Flagship Cultural Event Engagement Snapshot

City of Newcastle

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

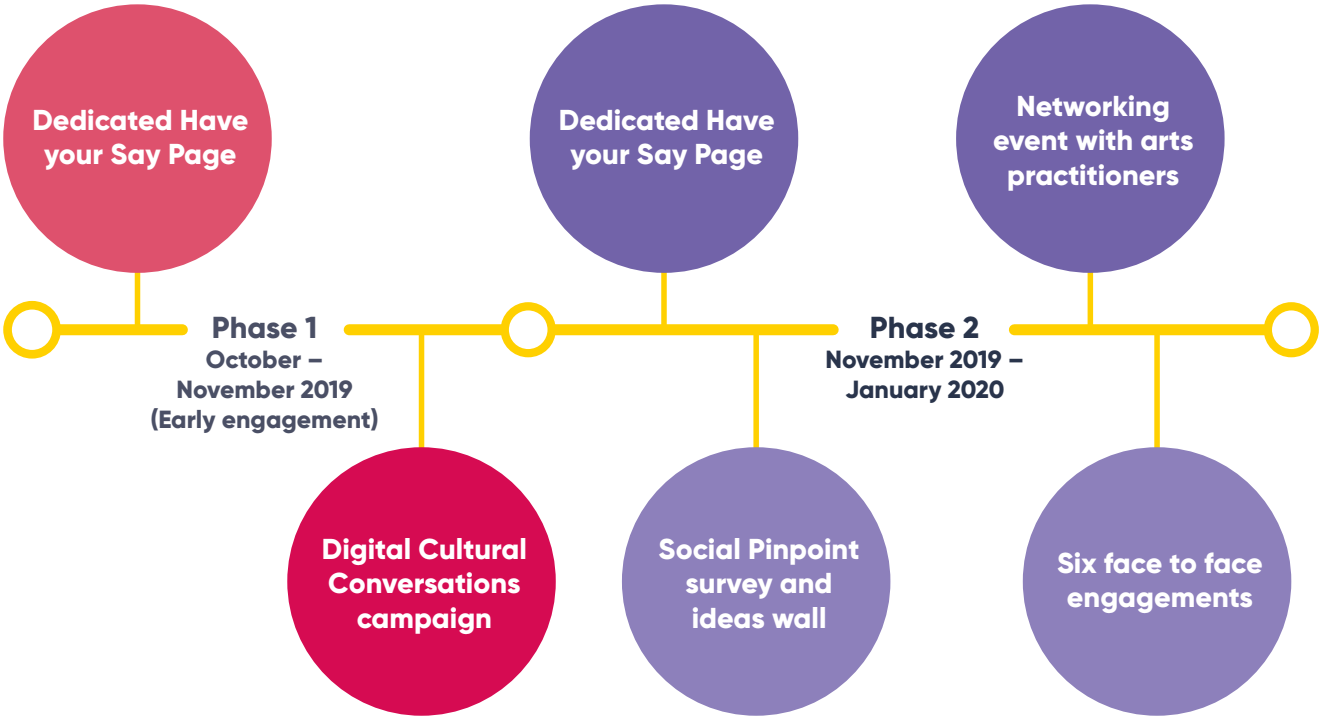
Over a three-month time frame, we completed the following engagement methods:

Online survey | **Online ideas walls** | **In person engagements** | **Feedback forms** | **Networking event**

This Engagement Snapshot highlights the key findings in the feedback from the community. For more detail, **read our Engagement Report**.

Engagement timeline

More than 120 one-on-one meetings were held with arts and cultural sector stakeholders, and ran concurrently the following engagement activities.



Online engagement

Online cultural survey results | 293 participants

What type of cultural events have you been to in the last 12 months? (Top 3 results)

- **227** responses — Art exhibitions
- **219** responses — Live music
- **162** responses — Theatre performance

What type of cultural events would you like to see more of in Newcastle? (Top 3 results)

- **160** responses — Visual arts events
- **155** responses — Music events
- **152** responses — Local community events

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

(Sample of comments)

"Support the local music scene, especially young people. The youth is the future of Newcastle! Support them! "

"Celebrate the city's unique cultural and environmental features."

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

"Focus on engaging with locals as the priority. If you make it inspiring and engaging, then it would attract visitors as a bonus."

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

"Keep it authentic and gritty."

"Make it inclusive for all."

Online ideas wall

785 responses were received in total - **Top 3 results**

"Think about the best experience you ever had with arts and culture - what made it such a great experience?"

- **120** responses — Experiencing something new and unexpected
- **103** responses — Enjoying the visual beauty
- **83** responses — Learning about history and culture

In person engagement

In person engagements occurred at

- Newcastle Vegan Markets
- Wallsend Library
- Olive Tree Markets
- Newcastle Museum School Holidays program
- Australia Day stall at The Station
- Australia Day stall at Foreshore Park

Ideas wall corflutes

155 responses were received in total - **Top 3 results**

"Think about the best experience you ever had with arts and culture - what made it such a great experience?"

23 responses — Experiencing something new and unexpected

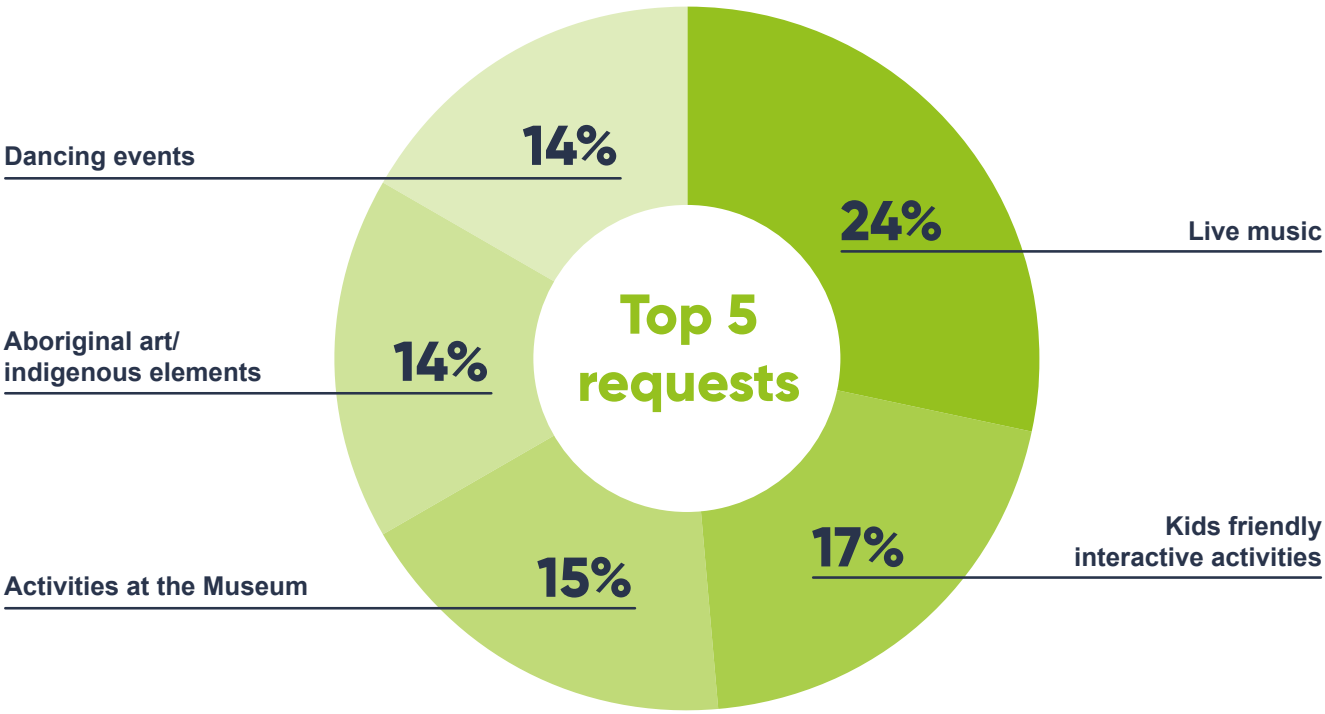
23 responses — Trying my hand at a new creative skill

20 responses — Learning about history and culture

Feedback form results

78 feedback forms were received in total

"What art and cultural events would you love to see more of in Newcastle?"



Next Steps

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

City of Newcastle

newcastle.nsw.gov.au