



Newcastle 500 Community Consultation Insights Report

August 2023





Disclaimer

This report has been prepared as outlined with City of Newcastle in the Scope Section of the Acceptance Letter dated 7 December 2022. The services provided in connection with this engagement comprise an advisory engagement, which is not subject to assurance or other standards issued by the Australian Auditing and Assurance Standards Board and, consequently no opinions or conclusions intended to convey assurance have been expressed.

The findings in this report are based on a quantitative and qualitative study and the reported results reflect a perception of research participants but only to the extent of the sample surveyed. Any projection to the wider stakeholders is subject to the level of bias in the method of sample selection.

No warranty of completeness, accuracy or reliability is given in relation to the statements and representations made by, and the information and documentation provided by, City of Newcastle stakeholders consulted as part of the process.

KPMG have indicated within this report the sources of the information provided. We have not sought to independently verify those sources unless otherwise noted within the report.

KPMG is under no obligation in any circumstance to update this report, in either oral or written form, for events occurring after the report has been issued in final form.



Acknowledgement of Country


KPMG acknowledges Aboriginal and Torres Strait Islander peoples as the First Peoples of Australia. We pay our respects to Elders past, present, and future as the Traditional Custodians of the land, water and skies of where we work.

At KPMG, our future is one where all Australians are united by a shared, honest, and complete understanding of our past, present, and future. We are committed to making this future a reality. Our story celebrates and acknowledges that the cultures, histories, rights, and voices of Aboriginal and Torres Strait Islander People are heard, understood, respected, and celebrated.

Australia's First Peoples continue to hold distinctive cultural, spiritual, physical and economical relationships with their land, water and skies. We take our obligations to the land and environments in which we operate seriously.

Guided by our purpose to 'Inspire Confidence. Empower Change', we are committed to placing truth-telling, self-determination and cultural safety at the centre of our approach. Driven by our commitment to achieving this, KPMG has implemented mandatory cultural awareness training for all staff as well as our Indigenous Peoples Policy. This sincere and sustained commitment has led to our 2021-2025 Reconciliation Action Plan being acknowledged by Reconciliation Australia as 'Elevate' – our third RAP to receive this highest level of recognition. We continually push ourselves to be more courageous in our actions particularly in advocating for the Uluru Statement from the Heart.

We look forward to making our contribution towards a new future for Aboriginal and Torres Strait Islander peoples so that they can chart a strong future for themselves, their families and communities. We believe we can achieve much more together than we can apart.



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Definitions used in this report

Newcastle Local Government Area (LGA) wards

Newcastle's LGA is divided into four divisions (Wards) which are used for electoral boundary purposes. Sometimes the boundaries of LGA Wards can change with growing populations.

City of Newcastle (CN) Ward boundaries were adopted by Council on 26 November 2019 and apply from the December 2021 Council elections. These Wards as defined by CN have been used for categorising respondents by suburb and Ward accordingly as part of the consultation data analysis. Some suburbs cross more than one Ward, as they may cover large areas of land (such as National Parkland). In these cases, suburbs were categorised into one Ward based on where the majority of the residents in that suburb are located.

Within the event precinct

This is defined as residents and businesses which are located inside the boundary of the *Newcastle 500* race track fencing. The suburb affected by this boundary is **Newcastle East**.

Close proximity to the event precinct

This is defined as residents and businesses located within suburbs that are directly next to the race track, or within a close radius. The suburbs affected by this boundary are **Newcastle, The Hill** and **Cooks Hill**. Stockton was not included as a suburb in this category because it is separated by water from the Newcastle CBD.

Newcastle's community

The local community is defined as residents who live within and businesses that are located within the Newcastle LGA. It is assumed that business owners and operators who responded to consultation surveys have businesses that are *trading* within their selected suburbs.

Visitors

Survey respondents who participated in intercept surveys do not live in the Newcastle LGA, and were therefore considered to be 'visitors'. Some respondents may work in the LGA or frequently travel to Newcastle, however only respondents whose postcodes matched the LGA were considered to be 'residents'.

'Bump-in' and 'Bump-out' periods

'Bump-in' is defined as the six-week period *before* the race weekend, during which Supercars prepare the race track and surrounding precinct for the *Newcastle 500* event. This involves setting up safety precautions and boundaries such as fences, viewing stands, and other event infrastructure. This process requires some roadworks and traffic diversions to direct pedestrians and vehicles away from build sites.

'Bump-out' is defined as the three-week period *after* the race weekend, during which Supercars dismantles fences and other infrastructure, packs up equipment, and vacates Newcastle East.





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Introduction

The purpose of this report

To understand community sentiment towards the *Newcastle 500* and support for the city being a host for the Supercars event for a further five years, City of Newcastle sought independent advice from KPMG for a community consultation strategy, implementation and reporting.

The City of Newcastle (CN) is committed to genuine community consultation and engagement in line with its [Newcastle 2040 Community Strategic Plan](#). This commitment is reflected in CN's guiding principles of **Accountability, Inclusiveness, Transparency, Commitment** and **Responsiveness**, and is used throughout the *Newcastle 500* community consultation.

In line with this commitment and with acknowledgement that the *Newcastle 500* is a significant event for Newcastle and the region, CN committed to ensuring the local community had the opportunity to provide meaningful feedback and input in advance of a potential five-year extension of the *Newcastle 500*. The consultation strategy, implementation, data collection and reporting was undertaken by KPMG.

This Insights Report (this document or the Report) outlines the approach taken to ensure local community members, including residents and business owners, had ample opportunity to have their say as part of the consultation process.

The purpose of this Report is to provide a comprehensive overview around community sentiment and insights gained from the six-week consultation period between February and April 2023. The Report does not provide recommendations.

What doesn't the consultation involve?

The consultations conducted, and this subsequent Report, will focus on the consultation methods listed to the right in line with leading practice community consultation methodology. Any formal or informal submissions made directly to CN were noted and considered by CN but did not form part of this Report.

Survey sampling

Newcastle's LGA includes four Wards. The telephone survey and Focus Group discussions included participants within the four LGA Wards only.

The Residents' online survey was open to all. Most respondents were Newcastle residents and businesses, with 24 per cent of respondents residing outside of the Newcastle LGA.

The Business online survey was open to only businesses within the Newcastle LGA. Most (98 per cent) respondents were Newcastle based businesses, and 38 responses (2 per cent) were from outside the LGA and therefore excluded.

Intercept surveys included only visitors to Newcastle. Participants who live outside the LGA and were visiting Newcastle for the purpose of attending the *Newcastle 500* event. Residents were excluded from this survey.

The Scope of this Consultation

In alignment with the City of Newcastle's [2040 Community Strategic Plan](#), KPMG utilised a stakeholder engagement framework and methodology which ensured that everyone in the Newcastle community had ample opportunity to participate. The consultation methods included in this scope were:



Telephone survey: a randomised phone survey with **600 participants** across the four Wards of Newcastle's LGA, to seek statistically valid input from residents and businesses.



Intercept surveys: randomised verbal surveys conducted in-person with **364 event attendees** during 10 – 12 March 2023. This survey was conducted with visitors to Newcastle only and not with Newcastle LGA residents. These surveys did not provide input into the overall support for the *Newcastle 500*, but rather provided data regarding visitors attending the race.



Online survey: an online survey seeking input from residents and businesses, accessible via a unique weblink with **16,535 responses**. Due to privacy laws the weblink does not track IP addresses and prevent users from submitting multiple responses, only from doing so on the same device.



Focus Group discussions: **four focus group discussions** with a total of **22 participants** were conducted in early April 2023 to provide further context and insights into the quantitative data collected through surveys. Participants included industry representatives (large businesses and industry across Newcastle), owners of Small-Medium Enterprises (SMEs), and two local resident groups (one with negative sentiment towards the event, and one with positive sentiment towards the event).

Approach

This consultation aligned with the City of Newcastle's Community Engagement Guiding Principles, plus the *Newcastle 500 Community Consultation* design principles. The Strategy was drafted by KPMG and put on public display for feedback from the community from 14 December 2022 until 25 January 2023. Relevant feedback was incorporated into the final Strategy and design of the implemented consultation. The *Newcastle 500 Community Consultation* design principles are:



Evidence based

CN engaged KPMG as an independent third party to conduct a robust consultation which portrays the Newcastle community's sentiment. An impartial consultation process included the collection of extensive data using multiple survey methods, which were analysed by KPMG to determine key insights and report these to CN. KPMG has presented the data in this report transparently to enable CN to make data-driven decisions. This report does not provide recommendations.



Representative of impact

This consultation has been delivered to ensure that a representative sample of Newcastle's population, including those who may be most impacted by the event, have been listened to. This includes acknowledging the impact of the event on residents and businesses by their location and proximity to the event precinct. Proximity groups included are outlined in the 'Methodology' section of this report.



Social and economic considerations

Both social and economic impact on residents and businesses have been considered equally as part of this consultation. This has been reflected in survey questions and during focus groups.

Data collected included the capture of gender, age, and location, as well as specific information such as the length of time a business has been operating. Different survey methods including online and phone surveys were conducted to improve accessibility and gain responses from diverse demographics as much as possible.

The following stakeholder groups were identified for engagement as part of this consultation:

Local residents

People living within the race precinct (Newcastle East) and across Newcastle's four LGA Wards (suburbs within each Ward can be found in Appendix 1).

The consultation and this Report aim to understand the perceptions of the *Newcastle 500* and its impact on Newcastle residents, representing a range of demographics and life stages.

Industry groups and associations

Business and industry groups representing visitor accommodation, tourism, hospitality and more were engaged to gather insights into the views of their members and how the event affects businesses across industries most impacted by the event.

Local businesses

A range of businesses were consulted across varied industries, both within and outside of the race precinct, and across all four LGA Wards. They were asked about the impact they experience during the race days as well as the bump-in and bump-out periods.

The consultation and this Report aim to understand the perceptions and impact of the *Newcastle 500* on small-medium businesses local to the Newcastle LGA. Business respondents represent a range of demographics including gender and the length of their business' operation.

Visitors

Visitors to Newcastle during the March 2023 *Newcastle 500* were surveyed to gain insights into their perception of Newcastle as a tourist destination, as well as their travel and spending habits during their visit.

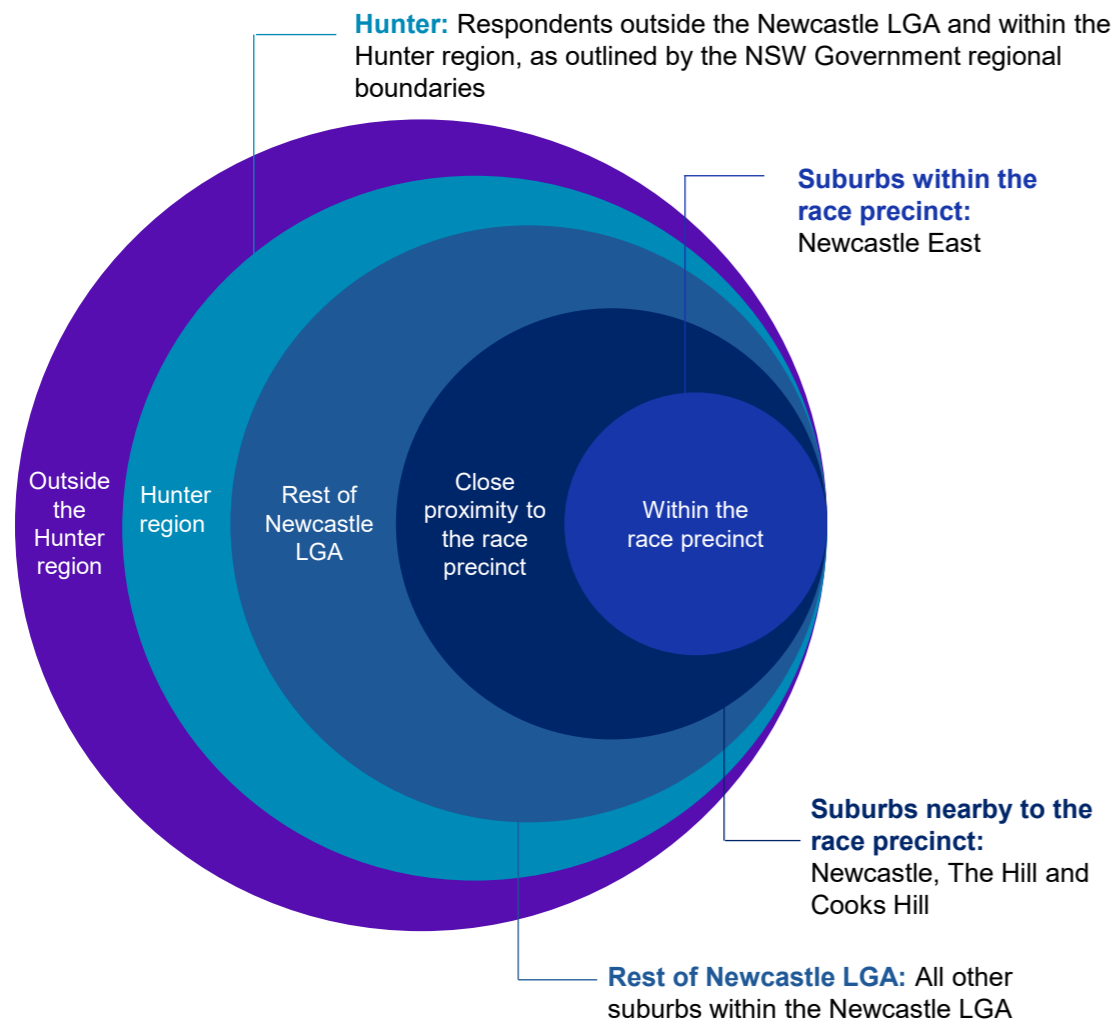
Consultation overview

The consultation deliberately used diverse data collection methods to provide a representative sample of Newcastle's community and visitors. This is due to all survey methodologies for understanding community sentiment having strengths and weaknesses. While no single method is perfect, by using different methodologies we can balance out any limitations and improve the integrity of the overall findings.

Method	Phone survey	Intercept survey	Focus Groups	Online survey
Purpose	To get a randomised survey sample that is representative of Newcastle's population which will likely fit a normal distribution.	To understand visitor travel and spending behaviours during the race weekend.	To gain deeper qualitative insights into the social and economic impact experienced by representatives of stakeholder groups.	To provide opportunities to all individuals in the Newcastle LGA to have their say on the event.
Limitations	<p>Respondent bias: Some demographics are more likely than others to participate in phone surveys and answer calls from unknown numbers.</p> <p>Language: These surveys are also limited by language (they will be conducted in English).</p>	<p>Selection bias: Not all people will agree to participate in an intercept survey.</p> <p>Depth of response: Potential for superficial or inaccurate answers due to their intrusive nature and/or respondents' time constraints.</p>	<p>Group dynamics: Focus Groups can be limited by group dynamics and the potential for group think, and are more likely to be attended by people who feel a strong negative sentiment towards the topic.</p>	<p>Selection bias: Online surveys are opt-in which typically means people with stronger opinions tend to participate.</p> <p>Duplication: Some respondents may not act in line with the positive intent of community consultation and circumvent safeguards to limit multiple responses from the same user.</p>
Format	A 7 question phone survey deployed using a stratified random sampling approach, aligned with the online survey questions. Both landline and mobile phone numbers were included.	An 8 question survey conducted in person by KPMG during event days.	Four 1.5 hour Focus Group Discussions (FGDs) with between 3 – 8 participants from key stakeholder groups. FGDs were facilitated by KPMG.	A 7 question online survey using a Likert scale approach and with opportunity to provide detailed feedback.
Benefits	<p>Random sampling: Using verified locations provides a statistically valuable data sample.</p> <p>Weighted responses: resident responses are weighted to match the age, gender, and Ward distribution of Newcastle LGA. Business responses were not weighted.</p>	<p>Real-time feedback: Intercept surveys enable respondents to provide feedback in real-time and the collection of data from a sample of event visitors</p>	FGDs provide additional context and insights when it comes to data analysis and the reasons behind some of the data trends.	<p>Inclusive: All people who want to have a say on the event are able to do so</p> <p>Measurable responses: Likert scale approach enables respondents to have a range of answers to describe how they feel about the event, and enables a higher number of people to participate.</p>
Participant Selection	Randomised dialling of phone numbers listed as residents in the LGA.	Randomised selection based on participants agreement to participate.	Business owners most impacted by the event and one representative from member associations were invited to participate. Invitations were extended to residents and business owners who volunteered to participate via the online survey or CN website.	Open to the public. Data filtered and analysed by respondents' postcodes. <i>Exclusions and limitations to the online survey final sample are detailed on page 12 of this report.</i>
Number of Participants	600 Residents: 490, Businesses: 110	364	22	16,535 Residents: 14,629, Businesses: 1,906

Methodology for data analysis

Data was reviewed through multiple lenses to understand the views of the community, and how their geographical proximity to the event affects them.



Sentiment based on geographical proximity

Residents and businesses located within the race precinct (on or around the race track) are understood to be heavily impacted by the event during the race days, as well as in the later phase of the bump-in period, and early in the bump-out. To acknowledge this, survey responses were categorised by suburb for both phone and online surveys, to understand the community sentiment by Newcastle LGA Ward (phone and online surveys) and by proximity to the event precinct (online surveys).

Respondents with 2300 postcodes who listed **Newcastle East** as their business or residential suburb were categorised within the race precinct. Respondents with 2300 postcodes who listed their suburb as **Newcastle, the Hill** or **Cooks Hill** were categorised as close proximity to the race precinct (within a 1km radius). These suburbs were identified to be most impacted by the proximity of the event, without being inside of the race fencing. Stockton was not included as a suburb in this category because it is separated by water from the Newcastle CBD.

Residents and businesses in the broader Newcastle area also experience benefits and drawbacks of the event, and their feedback and sentiment towards the continuation of the *Newcastle 500* is also considered as part of the 'Rest of Newcastle LGA' category and included in each LGA Ward category.

There was a significant number of responses from residents outside of the Newcastle LGA. These have been split into two categories: respondents from the **Hunter** region (comprising 21 per cent of total resident online survey responses) and **Outside the Hunter** region, which includes intrastate, interstate and international respondents, as well as respondents who did not provide their location (comprising of 4 per cent of the total resident online survey responses).

The impact of a significant influx of visitors to the city

The consultation process engaged residents, local industry and businesses to understand the impact from the significant influx of visitors to Newcastle over the three-day event, as well as the bump-in (set up) and bump-out (pack down) periods. The consultation also surveyed a sample of event attendees to understand their sentiment towards Newcastle as a destination as a result of the *Newcastle 500*, as well as their travel and spending habits whilst visiting.

Data weighting of the resident phone survey responses to reflect the LGA population

The phone survey employed a random sampling methodology to capture community responses from across Newcastle LGA. To ensure that the collected resident responses through the phone survey were statistically representative of the Newcastle community, the resident phone survey data was weighted to match the age, gender, and Ward distribution of the Newcastle LGA. The weighting methodology used is outlined in Appendix 1.

Breakdown of Newcastle LGA proximity groups

Newcastle LGA Wards

Ward 1

Carrington, Cooks Hill, Islington, Mayfield, Mayfield West, Mayfield East, Maryville, Newcastle, Newcastle East, Newcastle West, Stockton, The Hill, Tighes Hill, Warabrook, Wickham

Ward 2

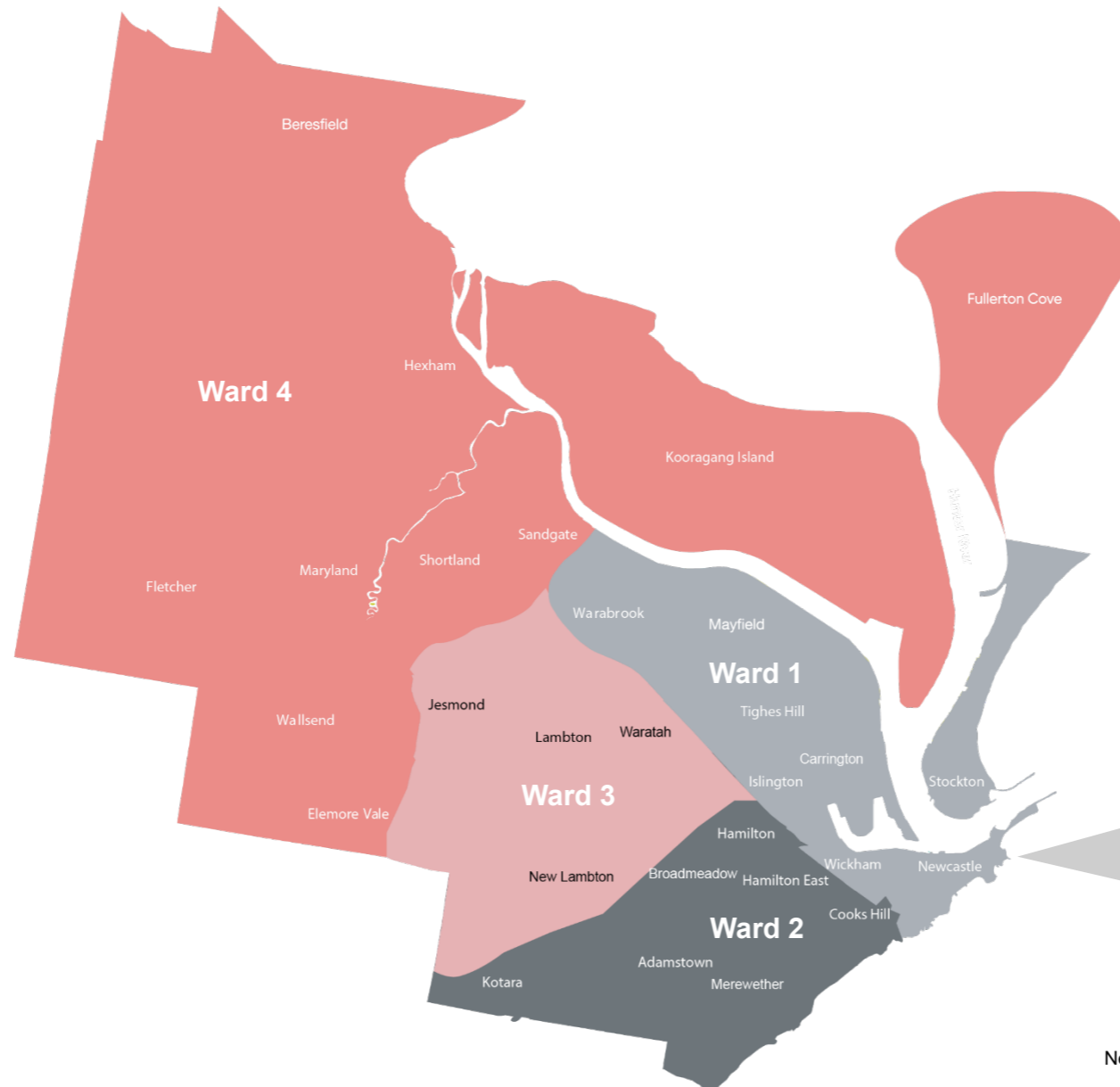
Adamstown, Adamstown Heights, Bar Beach, Broadmeadow, Hamilton, Hamilton East, Hamilton South, Kotara, Merewether, Merewether Heights, The Junction

Ward 3

Birmingham Gardens, Callaghan, Georgetown, Hamilton North, Jesmond, Lambton, Lambton Heights, New Lambton, North Lambton, Rankin Park, Wallsend, Waratah, Waratah West

Ward 4

Beresfield, Black Hill, Elmore Vale, Fletcher, Hexham, Kooragang, Lenaghan, Maryland, Minmi, Sandgate, Shortland, Tarro, Wallsend



Proximity Groups

Rest of Newcastle LGA

Wards 1, 2, 3 and 4. All suburbs within the Newcastle LGA except for those included in the 'within the race precinct' and 'close proximity' groups.

Close proximity to the race precinct

Newcastle, The Hill, Cooks Hill

Within the race precinct

Newcastle East



Newcastle LGA Wards Map source: Newcastle 2040 Community Strategic Plan

Limitations and exclusions

Consultation versus research

It is important to note that community consultation surveys, while valuable for gathering feedback from a broad audience, are not considered scientific methods of data collection. Community consultation, and particularly the use of online surveys, are designed to provide everyone in the community with the opportunity to participate and have their say. The sources and accuracy of the data provided are unable to be validated, which is why multiple consultation methodologies have been used.

Limitations

The proximity of phone survey respondents to the event precinct

Phone survey responses are limited to people answering their phones and agreeing to participate in a survey. Phone numbers are dialled using an automatic and randomised dialling process, with phone numbers listed as being within the Newcastle LGA. No other identifying information is provided, including the specific suburb in which people are located. This meant that the final number of phone survey respondents, although represented across all four wards of the LGA, did not result in sample sizes that were large enough for event proximity analysis.

Comprehensive online survey data

Even robust population surveys and data collection methods possess inherent limitations. Firstly, the validity of the data depends on the respondents providing accurate and truthful responses, as the survey relies on self-reporting. Secondly, while the surveys offered anonymity to encourage candid responses, this could also contribute to potential inaccuracies in the data.

Additionally, although methods were in place to prevent multiple submissions from the same individuals or devices, there is still a risk that some respondents may have circumvented these precautions to submit multiple responses. It should be noted that the population of Newcastle East in 2021 was 1,061 residents (ABS Census data), though the number of online survey responses in this consultation from Newcastle East was 964. As it is unusual to receive this number of responses relative to the population size, it is likely that some respondents used incorrect postcodes or made multiple submissions.

In order to manage the risk of multiple submissions by the same respondents, the following methods were used:

- Cookies stopped a response being submitted more than once from the same browser, unless the user cleared the cache for their browser. During this consultation, 1,979 individuals attempted to submit a survey more than once and were blocked from doing so.
- In order to abide by data privacy laws, the Internet Protocol (IP) addresses of individual devices were unable to be tracked to determine whether multiple responses were provided by the same device using a different browser.
- There was a manual review of any responses that were completed in a time period deemed particularly short, to ensure they were valid and not a 'copy paste' exercise.

Other data cleaning techniques were used after the survey closed, as detailed under 'Exclusions'.

Countering the potential for duplicate responses is sample size. The larger the sample size, the smaller the impact of any one person submitting multiple responses.

Differences between online and phone survey data

There are some differences in the results between online and phone survey data samples, due to the differences in methodologies and sample sizes. The online survey was completely open and, as it was an opt-in survey, likely to attract the strongest opinions as well as having the limitation of being open to responses from people within and outside of the Newcastle LGA.

The phone survey randomly sampled people from across the Newcastle LGA and, based on the Newcastle LGA 2021 Census population estimates, we required a responding sample size of 400 or more residents at a 95 per cent Confidence Level - a commonly used statistical parameter to provide a level of confidence that the data is a true reflection of the population, so whilst it is a smaller sample it is representative of population based on a normal distribution.

Registered businesses in the LGA

To ensure people felt they could respond honestly and preserve anonymity, business name was not captured. The limitation of this is that when a business has multiple owners and / or operators, a business would be captured more than once. This was understood in advance but a strategic decision was made to prioritise anonymity to maximise the likelihood of response.

This means there is some inconsistency in the number of responses from business owners or operators compared to the registered businesses across the LGA, particularly in Ward 1 and in the suburbs within or in close proximity to the event precinct.

Exclusions from online survey data

The online survey was available via web link on the CN website from 17 February to 31 March 2023. During this time there was a 1.5 hour period in which the survey link was inaccessible. After the online survey closed, a data cleaning process was performed to ensure only valid responses from the adult population were included. As such, the following responses were excluded from the final data sample:

- Responses that were not complete (3,335 responses)
- Responses from individuals under the age of 18 (154 responses), as it was determined by CN to include only responses from the adult (over 18s) population.
- Businesses who were located outside of the LGA (38 responses)

After exclusions, a total of 16,535 responses were included in the final online survey data sample.

How to read this report

Comparing results from different respondent groups

The number of respondents across each Ward are not equal. This is because the online survey used a public opt-in method. If we look at the proportions of business and resident respondents across the **online survey**, these follow the same trend in that the number of respondents from Ward 1 is the highest, followed by Ward 2, then Ward 3 and 4. This suggests that those most impacted by the event by proximity (Ward 1) responded in the highest numbers. The significant number of responses across all four wards provides confidence in the results of each when comparing the community sentiment between each Ward.

If we look at the phone survey numbers, we can be confident that the proportions are generally reflective of the actual distribution across the wards; that is, we see a higher number of business surveys responses for Ward 1, followed by Ward 2, and then very similar numbers for Wards 3 and 4 (following the same trend as the online surveys, thereby providing further confidence in the results). For the resident phone surveys, there was a minimum sample size of 110 for each Ward, with Wards 1, 3 and 4 being of almost equal numbers (110 or 111 surveys). The highest number of resident phone responses was for Ward 2 (158).

Post-collection, the resident phone survey data was weighted to match the Newcastle LGA age and gender profile, with each Ward weighted to represent 25 per cent of the total sample. Respondents were weighted in line with ABS population data to enable accurate comparison between Wards.

In this Report, results are compared by methodology (phone or online surveys) to draw out insights. Where there were consistent trends among respondent groups, this provides greater confidence in those insights and have been called out in the report.

How quantitative data is presented in this report

In the resident, business and visitor insights chapters, we present the survey questions with quantitative findings and analysis. The question is listed at the top, with responses from both online and phone surveys presented in graph format.

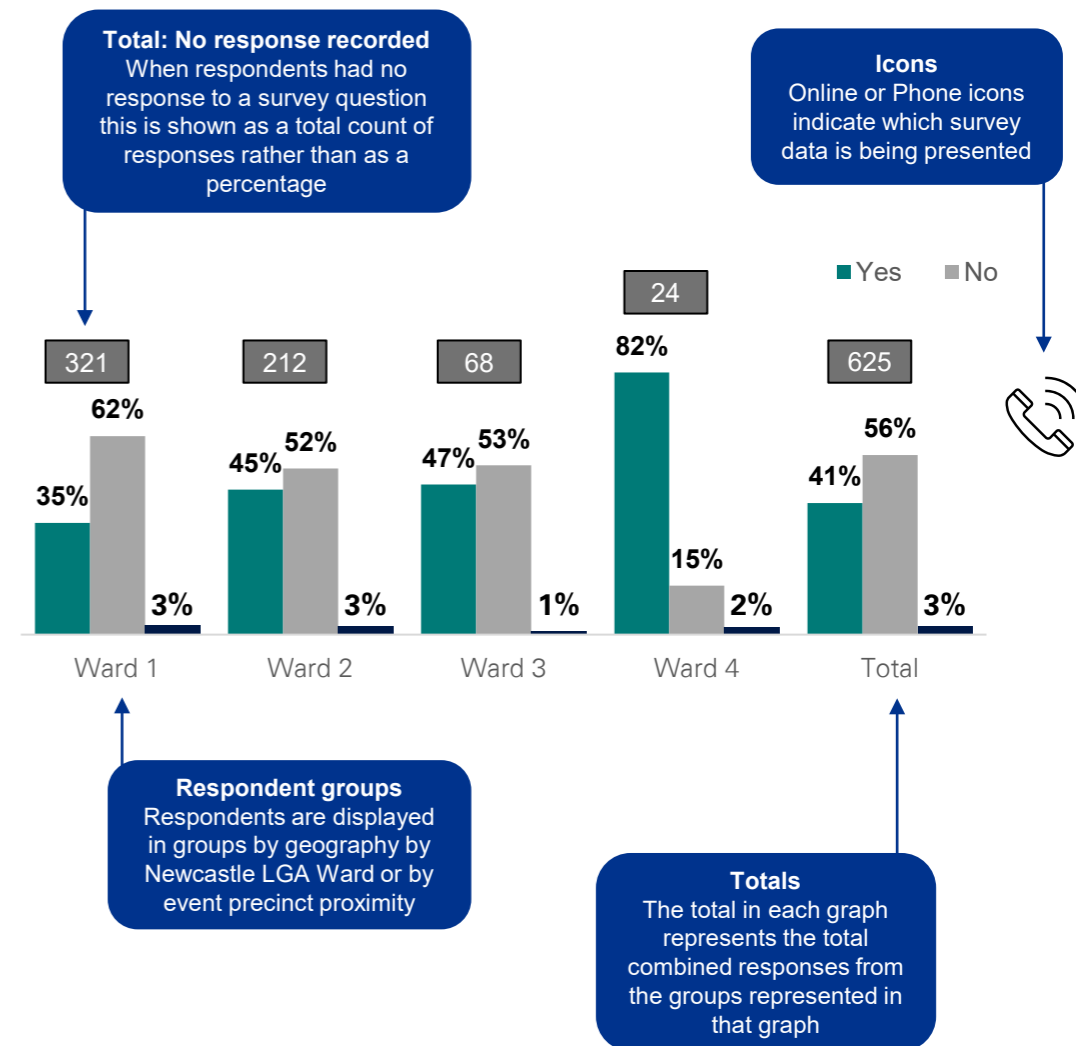
Responses are presented in horizontal graphs for questions using a **Likert scale**, and in vertical graphs for questions using a **dichotomous scale**¹.

Responses for each question are presented as a percentage of the total number. Percentages are shown as a total figure, rounded up or down accordingly. If respondents chose not to respond to a particular question, this number is presented as a total count rather than as a percentage.

Survey responses are presented by Ward and proximity to distinguish responses by their vicinity to the *Newcastle 500* event. Results are also distinguished by online survey and phone survey data, indicated by the following icons:



¹ A Likert Scale is a survey question that uses a five or seven point scale, ranging from one extreme sentiment to the other, and with a neutral response in the middle. It is an effective tool for measuring perceptions and opinions across a scale. A dichotomous scale is a two-point scale that presents options which are opposite to each other, such as 'YES' or 'NO'.



Frequently asked questions during the consultation process

Why were the 'benefits' and 'drawbacks' of the event provided as options to select from in resident surveys?

The top benefits and drawbacks, shown as options to choose from in the resident survey (Questions 3 and 4), were provided to KPMG from CN. CN collated the options from feedback provided via community submissions in previous years.

Given the high number of survey responses, providing a selection of options to choose from aids data collection and analysis, and enables higher levels of confidence in the results. No response or refusal to respond to such questions are still considered to be of statistical significance to the data, and can provide insights as to the number of people who did not believe there was a benefit or drawback listed that they agreed with.

Why were event attendees surveyed if they are not residents of Newcastle?

Race attendees who participated in the intercept surveys were asked different questions to local residents and business owners. The purpose of surveying visitors to Newcastle was to gain an understanding of their travel and spending behaviours during their visit to Newcastle.

Visitor responses were not compared to resident or business owner responses in terms of the local community sentiment towards the Newcastle 500 or the community's support for the continuation of Newcastle as a host city of the event.

Why do resident proximity categories include people outside of the Newcastle LGA?

There was a significant number of online respondents from outside the Newcastle LGA (over 3,600), most of whom are from the Hunter region (21 per cent of all online resident responses). These responses have been included in a proximity category to display the broader region's sentiment towards the event, and are clearly separated from local resident and business respondent categories.

How was data collected and managed, and how was it analysed?

Online responses were collected via an online survey. These were accessed via a web link which was provided to CN to embed on their relevant website page. Data was sent automatically to KPMG's secure data management system. KPMG managed the raw data and conducted the data cleaning and analysis process using Q Professional (Version 5.12.4.0). KPMG abides by strict privacy and data management regulations, and no raw data is shared with third parties outside of KPMG (including CN).

How were phone numbers selected for surveys?

Phone numbers were dialled using an automated process, and phone numbers for the Newcastle LGA (both landline and mobile) were provided by a commercially available list from a major supplier to the market research industry. The data provided did not contain any information that could identify individuals other than that they reside in the Newcastle LGA. Phone surveys were conducted by a third party contractor with extensive experience in market research. Raw data was provided directly to KPMG.

How were people selected to participate in focus groups?

The community were invited to submit expressions of interest via the City of Newcastle's website to participate in a focus group discussion. Of the many expressions of interest and contact details provided, these were filtered to ensure a balanced number of representatives from each Newcastle LGA Ward were invited to participate.

In addition to the representation across Wards, two more representatives from residents and businesses located within the race precinct were invited to each focus group, in recognition that those most impacted by the event live or own a business in Newcastle East. This selection was conducted in alignment with the *Newcastle 500* Community Consultation Design Principles.





02 Executive Summary

Executive summary

This consultation was one of the largest conducted with Newcastle's community and surrounds, with over 17,500 people participating in surveys and focus group discussions.

People closest to the race report the highest impact

Results across both online and phone surveys consistently show that residents and businesses who are located in closest proximity to the *Newcastle 500* race precinct have the most negative sentiment towards the event. The highest number of respondents who said their personal experience or impact on their business was 'Negative' or 'Very Negative' were located in Ward 1, with the highest number of negative responses from those located within or near to the race track.

17,521

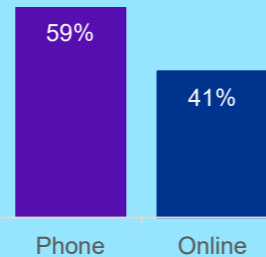
The total number of consultation responses included in this analysis



Newcastle's community had their say through multiple channels

600 phone survey participants
364 intercept surveys
22 focus group participants
16,535 online survey responses

Business respondents who support the continuation of the event



There were different results for the online and phone surveys in response to the question asking business owners if they would support the decision to continue hosting the *Newcastle 500* for another five years. Phone surveys had a higher number of positive responses (59 per cent), whereas 41 per cent of online respondents were supportive compared to 56 per cent who were not. The lowest number of supportive responses came from Ward 1, and the highest number came from Ward 4 (over 80 per cent of respondents from Ward 4 said they would support the continuation of the event in both online and phone surveys).

41%

Of visitors to Newcastle surveyed during the 2023 *Newcastle 500* were visiting Newcastle for the first time



Proximity to the event precinct affects business revenue

Significant increases in revenue as a direct result of the *Newcastle 500* were mostly reported from businesses in Ward 4, whereas significant decreases in revenue were mostly reported from businesses in Ward 1.

Support for the continuation of the *Newcastle 500*s lower for residents who live closer to the event

Residents' support for continuing to host the *Newcastle 500* differed depending on the consultation channel. 55 per cent of residents via the phone survey and 37 per cent of residents via the online survey expressed they would support the continuation of the event. The consistent pattern was that support among residents from Ward 1 was lower compared to the outer wards.

55%

Support via phone survey

37%

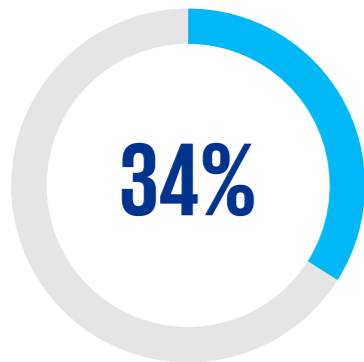
Support via online survey

Visitor intercept surveys summary

Intercept surveys were conducted by KPMG during the 2023 Newcastle 500 event days (10 – 12 March).

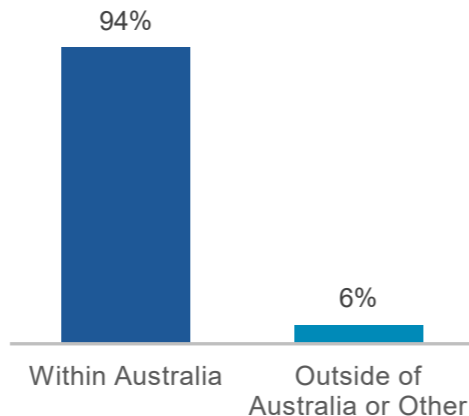
364

Visitors to Newcastle participated in intercept surveys conducted during the Newcastle 500 race days



of visitors surveyed were from the Hunter region (outside of the Newcastle LGA)

Where were people visiting from?



“Other” refers to people who preferred not to provide their postcode for this survey



80%

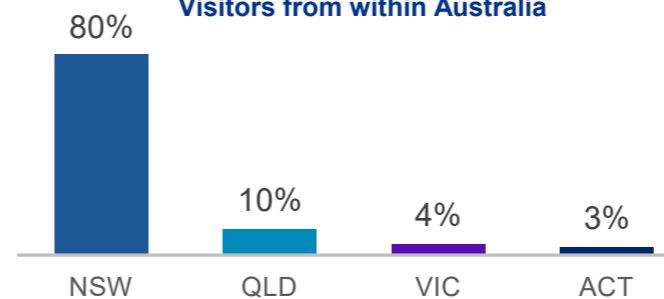
of Australian visitors surveyed were from NSW

87%

87 per cent of visitors surveyed said they would visit Newcastle again regardless of the Newcastle 500.

10 per cent said they would only visit Newcastle again to attend the Newcastle 500, and 3 per cent said they would not or were unsure whether they would visit again.

Visitors from within Australia



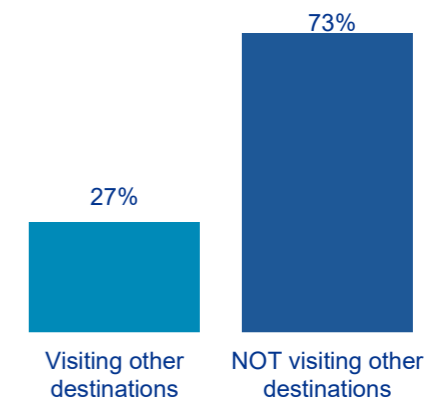
Visitors from South Australia, Western Australia and the Northern Territory made up 1 per cent each of visitor's home locations (3 per cent total).

41%

of survey respondents were visiting Newcastle for the first time

41 per cent of visitors surveyed were visiting Newcastle for the first time. 32 per cent said they had visited once or twice before, and 27 per cent said they attend the Newcastle 500 every year it is held.

73 per cent of visitors surveyed were only visiting Newcastle to attend the Newcastle 500



Key themes from the consultation

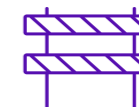
A consistent theme throughout the consultation was that positive sentiment towards the *Newcastle 500* increased with distance from the race track for both residents and businesses. The event is generally seen as creating positive impact for Newcastle's tourism sector, and the bump-in and bump-out periods are generally seen as the biggest drawback of the event.



The *Newcastle 500* is generally seen as a positive event for Newcastle because it showcases Newcastle as a tourist destination



Positive sentiment towards the *Newcastle 500* increases with distance from the racetrack



Residents and businesses in Ward 1, especially those in closest proximity to the racetrack, report the most negative impact, primarily due to the disruption caused by the bump-in and bump-out periods.

For business owners that **did** support the continued hosting of *Newcastle 500*, the main reasons given included that it was an event that had positive benefits for the city, it brought in tourism, and that the event provided positive opportunities for their business.

For residents that **did** support the continued hosting of *Newcastle 500*, the main reasons included that it was an event that showcased the city, it brought in tourism, and that it is positively perceived as being an enjoyable event.

Newcastle Airport reported to CN and confirmed during focus group discussions that the 2023 *Newcastle 500* was their busiest time since the Easter 2022 holiday period, with a significant number of interstate visitors travelling to attend the event.

Sentiment towards the event was increasingly more positive for residents and businesses the further away from the racetrack they were located.

The population with the most positive sentiment and highest support for the continuation of Newcastle as a host for the *Newcastle 500* was people located in Ward 4 or outside of the Newcastle LGA. This is aligned with the high number of intercept survey participants who were visiting Newcastle to attend the event from locations outside the LGA but close to Newcastle, particularly within the Hunter and Central Coast regions.

Residents and businesses most impacted by the event are within Ward 1, and in particular are located within or in close proximity to the racetrack. These residents and businesses reported the least positive sentiment.

Business owners within closest proximity of the event and within Ward 1, consistently reported the greatest negative impacts as a result of the *Newcastle 500*. These respondents also demonstrated the least support for the continuation of the event in the future.

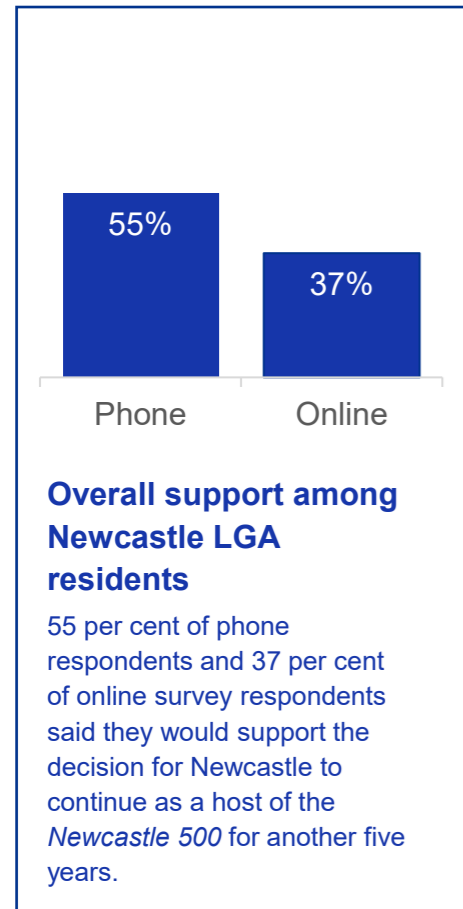
The main reasons why residents **did not** support the continued hosting of *Newcastle 500* included the experience of negative impacts of road closures and access restrictions (23 per cent), the location of the track (14 per cent), and the impact on local businesses (9 per cent).

The key reasons business owners reported negative impacts on their business were access or restriction issues (60 per cent), loss of local customers (10 per cent), and forced closure or relocation of business (7 per cent).

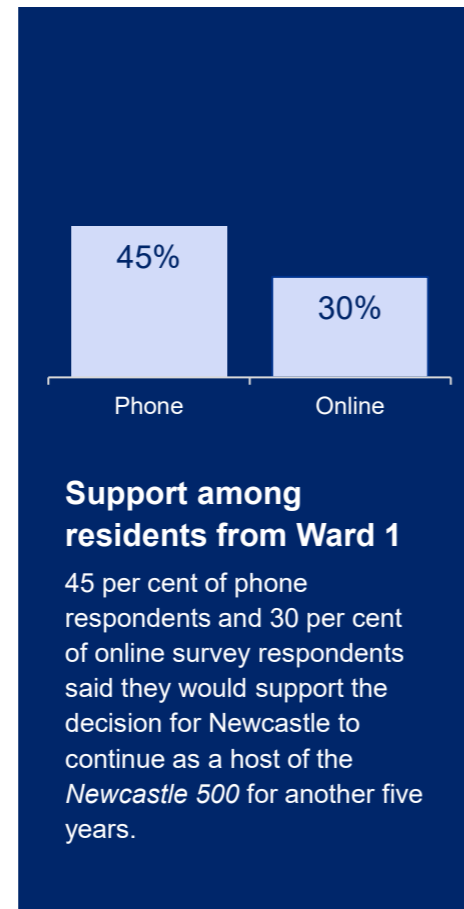
Newcastle residents' support for the continuation of the *Newcastle 500*

55 per cent of Newcastle's LGA residents who participated in the phone survey were in support of the continuation of the *Newcastle 500* for another five years. This support was highest in Ward 4, with 66 per cent of phone respondents saying they would support the decision for Newcastle to continue as a host city.

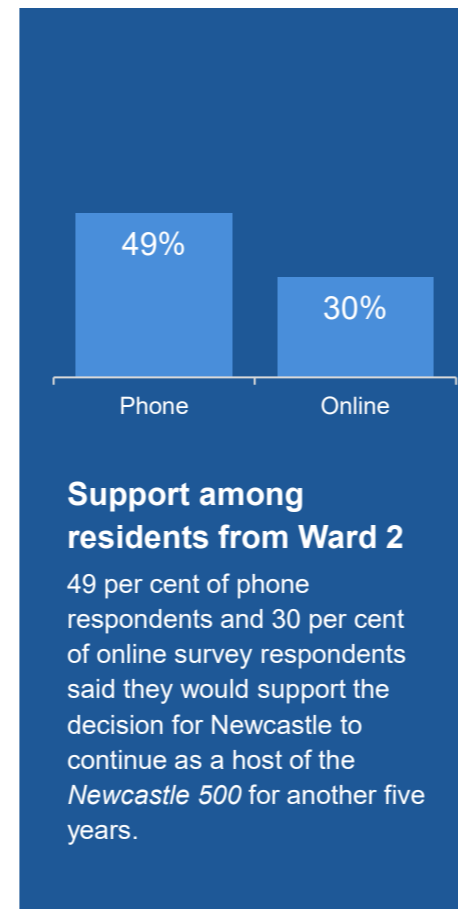
Newcastle LGA



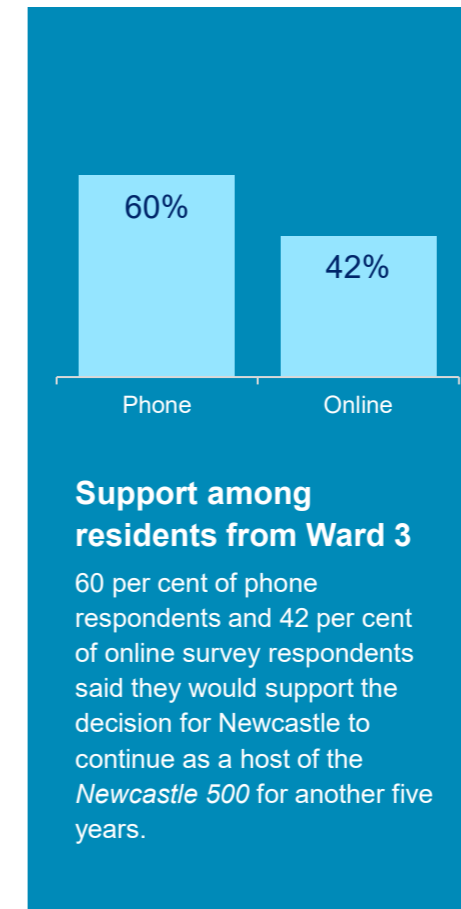
Ward 1



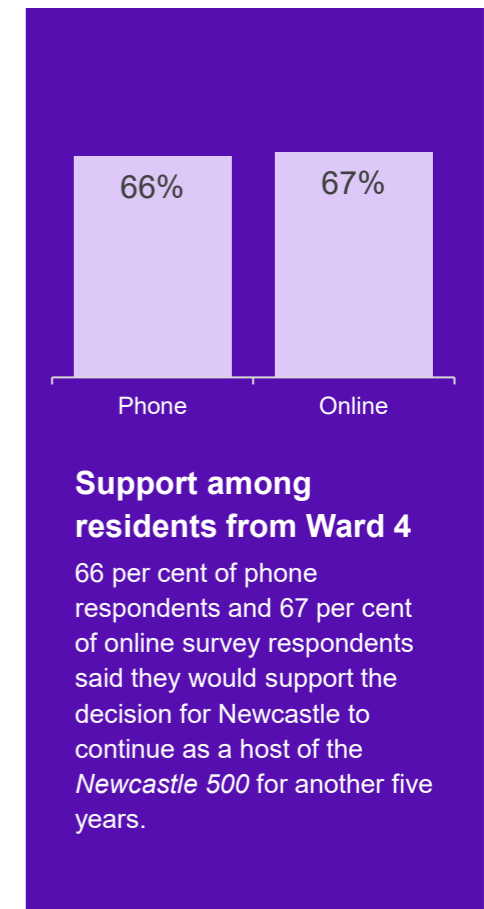
Ward 2



Ward 3










Ward 4



Sample size: 10,998 online survey responses, 490 phone survey responses

Newcastle residents' sentiment towards the *Newcastle 500*

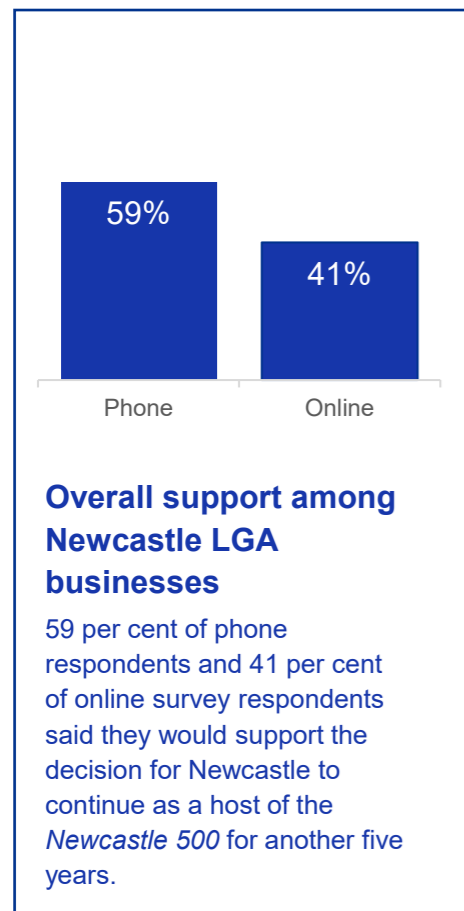
Overall sentiment towards the *Newcastle 500* as an event for Newcastle was positive for phone survey respondents and proximity groups outside of the race precinct. For online surveys of residents within the LGA, more than half of respondents reported having a negative experience of the event.

	Newcastle LGA	Ward 1	Ward 2	Ward 3	Ward 4
 Overall sentiment	Phone: Positive Online: Negative	Phone: Negative Online: Negative	Phone: Mixed Online: Negative	Phone: Positive Online: Negative	Phone: Positive Online: Positive
 Support for Newcastle to continue as a host city	Phone: 55% YES, 42% NO Online: 37% YES, 59% NO	Phone: 45% YES, 53% NO Online: 30% YES, 67% NO	Phone: 49% YES, 47% NO Online: 30% YES, 66% NO	Phone: 60% YES, 37% NO Online: 42% YES, 53% NO	Phone: 66% YES, 30% NO Online: 67% YES, 28% NO
 Newcastle 500 as an event for Newcastle	Phone: 33% negative, 56% positive Online: 53% negative, 41% positive	Phone: 42% negative, 44% positive Online: 60% negative, 33% positive	Phone: 36% negative, 54% positive Online: 59% negative, 34% positive	Phone: 28% negative, 63% positive Online: 46% negative, 47% positive	Phone: 26% negative, 63% positive Online: 25% negative, 71% positive
 Number one Benefit	Both online & phone: Promotes Newcastle as a tourist destination	Both online & phone: Promotes Newcastle as a tourist destination	Both online & phone: Promotes Newcastle as a tourist destination	Both online & phone: Promotes Newcastle as a tourist destination	Phone: Economic benefits for Newcastle / the region Online: Promotes Newcastle as a tourist destination
 Number one Drawback	Both online & phone: Disruption to residents and businesses near to the race track	Both online & phone: Disruption to residents and businesses near to the race track	Both online & phone: Disruption to residents and businesses near to the race track	Both online & phone: Disruption to residents and businesses near to the race track	Both online & phone: Disruption to residents and businesses near to the race track
 Personal experience	Phone: 36% negative, 42% positive Online: 54% negative, 38% positive	Phone: 49% negative, 34% positive Online: 62% negative, 31% positive	Phone: 41% negative, 40% positive Online: 59% negative, 32% positive	Phone: 26% negative, 43% positive. Online: 47% negative, 42% positive	Phone: 26% negative, 52% positive Online: 24% negative, 69% positive
 Agreement that the benefits outweigh the disruption	Phone: 43% disagree, 45% agree Online: 60% disagree, 30% agree	Phone: 59% disagree, 32% agree Online: 67% disagree, 30% agree	Phone: 47% disagree, 42% agree Online: 67% disagree, 30% agree	Phone: 32% disagree, 55% agree Online: 54% disagree, 42% agree	Phone: 35% disagree, 52% agree Online: 29% disagree, 65% agree

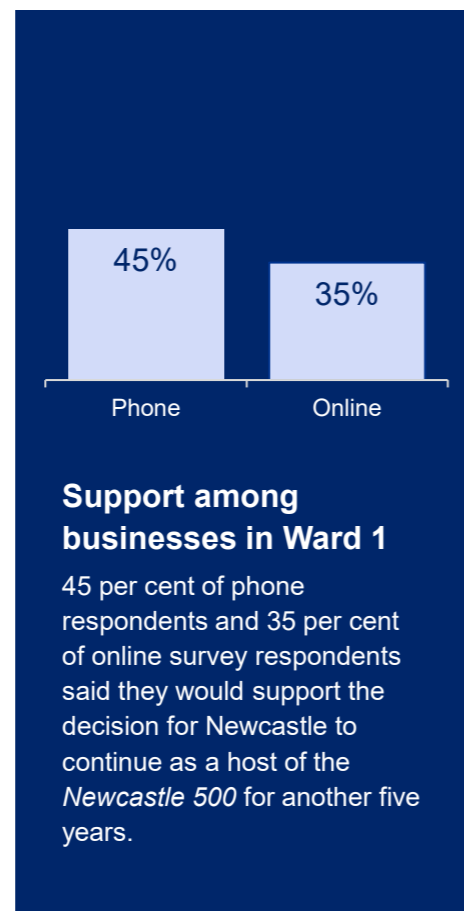
Newcastle business community's support for the continuation of the *Newcastle 500*

59 per cent of Newcastle's LGA business owners/operators who participated in the phone survey were in support of the continuation of the *Newcastle 500* for another five years, with this view being strongest in Ward 4.

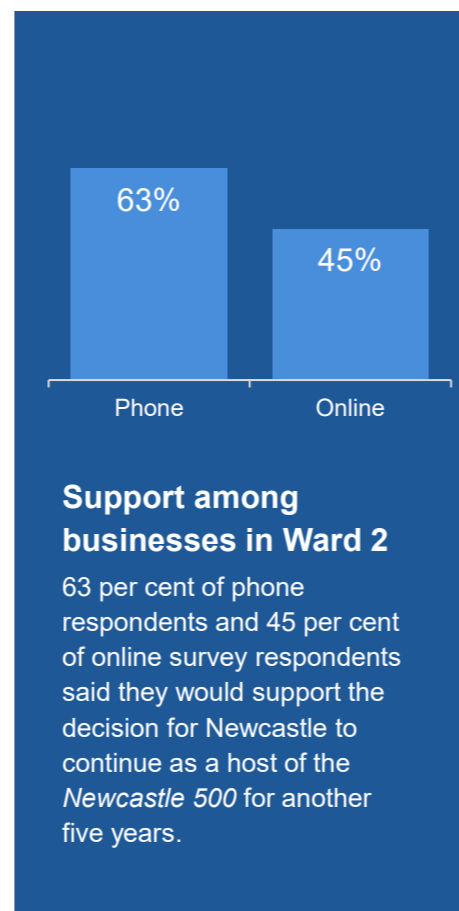
Newcastle LGA



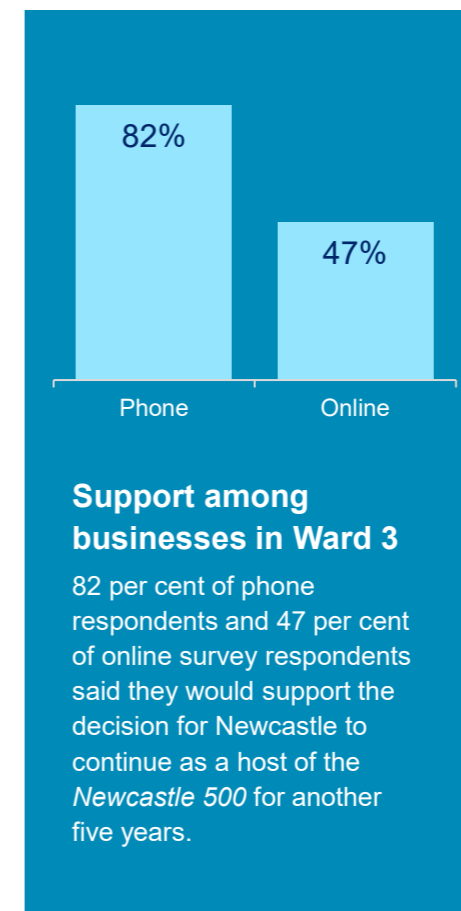
Ward 1



Ward 2



Ward 3







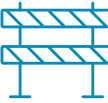
Ward 4



Sample size: 1,906 online survey responses, 110 phone survey responses. Ward 3 and 4 have smaller phone survey sample sizes, and therefore a lesser degree of confidence in the findings.

Newcastle business community's sentiment towards the *Newcastle 500*

The impact of the *Newcastle 500* on businesses is increasingly positive with distance from the event precinct. Whilst Wards 1 and 4 had strong negative (Ward 1) or positive (Ward 4) sentiment towards the event, Wards 2 and 3 were more neutral. Across the LGA, a large number of business respondents reported no change or impact as a result of the event.

	Newcastle LGA	Ward 1	Ward 2	Ward 3	Ward 4
 Support for Newcastle to continue as a host city	Phone: 59% YES, 37% NO Online: 41% YES, 56% NO	Phone: 45% YES, 53% NO Online: 35% YES, 62% NO	Phone: 63% YES, 31% NO Online: 45% YES, 52% NO	Phone: 82% YES, 9% NO Online: 47% YES, 53% NO	Phone: 80% YES, 20% NO Online: 82% YES, 15% NO
 Agreement that the benefits outweigh the disruption	Phone: 36% disagree, 48% agree Online: 57% disagree, 40% agree	Phone: 47% disagree, 40% agree Online: 63% disagree, 34% agree	Phone: 29% disagree, 54% agree Online: 52% disagree, 45% agree	Phone: 18% disagree, 63% agree Online: 51% disagree, 46% agree	Phone: 33% disagree, 47% agree Online: 19% disagree, 77% agree
 Impact on businesses	Phone: 27% negative, 15% positive, 58% neither Online: 48% negative, 32% positive, 20% neither	Phone: 39% negative, 14% positive, 47% neither Online: 57% negative, 27% positive, 16% neither	Phone: 18% negative, 22% positive, 60% neither Online: 33% negative, 38% positive, 28% neither	Phone: 100% neither Online: 26% negative, 37% positive, 38% neither	Phone: 27% negative, 13% positive, 60% neither Online: 13% negative, 63% positive, 23% neither
 Impact on revenue	Phone: 14% negative, 8% positive, 78% no change Online: 42% negative, 22% positive, 36% no change	Phone: 24% negative, 4% positive, 71% no change Online: 52% negative, 20% positive, 29% no change	Phone: 3% negative, 11% positive, 86% no change Online: 28% negative, 25% positive, 48% no change	Phone: 100% no change Online: 18% negative, 18% positive, 64% no change	Phone: 14% negative, 21% positive, 64% no change Online: 9% negative, 42% positive, 49% no change
 Ease of access to business venue	Phone: 21% difficult, 54% easy, 24% neither Online: 42% difficult, 32% easy, 20% neither	Phone: 30% difficult, 41% easy, 27% neither Online: 55% difficult, 26% easy, 16% neither	Phone: 24% difficult, 57% easy, 26% neither Online: 23% difficult, 36% easy, 32% neither	Phone: 82% easy, 18% neither Online: 13% difficult, 49% easy, 29% neither	Phone: 20% difficult, 67% easy, 13% neither Online: 4% difficult, 62% easy, 27% neither

Note that if responses do not equal to 100% the remaining percentage is 'unsure' or 'neither positive nor negative' responses

03 Resident Insights



Demographics: Resident survey respondents

11,488 Newcastle residents had their say as part of the *Newcastle 500* Community Consultation Strategy. 10,998 responses were via online survey, and 490 were via phone survey. A further 3,107 residents from the Hunter region and 524 people from outside of the Hunter participated in the survey.

A full breakdown of all resident respondent demographics can be seen in Appendix 2.

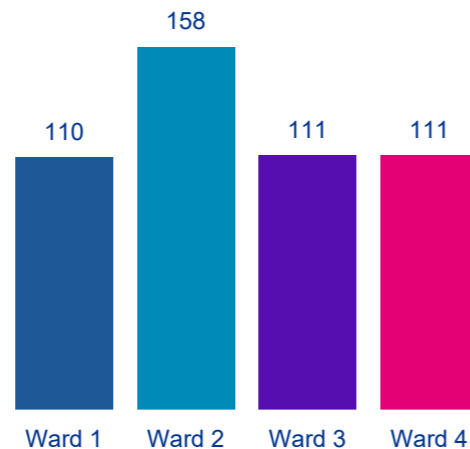
14,629

Total online responses from residents. **10,998** responses were from people who live within the Newcastle LGA.



49 per cent of resident respondents identified as female, and **49 per cent** as male. **<1 per cent** identified as non-binary or other, and **2 per cent** preferred not to say.

Phone survey responses by Newcastle LGA Ward:



490

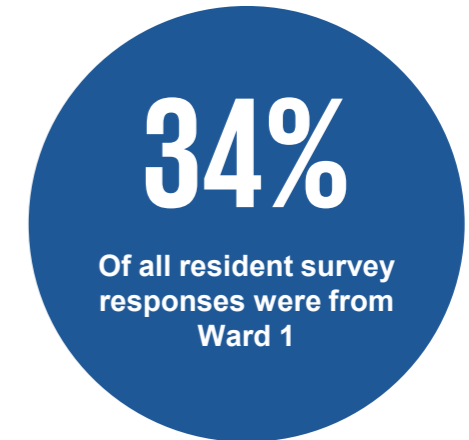
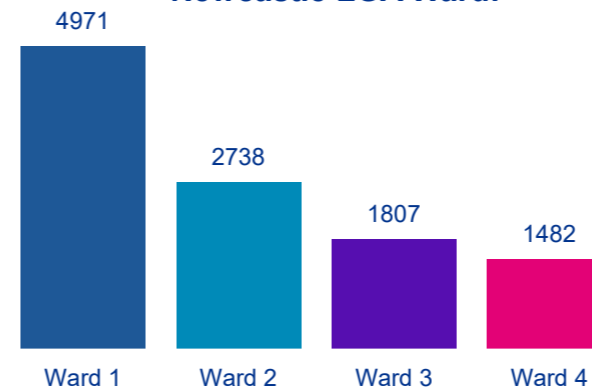
Phone survey respondents from people who live in the Newcastle LGA

3,151

Young adults (aged 18 to 34) participated in the surveys, representing **21 per cent** of total survey responses.

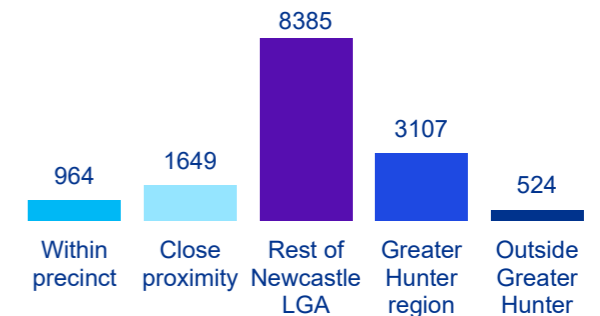
28 per cent of respondents were aged 35 to 49, 30 per cent were aged between 50 to 64, and 19 per cent were over 65 years. 2 per cent of respondents preferred not to state their age.

Sample size of online survey responses by Newcastle LGA Ward:



19 per cent were from Ward 2, 13 per cent from Ward 3, 11 per cent from Ward 4 and 24 per cent from people outside of the LGA

Sample size of online survey responses by proximity to the event (online survey only)



Survey summary and key insights

All Newcastle residents had the opportunity to participate in an online survey, whilst phone survey participants were randomly selected. The purpose of this consultation was to gain insight on sentiment towards the *Newcastle 500*, how community members are impacted, and their support for the event's continuation.

Q1. What is your personal experience of the <i>Newcastle 500</i> ?	Q2. Please rate how you view the <i>Newcastle 500</i> as an event for Newcastle	Q3. In your opinion, what is the number one benefit of the <i>Newcastle 500</i> ?	Q4. In your opinion, what is the number one drawback of the <i>Newcastle 500</i> ?	Q5. To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption?	Q6. Would you support the CN agreeing to host the <i>Newcastle 500</i> for another five years?	Q7. Please explain why you feel the event should/should not continue (<i>free text response</i>).
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Support for the continuation of the *Newcastle 500* is higher for Wards 3 and 4, and lower for Wards 1 and 2

- The collective response from all resident online survey respondents within and outside of the Newcastle LGA were evenly split on support for Newcastle to continue as a host for the Supercars event (48 per cent in support, 48 not in support, 4 per cent unsure) (Q6).
- For residents within the Newcastle LGA, for online survey respondents 37 per cent were in support of the event continuing, and 59 per cent were not. For phone surveys, 55 per cent were in support, and 42 per cent were not (Q6).
- Across the LGA Wards, Wards 1 and 2 had a higher number of 'No' responses for support of the continuation of the event, and Wards 3 and 4 had a higher number of 'Yes' responses. Ward 1 had the lowest support, with 67 per cent of online respondents and 53 per cent of phone respondents saying they would not support its continuation. This was closely followed by Ward 2, of which 66 per cent of online respondents and 47 per cent of phone respondents were not supportive (Q6).



The most positive sentiment towards the event was expressed by those living furthest away from the event precinct

- 49 per cent of all online and 42 per cent of phone survey respondents said their personal experience of the event was positive or very positive (Q1).
- 51 per cent of all online and 56 per cent of phone survey respondents said they perceived the event as positive or very positive for Newcastle (Q2).
- Respondents with the most positive sentiment were those living furthest away from the event precinct, and those living outside of the LGA.



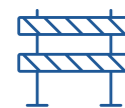
The greatest benefit of the event for residents is the promotion of Newcastle as a tourist destination

- 34 per cent of all online and 41 per cent of phone respondents selected this as the number one benefit of the event (Q3).
- 'Promotes Newcastle as a tourist destination' was consistently the highest rated 'number one benefit' of the *Newcastle 500* across every LGA Ward and every proximity group for online surveys, and the highest for all LGA Wards for phone surveys except for Ward 4, which had a higher number of respondents choose the 'Economic benefits to Newcastle and/or the region' as the number one benefit (49 per cent) (Q3).



Residents who live closest to the event precinct consistently had the most negative sentiment

- 62 per cent of online and 49 per cent of phone survey respondents from Ward 1 said their personal experience of the event was negative or very negative (Q1).
- Within Ward 1, 62 per cent of residents living within the event precinct (Newcastle East) and 66 per cent of residents living within close proximity to the event precinct said their experience was negative or very negative (Q1 - online survey only).



The greatest drawback of the event for residents is the disruption caused to residents and businesses located near the racetrack

- This was consistent across all four wards, with 48 per cent of residents via the online survey and 51 per cent of phone survey selecting this as the number one drawback of the event (Q4).
- The main reasons for not supporting the continuation included road closures and access restrictions, the location of the track, and the impact on local businesses (Q7).

Question 1 insights: Personal experience by region

Personal experience of the event was more positive among those living in Ward 4 or outside of the LGA, with more negative personal experiences reported closer to the event precinct.

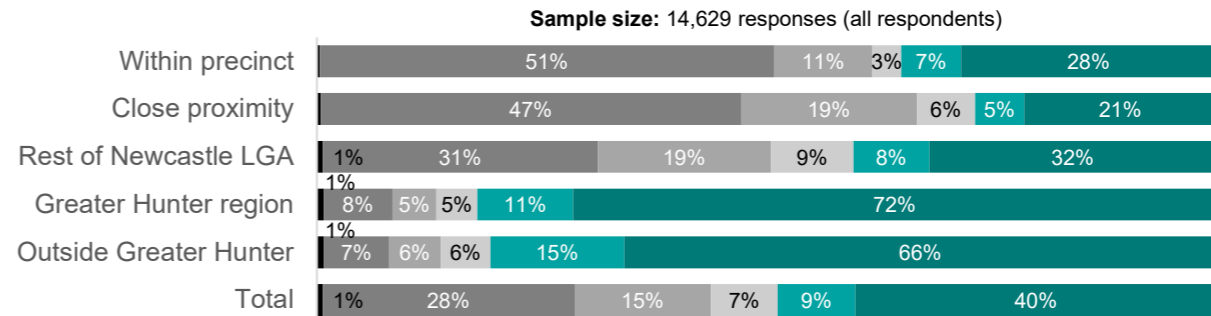
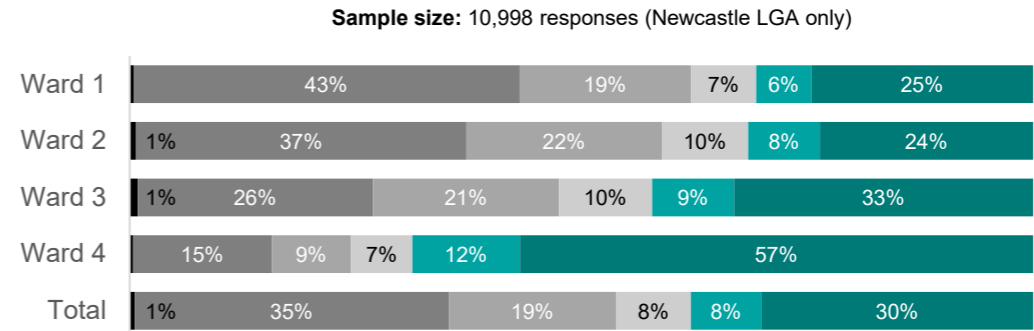
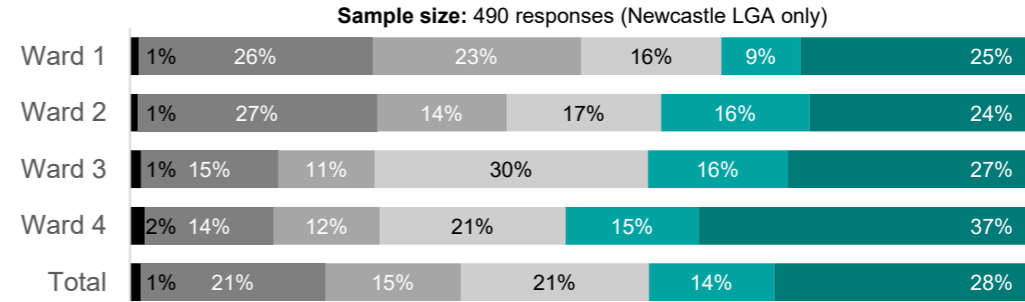
Personal experience was most negative in Ward 1, particularly from those living within or in close proximity to the event precinct.

- 66 per cent of residents in 'Close proximity' to the event indicated they had NET Negative ('Very negative' or 'Negative') personal experiences of the event, which was the highest across all proximity groups.
- Residents 'Within the precinct' were a close second, with 62 per cent indicating they had NET Negative personal experiences of the event.
- In contrast to the above, the majority of residents living in outer regions such as 'Rest of Newcastle LGA' and 'Greater Hunter' indicated NET Positive ('Very Positive' or 'Positive') personal experiences of the event (40% and 83% respectively).
- Findings were relatively consistent across online and phone survey methods, with NET Positive sentiment consistently shown from Ward 3 (online: 42 per cent, phone: 43 per cent) and Ward 4 (online: 69 per cent, phone: 52 per cent).
- The greatest NET Negative sentiment was indicated by residents in Ward 1 (online: 62 per cent, phone: 49 per cent) and Ward 2 (online: 59 per cent, phone: 41 per cent).
- Unusually, those in close proximity to the race track reported a more NET Negative experience than those within the race precinct.

Online survey: Q.16a Your personal experience of the Newcastle 500? Online survey (resident) by Ward base n=10,998, by Proximity base n=14,629; **Phone survey:** Q15.a Your personal experience of the Newcastle 500? Phone survey (resident) weighted base n= 487, effective sample size = 209 (43%).

Q: What is your personal experience of the Newcastle 500?

■ Unsure ■ Very Negatively ■ Negatively ■ Neither negatively nor positively/ I don't care ■ Positively ■ Very positively



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.



Question 2 insights: Sentiment towards the *Newcastle 500* as an event for Newcastle

Overall sentiment towards the *Newcastle 500* as an event for Newcastle was positive for phone survey respondents and proximity groups outside of the race precinct.

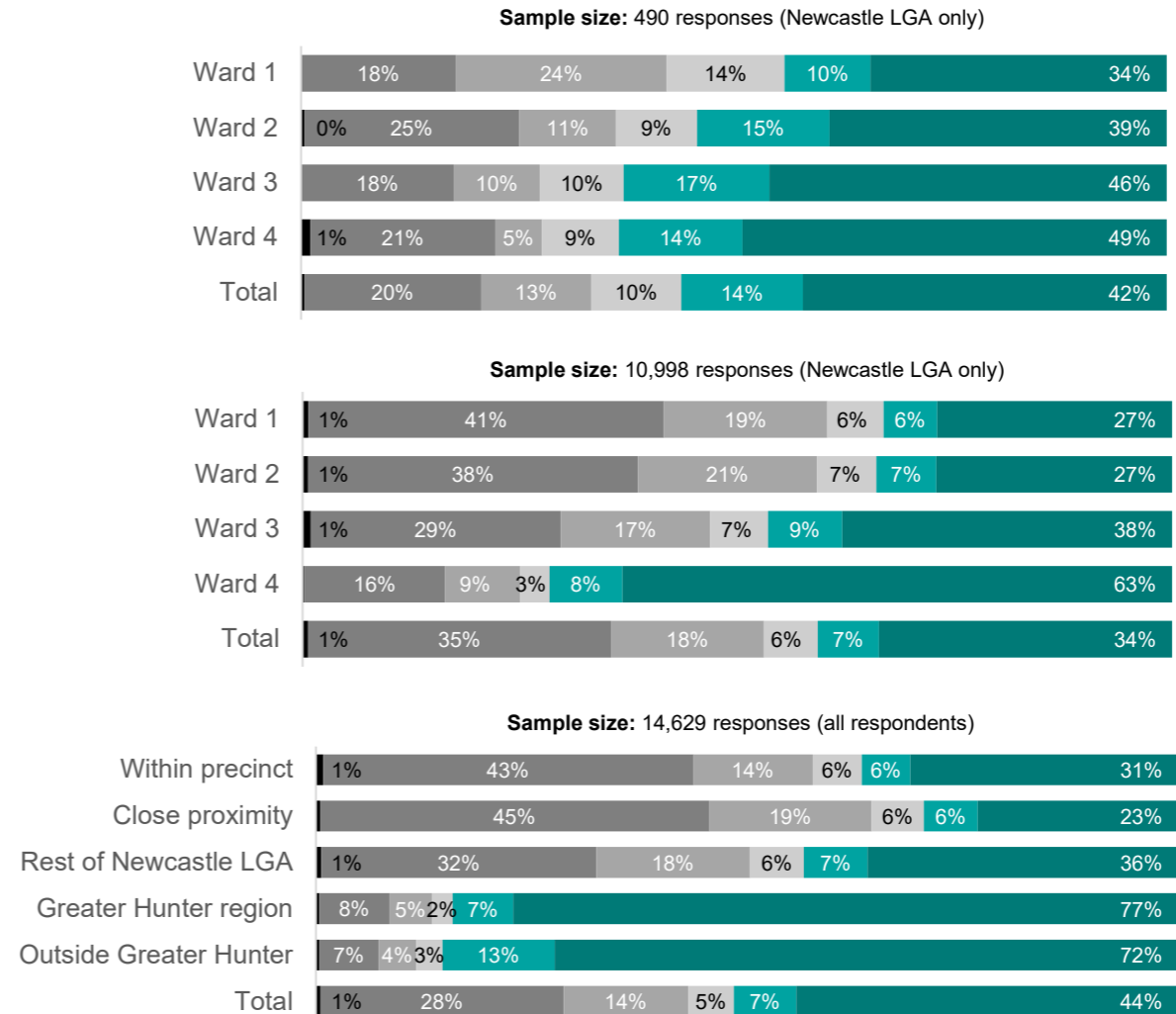
For online surveys of residents within the LGA, more than half of respondents had a negative sentiment.

- Among Newcastle residents, positive sentiment is largely driven by respondents from Wards 3 and 4, with positive sentiment decreasing with residents living closer to the event precinct. This is consistent across both phone and online surveys.
- Online and phone survey results were relatively consistent, with the general trend showing decreasing positive sentiment the closer residents lived to the event site. Ward 1 consistently had the least NET Positive ('Very Positive' or 'Positive') perception across both online (33 per cent) and phone (44 per cent) survey responses.
- When viewed by proximity category, respondents 'Within precinct' and in 'Close proximity' to the event indicated higher levels of negative sentiment, with a larger proportion of 'Rest of Newcastle' residents and those 'Outside of Newcastle LGA' indicating they perceived the event as NET Positive for Newcastle.
- Residents in the 'Close proximity' respondent group had the least NET Positive perception (29 per cent) for the event.

Online survey: Q.16.b. The Newcastle 500 as an event for Newcastle? Online survey (resident) by Ward base n=10,998, by Proximity base n=14,629; **Phone survey:** 15.b. The Newcastle 500 as an event for Newcastle? Phone survey (resident) weighted base n= 487, effective sample size = 209 (43%).

The *Newcastle 500* as an event for Newcastle

■ Unsure ■ Very Negatively ■ Negatively ■ Neither negatively nor positively/ I don't care ■ Positively ■ Very positively



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

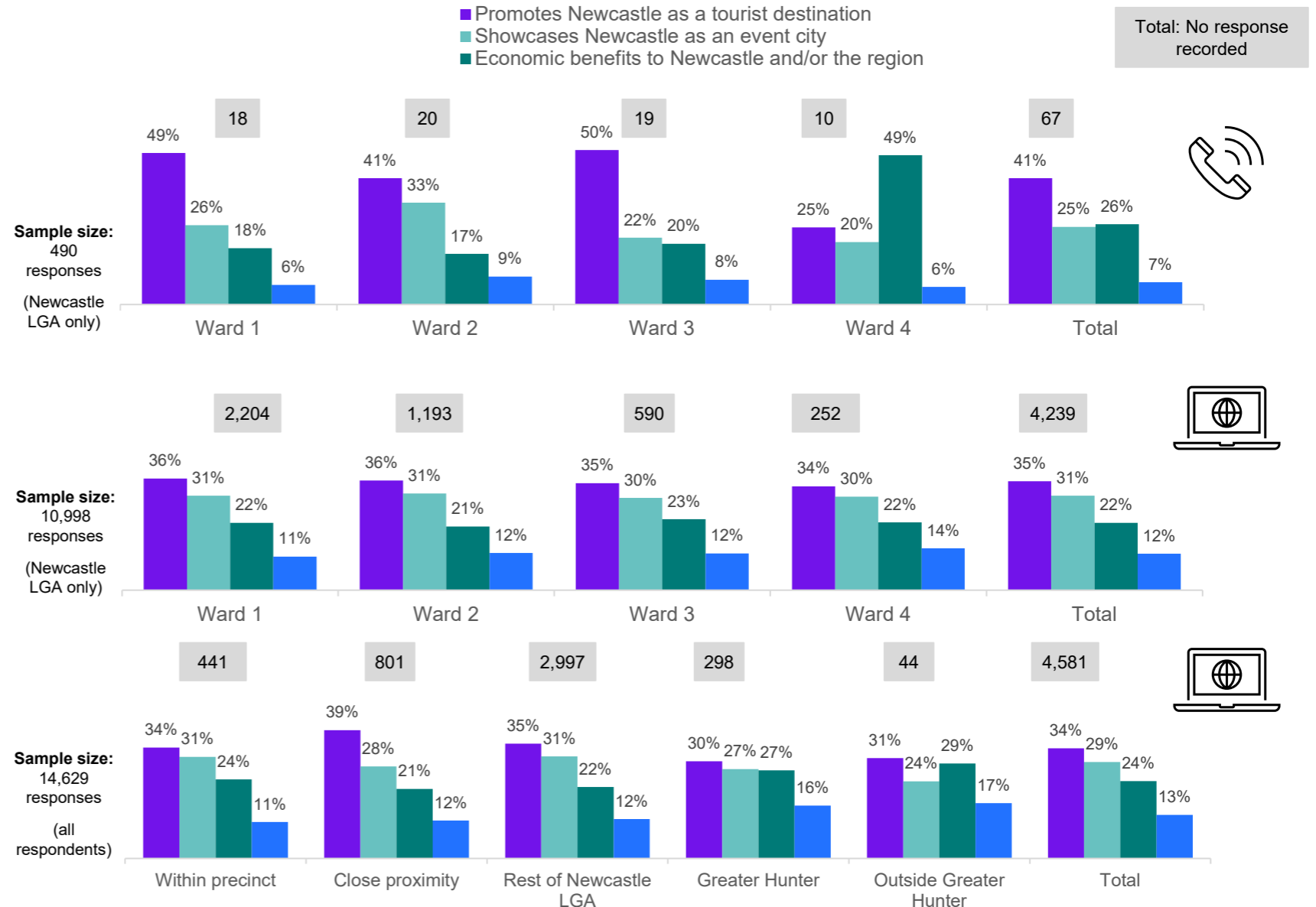
Question 3 insights: Benefits of the Newcastle 500

For the residents who responded to this question, the number one benefit of the *Newcastle 500* was the perception that it promotes Newcastle as a tourist destination.

- A large number of residents declined to answer this question, particularly across online survey respondents. 4,239 online survey respondents from the LGA (39 per cent), and 4,581 online survey respondents in total (31 per cent), declined to answer. A total of 67 phone survey respondents (14 per cent) also declined to answer this question.
- There was a higher 'no response' rate for the online survey from residents that live in the 'Rest of Newcastle LGA'.
- Among those who did respond, the most common top benefit reported was that the event "Promotes Newcastle as a tourist destination" across both online (35 per cent) and phone (41 per cent) survey respondents.
- Enjoyment of the event was consistently the least selected benefit of the *Newcastle 500*.
- Of the residents who were surveyed via phone, Ward 4 residents were more likely to say that the top benefit of the event was the "Economic benefits to Newcastle and/or the region" compared to any other Ward.

Online Survey: Q.17 Considering the below list, in your opinion what is the number one benefit of the Newcastle 500? Online survey (resident) by Ward base n=6,759, by Proximity base n=10,048; **Phone survey:** Q16. In your opinion what is the number one benefit of the Newcastle 500? Phone survey (resident) weighted base n=420, effective sample size = 192 (46%).

Q: Considering the below list, in your opinion what is the number one benefit of the *Newcastle 500*?



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

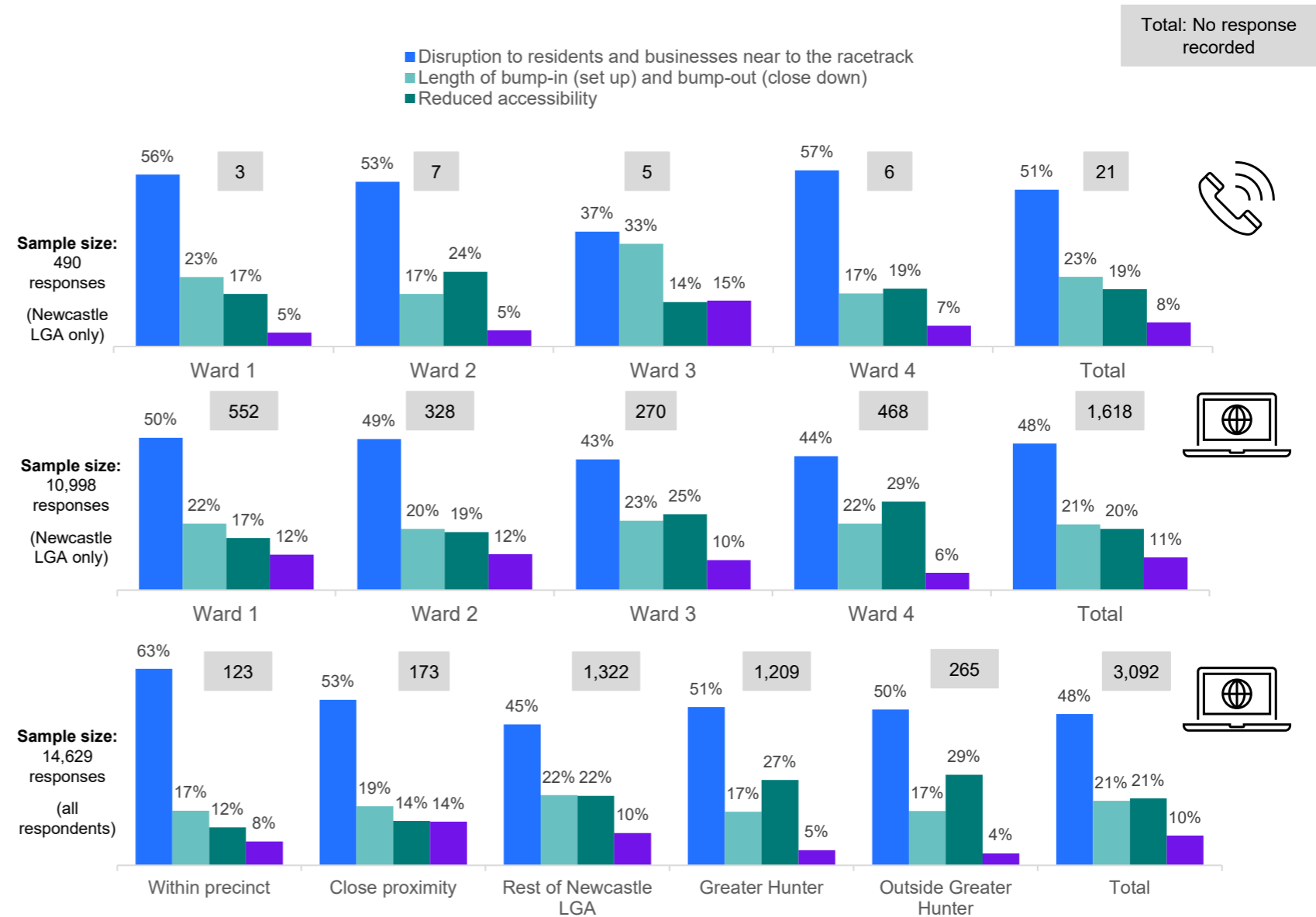
Question 4 insights: Drawbacks of the *Newcastle 500*

For the residents who responded to this question, the number one drawback of the *Newcastle 500* was the disruption to residents and businesses near the racetrack.

- 1,618 online survey respondents from the LGA (15 per cent), and 3,092 online survey respondents in total (21 per cent), declined to answer this question. A total of 21 phone survey respondents also declined to answer this question (4 per cent).
- There was a higher 'no response' rate for the online survey from residents that live in the 'Rest of Newcastle LGA' and 'Greater Hunter' region.
- Among those who did respond, the top drawback across all Wards and Proximity groups was 'Disruption to residents and businesses near to the racetrack' (48 per cent online and 51 per cent phone). This was observed across both survey modes and respondent geography.
- 'Reduced accessibility' and 'Length of bump-in and bump-out' were the other most common responses after 'Disruption to residents and businesses near to the race track'.
- Across all groups, 'Environmental impacts of the event (e.g., noise, vibrations)' was consistently the least selected drawback of the *Newcastle 500*.

Online Survey: Q.17 Considering the below list, in your opinion what is the number one drawback of the Newcastle 500? Online survey (resident) by Ward base n=9,380, by Proximity base n=11,537; **Phone survey:** Q16. In your opinion what is the number one drawback of the Newcastle 500? Phone survey (resident) weighted base n=466, effective sample size=200 (43%).

Q: Considering the below list, in your opinion what is the number one drawback of the *Newcastle 500*?



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

Question 5 insights: Level of agreement with the benefits of the *Newcastle 500* outweighing the disruptions

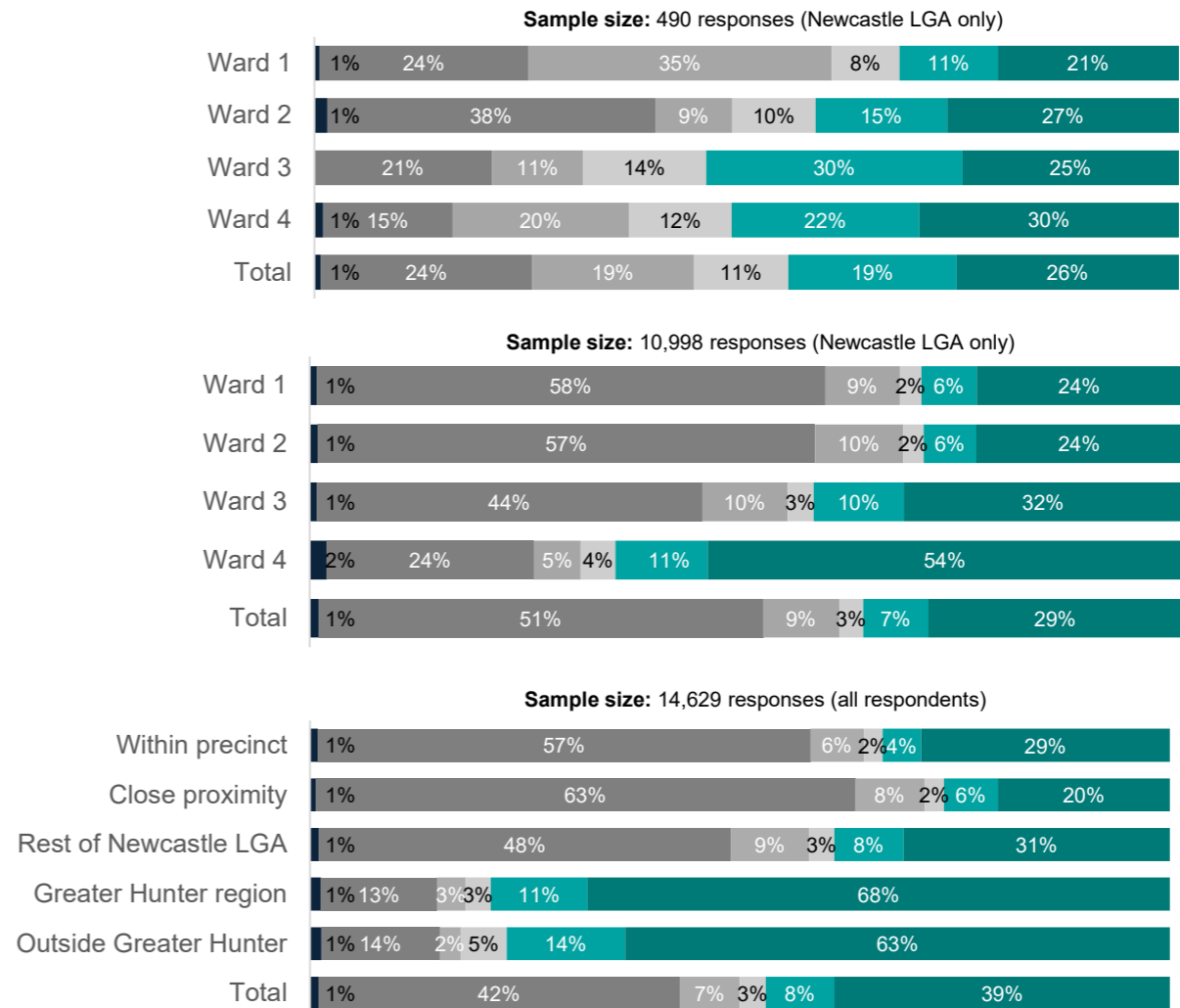
The Newcastle community had mixed responses in regards to their agreement that the benefits of the event outweigh the disruptions. The highest levels of agreement are from residents in outer Wards, whereas the lowest were from residents living closest to the event site.

- The highest levels of NET Agreement for Newcastle residents were from Ward 4, with 65 per cent of online respondents and 52 per cent of phone respondents agreeing the benefits outweighed the disruptions.
- When viewed by Ward, NET Agreement ('Agree' or 'Strongly Agree') for the benefits of the *Newcastle 500* event outweighing the disruptions, was consistently lower for residents in closer proximity to the event. Specifically, Ward 1 had lowest NET Agreement of benefits outweighing the disruptions at 30 per cent for online respondents, and 32 per cent for phone respondents.
- When residents are attributed to their respective proximity categories, those living outside of Newcastle LGA had the highest NET Agreement.
- A view of the data based on proximity groupings clearly shows a high level of NET Disagreement ('Disagree' or 'Strongly Disagree') amongst residents, with those 'Within precinct' and 'Close proximity' reporting the highest level of NET Disagreement at 63 per cent and 71 per cent, respectively.

Online Survey: Q.19 To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption? Online survey (resident) by Ward base n=10,998, by Proximity base n=14,629; **Phone Survey:** Q.18 To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption? Phone survey (resident) weighted base n=487, effective sample size = 229 (47%).

Q: To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption?

■ Unsure or don't know ■ Strongly disagree ■ Disagree ■ Neither Agree nor Disagree ■ Agree ■ Strongly Agree



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.



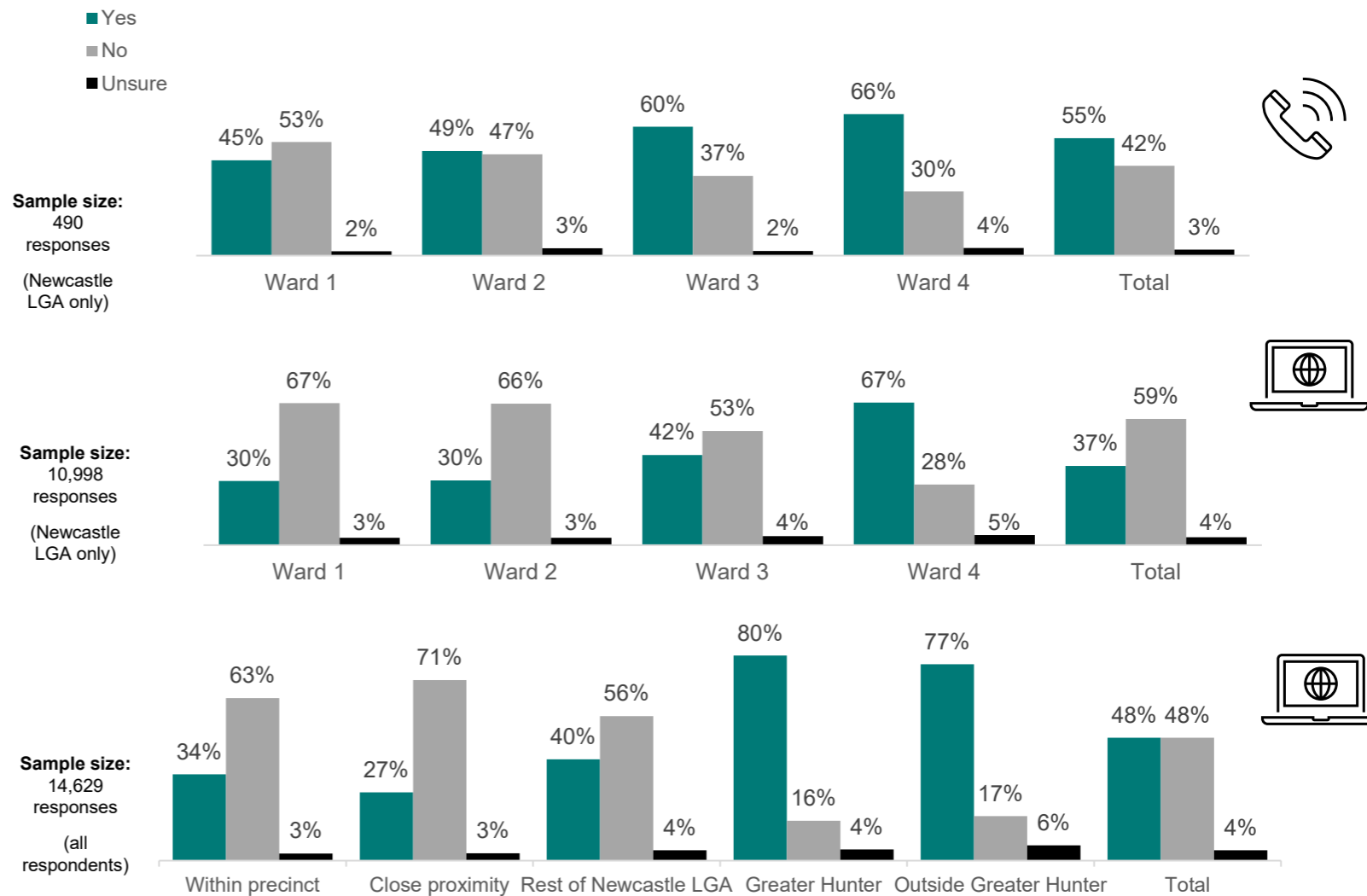
Question 6 insights: Level of support for Newcastle to continue as a host of the *Newcastle 500* for a further 5 years

Overall, Newcastle LGA residents' support for continuing to host the *Newcastle 500* differed depending on the survey method. However, a consistent trend is that those that live further from the event site are more supportive.

- From the phone survey, overall support was higher compared to the online survey, with 55 per cent of Newcastle LGA residents reporting that they **would** support the continued hosting of the event while 42 per cent reported that **would not**.
- From the online survey, 37 per cent of Newcastle LGA residents expressed that they **would** support continuing to host the *Newcastle 500* while 59 per cent reported they **would not**. This sentiment is largely driven by the responses of Ward 1 residents (n=4,971) who participated in the online survey.
- A consistent trend across both the online and phone surveys is that a larger proportion of residents from Ward 1 were **not** in favour of the continued hosting of the event compared to those living in outer wards. Ward 4 consistently had the greatest support for the continuation of the event.
- Similarly when viewed by proximity to the event, 34 per cent of residents 'Within precinct' and 27 per cent of residents in 'Close proximity' supported extending the *Newcastle 500*. In comparison, support increased to 80 per cent and 77 per cent among residents from the 'Greater Hunter' region and 'Outside Greater Newcastle', respectively.

Online survey: Q.20 If the NSW Government and Supercars Australia first agree to extend, would you support City of Newcastle agreeing to host the Newcastle 500 for another five years if the annual total cost was no more than \$1.6 million? Online survey (resident) by Ward base n=10,998, by Proximity base n=14,629; **Phone survey:** Q.19. If the NSW Government and Supercars Australia first agree to extend, would you support City of Newcastle agreeing to host the Newcastle 500 for another five years if the annual total cost was no more than \$1.6 million? Phone survey (resident) weighted base n=487, effective sample size = 212 (44%).

Q: Would you support the City of Newcastle agreeing to host the *Newcastle 500* for another five years if the annual total cost was no more that \$1.6 million?



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

Question 7 insights: Reasons for the continuation of hosting *Newcastle 500*

When Newcastle residents were asked to share the reasons why they did or did not support the continued hosting of the *Newcastle 500*, residents who supported this option commonly referred to the event as having a positive impact on Newcastle (showcasing the city on both a national and international stage), bringing in tourism, and sharing positive perceptions and enjoyment of the event. Residents who did not support the continuation commonly referred to the negative impact of access/restrictions, disagreeing with the location, and the negative impact on local businesses.

Yes, supports continuing to host:



**Promotes Newcastle/
Benefits city**
(26%)

“I attended the first year. It was so exciting, and to have it held locally was awesome. Newcastle is a fabulous city and to show it off to the world made me very proud.”

Newcastle East resident



**Perception of event/
sport**
(23%)

“Love the race, love that I don’t have to go to Sydney, and we can be hosts to a fun event. I also volunteer every year it’s been on. So I love the atmosphere.”

Warabrook resident



Tourism
(15%)

“This is a relatively low cost for benefits of increasing tourism to the area and local businesses.”

Tighes Hill resident

Other common reasons given were: **economic outcomes** (8 per cent) and **costs/investment opportunities** (6 per cent)

No, does not support continuing to host:



**Impact on
roads/access**
(23%)

“There is difficult and denied access to public areas such as the beach, walkways and surrounds. Local businesses are losing income because of access issues.”

New Lambton resident



Location
(14%)

“I think having a Supercars event on a purpose-built track out at Kooragang Island, or some other area that is not used for residential or commercial purposes, is a great idea.”

Newcastle East resident



Impact on businesses
(9%)

“I don't agree with local businesses being shut down and paying out of pocket, they couldn't open their businesses because the roads were shut down and there was no foot traffic, while still needing to pay rent.”

Newcastle West resident

Other common reasons given were: **noise** (11 per cent), **Impact on residents/community** (7 per cent), **impact on the environment** (7 per cent), **general disruption** (5 per cent)

04

Business Insights



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ALCOHOLIC BEVERAGES

Demographics: Business survey respondents

2,016 Newcastle business owners or operators had their say as part of the *Newcastle 500 Community Consultation Strategy*. This included 1,906 online survey responses and 110 phone survey responses. Only businesses within the LGA were included in this consultation.

A full breakdown of all business respondent demographics can be seen in Appendix 2.

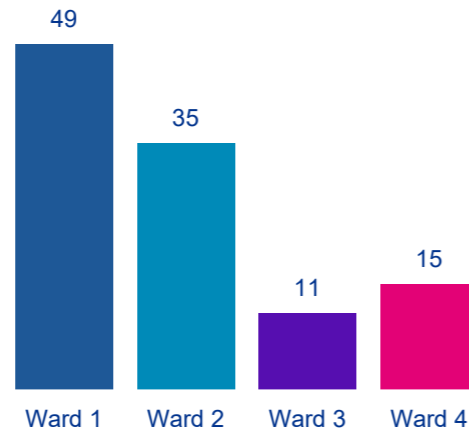
1,906

Online survey responses from people who own or operate a business within the Newcastle LGA.



59 per cent of all business owner responses identified as male. 38 per cent identified as female, 1 per cent as non-binary or other, and 2 per cent preferred not to say.

Sample size of phone survey responses by Newcastle LGA Ward:



110

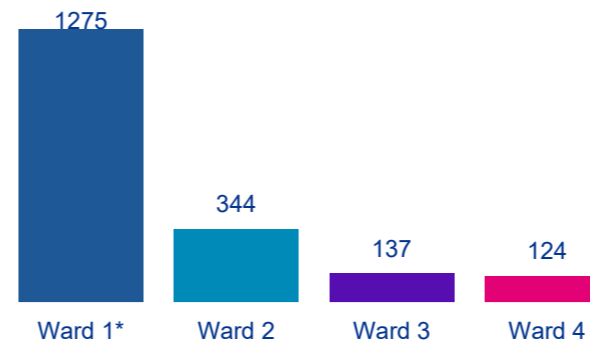
Phone survey respondents from people who own or operate a business

1,000+

Over 1,000 business respondents have been in operation for over 10 years (1,001 online respondents and 74 phone respondents).

The largest group of respondents (686 businesses) were in Trades and Professional Services, followed by Hospitality (317 businesses).

Sample size of online survey responses by Newcastle LGA Ward:



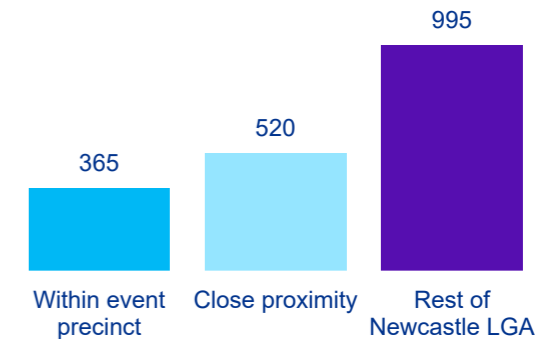
* This number of businesses is higher than the number of businesses registered in Ward 1. Therefore, there may be an over-representation of business respondents from Ward 1. This may be due to multiple people from the same business submitting responses, or some respondents stating an incorrect suburb as their location.

66%

Of all business survey responses were from Ward 1

Ward 2: 19 per cent; Ward 3: 7 per cent; Ward 4: 7 per cent. 1 per cent of responses were from businesses with multiple locations across the LGA.

Sample size of online survey responses by proximity to the event:



Survey summary and key insights

Newcastle businesses were surveyed to gain insight on their sentiment towards the *Newcastle 500*, including how the event impacts their business, whether revenue and customer access to their venue is affected, and if they are supportive of the event continuing in the future.

- Q1.** How do you think the event will impact your business? **Q2.** Do you anticipate your business revenue will change as a direct result of this year's event? **Q3.** In your opinion, how easy will it be for people to access your venue? **Q4.** To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption? **Q5.** Would you support the CN agreeing to host the *Newcastle 500* for another five years? **Q6.** Please explain why you feel the event should/should not continue (*free text response*).



Businesses in support of the continuation of the event feel that the *Newcastle 500* is good for Newcastle as a destination city

- 39 per cent of online survey business respondents said they supported the continuation of the event because of the positive impact it has for Newcastle. 20 per cent said that it had a positive impact on the tourism sector, and 11 per cent said they supported the continuation because of the positive impact the event has for businesses.



Businesses within closest proximity to the event consistently indicated they felt the most negative impacts of the *Newcastle 500*

- 48 per cent of business owners/operators from the online survey and 27 per cent of business owners from the phone survey felt that the *Newcastle 500* event will negatively or very negatively impact their business (Q1).
- The key reasons business owners reported negative impacts on their business were access or restriction issues (60 per cent), loss of local customers (10 per cent), and forced closure or relocation of business (7 per cent).



Business respondents who were most supportive of the *Newcastle 500* continuing also experienced the most positive impact

- This was mostly seen from respondents in Ward 4, who had the highest number of respondents who said they expected to see a 'Very Positive impact' (40 per cent of online responses and 13 per cent of phone responses) as a direct result of the event.
- 42 per cent of online respondents and 21 per cent of phone respondents from Ward 4 said they expected their revenue to 'Increase or Significantly Increase' as a direct result of the event. The most significant number of responses to this question from Ward 4 was that they expected to see no change in their revenue as a result of the event (49 per cent of online responses and 64 per cent of phone responses).



Business respondents closest to the event site were least likely to agree with the continuation of the *Newcastle 500* for another five years

- 56 per cent of online survey business respondents said they did not support the continuation of Newcastle as a host city. This response was highest from respondents in Close proximity (69 per cent) and Within the event precinct (68 per cent). Of the LGA Wards, Ward 1 had the highest number of business respondents that were not supportive.
- The main reasons given by online respondents who were not supportive included the negative impacts to business (38 per cent), the costs / investment required (16 per cent), and the negative impact on access and restrictions of the local area (9 per cent).

Phone surveys: Due to small sample sizes, interpretations of phone survey business owners results by Ward is cautioned.
Online surveys: 1,880 provided their postcodes, and 26 said they had multiple locations. These 26 were therefore included in the total business responses, but **not included** in the Newcastle LGA Ward breakdowns.
 The following section shows insights for Ward by phone survey respondents, Ward by Online survey respondents, Proximity category by Online survey respondents.

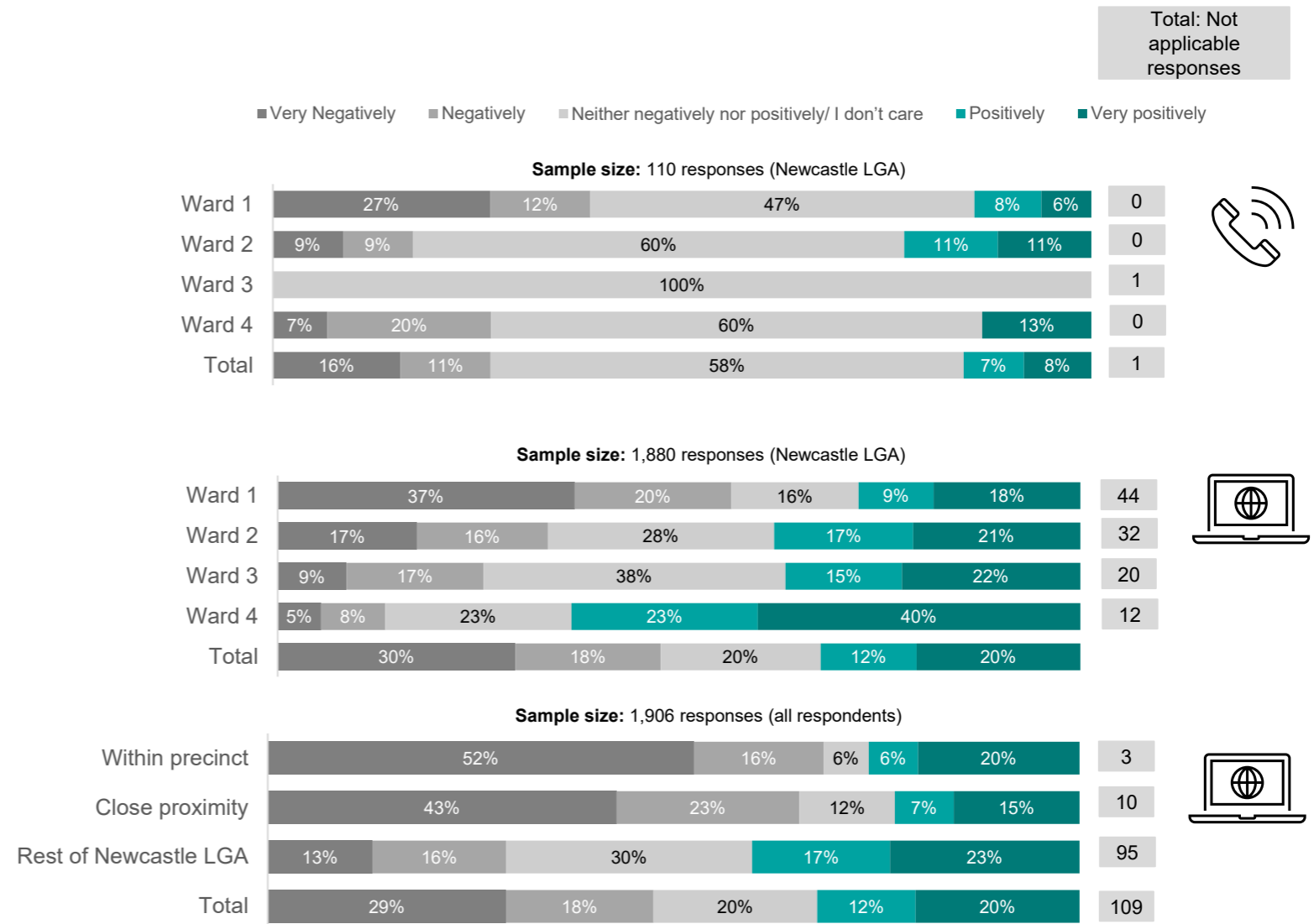
Question 1 insights: Perceived impact on business

There was an association between the proximity to the event precinct and the sentiment towards the positive or negative impact of the *Newcastle 500* on businesses.

- The online survey demonstrated more polarising views compared to the phone survey. The majority of business owners surveyed via phone felt the event would 'neither negatively nor positively' impact their business.
- Overall, the proportion of business owners/operators who think that the event will negatively impact their business is larger than the proportion who think that the event will positively impact their business.
- Business owners/operators 'Within precinct' (NET Negative: 68 per cent) and in 'Close proximity' (NET Negative: 66 per cent) to the event were most likely to report that the event will negatively impact on their business.
- 26 business respondents said they had businesses operating in multiple locations across the Newcastle LGA, and did not provide their postcode. These respondents have been included in the total results (1,906 total responses) but not in the Newcastle LGA Wards responses (1,880 responses). Therefore, the results in the bottom graph differ slightly from the top, and displayed percentages have been rounded so they may not equal to 100 per cent.

Online survey: Q.7a In your opinion, how do you think the event will impact your business? Online survey (business) by Ward base n=1,772, by Proximity n=1,797 ('Multiple sites within LGA' not charted due to limited sample size but included in Total); **Phone survey:** Q8. In your opinion, how do you think the event impacted your business? Phone survey (business) n=109.

Q: How do you think the event will impact your business?



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

Question 1 insights: Reasons for why the event will negatively impact businesses

If respondents answered that the event will impact their business negatively, they were asked a follow-up question to explain why.

48 per cent of business owners/operators from the online survey and 27 per cent of business owners from the phone survey felt that the *Newcastle 500* event will negatively or very negatively impact their business.

Access and/or restrictions issues were the most cited reason for reported negative impact, such as road closures, reduced parking, and restricted access to the CBD.

Online Survey: Q.7b And why do you think that the event will impact your business negatively? Base n= 852 valid open-text responses.

Q: Why do you think that the event will impact your business negatively?



Access or
restriction issues
(60%)



Customers are creatures of habit. Once the road is shut down, they stop coming to our businesses.

Newcastle East business owner, Hospitality



Loss of local
customers
(10%)



Many of our customers live in the affected area so either go away for the period of the race or stay indoors as coming and going is too difficult for them.

Mayfield business owner, Retail



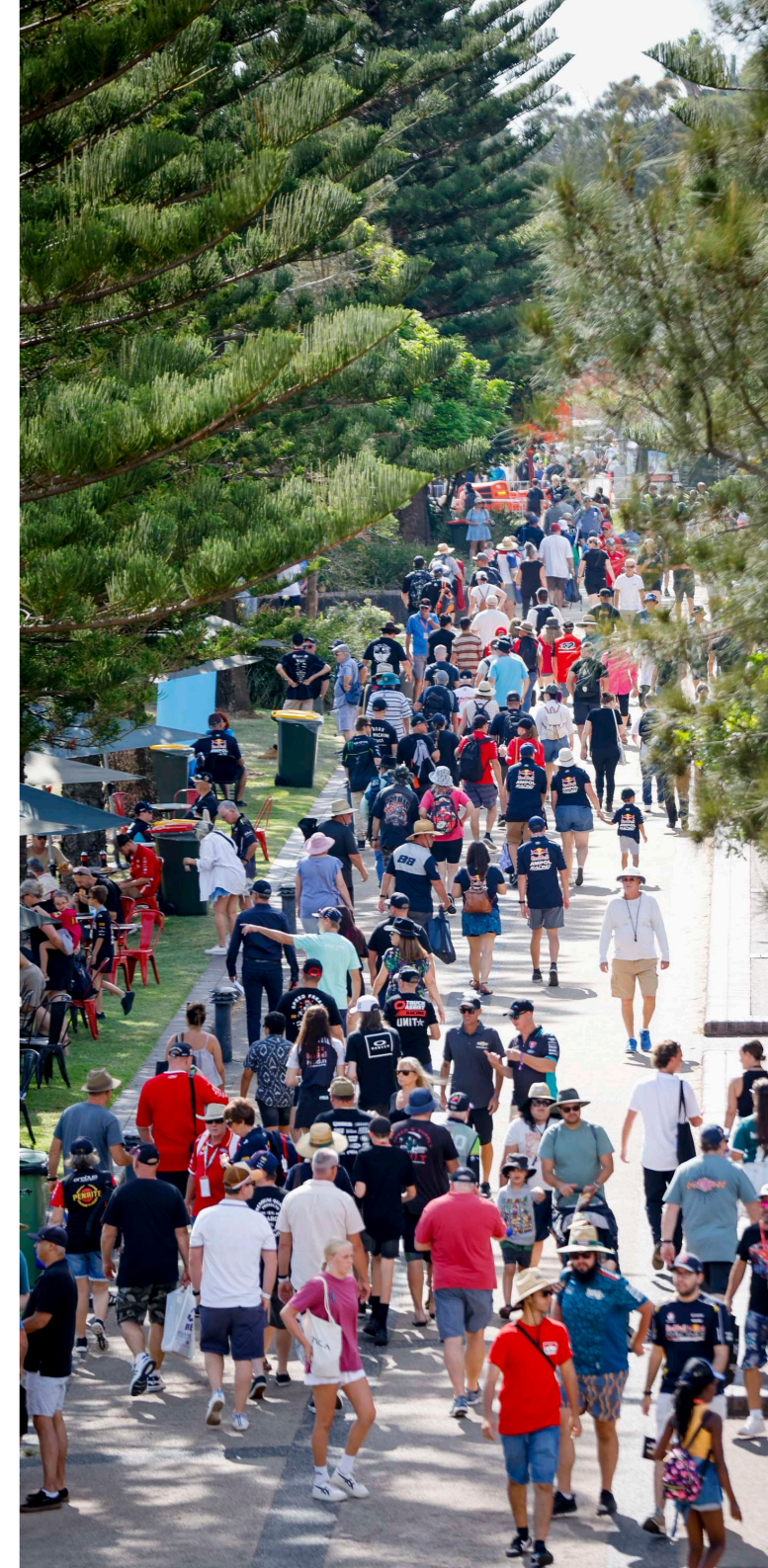
Forced closure or
relocation of
business
(7%)



We have tried to keep our business open in previous years but have found that the trade had dropped by about 85 per cent and keeping our doors open is not possible – so we have to close for the days.

Newcastle business owner, Hospitality

Other common reasons given were: impact on the environment/noise (6 per cent), noticed loss of revenue (5 per cent), impact of bump-in/out time (4 per cent), reduced foot traffic (3 per cent), shift in customers (3 per cent), impact of external operators (1 per cent).



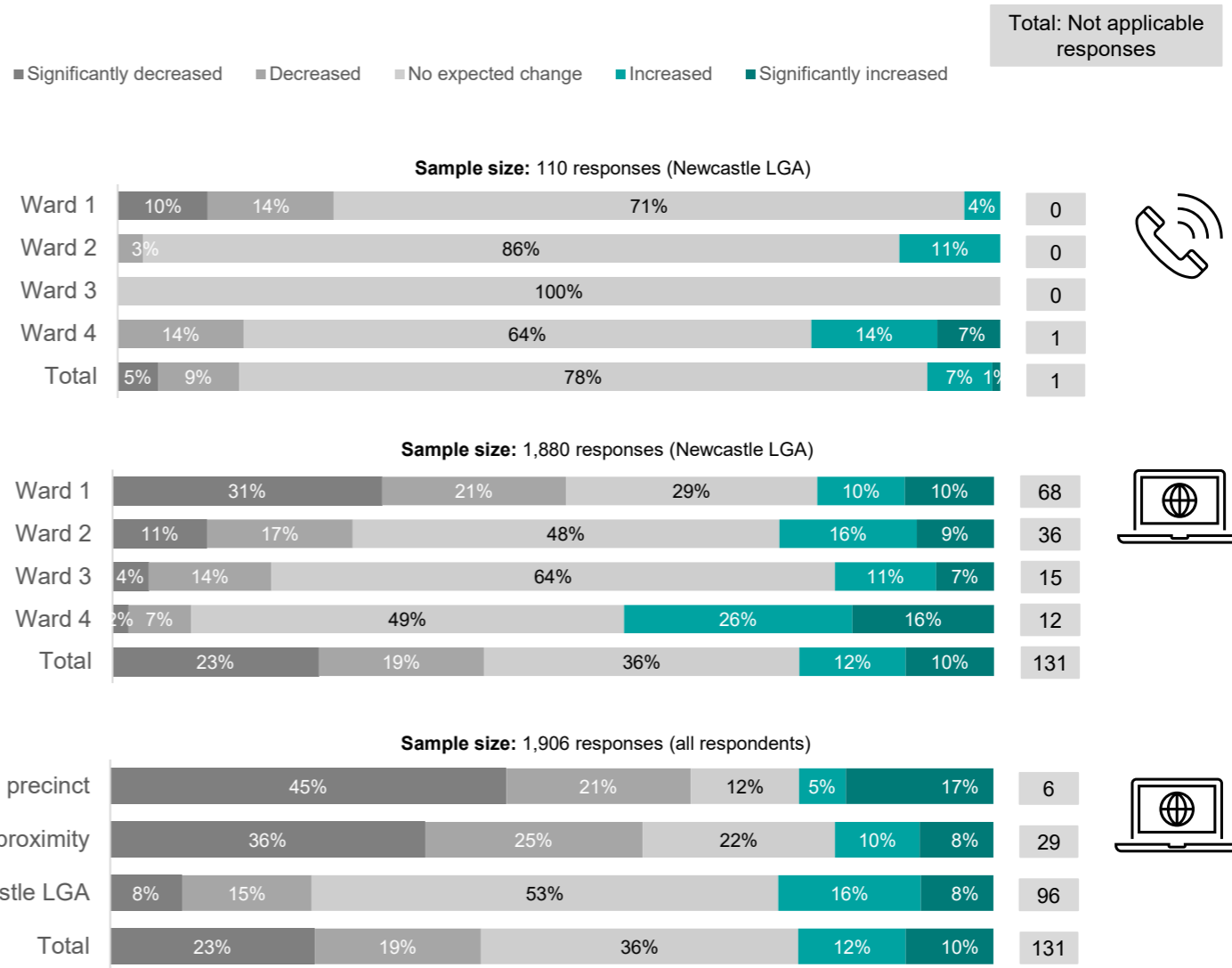
Question 2 insights: Reported impact on revenue by locality

Insights from phone and online surveys show that the reported impact on revenue was greater for business respondents within closer proximity to the event precinct.

- When viewed by proximity categories, responses were largely consistent with Ward trends, with 22 per cent of business owners/operators 'Within precinct' indicating there would be NET Increases to their revenue. Business owners/operators 'Within precinct' indicated the greatest levels of NET Decreases in revenue change (66 per cent).
- Business owners/operators in Ward 4 felt there would be NET Increases ('Significantly increased' or 'Increased', online: 42 per cent, phone 21 per cent) to their business revenue. Ward 1 respondents felt there would be NET Decreases ('Significantly decreased' or 'Decreased', online: 52 per cent, phone: 24 per cent) to their business revenue as a result of the event, and
- Most business owners/operators surveyed via phone felt there would be 'No expected changes' to their business revenue as a direct result of the event (78 per cent).
- The highest number of 'no expected change' to revenue as a direct result of the event were from Ward 3 (64 per cent of online responses and 100 per cent of phone responses). Outside of the 'Within precinct' and 'Close proximity' groups of online respondents, 53 per cent of the 'Rest of Newcastle LGA' proximity group said they expected no change to their business revenue.

Online survey: Q.9 In your opinion, how easy will it be for people to access your venue during the bump-in (event set up, approximately 5 weeks) and bump-out (event close and clean up, approximately 3 weeks) period? Online survey (business) by Ward base n=1,749, by Proximity n=1,755 ('Multiple sites within LGA' not charted due to limited sample size but included in Total); **Phone survey:** Q.10 In your opinion, how easy will it be for people to access your venue during the bump-in (event set up, approximately 5 weeks) and bump-out (event close and clean up)? Phone survey (business) n= 110.

Q: Do you anticipate your business revenue will change as a direct result of the event?



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

Question 3 insights: Perceived impacts to venue access by locality

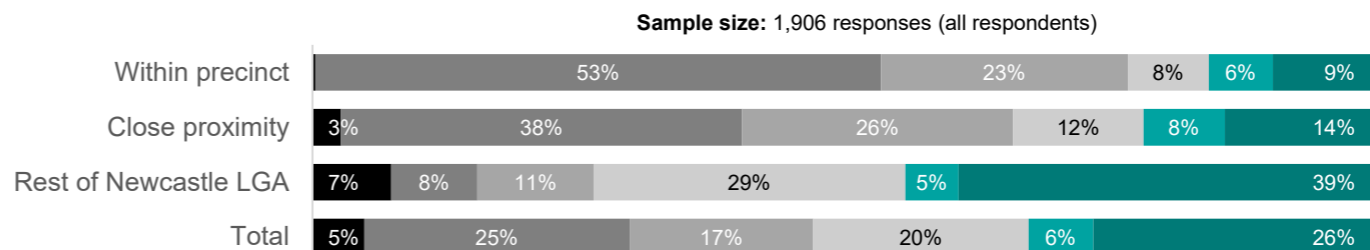
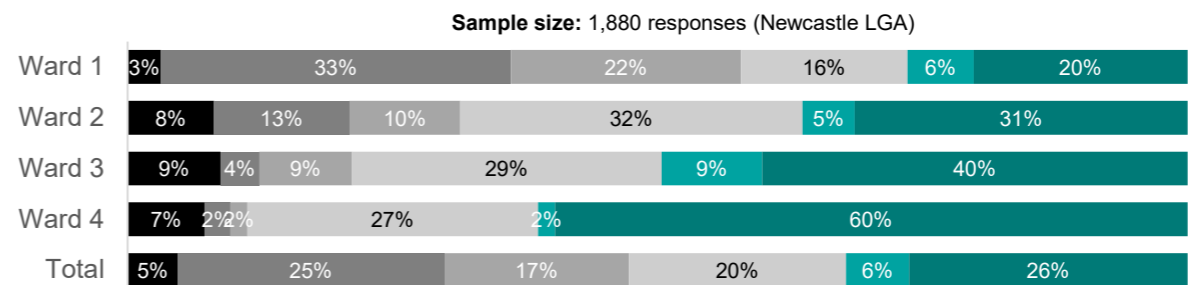
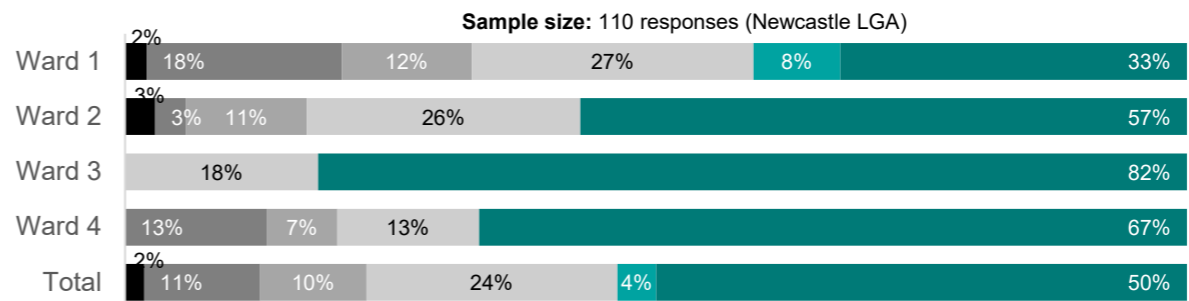
In survey results across Ward and Proximity categories, respondents indicated an increased difficulty to access businesses the closer they are located to the event precinct.

- 54 per cent of phone respondents reported that it was 'Somewhat Easy' to 'Very Easy' for people to access their business, compared to 21 per cent who said it was 'Not Easy at all / Difficult'.
- Overall, business owners/operators with venues closer to the event were more likely to report that people will have greater difficulty accessing their venue.
- Reported NET Difficulty ('Very difficult' or 'Somewhat difficult') to access was particularly higher among 'Within precinct' (76 per cent) and 'Close proximity' (64 per cent) business respondents.
- Business owners/operators in 'Rest of Newcastle LGA' showed the highest levels of NET Ease (Somewhat easy' or 'Very easy') in accessing venues.
- The overall reported ease to access business venues was seen as increasing relative to the increase in distance away from the Newcastle 500 event site.

Online survey: Q.9 In your opinion, how easy will it be for people to access your venue during the bump-in (event set up, approximately 5 weeks) and bump-out (event close and clean up, approximately 3 weeks) period? Online survey (business) by Ward base n=1,880, by Proximity n=1,906 ('Multiple sites within LGA' not charted due to limited sample size but included in Total); **Phone survey:** Q.10 In your opinion, how easy will it be for people to access your venue during the bump-in (event set up, approximately 5 weeks) and bump-out (event close and clean up)? Phone survey (business) n= 110.

Q: How easy will it be for people to access your venue?

■ Unsure or Don't know ■ Not easy at all / Difficult ■ 4 - Somewhat Difficult ■ 3 - Neither Easy nor Difficult ■ 2 - Somewhat Easy ■ 1 - Very Easy



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

Question 4 insights: Level of agreement with the benefits of the *Newcastle 500* outweighing the disruptions

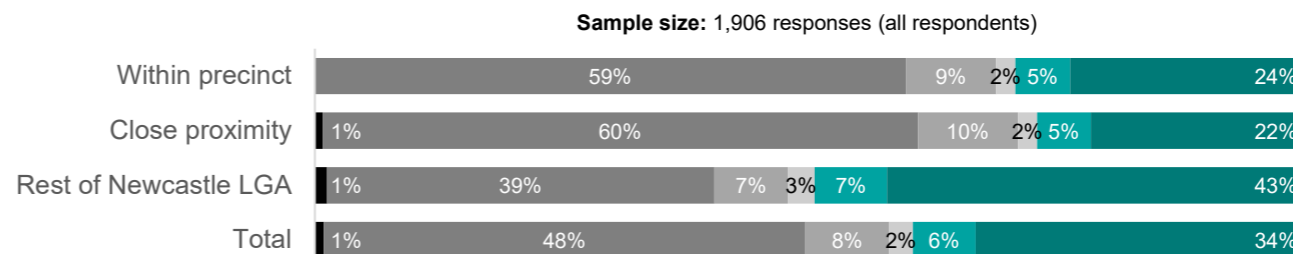
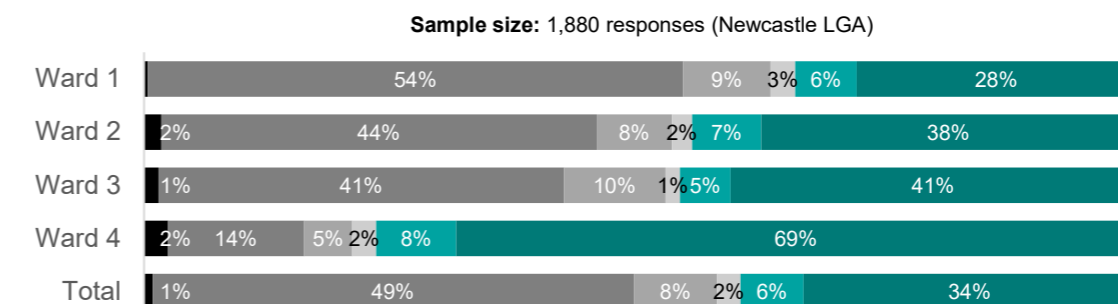
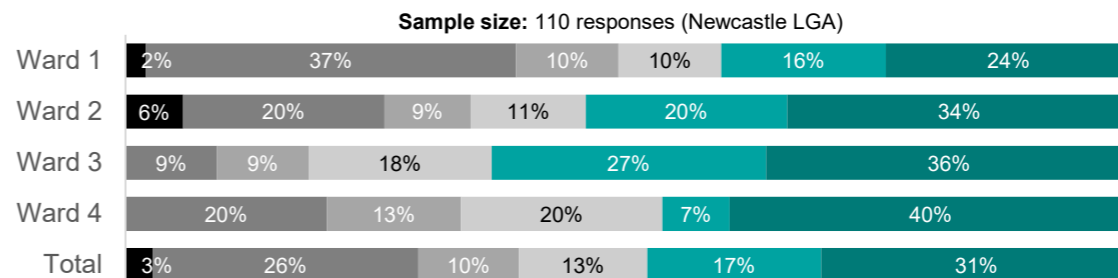
Across both online and phone survey methods, agreement that the benefits of the *Newcastle 500* outweigh the disruptions increases among Wards and Proximity regions furthest from the event.

- 48 per cent of phone respondents agreed that the benefits of the event for Newcastle outweigh the disruption, versus 36 per cent who did not.
- NET Agreement that the benefits of the event outweigh the disruptions was typically greater in Ward 4 (online: 77 per cent, phone: 47 per cent). Across proximity categories, respondents from 'Rest of Newcastle LGA' also indicated significantly higher NET Agreement (online: 50 per cent).
- Ward 1 showed the highest NET Disagreement (online: 63 per cent, phone: 47 per cent) that the benefits of the event outweigh the disruptions, followed by Ward 2 with the second highest NET Disagreement (online: 52 per cent, phone: 29 per cent). Across proximity categories, 'Close proximity' respondents indicated the greatest level of NET Disagreement (online: 70 per cent), whilst 'Within precinct' was a close second (online: 68 per cent).

Online Survey: Q.10 To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption? Online survey (business) by Ward base n=1,880, by Proximity n=1,906 ('Multiple sites within LGA' not charted due to limited sample size but included in Total); **Phone Survey:** Q.11 To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption? Phone survey (business) n= 110.

Q: To what extent do you agree or disagree that the benefits of the event for Newcastle outweigh the disruption?

■ Unsure or don't know ■ Strongly Disagree ■ Disagree ■ Neither Agree nor Disagree ■ Agree ■ Strongly Agree



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

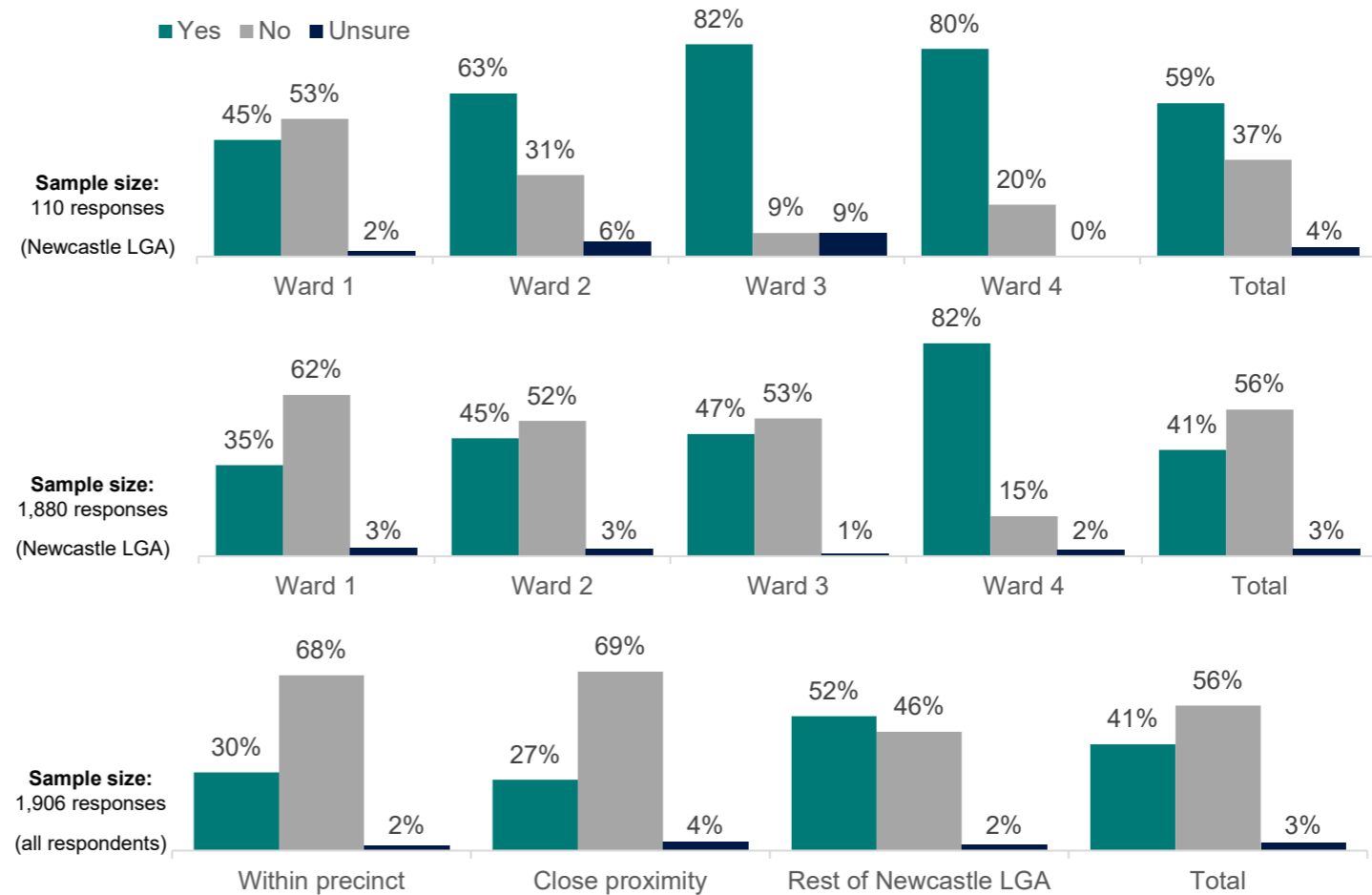
Question 5 insights: Level of support for Newcastle to continue as a host of the *Newcastle 500* for a further 5 years

Business respondents in outer regions expressed greater levels of support for Newcastle to continue as a host city for the *Newcastle 500*.

- For phone survey respondents, there was higher level of support for event continuation compared to the online survey respondents, with 59 per cent of all phone respondents stating they would support the continuation compared with 37 per cent who did not.
- Business owners/operators' support for the continued hosting of the Newcastle 500 differed across online and phone survey methods, with online respondents indicating the lowest levels of support in Ward 1, and support increasing towards the outer wards.
- These results were mirrored when viewed by proximity categories, where support was much lower for respondents with businesses located 'Within precinct' or 'Close proximity' to the event, and much higher for business owners across 'Rest of Newcastle'.

Online survey: Q.11 If the NSW Government and Supercars Australia first agree to extend, would you support City of Newcastle agreeing to host the Newcastle 500 for another five years if the annual total cost was no more than \$1.6 million? Online survey (business) by Ward base n=1,880, by Proximity n=1,906 ('Multiple sites within LGA' not charted due to limited sample size but included in Total); **Phone survey:** Q12. If the NSW Government and Supercars Australia first agree to extend, would you support City of Newcastle agreeing to host the Newcastle 500 for another five years if the annual total cost was no more than \$1.6 million? Phone survey n= 110.

Q: Would you support the City of Newcastle agreeing to host the *Newcastle 500* for another five years if the annual total cost was no more that \$1.6 million?



Sample sizes by Ward and Proximity groups can be seen in Appendix 2.

Question 6 insights: Reasons for the continuation of hosting *Newcastle 500*

When asked to share the reasons why business owners did or did not support the continued hosting of the *Newcastle 500*, business owners who supported this option commonly referred to the positive impact on Newcastle as a city and the positive impact of tourism. Business owners who did not support the option commonly cited negative impacts on local businesses, the cost or investment required, and that the event caused general disruption to the area (such as restricted access to venues or public areas).

Yes, supports continuing to host:



Impact on Newcastle
(39%)

“Amazing exposure for the city and another opportunity to showcase the world class events and hospitality Newcastle has to offer.”

Newcastle business owner, Accommodation



Tourism
(20%)

“I don’t believe any other event brings as much attention, tourism and promotion to Newcastle, and, in fact, the wider Hunter region.”

Broadmeadow business owner, Professional Trades or Services



Impact on businesses
(11%)

“Great event for the city, boosts business for us significantly and we use the event as a marketing opportunity.”

Newcastle East business owner, Accommodation

Other common reasons given were: positive perception of the event (8 per cent), positive investment into Newcastle (7 per cent), desire for more local/regional events (7 per cent), positive economic outcomes (3 per cent).

No, does not support continuing to host:



Impact on businesses
(38%)

“I think it's very disruptive for the people and businesses in the CBD with no compensation being given for loss of trade.”

Lambton business owner, Manufacturing



Cost – investment required
(16%)

“It has no benefit to local businesses. It’s a disruption and I don’t see how that cost benefits locals. Money could be better spent upgrading Hunter Street and surrounding areas.”

Newcastle East business owner, Hospitality



Access / restrictions
(9%)

“The set up and take down time takes too long, disrupting the beach end of town including cafes and restaurants. Access is none existent even before or after hours.”

Merewether business owner, Professional Trades or Services

Other common reasons given were: unsuitable location (6 per cent), general disruption to the area (5 per cent) impact on environment (5 per cent), impact on residents (4 per cent).

Online/phone survey: Would you support the City of Newcastle agreeing to host the Newcastle 500 for another five years if the annual total cost was no more than \$1.6 million? Please explain why you feel this way, base n= 1,757 valid open-text responses



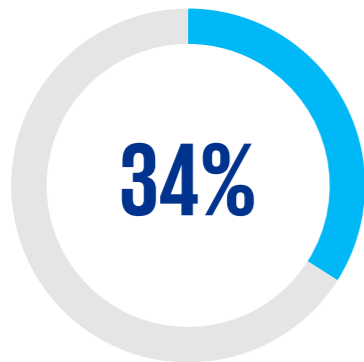
05 Visitor Insights

Visitor intercept surveys summary

Intercept surveys were conducted by KPMG during the 2023 Newcastle 500 event days (10 – 12 March).

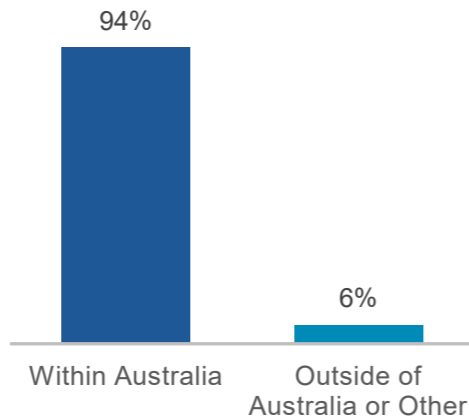
364

Visitors to Newcastle participated in intercept surveys conducted during the Newcastle 500 race days



of visitors surveyed were from the Hunter region (outside of the Newcastle LGA)

Where were people visiting from?



“Other” refers to people who preferred not to provide their postcode for this survey



80%

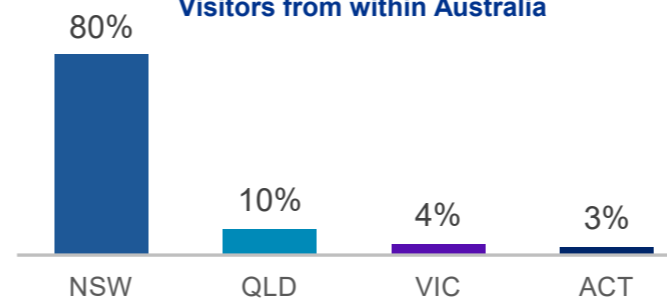
of Australian visitors surveyed were from NSW

87%

87 per cent of visitors surveyed said they would visit Newcastle again regardless of the Newcastle 500.

10 per cent said they would only visit Newcastle again to attend the Newcastle 500, and 3 per cent said they would not or were unsure whether they would visit again.

Visitors from within Australia



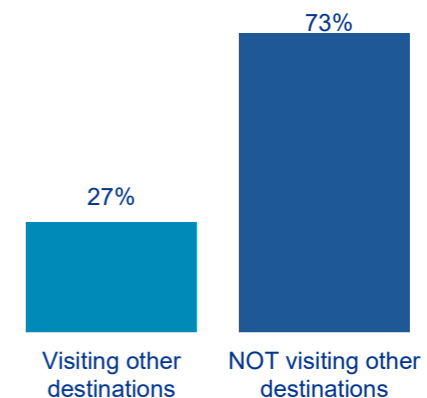
Visitors from South Australia, Western Australia and the Northern Territory made up 1 per cent each of visitor's home locations (3 per cent total).

41%

of survey respondents were visiting Newcastle for the first time

41 per cent of visitors surveyed were visiting Newcastle for the first time. 32 per cent said they had visited once or twice before, and 27 per cent said they attend the Newcastle 500 every year it is held.

73 per cent of visitors surveyed were only visiting Newcastle to attend the Newcastle 500



Survey summary and key insights

Visitor intercept surveys consisted of demographic questions to understand where participants had travelled from to attend the event, and seven survey questions related to their travel and spending behaviours during their visit to Newcastle.

Q1. Have you been to a *Newcastle 500* event before?

Q2. Are you visiting other destinations in Newcastle or the Hunter while you're here?

Q3. Where are you staying while you're visiting?

Q4. How many people are you travelling with?

Q5. How long are you staying in Newcastle / the Hunter for?

Q6. In addition to your race tickets, what is your spending budget for your visit to Newcastle?

Q7. Do you plan to come to Newcastle again in the future?



The *Newcastle 500* draws visitors to Newcastle

- 41 per cent of survey respondents had not visited Newcastle before the 2023 *Newcastle 500* event, and 32 per cent had visited Newcastle only once or twice before. 27 per cent of visitors surveyed said they attend the *Newcastle 500* every year it is held.
- 73 per cent of visitors surveyed said they were only in Newcastle to attend the *Newcastle 500* and were not visiting other destinations during their trip. 89 per cent of visitors said they were staying in Newcastle only for the race days (either one or multiple race days), with most being from the Hunter region (35 per cent of Australian residents surveyed).
- 87 per cent of visitors surveyed said they would visit Newcastle again in the future, regardless of the *Newcastle 500*. 10 per cent said they would only visit again to attend the *Newcastle 500*.
- Newcastle Airport reported to CN and confirmed during focus group discussions that the 2023 *Newcastle 500* week was their busiest time since Easter 2022, with a significant increase in the number of interstate visitors travelling to attend the event.



Two-thirds of visitors were from outside the Hunter, and had a higher spending budget

- 94 per cent of visitors surveyed were visiting from parts of Australia, with 80 per cent of Australian visitors travelling from within NSW. 66 per cent of people surveyed were visiting from outside of the Hunter region.
- 27 per cent of visitors surveyed said they were visiting other destinations in Newcastle and the Hunter during their trip, with 21 per cent of those respondents being from outside of the Hunter (Broader NSW, Central Coast, Sydney or Interstate).
- 11 per cent of visitors surveyed said they were staying in Newcastle or the Hunter for longer than only the *Newcastle 500* event days, most of whom (10 per cent) were from Broader NSW or Interstate.
- 17 per cent of visitors said their spending budget for their trip was between \$501 - \$1000, and 15 per cent said their budget was between \$1001 - \$5000. Visitors from Broader NSW and Interstate made up 12 per cent of the total 15 per cent \$1001 - \$5000 spending bracket group.



Visitors from nearby regions typically had lower spending budgets

- 43 per cent of visitors surveyed said their spending budget for their visit to Newcastle (not including event tickets) was between \$100 - \$500. Of Australian residents surveyed, most people in this spending category lived closest to Newcastle, in the Hunter region (17 per cent) and the Central Coast (13 per cent). Of the 34 per cent visitors surveyed from the Hunter region, only 15 per cent allocated some of their spending budget to paying for accommodation within the Newcastle LGA.
- 49 per cent of visitors surveyed were not staying overnight in Newcastle, with most of those respondents coming from the Hunter, followed by the Central Coast.
- 23 per cent of visitors surveyed were allocating some of their spending budget to accommodation within the Newcastle LGA, with 17 per cent of respondents staying at a local hotel and 6 per cent staying at other short-term accommodation (such as AirBnB). 21 per cent of respondents were staying with friends or relatives, and 5 per cent were staying outside of the Newcastle LGA in locations such as Port Stephens and Lake Macquarie.



06 Appendices

Red Bull
AMPOL
RACING

Appendix 1: Methodology



Survey methodology

Survey themes

Newcastle Residents

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

Survey questions

- What is your residential suburb?
- On a scale of 1 to 5, where 1 means very negative and 5 means very positive, please rate the following:
 - Your personal experience of the *Newcastle 500*
 - The *Newcastle 500* as an event for Newcastle
- Considering the below list, in your opinion what is the number one benefit of the *Newcastle 500*?
 - Enjoyable event
 - Promotes Newcastle as a tourist destination
 - Showcases Newcastle as an event city
 - Economic benefits to Newcastle and/or the region
 - Refuse to answer
- Considering the below list, in your opinion what is the number one drawback of the *Newcastle 500*?
 - Disruption to residents and businesses near to the racetrack
 - Environmental impact of event (e.g. Noise, vibrations)
 - Length of bump-in (set up) and bump-out (close down)
 - Reduced accessibility
 - Refuse to answer
- To what extent do you agree or disagree 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 City of Newcastle agreeing to host the *Newcastle 500* for another five years if the total annual cost was no more than \$1.6 million?
- Please explain why you feel this way

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
- Continuation of the event

- What suburb is your business located in?
- What industry is your business in?
- How long has your business been in operation?
- In your opinion, how do you think the event will impact your business?
 - If negatively – why do you think the event will impact your business negatively?
- Do you anticipate your business revenue will change as a direct result of this year’s event?
- In your opinion, how easy will it be for people to access your venue during the bump-in (event set up, approximately 5 weeks) and bump-out (event close and clean up, approximately 3 weeks)?
- To what extent do you agree or disagree 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 City of Newcastle agreeing to host the *Newcastle 500* for another five years if the total annual cost was no more than \$1.6 million?
- Please explain why you feel this way

Race attendees

- Newcastle’s image as a destination
- Visitor habits
- Economic impact
- Continuation of the event

- What is your residential postcode?
- Have you been to the Newcastle 500 before?
- Are you visiting other destinations in Newcastle or the Hunter while you’re here?
- Where are you staying whilst visiting?
- How many people are you travelling with?
- How long are you staying in Newcastle / the Hunter for?
- In addition to your race tickets, what is your spending budget for your visit to Newcastle?
- Do you plan to come back to Newcastle again in the future? If Yes, would you visit again even without the *Newcastle 500*?

Note: Introductions and framing of questions differed slightly between online and phone surveys because of the different methodologies used (verbal compared to written questions and responses)



Resident phone survey weighting approach

A weighting approach was applied to the resident phone survey sample to provide a representative view of the overall City of Newcastle community. The tables below show the Australian Bureau of Statistics 2021 Census counts and proportions for the [Newcastle LGA](#), and the respondent demographics of the resident phone survey and distribution following weighting by age, gender, and Ward.

ABS 2021 Census Newcastle (LGA15900)

General Community Profile, Table G04, counts and proportions rebased inclusive of 18-89 years residents.

Age	Male	Female	Total
18-34	22,915	22,937	45,854
35-49	15,980	16,345	32,324
50-64	14,395	15,071	29,467
65+	12,298	14,418	26,721
Total	65,588	68,771	134,366

Age	Male	Female	Total
18-34	35%	33%	34%
35-49	24%	24%	24%
50-64	22%	22%	22%
65+	19%	21%	20%
Total	100%	100%	100%

Respondent demographics

Unweighted vs. weighted comparisons.

The resident phone survey data was weighted to match the Newcastle LGA age and gender profile, with each Ward weighted to represent 25% of the total sample.

Age	Unweighted	Weighted
18-34	7%	34%
35-49	26%	24%
50-64	30%	22%
65+	38%	20%
Total	100%	100%

Phone Survey residents, base n=487, effective sample size=209 (43%). Weighted sample excludes n=3 'prefer not to say'/'Other' age and gender response.

Ward	Unweighted	Weighted
Ward 1	22%	25%
Ward 2	32%	25%
Ward 3	23%	25%
Ward 4	23%	25%
Total	100%	100%

Phone Survey residents, base n=487, effective sample size=209 (43%). Weighted sample excludes n=3 'prefer not to say'/'Other' age and gender response.

Gender	Unweighted	Weighted
Male	51%	49%
Female	49%	51%
Total	100%	100%

Phone Survey residents, base n=487, effective sample size=209 (43%). Weighted sample excludes n=3 'prefer not to say'/'Other' age and gender response.

Considerations

A weighting approach was applied to the residents phone survey data only, in order to emulate a random sample that broadly represents the Newcastle LGA. It is noted that there has been a larger upward weighting of the 18-34 years cohort to bring this cohort in line with the Newcastle LGA 2021 census profile. Unweighted and weighted outputs were reviewed to confirm no substantial variance (difference of more than 10 percentage points) between the results.

In this report, interpretations of the weighted residents phone survey data take place alongside the online survey data so that trends are compared and validated by these two survey methods. Consistent trends across both survey methods provide greater confidence that the results are valid.

Appendix 2: Survey Response Details



Overview of Resident survey respondents by region

Resident respondent breakdown by region

Count of respondents per region

Ward	Suburb	Resident Count (Total)	Resident % (Total)	Online Survey count	Phone Survey count
Ward 1	Carrington	195	1%	193	2
	Cooks Hill	531	4%	513	18
	Islington	207	1%	203	4
	Maryville	208	1%	203	5
	Mayfield	587	4%	567	20
	Mayfield East	169	1%	166	3
	Mayfield North	3	0%	3	0
	Mayfield West	127	1%	121	6
	Newcastle	812	5%	795	17
	Newcastle East	972	6%	964	8
	Newcastle West	139	1%	136	3
	Stockton	300	2%	290	10
	The Hill	343	2%	341	2
	Tighes Hill	213	1%	208	5
	Warabrook	99	1%	93	6
	Wickham	176	1%	175	1
Ward 2	Adamstown	357	2%	336	21
	Adamstown Heights	263	2%	241	22
	Bar Beach	180	1%	176	4
	Broadmeadow	151	1%	143	8
	Hamilton	399	3%	377	22
	Hamilton East	86	1%	81	5
	Hamilton South	245	2%	232	13
	Kotara	267	2%	250	17
	Merewether	761	5%	723	38
	Merewether Heights	103	1%	95	8
	The Junction	84	1%	84	0

Ward	Suburb	Resident Count (Total)	Resident % (Total)	Online Survey count	Phone Survey count
Ward 3	Birmingham Gardens	69	0%	65	4
	Callaghan	22	0%	22	0
	Georgetown	178	1%	169	9
	Hamilton North	58	0%	57	1
	Jesmond	83	1%	79	4
	Lambton	345	2%	331	14
	New Lambton	542	4%	504	38
	New Lambton Heights	110	1%	98	12
	North Lambton	123	1%	120	3
	Rankin Park	78	1%	72	6
	Waratah West	73	0%	71	2
	Waratah	237	2%	219	18
	Beresfield	199	1%	194	5
	Black Hill	15	0%	15	0
Ward 4	Elermore Vale	231	2%	218	13
	Fletcher	225	1%	210	15
	Hexham	25	0%	24	1
	Kooragang	3	0%	3	0
	Lenaghan	2	0%	2	0
	Maryland	218	1%	200	18
	Minmi	27	0%	27	0
	Sandgate	13	0%	10	3
	Shortland	153	1%	145	8
	Tarro	79	1%	76	3
	Wallsend	403	3%	358	45
	Greater Hunter region	3107	21%	3107	-
	Outside Greater Hunter	524	3%	524	-
	Total		15,119	100%	14,629

Overview of Resident survey respondents by region

Resident respondent breakdown by region

Count of respondents per region

Ward category	Online Survey Count	Online Survey %	Phone Survey Count	Phone Survey %
Ward 1	4,971	34%	110	22%
Ward 2	2,738	19%	158	32%
Ward 3	1,807	12%	111	23%
Ward 4	1,482	10%	111	23%
Outside of Newcastle LGA	3,631	25%	-	-
Total	14,629	100%	490	100%

Proximity category	Online Survey Count	Online Survey %	Phone Survey Count	Phone Survey %
Within precinct	964	7%	8	2%
Close proximity	1,649	11%	37	8%
Rest of Newcastle LGA	8,385	57%	445	91%
Greater Hunter region	3107	21%	-	-
Outside Greater Hunter	524	4%	-	-
Total	14,629	100%	490	100%

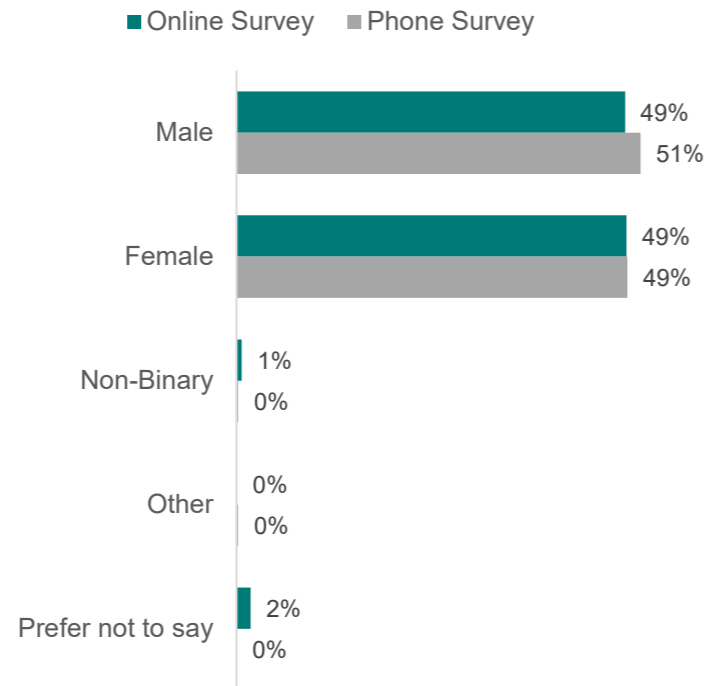
Note that sometimes a set of percentages do not always add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

Overview of resident survey respondents by gender and age

In order to ensure perceptions and experiences of community respondents could be clearly attributed to their respective demographic segments, age and gender were recorded throughout the surveys conducted. The following charts provide a breakdown of the resident respondents surveyed by age and gender to depict the demographic distribution of residents the online and phone survey samples.

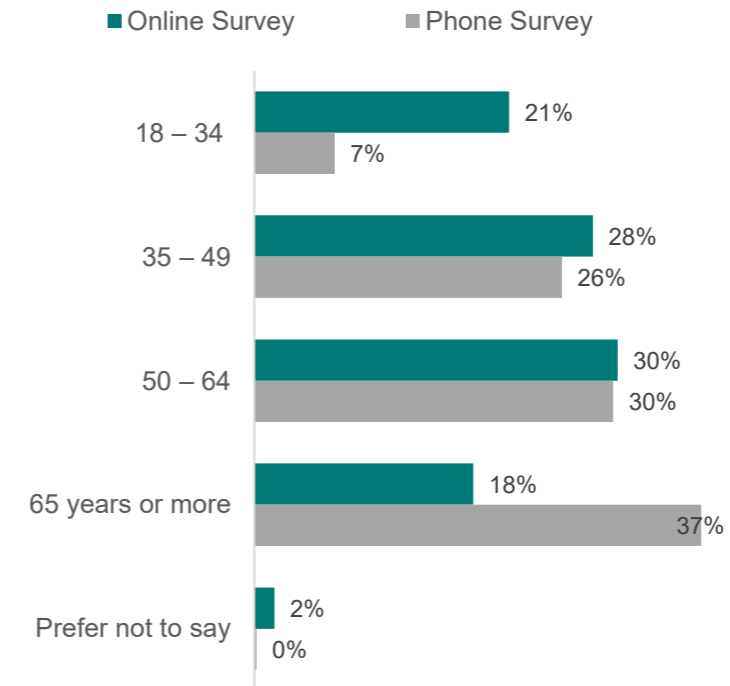
Resident respondent by gender

Gender breakdown between Online (n=14,629) and Phone survey respondents (n=490)



Resident respondent by age

Age breakdown between Online (n=14,629) and Phone survey respondents (n=490)



Online survey: Q.1 What is your age?, Q2. What gender do you identify as? Online survey (resident) n= 14,629;
Phone survey: Q2. What is your age?, Q3. What gender do you identify as? Phone survey (resident) n= 490.

Overview of Business survey respondents by region

Business respondent breakdown by region

Count of respondents per region

Ward	Suburb	Business Count (Total)	Business % (Total)	Online Survey count	Phone Survey count
Ward 1	Carrington	47	2%	42	5
	Cooks Hill	98	5%	96	2
	Islington	44	2%	39	5
	Maryville	18	1%	15	3
	Mayfield	77	4%	74	3
	Mayfield East	17	1%	16	1
	Mayfield North	2	0%	2	0
	Mayfield West	28	1%	26	2
	Newcastle	408	20%	398	10
	Newcastle East	369	18%	365	4
	Newcastle West	96	5%	87	9
	Stockton	17	1%	17	0
	The Hill	28	1%	26	2
	Tighes Hill	26	1%	24	2
	Warabrook	8	0%	8	0
	Wickham	41	2%	40	1
	Ward 2	Adamstown	38	2%	34
Adamstown Heights		10	0%	7	3
Bar Beach		18	1%	18	0
Broadmeadow		61	3%	54	7
Hamilton		85	4%	79	6
Hamilton East		15	1%	15	0
Hamilton South		18	1%	17	1
Kotara		29	1%	23	6
Merewether		63	3%	59	4
Merewether Heights		3	0%	3	0
The Junction		39	2%	35	4

Ward	Suburb	Business Count (Total)	Business % (Total)	Online Survey count	Phone Survey count
Ward 3	Birmingham Gardens	3	0%	3	0
	Callaghan	1	0%	1	0
	Georgetown	15	1%	14	1
	Hamilton North	15	1%	13	2
	Jesmond	5	0%	5	0
	Lambton	34	2%	33	1
	New Lambton	39	2%	34	5
	New Lambton Heights	7	0%	7	0
	North Lambton	2	0%	1	1
	Rankin Park	3	0%	3	0
	Waratah West	2	0%	2	0
	Waratah	22	1%	21	1
	Ward 4	Beresfield	42	2%	39
Black Hill		2	0%	2	0
Elermore Vale		13	1%	11	2
Fletcher		6	0%	6	0
Hexham		7	0%	7	0
Kooragang		4	0%	4	0
Lenaghan		0	0%	0	0
Maryland		11	1%	10	1
Minmi		1	0%	1	0
Sandgate		13	1%	11	2
Shortland		8	0%	6	2
Tarro		4	0%	2	2
Wallsend		28	1%	25	3
Multiple sites within LGA		26	1%	3107	-
Total		2,016	100%	1,906	110

Overview of Business survey respondents by region

Business respondent breakdown by region

Count of respondents per region

Ward category	Online Survey Count	Online Survey %	Phone Survey Count	Phone Survey %
Ward 1	1,275	67%	49	45%
Ward 2	344	18%	35	32%
Ward 3	137	7%	11	10%
Ward 4	124	7%	15	14%
Multiple sites within LGA	26	1%	-	-
Total	1,906	100%	110	100%

Proximity category	Online Survey Count	Online Survey %	Phone Survey Count	Phone Survey %
Within precinct	365	19%	4	4%
Close proximity	520	27%	14	13%
Rest of Newcastle LGA	995	52%	92	84%
Multiple sites within LGA	26	1%	-	-
Total sample	1906	100%	110	100%

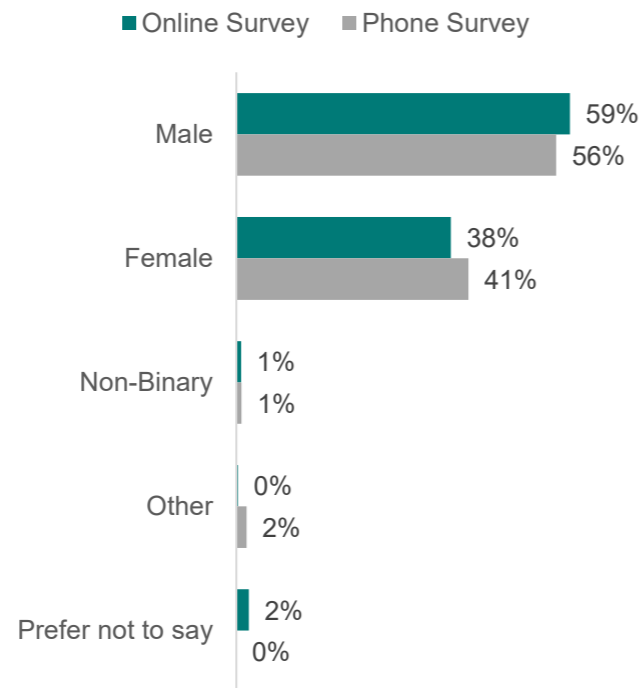
Note that sometimes a set of percentages do not always add up to exactly 100%. This is an expected result of rounding to the nearest whole number.

Overview of business survey respondents by gender and age

In order to ensure perceptions and experiences of community respondents could be clearly attributed to their respective demographic segments, age and gender were recorded throughout the surveys conducted. The following charts provide a breakdown of the business respondents surveyed by age and gender to depict the demographic distribution of business owners across the online and phone survey samples.

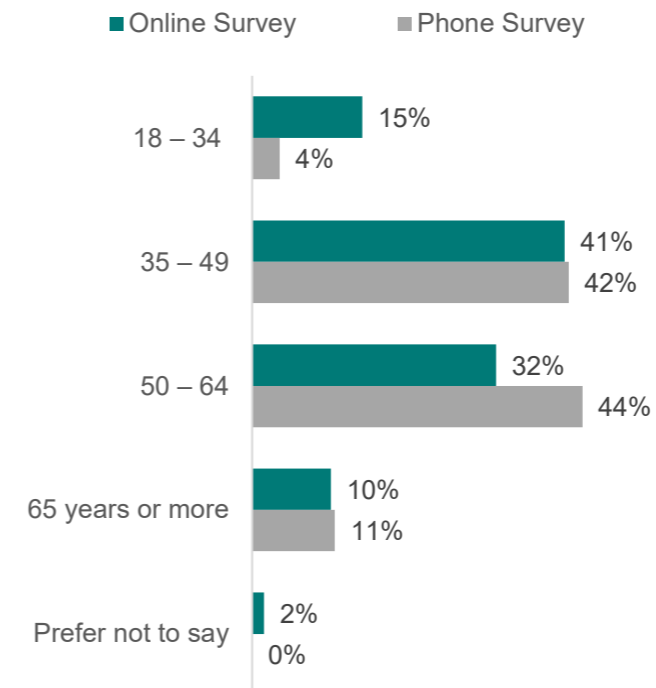
Business respondent by gender

Gender breakdown between Online (n=1,906) and Phone survey respondents (n=110)



Business respondent by age

Age breakdown between Online (n=1,906) and Phone survey respondents (n=110)

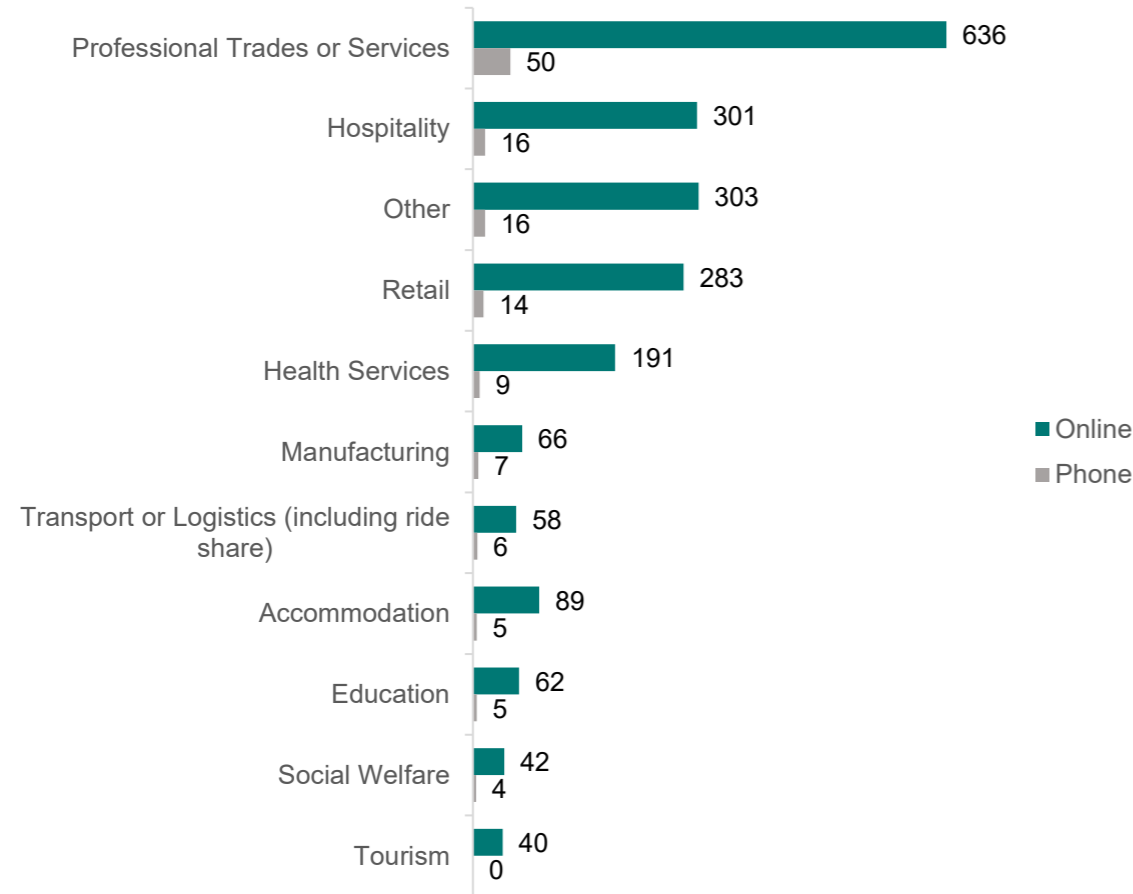


Online survey: Q.1 What is your age?, Q2. What gender do you identify as? Online survey (business) n= 1,906;
Phone survey: Q2. What is your age?, Q3. What gender do you identify as? Phone survey (business) n= 110.

Overview of Business survey respondents by industry and period of operation

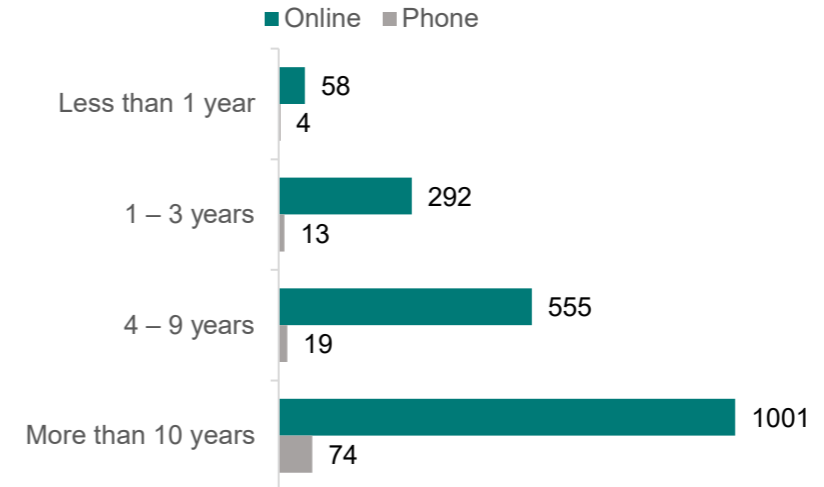
Business industry groups

Note: businesses were able to select up to two industries.



Online survey: Q.5 What industry is your business in? Online survey (business) n= 1,906; **Phone survey:** Q.6. What industry is your business in? Phone survey (business) n= 110.

Period of business operation



Online survey: Q.6 How long has your business been in operation? Online survey (business) n= 1906; **Phone survey:** Q.7 How long has your business been in operation? Phone survey (business) n= 110.



Appendix 3 Intercept Survey Responses

Newcastle 500 intercept survey responses

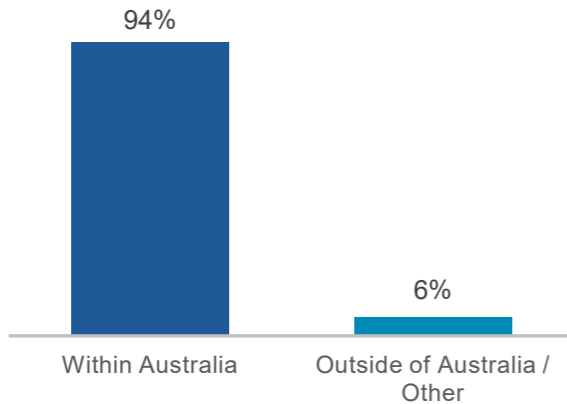
364 people visiting Newcastle during the Newcastle 500 (10 – 12 March, 2023) were surveyed. 343 of the respondents were Australian residents who provided their postcode (21 were visiting from outside of Australia or declined to provide their postcode).

The following graphs present the total responses from all intercept surveys, followed by a breakdown of responses by geographical groupings within NSW (Broader NSW, Central Coast, Greater Hunter and Sydney).

In these graphs the total number of respondents (364) are displayed for each question response, followed by the geographical groupings. The geographical groupings graphs display the breakdown of each topline response by geographical group; for example, if 50 per cent of all respondents gave the same answer, the geographical groupings graph displays of that 50 per cent, where those respondents are visiting from.

All respondents' residential location

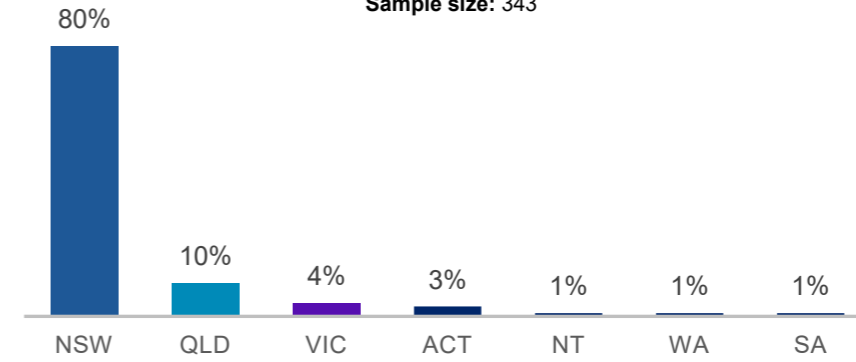
Sample size: 364



Demographics Question: Where are you visiting from? (what is your postcode)

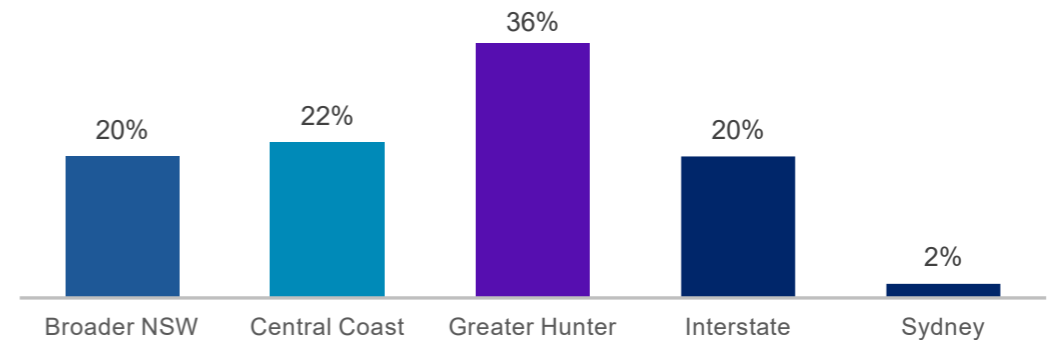
Respondents' residential location by state

Sample size: 343



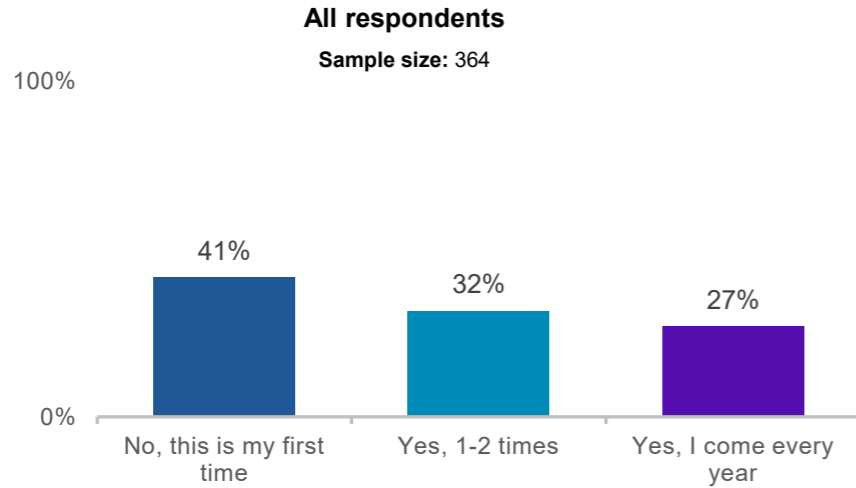
Results by geographical groupings

Sample size: 343



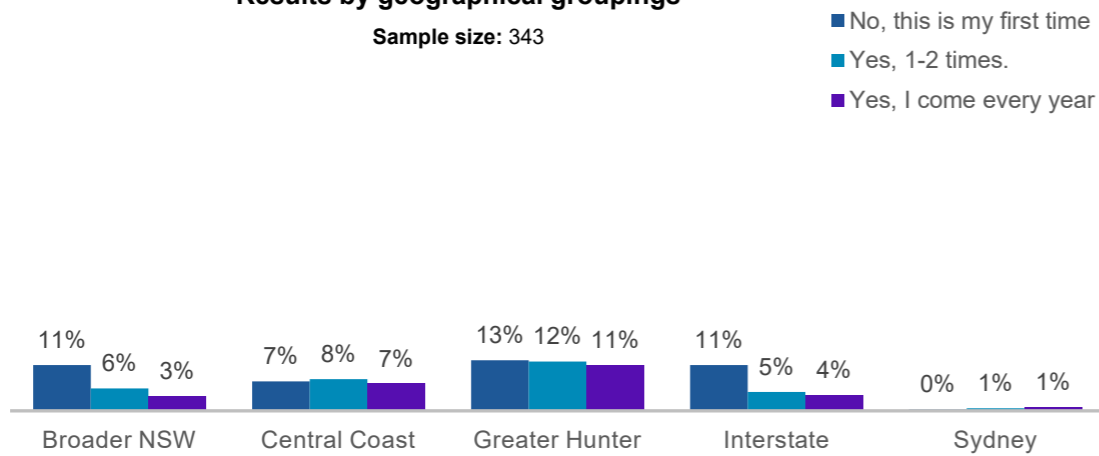
Newcastle 500 intercept survey responses

Q.1: Have you been to a Newcastle 500 event before?

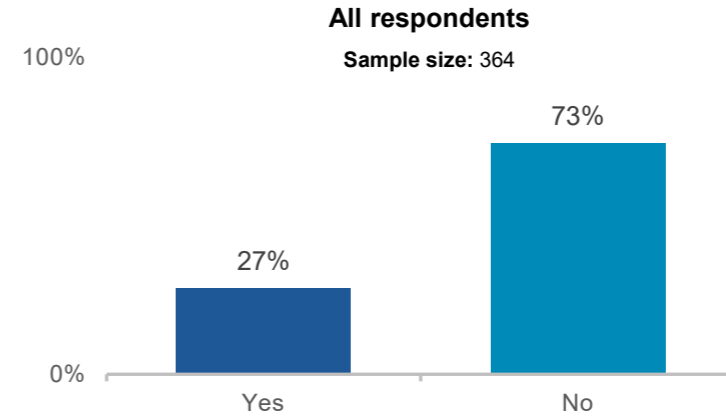


Results by geographical groupings

Sample size: 343

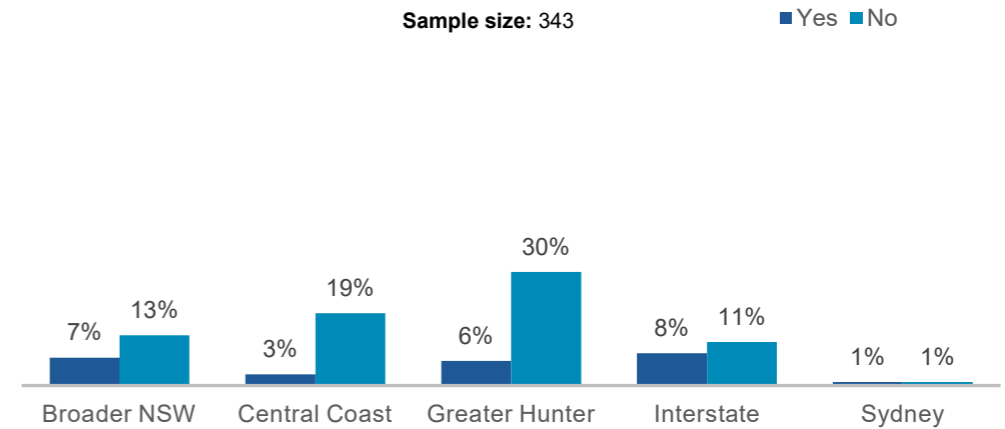


Q.2: Are you visiting other destinations in Newcastle and the Hunter while you're here?



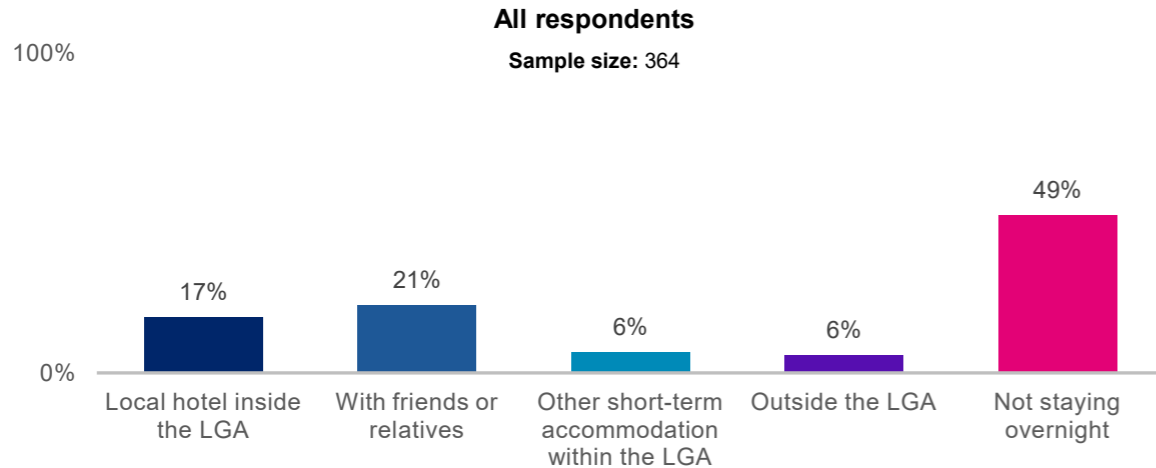
Results by geographical groupings

Sample size: 343



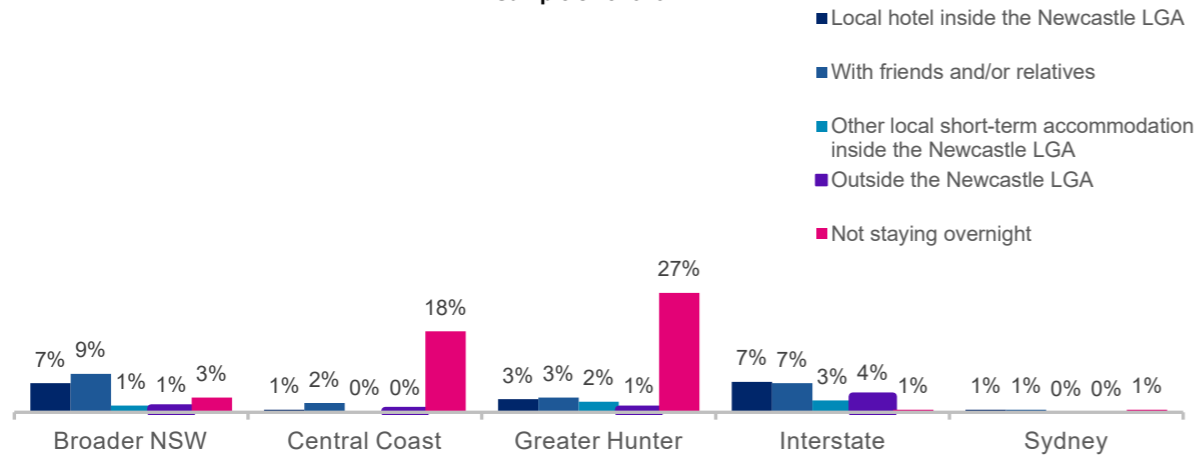
Newcastle 500 intercept survey responses

Q.3: Where are you staying while you're visiting Newcastle?

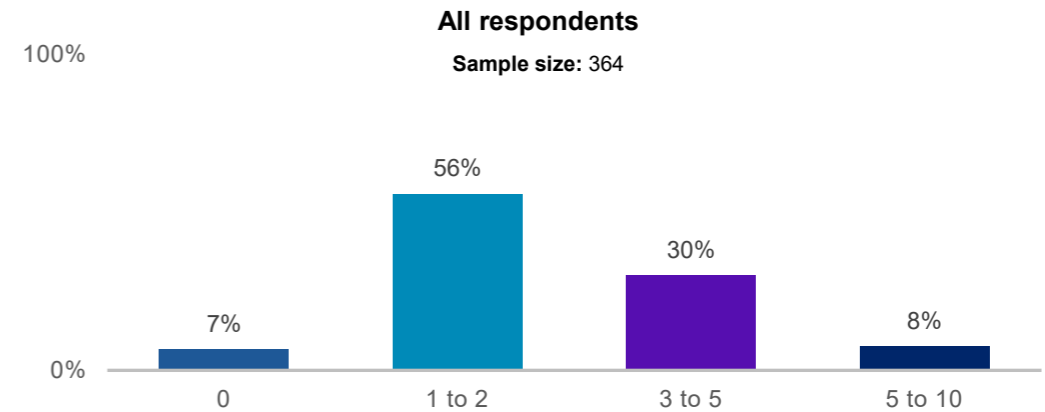


Results by geographical groupings

Sample size: 343

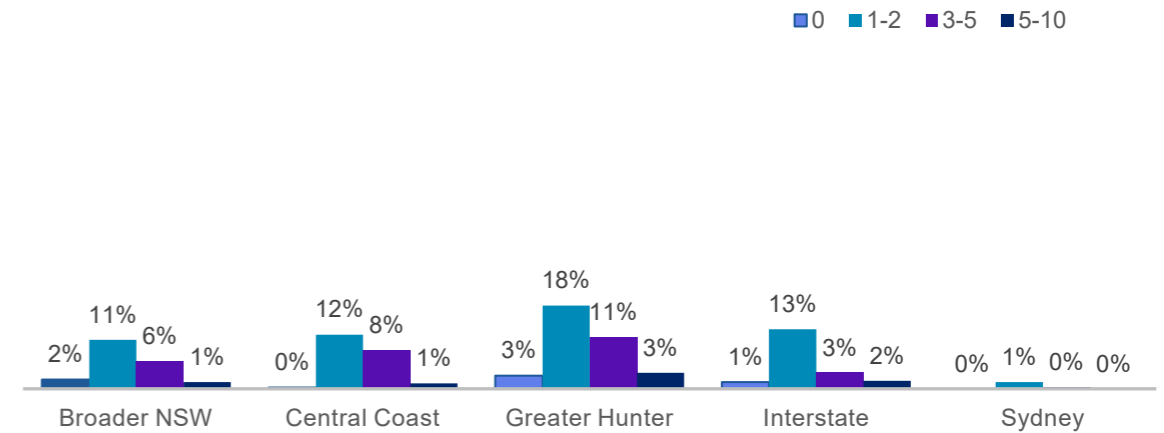


Q.4: How many people are you travelling with?



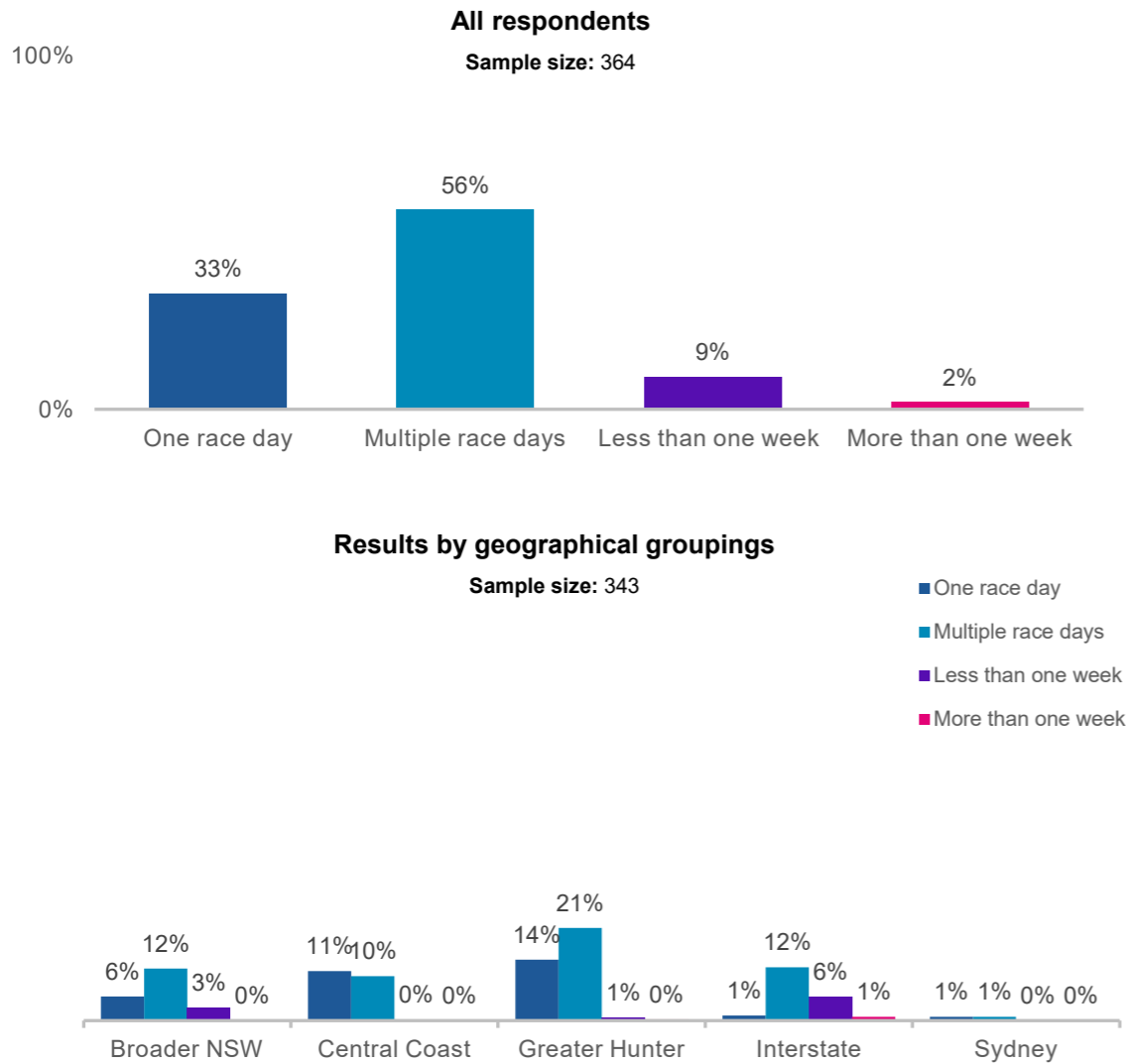
Results by geographical groupings

Sample size: 343

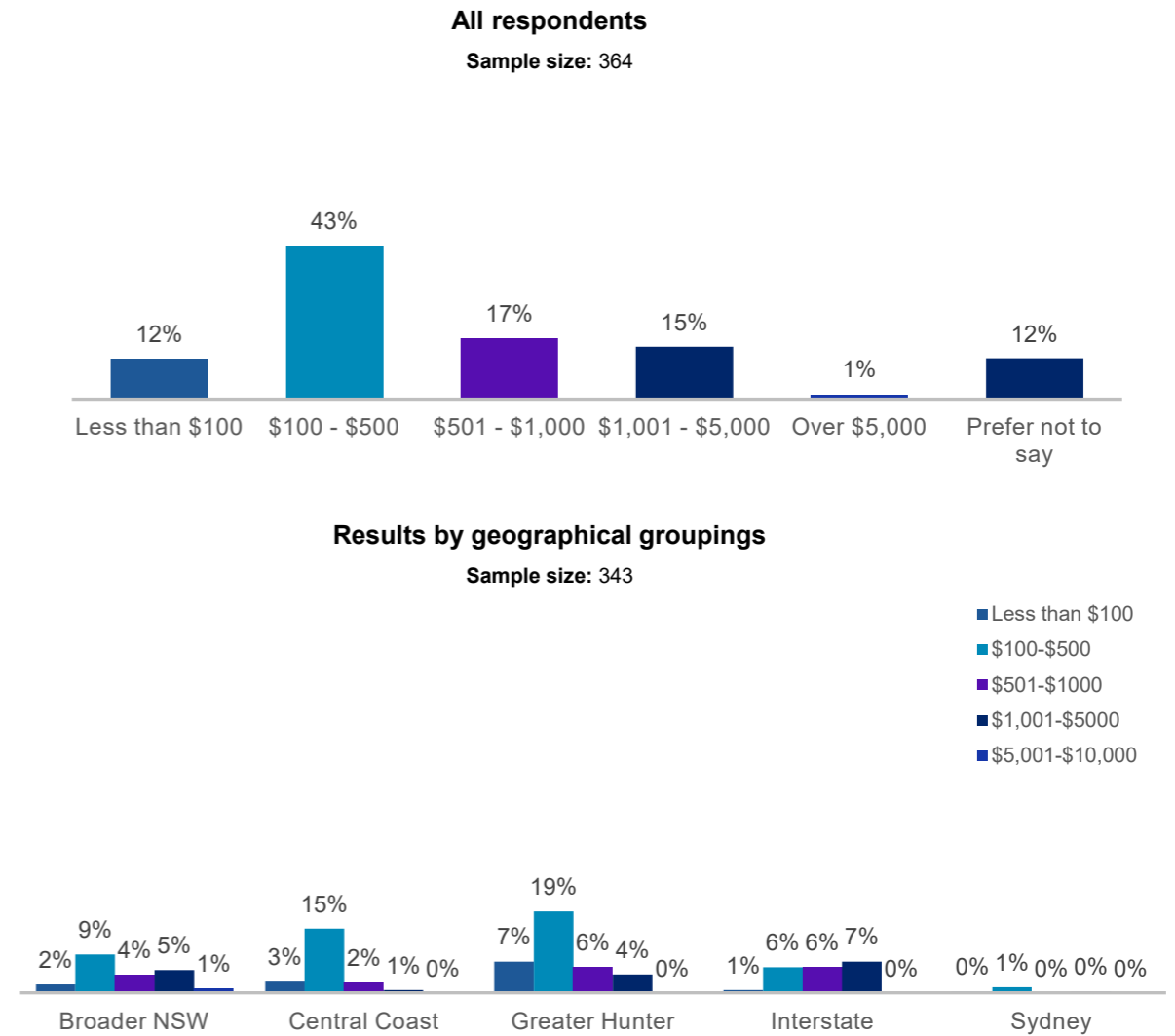


Newcastle 500 intercept survey responses

Q.5: How long are you staying in Newcastle / the Hunter for?



Q.6: In addition to your race tickets, what is your spending budget for your visit to Newcastle?

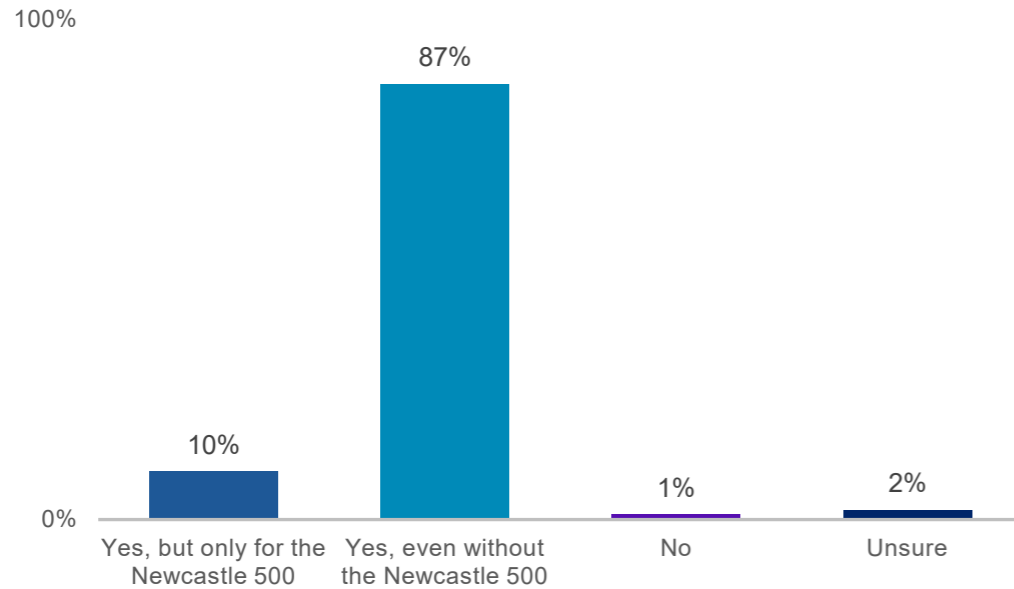


Newcastle 500 intercept survey responses

Q.7: Do you plan to come to Newcastle again in the future?

All respondents

Sample size: 364



Results by geographical groupings

Sample size: 343

