

# Newcastle Major Events Evaluation

City of Newcastle

October 2021

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EY Sweeney is accredited under the International Standard, ISO 20252.

All aspects of this study have been completed in accordance with the requirements of that scheme.

Also please note that EY Sweeney's liability is limited by a scheme approved under professional standards legislation. A copy of the scheme can be obtained from us upon request.

# Executive summary



## Executive summary

EY Sweeney was commissioned by the City of Newcastle to conduct a community engagement research program with both residential citizens and the wider business community. From this community engagement process, a number of key findings have emerged...

### There is a strong view that major events are important and beneficial for the region

1

**Major events are generally viewed in a positive light, with the perception that they deliver net positive benefits to the region...** over two-thirds of citizens and businesses believe that the benefits of having major events in Newcastle outweigh any negative impacts to the community.

2

**The Newcastle 500 event in particular is seen as playing an important role in the promotion of the city as a destination...** with 61% of residents suggesting that the Newcastle 500 event is important for this purpose. Support for the event is higher in the western parts of the LGA.

3

**The majority of businesses are supportive of the Newcastle 500 event...** with 66% of businesses in the Newcastle LGA and 74% of accommodation providers outside the LGA supporting the continuation of the event.



# Introduction

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# Research overview

EY was engaged to conduct a telephone survey in November and December 2020 with stakeholder groups: the Newcastle residential community, businesses located in the Newcastle LGA and Hunter region accommodation providers.

## The overall aim of the research

To evaluate residents and businesses awareness, perception and sentiment towards major events in Newcastle.

## Approach to data collection

Residents and businesses were invited to participate in the survey via computer assisted telephone interviewing (CATI).

To provide a robust sample, quotas and weighting have been applied:

- ▶ n=400 surveys were conducted with people who live in the Newcastle LGA, (with 100 participants from each of the 4 Wards in Newcastle). Results have been weighted

to be representative of the population of Newcastle based on age, gender and Ward populations.

- ▶ n=250 surveys were conducted with businesses, including:
  - ▶ n=200 businesses from the Newcastle LGA (with 100 businesses in the City Centre and 100 businesses from the broader Newcastle LGA). A weighting process has been applied considering 17% of businesses are in the City Centre and 83% are in the wider LGA area.
  - ▶ n=50 accommodation providers from adjoining LGAs

Average survey duration was 9 minutes. Fieldwork was conducted between the 17<sup>th</sup> of November and 7<sup>th</sup> of December 2020.

The testing throughout this report has been carried out at the 95% confidence level (p=0.05). The probability of accepting a false result as true is 5%.

## Survey coverage - Business

### 1. Screener

- ▶ Suburb / Region
- ▶ Industry
- ▶ Business size (number of employees)

### 2. Event engagement

- ▶ Perceived benefit and impact of different events
- ▶ Impact of the Newcastle 500 event
- ▶ Support towards the Newcastle 500 event
- ▶ Sentiment towards the Newcastle 500 event

## Survey coverage - Residential

### 1. Screener

- ▶ Age
- ▶ Gender
- ▶ Suburb

### 2. Event engagement

- ▶ Interest in a range of events
- ▶ Perceived benefit and impact of different events
- ▶ Support towards the Newcastle 500 event
- ▶ Perceived importance of the Newcastle 500 for different groups
- ▶ Sentiment towards the Newcastle 500 event

## Geographical coverage defined

In order to achieve a robust and representative view of Newcastle residents and the business community, the sampling process that was implemented enabled surveying to be spread geographically across the region. The tables below breakdown the four Wards and three business targets included in the research, and highlights the relative suburbs and LGAs which apply to each group.

Business	Residential			
<p><b>Newcastle city centre</b></p> <ul style="list-style-type: none"> <li>▶ Cooks Hill, north of Parry Street</li> <li>▶ Newcastle</li> <li>▶ Newcastle East</li> <li>▶ Newcastle West</li> <li>▶ The Hill</li> </ul> <p><b>Newcastle LGA (excl. city centre)</b></p> <ul style="list-style-type: none"> <li>▶ Newcastle LGA (excluding city centre)</li> </ul> <p><b>Accommodation providers from adjoining LGAs</b></p> <ul style="list-style-type: none"> <li>▶ Cessnock City Council</li> <li>▶ Lake Macquarie City Council</li> <li>▶ Maitland City Council</li> <li>▶ Port Stephens Council</li> </ul>	<p><b>Ward 1</b></p> <ul style="list-style-type: none"> <li>▶ Carrington</li> <li>▶ Cooks Hill, north of Parry Street</li> <li>▶ Islington</li> <li>▶ Maryville</li> <li>▶ Mayfield</li> <li>▶ Mayfield East</li> <li>▶ Mayfield West</li> <li>▶ Mayfield North</li> <li>▶ Newcastle</li> <li>▶ Newcastle East</li> <li>▶ Newcastle West</li> <li>▶ Stockton</li> <li>▶ The Hill</li> <li>▶ Tighes Hill</li> <li>▶ Warabrook</li> <li>▶ Wickham</li> </ul>	<p><b>Ward 2</b></p> <ul style="list-style-type: none"> <li>▶ Adamstown</li> <li>▶ Adamstown Heights</li> <li>▶ Bar Beach</li> <li>▶ Broadmeadow</li> <li>▶ Cooks Hill, south of Parry Street</li> <li>▶ Hamilton East</li> <li>▶ Hamilton South</li> <li>▶ Kotara, south of Park Avenue</li> <li>▶ Merewether</li> <li>▶ Merewether Heights</li> <li>▶ The Junction</li> </ul>	<p><b>Ward 3</b></p> <ul style="list-style-type: none"> <li>▶ Birmingham Gardens</li> <li>▶ Callaghan</li> <li>▶ Georgetown</li> <li>▶ Hamilton North</li> <li>▶ Jesmond</li> <li>▶ Kotara, north of Park Avenue</li> <li>▶ Lambton</li> <li>▶ North Lambton</li> <li>▶ New Lambton</li> <li>▶ New Lambton Heights</li> <li>▶ Rankin Park</li> <li>▶ Waratah</li> <li>▶ Waratah West</li> </ul>	<p><b>Ward 4</b></p> <ul style="list-style-type: none"> <li>▶ Beresfield</li> <li>▶ Black Hill</li> <li>▶ Elemore Vale</li> <li>▶ Fletcher</li> <li>▶ Hexham</li> <li>▶ Lenaghan</li> <li>▶ Maryland</li> <li>▶ Minmi</li> <li>▶ Sandgate</li> <li>▶ Shortland</li> <li>▶ Tarro</li> <li>▶ Wallsend</li> </ul>



# Business survey results

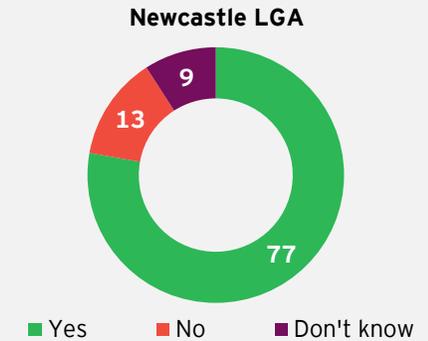
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## The majority of Newcastle businesses understand that the benefits of major events outweigh the negative impacts

- ▶ The majority of businesses see a net positive impact of major events... with the positives outweighing the negative impacts for over three quarters of businesses.
- ▶ The majority of the businesses surveyed understand that major events result in benefits for local businesses... with 81% and 88% of Newcastle businesses understanding that major events are a benefit for the Newcastle city centre and Newcastle LGA respectively, while 96% of Hunter businesses perceive that these events provide benefits for their region.
- ▶ Only a fraction of businesses do not believe major events are a benefit for businesses... with around 6% of businesses from the Newcastle LGA suggesting that major events do not bring any benefit for businesses.

### Benefit of major events in Newcastle outweigh the negative impacts (%)



### Benefit of major events for businesses (%)

#### In and around the Newcastle city centre



#### In the Newcastle Local Government area



#### In the Hunter Region



Base: n= 208, Q3 n=258

Q5. Major events can involve inconvenience or impact to businesses, for example restricted or difficult access. As a business, do you believe the benefits of having major events in Newcastle outweigh the negative impacts?

Q1. Do you believe major events are a benefit for businesses in and around the Newcastle city centre?

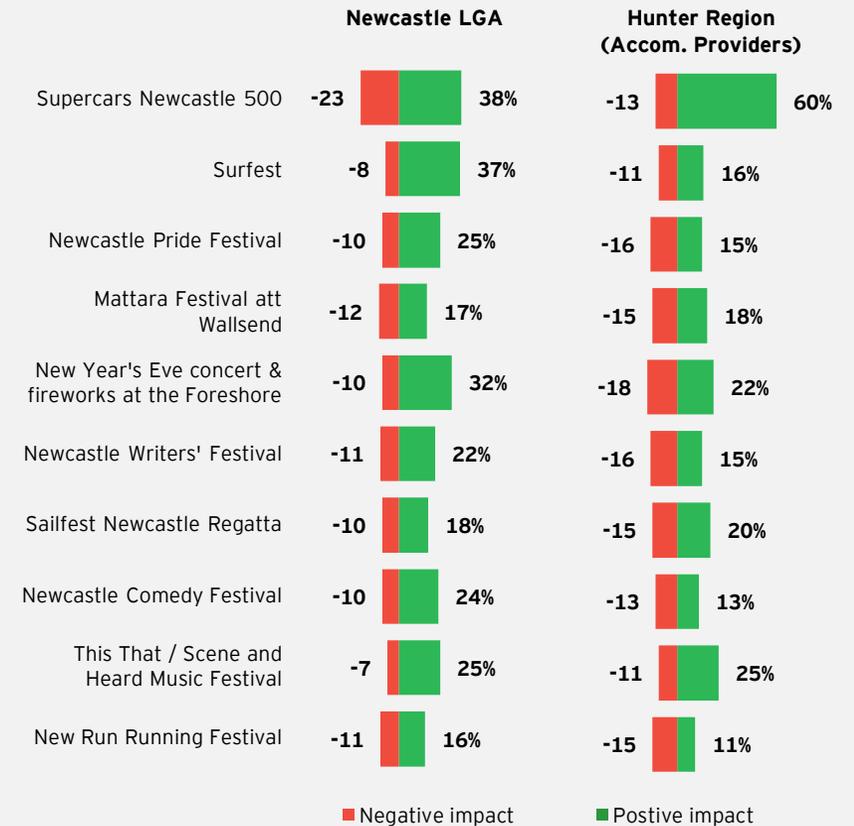
Q2. Do you believe major events are a benefit for businesses in and around the Newcastle local government area?

Q3. Do you believe major events are a benefit for businesses in the Hunter region?

## Events deliver strong positive impacts for businesses in the LGA and wider region

- ▶ **Businesses in the Newcastle LGA and especially within the Hunter Region indicated that events result in a positive impact on turnover...** the highest support was for the Newcastle 500 with 38% of businesses in the LGA and 60% of Hunter Region businesses indicating a strong impact on turnover.
- ▶ Other events with a positive impact for Newcastle LGA businesses were Surfest (37%), New Year's Eve concert and fireworks (32%) and This That / Scene and Heard Music Festival (25%).
- ▶ Hunter Region accommodation providers also indicated This That / Scene and Heard Music Festival had a positive impact (25%).

### Impact of events on your business' usual turnover (%)



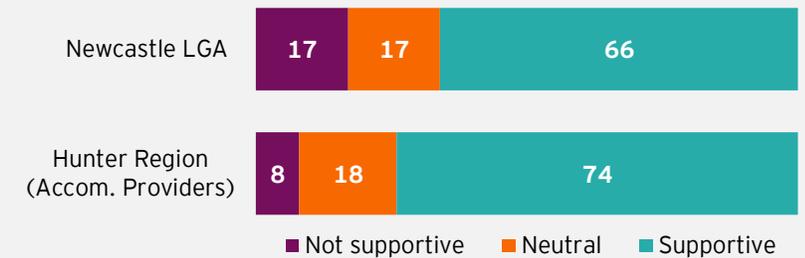
Base: n= 258

Q6. I'm now going to read out a few events that were held in Newcastle over the last two years. On a scale of 1-5 where 1 indicates 'a strong negative impact' and 5 indicates 'a strong positive impact', to what extent do you feel these events impact on your business' usual turnover?

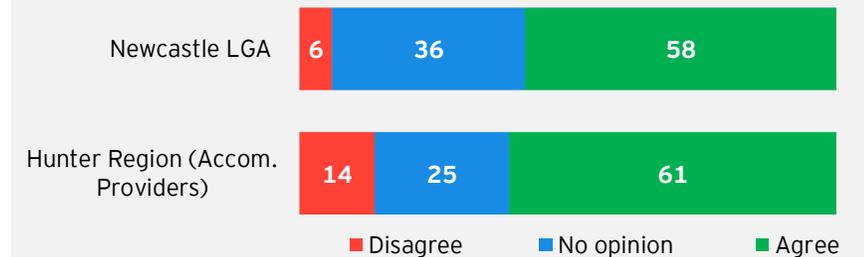
## Local businesses are generally supportive of the Newcastle 500 event and feel positive sentiment towards the broadcast

- ▶ In line with the perceived economic impact of the Newcastle 500, businesses across all regions consistently feel that the Newcastle 500 broadcast makes them feel proud to live in the area... with 58% of businesses from the Newcastle LGA and 61% of Accommodation providers from the Hunter Valley region feeling a positive sentiment.
- ▶ A notable proportion of businesses mention that they employ additional staff during the event... with 16% of business from the Newcastle LGA and 28% of Accommodation providers from the Hunter region indicating that they employ additional staff during the event.

### Supportive of Newcastle 500 event to continue in the future (%)



### Agreement with the statement: "Seeing the Newcastle 500 broadcast makes me proud to live in the area" (%)



Base: n= 258

Q9. Taking into account the different benefits and impacts of the Newcastle 500 event, how supportive are you for this event to continue in future years? Q10. How much do you agree with the following statement: "Seeing the Newcastle 500 broadcast makes me proud to own, run or manage a business in this area?"

# Residential survey results

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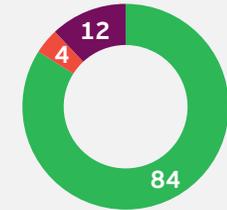


## Most residents believe major events are beneficial to the city and the community in general, and support continued investments to attract and develop major events

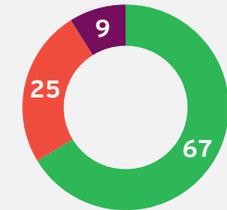
- ▶ **Support for major events in Newcastle is generally strong amongst the resident population...** with over 8 in 10 residents (84%) believing that major events are a benefit to Newcastle city.
- ▶ **Building on this strong sentiment, most residents support the City of Newcastle investing in the development of major events...** with over three-quarters (76%) supporting investment.
- ▶ **The majority of the population feel that the benefits associated with having major events outweigh the negative impacts...** with 67% feeling the benefits outweigh the negative impacts, and only one quarter (25%) suggesting the negative impacts outweigh any benefits.

### Benefit, support and awareness of major events in Newcastle (%)

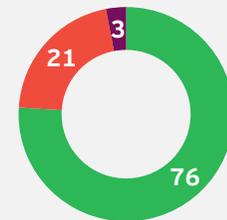
Do you believe major events are a benefit to Newcastle city and the community?



Do you believe the benefits of having major events in Newcastle outweigh the negative impacts to the community?



Do you support City of Newcastle investing in the attraction and development of major events in Newcastle?



■ Yes ■ No ■ Don't know

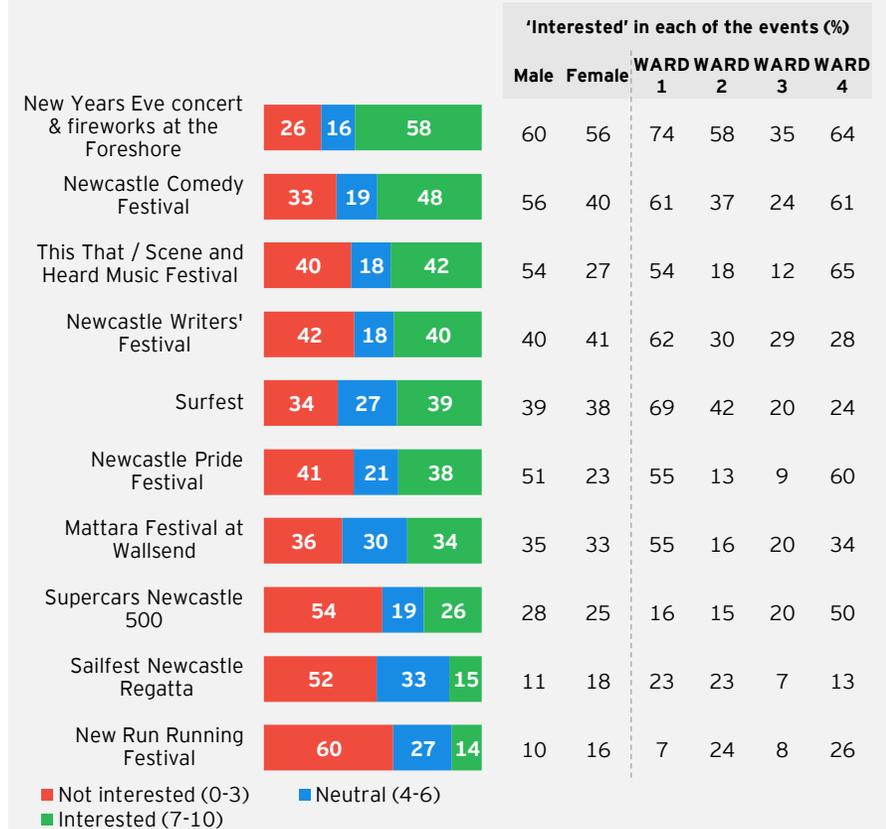
Base: n= 400

Q3. Do you believe major events are a benefit to Newcastle city and the community? Q4. Do you support City of Newcastle investing in the attraction and development of major events in Newcastle? Q5. Do you believe the benefits of having major events in Newcastle outweigh the negative impacts to the community? Q6. Are you aware of a new cultural event called New Annual scheduled for February 2021?

# The New Years Eve concert/fireworks and Newcastle Comedy Festival generate the most interest amongst residents of all events hosted in Newcastle

- ▶ Other events that drive interest for around 2 in 5 residents in Newcastle include This That / Scene and Heard Music Festival and the Newcastle Writers Festival... Surfest and Newcastle Pride Festival also drives strong interest for 39% and 38% of residents respectively.
- ▶ Interest in The New Years Eve concert/fireworks and Newcastle Comedy Festival is mostly driven by residents in Wards 1 and 4... in addition, males are more likely to be interested in the Comedy Festival than females.
- ▶ About one in four residents expressed interest in the Newcastle 500 event... with 26% of the population being interested in the Newcastle 500.
- ▶ While interest in the Newcastle 500 event is similar amongst men and women, interest is much higher in Ward 4... with 50% of residents of this Ward suggesting they are interested in the event, compared with 16% and 15% from Wards 1 and 2 respectively.

## Interest in each of the events (%)



Base: n=400

Q1. I'm going to read out a few events that were held in Newcastle over the last two years. On a scale of 0-10 where 0 means 'not at all interested and 10 means 'extremely interested', how interested are you in each of these?

## The New Years Eve Concert and Surfest are the most likely events to be attended by Newcastle residents over the last 2 years - 3 in 5 have attended at least one of the city's events

- ▶ **Attendance of the different events sees notable differences across the different geographic groups...** with residents of Ward 1 being most likely to attend an event, while the majority from Ward 3 and 4 have not attended any events.
- ▶ **Overall attendance of the Newcastle 500 is evenly spread across Newcastle...** with around 14% of residents attending the event.
- ▶ **Results show that the highest attendance is at community events...** followed by cultural events and then sporting events.

### Events attendance in the last two years (%)

		Male	Female	WARD 1	WARD 2	WARD 3	WARD 4
None of them	42	56	30	17	32	58	59
New Year's Eve concert & fireworks at the Foreshore	29	26	32	51	24	22	14
Surfest	25	31	19	54	35	4	10
Mattara Festival at Wallsend	23	23	22	33	12	16	24
Newcastle Comedy Festival	21	23	18	42	25	12	4
Newcastle Writers' Festival	14	8	20	22	16	12	6
Supercars Newcastle 500	14	11	17	15	15	15	12
This That / Scene and Heard Music Festival	12	24	2	37	4	2	1
Newcastle Pride Festival	11	21	1	34	3	0	2
Sailfest Newcastle Regatta	3	3	4	5	7	1	3
New Run Running Festival	3	1	4	1	4	0	6

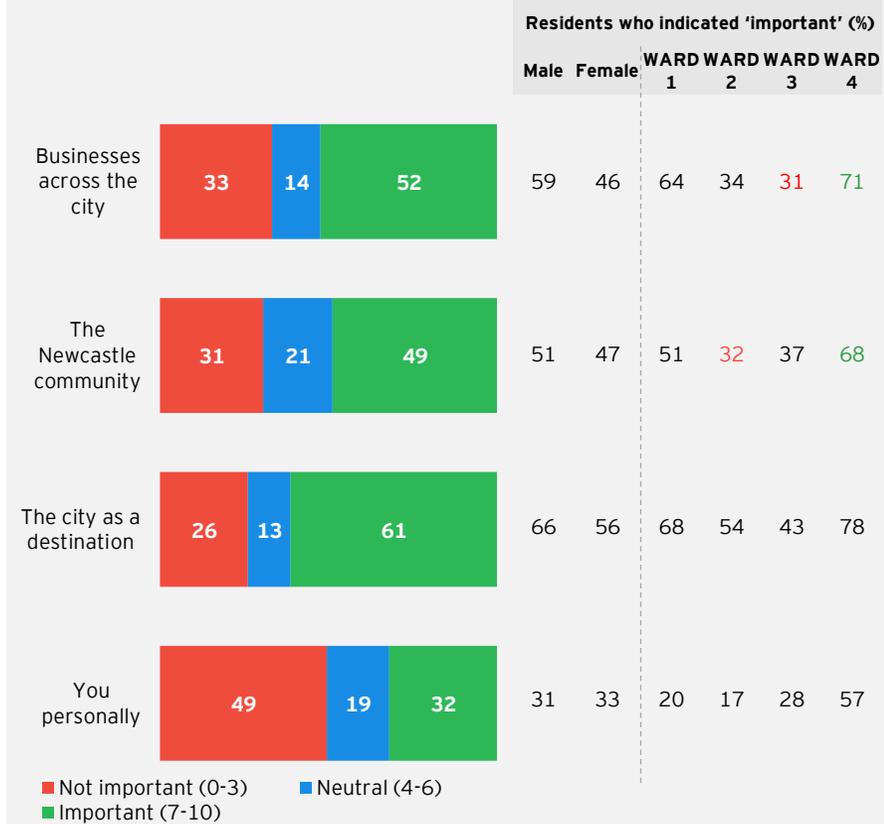
Base: n=400  
Q2. And which of those events, if any, did you attend in the last 2 years?

Indicates significantly higher  
Indicates significantly lower

# The Newcastle 500 event is seen to be important to local residents as a means to promote the city as a destination and to businesses across the city

- ▶ Support for the Newcastle 500 event is driven by an understanding that it is important for the city, rather than being important to them personally... 52% of Newcastle residents believe that the Newcastle 500 is important for local businesses and 61% believe it is important for the city as a destination, however only 32% of residents mention that it is important to them personally.
- ▶ Those from Ward 4 are more likely to believe that this event brings specific benefits for different community groups and the city in general... with almost three-quarters (71%) of residents from Ward 4 suggesting that the Newcastle 500 event is important for businesses across the city, compared with 32% amongst residents from Ward 2.
- ▶ Although the Newcastle 500 is not personally important, they recognise the importance of the event to the city... with almost two-thirds (61%) believing that the event is important to the city as a destination.

**Importance of the Supercars Newcastle 500 event across different groups (%)**



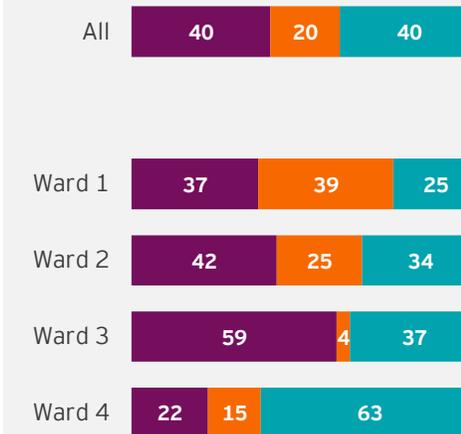
Base: n=400  
 Q8. How important do you think the Supercars Newcastle 500 event is for each of the following groups of people. Please answer on a scale of 0-10 where 0 means 'not at all important' and 10 means 'Extremely important'?

Indicates significantly higher  
 Indicates significantly lower

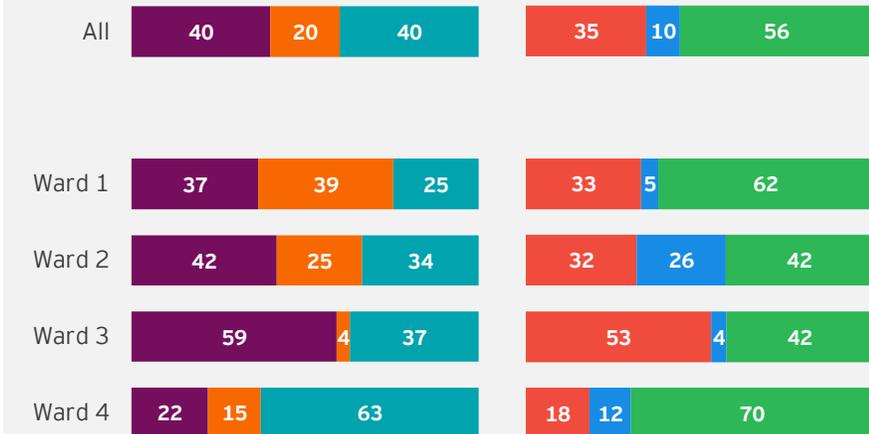
## Most residents agree that the Newcastle 500 event makes them proud to live in the area

- ▶ While support for the Newcastle 500 event is mixed, with 40% supportive of the event and 40% not supportive and 20% neutral, seeing the event broadcast makes residents proud... particularly in Ward 1 and Ward 4.
- ▶ Residents from Ward 4 demonstrate considerable support for the event to continue in the future... with almost two-thirds (63%) supporting the Newcastle 500 event to continue in the future.

**Support for Newcastle 500 event to continue in the future (%)**



**Seeing the Newcastle 500 broadcast makes me proud to live in the area (%)**



■ Not supportive (0-3)  
 ■ Neutral (4-6)  
 ■ Supportive (7-10)

■ Disagree (0-3)  
 ■ Neutral (4-6)  
 ■ Agree (7-10)

Base: n= 400

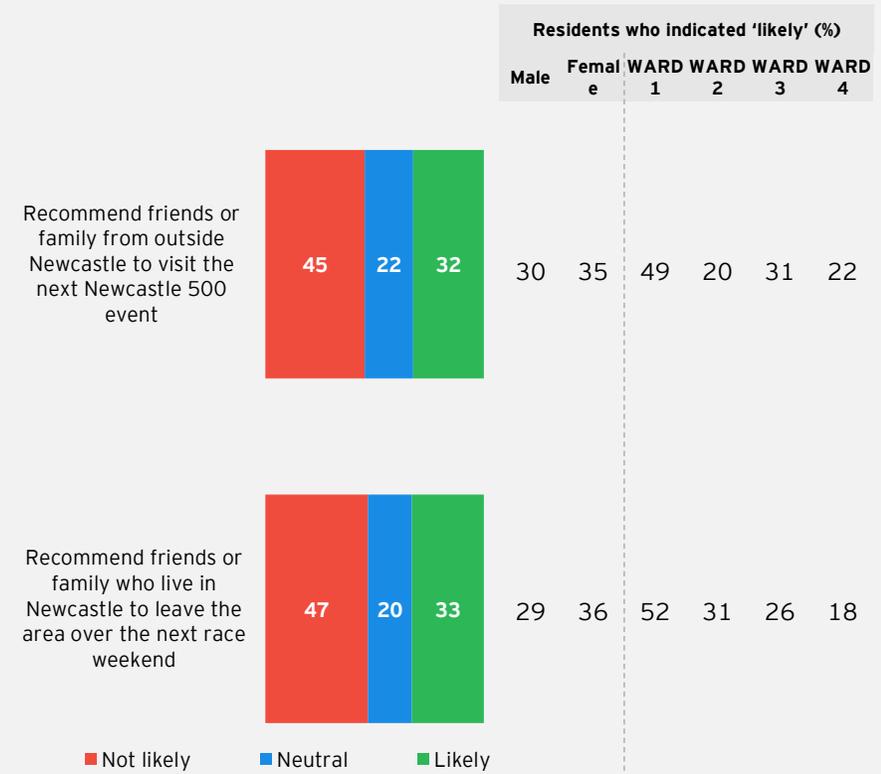
Q10. Taking into account the different benefits and impacts of the Newcastle 500 event, how supportive are you for this event to continue in future years? Please answer on a scale from 0 to 10 where 0 means 'not at all supportive' and 10 means 'Extremely supportive'?

Q7. And on a scale of 0-10 where 0 means 'strongly disagree' and 10 means 'strongly agree', how much do you agree with the following statement: "Seeing the Newcastle 500 broadcast makes me proud to live in the area?"

# One third of Newcastle residents are likely to recommend a visit to Newcastle on race weekend

- ▶ Perhaps due to how different/busy the city is on race weekend, most residents would not recommend a visit to others... with nearly one half (45%) of residents suggesting they are not likely to recommend friends and family to visit for the event.
- ▶ Likewise, residents are also not likely to recommend friends and family leave the area during the next event... with one in three of residents recommending others leave the area.

**Likeliness to do the following actions for the next Newcastle 500 event (%)**



Base: n=400  
 Q11. On a scale of 0-10 where 0 means 'not at all likely' and 10 means 'extremely likely', how likely are you to do the following for the next Newcastle 500 event?

Indicates significantly higher  
Indicates significantly lower



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