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**CCL 13/12/2022 – PUBLIC EXHIBITION OF NEWCASTLE 500
COMMUNITY CONSULTATION STRATEGY**

PAGE 3 **ITEM-110** **Attachment A:** Newcastle 500 Community Consultation
Strategy

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Newcastle 500 Community Consultation Strategy



9 December 2022





Acknowledgement of Country

City of Newcastle acknowledges that we operate on the grounds of the traditional country of the Awabakal and Worimi peoples.

We recognise and respect their cultural heritage, beliefs and continuing relationship with the land, and that they are the proud survivors of more than two hundred years of dispossession.

City of Newcastle reiterates its commitment to address disadvantages and attain justice for Aboriginal and Torres Strait Islander peoples of this community.

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About the *Newcastle 500*

About the *500 Supercars* event

The *Newcastle 500* is a nationally significant event held in Newcastle NSW, with the 2023 event to be held from 10-12 March. The *Newcastle 500* is Newcastle's most prominent event and operates under a three-way agreement between the NSW Government, Supercars Australia and the City of Newcastle (CN). Across the last three events, an **average attendance of 123,166** was recorded, including 50,417 unique specific and extended stay visitors. The racetrack perimeter itself includes Wharf Road, Watt Street, Shortland Esplanade, Zaara Street, Scott Street, Parnell Place, Nobbys Road and Horseshoe Beach Road.

Event history

The first *Newcastle 500* was held in November 2017, followed by 2018 and 2019. Due to COVID-19, the 2020 event was cancelled and the 2021 race was postponed first until March 2022 and then again until March 2023. The 2023 event is the last to be held under the existing agreement.

The most recent economic analysis by EY found that the *Newcastle 500* has **produced an average of \$36 million in economic output per event** while **attracting tourists** from

intrastate, interstate and from overseas. CN has an annual budget of \$1.6 million for the event. This includes both cash and in-kind costs associated with the event.

There is an option to extend the *Newcastle 500* for a further five years following the 2023 race. If the NSW Government and Supercars Australia first agree to extend the event, CN's elected Council will have the opportunity to decide if Newcastle continues as host city on terms equivalent to the current agreement.

Community feedback to date

CN is committed to understanding the needs of the local community and acknowledge that the *Newcastle 500* affects the community including businesses in different ways. Previous research along with feedback gained through formal and informal channels has assisted in providing a holistic perspective on the event, including:

- Formal third-party research (*ie. Newcastle Major Events Evaluation, EY Sweeney, 2021*)
- Annual business forums
- Formal submissions
- Media and social media monitoring.



The scope of the consultation

What does community consultation involve?

In alignment with the **Newcastle 2040 Community Strategic Plan**, we have utilised a stakeholder engagement framework which ensures that our methods of consultation will be effective in providing the community with ample opportunity to participate. The Consultation Strategy will be implemented by consultancy firm KPMG, along with the development of the final report.

- **Online survey:** a written survey seeking input from residents and businesses, accessible via a unique link and limited to one IP address per survey with a target of more than 1,000 responses.
- **Randomised telephone survey:** a verbal survey with 600 random participants to seek statistically valid input from residents and businesses.
- **In-person survey:** interviewers will consult with visitors to the city in March 2023 on their activities and behaviours. Interviewers will be stationed around the race precinct in high foot-traffic and surrounding areas.
- **Stakeholder conversations:** conducted with community, business and industry groups in Newcastle as informed by the initial survey results to provide deeper insights.

What is not involved?

This consultation and the subsequent report will focus on the consultation methods listed above in line with best practice research methods. Formal submissions made directly to CN will be noted and considered by CN but will not form part of the consultation report.

The purpose of this document

CN is committed to ensuring the community has a chance to provide meaningful feedback and input into the decision-making process for a potential five-year extension of the *Newcastle 500*.

This Strategy outlines the approach that will be taken in terms of the commitments and methodology to ensure residents and businesses have a chance to be heard.

Community consultation is a key element in decision-making and is supported by evidence-based, independent methodologies.

This draft Strategy will be placed on public exhibition for feedback in line with our commitment to accountability and responsibility. The final Strategy and accompanying public exhibition results will remain available to the public.

Details regarding CN's role in the Newcastle 500 along with those of event partners the NSW Government and Supercars Australia can be reviewed in the appendices of this document.



The decision-making process



Consultation design principles



Our consultation principles

We're committed to involving our community in decision-making

CN is committed to genuine community consultation and engagement in line with its Newcastle 2040 Community Strategic Plan. We encourage participation and provide opportunities for representative community participation. Our engagement is planned, proactive and meaningful, and results in a shared responsibility for success where people are inspired to actively participate in decision-making to shape Newcastle's future. This commitment is reflected in the following guiding principles utilised throughout the development of the *Newcastle 500* Community Consultation Strategy (this document).



Accountability

CN commits to an inclusive and transparent engagement process that is both responsive and accountable to the community.



Inclusiveness

We will make our best effort to reach, involve and hear from those who are impacted by CN decisions. CN encourages the community to provide meaningful input and feedback through appropriate channels.



Transparency

We will provide timely, concise and complete information. We widely share information about services, activities and decisions, and regularly communicate and celebrate community participation.



Commitment

We will allocate resources for effective engagement. We use best practice consultation tools and techniques to engage, plan and encourage information sharing with our community to enable genuine community participation and collaboration with diverse groups.



Responsiveness

We monitor and seek to understand and evaluate current community sentiment to guide decision-making and adapt. We value our community's time and are responsive to their needs.



The purpose of the principles

Whilst taking into consideration the Community Engagement Guiding Principles of Accountability, Inclusiveness, Transparency, Commitment and Responsiveness, we have also developed additional Guiding Principles which are specific to the *Newcastle 500* Community Consultation process. We understand that the *Newcastle 500* is a significant event and these Principles are designed to provide clarity and transparency as to how the consultation process will be conducted.

We will align with our Community Engagement Guiding Principles plus the *Newcastle 500* Community Consultation design principles of:



Evidence based

We acknowledge the differing and strong views around this major event, and the need for an independent third party to conduct a robust and professional consultation which genuinely portrays our community's sentiment. We will collaborate with KPMG and their sub-contractors to conduct an impartial consultation process which focuses on collecting evidence to enable the elected Council to make data-driven decisions.



Representative of impact

We understand that some residents and businesses are impacted by this event more significantly than others. Whilst conducting an inclusive consultation process to ensure we give voice to as many in our community as possible, we will ensure that those most impacted by the event (both positively and negatively) will be acknowledged as such, and that the final report is a true reflection of public opinion.



Social and economic considerations

We will equally consider the social and economic impacts of this event on our community. We know that the economic impact for Newcastle and for businesses is significant. We understand that both economic and social impacts matter and will place equal value on both.



Our community



Who will we consult with?

Inclusive consultation

We recognise that some community groups and stakeholders have more barriers than others when it comes to providing input and feedback or participating in public consultations and forums. Groups traditionally under-represented in consultation may include Culturally and Linguistically Diverse (CALD) communities, people with disabilities, elderly people, and Aboriginal and Torres Straight Islander communities.

Local residents

We will consult with people living within the race precinct and across all CN's Ward areas (suburbs within each ward can be found in Appendix 1). We will seek to understand the perceptions of the *Newcastle 500* and its affects from people representing a range of demographics and life stages.

Local businesses

We understand that the experiences of businesses is varied and may change depending on the event's timing, the period in and around bump in and out, and over the event weekend.

We will consult with a range of businesses across varied industries both within and outside of the race precinct, along with hospitality and tourism operators in the broader Newcastle area.

Industry groups and associations

We will consult with business and industry groups such as Business Hunter, Newcastle's Business Improvement Associations and Newcastle Tourism Industry Group to gather insights into the views of their members and how the event affects businesses across industries most impacted by the event.

Newcastle's diverse demographics

We will disaggregate data by sex, age, and location, as well as seek to include as many diverse voices as possible through the consultation process. This means actively seeking input from people with a disability, Aboriginal and Torres Straight Islander peoples, and people from across different household income levels.





THE TERRACE
1801

14

visit csww.com

Demographic snapshot

We understand that our community's demographics are diverse; we will seek opinions directly from a range of people about the *Newcastle 500*.

1,927

Newcastle residents live within the race precinct

1,128

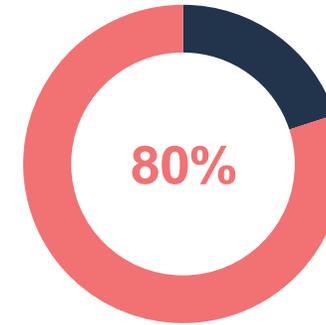
businesses are operating within the CBD

179,000

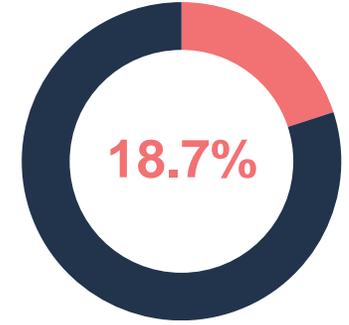
people were living in the Newcastle Local Government Area in 2021

\$38.8b

Newcastle's economic output in 2021



Newcastle city accounts for 80% of the Hunter's office space



Retail trade jobs make up for 18.7% of employment



Our consultation methodology



IAP2's Public Participation Spectrum

IAP2's Public Participation Spectrum is used globally as a best practice methodology, designed to assist with the selection of the level of participation that defines the public's role in any community participation process.

The Spectrum shows that differing levels of participation are legitimate depending on the goals, time frames, resources and decisions to be made. However, and most importantly, the Spectrum provides transparency to the public as to exactly what levels they will be engaged throughout a consultation process, and how.

The final decision about an extension of the Newcastle 500 is a matter for the elected Council. We are committed to ensuring the Council has the necessary data and information from an in-depth consultation process which accurately reflects the sentiment of the community to inform decision-making.

As per IAP2 methodology, we will consult with the Newcastle community across four levels of the Spectrum: **Inform, Consult, Involve and Collaborate.**

NEWCASTLE 500 COMMUNITY CONSULTATION LEVELS OF PUBLIC PARTICIPATION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
OUR PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influences the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

INCREASING IMPACT OF COMMUNITY PARTICIPATION ON THE DECISION



Our survey approach

To ensure the results of this community consultation are meaningful, useful and provide the elected Council with practical insights and reflect public opinion, we will conduct surveys using a mixture of both qualitative and quantitative approaches. This will allow us to gain statistical data from a representative sample of our city's population to understand the views of our community more broadly in relation to the *Newcastle 500* event, whether they are supportive of the event, and how they are impacted by it.



WHO?

- » In line with our Consultation Principles, we will collaborate with **KPMG** to finalise and implement this Strategy.
- » KPMG will also coordinate all data collection and analysis, providing a final consultation report to CN that is impartial and has been conducted using recognised best practice, professional methods.



WHEN?

5 weeks before the event
Consultations begin

3 weeks after the event
Consultations will continue until the end of March

3 days during the event
Intercept interviews will be conducted with race attendees



HOW?

CN will collaborate with KPMG to facilitate the surveying of over

1,900* community members



600* Phone surveys



3 Group consultations



300+ Intercept surveys



1,000+ Online surveys



WHY?

To understand the **genuine** **Community sentiment** towards the *Newcastle 500* through community engagement and interaction

* There are 179,000 people in the Newcastle LGA. A sample size of 1900 surveys provides us with a confidence level of 95% factoring in a margin of error in survey responses, while 600 survey responses provides us with adequate insights into our community's perceptions of the *Newcastle 500* event.

The data collection process

Consultation method	Purpose	Activities	Rationalisation	Limitations	How can I participate?
 <p>Online surveys</p>	To increase opportunities for a higher number of people to have their say.	A 5-7 question online survey using a Likert scale approach. The online survey will be designed in such a way that only one response can be submitted per individual.	Using a Likert scale approach enables respondents to have a range of answers to describe how they feel about the event in more specific detail.	Online surveys are opt-in by the user which presents inherent bias and therefore gain different responses than randomised methods.	Online surveys will be available for participation through CN's website. This will open during the bump in period of the <i>Newcastle 500</i> and close three weeks after the event.
 <p>Phone surveys</p>	To get deeper, randomised qualitative feedback that is not possible via an online survey.	A 5-7 question phone survey will be deployed using a stratified random sampling approach including the opportunity for open-ended questions.	Random sampling enables us to speak with people from varying demographics (age, gender etc.).	Some demographics are more likely than others to participate in phone surveys. These surveys are also limited by language (they will be conducted in English).	Phone calls will be made using a random sampling automatised process. This will be conducted immediately following the event.
 <p>In-person event intercept surveys</p>	To gain insights into the behaviours of visitors to Newcastle during the event period.	KPMG and their sub-contractors will conduct in-person intercept surveys across the three race days.	Intercept surveys have high response rates, and allows the interviewer to observe behaviour as well as ask follow up questions which enhance data collection.	A lower number of respondents due to the effort hours required from interviewers.	Intercept surveys will be conducted around the <i>Newcastle 500</i> event precinct on race days.
 <p>Stakeholder conversations</p>	To deeply understand the benefits and challenges facing the most impacted stakeholder groups.	Three targeted stakeholder meetings with key affected community groups, business associations and industry members, facilitated by a third party.	In-person group consultations with people most affected by the event provides the opportunity for stakeholders to share insights and feedback.	We understand that not all voices are represented in only a few stakeholder groups. Group interviews will therefore provide context and depth to quantitative data, but not replace it.	Participation will be informed by research results conducted as above with participants chosen according to the those who experience the most beneficial or challenging impacts.

Survey themes



Newcastle Residents

Survey themes

- Liveability of Newcastle during the *Newcastle 500* (lead up, during and post event)
- General perception of the event for Newcastle's image and economy
- Potential continuation of the event

Example survey questions

- Do you believe that the event is good for Newcastle?
- How does the event impact you?
- How do you generally feel about the *Newcastle 500* event?
- What do you think are the greatest benefits and challenges related to the event?
- Do you believe the benefits of the event outweigh the disruption?
- If the NSW Government and Supercars Australia first agree to extend, would you support CN agreeing to host the *Newcastle 500* for another five years on financial terms not exceeding \$1.6 million (both cash and in-kind) annually?

Local Businesses

- Economic benefits or challenges as a result of the event
- Newcastle as a place to do business in relation to the event
- Impact of the visitor economy and the event's role in driving visitation
- Potential continuation of the event

- How important is the *Newcastle 500* to you as an event that draws people to our city?
- Do you expect/have increased or decreased trading hours?
- Do you expect, or did your revenue actually, increase or decrease as a result of the event?
- How concerned are you about your customers and workers being able to easily access your venue during the race period (bump in and out and race days)?
- Do you think that the benefits of the event for Newcastle outweigh the disruption?
- If the NSW Government and Supercars Australia first agree to extend, would you support CN agreeing to host the *Newcastle 500* for another five years on financial terms not exceeding \$1.6 million (both cash and in-kind) annually?

Race attendees

- Newcastle's image as a destination
- Visitor's habits and economic impact
- Tourism
- Potential continuation of the event

- What is your postcode?
- Are you visiting Newcastle just for this event, or are you visiting other destinations in the city or the Hunter?
- Do you visit Newcastle often?
- Where are you staying whilst visiting?
- How long are you staying in Newcastle / the Hunter for?
- What modes of transport have you used during your trip?
- In addition to your race tickets, what is your spending budget for your visit to Newcastle?
- Has your perception of Newcastle changed since coming to this event?
- Do you plan to come back to Newcastle again? (if yes, just for the event or as a tourist?)

Disclaimer: Phone and online surveys will be limited to 5-7 questions in order to allow for time constraints and encourage as many people as possible to participate in consultations. The example survey questions listed above may not be used in the final surveys, and are examples only. Any feedback that we receive on survey structure and questions will be considered in alignment with the consultation methodology outlined in this strategy

Data analysis

Responses to the survey questions and insights gained through stakeholder interviews will inform our understanding of the general community sentiment towards the *Newcastle 500* event, as well as the sentiments of specific stakeholder groups (segmented by different demographics). Specifically, we will consider the following:

Geographical proximity to the event precinct

We acknowledge that those living, working and operating businesses within or very close to the race precinct may be impacted by this event. Data collected will be disaggregated by Council wards and/or distance from event precinct and race track. Surveys will be used to collect data and analysed using a Likert Scale and key thematic words for free-text responses.

Feedback on whether the event should continue

We will ask all survey respondents whether they are supportive of the event continuing for another five years, and disaggregate this data based on identified stakeholder groups to gain deeper insights into how their demographic may impact their response.



The most important issues affecting stakeholders

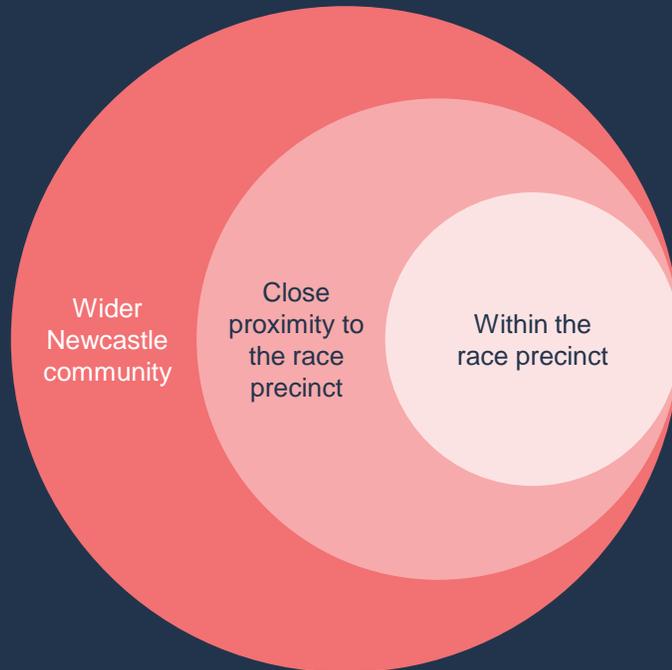
We will ask survey respondents about the positive or negative impacts on them, their families and businesses, as well as collect data which informs which industries and locations are most impacted, and how. Surveys will be used to collect data and analysed using a Likert Scale and key thematic words for free-text feedback.

The impact of a significant influx of visitors to the city

We will seek to understand how a significant influx of workers and visitors affects our residents and businesses during the bump in, event weekend, and bump out periods. We will also seek to gain deeper insights into how and where visitors spent their time and money, and the impact of the event on Newcastle's image and tourism sector.



How we will report the data and results



Sentiment based on geographical proximity

Residents and businesses within the race precinct

Residents and businesses within the race precinct are likely to experience the most significant benefits and challenges of the event. Some businesses may experience fluctuations in customers including an increase or decrease in revenue. Residents may experience a range of disruptions throughout the event period and/or may enjoy the opportunities brought by the unique proximity to the event.

Residents and businesses in close proximity to the race precinct

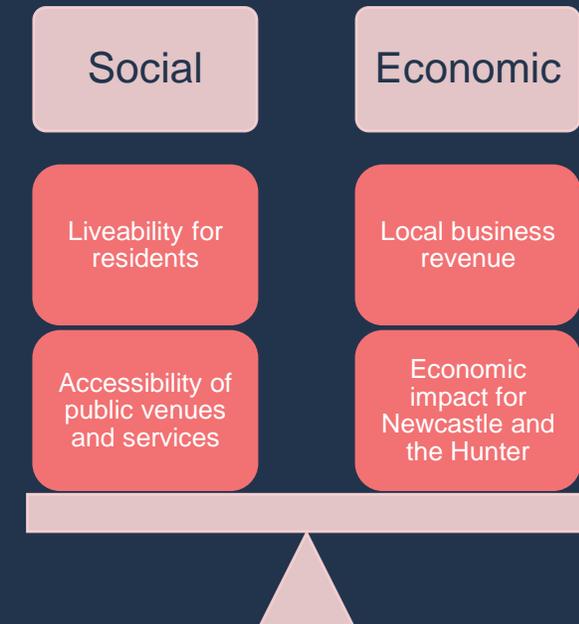
Residents and businesses located within 2km from the event precinct, may still experience the associated benefits and challenges from the event including an influx of visitors and nearby traffic disruption as well as critically, noise from the event during the three days.

Residents and businesses outside of the race precinct, in the wider Newcastle community

Residents and businesses in the broader Newcastle area may experience benefits and challenges of the event and will be able to provide important feedback on the event's future.

Both social and economic considerations

We understand that there are economic benefits as a Supercars host city, and previous research has been conducted to understand the economic impact of this event. In line with our Community Consultation Principles, we will place equal value on the social and economic impacts for our community, and we are committed to reporting on the consultation results with equal emphasis.



What's next?



Consultation timeline

December 2022 to January 2023



Public Exhibition Period: The *Newcastle 500* Community Consultation Strategy will be on public exhibition for a 6 week period to allow for review and feedback.

February to March 2023



Consultation will be conducted in the lead up to, during, and in the weeks after the *Newcastle 500* until the end of March.

Mid-2023



Release of final report. If the NSW Government and Supercars first agree to extend the event the elected Council will make a final decision on the *Newcastle 500's* future.

Late January to early February 2023

Review of community feedback from public exhibition, sharing of engagement report and finalisation of the *Newcastle 500* Community Consultation Strategy.



April to May 2023

KPMG and their sub-contractors will collect and analyse the data from the community consultation process and develop a consultation report.



Public exhibition of the strategy

What is a public exhibition?

When a document is on 'public exhibition', it presents the opportunity to formally **'Have Your Say'** regarding the document's contents or proposed ideas. Submissions from the public received during the exhibition period form an element of CN's decision-making on this topic.

Why is there a public exhibition?

The purpose of a public exhibition supports **consistency and transparency** in alignment with CN's adopted strategies, guidelines and best practice. Specifically, CN acknowledges that the *Newcastle 500* has a significant impact on the broader community, in both positive and negative aspects. As such, public exhibition of the proposed community consultation strategy is an important process that should be considered **by the community, for the community.**

Feedback channels

Members of the public are invited to review this Strategy and provide feedback via CN's website. A link to provide feedback through an online submission form will be available to access during the public exhibition period. This feedback will be analysed by KPMG and their sub-contractors in consultation with CN.

Exhibition timeframe

The public exhibition of the *Newcastle 500* consultation strategy will be from **Wednesday 14 December to Wednesday 25 January** (six weeks in total).





Appendices

Glossary

- **ABS** Australian Bureau of Statistics
- **CITY OF NEWCASTLE (CN)** In this document the City of Newcastle (CN) means Newcastle City Council.
- **COMMUNITY CONSULTATION STRATEGY** This Community Consultation Strategy provides strategic direction for the long term, and identifies the main priorities, aspirations and future vision of the community.
- **COMMUNITY SENTIMENT** A view or opinion expressed by the community within the City of Newcastle.
- **ECONOMIC BENEFITS** An advantage of an event that can be expressed in monetary terms.
- **METHODOLOGIES** A system of methods used in a particular area of study or activity.
- **MUNICIPALITY WARDS** The city of Newcastle Local Government Area (LGA) is divided into four wards.
- **PARTNERS** Parties collaborating to achieve mutual beneficial outcomes.
- **PRECINCT** An area designated for specific or restricted use, especially close to traffic.
- **STAKEHOLDERS** An individual or group that affects or is affected by the achievements of an organisation's objective.
- **WE / OURS / US** In this document refers collectively to the community of Newcastle and CN.

References

CN strategies and plans

Name	Link
Newcastle 2040 Community Strategic Plan	N2040-Web-Spreads.pdf (nsw.gov.au)
Economic Development Strategy 2021	Economic Development Strategy 2021 City of Newcastle
Destination Management Plan 2021	DMP City of Newcastle 2021

External resources

Name	Link
Draft Hunter Regional Plan 2041	Draft Hunter Regional Plan 2041 (amazonaws.com)
Economic impact of the Newcastle 500 Supercars event for 2017,2018 and 2019.	Newcastle 500 Event Documentation - City of Newcastle (nsw.gov.au)
Newcastle Major Events Evaluation	Newcastle 500 Event Documentation - City of Newcastle (nsw.gov.au)
Hunter Research Foundation Centre & University of Newcastle	Newcastle 500 Event Documentation - City of Newcastle (nsw.gov.au)
NSW Visitor Economy Strategy 2030	Newcastle 500 Event Documentation - City of Newcastle (nsw.gov.au)
NSW Government & Destination NSW: State-wide Destination Management Plan	Newcastle 500 Event Documentation - City of Newcastle (nsw.gov.au)

Appendix 1: Surveys by geographical area

Key	Ward 1	Ward 2	Ward 3	Ward 4
Suburbs within the event precinct	<ul style="list-style-type: none"> • Carrington • Cooks Hill • Islington • Maryville • Mayfield East & West • Newcastle • Newcastle East • Newcastle West • Stockton* • The Hill • Tighes Hill • Warabrook • Wickham 	<ul style="list-style-type: none"> • Bar Beach • Adamstown • Adamstown Heights • Broadmeadow • Cooks Hill • Hamilton • Hamilton East & South • Kotara • Mereweather • Mereweather Heights • Newcastle West • The Junction 	<ul style="list-style-type: none"> • Birmingham Gardens • Callaghan • Georgetown • Jesmond • Hamilton North • Kotara • Lambton • New Lambton • New Lambton Heights • North Lambton • Rankin Parl • Wallsend • Waratah & Waratah West 	<ul style="list-style-type: none"> • Beresfield • Black Hill • Elermore Vale • Fletcher • Hexham • Lenaghan • Maryland • Minmi • Sandgate • Shortland • Tarro • Wallsend

Appendix 2: The *Newcastle 500* Partnership

Partnership Matrix

CN is the host city for the Newcastle 500 which is delivered in partnership with the NSW Government (Destination NSW) and Supercars Australia.

Services Deed [City of Newcastle & Supercars Australia]

The Services Deed is the agreement between CN and Supercars Australia. This agreement outlines the services that CN will provide to facilitate each event and the benefits that Supercars will provide in return.

Letter of Commitment [City of Newcastle & Destination NSW]

The Letter of Commitment formalises the relationship between CN and Destination NSW in holding the *Newcastle 500*.

Memorandum of Understanding (City of Newcastle, Supercars Australia and Destination NSW)

The Memorandum of Understanding (MOU) is a non-binding agreement which sets out the roles and expectations of each party involved in the delivery of the *Newcastle 500* in relation to the scope of their responsibility.

If you are interested in learning more, all documents related to this partnership are published on the City of Newcastle's website.

