



# Public Exhibition of the Draft Newcastle 500 Community Consultation Strategy

## Community engagement report

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Prepared by: Media, Engagement, Economy and Corporate Affairs, City of Newcastle

Enquiries: [engage@ncc.nsw.gov.au](mailto:engage@ncc.nsw.gov.au) or (02) 4974 2000

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## Executive summary

The draft Newcastle 500 Community Consultation Strategy (**draft Strategy**) detailing the proposed methodology for consulting with the community on the possible five year extension for the Newcastle 500 Supercars event, was placed on public exhibition from 14 December 2022 to 25 January 2023.

A total of 37 submissions were made that provided feedback on the draft Strategy. A further 115 submissions were made regarding subjects such as support or opposition to the event itself, which have been noted by City of Newcastle (CN) but do not feature in this report regarding the draft Strategy. This report focuses on feedback from submissions specifically on the draft Strategy where three key themes emerged:

### **Theme 1: Consultation Approach**

- More targeted engagement with Newcastle East stakeholders
- Clarifying sampling methods and sample size
- Extending face-to-face engagement
- Establishment of a steering committee
- Health and pollution professionals included as stakeholders
- Additional survey questions

### **Theme 2: Commentary on the draft Strategy**

- Images selected and overall presentation
- General statements of support
- Promotion and awareness

### **Theme 3: Transparency of Information**

- Respondent knowledge of negative aspects of the event
- Reporting of results

Detailed findings of each theme are presented in section **4. Key findings**.

## 1. Background

The Newcastle 500 is a major Supercars event held over a three-day weekend on the Newcastle East Street Circuit. The event operates under a three-way agreement between the NSW Government, Supercars Australia and the City of Newcastle (CN).

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

There is an option to extend the Newcastle 500 for a further five years following the March 2023 event. If the NSW Government and Supercars Australia decide to extend the event, CN's elected Council will have the final decision as to if Newcastle continues as the host city. A decision on a further five years would be on terms equivalent or favourable to CN from the current agreement.

CN is committed to ensuring the community has the opportunity to provide meaningful feedback and input into the decision-making process for a potential five-year extension. To achieve this a Community Consultation Strategy was drafted by consultants KPMG, an independent external third party with international standing and expertise, that outlines the approach that will be taken to engage with the community to seek their input on a potential extension. The draft Strategy was placed on public exhibition from 14 December 2022 – 25 January 2023.

This report summaries the community feedback received on the consultation approach that will be undertaken in February and March 2023. **It is important to note that this report only addresses feedback received about the draft Strategy, not feedback received about the Newcastle 500 event itself or its possible continuation.**

## 2. Engagement objectives

To better understand community opinion on the draft Strategy and provide an opportunity to share feedback on the proposed approach to consultation, CN placed the draft Strategy on public exhibition from 14 December 2022 to 25 January 2023.






More specifically, the engagement sought to:

- Demonstrate accountability and transparency by clearly defining the consultation approach and methodology that will be used to engage with the community regarding the potential five-year extension.
- Understand the overall level of support for the draft Strategy.
- Provide the community with the opportunity to give feedback on the methodology that will be used for the Strategy only.

## 2. Communication and promotion

During the engagement period, a communications campaign was implemented to raise awareness of the public exhibition and promote the opportunity for community members to provide feedback.

Key communications activities are summarised below, and key pieces of communications collateral are available in Appendix I.

Channel	Description	Reach
 <b>Have Your Say webpage</b>	A dedicated project webpage was created on CN's Have Your Say (HYS) landing page. The page provided information and raised awareness of the draft Strategy and encouraged people to give feedback.	923 visits
 <b>Social media</b>	The public exhibition was promoted via CN's Facebook page on 19 December 2022. The post raises awareness of the public exhibition and directed the community to the CN Have Your Say webpage to encourage people to provide feedback.	21,032 reach
 <b>Media coverage</b>	A media release was issued on 13 December 2023, resulting in broad coverage across local media including the Newcastle Herald, NBN News, 2HD, Triple M Newcastle, Newcastle Live, Mirage News, along with the Auto Action and Speedcafe websites.	~98,250 audience
 <b>Newsletter</b>	An article promoting the public exhibition and inviting community feedback was included in the December 2022 Newcastle Voice e-newsletter.	Distributed to 2,427 subscribers
 <b>Councillor engagement</b>	<p>A briefing was held with CN Councillors on 18 October 2022, providing a high level overview of the draft Community Consultation Strategy and seeking feedback from Councillors on the approach.</p> <p>Councillors unanimously endorsed the public exhibition of the draft Strategy on 13 December 2022.</p>	n/a

### 3. Engagement activities

The community was invited to provide feedback on the draft Strategy during the public exhibition period from 14 December 2022 to 25 January 2023.

The community was able to provide comment on the draft Strategy by:

- Completing the online form via the HYS website
- Emailing [engage@ncc.nsw.gov.au](mailto:engage@ncc.nsw.gov.au)
- Calling CN's customer service centre

A total of 37 submissions were made providing feedback on the draft Strategy:

Feedback channel	Number of submissions
Online form	32
Email	4
Customer service	1

Findings are presented in section **4. Key findings**.

A further 115 submissions were made regarding subjects such as support or opposition to the event itself, which have been noted by CN but do not feature in this report as they do not relate to feedback on the draft Strategy.

## 4. Key findings

The 37 submissions providing feedback/comments specifically on the draft Strategy were reviewed and three key themes emerged. Table 1 provides a summary of the key themes and subthemes included in the submissions.

Table 1: Key themes and subthemes of submissions

Theme and topics	Number of comments
<b>Theme 1: Consultation approach NET</b>	<b>23</b>
Targeted engagement with Newcastle East stakeholders	13
Sampling methods and sample size	7
Extending the face-to-face surveying and engagement	5
Establishment of a steering committee	4
Health and pollution professionals included as stakeholders	4
Suggested survey questions	2
<b>Theme 2: Commentary on the draft Strategy NET</b>	<b>17</b>
Images selected/presentation of the draft Strategy document	7
General statement of support for the draft Strategy to be conducted	6
Promotion and awareness of the draft Strategy	5
<b>Theme 3: Transparency of information NET</b>	<b>13</b>
Respondent knowledge of negative aspects of the event	11
Reporting of results	2

### 4.1 Theme 1: Consultation Approach

Twenty three submissions discussed the community consultation methodology that is proposed in the draft Strategy. These submissions can be broken down into six subthemes:

#### 4.1.1 Targeted engagement with Newcastle East stakeholders

Thirteen submissions discussed the need for more targeted engagement to be conducted with Newcastle East stakeholders, specifically:

- Residents of Newcastle East
- Businesses within Newcastle East
- Community organisations and community members that regularly use the services and facilities in Newcastle East

The submissions discussed the need for greater recognition of the adverse impact on some local residents and businesses in the area. Submissions also discussed needing to engage with vulnerable

community members, elders of Traditional Custodians and to understand how the three day event impacts their lives and services.

Table 2: Examples of comments discussing the need for targeted engagement with stakeholders most impacted

**Examples: Targeted engagement with stakeholders most impacted (N=13)**

*"... The selection of respondents must provide greater weight to residents and businesses most affected by the event. A greater effort must be made to include a large number of respondents from this group of people..."*

*"I would like to see every resident in Newcastle East and Newcastle CBD, and every business, retail and service canvassed without using a biased set of survey questions. These groups are the ones to suffer, and not just for a few days but a 2 month period either side of the event..."*

*"...In my opinion, more stakeholder engagement activities need to be included to target beach users, specifically the Surf Lifesaving Clubs at Newcastle and Nobbys Beaches, as well as dog owners and families who frequent Horseshoe beach for its off-leash opportunity... I think a specific engagement session involving the Surf Clubs and other entities like Friends of Newcastle Ocean Baths would help inform the strategy and encourage the potential for easier and clearly defined access opportunities to our beaches."*

**Response from CN for final Community Consultation Strategy: Targeted engagement with stakeholders most impacted**

The Strategy acknowledges that those living, working and operating businesses within or very close to the race precinct are more acutely impacted by the event. To understand the opinions of this group of stakeholders, the data collected will be separately analysed and reported by Ward and those within postcode 2300.

There will be three focus groups on the possible five year extension of Newcastle 500, one specifically dedicated to residents, one for small to medium businesses and one for industry groups. Representation will include Newcastle East residents and businesses.

#### 4.1.2 Sampling Methods and Sample Size

Seven submissions addressed the details of the survey methodology and sample sizes that have been proposed.

- Online survey: Submissions discussed the need for a large sample size and questioned what the process will be if more than 1,000 community members want to complete the online survey (referencing the sample size in the draft Strategy for the online survey of N=1,000). Submissions also enquired what processes are in place to prevent certain groups from hijacking the survey and skewing results, as well as a lack of clarification on whether the opportunity will be provided for an open-ended response.
- Telephone survey: Questions were asked about the telephone survey methodology, such as how participants will be chosen, the lack of landlines in the community now, people screening calls and people not wanting to participate in general. Submissions also stated that all Newcastle East residents should be able to participate in the telephone survey, not just a randomised selection.



- Focus groups: Submissions discussed a lack of information on the group consultations that will take place, such as who the participants will be and whether groups will be held with participants of opposing viewpoints.

Table 3: Examples of comments on the sampling methods and sample size

**Examples: Sampling methods and sample size (N=7)**

*"... Further the 1000 online surveys can be hijacked by 1000 of the East Enders (1927 people) submitting their opinions. If more than 1000 submissions are received will only 1000 submissions be chosen and will they be chosen based on post code?? How will the phone numbers be selected for the 600 phone surveys?? Without knowing the selection process one cannot assume that the sampling will not be skewed in favour of continuation of the event for another five years."*

*"...With regards the phone surveys, certain matters need to be taken into account. Many people now do not have landlines – so any resident and business phone survey need to somehow capture both landlines and mobiles. Also, many people now screen their calls to either block or send to message bank incoming calls from unknown numbers. This applies to both mobiles and landlines. It is recommended if a survey call goes direct to message bank or is not picked, the caller provides a return number so the resident or business has the opportunity to participate in the survey..."*

*"...The survey questions should include opportunities for open-ended answers. The questions presented as examples do not allow for elaboration..."*

## Response from CN for final Community Consultation Strategy: Sampling methods and sample size

### Online survey

The Strategy will clarify that the 1,000 respondents for the online survey reference is a target, not a cap, all submissions will be included in the data analysis.

The online survey will be open to all members of the community to have their say.

Quality control will be conducted by KPMG during the data processing stage. Upon closing the survey, KPMG will review for any irregular responses by completing industry-standard checks, such as: average completion time, logic checks, analysing open-ended questions to look for unusual responses and tracking time stamps for surveys beginning and ending at the same exact time. Irregular survey responses will be deleted from the data set.

There will be an open-ended question in the survey.

### Telephone survey

The Strategy will clarify that the telephone survey will utilise commercially available databases of both landline and mobile numbers and that participants will be randomly selected by an independent surveying company contracted by KPMG. Only participants that live within the City of Newcastle LGA will take part in the telephone survey.

If a community member does not answer the phone, then the following message will be left: *“I’m calling on behalf of TKW Research, we are conducting phone surveys with Newcastle community members about the Newcastle 500 Supercars event. We may try you again later.”*

There will be an open-ended question in the survey.

### Focus groups

Focus groups will be focused on gathering feedback from residents, small to medium businesses and industry groups. Representation will include Newcastle East stakeholders. The final structure of the focus groups will be decided by the preliminary findings of the survey to provide greater insight to the community feedback received so far.

These focus groups will be facilitated by KPMG, an independent third party.

### 4.1.3 Extending the face-to-face surveying and engagement

Five submissions discussed wanting the face-to-face survey and engagement to be expanded, with intercept surveys being conducted before and after the event to capture residents that move out of

the area during the event. Concerns were raised that the intercept surveys conducted during the event will be biased, as it will only be conducted with people choosing to attend the event.

Submissions also discussed wanting face-to-face consultation to be conducted across all Wards, with only Newcastle residents and businesses invited and Councillors in attendance.

Table 4: Examples of comments discussing extending the face-to-face surveying and engagement

**Examples: Extending the face-to-face surveying and engagement (N=5)**

*"...Extend the intercept survey period to one week prior to and one week after the event to capture residents in the precinct who may leave the area for the event, as well as visitors to the area as they navigate the barriers and blocked access to the beaches and foreshore park area..."*

*"...Group consultation in each Ward (Newcastle only) These would be run by neutral, not NC, facilitators utilising key questions. The responses to these key questions and questions & concerns raised by the consultation participants will form the basis of a report to Council. Only citizens living or with business concerns in a Ward will be allowed entry to these meetings. Naturally it is to be expected that given the high importance of the 500 Race issue that Councillors from each Ward will attend and contribute to their Ward consultation meeting."*

**Response from CN for final Community Consultation Strategy: Extending the face-to-face surveying and engagement**

The intercept surveys that will be conducted during the event are a different set of questions to the online and telephone survey for residents and businesses. The methodology of a randomised telephone survey and open online survey will allow for a broad level of feedback from the community on the possible five year extension of the event, whilst the face to face feedback is specifically designed around race goer behaviour.

A sample size of 600 random telephone surveys across a population of 169,317 provides a maximum sampling error of plus or minus 4% at 95% confidence. This means that if the survey was replicated with a new universe of 600 randomly selected respondents, 19 times out of 20 we would expect to see the same results +/-4%.

Face-to-face consultation will take place with residents and business representatives in the three focus groups that will take place.

Should the NSW Government and Supercars agree to extend the Newcastle 500 by five years, CN Councillors will subsequently have the determining vote on Newcastle being the host city.

#### 4.1.4 Establishment of a Steering Committee

Four submissions called for the establishment of a steering committee to oversee the process and sign off on the final report, stating that it is the best way to achieve trust and transparency in the consultation process.

Table 5: Examples of comment on establishment of a steering committee

**Examples: Establishment of a steering committee (N=4)**

*"...We offer a number of recommendations that include: Having a representative "oversight group" to participate in all stages, over comment and sign off on the final report and recommendations..."*

*"...A steering committee comprising representatives from Newcastle East Residents Group, affected local businesses, CoN, KPMG, and Business Hunter should be formed to oversee the consultation process. This will improve public perceptions of transparency and lack of bias..."*

#### **Final Community Consultation Strategy: Establishment of a steering committee**

CN has engaged KPMG, an independent external third party with international standing and expertise, to develop and implement the consultation strategy using best practice methodologies. A steering committee would impede the outcome of an impartial consultation process.

#### **4.1.5 Health and pollution professionals included as stakeholders**

Three submissions discussed the need for health and pollution professionals to be included as key stakeholders in the consultation, providing information on the health and pollution implications of the event to both residents and visitors.

Table 6: Examples of comments of health and pollution professionals included as stakeholders

#### **Examples: Health and pollution professionals included as stakeholders (N=3)**

*"I think there needs to be targeted engagement with key stakeholders such as: health professionals to get an understanding of health impacts... have exiting health issues become worse during this time for residents? Have been health issues arisen?..."*

*"...safety and health concerns -- physical danger, noise, pollution..."*

#### **Response from CN for final Community Consultation Strategy: Health and pollution professionals included as stakeholders**

The primary intent of this consultation is to understand from members of the Newcastle community, including residents and businesses, their views and opinions on the possible five year extension of the Newcastle 500 event. The consultation is not intended to be a scientific assessment of the event.

#### **4.1.6 Suggested survey questions**

Two submissions proposed additional questions to be included in the survey.

For the online and telephone surveys, one set of questions recommended comparing the amenity and likelihood of usage of beaches, cafes and businesses, visitation to Newcastle and money spent in the area inside and outside of the event period. Another suggested a question on support for the race specifically in its present location.

For the face-to-face intercept surveys at the event, a set of questions suggested for race attendees was how they received their ticket and where they have/intend to purchase food and drink.

Table 7: Examples of comments of suggested survey questions

#### Examples: Suggested survey questions (N=2)

*"I think the most important questions to ask both Newcastle residents and potential visitors from outside the Newcastle City council area*

*1. how they rate the amenity of the beaches, cafes and other businesses in Newcastle East and Newcastle CBD when the (8 week?) Supercars interruption isn't occurring.*

*2. how they rate the amenity of the beaches, cafes and other businesses in Newcastle East and Newcastle CBD when the (8 week?) Supercars interruption is occurring...*

*5. Are they more or less likely to visit Newcastle East and CBD during the 3 days of the Newcastle 500 Supercar event, and if they are, how much money they are likely to spend in local Newcastle City Council area businesses (not on Supercars tickets or Merchandise or Hospitality vans)...."*

*"... the event happening in March provides the opportunity to ask race attendees how they received their tickets and where they have purchased or intend to purchase food and drink... Include a question for the community members as to whether they want the race to continue in Newcastle in its present location..."*

#### Response from CN for final Community Consultation Strategy: Suggested survey questions

The focus of the consultation is to understand community opinion on the possible five year extension of Newcastle 500. Questions have therefore been written to measure the event's impact on the community, perceptions of the benefits and drawbacks of the event in its present location and level of support for a possible extension. The number of questions included in the survey must be restricted to maximise community participation and it is therefore not possible to add these additional questions in.

An alternative location for the race is not part of this consultation process.

## 4.2 Theme: Commentary on the draft Strategy

Seventeen submissions provided commentary on the overall delivery of the draft Strategy. The submissions raised concerns on the presentation of the draft Strategy via the language and images selected to support it, as well as how the draft Strategy was promoted. Six Submissions also included general statements of overall support for the draft Strategy.

### 4.2.1 Images Selected/Presentation of the draft Strategy

Seven submissions discussed the 'pro-Supercars' images and key words that were selected to be in the draft Strategy and promotional material.

The submissions discussed the use of happy and attractive images biasing perceptions of the event, and that images should also have been included that provided insight into the more negative aspects of the event.

Table 8: Examples of comments on the images selected/presentation of the draft Strategy

**Examples: Images selected/presentation of the draft Strategy (N=7)**

"... The images provided all paint a positive perception of the raise which makes the document both biased and inaccurate. The alternate side of the argument - with supporting images - should also be provided so that a more informed opinion can emerge as a consequence..."

"...have several concerns remaining about the document. The first is that the first paragraph of the strategy About the Newcastle 500 looks more like an advertisement for the event than a genuine attempt to engage objectively in open consultation with the community..."

"This is not a "nationally significant event" and it is utterly ridiculous to claim it as one. This choice of wording demonstrates clear bias on the council's part..."

**Response from CN for final Community Consultation Strategy: Images selected/presentation of the Strategy**

This feedback has been noted and the promotion of the research itself will be neutral in tone, noting that the strategy document itself will not be part of the consultation process.

#### 4.2.2 General Statement of support for the draft Strategy

Six submissions made general statements of support for the draft Strategy and the consultation activities proposed.

Table 9: Examples of comments making general statements of support for the draft Strategy to be conducted

**Examples: General statements of support for the draft Strategy (N=6)**

"This is a robust strategy and should provide appropriate opportunities for residents and businesses to have their say on the event in an equitable way."

" This Community Consultation Strategy is comprehensive and bodes well for informing decision-making..."

#### 4.2.3 Promotion and Awareness of the draft Strategy and Consultation

Five submissions discussed promotion and awareness of both the draft Strategy and the consultation that will be conducted.

The submissions raised concerns that there was inadequate promotion of the draft Strategy for all community members to be able to provide feedback, highlighting that they believe a letterbox drop should have occurred to residents. These submissions also discussed the need for widespread promotion of the consultation that will take place, ensuring that all residents are aware of how and when they can participate.

Table 10: Examples of comments on the promotion and awareness of the draft Strategy and consultation

**Examples: Promotion and awareness of the draft Strategy and consultation (N=5)**

*"Newcastle council has not only failed historically to consult or listen to affected residents during the past staging of its car races but now also hides it's supposed consultation strategy within the hidden mire of councils website?????"*

*"... This time around, it would nice if the council made it clear about what is happening and give all residents (despite their age) to be able to easily have their say on this event and how it impacts themselves and their community. A letterbox drop clearly outlining how people can voice their opinions would be the most transparent way to inform everyone about this community consultation and to make sure that ALL residents/businesses are aware of their opportunity to voice their opinion"*

#### **Response from CN for final Community Consultation Strategy: Promotion and awareness of the draft Strategy and consultation**

To ensure extensive promotion of the community consultation that will take place, and that all community members are aware of how they can have their say, the consultation will be promoted via:

- Information provided through letterbox drop to residents throughout the Newcastle LGA
- Media release issued to local media
- Paid social media ads
- Dedicated HYS webpage on the City of Newcastle website
- Email to Newcastle Voice subscribers
- Signage around Newcastle

### **4.3 Theme: Transparency of information**

Thirteen submissions were made on the topic of transparency of information. The submissions discussed the possible lack of knowledge amongst the community on the negative aspects of the event, with CN needing to ensure this information is shared, and enquiring about what information will be released at the end of the community consultation.

#### **4.3.1 Knowledge of negative aspects of the event**

Eleven submissions discussed the need for better sharing and transparency of information during the consultation period.

The submissions argued that many survey participants will not have an extensive knowledge of the event or be fully aware of the disruption and negative impacts to the local area, residents and businesses. The submissions propose, therefore, that greater promotion to the community is conducted on the negative aspects of the event and that this information is provided to respondents before/as they participate in surveys to ensure an informed opinion is provided.



Table 11: Examples of comments discussing the sharing and transparency of information

**Examples: Knowledge of negative aspects of the event (N=11)**

*"The consultation process has to be based on honest and unbiased facts, otherwise it is a waste of time. How many of Newcastle's 179,000 residents know that the Council has handed over the Newcastle East suburb to a private company to control for up to weeks of every year for a race..."*

*"...The documents provided in the consultation framework, are in some cases, heavily redacted, which makes it impossible to make informed decisions about the process and the overall level of transparency..."*

*"...Participants should be made aware of how the race restricts residents use of the park for 9 weeks together with a lengthy period after whilst repairs are carried out to the grounds..."*

**4.3.2 Reporting of results**

Two submissions discussed the need for the transparency of information to continue after the community consultation has concluded, with deidentified raw data and tables released.

Table 12: Examples of comments discussing the sharing and transparency of information

**Examples: reporting of results (N=2)**

*"...4. Two consultation reports to be prepared and released: a. A summary document detailing broad outcomes and conclusions that can be released to stakeholders and media outlets; and b. A detailed report that contains summary tables and appendices of all the data that can be downloaded and independently reviewed by interested parties. Data should be presented in a way to ensure individual businesses and residents cannot be identified..."*

*"...Rather than releasing a summary-only report (as in the Ernst & Young Report), all data must be published for scrutiny. That will allow in-depth evaluation by independent (non-commissioned) analysts..."*

**Response from CN for final Community Consultation Strategy:  
Sharing/transparency of information**

The consultation and analysis of all results will be conducted by KPMG, an independent third party.

Deliberate reporting of only negative viewpoints of the race would skew the findings of the consultation, similarly to any deliberate reporting of favourable viewpoints; thus making the survey findings unreliable.

At the end of the consultation, the full report will be available online.

Negative viewpoints of the event have been broadly reported in local media.

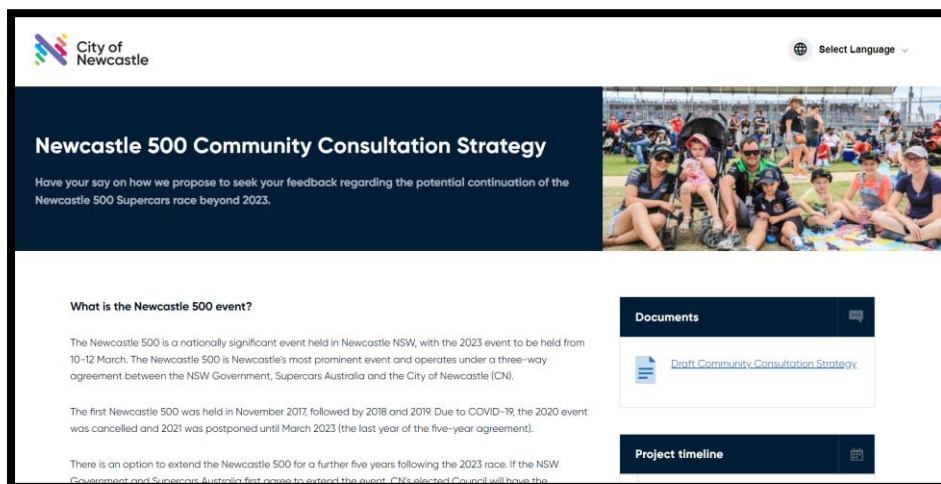


## 5. Next steps

1. The draft Strategy will be updated by KPMG, an independent external third party and finalised by CN.
2. The Newcastle 500 Community Consultation Strategy will be implemented for approximately eight weeks over February - April 2023.
3. The findings from the consultation will be released mid-2023.

## Appendix I – Promotional materials

### Have your say webpage



**City of Newcastle** Select Language

## Newcastle 500 Community Consultation Strategy

Have your say on how we propose to seek your feedback regarding the potential continuation of the Newcastle 500 Supercars race beyond 2023.

**What is the Newcastle 500 event?**

The Newcastle 500 is a nationally significant event held in Newcastle NSW, with the 2023 event to be held from 10-12 March. The Newcastle 500 is Newcastle's most prominent event and operates under a three-way agreement between the NSW Government, Supercars Australia and the City of Newcastle (CN).

The first Newcastle 500 was held in November 2017, followed by 2018 and 2019. Due to COVID-19, the 2020 event was cancelled and 2021 was postponed until March 2023 (the last year of the five-year agreement).

There is an option to extend the Newcastle 500 for a further five years following the 2023 race. If the NSW Government and Supercars Australia first agree to extend the event, CN's elected Council will have the

**Documents**

[Draft Community Consultation Strategy](#)

**Project timeline**

## Social media

**City of Newcastle**  
19 December 2022 at 10:00 · 🌐

We're inviting the community to share feedback on our proposed approach to consultation on the potential continuation of the Newcastle 500 Supercars race beyond 2023.

The Newcastle 500 Community Consultation Strategy has been designed to gather information and insights from Newcastle's residents and businesses about the future of the event.

The strategy is on public exhibition for the next six weeks. For your feedback to be a part of the conversation, visit our Have Your Say page before 5pm on 25 January - <https://www.newcastle.nsw.gov.au/.../newcastle-500...>



**Newcastle 500:**  
Keeping the  
community involved  
every step of the way



City of  
Newcastle

👍👎❤️ 74      168 comments   16 shares

## Newsletter



Have your say until 5pm **Wednesday 25  
January 2023.**

**HAVE YOUR SAY**

### How do you want to provide feedback on Newcastle 500?

To keep the community involved every step of the way, we have put on public exhibition the proposed community consultation strategy for gathering feedback on the potential continuation of the Newcastle 500 Supercars race beyond 2023.

Let us know how you want to be engaged with on this important project.

## Media release

# Media release



13 December 2022

## Community to have their say on future of Newcastle 500

City of Newcastle will seek feedback from the community before, during and after next year's Newcastle 500 as part of a consultation strategy prepared to guide future decisions on the event.

Councillors will vote tonight to place the draft strategy on public exhibition ahead of its planned implementation leading into the Supercars season-opener, which will be held in Newcastle from 10-12 March 2023.

Next year's race is the final event to be held under the existing agreement between Supercars Australia, City of Newcastle and Destination NSW.

Newcastle Lord Mayor Nuatali Nelmes said the future of the Newcastle 500 beyond the final race is a decision of the NSW Government in the first instance as the consent authority for the race.

"Any inclusion of Newcastle as a potential host city for another five years will be subject to broad community and stakeholder consultation, and a decision of the elected Council after the March 2023 event," Cr Nelmes said.

CEO Jeremy Bath said City of Newcastle is committed to undertaking broad community consultation prior to entering into any agreement should Destination NSW and Supercars Australia propose a five-year extension to continue the event in Newcastle.

"The draft community consultation strategy has been developed by global consultancy firm KPMG and includes an evidence-based methodology to understand the opinions of the Newcastle community and ensure that key stakeholders have their voices heard and considered," Mr Bath said.


"At this time, no decision has been reached by any of the three parties on an extension of the race beyond March 2023."

The draft consultation strategy proposes gathering feedback from the community via a random telephone survey across the entire city, designed to canvas a range of views from across Newcastle's demographic profile and an online survey that will allow all members of the community to take part in the consultation process.

In-person surveys are proposed around the event precinct during the race period to provide insight into attendees' behaviours including visitation to local businesses, while three post-event stakeholder workshops with community, business and industry representatives will also be held.

The consultation strategy will be placed on public exhibition for six weeks and finalised following community and stakeholder feedback. A report on the feedback and insights from the community to inform the decision about any potential extension of the Newcastle 500 will be prepared for Council mid next year.

## Media coverage





### Strategy for Supercars say

Sage Swinton at Newcastle Herald(page 3) on 13 Dec 2022.

**ASR:** 690 AUD    **Audience:** 33,000

[View Original](#)    [View Full Text](#)

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**Summary:**  
RESIDENTS, business people and industry groups will be invited to have their say on the future of the Newcastle 500 under a proposed consultation strategy prepared for the event. A motion to Tuesday's Newcastle council meeting calls to place the draft Newcastle 500 Strategy on public exhibition for six weeks.

**Item Details:**

- Item ID: 1752722262
- Section: General News
- Location: Newcastle
- Region: NSW
- Classification: Regional
- Format: 246 cm<sup>2</sup> News Item
- Words: 413
- Type: Newspaper



### Newcastle 500 mentioned on NBN News at 18:13

Natasha Beyersdorf and Gavin Morris at NBN Newcastle Hunter, Newcastle, NBN News on 13 Dec 2022 6:13 PM.

Newcastle 500 (1)

**ASR:** 387 AUD    **Audience:** 29,000 (14,000 female 16+ / 15,000 male 16+ )    **Duration:** 0mins 22secs




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**Automated Transcript:**  
News The City Council is seeking feedback from locals before, during and after the Newcastle 500 in March next year's race is the final one to be held under the existing agreement between Supercars Australia, Newcastle Council and destination New South Wales. Councillors will tonight vote to place the draught strategy for the 2023 event on public exhibition.

**Visuals:**

- Coates Hire, NSW Government, Tyrepower, vodafone

**Item Details:**

- Item ID: R00096497765
- Location: Newcastle
- Region: NSW
- Type: TV

[Stream](#)



**Newcastle 500 mentioned on 10:00 News at 10:03**



Newsreader at Triple M Newcastle, Newcastle, 10:00 News on 13 Dec 2022 10:03 AM.



Newcastle 500 (1)

ASR: 509 AUD Audience: 27,000 (14,000 female 16+ / 10,000 male 16+) Duration: 0mins 32secs

**Automated Transcript:**

News Newcastle Council plans to hit the phones to get our feedback on the Supercars. The Newcastle 500 will get underway in March, but that's the last one under the current arrangement. They'll vote tonight on a broad community consultation programme before committing to any future race. They're also keen to do in-person surveys with residents and businesses during and after the race and integrity issue has been chosen as the worst phrase of 2022. ...

**Also broadcast from the following 1 station:**

hit106.9 Newcastle (Newcastle)

**Item Details:**

- Item ID: R00096488143
- Location: Newcastle
- Region: NSW
- Type: FM Radio

[Stream](#)

**City of Newcastle debates future of Newcastle 500**



Thomas Miles at Auto Action on 13 Dec 2022 7:40 PM.



ASR: 607 AUD Audience: 1,978 unique visitors per day / 1,003 average story audience



**City of Newcastle debates future of Newcastle 500 - Auto Action**

The future of the Newcastle 500 is up for debate at a council meeting being held tonight, with the existing contract finishing in 2023.

**Item Details:**

- Item ID: 1753226528
- Words: 306
- Location: Online
- Type: Online News

### **Community To Have Their Say On Future Of Newcastle 500**

2HD on 13 Dec 2022 3:58 PM.

**ASR:** 370 AUD **Audience:** 409 unique visitors per day / 379 average story audience



#### **Summary:**

Newcastle's East End residents are expected to jump at the chance to voice opposition to a proposed Council survey about the future of the Supercars 500 event. Council will tonight consider a six week consultation period about the upcoming March race...

#### **Item Details:**

- Item ID: 1753128638
- Words: 210
- Location: Online
- Type: Online News

### **NEWCASTLE 500: Community consultation on future supercars events in Newcastle**

Newcastle Live on 13 Dec 2022 8:32 AM.

**ASR:** 9,670 AUD **Audience:** N/A



#### **NEWCASTLE 500: Community consultation on future supercars events in Newcastle**

From What's on in Newcastle to what matters in the Hunter. Newcastle gig guide and events. Next year's Newcastle 500 will be the final event held under the existing agreement between Supercars Australia, City of Newcastle and Destination NSW.

#### **Item Details:**

- Item ID: 1752959782
- Words: 210
- Location: Online
- Type: Online News



### **City of Newcastle releases draft strategy for feedback on future of Supercars Newcastle 500**

Sage Swinton at Newcastle Herald on 13 Dec 2022 5:17 AM.

**ASR:** 262 AUD    **Audience:** 9,134 unique visitors per day / 196 average story audience



#### **Strategy calls for feedback on future of Supercars in Newcastle**

A motion to Tuesday's Newcastle council meeting calls to place the draft Newcastle 500 Strategy on public exhibition...

#### **Item Details:**

- Item ID: 1753112533
- Words: 416
- Location: Online
- Type: Online News

### **Council to survey residents before Newcastle 500 contract decision**

Daniel Herrero at Speedcafe on 14 Dec 2022 3:35 PM.

**ASR:** 46,400 AUD    **Audience:** 17,868 unique visitors per day / 6,667 average story audience



#### **Council to survey residents before Newcastle 500 contract decision - Speedcafe**

The local council is set to survey residents before a decision is made on whether or not a new contract is signed for the Newcastle 500

#### **Item Details:**

- Item ID: 1753780918
- Words: 396
- Type: Online News

### Community expected to have say on Newcastle 500's future

**AutoAction**

Thomas Miles at Auto Action on 14 Dec 2022 12:57 PM.

ASR: 568 AUD    Audience: 1,978 unique visitors per day / 1,003 average story audience



#### **Community expected to have say on Newcastle 500's future - Auto Action**

The future of the Newcastle 500 could lay in the hands of the community if a six-week consultation strategy is voted through by council.

**Item Details:**

- Item ID: 1753712499
- Words: 282
- Location: Online
- Type: Online News

## Appendix II – Online feedback form

Provide feedback/comments on the draft Community Consultation Strategy

### Online feedback form

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**First name** Required

**Last name**


**Email**

**Suburb** Required

**Postcode** Required

**Feedback/comments**

**Upload file**

 Choose file...

Max files: 4 Allowed file types: pdf,doc,docx,txt,xls,xlsx,rtf,png,gif,jpg,jpeg Size limit: 10.00 MB

Submit