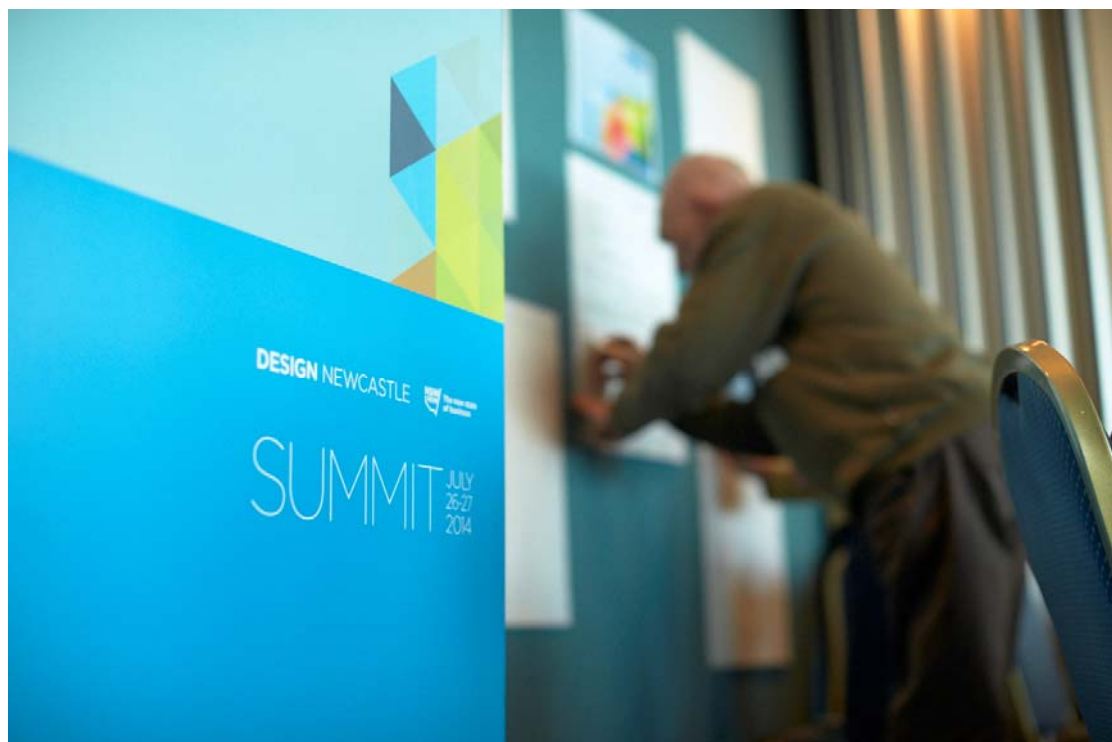


DESIGN NEWCASTLE

Engagement to support the
Newcastle Urban Renewal and Transport Program
June-July 2014



29 August 2014



DESIGN NEWCASTLE

Community engagement to support the Newcastle Urban Renewal and Transport Program

29 August 2014

Client: UrbanGrowth NSW

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FINDINGS AND SUGGESTED OUTCOMES

UrbanGrowth NSW undertook a two month community engagement program, during June and July 2014 to seek ideas from stakeholders and community members for incorporation into the urban renewal plan for Newcastle city centre. The engagement consisted of:

- Stakeholder meetings
- Focus groups (3)
- Telephone surveys (660)
- Two one-day day community workshops (100 people on Day One, 50 people on Day Two)
- Online forum and a survey
- Media briefings

Participants told us that they are in favour of:

- The renewal of the Newcastle city centre;
- Three specialised city precincts: city east, city west and civic;
- “Big ideas” to revitalise the city centre such as a cruise terminal, large foreshore playground, produce hub and a large cultural icon or building;
- A mix of housing types in the city centre;
- The introduction of university and other educational facilities in the city;
- The use of public buildings such as Newcastle Station and the rail corridor, where it brings people into the city centre and supports the creation of jobs;
- The introduction of temporary or permanent structures in the rail corridor to activate the space and create connectivity between the city and the waterfront;
- The introduction of light rail (54% said they would use light rail).

Next steps

Short term

- Investigate opportunities for delivering temporary and permanent upgrades to public domain in the short term.
- Investigate the viability of a produce hub in Newcastle Station.
- Provide a report on the findings from Design Newcastle along with information on next steps.
- Identify temporary uses for Newcastle Station and other buildings freed up by the truncation of the heavy rail line;
- Provide regular updates for the community on progress of the above activities.

Medium term

- Progress the “big” ideas such as the cruise terminal, event space, large foreshore playground and second university;
- Provide regular updates for the community on progress of the above activities.

Long term

- Maintain engagement with the local community, reporting on progress of ideas, implementation and ongoing plans.
- Maintain and foster relationships with stakeholders.
- Implement big and small ideas.

EXECUTIVE SUMMARY

Design Newcastle – what we did

In June and July 2014, UrbanGrowth NSW conducted a two month community and stakeholder engagement program. The purpose of *Design Newcastle* was to obtain community input and buy-in into the vision, objectives and initiatives for an urban renewal plan for the Newcastle city centre. The plan will be finalised and presented to Cabinet in October 2014.

Over 950 stakeholders, including representatives from NSW Government agencies, local council and community groups as well as individuals participated in Design Newcastle. Approximately 150 community members participated in two all-day summits, while the remainder provided input in small group meetings, via a telephone survey or online. Three focus groups were held and the telephone survey gathered data from 660 Hunter residents.

A representative random selection technique was used to recruit community participants for the first all-day summit, while community groups were given an opportunity to have their say in the second all-day summit. The wider community was issued with a general invitation to participate in online discussions, forums and polls.

Design Newcastle – what we found

Participants were largely supportive of the planned opening of the rail corridor and upgrades to public domain. The idea of developing some of the corridor was positively received, as long as the development would support jobs and housing in the city centre as well as be sympathetic to the current cityscape and values.

The overarching view was that **urban renewal was overdue** and the **use of the rail corridor was supported**, providing the development that occurs is sympathetic to cityscape and values.

From the surveys conducted by telephone, in the summit and online, we found that:

Issue	View	% who said this
Light rail		
	Likely or very likely to use light rail	54%
	Out of five stop locations (Scott St, Hunter St Mall, Civic, Pacific Park, Wickham) Civic and Hunter St Mall are preferred	41%
	Keep the heavy rail line	6%

Visiting the city centre		
	Most people are infrequent visitors to the city centre, ie they visit once a month or less	76%
	Time spent is less than 3 hours	69%
	Most common reason to visit is cafes, restaurants or markets	70%
	Very few go there to work	11%
	The city centre is a good place for families and children	80%
Most important needs...		
	Vibrant economy and high environmental standards	50%
	Better public transport to improve the future	23%
	Reconnecting the foreshore to the city centre is important	77%
	More high quality job opportunities are needed	83%
	An educated workforce	92%
	Tourism including cruise ships in Newcastle harbour, an international airport, opening up Fort Scratchley and the lighthouse	11%
	Environmental initiatives such as rejuvenating the beaches and planting more trees are important	10%
	Retail is important to revitalising the city centre	7%
Ideas big and small		
	Encouraging business innovation , excellence, links to education and support for start-ups is important %	79%
	Newcastle should provide a produce hub to showcase local and regional produce	69%
	Community facilities such as free Wi-Fi, parking and toilets are required	37%
	Preserving and using Newcastle's heritage buildings is important	83%
	Attract corporate head office to city centre	6%
	Increase parking/remove parking metres , to attract more people to city centre	5%
	Increase development , including high rise, in city centre, to get people back into the city	5%
Newcastle city centre needs more of these....		
	Cafes and restaurants	32%
	Performance spaces, museums, art galleries	37%
	Affordable places to live	65%
	Pedestrian paths and cycle ways	58%
	Education facilities	51%

In summary

Design Newcastle found that the Newcastle and Hunter community:

- Supports **urban renewal** in the Newcastle city centre
- Supports the concept of three **specialised city precincts**: city east, city west and civic
- Is seeking “big ideas” to revitalise the city centre such as a **cruise terminal**, large **foreshore playground**, **produce hub**, **smart city initiatives** and a large **cultural icon** or building
- Supports a **mix of housing** types in the city centre
- Strongly supports the introduction of new **educational facilities** in the city centre
- Supports the **reuse of public buildings** such as Newcastle Railway Station
- Supports **development in the rail corridor**, where that development brings people into the city centre and aids in the creation of jobs
- Supports **temporary or permanent structures** in the rail corridor to activate the space and create connectivity between the city and the waterfront
- Is interested in being part of **ongoing consultation** regarding urban renewal and development within the city centre and corridor
- Supports the introduction of **light rail** and the truncation of **heavy rail**.

Next steps

- UrbanGrowth NSW and Transport for NSW will present the outcomes of Design Newcastle to the NSW Government, along with recommendations for a program of communications to support the urban renewal and transport activities over the next twelve to eighteen months.
- The agreed program of activities will be communicated to stakeholders via the NURTP website and selected media announcements.



1. INTRODUCTION

1.1 Background

The Newcastle Urban Renewal and Transport Program (NURTP) is a major NSW Government initiative to revitalise Newcastle and is a cornerstone of the 2013-14 State Budget.

The NURTP covers the stretch of land from Wickham in the West to the East End of the Newcastle city centre. The NURTP will target three distinct precincts - Civic, Wickham and the East End – along with the new light rail system as the building blocks for revitalisation of the city centre.

In planning for the future, anticipating growth, and realising opportunity for the region, there is an ambition to make Newcastle Australia's first regional city of the Asia-Pacific. This ambition aims to connect Newcastle city and the Hunter Region to the economic drivers and potential of the Asia-Pacific region.

Underlying this ambition and to provide strategic direction, three pillars were identified and tested during the summit:

- Education cluster – A model which has university campuses, technical colleges and accommodation forming a higher education cluster around Civic, feeding the hi-tech businesses located around the new global business district at West End with a highly educated workforce.
- Enterprise city- Attraction of global head offices; support of smart work places which are underpinned and supported by the education cluster, graduates and research. The lifestyle offered by Newcastle forms part of the attraction of international business and employees.
- Public spaces-Enhancing and utilising existing public spaces, plus development of new. Newcastle's open spaces are highly regarded with exceptional beaches, green vistas, historic/heritage and green space. Improving links within the city and public spaces with walk/bike ways, community gardens and multi-functional open spaces important.

The long-term aim of the NURTP is to unlock the potential for the Newcastle city centre to support higher levels of economic and community activity. Central to the NURTP is identification and delivery of a series of 'city building' projects and initiatives that achieve the objectives of the NURTP:

- Greatly enhance the quality and amenity of public spaces, and significantly improve access to the waterfront, through the removal of the heavy rail line and the introduction of a new light rail system;
- Improve access to the retail, education, civic and residential precincts in the city centre;
- Improve the attractiveness of the city centre to large employers and residents;
- Increase private investment and economic activity; and
- Accelerate housing and job creation in the area.

Since October 2013, the NURTP has involved a range of activities including:

- Implementation of a partnership framework with Transport for NSW (TfNSW) and the establishment of Program Teams in the UrbanGrowth NSW Sydney and Newcastle offices;
- Public engagement on light rail alignments;
- Governance model agreed to mobilise the Program;
- Scoping phase design of heavy rail and light rail works; and
- An initial urban renewal framework plan.

1.2 Structure of the report

This report presents the engagement objectives, activities and tools used during Design Newcastle, along with the outcomes.

The report provides detailed information on each of the activities, with analysis of their effectiveness in engaging the Newcastle and Hunter community in UrbanGrowth NSW' urban renewal plans for the Newcastle city centre.

It also reports on community attitudes and highlights the significant ideas and issues raised in relation to a vision for the future of Newcastle's city centre.

2. ENGAGEMENT STRATEGY

2.1 Previous engagement

In developing the engagement strategy, UrbanGrowth NSW undertook a desktop analysis of previous engagement outcomes relevant to Newcastle's city centre revitalisation. Previous engagement processes reviewed included:

- Newcastle Urban Renewal Strategy, NSW Department of Planning and Environment
- Newcastle 2030 Community Strategic Plan (including Newcastle Voice online panel), Newcastle City Council,
- Hunter Street Revitalisation Master Plan Strategic Framework, Newcastle City Council
- 2012 Community Survey, Newcastle City Council
- Revised Social Plan (2011-2016), Newcastle City Council
- Newcastle Arts Stakeholder Consultation, Arts NSW
- Newcastle City Centre Interactive Community Map, Newcastle City Centre
- Newcastle by Night, Newcastle City Council
- Newcastle Voice Online Panel surveys in relation to:
 - Beaumont Street Footpath Usage
 - Special Benefit Rates Program
 - Recreation in Newcastle 2013
 - Cycling in Newcastle 2010
 - Newcastle Foreshore Plan of Management
 - Newcastle Coastline Master plan

The purpose of this review was to ensure the history of ideas for the future of the Newcastle city centre were fed back and tested through Design Newcastle. These ideas were coded into categories and a selection of the most frequently mentioned ideas were compiled onto large display boards. The display boards were placed around the room at Design Newcastle with participants encouraged to review and consider these ideas in their discussions throughout the day.

The Design Newcastle process was particularly interested to elicit ideas in response to some of the issues identified through the review of prior engagement outcomes. These issues included potential future uses of the rail corridor, heritage buildings and rail stations most valued by the community, preferences for light rail stop locations, where connectivity between the city centre and foreshore could be enhanced, and the role of education institutions in the future of the city centre.

Additional information on key outcomes from selected prior engagement processes reviewed can be found in the Appendices.

Newcastle 2030

Newcastle City Council undertook engagement with the community in the development of its strategic plan for the city, called **Newcastle 2030** in 2013, and as a consequence adopted the following strategic directions to achieve the community's vision:

- Connected city;
- Vibrant and activated public places;
- Caring and inclusive community;
- Open and collaborative leadership;
- Protected and enhanced environment.

Table 1: Frequently referred to issues from the Newcastle 2030 Community Strategic Plan online panel survey

Idea Category	References to	# of references
Water Features & Facilities	Beaches, foreshore, coast, water features (e.g. fountains), and water facilities (e.g. wharf)	200
Large-scale Developments	Large-scale commercial industries, requests for cultural hubs/housing/accommodation/residential buildings	177
Cycle Paths	Requests for additional cycle paths & tracks, and an integrated cycle network	170
Parks & Reserves	Upgrades and provision of additional parks/reserves/sporting grounds etc.	147
Music, Film & Special Events	Providing support for music, films, performances, events, festivals, fairs, and markets	140
Smaller Businesses	Locations for additional supermarkets, shops, retail, cafes, and restaurants etc.	137
Pedestrians & Footpaths	Requests for footpath upgrades and integrated pedestrian network	126
Natural Environment	Specific areas of greenery and trees	125
Arts & Culture	Enhancing cultural diversity through provision of additional arts and cultural uses such as art galleries, museum, and libraries	122
Trees	Specific natural vegetation, bushland, flora and fauna	119

Table 2: Frequently mentioned ideas from the Newcastle 2030 Interactive Community Map

Category	Number of ideas generated
Large-scale developments	38
Small business	28
Water features and facilities	28
Arts and culture	27
Public spaces	26
Trees	26
Parks and reserves	23
Pedestrians and foopaths	22
Music, film and special events	16
Roads	15

The Department of Planning and Environment **Newcastle Urban Renewal Strategy** engagement identified the following issues:

- Restriction of NURS to Newcastle city centre and the need to consider implications of urban revitalisation and change for other centres and areas across the Hunter Region;
- Traffic modelling evidence-base for urban revitalisation, in particular impact of interim bus routes and light rail on Hunter Street and surrounding area;
- Preservation of rail corridor for green corridor and public space and facilities;
- Security of funding for urban revitalisation, and lack of cost-benefit analysis for light rail;
- Accessibility of light rail carriages for disabled, mothers with prams and young people with surf-boards;
- Role of bus transport as interim replacement for heavy rail, and location of bus/rail interchange and light rail stops;
- Emphasising beach and youth culture through urban revitalization;
- Cessation of heavy rail truncation and dependence of urban revitalisation of truncation;
- Preservation of heritage;
- Building heights.

Light rail route options engagement was conducted in early 2014 and demonstrated:

- Strong support for light rail (+66%), support particularly strong for Newcastle respondents and those using online forum, lower support for residents of Maitland;

- Using rail corridor for light rail alignment most preferred (45%), followed by combined rail corridor/Hunter Street (26%) and Hunter Street (19%) alignments. Small proportion of respondents (10%) did not indicate a preference.;
- Connectivity, particularly at the Wickham Interchange and car parking, considered most important factors;
- Use of rail corridor for community or public open space uses, and restricting high rise development;
- Light rail stop locations and carriage accessibility for disabled, mothers with prams and young people with surf-boards;
- Protection of important heritage (Newcastle Station), visual impact of overhead wires on heritage;
- Integration of light rail with Newcastle TAFE and University of Newcastle building works;
- Landscaping, public art and removal of fences and facilitating access between Honeysuckle and Newcastle city centre along the rail corridor;
- Importance of light rail for revitalising Newcastle city centre and need for economic development strategy to leverage revitalisation;
- Acknowledgment of likely commercial and retail development near, but not on, the foreshore and waterfront once heavy rail removed.

2.2 Objectives

Objectives for Design Newcastle were to:

- Gain a comprehensive understanding of community aspirations in relation to the renewal of the Newcastle city centre;
- Understand the views of a wide range of stakeholders, including community groups, government agencies, local government and individual community members by a representative sampling of views;
- Elicit community views about the vision they have for their city and its future growth and development;
- Generate enthusiasm for the NURTP;
- Generate public discussion about the city's future, using the Summit and online engagement as catalysts;
- Create an engagement environment which fosters discussion and encourages ideas.

2.3 Engagement framework

UrbanGrowth NSW had identified that the truncation of the heavy rail line and the nature of future development in the Newcastle city centre, was in the forefront of public debate in Newcastle. This was potentially overshadowing the government's broader picture contained in its urban renewal and transport program and the opportunities that exist for the city's urban renewal. Design Newcastle was the first step in an ongoing program of engagement with the community and other stakeholders in the development of the urban renewal plan for Newcastle City Centre.

UrbanGrowth NSW understood that while there were sections of the community engaged in the debate, it was important to gain a deeper understanding of the broader community views from across the Hunter Region. This meant utilising innovative methods to engage with the typically "hard to reach" members of the community.

A central element of the engagement was an innovative recruiting framework that ensured diversity in terms of both demographics and participant values. The framework ensured respondents were statistically representative of the demographic spatial and value profile of sub-regional council areas.

In order to obtain a statistically robust random selection an initial telephone survey of 600 randomly selected community members from Newcastle, Maitland, Lake Macquarie, Cessnock and Port Stephens was undertaken. The aim was to reach 100 randomly selected 'everyday community members' to participate in Day One of the Design Newcastle Summit and provide a view that was accurately representative of the community.

The Summit, together with online tools and stakeholder workshops, was aimed at informing the NSW government's plans for urban renewal and to elicit ideas from the community about its vision for the regional capital. UrbanGrowth NSW had also undertaken preparatory investigation on urban ideas and used the engagement program to test these ideas.

UrbanGrowth NSW will use the results of the engagement program to undertake further consultation on specific ideas that were generated and supported as part of the engagement program as well as establishing a prioritisation process for these ideas, in order to progress business cases and funding options.

2.4 Timeline and tools

The Minister for Planning, the Hon Pru Goward, MP, announced the urban renewal and transport community engagement on 11th June 2014. The engagement program ran from mid-June until mid-August, 2014.

Table 3: Community engagement tools

Tool	Purpose	Timeframe
Targeted stakeholder briefings with local government, state government and peak community groups	<ul style="list-style-type: none"> • Explain engagement program • Test NURTP ideas and projects • Gather feedback • Identify key community groups • Identify local issues and ideas 	June 26 to July 24, 2014
Design Newcastle website	<ul style="list-style-type: none"> • Promote the Design Newcastle Summit • Provide up to date information on the project and an online engagement tool • Keep community informed throughout process • Encourage participation and interest in Design Newcastle and the NURTP • Encouragement and registration of community representatives for Design Newcastle Summit Day Two • Provide community with a feedback mechanism 	8 July 2014- ongoing
Random telephone survey	<ul style="list-style-type: none"> • Collect representative data on community's views on Newcastle's urban renewal • Promotion of the Design Newcastle Summit • Selection of participants for Summit Day One 	7-9 July 2014



Tool	Purpose	Timeframe
Online self-selected poll	<ul style="list-style-type: none"> • Provide the community with the opportunity through self-selection to express views on Newcastle's urban renewal • Provide community with a feedback mechanism 	8 July 2014 - 11 August 2014
Randomly selected focus groups	<ul style="list-style-type: none"> • Introduce program and gather feedback • Collect representative data on community's views on Newcastle's urban renewal • Support and inform the random selection process • Inform summit agenda 	Tuesday 8 July 2014 and Thursday 10 July 2014
Online engagement including forums and story pages	<ul style="list-style-type: none"> • Seek ideas and views on Newcastle's urban renewal • Encourage sharing of ideas from other cities • Educate and inform community on urban renewal program and initiatives • Provide community with a feedback mechanism 	8 July - ongoing
Summit Day One for randomly selected participants	<ul style="list-style-type: none"> • Provide opportunity for the community to discuss and debate ideas • Provide greater depth of understanding of the program • Gather representative feedback 	Saturday July 26, 2014
Summit Day Two for self-selected	<ul style="list-style-type: none"> • Provide opportunity for the community to discuss and debate ideas • Provide greater depth of understanding of the program • Gather feedback 	Sunday July 27, 2014

3. Participation

More than 950 contacts were made with the NURTP community engagement program, through a number of communication tools as shown in table 2.

Table 4: Community contact detail table

Tool/activity - engagement	Groups involved	Individuals involved
Targeted stakeholder meetings	13	34
Random telephone survey	n/a	660
Self-selected online poll	n/a	54
Random selection Day One Summit	n/a	89
Self-selected Day Two Summit	30	35
Focus groups (three)	n/a	42
Online forum participants	n/a	31
Online story participants	n/a	10
TOTAL INVOLVED	42	953

In addition UrbanGrowth NSW reached the wider community through media coverage of the engagement program. The media coverage is shown below:

Table 5: Advertising and media coverage

Tool/activity - information	Number of items
Facebook advertising	1
Facebook reach	40,656
Facebook actions	54
Media releases	2
Media coverage	8 articles/mentions
Website - site visits	3979

4. ISSUES AND IDEAS

Table 6: Summary of issues and ideas table

Issues	Random telephone	Focus groups	Stakeholder briefings	Day 1	Day 2
Rail corridor					x
Employment and job creation	x	x	x	x	
Connectivity		x	x		
Revitalisation of the city	x	x	x	x	x
Ideas					
Foreshore playground		x			
Market	x				
Cruise terminal				x	x
Free city Wi-Fi				x	x
Smart hubs				x	x
Public facilities				x	x
Markets	x	x		x	

Note: ideas that have been included were frequently mentioned throughout the engagement program in different activities or forums, e.g. several groups at Day One Summit, groups at Day Two Summit focus groups, online poll etc.

5. STAKEHOLDER BRIEFINGS

5.1 Objectives

The stakeholder briefings were held to:

- Provide stakeholders with an opportunity to gain a better understanding of the NURTP and the engagement program;
- Provide stakeholders with an opportunity to identify issues or ideas from their constituents for further investigation and input to the engagement;
- Reach key stakeholders in a face to face setting;
- Identify further groups and individuals with whom engagement was important;
- Gain support from stakeholders.
- Continue efforts by government to work collaboratively across agencies.

5.2 Participation rate

UrbanGrowth NSW invited 14 groups to attend briefings on the project. 34 individuals from 13 groups attended briefings, either on their own or with other groups.

Newcastle City Council, Maitland City Council, University of Newcastle and the Ethnic Communities Councils had individual briefings.

The Hunter Development Corporation, RDA Hunter, Transport for NSW, Hunter New England Health, Hunter Tourism, NSW Roads Maritime Services, NSW Department of Premier & Cabinet, NSW Department of Trade and Investment and NSW Department of Planning & Environment participated in a joint briefing.

5.3 Results

Comments made:

- Community has consultation fatigue;
- Need to consider alignment of planning arrangements;
- A willingness to participate in engagement process exists;
- Clear messages about the rail line and future use are important;
- Early delivery of urban renewal projects will be expected.



5.4 Outcomes

Newcastle City Council

Newcastle City Council officers were keen to partner with UrbanGrowth NSW in the engagement process. They were focussed on understanding UrbanGrowth NSW objectives, plans and initiatives in relation to how this impacted on local government planning processes and timeframes, and the legacy issues such as buildings or open spaces that would revert to local government ownership. They advised that there was considerable consultation fatigue regarding urban renewal, and cynicism that it would be delivered.

Maitland City Council

Maitland City Council advised that the program would be perceived as a Newcastle based initiative and would not necessarily generate interest or adoption from the Maitland community, which was becoming more focussed on Maitland as a regional hub. Maitland City Council advised that regional perceptions of Newcastle needed to be improved and that urban renewal initiatives would need some early delivery to provide people with confidence. The concept of “the valley to the sea” was seen as an opportunity for the whole region. Council indicated consultation fatigue may be an issue.

Ethnic Communities Council

The Ethnic Communities Council advised that they worked primarily with older migrants and that access may be an issue for their constituents with changes in transport arrangements.

They also advised that they were a peak body and assisted UrbanGrowth NSW to send an invitation to all of their member groups to attend Day Two of the Summit.

Government departments and agencies

Government departments and agencies identified that there was likely to be consultation fatigue and a cynicism from the community that any positive change would be delivered as part of the urban renewal and transport program. They suggested that on the ground delivery of projects in the short term would demonstrate confidence in the city and the community. They acknowledged that the city needed a point of difference, to become a destination again after years of decline.

Hunter New England Health provided information about health services in the city and suggested future access points to facilitate service delivery to clients.



6. COMMUNITY SURVEYS

6.1 Objectives

UrbanGrowth NSW undertook three surveys:

- A stratified random telephone survey of 600 individuals conducted by the University of Technology Sydney(UTS);
- An online poll on the Design Newcastle website using Bang the Table digital media;
- Feedback forms from days one and two of the Design Newcastle Summit.

The telephone survey was designed to capture views that were representative of the Newcastle and Hunter community. That is, to enable the findings to be extrapolated to the wider community.

The research objectives were to:

- Gauge community awareness of Newcastle's urban renewal and transport program;
- Gauge community interest in participating in a Design Newcastle Summit.
- Gain an understanding of the interested and willing community member versus the everyday community member view

6.2 Participation rate

Stratified random telephone survey

600 residents were interviewed as part of the random stratified telephone survey. The UTS survey provides a high level of statistical precision; a theoretical maximum margin of error of plus or minus five percentage points at the 96 per cent confidence level. This means that if, for example, 50 per cent of residents involved in the survey support a particular statement, one can be 96 per cent confident that if the whole of the population were interviewed, the proportion likely to support that statement would lie between 46% and 54%.

The telephone survey was designed to produce estimates that can be reliably extrapolated to represent the views of Newcastle and Hunter residents.

Online poll

54 people self-selected to complete the online survey on the Design Newcastle website. This poll was completed predominantly by educated, older males who own or are buying their own homes and live close to the city centre.

The online poll was publicised via Facebook, Newcastle City Council's Newcastle Voice community panel which has over 2500 members, and through media releases.

Feedback forms

A total of 106 feedback forms were collected; 84 on Day One and 22 on Day Two of the Design Newcastle Summit.

6.3 Results**Telephone survey/Online poll****Table 7: Summary comparing telephone and online survey responses:**

Topic	Telephone	Online
Positive attributes		
Access to essential services	97% agree or strongly agree	59%
Where I live supports a healthy and active lifestyle	92%	50%
I have the type of housing I need	91%	81%
Important attributes for the future		
A vibrant economy	28%	96%
Good public transport	38%	76%
High environmental standards	25%	94%
Good educational opportunities	56%	95%



Feedback forms

Table 8: Snapshot of feedback forms & questionnaire

	Day One	Day Two
Feedback		
Do you have a better understanding of the potential of Urban Renewal in Newcastle after today?	96% said yes	81% said yes
Do you think Urban Growth and their partners are on the right track?	84% said yes	64% said yes
Would you like to be part of future consultation?	94% said yes	95% said yes
Questions to think about:	Common themes	
Beautifying the City	<ul style="list-style-type: none"> Heritage mix – old and new buildings; utilise & celebrate existing Highlight culture including indigenous, art, industry, working port Better use of green spaces - children’s parklands & activities to suit all ages Beaches – clean up, maintain and utilise Public facilities – toilets, BBQs, seating 	<ul style="list-style-type: none"> Reuse and adapt heritage Renew & reuse public spaces Increase greenways, parks, spaces including pedestrian, cycle ways Celebrate local artists, and talent Connect public spaces with transport
Activating the City	<ul style="list-style-type: none"> Multi-purpose spaces – cultural, entertainment, education, work Markets – night, permanent, organic, Hunter Valley focus, rail station location Bike paths, cycle ways, parking, loan Affordable housing 	<ul style="list-style-type: none"> More affordable housing (including student) Smart hubs, high-tech support Cultural arts centres/hubs/support Effective transport Organic growth



	Day One	Day Two
		<ul style="list-style-type: none"> • Tourism focus
Education in the City	<ul style="list-style-type: none"> • Student hubs • Housing (multi use) • More education of all types – pre/primary schools in the city. • Additional childcare in the city. • Focus on local industry connections – viticulture, equine, agriculture, marine, defence. • Renewable energy focus 	<ul style="list-style-type: none"> • Multi-use spaces for a variety of educational purposes • Holistic approach to the education cluster incl. pre/primary schools & childcare • Retention of graduates important, so investing in education/industry links • Good transport links to city centre (?)
Enterprise in the City	<ul style="list-style-type: none"> • High-tech & renewable energy • Cruise ship terminal • Hospitality, medical, marine & tourism • Diverse business/retail offering • Utilising existing spaces & supporting local retail, arts & cafes 	<ul style="list-style-type: none"> • Support for small business & start-ups • Creative industries, artistic, high-tech • Conference centres, • R&D • Renewable energy industries
Mobilising the City	<ul style="list-style-type: none"> • Light rail • Bike ways, parking, rentals • Multi-use lanes • One way streets • Strategic connections • Affordable, additional public transport • Better signage & lighting 	<ul style="list-style-type: none"> • Better bike ways, parking • Pedestrian access • Light rail • Keep light rail on the existing corridor • Serious financial commitment •
Ensuring Success	<ul style="list-style-type: none"> • Plans, goals, funding 	<ul style="list-style-type: none"> • More grassroots

	Day One	Day Two
	<ul style="list-style-type: none"> • Mix of public & private activity • Consultation • Just get started • Community awareness & support • Better marketing 	<p>involvement</p> <ul style="list-style-type: none"> • Keeping funds in the right hands • Before HR goes, invest in LR and other effectively connected transport measures • Newcastle not just as a generator of wealth
The one residing thing that should be delivered to the city	<ul style="list-style-type: none"> • Funding • Light rail/better transport solutions • Safe areas • Commitment & follow through • More jobs • Support for existing community, city, businesses and heritage. 	<ul style="list-style-type: none"> • Community ownership • Trust & funding • Integrated transport system • More \$ to stay in Newcastle •

6.4 Outcomes

Telephone survey

The telephone survey was undertaken across a broad cross-section of the community and representing the 'everyday community member'. Results suggested that community members had an overwhelmingly positive attitude towards the city they lived in, the services & facilities it offered and their lifestyles. Factors of importance in the future were good public transport and educational opportunities/services; whilst less important attributes included the economy, environmental standards and diversity.

Online poll

As opposed to the telephone surveys, a vibrant economy, high environmental standards and good education opportunities/services were highly important. The respondents were less satisfied with the essential services offered in the area, and didn't necessarily believe that where they lived supported a healthy and active lifestyle.



Feedback forms

Feedback over the day was positive, with 94% of participants suggesting they would be keen to be part of future consultation; 84% believing that UrbanGrowth NSW was on the right track, and 96% saying they had a better understanding of urban renewal after the Summit.



Community engagement objectives assessment

A comparison between the randomly selected ‘everyday community member’ and self-selected online poll respondents provides interesting results that can be utilised and considered for future consultation and decision making. The engagement objectives were met.

7. FOCUS GROUPS

7.1 Objectives

The objectives of the focus groups were to:

- Introduce the Newcastle Urban Renewal and Transport Program;
- Provide the project team with context and key issues to assist in the preparation for the Design Newcastle Summit;
- Collect information on the views about the Newcastle city centre, and the Newcastle Urban Renewal and Transport Program from a small number of randomly selected community members (42 participants in total).

7.2 Participation rate

42 randomly selected individuals participated in the three evenly sized focus groups over two evenings in July. Selection was undertaken by an independent research company and the demographics of the groups were representative of the region.

7.3 Results

The focus group discussion centred on what people liked and disliked about the Newcastle city centre, how they would like to see it transformed in the future and what their ideas were for the best use of the rail line and stations.

Table 9: Focus group results

Questions	Merged group answers
Like about Newcastle	<ul style="list-style-type: none"> • Lifestyle (sea change / tree change) • Great place to raise a family • Affordability • Growing diversity • Natural assets (beach / foreshore / Hunter Valley) • Live close to friends and family • Health and tertiary education services • Large open spaces • Passionate community



Questions	Merged group answers
Don't like about Newcastle	<ul style="list-style-type: none"> • Night life declined • Public safety an issues • Difficult to find employment and long term career options, except for a few • Car parking (expense/time limits) • Decision-making processes • Lack of safety and vibrancy in Hunter Street • Parking cost and availability • Shops gone/derelict buildings • Lack of affordable housing • Building heights in city centre
Future of Newcastle	<ul style="list-style-type: none"> • Reactivating the city centre and more diverse uses and users • Connecting the city centre to foreshore and beaches • Competition between city centre and suburban centres (ie. Kotara, Charlestown etc.) • Community facilities • More homes and jobs through mixed use development (retail, residential, commercial) • Re-use of heritage buildings • Public transport accessibility and free parking throughout the city centre • Attracting a large commercial tenant in city centre (possibly shipping related) • Seamless public transport interchanges (bus / light rail / and heavy rail) • Retaining students in Newcastle • Large retail destination in City Centre • New law precinct and university to activate the City Centre • Creating a unique point of difference for Newcastle City Centre



Questions	Merged group answers
	<ul style="list-style-type: none"> • Safer and more vibrant Hunter Street / CBD • Nationally renowned restaurants • Harbour-based on water recreation
Rail line/stations best use	<ul style="list-style-type: none"> • Parks and recreation space (i.e. walking and cycling tracks, regional scale open space facility) • Area to showcase local and regional produce • Performance spaces and museums • Water playground • Festivals and events, particularly for families with young children • Public piazzas • Public art displays • Small commercial uses (cafes/restaurants) ancillary to recreation uses • Cruise ship terminal • Community health services • Activities for teenagers and young adults • Cycle-ways • Outdoor exercise machines • Multi-cultural heritage destination

7.4 Outcomes

The focus groups indicated that the CBD is not a “destination” anymore with people visiting the city centre only if they have a reason to. Parking, decline in nightlife, empty shops and derelict buildings, lack of vibrancy and of things to do, were common themes.

People were nostalgic for the city when it was a “true” CBD destination before its decline. People were keen to see increases in activities across a range of interests/sectors as well as “destination” type activities, with each focus group providing a comprehensive list of things they would like to see.

These were generally grouped into family activities, recreation, nightlife improvements, events, destinations such as markets, increased residential development, and attracting large employers to the city.



Community engagement objectives assessment

The focus groups provided context around issues that are important to Newcastle and Hunter people, and provide a representative sample of the key issues and ideas for the Newcastle city centre. The focus groups met their community engagement objective to deliver sample views from the community and inform the engagement process.

8. DESIGN NEWCASTLE WEBSITE

8.1 Objectives

The objectives of the Design Newcastle website were to:

- Promote the Design Newcastle Summit;
- Provide up to date information on the project;
- Keep community informed throughout process;
- Encourage participation and interest in Design Newcastle and the NURTP;
- Encourage registration of community representatives for Design Summit Day Two;
- Provide community with an online feedback mechanism.

8.2 Participation rate

The website received 3971 site visits with 3784 unique visitors from June 23 to August 13, 2014. Of these there were 42 registered users, 54 anonymous users and four unverified users. There were 82 comments on the site during the period. This translates to 3784 people being aware, 1659 being informed, and 100 people being engaged.

A Facebook advertising campaign with the Design Newcastle button and the text, “Help shape the revitalisation of Newcastle. Get involved today” was also run. The advertisement ran from July 21 to July 26, 2014, targeting individuals who were 18+ from the Hunter region. The advertising reached 40,656 individuals, with 54 actions. These actions were made up of 45 link clicks, 20 page likes, 6 post likes, 1 comment, and 2 shares.

The aim of the Facebook advertising was to raise awareness of the engagement and specifically the online engagement.

8.3 Results

The traffic on the Design Newcastle website included 31 forum participants, 74 survey and form participants (completing the poll) and ten story participants. The program office also received 36 registrations for Day Two of the Design Newcastle Summit.

8.4 Outcomes

The stories and conversation in the forums were positive and indicated that people were engaged and participants were keen to express ideas for the city centre and felt optimism for its future.

Community engagement objectives

Community engagement objectives were met given the high volume of visits and unique visitors, in a relatively short period of time.



9. SUMMIT DAY ONE- Community Members (RANDOM SELECTION)

9.1 Objectives

- Provide opportunity for the community to discuss and debate ideas;
- Provide greater depth of understanding of the program;
- Gather representative feedback.

9.2 Methodology

Participants were randomly selected from the telephone survey to participate in the summit and matched the demography of Newcastle and the Hunter region in terms of age, gender, culture, and employment status.

Participants were each paid \$150 for their participation.

The participants heard from speakers about:

- Where wealth creation occurs in cities;
- Why people move in and out of cities;
- The role of creative industries in urban renewal in Newcastle and other cities;
- Global examples of successful urban renewal programs;
- A possible vision and some early ideas for the city centre, developed by UrbanGrowth NSW;
- Urban design ideas for Newcastle City centre, including one for the civic precinct utilising part of the rail corridor.



Participants were spread across 14 tables, with six to eight participants at each table, and asked to undertake the following exercises:

1. Answer two questions about what they liked and didn't like about Newcastle;
2. Discuss, consider and develop ideas for Newcastle's urban renewal which aligned with the three concept pillars submitted by UrbanGrowth NSW;
3. Discuss, consider and, using a map, prioritise the types of activities, use and buildings they would like to see in each of the three precincts, including the rail corridor.

9.3 Participation rate

112 community members were registered for Day One of the Summit with 91 attending.

People were selected through the random telephone survey to be representative of Newcastle and the Hunter region. Many of the participants had not participated in an engagement initiative before and the overwhelming feedback was positive; people were glad, and in some cases felt privileged, to be involved.



9.4 Results

An initial activity asked participants to identify 1) what they liked most about Newcastle, and; 2) what could they suggest would make them want to visit the city more.

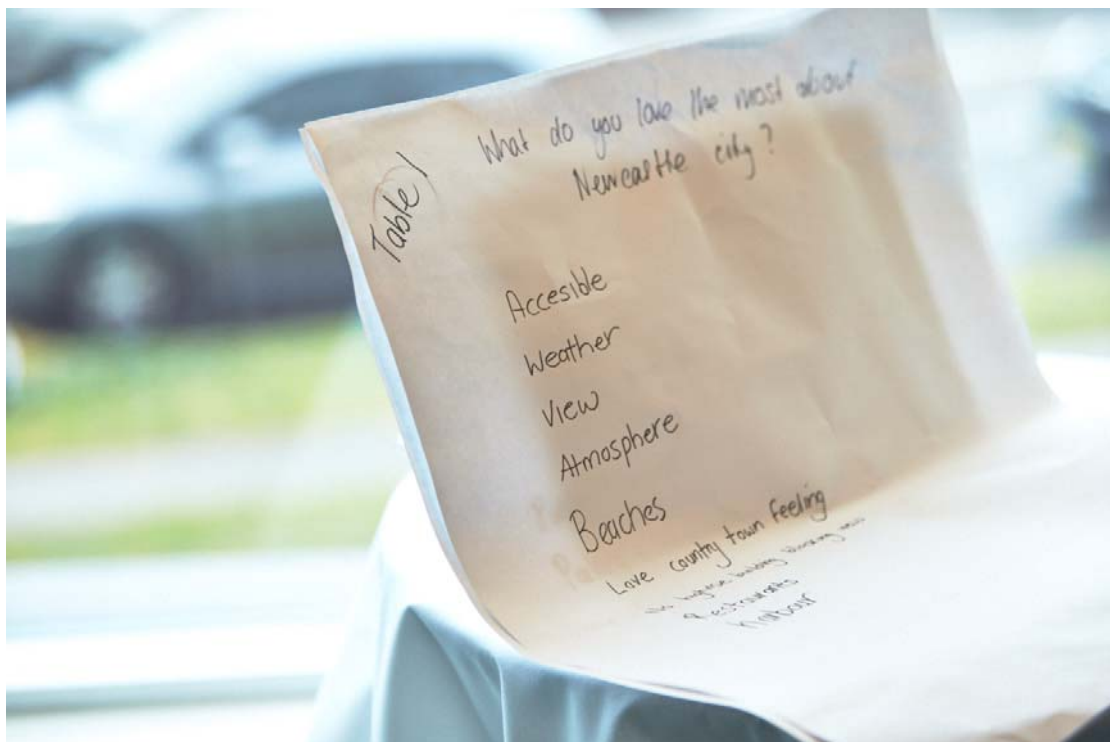


Table 10: Summary - Likes and attractions to encourage visitation to Newcastle city

Things we like about the city	Things that would encourage me to visit more
Beaches	Better public transport
Nightlife	Cluster nightlife
Heritage	Free parking (spaces!)
Parks	Better retail/shopping/DFO
Relaxed lifestyle	Free community events
Urban landscape	Late night food
Vibrant arts community	Affordable food
Events	Adolescent spaces/youth venues
Friendly people	More ferry services
Port	A water park
Markets	Backpacker accommodation



King Edward Park	Cultural precincts
Walkability/pathways	More public art
Coffee shops	Amphi-theatre
Climate	Markets
Waterfront/harbour side	Cruise ship terminal
Accessibility	AI-fresco dining
Country/town feeling	Accommodation
No high-rise buildings blocking the view	Outdoor venues of interest for all ages
Great restaurants	Studio spaces
Atmosphere	Knowledge that it is safe/fun/sustainable
Film society	Post office as a cultural centre
Historic elements	Cinema complex
Unspoilt setting	Evening events
Not over-developed	Exercise/play equipment
It is not a big city	Live music
Food scene	Better tourist information
Cost of living	More theatre
Access from city to the rural areas	More walkways
More opportunities exist	Spaces designed for the locals
Active learning opportunities for children	Better advertising of what's on
Daytime safety	Art gallery
Ability to access many points of interest in one day	Night markets or like Pike Place/Victoria Markets
Certain special events	"The big day out"
Specialty and larger stores	Boutique shopping in laneways
Sense of community	Inclusive community
Fernlee Track	More small venues
Wine bars	More events for older members
Baths	Covered areas
Hunter Gatherer	SL Saving facility
Work	Better transport links to the airport
Surf	More activities on the foreshore
Cathedral	Interactive parks
Contrast of water bodies (natural beach; working port)	Revamping of Hunter Street
Drive through mall	Linking light rail to precincts
Railway	Family planned activities
Good medical and hospital facilities	Suburban integrated transport system
	Dedicated Art Space
	Outdoor theatre

Table 11: Things I like about Newcastle ranked

Things we like about the city	# of times mentioned
Beaches	14
Port/harbour	8
Foreshore	8
People - friendly and diverse	8
Restaurants/wine bars	7
Easy to get around/accessibility	6
Arts & art community	6
Access to most things a larger city has plus rural offerings	5
Heritage buildings/sites	5
Events/film society	5
Walkways/pathways	4
Markets	4
Lifestyle	4
Bushland & green spaces	4
Architecture	3
Small boutique traders/variety of shops	3
Opportunities offered - jobs/training	3
Relaxing	2
Potential	2
Climate/weather	2
Attitude	2
Radio stations	1
Parks	1
Cycle ways	1
Coffee shops	1
Music scene	1
Hunter St Mall	1
Traffic	1
Country town feeling	1
No high-rises	1
Sense of community	1
Hunter Gatherer	1
Baths	1
Cost of living	1
Safe	1
Good medical/hospital facilities	1

Table 12: Things that would encourage me to visit Newcastle city more often ranked

Things that would encourage me to visit Newcastle city more often	# of times mentioned
Parking	11
Boutique shops/studios/laneways	6
Markets (permanent/night/craft/food)	6
More child-friendly spaces	5
Dendy/cinema complex/outdoor?	4
Good/better public transport	4
Interactive parks, walking areas	3
Dedicated art space/more public art	3
Outdoor theatre/theatre	3
More publicity/exposure to existing events	3
Live music	3
Special events & festivals	3
Better more affordable diverse food options	3
Events targeted to an older market	2
Culture & arts facilities/events	2
Cruise ship terminal/facilities	2
Improved ferry services	2
Accommodation incl. backpacker	2
Spaces to suit teenagers	1
Space to suit locals	1
Revamp of Hunter St	1
Linking of light-rail to new precincts	1
Safe inclusive community	1
More small venues	1
DFO outlets	1
Big Day Out	1
Knowledge that it is safe	1
Exercise & play equipment	1
Better tourist information	1
Transport hub at Wickham	1
Water Park	1
Clustering of nightlife offerings	1



Participants were asked to identify ideas that fell within the UrbanGrowth NSW suggested pillars of education cluster, enterprise city and public spaces. Table 13 below provides a list of ideas that were mentioned frequently and the number of times mentioned.

Table 13: Ideas generation aligned with pillars (Idea + # of times mentioned) – Day One

Enterprise City	#	Public spaces	#	Education cluster	#
Transport connectivity	7	Family oriented public spaces	12	Other courses offered	11
Free Wi-Fi	7	Water park/aquatic centre	10	Accommodation for students/academics/family members	6
Retail diversity	4	Public toilets	7	Industry engagement	5
Focus on renewable energy	4	Cycle-ways/bike facilities	6	Future proof/survey student needs	5
Cruise ship terminal	4	Fitness Parks	6	Industry training and better links to industry	5
Promote/market the region more	3	Community gardens	6	Education clusters – pre/primary etc.	4
Improved tourism offerings	3	Civic celebrations, aligned with current	5	Research centres	4
Smart hub	2	Free Wi-Fi	5	Social/youth activities	4
Tech-based heritage	2	New Museums,	5	Creative industries;	4

interpretations		galleries		support for the arts	
Markets - hunter based produce	2	Sculpture/public art	5	Community college/adult learning	3
Assistance for local, existing businesses	2	Shared spaces	5	Capture lifestyle to attract academics	3
Co-ordinated revitalisation with a focus on heritage	2	Open space gallery/library, events	5	Renewable energy	2
Public/private mixed housing	2	Community centre/performance spaces	5	New Unis &/or links to other Unis	2
		Improved signage/info	5	Open space activities	2
		Transport alternatives/greater connectivity	3	Showcasing student outputs	2
		Protect/improve existing space	3	Social innovation	2
		Entertainment for all ages	3	Community services offered by students	2
		Iconic structures - fountains etc.	3	Better links to the current University	2
		Fast train to Sydney	2		
		Renew/acknowledge heritage baths	2		

As part of the Urban Renewal Design, HASSELL Studio participated in the summit, firstly providing an overview and examples of 'good urban design'. Participants were then asked to place ideas for activities or buildings/structure on a map of the Newcastle city centre. This map of the Newcastle city centre was further broken down into precincts to support the notion that each area would have its own unique character, and thus attract/retain specific types of services, buildings or offerings.

Table 14 below provides the list of ideas and the number of participant tables that generated the same idea for each of the precincts.

Table 14: Precinct Mapping Top ranked ideas and locations – Day One

Key items	East Precinct	West Precinct	Civic	Corridor	Total
Fresh food market	8	0	0	7	15
Public toilets	5	2	5	0	12
Outdoor dining	6	2	2	2	12
Pop-up mall	1	0	5	5	11
Mid-rise accommodation	2	5	1	2	10
Interactive art	3	2	4	1	10
Bike facilities/parking	2	2	4	1	9
Childcare facilities	2	5	2	0	9
Civic square	1	1	4	3	9

From the exercise, it was clear that:

- The idea of the city centre being segmented into three distinct activity precincts was well- understood and supported, as evidenced by the placement of images;
- New/big ideas that received lots of support included cruise ship terminal, cultural icon/big building on Dyke Point;
- There was general support for a mix of housing types, university/educational uses, and public buildings and spaces.

Groups responded to the idea of corridor development, as follows:

- No development required - 1
- Temporary/flexible regarding development - 3
- Accepted the concept of permanent development - 3
- Were unsure - 2

9.5 Outcomes

The randomly selected individuals provided a broad cross section of the local community and were positively engaged in the process. They were focused on tangible activities, uses and buildings in the city centre with a focus on family, fitness and outdoor recreation, education, creative and smart city initiatives. They were positive about Newcastle's future development and were supportive of permanent and temporary uses of the rail corridor.



Community engagement objectives assessment

Day One of the Design Newcastle Summit met its engagement objectives, particularly in terms of the level of discussion and feedback.

It was noted by several participants and facilitators that the diverse mix of community members in the room assisted in a rich discussion and many new and interesting ideas. Only four of the 89 participants stated that they would not be interested in future consultation on urban renewal in Newcastle.

10. SUMMIT DAY TWO – Community Group Representatives (SELF SELECTED)

10.1 Objectives

- Provide opportunity for community groups to discuss and debate ideas;
- Provide greater depth of understanding of the Newcastle Urban Renewal and Transport Program;
- Gather feedback.

10.2 Methodology

The participants heard from speakers about:

- Global examples of successful urban renewal programs;
- The UrbanGrowth NSW pillars and ideas;
- Where wealth creation occurs in cities;
- Why people move in and out of cities;
- The role of creative industries in Urban renewal in Newcastle and other cities;
- Urban design ideas for Newcastle City centre including a case study on the civic precinct including utilisation of the rail corridor.

Participants were broken into six tables of six and asked to work together to undertake the following exercises:

1. Discuss, consider and develop ideas for Newcastle's urban renewal which aligned with the three pillars of UrbanGrowth NSW;
2. Discuss, consider and, using a map prioritise the types of activities, use and buildings they would like to see in each of the three precincts, including the rail corridor.

10.3 Participation rate

36 people registered for Day Two of the Summit and 35 attended.

People self-selected participation in Day Two of the Summit, as representatives of community organisations. There was a mix of business, creative industries and special interest groups participating. Many of the participants had been engaged previously on issues and programs pertaining to city centre revitalisation, urban growth and transport initiatives.



10.4 Results

Participants were asked to identify ideas that aligned with the UrbanGrowth NSW pillars of the Education cluster, Enterprise city and Public spaces. Table 15 provides the list of ideas and the number of participant tables that generated the same idea.

Table 15: Ideas generation aligned with pillars (Idea + # of times mentioned)– Day Two

Education Cluster	#	Public spaces	#	Enterprise City	#
Childcare/afterschool care in CBD	3	Bike paths/hire/parking	6	Incentives & support for start-ups	6
More primary/pre-schools in the CBD	2	Wi-Fi spaces; adaptable open spaces	4	Research centres in town	5
Research centres in town (R&D)	2	Shared opens spaces	4	Co-located/integrated industry clusters	5
Hi-tech multi use centre with Wi-Fi	2	Value & renew buildings/heritage	4	Entertainment/multi-use centres	3
Better public transport/connection	2	Multi-linking transport connections	3	Adaptable reuse of buildings	3
		Activation of city through students	3	Arts/urban renewal festivals/cultural tourism	3
		Cottage Creek renewal	2	Hi-tech multi use centres	2
		Better places/ accessibility for disabled	2	Community Arts centre, retail, produce	2
		Linked green spaces	2	Build ownership through engagement	2
		Public performance spaces	2	Better marketing/ communications	2
		Flexible infrastructure	2		
		Invest in events program	2		

Participants were asked to place ideas for activities or buildings/structure on a map of the Newcastle city centre. Table 16 provides the list of ideas and the number of participant tables that generated the same idea for each of the precincts.

Table 16: Precinct Mapping Top ranked ideas and locations – Day Two

Key items	East Precinct	West Precinct	Civic	Corridor	Total
Public toilets	4	3	5	2	14
Student Housing	2	2	6	0	10
Bike facilities/parking	1	3	5	9	9
Shared Zones	2	2	3	1	8
Affordable Housing	4	2	2	0	8
Fresh food market	3	3	0	2	8
Start-up offices	4	3	0	0	7

10.5 Outcomes

When focussing on the pillars, the most common ideas raised from the groups were in the support for small business, start-ups, hi-tech and current workers. Items such as childcare and pre/primary schools in the CBD to support existing workplaces, but supporting the creation of new businesses were important. Industry clustering, good Wi-Fi and reusing and valuing existing buildings was also important.

Practical items such as public toilets, bikes and housing were important in the precinct mapping exercise with both student and affordable housing rating strongly.

The most common activities and facilities that were placed on the maps were toilets, start-up offices & affordable housing in the east, toilets, start-up offices, markets and bike facilities in the west precinct, student housing in the civic precinct and bike ways and facilities in the corridor.

- The three precincts idea were understood and supported, as evidenced by the placement of images in activity two;
- New ideas that received lots of support included conference facilities, support for start-ups and existing businesses, increased parking but also pedestrian and cycle ways and a conference centre at the Wharf
- General support for a mix of housing types, university/educational uses, public facilities/buildings and spaces.

In response to the idea of corridor development, groups responded as follows:

- Requirement for no development – 2
- Accepting of temporary/flexible development - 3
- Accepting of permanent development - 1

In terms of permanent uses in the corridor, public buildings (library, educational, etc) and pop-up retailing were mostly supported with some groups supportive of housing, including mid/high rise and student housing.

Community engagement objectives assessment

The community engagement objectives were met on Day Two of the Design Newcastle Summit, with a high level of information provided and understood, feedback gained from the groups in each of the exercises, together with vigorous discussion and debate.

Whilst it was expected that Day Two of the summit would include a group of people with fixed ideas and opinions, it was also evident that these community groups are very supportive of urban renewal in the city, and interested in the commitment.

11. Conclusion

UrbanGrowth NSW undertook an ambitious community engagement program in a short period of time, with the objective of reaching out to seek ideas from a wide cross section of the community. The inclusion of a random telephone survey and random selection of participants for focus groups and the first day of the Design Newcastle Summit enabled this objective to be realised.

Across all the community engagement activities, there was broad support for the urban renewal process, although there were a small number of participants who had reservation about building heights and development in the rail corridor.

The overarching view was that urban renewal for Newcastle city centre was long overdue and the use of the rail corridor, providing it was sympathetic to cityscape and values, was supported.

Across all groups, there was a sense of anticipation for change, and a renewed confidence that renewal would be able to be funded given the NSW Government long term lease of the Port of Newcastle, and its stated commitment to practical action in the near term.

APPENDIX ONE

REPORT ON PREVIOUS CONSULTATION

APPENDIX TWO

RESULTS OF UTS

RANDOM

TELEPHONE SURVEY



APPENDIX THREE

RAW DATA FROM FOCUS GROUPS

APPENDIX FOUR

MEDIA RELEASE, SUMMIT AGENDAS & ATTENDEES



APPENDIX FIVE

RAW DATA FROM SUMMIT

APPENDIX SIX

PARTICIPANTS EVALUATION OF SUMMIT



APPENDIX SEVEN

WORD CLOUDS

APPENDIX EIGHT

IDEAS CORNER

APPENDIX NINE

PRIOR CONSULTATION QUOTES

APPENDIX TEN

GRAPHIC RECORDING OF SUMMIT

APPENDIX ELEVEN

WEBSITE REPORT

APPENDIX TWELVE

GEOGRAFIA RESEARCH
