293

Attendance

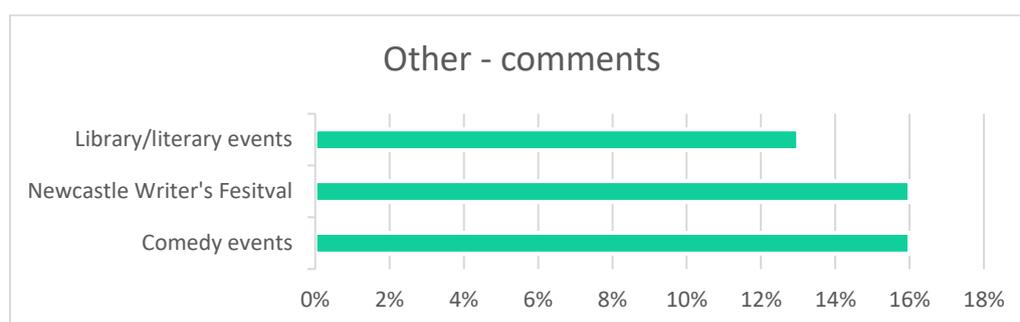
When asked what cultural events they had attended in the last 12 months, 77% of responses were for arts exhibitions, followed by live music (75%) and theatre performance (55%). Only 2% of responses claimed to have not attended any cultural events in the last 12 months. It is important to note that participants could select more than one artform on the survey.

Table 5: What type of cultural events have you been to in the past 12 months?

	%	n
Arts exhibitions	77%	227
Live music	75%	219
Theatre	55%	162
Multicultural festivals	37%	108
Multi-art form festivals	35%	104
Aboriginal or Torres Strait islander works	27%	80
Heritage events	22%	65
Dance	21%	62
Other	9%	26
I haven't attended anything	2%	7
NET	100%	293

A total of 31 participants chose to respond in the comments field of this questions. The qualitative data capture in for this question highlighted that participants had attended comedy events (16%), Newcastle Writers Festival (16%) and Library/literary events (13%). A full list of qualitative raw data and comprehensive analysis of the responses can be found in Appendix 3: Social Pinpoint qualitative data.

Figure 1: Attendance in the past 12 months - other



When asked who participants generally attend events with, 62% of responses indicated a preference for attending with their partner or one other person, followed by a group of friends (52%) and their family (43%). Participants could nominate more than one response for this survey question.

Table 6: Who do you generally attend events with?

	%	n
My family	43%	125
My kids	22%	65

My partner or one other person	62%	181
A group of friends	52%	152
An organised interest group	8%	22
By myself	34%	100

The survey also asked about frequency of attendance for arts and cultural events. A total of 41% of respondents said they go to events several times a year, followed by monthly (34%) and weekly (20%). Only two respondents claimed to have never attended arts or cultural events and five respondents did not provide a response.

Table 7: How frequently do you attend arts and cultural events?

	%	n
Weekly	20%	57
Monthly	34%	98
Several times a year	41%	119
Once a year	4%	12
Never	1%	2

The responses received also indicated participants would be more likely to go to cultural events on weekends during the day (79%) followed by Weekend evening (68%) and Weekday evenings (53%). Participants could nominate more than one response for this survey question. Note that two respondents did not answer this question.

Table 8: When are you most likely to attend cultural events?

	%	n
Weekdays during the day	18%	54
Weekday evenings	53%	155
Weekends during the day	79%	232
Weekend evenings	68%	199
During school holidays	19%	57

The survey responses showed that the types of cultural events participants would like to see more of in Newcastle include visual arts events (55%), music events (53%) and local community events (52%). Only one respondent did not answer this question.

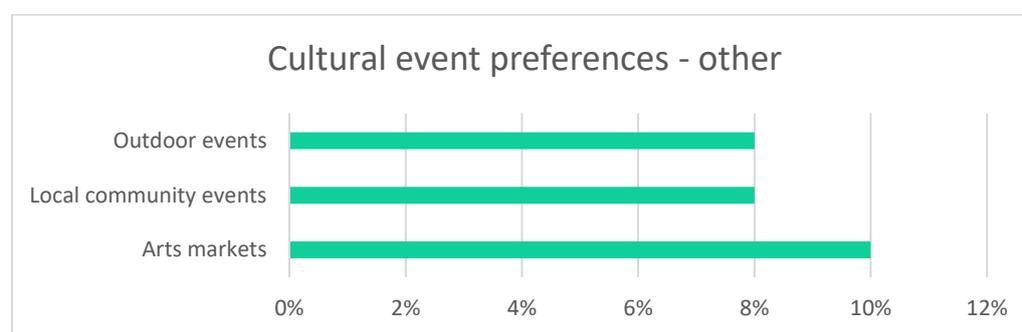
Table 9: What types of cultural events would you most like to see more of in Newcastle?

	%	n
Visual arts events	55%	160
Talks, seminars, conferences	45%	133
Hands-on workshops	42%	123
Multicultural works	45%	132
Comedy	35%	104
Theatre	46%	134
Family friendly programming	29%	85

Experimental arts and performance events	38%	110
Aboriginal / Torres Strait islander works	43%	127
Large scale outdoor events	49%	143
Local community events	52%	152
Music events	53%	155
Food markets and festivals	51%	149
Other	5%	16

A total of 51 participants chose to respond in the comments field of this questions. The qualitative data captured in for this question highlighted that participants would like to see more arts markets (10%), local community events (8%) and outdoor events (8%). A full list of qualitative raw data and comprehensive analysis of the responses can be found in Appendix 3: Social Pinpoint qualitative data.

Figure 2: Cultural event preferences – other



Awareness channels

When asked how people find out about arts and culture in the city, responses showed that the participants are largely reliant on Facebook (74%) followed by word-of-mouth (70%) and websites/blogs (41%). Participants could choose more than one response.

Table 10: How do you find out about culture in the community?

	%	n
Social media: twitter	5%	15
Other	6%	17
Television	9%	27
Council news (in the mail)	11%	31
Community noticeboards	15%	43
Street press	19%	56
Radio	20%	59
Council news (e-newsletters)	24%	71
Newspapers	26%	76
Social media: instagram	33%	97
Websites/blogs	41%	120
Word-of-mouth	70%	204
Social media: Facebook	74%	216

Open-ended question

Participants were asked to comment on how CN could best represent Newcastle through this event and attract new visitors? The question was not mandatory and received 176 qualitative responses. Of the responses, the key suggestions that emerged were to ensure the event largely features a local performers and artists (21%) and leverages the natural assets and heritage of the city (17%).

A full list of qualitative raw data and comprehensive analysis of the responses can be found in Appendix 3: Social Pinpoint qualitative data.

Online ideas wall results

Participants were asked to think about the best experience they ever had with arts and culture, and what made it such a great experience. They could 'like' three of the following items below that best describe why the experience was so memorable.

The Ideas Wall received a total of 785 likes as follows. *Experiencing something new and unexpected* was the most popular theme chosen (n=120), followed by *Enjoying the visual beauty* (n=103) and *Learning about history and culture* (n=83).

Table 11: Ideas wall responses

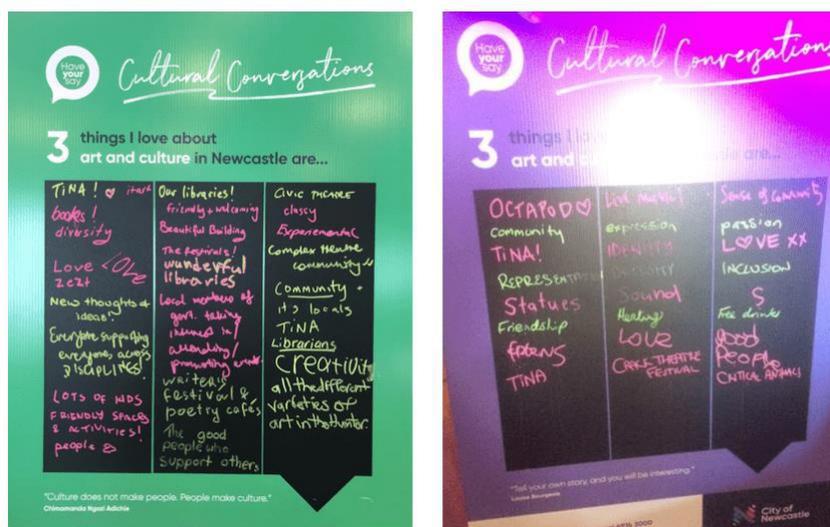
Theme	Likes	Dislikes
Experiencing something new and unexpected	120	2
Enjoying the visual beauty	103	2
Learning about history and culture	83	0
Being amazed by the incredible skill of the artist	74	1
Experiencing my imagination being totally captured	69	1
Discussing ideas that stimulate my intellect	61	5
Connecting with people who have similar interests	53	4
Tasting amazing food	53	5
Discovering new music	48	3
Doing something fun and different with my kids	47	5
Trying my hand at a new creative skill	42	5
Enjoying how well organised the experience was	32	2
Total	785	35

CN did not instruct participants to use the 'dislike' function of Social Pinpoint and this data does not affect the overall 'like' numbers for the corresponding categories. An image of the ideas wall can be found in Appendix 4: Social Pinpoint survey and ideas wall.

5 Face-to-face consultation

Cultural Conversations Chalkboards

As part of early consultation, chalk boards were placed at the Library and Watt Space during This is Not Art Festival, providing an in-person opportunity for the public to be involved in the cultural conversation. The feedback on the chalkboards was analysed alongside online feedback captured in the webform used for early engagement.



Networking Event, Civic Theatre

A sector networking event was held at Civic Theatre on the 20 November 2019. It was attended by over 70 members of the arts and cultural community, including Councillor Duncan. This 'soft launch' announced plans for the new cultural initiative and marked the start of the second, more detailed round of community consultation. The evening was well received with new relationships formed and ideas shared amongst the attendees.



Activations and stalls

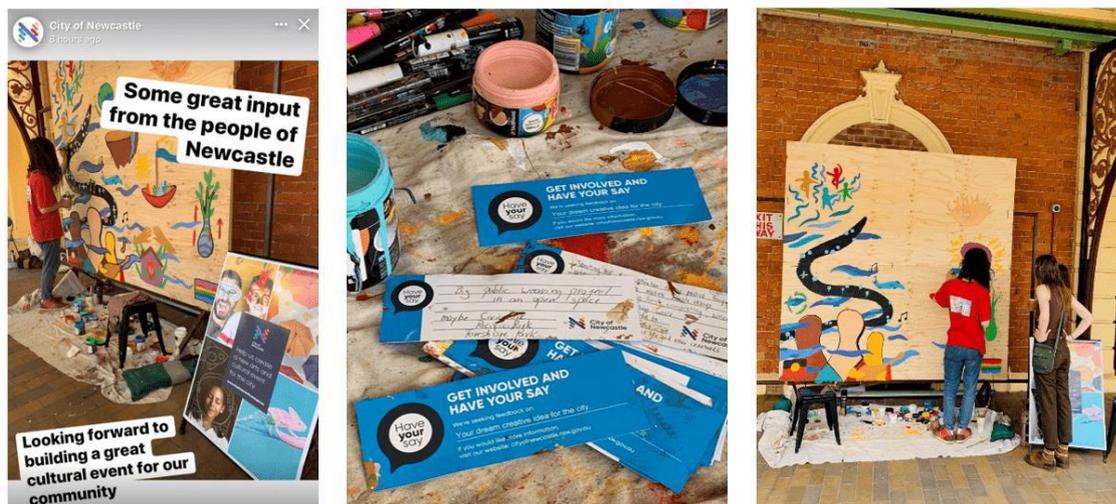
As part of engagement with the wider public, face-to-face consultations gave people an opportunity to feedback on the type of cultural events they would like to see in Newcastle and raise awareness of the initiative with the general public.

Six face-to-face engagements occurred at:

- The Station Vegan Markets incorporating a visual artist to produce a mural reflecting key themes and ideas the consultation has garnered
- Wallsend Library
- Olive Tree markets
- Newcastle Museum School Holidays program
- Australia Day stall at The Station
- Australia Day stall at Foreshore Park.

Printed feedback cards were captured at each face-to-face engagement. For a full list of qualitative data collected at each event, see Appendix 5: Hard-copy feedback forms.

The Station activation – 1 December 2019



Wallsend Library – 6 December 2019



Olive Tree Markets – 7 December 2019



Newcastle Museum School Holidays program – 23 January 2020



Australia Day stall at Foreshore Park



Australia Day stall at The Station



Ideas wall corflutes

The ideas wall corflutes were an offline replication of the online Social Pinpoint ideas wall. These boards were used to generate discussions with the community about what they most enjoy about participating in art and culture. Participants could 'vote' on the images that best reflect their favourite experiences. Images of the corflutes and their corresponding votes can be seen in Appendix 6: Corflute responses.

Experiencing something new and unexpected and *Trying my hand at a new creative skill* both received 23 responses. This was followed by *Learning about history and culture* (20), with informal conversations indicating a strong interest in activities that educate and engage the public on Indigenous Australian culture.

Theme	Responses
Connecting with people who have similar interests	3
Enjoying how well organised the experience was	4
Discussing ideas that stimulate my intellect	5
Experiencing my imagination being totally captured	6
Discovering new music	11
Enjoying the visual beauty	14
Being amazed by the incredible skill of the artist	14
Tasting amazing food	16
Doing something fun and different with my kids	16
Learning about history and culture	20
Experiencing something new and unexpected	23
Trying my hand at a new creative skill	23
Total	155

6 Next steps

Results from the Community Engagement will support the development of the cultural event brand and programming.

Overall, the sentiment in the community has been extremely positive, with plenty of great feedback from the sector and endorsement for CN's approach in developing the event.

Focus groups are recommended during the development of the marketing campaign to ensure the community and stakeholders continue to have a voice and sense of ownership in the development of the cultural event.

A communications strategy is underway to communicate back out to the community and the sector about what we've heard and the next steps for the project.

In light of public health concerns and NSW Government restrictions on events due to COVID-19, the timeline for delivery of the City's new cultural event is being reviewed. To stay up to date with developments keep an eye on our website and social media channels.

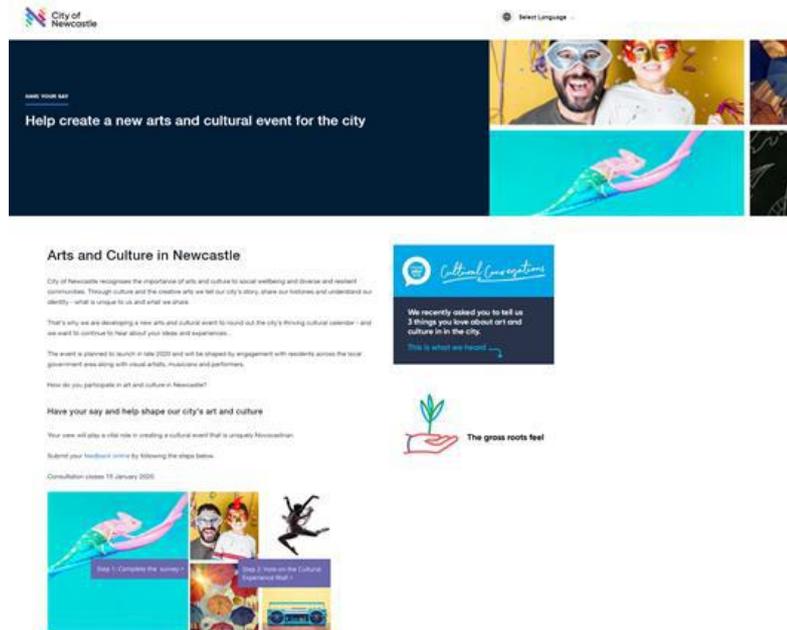
7 Appendix

Appendix 1: Communications

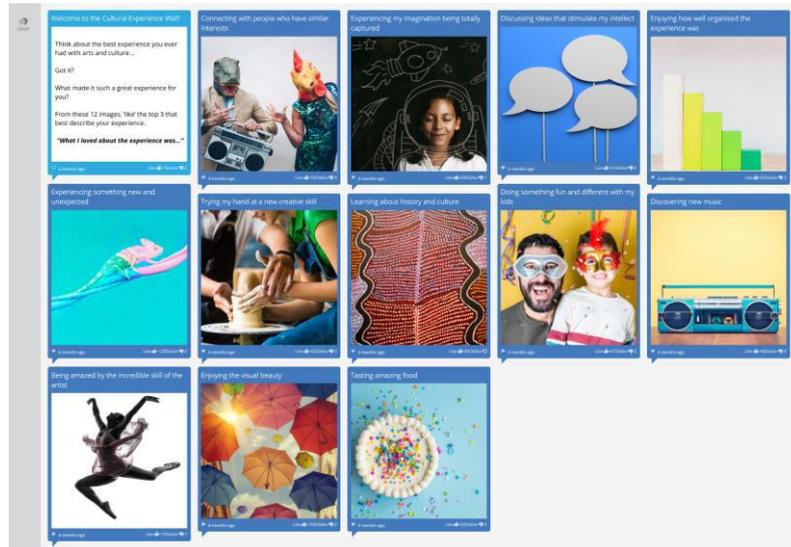
Online (internal platforms)

CN website

Have Your Say webpage



Social Pinpoint ideas wall



Social Pinpoint survey

Take the Survey

How do you participate in art and culture events?
Your feedback will help us create a new arts and cultural event for Newcastle in 2020.

Step 1: Complete the short survey questions below
Step 2: Like the top 3 images that best describe your best ever arts and culture experience.

How you participate...

1. What type of cultural events have you been to in the past 12 months? (Tick all that apply)

*** (required)**

- Live music
- Arts exhibitions
- Multi-art form festivals
- Theatre
- Dance
- Aboriginal or Torres Strait Islander works
- Heritage events
- Multicultural festivals
- I haven't attended anything
- Other

Comment

2. Who do you generally attend events with? (Tick all that apply) * (required)

- My family
- My kids
- My partner or one other person
- A group of friends
- An organised interest group
- By myself

3. How frequently do you attend arts and cultural events? * (required)

- Weekly
- Monthly
- Several times a year
- Once a year
- Never

4. When are you most likely to attend cultural events? (Tick all that apply) * (required)

- Weekdays during the day
- Weekday evenings
- Weekends during the day
- Weekend evenings
- During school holidays

4. When are you most likely to attend cultural events? (Tick all that apply) * (required)

- Weekdays during the day
- Weekday evenings
- Weekends during the day
- Weekend evenings
- During school holidays

5. What types of cultural events would you most like to see more of in Newcastle? (Tick all that apply)

*** (required)**

- Visual arts events
- Talks, seminars, conferences
- Hands-on workshops
- Multicultural works
- Comedy
- Theatre
- Family friendly programming
- Experimental arts and performance events
- Aboriginal / Torres Strait Islander works
- Large scale outdoor events
- Local community events
- Music events
- Food markets and festivals
- Other

Comment

6. How do you find out about culture in the community? (Tick all that apply) * (required)

- Word-of-mouth
- Newspapers
- Street press
- Radio
- Television
- Websites/blogs
- Community noticeboards
- Council news (in the mail)
- Council news (e-newsletters)
- Social media: facebook
- Social media: Instagram
- Social media: twitter
- Other

7. How can we best represent Newcastle through this event and attract new visitors? *

8. What is your age range? * (required)

Select one...

9. What is your gender? * (required)

Select one...

10. Do you identify as Aboriginal or Torres Strait Islander? * (required)

Select one...

11. Do you identify as a person with a disability? * (required)

Select one...

Email:

Creative City e-news

9 January 2020

Other news and opportunities

We're planning a new cultural event

Planning for a new cultural event

City of Newcastle's (CN) Major Events Team wants to hear about your ideas and experiences. The online [survey and cultural experience wall closes soon](#). More information visit [Have Your Say page](#).

Newcastle Voice

4 October Early consultation



Hello,

Your opinion and feedback mean a lot to us.

Cultural Conversations

What do you think about art and culture in Newcastle?

Tell us what you love about art and culture in Newcastle so we can continue to grow and nurture our creative community.

Share your comments [here](#)

Strategic Sports Plan - Community Information Session

City of Newcastle is in the process of developing a 10-year Strategic Sports Plan to address future demand, and inform the ongoing repair, maintenance and upgrade of sporting infrastructure.

We invite the community to attend an information session to learn about the research and analysis that will be used to inform the Strategic Sports Plan.

When: Saturday 19 October from 10pm to 12pm
Where: National Park 7027 Sportsground Function Room
Glenelg, Newcastle NSW
To book your place [click here](#)

To learn more about the project visit [Strategic Sports Plan](#)

The draft Strategic Sports Plan will be released for community feedback later this year.

Enjoy the long weekend!

Thank you!
Newcastle Voice

[Click here to learn more](#)

City of Newcastle
200 Glenelg Newcastle NSW 2288

[City Website](#) [Contact Us](#) [Feedback](#) [Privacy Statement](#)



Hello,

We invite you to have your say on a range of projects currently seeking feedback to help ensure that City of Newcastle's decision making reflects the views of the community.

Take the opportunity to provide feedback on Newcastle's two iconic Ocean Baths

We know our community love Moreweather and Newcastle Ocean Baths. We're interested in hearing more about how you use the facilities and your thoughts and suggestions on what improvements could be made. [Click here to share your views](#)

Help shape James Street Plaza in Hamilton

Two options to revitalise the public space have been developed following consultation with the community and have been placed on public exhibition to shape the plaza. [Visit today!](#)

Vote on Beresfield's local centre public space

We're creating a new public space in the Beresfield local centre and need your help to make the final decision. [Nominate your favourite concept idea](#) by Monday, 9 December 2019.

How do you participate in art and culture in Newcastle?

The City's developing a new cultural event for 2020 and we want to hear about your ideas and experiences. [Jump online](#) and help us shape the city's art and culture.

Actions for a more inclusive City

Our current [Disability Inclusion Action Plan](#) is being revised and we welcome your thoughts on how we can support a more inclusive and accessible society. Take our [online survey](#).

Seeing green in Carrington

Tell us what you think about the new Carrington Greenspace Masterplan, which sets out the future for the suburb's greenspaces during the next 10 years. [Sign the plans and enter a submission](#) before Sunday 22 December.

Thank you
Engagement Team

[To unsubscribe click here](#)

Internal CN communications

Flagship cultural event in development

Our Major Events Team are developing a new arts and cultural event to round out the city's thriving cultural calendar - and we want to continue to hear about your ideas and experiences.

How do you participate in art and culture events?
[Complete our survey and vote on the online cultural experience wall.](#)
 Your feedback will play a vital role in shaping this new cultural initiative in 2020.

Plans for the new event were announced on Wednesday 20 November to around 70 people from the arts sector who attended our 'soft launch' at the Civic Theatre. It was wonderful to see so much talent, enthusiasm and creativity in one room! Ideas were shared and new connections were made. We were also delighted to have Councillor Carol Durican present on the night.

Online (external platforms)

- E-newsletter article
- Facebook post

44 do you participate in art and culture in Newcastle? 33

Our Major Events Team are developing a new arts and cultural event to round out the city's thriving cultural calendar - and we want to continue to hear about your ideas and experiences.

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Hunter Hunter
November 24, 2019

Shape art and culture in our city by having your say in Newcastle's Cultural Conversation. To find out more, click here: <http://bit.ly/2D8u9Hu>

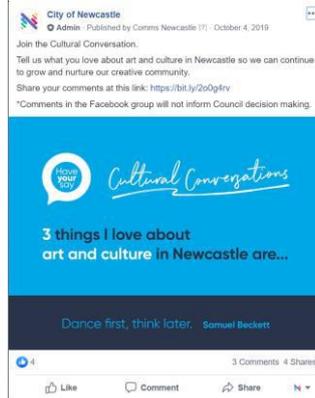
Taya Calder-Mason and Alicia Poole

Like Comment Share

Write a comment...

Social Media

Have Your Say
Facebook group (Early
engagement)
4 October 2019



Have Your Say
Facebook group
28 November 2019



Have Your Say
Facebook group
1 December 2019



Have Your Say
Facebook group
21 January 2020



Have Your Say
Facebook group
29 January 2020



Have Your Say
Facebook group
3 February 2020



NC Facebook Page

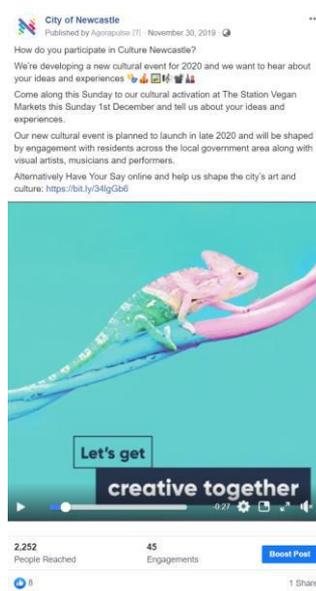
29 October 2019

- (Early engagement)
- 4,460 people reached
- 154 engagements
- 14 post reactions
- 4 post comments



NC Facebook page

- 30 November 2020
- 2,252 people reached
- 45 engagements
- 8 post reactions
- 1 post share



NC Facebook page

- 1 December 2019
- 11 post reactions
- 1 post comment
- 1 post share



NC Facebook page

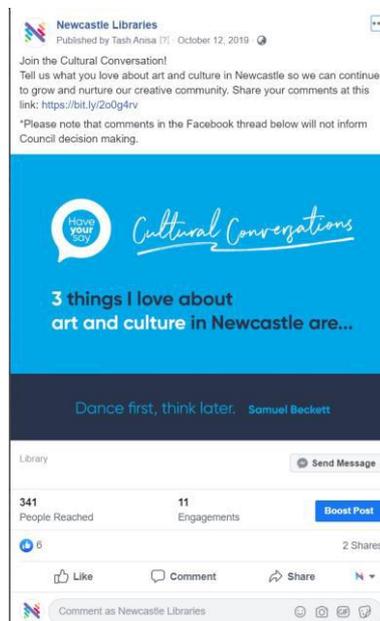
- 20 January 2020
- 12,014 people reached
- 1,260 engagements
- 62 post reactions
- 12 post comments
- 37 post shares



Newcastle Libraries Facebook Page

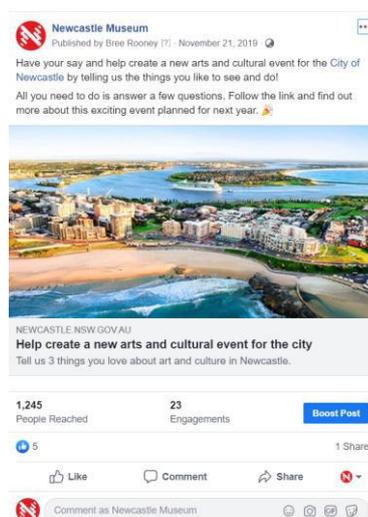
(Early engagement)

- 12 October 2019
- 341 people reached
- 11 engagements
- 6 post reactions
- 2 post shares



Newcastle Museum Facebook Page

- 21 November 2019
- 1,245 people reached
- 23 engagements
- 5 post reactions
- 1 post share



Softy's Clubhouse
Facebook Page



Media release
21 November

[Council](#) / [News and Updates](#) / [Latest News](#) / [City to launch flagship cultural event in 2020](#)

City to launch flagship cultural event in 2020

21 Nov 2019

[Share](#)

City of Newcastle has its sights on establishing a cultural festival with nation-wide appeal in 2020 and is looking to the community to help make it uniquely Newcastle.

The flagship event is planned to launch in late 2020 and will be shaped by engagement with residents across the local government area along with visual artists, musicians and performers.



Lord Mayor Nuatall Nelmes said the festival would mark another milestone in Newcastle's transformation and demonstrate the City's commitments to the arts.

"Through culture and the creative arts, we tell our city's story, share our histories and understand our identity," the Lord Mayor said.

"A key part of the process is listening to our community to ensure Newcastle residents shape how this event looks and feels.

"We want a festival that will foster and support our existing grassroots arts and cultural scene while having broad appeal and the ability to attract new audiences.

"The community's feedback will play a vital part in launching this new cultural initiative in 2020."

Early consultation with the arts sector has identified that access to free events hosted at independent spaces as well as our City's cultural institutions are important elements to consider, as is the need for a diversity of options.

The desire to host events in unique and iconic locations in Newcastle not usually associated with cultural events has also emerged as an exciting concept.

The festival will cater for all ages and have a mix of events that will be both free of charge and ticketed.

People are invited to have their say now to help shape art and culture in our city.

Step 1: [Complete the survey](#)

Step 2: [Vote on the cultural experience wall](#)

Consultation closes 5pm Wednesday 15 January, 2020.

For more information visit our [Have Your Say page](#).

Australia's flagship cultural events

Dark Mofu – Launceston Tasmania	Melbourne International Comedy Festival – Victoria
Sydney Festival – NSW	Perth Festival – Western Australia
Adelaide Festival – South Australia	Brisbane Festival – Queensland
Vivid Festival Sydney – NSW	Garma Festival – Northern Territory
Adelaide Fringe Festival – South Australia	

Picture: Councillor Carol Duncan with representatives from Newcastle's cultural and arts sector at a creative networking event on Wednesday at Civic Theatre.

Newcastle Weekly

14 December



Intouch magazine

1 December 2020



Newcastle Herald and The Star advertisement

- The Herald 14 December
- The Star 11 December



Feedback forms

70 feedback forms received



Videography

Time-lapse video
The Station Vegan Markets



Appendix 2: Online webform - qualitative data

3 things I love about art and culture in Newcastle

Point 1	Point 2	Point 3
Vibrant markets with unique handmade craft, homemade food.	Hunter St Mall had some unique stores; exhibitions and creative workshops at Timeless Textiles & Curve gallery.	Music Festival.
The Headphones on Darby.	Young musicians being heard.	It's community.
The Headphone Project on Darby Street!	The Darby Street Community Garden!	Civic Park Fountain.
Headphones project.	Art spaces.	
Free entry to Newcastle Art Gallery.	Opening times of Art Gallery.	
The range and diversity of artists, groups, venues, events, & institutions.	It's accessibility - Newcastle caters brilliant.	
The variety which is easily accessible (particularly the Civic program).	The eccentricity and the hidden away sheds that provide an opportunity for emerging and successful artists.	The hope that the Victoria Theatre will be renovated and operational in my lifetime!
It is usually high quality.	It is often home-grown - very talented people here!	It is more accessible here than in Sydney - cheaper, easier to get to.
The incredible range and diversity of groups, venues, events, and institutions the city has.	It's accessibility - Newcastle caters to a very wide range of tastes and interests, with accessibility afforded by - free entry to many venues and events; the sheer diversity on offer and the many formats that is delivered in - from street art to chamber music.	The pretty amazing Newcastle Art Gallery collection.
The range of options all year around.	The writing community.	Live music.
There is still a pub band culture.	The civic theatre.	Regular art events.

Point 1	Point 2	Point 3
The Art Gallery is good, but needs more access to works, perhaps a digital register; with attached loan programme encouraging members to pay to borrow, 3 months?	"Discovery pieces" around and about, some are so awful, but pleased they are out there, bodes well for the future.	Negativity of interaction, NCC is "Bad" at promoting anything, usually read/hear about it after the event, far too late.
The wonderful exhibitions at the Art Gallery	The diversity of cultural experiences on offer	That it is important in all its facets to the community
The local talent that is around	Some of the great venues, civic theatre, smaller theatres and art galleries not to mention some great cafes promoting local art and music	
Newcastle east has a bohemian feel	Against the mainstream	It's gritty, like Melbourne and Budapest. It would be great to see some building design reflect this - see the ruin bars in Budapest for examples.
I love our art gallery but think we need to do more to expand it and attract bigger shows, like the arts precinct in Brisbane. Having a world class art gallery like MONA would bring in much more tourism than a stupid car race.	Struggling to think. We should have a cinema in the city, more live shows and I don't mean pub bands but proper world class bands who spend a lot of time touring Australia each year but never stop in at Newcastle.	Still struggling. The markets are good, but we have enough of these. Museum is great but again could be better.
There are no words to describe it, I just love art and culture in Newcastle	AS ABOVE	AS ABOVE
The way it is already	It not to change	Not everyone is into art!
The Conservatorium	Classical music concerts	
Close	Has a university	
It used to be much better supported by NCC. Now the NCC venues are out of the price range for local classical music makers.	We have lost a lot of top classical instrumentalists and singers to big cities since the Uni stopped courses which train people to be employable musicians. They are now not	Newcastle once had a busy vibrant live arts scene. It's gone now. Uni has done away with the great Fine Arts Course it had, Drama and all performance arts of a skilled kind. Me

Point 1	Point 2	Point 3
	taught music theory, harmony, sight reading or instruments which would give them a career in professional playing.	
Is the fact that the lock out laws have ruined the live music scene in Newcastle.	Is the fact that the lock out laws have ruined the live music scene in Newcastle.	Is the fact that the lock out laws have ruined the live music scene in Newcastle.
Active transport culture is more ethical than car culture because of toxic car emissions (air pollution).	Active transport culture is more ethical than car culture because we need to less road congestion and stop urban sprawl.	Active transport culture is more ethical than car culture because of body and mind health.
The only art I can think of in Newcastle is the egg nest at the art gallery, which is pretty good.	As for culture, there are some great multi-cultural restaurants around. I'm not so sure if the sustainability of them though.	Hopefully with more funding, grants and support our town can improve upon these things.
The breadth and variety - from The Lock-Up, to the creative incubator, to festivals such as TiNA, Fringe, Newcastle Writers Festival and more.	There's always something new.	We have a major Art Gallery (that could really do with an extension - hint hint) that showcases an enormous range of important works of art.
It's in the outdoors, I love that we are bringing more art into the streets as well.	Events usually attract a good crowd, but they are not overcrowded.	We keep the tradition but continue to grow and build new culture too.
Civic Theatre shows.	Art Gallery.	Markets.
Diversity.	Not having to travel.	New experiences.
Newcastle Museum.	Diversity of venues, big and small.	Newcastle Art Space.
The number of galleries and the exhibitions at the art gallery - would like it expanded and attract exhibitions like Bendigo art gallery.	The live music venues.	The markets.
It exists.	It makes life in Newcastle worth putting up with the heavy industry and day job.	It's free.
Many cultural institutions are free.	History is included in the cultural mix.	The wonderful collection of pottery at the Art Gallery.

Point 1	Point 2	Point 3
The Civic Theatre.	The Conservatorium of Music.	The city art collections.
The regional art gallery.	The sculptures and art works that are on our buildings and in our parks.	The drive and events that are being held in Newcastle e.g. this October long weekend.
It's very grass roots and natural. As if it's been deep rooted in the hearts of the people who bring it to the public arena. It is not pretentious in any way and it is honest and humble.	The people behind the art and culture here in Newcastle are honest and hard working. They believe in community and are gathering strength to enable their voices to be heard	I love the unique style in the grass roots art culture. Whether it be a Scottish sandwich monger on king street in the CBD, or three sisters challenging mass production, they believe in delivering an honest product with integrity and I think that's worth more than gold.
Maitland Steamfest	Lambton Park & Gardens	Lake Macquarie Live Steam Locomotive Society
Diversity of works and genres	Local flavour	Accessibility
The number of markets with quality arts and crafts for sale.	The number of Galleries.	The Creator Incubator
It is thought provoking	It is entertaining	It is creative
The depth of creatives across the social spectrum doing art	Accessibility to various exhibitions and studios	Those few parts of the Regional Gallery Collection that we are allowed to see
The Art Gallery, and the variety of street art there is about Newcastle. We could have a much-improved art experience with a new or expanded art gallery.	The number & quality of private art & textiles galleries and shops we have in Newcastle.	The talent on show and living locally in our city.
It brings life and soul to a city.	It creates moment of fun and joy.	It supports locals and the unique.
The wonderful art gallery with FREE entry and Art Cart.	The excellent programs for children at the local libraries.	Live music.

Point 1	Point 2	Point 3
The exhibitions and wonderful occasional concerts at the Newcastle Regional Art Gallery.	The Newcastle Regional Library - for access to reading and audio-visual material and the variety of photographic and other exhibitions provided there.	The Conservatorium of Music, City Hal and Civic Theatre array of concerts, and plays plus the fact that these 3 core institutions create a cultural hub and heartbeat for the city.
It's diversity.	It's affordability.	That it is celebrated and valued.
It is there. The try is worth it. In general, the best is done by its artists who are prolific.	Art exhibitions. By those who do it off their own back. Plus, the tech with the next generation of inspired artists going for it.	The indie music. not the bilge on commercial radio that is simply corporate crap. The pubs venues around the city and Hamilton Islington are phenomenal in any urbane setting globally.
There is not enough art and culture in Newcastle.	I used to love Livesites, Winterheat etc... where are they now?	What has happened to community events in Newcastle?
Having access to first class libraries.	Having access to a modern Art Gallery.	Having various Newcastle art and culture facilities within easy access.
The variety and range of offerings.	I think I've said it all.	As above.
Our Cultural facilities, the Art Gallery ss beautiful, Civic Theatre and the variety of shows available and our Museum and the great events and staff.	The variety of events and activities available, e.g. TINA, markets, Supercars, Surfest.	Our boutique style shops and eateries, access to wide variety of foods that allow us to explore culture. We need more cultural foods.
How so much (music, performance, visual art) is so readily available to all.	Newcastle Art Gallery - a consistently excellent quality of exhibitions and its fantastic collection.	The diversity of art in public spaces and the fact that Newcastle is home to so many artists.
I love the variety and bravery. I don't love that it's so hard to put on a show because so many of our theatres and performance spaces are gone. Don't cite hiring the Playhouse or Civic Theatre, and certainly not The Victoria. Creatives are constantly identifying spaces, injecting activity and vibrancy into them, then	We have A LOT of art galleries and space for visual artists - not so much for performers.	NCC does not support local performers but loves to leverage off the vibrancy, atmosphere and "colour" performers provide.

Point 1	Point 2	Point 3
commercial enterprises see the value in 'their' space and push them out.		
DIY culture and history such as TiNA, Bloody Fists, Renew Newcastle and ARIs.	Street Art and Graffiti culture that has grown to inspire locals to start own events and festivals.	The community of artists and their passion to support local programs.
I love that the council is looking at its importance.	The local focus.	The encouragement given by separate arts groups to each other and their love for this city and its potential.
Small scale surprises.	The everyday culture - bookstores, galleries, make spaces.	The excellent music scene - again in pubs and bars.
The CONDA awards.	All the local theatre companies doing great work.	Youth theatre. YPT, Hunter Drama, Tantrum all doing great work.
Theatre.	Street Art.	Events.
Seeing a live theatre production.	All the great markets around town.	
I just love art.	I just love art.	I just love art.
The rich diversity of artistic talent and practices.	It thrives in spite of institutional support and promotion.	It is developing a grass roots, experimental, indie style of making and disseminating that counters the official gallery model and advantages quick turnaround shows and workshops etc.
It helps identify the city and tells our stories.	It brings people together from all walks of life.	It is dynamic and community driven.
That it flourishes in spite of a lack of financial support from the state and Federal Governments.	That it's homegrown by creative people who put their art, be it visual or performing arts, above making a lot of money.	Creating it and consuming the work of other creative people.
The many small and varied independent venues dotted throughout the city.	There is something for everyone, no matter what you are in to.	The diversity of voices, particularly those that advocate for the diversity of the arts.

Point 1	Point 2	Point 3
That it is so active despite so little support from government at all levels.	That we still have an art school (Newcastle Art School, TAFE).	That creatives are so resourceful and support each other so well. Networking and collaboration are strong.
Catapult dance Choreographic Hub.	The Newcastle Writers festival.	The Lock-Up contemporary arts space.
Catapult Dance Choreographic Hub! Dancing and movement are becoming more and more appreciated and viewed by the residents of Newcastle. Not only do they put on many shows a year that have people flocking to see them, but they utilise spaces in Newcastle like art galleries, civic theatre etc to show their support for local Newcastle organisations. They're all about collaboration and bringing a beautiful art form to be viewed by many.	Local galleries like watt space/ the lock up etc.	Newcastle Art gallery.
Its vitality.	The huge range of practicing artists who live in the area.	Inclusiveness.
It's very innovative, as arts and culture do a lot more with a lot less.	Hearing and listening to the hidden stories of the town.	Having a place to submerge myself when I need a cultural fix.
The number of murals hidden throughout the city.	There is a strong 'maker' community here. Evident by the amount of markets and events like Make It Made It.	The public artworks like sculptures and installations. I wish there was more.
What art and what culture, the only culture I know is the surfing culture.	As above.	As above.

Appendix 3: Social Pinpoint - qualitative data

What cultural events have you attended in the last 12 months?

Raw data responses (n=31)

Newcastle Comedy Festival
Library & Literary events
Poetry readings
Some I can't go because they are not accessible for me as I am Deaf and needs Auslan interpreters
Craft workshops
fringe fest
Literature
Pushbike and Active transport culture (learning how to use the fake bike lanes)
Museum launch, Olive Tree Markets, Beaumont Street China fair thing
Kids events
Must incorporate day and night activities and look to engage all sections of our community. One common denominator is FOOD. Another is the unique Newcastle environ, the harbour.
Stand-up comedy and writer's festival
Book launches
markets, architecture exhibitions
Book launches, author talks, Newcastle Writers' Festival. Great Migrant Camp celebration, Newcastle and Maitland Museum exhibitions and events. Food festival at Maitland.
comedy
Newcastle Art Gallery consistently has excellent exhibitions and the last Friday events are really fun
Comedy
But I have had lots of guests attend live music
Literary events (mainly poetry)
Writing festivals
Participant/performer/musician
I'm a Civic Theatre subscriber, also the Australian Chamber Orchestra plus member of the Hunter Writers' Centre which holds events at the NR Art Gallery
Library events
Foreign film
grassroots community organised events, fundraisers, climate justice rallies.
Comedy at the station
Writers Festival not mentioned - it is wonderful!
Dining out, meeting with friends, having coffee, going to the beach.
I don't seem to learn about them until after the fact - I'm obviously not in the correct "loop" :-)
Walking around cities street art installations

Qualitative analysis

	%	n
Theatre	3%	1
Experimental arts and performance events	3%	1
Music events	3%	1
Author talks	3%	1
Great Migrant Camp celebration	3%	1
Newcastle and Maitland Museum exhibitions and events	3%	1
Museum launch	3%	1
Olive Tree Markets	3%	1
Beaumont Street China fair thing	3%	1
Craft workshops	3%	1
Dining out with friends	3%	1
Foreign film	3%	1
Fringe Festival	3%	1
Poetry readings	3%	1
Fundraisers	3%	1
Climate justice rallies	3%	1
Pushbike and Active transport culture	3%	1
Events for Australian Chamber Orchestra	3%	1
Kids events	3%	1
Unable to go due to limited information received	3%	1
Unable to go due to disability	3%	1
Food markets and festivals	6%	2
Book launches	6%	2
Going to the beaches and harbour	6%	2
Events at Newcastle Regional Art Gallery	6%	2
Architecture exhibitions	6%	2
Local community events	10%	3
Library & Literary events	13%	4
Comedy	16%	5
Newcastle Writers' Festival	16%	5

What types of cultural events would you like to see more of in Newcastle?

Raw data responses (n=51)

The Art Gallery and Theatre already run amazing programs, but it would be great to have more outdoor cultural events that weren't sports.

Poetry readings

Accessible venues

Make it accessible for me as I am Deaf and needs Auslan interpreters to understand

Quiet events with wheelchair access - neuro disability

Poetry

All of everything

A choral festival would be wonderful: I attended one in Sydney in July (Gondawana World Choral Festival)

Well-funded professional arts practice!!!

why is comedy and theatre two separate categories but Literary events don't feature in this list? this is a poorly put together list of random events from too specific to too broad

Pushbike and Active transport culture (learning how to use the fake bike lanes)

Themed festivals are great, multicultural food festival?

I'd love to see more events that cater for families with young children. On one hand it would be good to have creches available so that parents can attend a talk or event and then pick up their kids. On another hand it would be good if more music and visual arts events were suitable for both kids and grown-ups and families could attend together. It would be fantastic to have a music kiosk where conservatory students could play classical music or a brass band could play, and there wouldn't be pressure for the kids to be quiet.

Events that draw on local talents or people with local connections rather than bringing people from outside

I believe we need a large-scale event with headline acts integrated with local artists e.g. a small scale Bluesfest with local stage. The foreshore would be ideal maybe after Bluesfest where we could attract a couple of head

Would love to see more independent theatre in Newcastle

I would like to see a food festival. Participating pubs and restaurants have a couple of dishes showcasing Newcastle and Hunter Valley produce and wine. You get an app that tells you what's available and where.

A diverse range of events day and night and in all seasons of the year

I'd love to see outdoor theatre and cinema

Depends on cost

Comics convention

multi-arts experiences

No more markets!

Celebration of specific cultural groups allowing those groups to showcase their past and current heritage, e.g. Italian festival, Indian festival etc

classical music

People from multi-cultural backgrounds have a lot to offer Newcastle and are underrepresented and supported to contribute to arts and cultural events in our city

Literary events

Cinema is also part of the arts program. Newcastle misses out by not having a cinema that screens anything other than mostly USA blockbuster movies aimed at the youth market.

Women, gender diverse, free, affordable, use natural spaces

Youth music events!!

I don't want to see any more of it

Social and economic commentators

More licenced outdoor / carnival festivals - e.g. Speigeltent / "Garden of Unearthly Delights" / Perth "Pleasure Garden"

An annual sculpture festival like "Sculpture by the Sea" held along the waterfront at Honeysuckle, through Civic precinct and on to the Foreshore; encouraging people to walk towards Nobbys Head. If it's set-up as an "acquisitive" event i.e. Council buys the 1st prize-winning work each year, with judging administered by the Uni of Newcastle gallery and/or Creative Arts school, soon there will be an AMAZING sculpture walk available. It would be enjoyed by residents, workers and visitors all-year around. What a fabulous tourist-magnet, especially if the sculpture-walk starts at/near the Transport Interchange, encouraging visitors "to walk" or "ride a bike" through Newcastle, rather than just jumping straight on the light rail or bus :-)

More live country music and radio station Craft expos.

Themed events around specific days etc

Kite Festivals... they are great works of art and visually spectacular as they fly

Newcastle is in dire need of a large-scale film festival that brings in quality filmmakers.

centre first nations voices, focus on regeneration/permaculture/re-greening spaces, co-operatives and grassroots power, planning Newcastle as smart/green city i.e. ending coal exports.

The Station Homegrown markets have a fabulous vibe. It would be good if there were fixed market stalls, like The Rocks in Sydney. Market stall holders wouldn't need to bring their own gazebos, and weather wouldn't be such an issue for stall holders i.e. high winds can cancel some market stall events.

Anything

Dance

refer to Sydney festival programme as an example of different types of art form in a space of a fortnight.

Plenty of markets already. Don't need more.

Artists Market to connect them with consumers

Electronic arts

Newcastle should have a performance festival: it has a tradition of producing and fostering talent in comedy, dance, theatre, eisteddfods. It should be a week of diverse performance taking place in venues, indoors and out, all over the city! Even Maitland has a brilliant street performance space set up in The Mall. We need a variety of small open venues to celebrate the talent here, born here, fostered here, and brought back here.

The event must be significant and appeal to a wide range of people. E.g. This is Not Art film presentation was a catalyst with development to become a major event. Unfortunately, Mattara was not vitalised with new ideas and ultimately died. This could have been a vehicle for a great community activity. A high-profile event's organiser making contact with artistic group could also be a vehicle.

Interactive Installation event

Cycleways, walkways, larger parks and playgrounds, less cars and car parks. Connected non-vehicular movement networks. A better place to live in.

Organised evening walking events / like the terrific light show through east end / inner city a few years back

Qualitative analysis

	%	n
A choral festival	2%	1
Performance festival	2%	1
An annual sculpture festival like 'Sculpture by the Sea'	2%	1
About smart/green city	2%	1
Classic music events	2%	1
Comics	2%	1
Electronic arts	2%	1
Interactive Installation event	2%	1
Craft expo	2%	1
Evening walking events	2%	1
Pushbike and Active transport culture	2%	1
Social and economic commentators	2%	1
Independent theatre	2%	1
Develop more cycleways, walkways, larger parks and playgrounds	2%	1
Comedy	4%	2
Dance festival	4%	2
Local talent	4%	2
Food festival	4%	2
Kids events	4%	2
Music events	4%	2
Literary events	4%	2
Poetry	4%	2
Affordable events	4%	2
A diverse range of events day and night	6%	3
Film festival / Outdoor theatre and cinemas	6%	3
No more events / markets	6%	3
Accessible venues/equipment for disabilities	6%	3
Multicultural festivals	8%	4
More outdoor events	8%	4
Local themed community events/markets	8%	4
Arts markets/experiences	10%	5

How can we best represent Newcastle through this event and attract new visitors?

Raw data responses (n=176)

Stop Supercars and have music events that feature local artists.

Be individual for something Newcastle is well known for Live music.

The inner-city architecture, harbor and beaches must be utilized.

Newcastle has so many wonderful things going for it. We have a very active performing arts scene, wonderful visual artists and an array of musical talent. You have many venues that can be used around the region. Have a look at the recent Artstate that was held in Tamworth. Just look up the website for ideas.

Focus on the environment - in every way. Our beautiful locations and scenery. Also, Newcastle represents transition from the fossil fuel age to the new renewable age. Make a statement. Show the world. Power it all with clean energy. Go genuinely green. Celebrate the new. (Put the 'new' back into Newcastle lol!). Mix it up - water shows meet local music meet crazy experimental art installations.

We are similar size to CNR and closer to Sydney.

Attach a competition and prize money, annual event and includes suburbs.

Have a mixture of local creative and high-profile creators. Make it unique to Newcastle and celebrate local history.

Something different but include something unique to Newcastle.

Locally created works, practitioners, stories.

Build on existing local strengths in our arts community

Tourism, locals, something stimulating including all aspects of the cultural communities e.g. music, art, food and wine.

A festival akin to the festival of Sydney would be great. Without Mattara in the inner city and traditional events like the Newcastle Show falling out of favour, an improved cultural selection accessible to the city would be amazing.

Using locations that are iconic such as Nobbys, Civic Park and King Edward Park. Music festivals with performers that others would travel to see... international and Australian. At the moment too many performers bypass Newcastle, when they are touring and often stop in other regional locations across Australia - but not Newcastle!

Better facilities.

By consultation with Community Groups.

As Newcastle is so diverse and there is aldehyde so much going on perhaps theme each month around focused events and find a way to promote them which unifies the information. Currently it is really difficult to find out what is going on across the region culturally.

Engage local talent through open call outs. To attract new visitors, one needs to determine their audience and promote it really well. I'm not sure who the event is for. Locals? Tourists? Newtown Festival is huge for a community event. Is this a community event? Or it is like an attraction for tourists from afar? Renew Newcastle attracted new visitors. Supercars attracts new visitors. I'm not sure what the demographic is but lots of ideas and passion here from myself to champion Newcastle.

It would be great to focus on engaging with locals as the priority. If you make it inspiring and engaging, then it would attract visitors as a bonus. If you don't have the locals it will be a flop before it grows into something big enough to attract tourists.

Keep it authentic and gritty. Nothing to pretentious- we aren't Sydney.

More experimental art events not hosted in galleries.

Use locals both well-known/ emerged and emerging and support their growth but make sure we have people that are known in a broader community to entice.

Make it family friendly as this seems to suit all age groups. On special days, make the light rail free to encourage people still to come, but to leave their cars. Parking is still an issue, in spite of claims to the contrary.

Media, accessible and inclusive, unique.

Need more access - Auslan interpreted performance, ramps, accessible toilets.

Have the promos translated in Auslan!

Accessibility.

More access and easy to get around.

Inclusivity such as closed captions or interpreted events for the Deaf and Hard of Hearing community.

Make it inclusive for all, and something that is a regional/annual event.

Increasing funding and expanding the art gallery would be a start. Make it a destination. Stop pulling down Newcastle's cultural icons (Queens Wharf tower, the Store). Embrace the quirk of Newcastle.

Promote the event as all-inclusive and welcoming! The relaxed beach vibe should come across. Ensure there is enough transport options available and advertise then since council has ruined all parking.

Make it representative of everyone. Not just a small arts minority. A festival running over a few weeks made up of 'smaller festivals' covering a range of interests.

Make it something unique that people want to travel for, like vivid but for Newcastle

Showcase local talent. showcase the Newy vibe.

Promoting local artists and groups.

Make it true to the history of the city (it's where coal mining meets surfing). Acknowledge our roots while looking to the future of inclusion and multiculturalism.

Work with existing professional artists local to Newcastle, and commission new work from them.

Showcase local grass roots artists. Newcastle has a rich community of cutting-edge creative artists.

Providing funding/spaces/resources for these communities to expand their work on their own terms would be a huge asset to the city.

Create a hub of Family friendly events and provide a range of activities at a low cost.

work with what already exists. don't reinvent something is already successful and happening. talk to your community and the existing cultural groups, tap in and partner with them, don't ignore them.

Look at Dark Mofo in Hobart for reference. Have a clear vision and be uncompromising in the curation of Artists.

Diversity of offerings.

Pushbike and Active transport culture (learning how to use the fake bike lanes).

Advertise more through letter drops before the event.

Strong public transport options, have daytime and nighttime activities aimed at multiple age groups with the chance for hands on active participation, mix of free and paid, multi day event preferred.

To best represent Newcastle, have lots of Newcastle banners and fancy advertising.

Advertising.

highlighting what Newcastle does best - which is everything, we have heritage, we have cultural interests we do food very well and our arts and crafts scene is vast.

have a point of difference.

GO BIG, be bold, be long term. Utilise global sponsors.

Vibrant art in a stunning setting.

A more cosmopolitan city centre, better access to suburbs, more infrastructure and more sustainable infrastructure, more events.

It would be good if all events gave the opportunity to include local artists or performers. For example, if there's a big line-up have local acts just before as an opening act.

With good organisation & a hospitable approach.

Think big to attract visitors from interstate and overseas not just local. Employ an experienced cultural festival director e.g. Leo Schofield etc.

Recognise the exciting emerging arts scene and provide a platform to these talents

Involve local artists and venues, as well as visitors.

Quality and well-known acts supplemented with local artists.

Actually engage local artists - yes have guest artists but keep that to a minimum. The often used statistic that we don't even know if it's true anymore "there are more artists per capita in Newcastle than the rest of Australia" is over used and undervalued. We have the depth of experience and the talent to host our own art events. Let's create events that are totally unique to Newcastle and the Hunter.

Make it appeal to a wide audience and give it a local twist.

Build on natural assets of the city (i.e. available properties, cultural precincts, beach views/access).

Promote the fresh produce and wines of Newcastle and the Hunter Valley.

A vivid style event over a few weeks projecting images on our beautiful historical buildings throughout the CBD would be fantastic and have live art installations and entertainment.

Using the wealth of local providers and challenging them to do something new.

Support the local event community and our artists.

Offer a variety of different things making it appealing and easy for new things/ideas to come to the area.

Extend the art gallery.

Build a wide email newsletter list, advertise through websites like classikon, lots of listings in free mags like Newcastle Weekly etc.

Promote as much local content as possible even if that is via support.

Changing the mindset of Newcastle to be more open and friendly.

Newcastle heritage should be showcased.

Newcastle's huge music and art scene!

Posters.

The uni brings many youth to Newcastle. More events should involve them.

Actually act on feedback, rather than simply sitting on it as the council has repeatedly done. Break out of the conservative mould of regional arts by educating decision makers and supporting more experimental forms of visual arts. Set up an arts precinct that can future proof Newcastle's art community.

Have people talk up Newcastle / council's commitment to a strong arts and cultural event and stop pandering to whingers and people who are politically connected. Think also about what people in the city/region want. Having visitors is just one measure, it's the quality that counts.

Provide something I can't find anywhere else.

Make sure not directed to one group of people, or one interest groups, sick to death of radical/doom and gloom groups. Our beaches, Our industrial/Railway/Ship backgrounds, Only Novocastrian things not like all others.

The event has to have national appeal, similar to a vivid or Dark Mofo in Tasmania, something that is aspiration for interstate visitors to attend.

New music, creative skills.

public and private sector investment long term.

Involve locals and don't import things that we already have here.

Use local independent art galleries - there are 17 in Newcastle with large data bases.

An Art Gallery expansion would be a great place to start.

Showcase the lifestyle - weather, relaxed, excellent variety and quality of food, local wine & boutique beers. Affordable accommodation - current costs are similar to Sydney! Involve & showcase local talent along with guest artists. Appeal to community who will then invite their family and friends from out of area to enjoy the event and all that Newcastle has to offer. Promote and capitalise on secondary spend opportunities. providing a welcome, friendly, safe environment for attendees and

Across the city is as important as a well organised and entertaining event. Look for an element that can be unique or strongly linked to Newcastle going forward.

Use authentic Novocastrian voices - the unauthorized voices/unsanctioned. The DIY artists/writers and performers. Not the yuppies from the markets trying to make a buck. Keep it grimy and punk.

Longer program or series of events that encourage longer stays so visitors have time to experience all that Newcastle has to offer.

Multi arts.

Not sure.

Commission and support the development and presentation of locally created work by Newcastle artists/companies. Provide free events to reach a broad audience.

Quality productions, break new ground, mix of new and old/contemporary and classical; also, participation.

Employ or incentivise representative groups to advertise on social media.

Keep it local - have events not just in city centre.

Prioritise Newcastle artists mixed with great touring features.

avoid representing heavy industry and corporations.

Ease of access & low cost.

How did the Writers festival do it? Try that.

Street art festival.

Newcastle is a city of Health and Education, we really should focus on this.

New and exciting or upcoming artists. Indigenous folk involved from the region would be great. Not the screaming jets.

Ensure it does not disrupt existing events, businesses, locals. Ensure it is a good fit for Newcastle and the environment as you need to rely on locals for when visitors are not here. Make it inclusive. Do no harm to existing parks, gardens, trees, Coast.

Show some diversity in Newcastle. Things can feel really similar with same food at the same markets over and over. I would like to know about all the different people that call Newcastle home. In Sydney a festival called Paramasala did that really well.

I think it would be good to have Tafe students studying Indigenous arts and visual arts partnered with this as it would give them a great networking opportunity.

Have a majority of local performers/artists.

Support the local music scene, especially young people in bands, young artists, performers etc. The youth is the future of Newcastle! Support them!!

stop developing to be a global city

Celebrate the city's unique cultural and environmental features - no more generic type events (like Supercars) please!

More fringe/alternative/street theatre/music.

Be progressive, forward thinking, inclusive, and environmentally sustainable.

Activate iconic sites and venues & get local buy-in.

Consult with local organisations and community. EG Newcastle Music Festival and Christ Church Camerata.

Represent: a difficult proposition given the existing and aspirational diversity being sought in events. Perhaps we should focus on a few topics for 3 to 5 years to improve the track record.

It would be great to have the Vivid festival with a presence in Newcastle. When the White Night festival is on in Melbourne, there is also a concurrent presence in Ballarat.

More publications through more platforms.

Develop an event that is authentically Newcastle and that Newcastle residents will participate in and be proud of. My personal opinion is that events designed to 'attract visitors' lack soul - and that new visitors are not attracted to soul-less event.

By continuing to build on Newcastle's national reputation as a cultural hub for experimental ideas, Artists and events. I'd like to see development of the existing (and excellent) arts and culture in Newcastle. As well as the attraction of quality national performers/artists/speakers as key highlights within the festival.

Go above and beyond what has been done before - bigger events and hubs.

Sculpture is both solid (or resilient) and an expression of creativity, two things Newcastle and the Hunter represent; despite that not being widely known, acknowledged or appreciated. It would help Newy/Hunter people feel proud of our rich indigenous, maritime, agricultural and industrial heritage as well. If an annual National Sculpture Conference, featuring an international guest/s, plus indoor (smaller and more delicate sculptures) were held annually - perhaps also in conjunction with the UoN - and promoted widely through the travel media; in print and online this would also attract new and a different visitor demographic.

Young, connected and creative.

modern cosmopolitan and inclusive.

Do not replicate an existing idea, have something completely unique to the state. Also, far more promotion outside Hunter region.

Have something that is unique and appeals to a wide variety of people.

Regular events rather than one off big events would be great.

Needs cut through for local community and visitors - something authentic, outside peak periods, strong community focus but with national / international "wow" factor.

Have a decent cruise ship port.

Look at past performance of event and see how the demographic network. Choose events that will encourage desirables to visit. Build better event centre for larger performances. Try something new.

Stop supporting feminist bigotry and women's only groups. Spend with your budget. Stop over charging rate payers for personal gains.

Paid online advertisements and television ads to people outside Newcastle.

By showcasing the diversity within our Community.

Free events or free parking/shuttle bus.

Flying at Stockton with the iconic view of Newcastle in the background would be seen worldwide and encourage tourism.

Make it an outdoor fest along a famous stretch of land in the city. With support from venues through the city.

make it accessible for queer people, poor people, those with disabilities, and various cultural and ethnic backgrounds.

As a culturally relevant and lively city.

Advertise more.

Food and outdoor events. Aim it older Gen X and some events without children.

We need to embrace Newcastle's identity as an artist's hub, more public art and festivals will draw tourists. No one wants to visit the biggest coal port in the world...

Market it to the whole community not just niche groups or demographics.

Use local artists. Make it reason cost. Ease of access to transport.

Planned and coordinated events, marketing these on tourism and travel sites. People remember repetition. Holding annual events. Tasmania holds annual events, which people from everywhere travel to the experience.

Newcastle based work of professional level in dance, theatre, visual Arts, music.

The event has to be niche. Like a bohemian festival with reggae music, rugs, etc.

Easy access suitability for all ages, multifaceted event.

Make a mix of fun and serious topics.

Inclusive, something different that can be used to showcase Newcastle.

Make it inclusive - variety of culture and indigenous representation.

Multicultural events.

Show off unique local talent, promote widely on social media, offer a setup that is unique to Newcastle and different to other festivals (theatre performances, dance performances on the beaches of Newcastle for example, art displays outdoors at unique Newcastle icons. Offer it for free with low entry cost to the performances.

Foster community arts groups.

Choose to promote cultural events which promote inclusivity and imagination and creativity.

Do something different - an alternative arts festival for example.

Large installation pieces along our amazing beaches (similar to sculpture by the sea) would work so well in Newcastle!

Don't just put on events in the city centre, look at using the many local parks e.g., Wallsend, Lambton, Jesmond and spread the events out into many localities to allow many different people to attend.

Have it somewhere where there is lots of parking.

Use local businesses where possible. Include indigenous acts/welcome to country. Showcase our multicultural communities.

include a local slant/reference.

Show case precincts with each precinct owning a "heart" for example group Jazz , with matching food, performances etc this will help move people around our beautiful city over 2 days, embrace and promote a weekend event that builds over time as a must do yearly event.

Relentlessly promote local business and cultural/nightlife precincts; join up these areas with the remit of the festival program.

Show off cities physical and human assets.

Use the natural attractions of our city and engage local business - not bring in food trucks etc from elsewhere. Most important don't have events that prevent people from coming into the city or beaches like the Supercars.

Good quality food at reasonable rates. More parking and cheaper parking.

Informal friendly inclusive.

Use a range of mediums.

City of Talent! Creative hubs. A quest. A competition. Showcase City.

We need to spend some money on cleaning footpaths in shopping centres. Suggest motorised sweepers required. Look after the new paving, it deteriorates quickly if neglected.

Wide advertising and news items e.g. The Parkes Elvis festival.

Find a unique aspect of Newcastle and centre that. People want a story, depth, meaning, and an element only Newcastle can provide!

What event does this refer to?

Be predictable, get a reputation for a particular event/event quality.

Paid online advertisements and television ads to people outside Newcastle.

By not holding it. Don't make the city a zoo attraction, make it a great place to live in every day.

Invest in current artist / performers through promotion and exposure - don't use our town or images of football teams!

Unclear about meaning of question.

Needs to be niche - like This Is Not Art is, or the Adelaide Festival. Needs to carve out a space that is not currently offered and then consistently build a national brand. We don't need another run-of-the-mill community festival - look to innovative urban festivals in other states/countries and build something unexpected.

Free parking and shuttle buses for all events.

Qualitative analysis

	%	n
Nothing to change	0%	0
Act on feedback	1%	1
Avoid representing heavy industry and corporations	1%	1
Be predictable	1%	1
Better facilities	1%	1
Changing the mind-set of Newcastle to be more open and friendly	1%	1
Give prize money	1%	1
Do not disrupt existing events, businesses, locals.	1%	1
Become a livelier city	1%	2
More competitions	1%	2
Become a cosmopolitan city centre	1%	2
Be more forward thinking/ think of future	1%	2
Family friendly events	1%	2
Events for particular groups	1%	2
Finish Supercars	1%	2
Multicultural events	1%	2
Better access to suburbs/ include suburbs	2%	3
More sustainable infrastructure	2%	3
Strong public transport option	2%	3
Be more creative	2%	4
Get a reputation for event quality	2%	4
More of parking	2%	4
Provide free stuffs	2%	4
Low cost events	2%	4
Go above and beyond/ big events	4%	7
Expend art community/ gallery	5%	8
More events	5%	8
Suitable for all/ national appeal	5%	8
Accessibility/ ease of access	5%	9
Have a mixture of local creative and high-profile creators	6%	11
Showcase the diversity within our Community	7%	12
Advertise more	7%	13
Unique Newcastle events/ be individual	8%	14
Culturally relevant city/ promote cultural events	10%	17
Doing something different	10%	17
Other/don't know	12%	23
Build on natural assets of the city/ heritage should be used	17%	30
Have a majority of local performers/artists	21%	37

Appendix 4: Social Point survey and ideas wall

Social Pinpoint Survey



Take the Survey

How do you participate in art and culture events?

Your feedback will help us create a new arts and cultural event for Newcastle in 2020.

Step 1: Complete the short survey questions below
Step 2: Like the top 3 images that best describe your best ever arts and culture experience.

How you participate...

1. What type of cultural events have you been to in the past 12 months? (Tick all that apply)

(required)

- Live music
- Arts exhibitions
- Multi-art form festivals
- Theatre
- Dance
- Aboriginal or Torres Strait islander works
- Heritage events
- Multicultural festivals
- I haven't attended anything
- Other

Comment:

2. Who do you generally attend events with? (Tick all that apply)* *(required)*

- My family
- My kids
- My partner or one other person
- A group of friends
- An organised interest group
- By myself

3. How frequently do you attend arts and cultural events?* *(required)*

- Weekly
- Monthly
- Several times a year
- Once a year
- Never

4. When are you most likely to attend cultural events? (Tick all that apply)* *(required)*

- Weekdays during the day
- Weekday evenings
- Weekends during the day
- Weekend evenings
- During school holidays

5. What types of cultural events would you most like to see more of in Newcastle? (Tick all that apply)

(required)

- Visual arts events
- Talks, seminars, conferences
- Hands-on workshops
- Multicultural works
- Comedy
- Theatre
- Family friendly programming
- Experimental arts and performance events
- Aboriginal / Torres Strait Islander works
- Large scale outdoor events
- Local community events
- Music events
- Food markets and festivals
- Other

Comment:

6. How do you find out about culture in the community? (Tick all that apply)* *(required)*

- Word-of-mouth
- Newspapers
- Street press
- Radio
- Television
- Websites/blogs
- Community noticeboards
- Council news (in the mail)
- Council news (e-newsletters)
- Social media: facebook
- Social media: instagram
- Social media: twitter
- Other

7. How can we best represent Newcastle through this event and attract new visitors?

8. What is your age range?* *(required)*

Select one...

9. What is your gender?* *(required)*

Select one...

10. Do you identify as Aboriginal or Torres Strait Islander?* *(required)*

Select one...

11. Do you identify as a person with a disability?* *(required)*

Select one...

Email *(required)*

engage@ncc.nsw.gov.au

Submit

Social Pinpoint Ideas wall

<p>Welcome to the Cultural Experience Wall!</p> <p>Think about the best experience you ever had with arts and culture...</p> <p>Got it?</p> <p>What made it such a great experience for you?</p> <p>From these 12 images, 'like' the top 3 that best describe your experience.</p> <p>"What I loved about the experience was..."</p> <p>3 months ago Like 123456789</p>	<p>Connecting with people who have similar interests</p>  <p>3 months ago Like 123456789</p>	<p>Experiencing my imagination being totally captured</p>  <p>3 months ago Like 123456789</p>	<p>Discussing ideas that stimulate my intellect</p>  <p>3 months ago Like 123456789</p>	<p>Enjoying how well organised the experience was</p>  <p>3 months ago Like 123456789</p>
<p>Experiencing something new and unexpected</p>  <p>3 months ago Like 123456789</p>	<p>Trying my hand at a new creative skill</p>  <p>3 months ago Like 123456789</p>	<p>Learning about history and culture</p>  <p>3 months ago Like 123456789</p>	<p>Doing something fun and different with my kids</p>  <p>3 months ago Like 123456789</p>	<p>Discovering new music</p>  <p>3 months ago Like 123456789</p>
<p>Being amazed by the incredible skill of the artist.</p>  <p>3 months ago Like 123456789</p>	<p>Enjoying the visual beauty</p>  <p>3 months ago Like 123456789</p>	<p>Tasting amazing food</p>  <p>3 months ago Like 123456789</p>		

Appendix 5: Hard-copy feedback forms

Venue	Date	Comment
Networking event - Civic Theatre	20/11/2019	Why hold it the same time as TINA? Provide support and assistance to locals creatives all year, not just one event. If Council is unable to support/assist local creative as least remove obstacles, provide faster time to simple free approvals for mini events all year.
The Station	1/12/2019	Cumbiamuffin and Latin music. Aboriginal art.
The Station	1/12/2019	Queer parties dancing and costumes.
The Station	1/12/2019	Events on the harbour and waterfront.
The Station	1/12/2019	Discovering new music. Enjoying visual beauty. Tasting amazing food. Love our Grassroots culture. Enjoy all spaces from big to independent and outdoors.
The Station	1/12/2019	Markets are an important part of Newcastle's culture.
The Station	1/12/2019	Dance in Civic Park fountain.
The Station	1/12/2019	Murals and street art. City as a gallery.
The Station	1/12/2019	A big arts and culture festival focussing on small business, local creatives and Novocastrians.
The Station	1/12/2019	Connecting with people, having imagination captured. Talking about ideas that stimulate the mind. Doing something fun and different with my kids. Trying a new creative skill and learning about aboriginal art and culture.
The Station	1/12/2019	A sustainable festival would be cool - something like Woodford Folk Festival. With talks and workshops, nice little restaurants, bakeries, art installations etc.
The Station	1/12/2019	Outdoors camping ground. Music. Nature. Wildlife.
The Station	1/12/2019	Free housing for artists.
The Station	1/12/2019	Better inclusivity of carers and business opportunities involving Sydney. Better health literacy and education strategies for the LGBTI population.
The Station	1/12/2019	Arts camps for children and arts programs for residents in the East end.
The Station	1/12/2019	Artist studio art march parade.
The Station	1/12/2019	Big public weaving project in an open space. Maybe Civic Park, Pacific Park, Foreshore Park.
The Station	1/12/2019	Something that draws attention to the positive things people can do to help mediate climate change. Themes around growing food, composting, water management and limiting waste. Another great theme would be to celebrate local flora and fauna - we have amazing local birds, marine life and other creatures.
The Station	1/12/2019	Cycling tours of artist spaces and galleries.
Wallsend Library	6/12/2019	Supporting local music. Try to keep it all in the CBD. More new music. Love live music at the markets. Find more opportunities to include live music.
Wallsend Library	6/12/2019	Participation without too many crowds or having to line up too long for food or toilets.
Wallsend Library	6/12/2019	More theatre - the Civic Theatre is great. Make it cheaper.
Olive Tree Markets	7/12/2019	Street art Social events - something outside.
Olive Tree Markets	7/12/2019	Public art - street art walks. Interactive things to do with the kids. Social.

Olive Tree Markets	7/12/2019	Seeing more makers behind the art e.g. markets and seeing what the makers can do. More live music and big names coming to Newcastle.
Olive Tree Markets	7/12/2019	Markets, talking to other makers, community and relationship building.
Olive Tree Markets	7/12/2019	Buskers and street art. Theatre, live music in the Civic park markets. Like talking to other makers. Like seeing pre-used things upcycled.
Olive Tree Markets	7/12/2019	Do something in Mayfield e.g. markets. Chinese festival. Dog friendly things. Fire festival in Honeysuckle. Free music at Pacific park. Friday Chill at Civic. Do things that are not too crowded.
Olive Tree Markets	7/12/2019	Going to the theatre
Olive Tree Markets	7/12/2019	Live music like Reggae and Rock. Midsummer night's dream - theatre in the park. Film and theatre festivals are great.
Olive Tree Markets	7/12/2019	Live music, e.g. outdoors at Taronga Zoo. Do things outside. I also like photography.
Olive Tree Markets	7/12/2019	Hold a big indigenous event with a massive Corrobboree. Celebrate indigenous culture.
Olive Tree Markets	7/12/2019	Outdoor events with music. Something with animals for the kids. Art classes for the kids.
Olive Tree Markets	7/12/2019	Live music, opera and theatre.
Olive Tree Markets	7/12/2019	Live rap music. Visual art and street art. Cinema on the beach and music. We like stilt walkers at the markets.
Olive Tree Markets	7/12/2019	Writers festival and literary events.
Olive Tree Markets	7/12/2019	Live music like indie rock. Vegan markets are great with diverse foods. Get some authentic overseas food.
Olive Tree Markets	7/12/2019	Like going to markets. Live music. Going to dance classes.
Olive Tree Markets	7/12/2019	Civic Theatre dance pieces. Jazz and contemporary dance.
Olive Tree Markets	7/12/2019	Drawing funny photos. Like street art and art lessons.
Olive Tree Markets	7/12/2019	Night glow balloons (chill vibes and picnics). Sculpture by the sea (Bathers Way). Mama Mia production.
Olive Tree Markets	7/12/2019	Likes markets and supporting local talent. Likes going to creative workshops.
Newcastle Museum	24/01/2020	Learning about indigenous culture, dancing. More science shows. Lego at the library.
Newcastle Museum	24/01/2020	Love climbing stuff for kids. Interactive science exhibitions. Sports stuff like basketball. Love cinema and digital art.
Newcastle Museum	24/01/2020	Love the BHP exhibition at the Museum. Anything with Dinosaurs. Love catching the public transport with the kids, they enjoy it.
Newcastle Museum	24/01/2020	Love hands on science stuff.
Newcastle Museum	24/01/2020	Love hands on activities at the museum. Love animals and dinosaur exhibitions. Have a 3-year-old so can't get out much without the right supervision and environment.
Newcastle Museum	24/01/2020	Dress ups, cultural cooking classes. Looking at art forms from other cultures. Interactive hands on stuff for kids. Learning about indigenous cultures. Making art and crafts and learning how other cultures live. Love learning about traditional dancing.

Newcastle Museum	24/01/2020	Interactive stuff at the Museum. Found out about school holiday programming on the Museum website.
Newcastle Museum	24/01/2020	Likes climbing the equipment and sensory playground at the Museum. Love the science experiments. Found out about the activities at the Museum via word of mouth.
Newcastle Museum	24/01/2020	Like the sensory park. Interactive displays for kids. Love the Rocking Rhythms at the Library.
Newcastle Museum	24/01/2020	Like the library Lego times and colouring in. Love science. Love Caves Beach and aquatic displays (Lake Mac Council). Found out what's on via brochures at the Library.
Newcastle Museum	24/01/2020	Love the Museum - love the globe, the lights and the science displays.
Newcastle Museum	24/01/2020	Love the BHP interactive exhibition. Drawing and activities. Love Civic Park.
Newcastle Museum	24/01/2020	Like History and science and art activities. Learn about what's on Facebook. Like the Art gallery and history and nature.
Newcastle Museum	24/01/2020	Kids science shows and experiments. Enjoy the museum. Hands on learning new things. Love the wetlands facilities. Arts stuff, learning about history and culture. Parking is an issue at the museum with kids.
The Station (Australia Day)	26/01/2020	Like musicals and comedy. Wine and food. Want more musicals and children's concerts and hands on things for kids.
The Station (Australia Day)	26/01/2020	Indigenous cultural dancing. Weaving class. Multi-cultural food - diverse palate. Live music.
The Station (Australia Day)	26/01/2020	Learning about indigenous history, language and art.
The Station (Australia Day)	26/01/2020	Musicals - Chicago. Art Gallery, Museum and exhibitions at the Lock up.
Foreshore Park (Australia Day)	26/01/2020	Arts and crafts like quilting. Cultural things/art - indigenous history and dancing.
Foreshore Park (Australia Day)	26/01/2020	Came to see old buildings turned into art galleries in Newcastle about 15 years ago and loved it.
Foreshore Park (Australia Day)	26/01/2020	Would be great to have cooking demonstrations with indigenous ingredients.
Foreshore Park (Australia Day)	26/01/2020	Love winter festival lights and fire dancing. Live music at pubs and clubs. Jazz festivals. Museum - interactive stuff. Fort Scratchley, Bogey Hole and markets with live music.
Foreshore Park (Australia Day)	26/01/2020	Husband and wife - we like coupley things. Accessibility, easy to access toilets and places to sit down.
Foreshore Park (Australia Day)	26/01/2020	Love theatre and live performance.
Foreshore Park (Australia Day)	26/01/2020	Live rock music.
Foreshore Park (Australia Day)	26/01/2020	Museum interactive / climbing stuff. Fireworks.
Foreshore Park (Australia Day)	26/01/2020	More indigenous awareness and workshops. Cultural trails and walkabout.
Foreshore Park (Australia Day)	26/01/2020	More happening at the Station as a venue. Like Civic Theatre/Playhouse. Fashion shows. Art Gallery. Would be good to see light shows. More live music and kids'

		entertainment focussing on cultural education. Food trucks and wine tasting. Stomping grapes - show us how wine is produced.
Foreshore Park (Australia Day)	26/01/2020	Indigenous performance and art. Learning about history.
Foreshore Park (Australia Day)	26/01/2020	Art gallery live music and cultural dancing.
Foreshore Park (Australia Day)	26/01/2020	Live shows. Mama Mia.
Foreshore Park (Australia Day)	26/01/2020	Live music, dancing. Beaumont St Festival is great. Love cultural performances.
Foreshore Park (Australia Day)	26/01/2020	Library Lego and street art.
Foreshore Park (Australia Day)	26/01/2020	Chill in the parks with music. Station markets are great. Like Street art and the Museum.
Foreshore Park (Australia Day)	26/01/2020	Jazz music. Comedy. The basement Jazz Club. Busking and cultural cuisine.
Foreshore Park (Australia Day)	26/01/2020	Museum - interactive stuff for kids. Dancing. Dolphin cruises or dinner cruise boats would be good.

Appendix 6: Corflute responses

A total of 155 responses received at six face-to-face engagements.

