

Mona Vale Performance Space Community Engagement Report



September 2018



northern
beaches
council

Mona Vale Performance Space

Mona Vale Performance Space

Community Engagement Report – September 2018

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Mona Vale Performance Space

1. Executive Summary

Northern Beaches Council is undertaking a Feasibility Study and Business Case to understand the viability of a public performance space in Mona Vale.

Public consultation was an important first step in the study; to assess the community appetite for the proposal as well as starting to raise awareness of the project within the local area.

Between March to May 2018, a total of 956 community members were consulted on the project. Discussions with residents centred on the perceived need for a performance space on the Northern Beaches. Conversations explored the potential uses of the venue, how it would be run, and whether the size would be appropriate for the needs of the users.

Overall the initial community feedback was for a building they can be proud of; one that is accessible, well used and large enough to fit at least 800 people.

The main concerns raised were regarding affordability of hiring the space, noise and parking issues around the venue.

In addition, 606 residents took part in an independent phone survey undertaken by Micromex. The results showed that over 89% of community members were somewhat to very supportive of the project and 82% of respondents were at least 'somewhat likely' to visit the venue¹.

The project team is currently reviewing the community feedback and will prepare a recommendation for Council consideration.

¹ Mona Vale Performance Space Survey by Micromex Research (May 2018)

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2. History and Background of the project

The Art, Culture and Heritage Strategic Reference Group Directions Paper (April 2017) identified the community's desire to have a musical performance space in the Northern Beaches.

Concept plans for an auditorium were developed as part of a civic and cultural precinct in the Mona Vale Place Plan (Imagine Mona Vale, Draft Mona Vale Place Plan 2016) and since then, the opportunity has arisen for a potential site at Mona Vale Public School. This concept was originally proposed around 2014 and now has gained further support from various stakeholders including the Department of Education (DE), who have offered school land at the corner of Bungan and Waratah Streets, Mona Vale.

The proposal is for Northern Beaches Council to develop, design, build and operate a facility for music and other performing arts at Mona Vale. The proposed venue would provide for the existing and future needs of the entire Northern Beaches performing arts community. The community performance space could include:

- An auditorium with 600 – 1000 seats
- Stage size for concert orchestra: 15m x 10m
- Warm up and rehearsal spaces
- Potential retail/commercial use
- Onsite parking

Council sought the community's thoughts on the need for a Performance Space in this location through a variety of communication and consultation that included markets, Special Interest Groups (SIG's) and one on one interviews.

Music groups are currently using a mix of school halls and community centres to rehearse and perform.

3. Engagement Objective

The key objective for this first stage of engagement was to begin to raise awareness and gauge overall level of support for the project, as well as to gain a better understanding of the community's need in a performance space in terms of form and function.

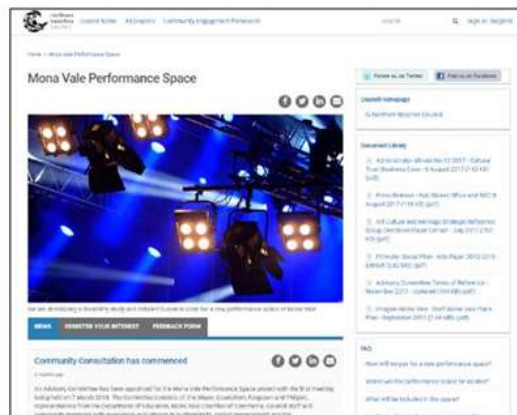
4. Engagement Approach

The first stage of consultation was for three months from March to May 2018.

A number of engagement activities were undertaken to reach a broad range of stakeholders. Engagement methods included:

- Your Say website (895 visits)
- online feedback form (8)
- Mona Vale Performance Space Advisory Committee(9 community members)
- Special Interest Group (SIG) workshops (6 workshops)
- engagement stalls at community events (255 people)
- print promotion (500 brochures)
- discussions with local businesses (30 businesses)
- an independent telephone survey (606 people)

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Your Say project page



Brochure

Mona Vale Performance Space Advisory Committee

In December 2017, Council advertised for community nominations for an Advisory Committee to assist in developing the Feasibility Study and Business Case for the proposed Northern Beaches Performance Space.

The Committee – Composition, role & objectives:

- Membership includes representatives from Council, Department of Education, Mona Vale school community, Mona Vale businesses and community.
- Provides advice and assists in the project's scope definition, Feasibility Study and Business Case.
- Will assist with gaining Cultural Organisation status with the Commonwealth Government. This status is required in order to develop a Donor Fundraising Campaign with Deductible Gift Recipient (DGR) status, to raise tax deductible funds for the capital development of the project.

Three Advisory Committee meetings have been held to date:

- Wednesday 7 March 2018 6-7pm, Vuko Place, Warriewood
- Wednesday 11 April 2018 4-6pm, Mona Vale Public School, Mona Vale
- Wednesday 5 September 2018 4.30-7.00pm, Vuko Place, Warriewood

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Drop-in sessions

Four drop-in sessions were held at local events to raise awareness of the project and to gauge the broader community's appetite for a performance space.

Drop in dates were as follows:

- Mona Vale Autumn Fair, Saturday 3 March 9.30am-3.30pm (84 people consulted)
- The Beaches Market, Warriewood, Friday 6 April 7.00am-1.00pm (40 people consulted)
- Edgeways Art Exhibition, Creative Space Curl Curl, Wednesday 28 March 6.00-8.00pm (38 people consulted)
- Arts & Culture Information & Networking Event, Glen Street Theatre, Belrose, Wednesday 16 May 6.00-8.00pm (93 people consulted)

Community workshops

Six workshops were held for Special Interest Groups (SIGs) to discuss technical information and collaborate with user groups' on their specifications for a performance facility. The following workshops were held:

- Northern Beaches Council staff, 5 April 2018 (5 attendees)
- General community, 9 April 2018 (9 attendees)
- Performing artists, 30 April 2018 (4 attendees)
- Musicians (Classical and contemporary), 30 April 2018 (11 attendees)
- Youth Council, 14 May 2018 (7 attendees)
- Technical professionals, 7 May 2018 (5 attendees)



Community consultation



Local Businesses

As local businesses are a key stakeholder group, Council's Place Coordinator for Mona Vale began visiting and discussing the proposal with businesses in the commercial centre. Thirty businesses were consulted, most of whom were in support of the project. Their major concern centred on parking in the area.

Schools

Mona Vale Public School community was also consulted via the P&C and Council has received an email of support from this group (**Appendix III**).

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In addition, the results of an informal poll of 275 respondents at the school showed that 93% supported the proposal.

Independent Telephone survey

An independent, randomised telephone survey of 606 residents was undertaken over the month of May 2018 by Micromex Research. The survey respondents were weighted by age and gender to reflect the 2016 ABS community profile of the Northern Beaches. The survey sought to determine current community attitudes and behaviours with regards to performing arts and to gauge the support and likelihood of use for a new performance space on the Northern Beaches. See **Appendix IV** for full survey results.

Key findings of the telephone survey:

Support for progressing with the project

Residents were supportive of Council progressing with this project, with 89% stating they are at least 'somewhat supportive' (53% of these being 'very supportive'). Key drivers identified for supporting the project were that it is 'good for the local community', 'it is needed' and 'the Northern Beaches is lacking such a facility'.

Likelihood to visit the venue

82% of residents stated they were at least 'somewhat likely' to visit the venue, with 36% of these being 'very likely' to visit the venue. Key drivers of likelihood to attend the venue were that it would be 'close and convenient' and 'I enjoy performing arts'.

Your Say – webpage on Council's website

Council received 897 visits to the Your Say webpage for the project from 1 January 2018 to 29 May 2018: <https://yoursay.northernbeaches.nsw.gov.au/mvperformancespace>

A list of the community's comments (8 in total) can be found at **Appendix II**.

Summary of Engagement

The following table details the numbers engaged.

Engagement Activity Type	Date	Total Consulted
Mona Vale Autumn Festival	03/03/18	84
Advisory Committee meetings & one on ones with members	07/03/18 & 11/04/18	12
Creative Space exhibition drop-in	29/03/18	38
Northern Beaches Council staff workshop	05/04/18	6
Beaches Market drop-in	06/04/18	40
General community workshop	09/04/18	9
Performing Artists workshop	30/04/18	4
Musicians workshop	30/04/18	11
Local high profile musicians	April/May 2018	2
Independent Telephone survey	May 2018	606
Youth Council workshop	14/05/18	7
Technical Professionals workshop	07/05/18	6
Local Mona Vale businesses (Bungan St)	15/05/18	30
Arts & Culture Networking evening	16/05/18	93

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Engagement Activity Type	Date	Total Consulted
Your Say online feedback form	April/May 2018	8
		956

5. Key Findings

Support and need of a Performance Space in Mona Vale

A total of 266 people commented on the proposal during the initial consultation period through drop-ins, workshops and interviews. The majority of these people were in support of the project and expressed the need for a venue of this type on the Northern Beaches. This was confirmed by the independent telephone survey of 606 community members which showed that 89% of respondents were somewhat to very supportive of the project and 82% were somewhat to very likely to use the venue (**Appendix IV**).

Use/function

The feedback from the drop-ins and workshops was that the venue's primary function should be for music. However, there are many other arts, education and business groups that would have an interest in using the venue. People felt the facility should be multi-use to assist in ensuring the venue is financially viable and used consistently.

The following uses of the venue were suggested during Council's consultation:

- Music performances
- Music rehearsal
- School performances and presentation nights
- Dance concerts/performance
- Dance Eisteddfods
- Seniors concerts
- Concert style musical theatre
- Exhibition space in foyer
- Pop-up/informal intimate performances in the foyer
- Concerts – both local and international gigs
- Comedy shows
- Education – lectures/talks
- Conferences
- Workshops
- Annual General Meetings (AGM's)
- Circus
- Writers festivals

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Venue Management

The response from the community was largely positive for the inclusion of retail outlets at the site to help fund the operation of the venue, improve the night-time economy as well as to activate the space. It was important to the Advisory Committee and workshop participants that the retail should be appropriate to the venue and the location (being so close to the school grounds) and could include; quality food outlets, cafes, creative stores and book shops.

Different management models were discussed including; staffing (such as technicians and ushers) choices and ticketing. Most user groups wanted an in-house box office and were happy to give up the management of their ticketing.

User groups commented that they wanted a reliable booking system and assurances that once they booked in their date that it wouldn't be given to another user as has occurred at other venues.

Affordability

A mixed pricing schedule was requested by workshop participants so they are able to use the venue along with more commercial groups and hirers. Some groups commented that they would not be able to use the venue if the hiring costs are too high.

There is a desire by the committee that the hiring cost of the venue be subsidised for community groups however this needs to be balanced with residents concern that rate payers shouldn't need to make up the operating cost shortfall.

Size

All groups consulted at workshops and drop-in sessions agreed that 800 seats would be the minimum requirement for their use and most would prefer 1000 seats. This would ensure the financial viability of a performance venue and accommodate the school community.

Parking and Transport

Parking and traffic congestion were frequently raised as potential issues. Some community members felt that the area is already 'choked' with traffic and that parking is already at capacity.

They felt the venue should be easily accessed by public transport.

Noise

The community was generally unconcerned with the noise that would be generated by performances with most people understanding noise from within the venue would not be heard outside. However, there was some concern that patrons leaving the venue would disturb the surrounding residential areas.

Reputation

Above all, the community wanted this venue to be a place they can be proud of; that is welcoming and inclusive. They don't want it to be seen as just a 'school venue' but rather a place for the entire Northern Beaches; for all different user groups and for all ages from youth to seniors.

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Design and Function

Although not in the scope of this phase of the project, valuable information on design and function requirements was received and will be considered should the project proceed.

Desire was expressed by participants during Special Interest Group workshops for an architecturally designed, world class building that the community can be proud of. A place that is both beautiful and welcoming on the outside and comfortable on the inside with a large functional foyer and seats that can view the performance from any vantage point.

A reoccurring theme in the workshops was a strong need for storage space and adequate rehearsal spaces for all user groups.

The community expressed a desire for the space to be a hybrid of low and high tech (State of the Art audio and lighting equipment). The option of low tech would allow for some groups to keep the costs down without the need for extra staffing and having a high tech option would attract high end and international acts to the space.

Dance schools and theatre groups would like wing space or the option to create wing space for their performances. Dance schools currently use The Concourse and Glen Street Theatre for their shows. They like performing at The Concourse, however it lacks the wing space they desire. Glen Street has the theatre space they prefer, however it is too small. Theatre groups would also like the option of adapting a rehearsal room into a black box theatre as there is currently a lack of small theatre space on the beaches.

Suggestions for the external design were provided and will be considered if the project moves into the next phase.

6. Evaluation and next steps

The Project Steering Group of Council will review the comments received during the initial community engagement period and prepare a recommendation for consideration by the Mona Vale Performance Space Advisory Committee and Council.

The community engagement summary will be available via the Your Say project page following recommendation to Council.

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Appendix I - Workshop themes

*The summaries below are a snapshot of the general themes that arose during the engagement process and not the full list of comments.

Theme	Comments/suggestions
Location	<ul style="list-style-type: none"> Located in Village Park, Mona Vale would be more ideal as it is closer to the Town Centre and 'saves' school. Better location as audiences can have dinner at Mona Vale Hotel then go across to the space. The B Line bus stops right there. People could park at Narrabeen and catch the bus to Village Park (this attendee voiced their objection of the current proposed location several times).
Name	<ul style="list-style-type: none"> Not the same name as Mona Vale Public School i.e. MVPS Suggested new name 'Northern Beaches Performance Space'
Size	<ul style="list-style-type: none"> Schools: 1000 seats Musicians: 1000 seats – unanimous around the table, 800 absolute minimum Dance schools: Minimum 800, 1000 would be better General public: 800-1000 seats, 1000 would be better Stage size: Minimum 15 x 10m
Reputation	<ul style="list-style-type: none"> World class venue A performance venue where anyone is welcome not just branded as a 'School' venue – need to get the image right A place to show overseas visitors Gives a feeling of community pride Space for youth, not just their parents 'Special' venue that people want to play at Don't want a 'school venue' image
Use	<p>Diversity</p> <ul style="list-style-type: none"> A place for unique performances Multi-use venue to cater to different user groups such as drama, concerts, conferences <p>Youth</p> <ul style="list-style-type: none"> HSC in the holidays around July/August and summer holidays (students travel from around the state to get to the city for these lectures), 400 people per lecture theatre Art studio space – specific for youth Space would be used in school holidays for programs such as Pantomimes, Circus etc. Mental Health – tie into 180 programme, well-being Access to youth performance groups – Youth initiatives <p>Community Groups</p> <ul style="list-style-type: none"> Community facility for non-profit groups to be able to rehearse regularly and perform to local audiences Place for seniors to have community workshops Workshops <p>Music</p> <ul style="list-style-type: none"> Experimental music nights – would be interested in the smaller spaces (Sonic music?)

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Theme	Comments/suggestions
	<ul style="list-style-type: none"> Orchestra rehearsals: Would have enough orchestras in the LGA to have at least 2 rehearsals every night of the week. Orchestral / Wind Ensembles concerts No live music currently on the Beaches, so this space is needed Demand for concerts will increase when there is a good venue International concerts <p>Schools (including Dance)</p> <ul style="list-style-type: none"> Pittwater High – 1 year worth of rehearsals 1 night a week currently paying \$500 1-2 concerts per year for dance schools (September – December) Dance Eisteddfods would use the space all year round Not an exclusive venue for schools where they get priority <p>Commercial</p> <ul style="list-style-type: none"> Comedy, drama performances Lectures or talks Being able to attract high calibre performers Workshops AGM's <p>Glen Street Theatre/The Concourse</p> <ul style="list-style-type: none"> Shows at The Concourse are 'always' packed when attendee goes to see ensembles Glen Street is hard to get into, new space would alleviate the strain on Glen Street rather than taking bookings away
Sustainability	<ul style="list-style-type: none"> Sustainable both environmentally and financially 2011 Local Environment Court refused 10 unit affordable housing development on school grounds facing Bungan Street. Residents fought to save the green strip along Bungan Street, now it will be lost. The location will take out so much green area and trees that currently benefit the Town Centre; it is nice to have an open green space. Parents of the school should be surveyed to find out if they support losing the green space play area.
Parking / Transport	<ul style="list-style-type: none"> Easy access to public transport both day and night Adequate parking People from Manly have indicated they will travel to Mona Vale to view performances Travel time to Mona Vale is less than going to the city for many Northern Beaches residents Reliable public transport No Increased traffic Not difficult to get to 200 underground car spaces are not enough for 600-1000 seats
Affordability	<ul style="list-style-type: none"> Priority as a venue for the community, not necessarily a world class, high-tech building Affordable for community groups to use Subsidised for community groups Consider staged development to assist affordability Entrance fee to a performance \$10/\$15 If fees jump too significantly then some groups will stay where they are How much would the venue take on ticket sales?

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Theme	Comments/suggestions
	<ul style="list-style-type: none"> • Offer a 'Dance School Package' that includes everything they need e.g. lighting • Would prefer to outsource the ticketing to the venue but not at a great cost • Sometimes better to reduce venue hire and then add staff costs on top of it • Hire packages: helpful for budgeting for community groups but ends up being a problem • Packages are not negotiable in the Council environment however other venues can do what they like • Don't want • rate payers to heavily subsidise the venue if it does not make enough revenue • Be too expensive to build • Too expensive that the community can't use it • A 'lemon' that doesn't get used • An idea so grand and world class it stops progress of serving the desperate need of the community performance groups that currently exists
Management /Operation	<ul style="list-style-type: none"> • Secure staffed stage door • In-house box office • Venue operated under 1 technician • Front of house – would be nice not to have to pay for ushers to save on cost for community groups. Depends on the users and the audience. Need particular ongoing professional standards, brand and customer service - if people have a bad experience with a volunteer usher it affects their experience associated with the venue. Also venue ushers are required to get people out of the venue in case of emergency. • Operate a half and half model for ushering • Happy for some hirers to use their own staff when its known they are able to use the equipment • Ticketing to go through the box office, hard to recoup the cash from hirers who don't pay • Reliable bookings – not to have your booking cancelled if someone else paying more comes along or some other organisation has priority <p>Retail</p> <ul style="list-style-type: none"> • Quality food outlets, coffee shops, creative stores and book shops. • Appropriate to being so close to school grounds
Design & Function	<p>Storage</p> <ul style="list-style-type: none"> • For each hirer (choral risers, orchestra instruments, dance flooring), lockable and secure, 5 x 5m room • Northern Beaches Symphonic Wind, large amount of percussion, storage for the instruments and able to move easily on stage. Store at least 2 sets of percussion underneath choir stalls as per Conservatorium of Music. <p>Rehearsal space</p> <ul style="list-style-type: none"> • Rehearsal spaces that can also act as small performance spaces by bringing in portable seating, more important than the larger performance space, large enough for a 30 piece concert band, large and flexible, high ceilings (3.5m min.) • Break out spaces for 'sections' of choirs and orchestras to rehearse in addition to the 'whole group' rehearsal space • Warm up spaces - 3 • Dressing rooms - 4-5

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Theme	Comments/suggestions
	<ul style="list-style-type: none"> • Music teaching / tuition rooms • Mirrored <p>Technical Specifications</p> <ul style="list-style-type: none"> • High tech with the option for easy to use low tech for those who don't need high tech • Excellent acoustics so it attracts world class artists • Speakers suitable for amplified performances • Sound Buffering • Quality high-tech staging • Ability to record (high quality) orchestras and concerts • Ease of use – not requiring a lot of staff in order to use • Sound proof rooms (various sizes) catering for chamber music through to a large orchestra • Ability to stream performances • A space for artistic innovations (with required high-tech infrastructure) • Televised performances in foyer so people can watch what is going on in the concert hall • A place that fosters innovation and collaboration <p>Internal building inclusions</p> <ul style="list-style-type: none"> • Orchestra pit • Wing space for theatre & dance schools • Tables attached to seats for lecture possibilities • Hydraulic stage for versatility • Ceiling height – Circus group would like adequate ceiling height for their use however some users don't want the ceiling to be as high as The Concourse. • Rigging points • Theatre type space for dance schools and theatre groups • Large enough dressing room space with clothes rails • Rehearsal rooms ability to convert into a Black Box for small theatre shows • Ability to put drapes up easily around the room • Sufficient toilets • Bar area • Truck access and straight onto the stage • Air conditioning - natural ventilation like at The Concourse doesn't work as it is too hot in Summer • Drapes for when there are amplified performances • Cinema space/movie screen to help activate space • Large stage space • No (or retractable) choir stalls – can add risers if required • Accessible for seniors – not too many stairs • Piano in build budget • Mosh pit <p>External building considerations</p> <ul style="list-style-type: none"> • Not too high so it overshadows the school, particularly in the morning • Landscaped area around building • Painting a mural – involving the community in having 'ownership' of the venue • Sculpture gardens • Accessible for seniors – not too many stairs

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Theme	Comments/suggestions
	<ul style="list-style-type: none"> Consideration for busses dropping off students – possibly 15 busses <p>High spec</p> <ul style="list-style-type: none"> Purpose built Architect designed World class Plenty of space around it so it's an iconic building and therefore draws people to it <p>Seating</p> <ul style="list-style-type: none"> To be able to see most of the orchestra from most seats in the hall Comfortable – both for performers and audiences <p>Foyer</p> <ul style="list-style-type: none"> Large foyer space to cater to the audience – size of auditorium Smaller performance space within bar in the foyer for jazz, quintet, improvised music etc. Intimate foyer space as per Sorley's for smaller cabaret style shows Exhibition space <p>Lighting</p> <ul style="list-style-type: none"> Sydney Symphony moving away from white light, lit under sconces Use LED lights on stage – cheap, portable There will be two users in terms of lighting – schools/community groups and full scale productions <p>Performances</p> <ul style="list-style-type: none"> Unique performances Not just a music venue otherwise so as not to exclude people who aren't interested in music
Noise	<ul style="list-style-type: none"> Sound proof so as to not disturb residents in close proximity How to manage the noise when audiences leave after performances

Potential Group's that would use the space

- Symphonic Orchestras
- Ballet
- Student recitals
- Evergreen school of music – currently users ground floor of industrial warehouse, 15/20 rooms they use to hire out which are always booked
- Concerts series
- Festivals and concerts
- Dance Schools
- Youth performance groups
- Pittwater High
- Manly Musical Society
- Hummingbird Choir
- Drama NSW
- Ballroom dancing in schools
- Cheerleading
- State Drama Festival, currently using the Seymour Centre
- Sydney Arts Space – used to run out of Cave Bar, would use a smaller informal rehearsal space
- Church Groups – Elanora Heights

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- Circuses
- Film
- Drama NSW and such organisations would use the space for conferences (circa 3 per year with 200-300 teachers).
- Business Meeting and Events Industry (MEAA)

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Appendix II - Your Say Comments

Theme	Comment
Need for music space and support for project	This is an important step in bringing the Arts to the Northern Beaches where there is no public place for orchestral works and in addition, it would provide another space for artist's exhibitions.
	We'd like to find out if the council will provide an auditorium / performance space for music and arts. Currently we don't have a facility on the northern beaches and it is a necessity for the schools in the area.
	Mona Vale Residents Association supports local initiatives in the arts, education and culture and look forward to participating in the development of the project.
	The Northern Beaches currently hasn't no designated performance spaces outside of school halls. A project such as this would be an invaluable asset. It would lift the profile of music in the Northern Beaches immensely and be a great space for performers and ensembles of all ages to use and host concerts for the benefit of the whole community.
	Keen for a good large performance space for full orchestra and rock bands with audience capacity of 1000.
	This is a much needed space for the existing and future vibrant communities of performing arts on the Northern Beaches as well providing visitors to come to the area. The flow in effect will be an even more vibrant arts culture and increased prospects for existing businesses in the Entertainment and hospitality industries.
Green Space	Who is representing people who want to keep open space for kids to play in Mona Vale?
	I note the Department of Education is making land available on the corner of Waratah St and Bungan St. I understood the building was going further along Bungan St near to where the current school hall is and also the tennis courts. I object if it goes on the corner proposed, this must be left as an open green area with the trees and grass.

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Appendix III - Email from Mona Vale Public School P&C

From: WEULE, Conor <Conor.WEULE@suncorp.com.au>

Sent: Monday, 12 March 2018 8:35 PM

To: Jones, Gregory

Subject: Support for Mona Vale Performance Space

Hi Greg,

I would like to confirm support from the Mona Vale Public School P and C for the Mona Vale Performance Space to be built within the school grounds. Information on the Performance space has been shared extensively through the school newsletter and at P and C meetings, and there is overwhelming support from all for this project to go ahead.

I look forward to hearing further information on the project as it goes ahead.

Kind regards

Conor Weule
President - MVPS P and C



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Please click here to complete a quick survey on your level of experience with me

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Appendix IV - Micromex Survey Report



Northern Beaches Council

Mona Vale Performance Space Survey

Prepared by: Micromex Research
Date: May 2018

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The information contained herein is believed to be reliable and accurate, however, no guarantee is given as to its accuracy and reliability, and no responsibility or liability for any information, opinions or commentary contained herein, or for any consequences of its use, will be accepted by Micromex Research, or by any person involved in the preparation of this report.

Background & Methodology

Background & Methodology

Objectives

Northern Beaches Council sought to determine current community attitudes and behaviours with regards to performing arts and gauge the support and likelihood of use for a new performance space in Mona Vale.

Questionnaire

Micromex Research, together with Northern Beaches Council, developed the questionnaire.

Data collection

The telephone survey was conducted during the period 14th-19th May 2018 from 4:30pm to 8:30pm Monday to Friday, and from 10am to 4pm Saturday.

Sample selection and error

The sample consisted of a total of 606 respondents.

519 of 606 of respondents were drawn from SamplePages utilising both landline and mobile numbers. The remaining 87 respondents were 'number harvested' via face-to-face intercept at a number of areas around the Northern Beaches Council LGA, specifically: Manly Wharf/Corso, Forestville Shopping Centre - Violet Lane, Warringah Mall - Bus stop on Pittwater Road, Mona Vale - Bungan Street/Waratah Street, and Newport - Coles/Barrenjoey Road.

For the survey under discussion the greatest margin of error is $\pm 4.0\%$. This means, for example that the answer 'yes' (50%) to a question could vary from 46% to 54%.

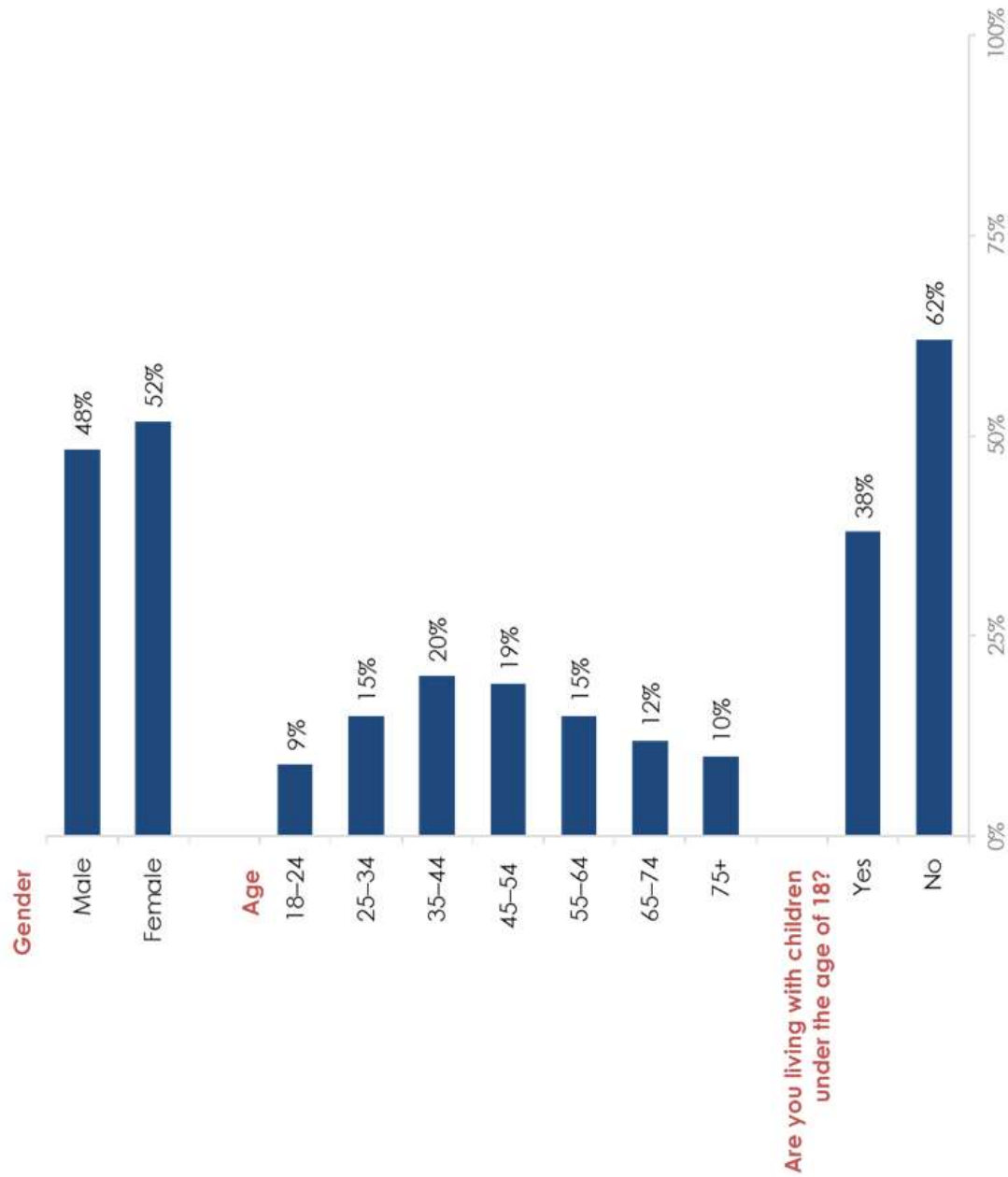
Data analysis

The data within this report was analysed using Q analytic software.

All percentages are calculated to the nearest whole number and therefore the total may not exactly equal 100%.

Sample Profile

Sample Profile



The sample was weighted by age and gender to reflect the 2016 ABS community profile of Northern Beaches Council.

Base: N = 606

The breakdown by ward/suburb of respondents is located in the Appendix.

Key Findings

Key Findings

Support for progressing with the project

- Residents were supportive of Council progressing with this project, with 89% stating they are at least 'somewhat supportive', 21% being 'supportive' and 53% being 'very supportive'. Key drivers identified for supporting the project were that it is 'good for the local community', 'it is needed' and 'the Northern Beaches is lacking such a facility'.

Likelihood to use the venue

- 82% of residents stated they were at least 'somewhat likely' to visit the venue, with 36% being 'very likely', a positive result. Key drivers of likelihood to attend the venue were that it would be 'close and convenient' and 'I enjoy performing arts'.

Awareness

- 9% of residents indicated prior awareness of the project before participating in this survey.

Overall, the community is supportive of Council progressing with this project and, if it were to be developed, would be likely to use the venue.

Results



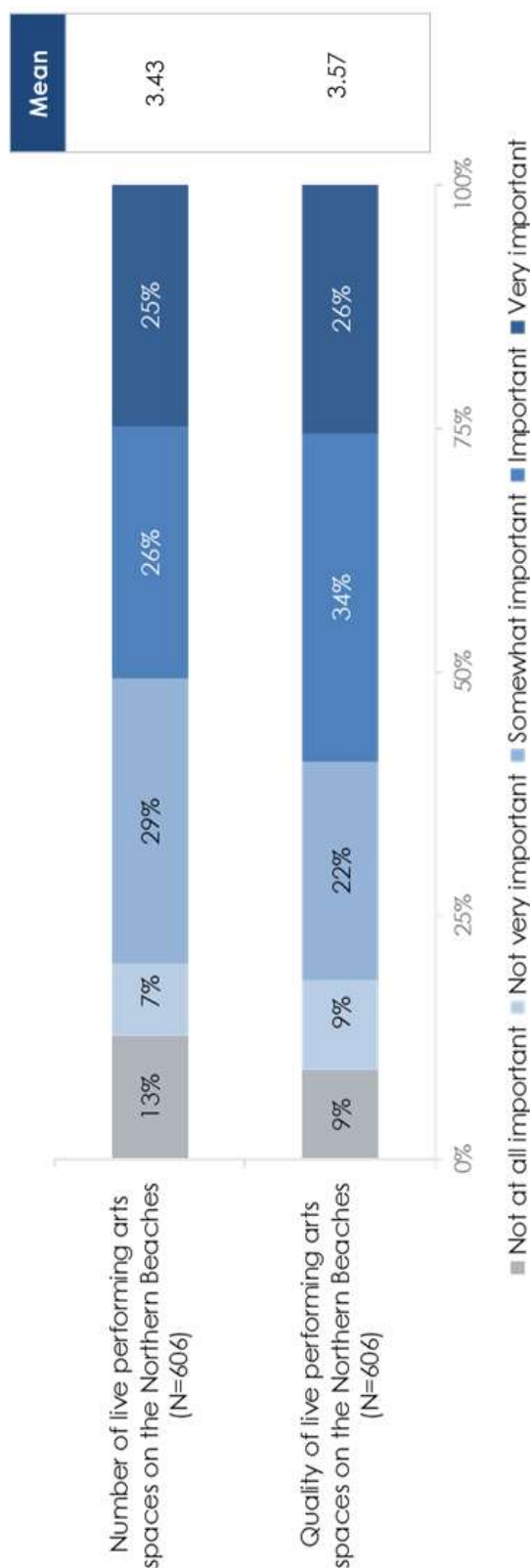
Current Attitudes and Behaviours

Importance of Performing Arts

Q4a. Thinking of live performing arts spaces in the Northern Beaches Council Area, how would you rate the following?

	Overall	Male	Female	Kids U18	No Kids U18	18-24	25-34	35-44	45-54	55-64	65-74	75+
Number of live performing arts spaces on the Northern Beaches	3.43	3.24	3.60▲	3.36	3.47	3.19	3.03▼	3.55	3.66▲	3.79▲	3.18▼	3.33
Quality of live performing arts spaces on the Northern Beaches	3.57	3.39	3.74▲	3.52	3.61	3.30	3.15▼	3.83▲	3.64	3.84▲	3.57	3.44

▲ ▼ = significantly higher/lower importance (by group)



80% and 82% of residents stated that 'number of live performing arts spaces' and 'quality of performing arts spaces' on the Northern Beaches were at least 'somewhat important', respectively.

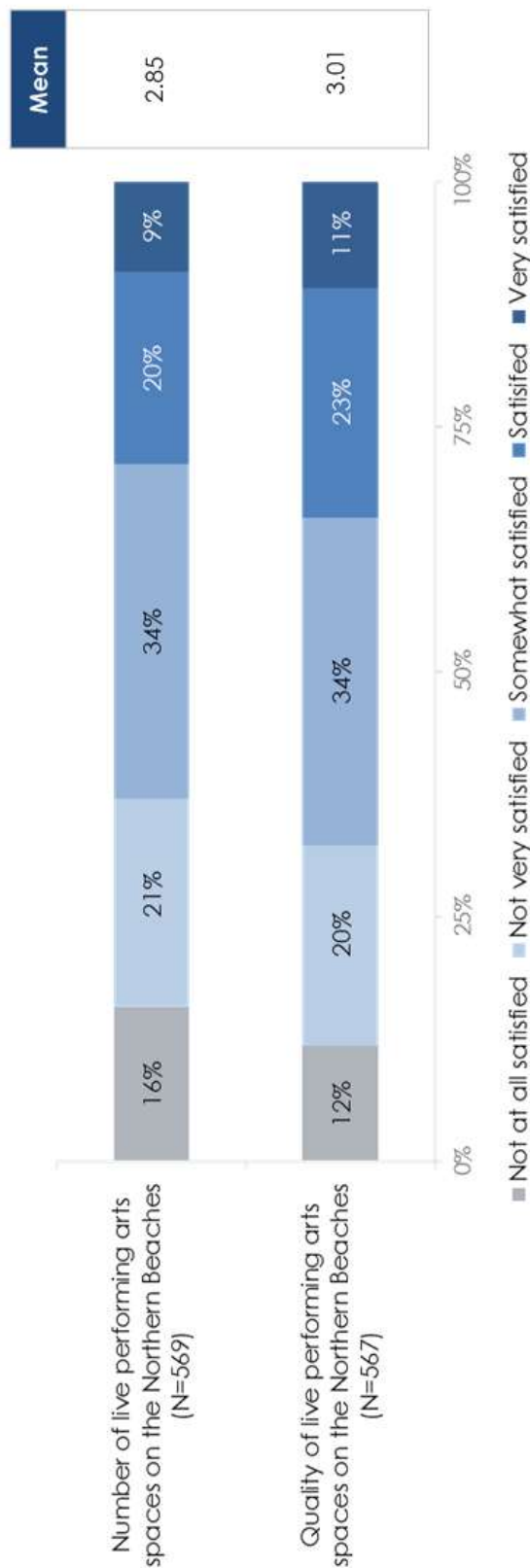
Females rated the importance of both the number and quality of live performing arts spaces significantly higher than males. Those aged 35-64 rated the importance of both the number and quality of live performing arts spaces higher than those younger and older.

Satisfaction with Performing Arts

Q4b. Thinking of live performing arts spaces in the Northern Beaches Council Area, how would you rate the following?

	Overall	Male	Female	Kids U18	No Kids U18	18-24	25-34	35-44	45-54	55-64	65-74	75+
Number of live performing arts spaces on the Northern Beaches	2.85	2.75	2.95	2.94	2.79	3.10	2.87	2.91	2.79	2.66	2.67	3.05
Quality of live performing arts spaces on the Northern Beaches	3.01	2.87	3.14▲	3.01	3.01	3.01	3.20	2.93	2.85	2.91	2.98	3.36▲

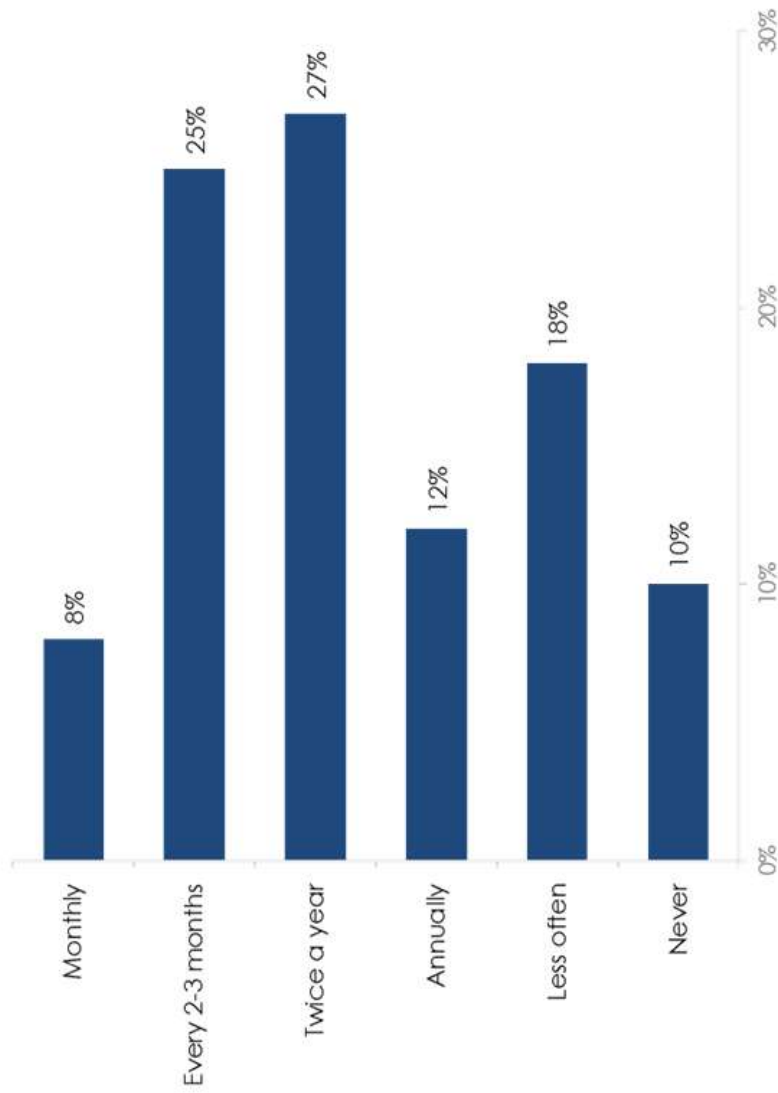
▲ ▼ = significantly higher/lower average rating of satisfaction (between groups)



63% and 68% of residents stated that they were at least 'somewhat satisfied' with the 'number of live performing arts spaces' and 'quality of live performing arts spaces', respectively.
Females and residents aged 75+ were significantly more satisfied with the quality of live performing arts spaces.

Frequency of Performing Arts Attendance

Q2. How often do you attend a live performing arts event in Sydney?



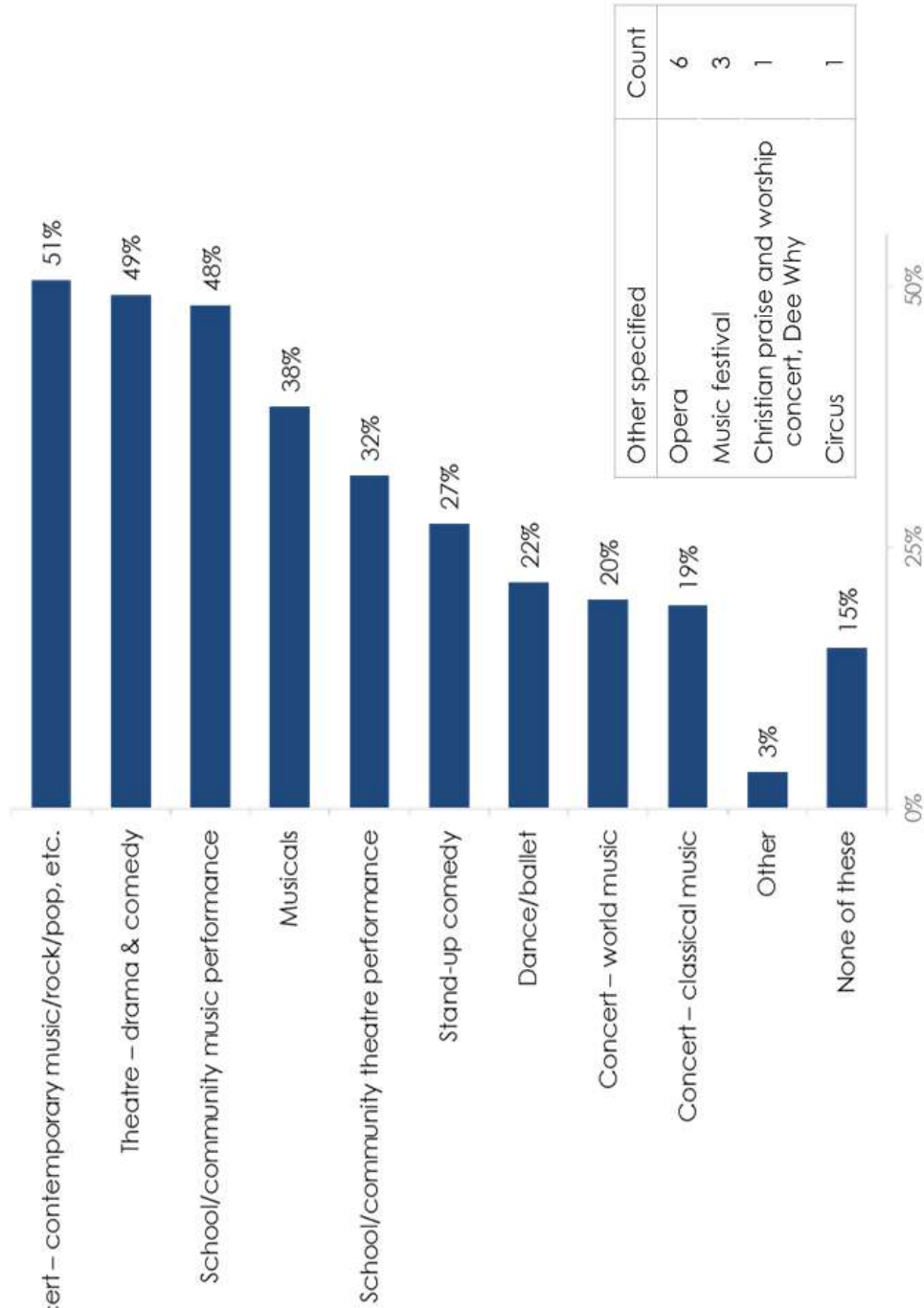
Base: N = 606

The majority of residents (60%) attend live performing arts events in Sydney at least twice a year.



Recent Performing Arts Attendance (Type)

Q1. In the past two years, which if any, of the following live performing arts events have you attended?

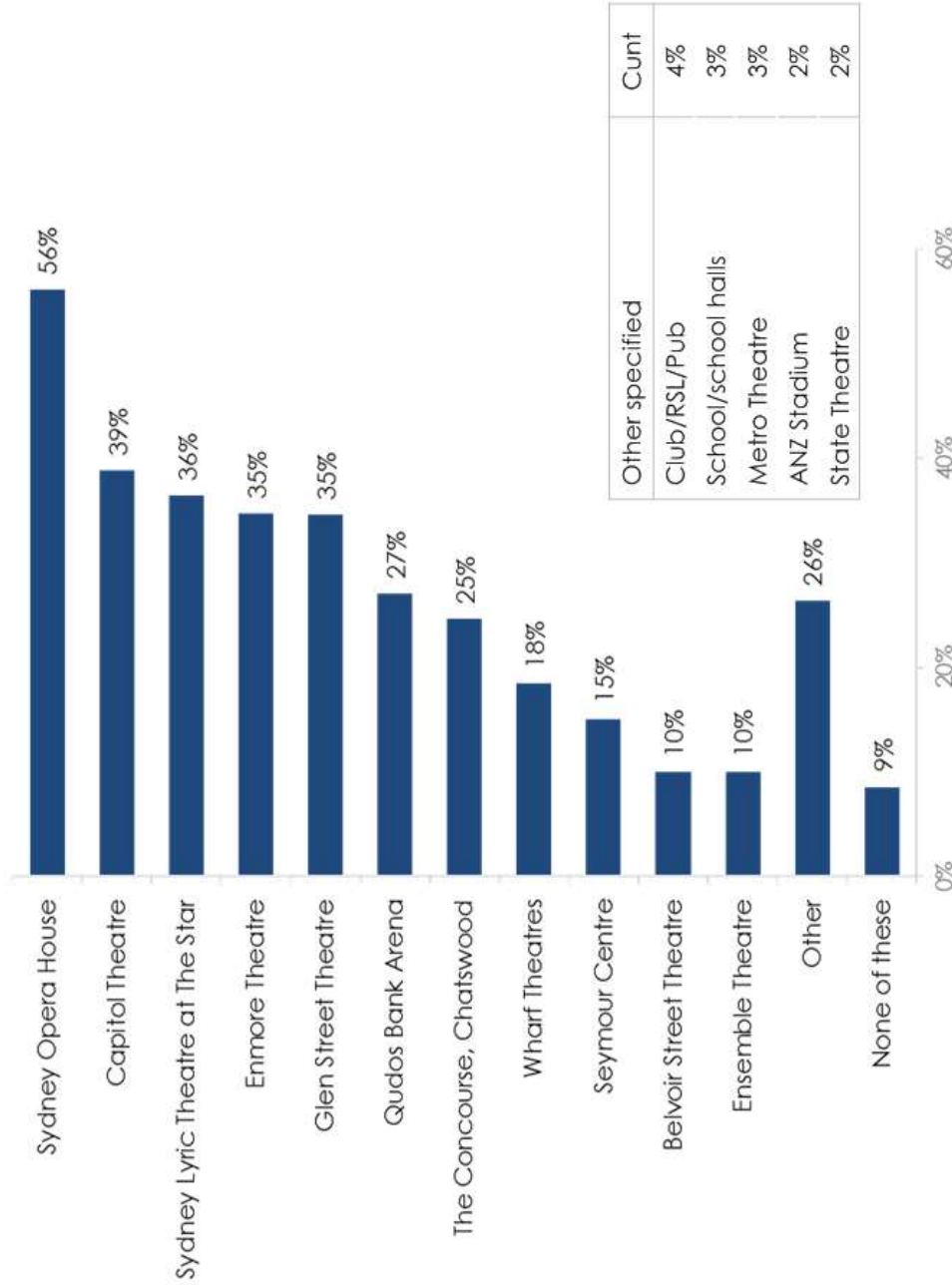


Base: N = 606

The most commonly attended events were 'concert-contemporary music/rock/pop, etc.' (51%), 'theatre-drama & comedy' (49%) and 'school/community music performance' (48%).

Recent Performing Arts Attendance (Venue)

Q3. Which of the following places have you visited to attend a performing arts event in the past two years?



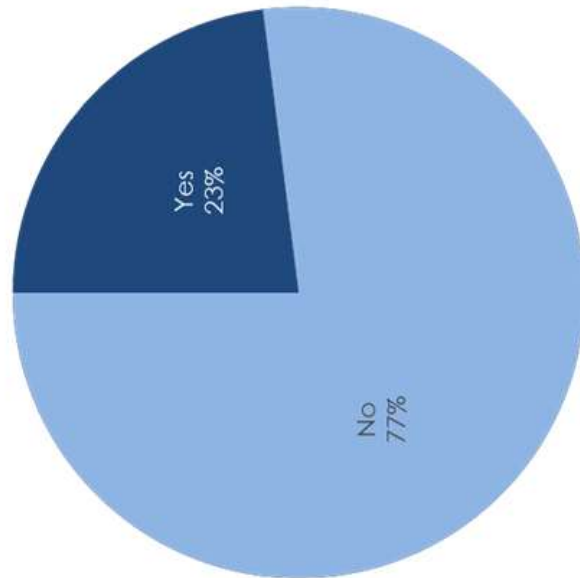
Base: N = 544

Please see Appendix for 'Other' responses less than 2%

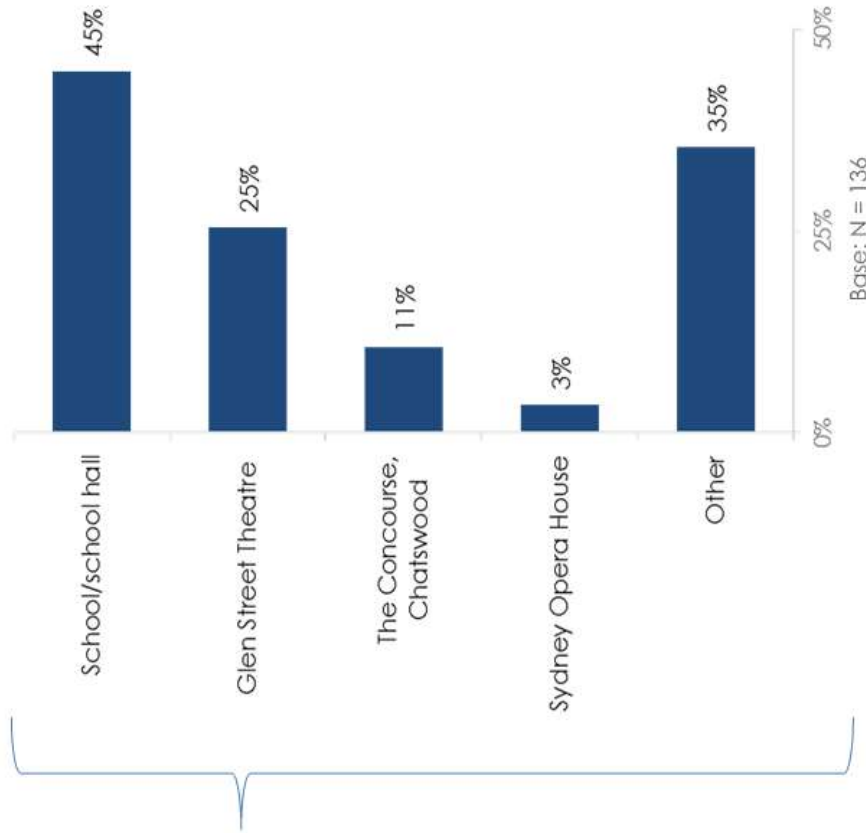
Of the residents that have ever attended a live performing arts event in Sydney, the most visited venues were 'Sydney Opera House' (56%), 'Capitol Theatre' (39%) and 'Sydney Lyric Theatre at The Star' (36%).

Family Participation in Performing Arts

Q9a. Do you, or an immediate family member, participate in a school or community music group/activity?



Q9b. (If yes) Which venue(s) do you, or your immediate family member, regularly perform in?



Please see Appendix for breakdown of 'Other' responses

23% of residents participate, or have an immediate family member/s who participate, in a school or community music group/activity.

Of these, almost half (45%) had performed at a school or school hall.



Awareness, Support and Likelihood to Use

Concept Statement

The following concept statement was read to residents before they responded with their awareness, support and likelihood to use for the Mona Vale performance space project.

CONCEPT STATEMENT

The Northern Beaches has a diverse range of cultural venues. This ranges from permanent venues such as Glen Street Theatre and Manly Art Gallery & Museum through to festivals and events. However, at this point in time there is no dedicated professional music venue on the beaches.

Council in conjunction with the Department of Education is exploring the feasibility of providing such a venue at Mona Vale Town Centre as part of a civic and cultural precinct.

The opportunity has arisen of a building site at the Mona Vale Public School on the corner of Bungan and Waratah Streets, Mona Vale.

The venue is to provide for the existing and future needs of the performing arts community, both participant and spectators of all ages.

The project is for a live performance space with an auditorium of between 600 and 1000 seats and the capacity to hold a full orchestra.

The venue will also be fitted with an onsite restaurant and parking for visitors.

So far Council has consulted with key stakeholders such as musicians, teachers, dance schools, drama teachers, producers and presenters.

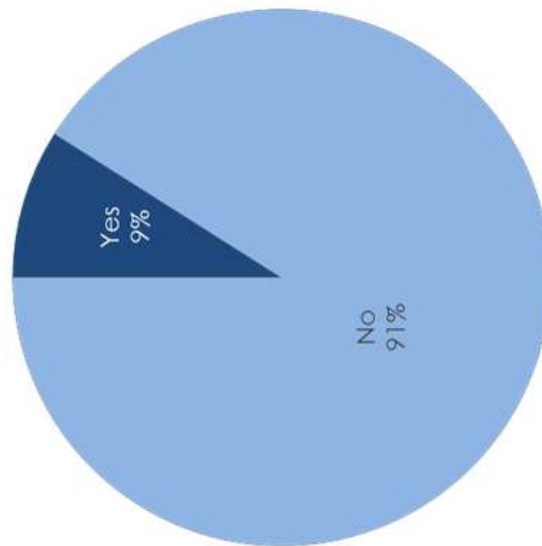
It has been determined that Council should go out to the broader community to understand their support for the project.

Awareness of Project

Q5. Prior to this call were you aware that Council is considering developing a performance space in Mona Vale?

	Overall	Male	Female	Kids U18	No Kids U18	18-24	25-34	35-44	45-54	55-64	65-74	75+
Yes	9%	6%	12%▲	9%	9%	11%	4%	9%	7%	14%	7%	16%▲
No	91%	94%	88%	91%	91%	89%	96%	91%	93%	86%	93%	84%

▲ ▼ = significantly higher/lower awareness (by group)



Base: N = 606

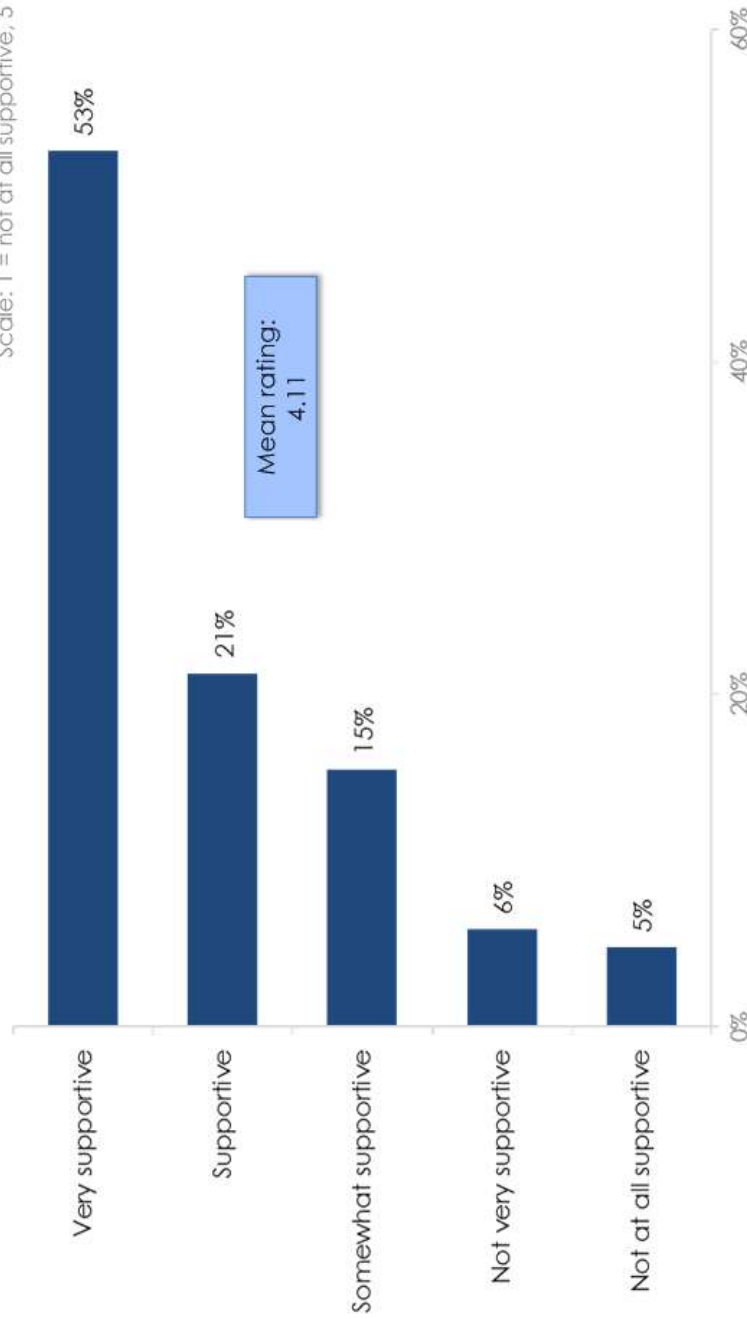
Only 9% of residents were aware of the planned development prior to being called. Females were twice as likely to be aware (12% cf. 6%), a significant difference. Those over the age of 74 were significantly more likely to be aware than other age groups.

Support for Council Progressing with Project

Q6a. How supportive are you of the Council progressing with this Project?

	Overall	Male	Female	Kids U18	No Kids U18	18-24	25-34	35-44	45-54	55-64	65-74	75+
Mean ratings	4.11	3.88	4.33▲	4.04	4.16	4.00	3.80	4.12	4.27	4.27	4.04	4.23

▲ ▼ = significantly higher/lower level of support (by group)
Scale: 1 = not at all supportive, 5 = very supportive



Base: N = 606

89% of residents stated they are at least 'somewhat supportive' with Council progressing with this Project, with over half (53%) stating they are 'very supportive'.
When comparing by gender, females are significantly more supportive than males.

Support for Council Progressing with Project

Q6b. Why did you say that?

1-2 Not supportive (11%)	Count	3 Neutral (15%)	Count	4-5 Supportive (74%)	Count
Doesn't relate to me/not interested	3%	Doesn't relate to me/not interested	3%	Good for the local community	30%
Not a priority/not needed	3%	Not a priority/not needed	3%	It is needed	14%
Concerned about cost/not enough information on project	2%	Concerned about cost/not enough information on project	2%	Northern beaches is lacking such a facility	14%
Area already too busy/traffic	1%	Too far from me/not central	2%	Close and convenient	12%
Bad location/area is over developed	1%	Bad location/area is overdeveloped	1%	Good for the children	9%
Concerned about the school	1%	Concerned about the school	1%	I enjoy performing arts	8%
Don't trust council	1%	Concerned about traffic and parking	1%	Good to support artists/performers	3%
Too far from me/not central	1%	Good for the local community	1%	It's a great idea	3%
Not enough parking	<1%	Good for those that enjoy performing arts	1%	It will host lots of performances	3%
Positive for the area	<1%	Close and convenient	<1%	Concerned about the school	1%
Too much going on	<1%	Concerned about noise pollution	<1%	Concerns for loss of natural habitat	1%
		Good for the children	<1%	Great addition to the area	1%
		Good idea	<1%	It would bring people to the area	1%
		Haven't seen anything I've wanted to see recently on the Northern Beaches	<1%	People will use it/we will use it	1%
		Indifferent	<1%	Art needs more priority	<1%
		Need to know what will be on	<1%	Concern for whether it will be affordable for everyone	<1%
		Needs to be built well	<1%	Concern for whether the venue is appropriate for this location	<1%
		Prefer small venues	<1%	Mona Vale library may be better for creative arts	<1%
				More information is required	<1%
				No need for the restaurant	<1%
				Sometimes Sydney is better	<1%
				Warriewood Valley would be a better location	<1%
				Will be able to hold events in bad weather	<1%
				Worried about parking	<1%

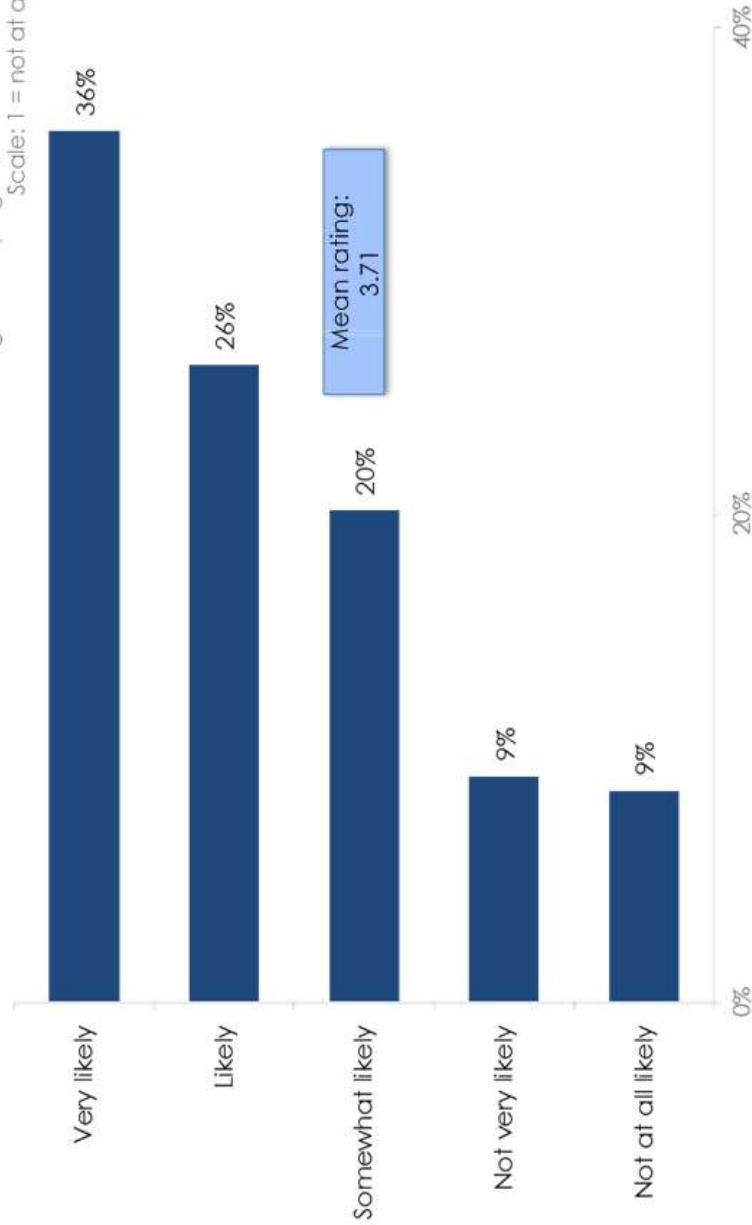
The key drivers for supporting the Project were 'good for the local community', 'it is needed' and 'the Northern Beaches is lacking such a facility'.

Likelihood to Visit the Venue

Q7a. If the venue were to be developed, how likely would you be to visit the venue?

	Overall	Male	Female	Kids U18	No Kids U18	18-24	25-34	35-44	45-54	55-64	65-74	75+
Mean ratings	3.71	3.51	3.90▲	3.79	3.66	3.20	3.60	3.92	4.00▲	3.82	3.56	3.38▼

▲ ▼ = significantly higher/lower level of likelihood (by group)
Scale: 1 = not at all likely, 5 = very likely



Base: N = 606

82% of residents stated they were at least 'somewhat likely' to visit the venue, with 36% being 'very likely'. Females and those aged 45-54 are significantly more likely to attend the venue, whereas those over 74 are the significantly less likely.

Likelihood to Visit the Venue

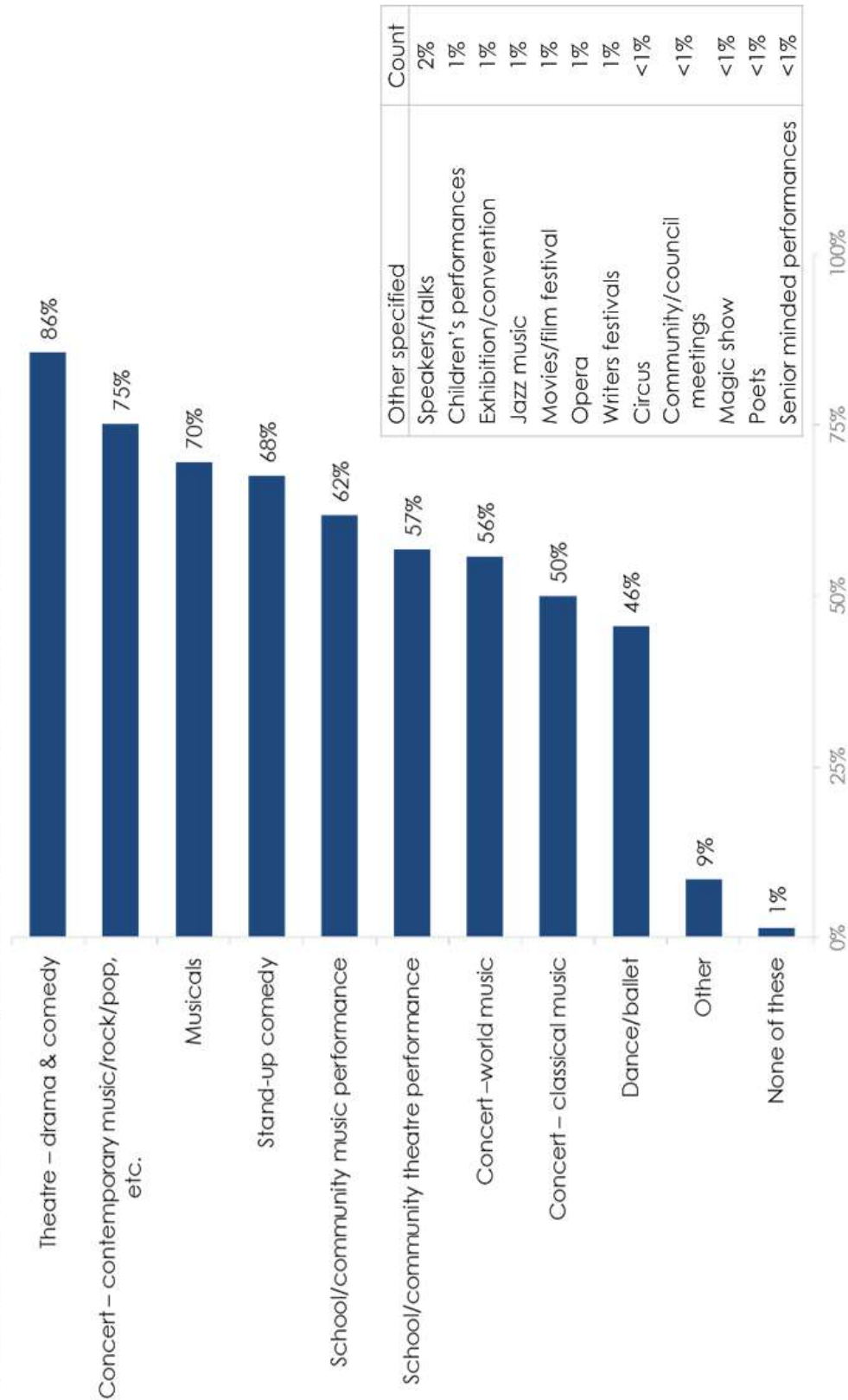
Q7b. Why did you say that?

1-2 Not likely (18%)	Count	3 Neutral (20%)	Count	4-5 Likely (62%)	Count
Not interested in it	9%	Depends on what is on/how good it is	10%	Close and convenient	31%
Distance/transport concerns	5%	Distance/transport concerns	4%	I enjoy performing arts	18%
Age/disability (hearing, sight, mobility etc.)	2%	Close and convenient	2%	Depends on what is on/how good it is	12%
Busy/work	1%	Not interested in it	2%	My children/grandchildren will be involved	8%
Depends what is on/how good it is	1%	Age/disability (hearing, sight, mobility etc.)	1%	Will be new/unique	4%
Already have places to go	<1%	Busy/work	1%	Good for the local community	3%
No parking	<1%	Circumstances dictate rather than choice	<1%	It will attract performances	2%
Not a good location or design	<1%	I don't go out much	<1%	Age/disability may limit visitation	<1%
Planning to move away from area due to overdevelopment	<1%	I support local activities/performers	<1%	As a parent I can't get out much	<1%
Would only attend with family/friends	<1%	If it is well equipped with restaurant and parking	<1%	Bit of distance to get to Mona Vale	<1%
		If performances are cheap/free	<1%	If performances are cheap	<1%
		It will be new/unique	<1%	Interested in the restaurant	<1%
		Must be accessible	<1%	It will be a large and quality facility	<1%
		Not sure	<1%	Not sure	<1%
		Rather go to city	<1%	Parking availability	<1%
		Wish council would preserve more natural land and develop this instead	<1%	Will go with friends	<1%
				Work will send me there	<1%

The key drivers for being likely to visit the venue were 'close and convenient' and 'I enjoy performing arts'.

Likely Performances to Attend

Q8. (If 'not very likely' to 'very likely' in Q7a) What type of performances are you likely to attend in the space?



The performances residents are most likely to attend are 'theatre-drama & comedy', 'concert-contemporary music/rock/pop, etc.' and 'musicals'.

Appendix

Location

Q52. Which suburb do you live in?

Pittwater Ward (20%, N=120)	Count
Newport	6%
Mona Vale	5%
Bayview	2%
Terrey Hills	2%
Avalon	1%
Bilgola	1%
Bilgola Plateau	1%
Church Point	<1%
Clareville	<1%
Cottage Point	<1%
Duffys Forest	<1%
Elvina Bay	<1%
Palm Beach	<1%
Scotland Island	<1%
Frenchs Forest (20%, N=124)	
Forestville	5%
Frenchs Forest	5%
Belrose	3%
Allambie/Allambie Heights	2%
Killarney Heights	2%
Beacon Hill	1%
Davidson	1%
Manly Ward (20%, N=122)	
Manly	7%
Balgowlah	4%
Seaforth	3%
Fairlight	2%
North Balgowlah	2%
Balgowlah Heights	1%
Clontarf	<1%
Manly Vale	<1%

Base: N = 606

The 606 participants were spread equally across all wards to ensure equal representation.

Curl Curl Ward (20%, N=120)	Count
Dee Why	8%
Freshwater	3%
North Curl Curl	2%
Narraweena	2%
Curl Curl/South Curl Curl	1%
Brookvale	1%
North Manly	1%
Queenscliff	1%
Narrabeen Ward (20%, N=120)	
Cromer	4%
Warriewood	4%
Collaroy	3%
Narrabeen	3%
Elanora Heights	2%
North Narrabeen	2%
Collaroy Plateau	1%
Wheeler Heights	<1%

Recent Performing Arts Attendance (Venue)

Q3. Which of the following places have you visited to attend a performing arts event in the past two years?

Other specified	Count	Other specified	Count
Big Top, Sydney	1%	Hyde Park	<1%
Comedy Club	1%	Hydro Majestic Meadow Bath	<1%
Domain Theatre	1%	Lake Park, Narrabeen	<1%
Horden Pavillion	1%	Martin Place	<1%
ICC Darling Harbour	1%	Miriam Street Theatre	<1%
Sydney Recital Hall	1%	National Institute of Dramatic Arts	<1%
Sydney Town Hall	1%	Olympic Park	<1%
The Factory Theatre	1%	Oxford Art Factory	<1%
Allianz Stadium	<1%	Oxford Falls Theatre	<1%
Angel Place Concert Hall	<1%	Performance space in Manly	<1%
ANZAC Memorial Village, Cromer	<1%	Pymble Players	<1%
Carriageworks	<1%	Riverside Parramatta	<1%
Church	<1%	Roslyn Packer Theatre, The Rocks	<1%
Circular Quay	<1%	Royal Theatre	<1%
Collaroy War Vets Theatre	<1%	Space Theatre, Sydney CBD	<1%
Conservatorium Of Music	<1%	Star of the Sea Theatre, Manly	<1%
Creative Space, Curl Curl	<1%	Sydney Dance Company	<1%
Cremorne Theatre	<1%	Sydney Theatre Company, The Rocks	<1%
Dee Why private venue	<1%	Taronga Park Zoo	<1%
Elanora Players	<1%	Taste of Manly, Manly Corso	<1%
Genesis Theatre	<1%	The Basement	<1%
Hayes Theatre	<1%		

Family Participation in Performing Arts

Q9b. Which venue(s) do you, or your immediate family member, regularly perform in?

Other specified	Count	Other specified	Count
Church	1%	North Sydney	<1%
Club/RSL/Pub	1%	Olympic Park	<1%
Enmore Theatre	1%	Outside venues all around	<1%
Allambie Heights Community Hall	<1%	Pittwater House Hall	<1%
ANZAC Memorial Village, Cromer	<1%	Private venue	<1%
Belrose arts performance centre	<1%	Pure Performance, Brookvale	<1%
Collaroy War Vets Theatre	<1%	Seymour Centre	<1%
Dee Why Music Centre	<1%	St Ives centre	<1%
Ear candy studios	<1%	Star of the Sea Theatre	<1%
Evergreen Music, Brookvale	<1%	Sutherland Town Hall	<1%
Forestville community arts centre	<1%	Sydney Conservatorium	<1%
Fox Studios	<1%	Sydney Town Hall	<1%
Glen Street Theatre	<1%	The Breweries Brookvale	<1%
Huan Park Retirement Village	<1%	The Hills Centre	<1%
In Victoria and Tasmania	<1%	The Music Lounge	<1%
La Monte dance studio, Avalon	<1%	The State Theatre	<1%
Local Retirement Villages	<1%	University of New South Wales	<1%
Manly community hall	<1%	University of Technology Sydney	<1%
Mona Vale Community Centre	<1%	Don't know	1%
Narrabeen Markets	<1%		

Questionnaire

Northern Beaches Council
Mona Vale Performance Space
May 2018

Good morning/afternoon/evening, my name is _____ from Micromex Research and we are conducting a survey on behalf of Northern Beaches Council about a local project.

The information provided by respondents is completely confidential and will help Council to better understand and meet the diverse needs of its residents.

Q51. Before we start, I would like to check whether you work for Council?

- ☐ Yes
☐ No

Q52. Which suburb do you live in? (terminate if outside of area)

This ward listing is from south to north

Manly Ward – Quota 120

- ☐ Balgowlah
☐ Balgowlah Heights
☐ Clontarf
☐ Fairlight
☐ Manly
☐ Manly Vale
☐ North Balgowlah
☐ Seaford

Curl Curl Ward – Quota 120

- ☐ Brookvale
☐ Narrabeena
☐ Curl Curl/South Curl Curl
☐ Dee Why
☐ North Manly
☐ Freshwater
☐ Queenscliff

Frenchs Forest – Quota 120

- ☐ Allambie/Allambie Heights
☐ Beacon Hill
☐ Belrose
☐ Davidson
☐ Forestville
☐ Frenchs Forest
☐ Killarney Heights

Narrabeen Ward – Quota 120

- ☐ Collaroy
☐ Narrabeen
☐ Collaroy Plateau
☐ Oxford Falls
☐ Cromer
☐ North Narrabeen
☐ Eianora Heights
☐ Warriewood
☐ Ingleside
☐ Wheeler Heights

Pittwater Ward – Quota 120

- ☐ Avalon
☐ Bayview
☐ Bilgola
☐ Bilgola Plateau
☐ Careel Bay
☐ Church Point
☐ Clareville
☐ Coasters Retreat
☐ Cottage Point
☐ Currawong Beach
☐ Duffys Forest
☐ Elvina Bay
☐ Great Mackerell Beach
☐ Lovett Bay
☐ McCarrs Creek
☐ Mona Vale
☐ Morning Bay
☐ Newport
☐ Palm Beach
☐ Scotland Island
☐ Terrey Hills
☐ The Basin
☐ Whale Beach

Thinking about live performing arts such as music, theatre, standup comedy, etc.

Q1. In the past two years, which if any, of the following live performing arts events have you attended? Please answer yes or no as I read each one. Prompt ROTATE the first 9

- ☐ Concert – contemporary music/rock/pop, etc.
☐ Concert – world music
☐ Concert – classical music
☐ Theatre – drama & comedy
☐ Musicals
☐ Dance/Ballet
☐ Stand-up comedy
☐ School/community music performance
☐ School/community theatre performance
☐ Other (please specify)
☐ None of these

Q2. How often do you attend a live performing arts event in Sydney? Prompt

- ☐ Monthly
☐ Every 2-3 months
☐ Twice a year
☐ Annually
☐ Less often
☐ Never (If never, go to Q4)

Q3. Which of the following places have you visited to attend a performing arts event in the past two years? Please answer yes or no as I read each one. Prompt ROTATE

- ☐ Glen Street Theatre
☐ The Concourse, Chatswood
☐ Qudos Bank Arena
☐ Wharf Theatres
☐ Belvoir Street Theatre
☐ Ensemble Theatre
☐ Seymour Centre
☐ Sydney Lyric Theatre at the Star
☐ Capitol Theatre
☐ Enmore Theatre
☐ Sydney Opera House
☐ Other (please specify)
☐ None of these

Q4. Thinking of live performing arts spaces in the Northern Beaches Council Area, how would you rate the following? Please rate your opinion of the importance, and your level of satisfaction on a scale from 1 to 5, where 1 is low importance or satisfaction, and 5 is high importance or satisfaction. Prompt

	Importance					Satisfaction						
	Low	1	2	3	4	High	Low	1	2	3	4	High
Number of live performing arts spaces on the Northern Beaches	0	0	0	0	0	0	0	0	0	0	0	0
Quality of live performing arts spaces on the Northern Beaches	0	0	0	0	0	0	0	0	0	0	0	0

CONCEPT STATEMENT

The Northern Beaches has a diverse range of cultural venues. This ranges from permanent venues such as Glen Street Theatre and Manly Art Gallery & Museum through to festivals and events. However, at this point in time there is no dedicated professional music venue on the beaches.

Council in conjunction with the Department of Education is exploring the feasibility of providing such a venue at Mona Vale Town Centre as part of a civic and cultural precinct.

The opportunity has arisen of a building site at the Mona Vale Public School on the corner of Bungana and Waratah Streets, Mona Vale.

Q5. Prior to this call were you aware that Council is considering developing a performance space in Mona Vale?

- ☐ Yes
☐ No

The venue is to provide for the existing and future needs of the performing arts community, both participant and spectators of all ages.

The project is for a live performance space with an auditorium of between 600 and 1000 seats and the capacity to hold a full orchestra.

The venue will also be fitted with an onsite restaurant and parking for visitors.

So far Council has consulted with key stakeholders such as musicians, teachers, dance schools, drama teachers, producers and presenters.

It has been determined that Council should go out to the broader community to understand their support for the project.

Q6a. How supportive are you of the Council progressing with this Project? Prompt

- ☐ Very supportive
☐ Supportive
☐ Somewhat supportive
☐ Not very supportive
☐ Not at all supportive

Q6b. Why do you say that?

.....

Q7a. If the venue were to be developed, how likely would you be to visit the venue? Prompt

- ☐ Very Likely
☐ Likely
☐ Somewhat likely
☐ Not very likely
☐ Not at all likely

Q7b. Why do you say that?

.....

If 'Not at all likely' at Q8a, go to Q10a

Q8. What type of performances are you likely to attend in the space? Please answer yes or no as I read each one. Prompt. ROTATE

- ☐ Concert – contemporary music/rock/pop, etc.
☐ Concert – world music
☐ Concert – classical music
☐ Theatre – drama & comedy
☐ Musicals
☐ Dance/Ballet
☐ Stand-up comedy
☐ School/community music performance
☐ School/community theatre performance
☐ Other (please specify)
☐ None of these

Q9a. Do you, or an immediate family member, participate in a school or community music group/activity?

- ☐ Yes
☐ No (If no, go to Q11)

Q9b. Which venue(s) do you, or your immediate family member, regularly perform in? DO NOT PROMPT

- ☐ Glen Street Theatre
☐ The Concourse, Chatswood
☐ Sydney Opera House
☐ Other (please specify)

DEMOGRAPHICS

Q10. Please stop me when I read out your age group. Prompt

- ☐ 18 – 24
☐ 25 – 34
☐ 35 – 44
☐ 45 – 54
☐ 55 – 64
☐ 65 – 74
☐ 75+
☐ Refused

Q11. Are there any children under the age of 18 living in your household?

- ☐ Yes
☐ No

Q12. Gender (determine by voice):

- ☐ Male
☐ Female

As a participant in this research, you may be invited to participate in further community consultation, such as focus groups, about specific issues. At this stage we are developing a register of interest in this and other consultation coming up in the future.

Q13. Would you be interested in registering your interest?

- ☐ Yes
☐ No (If no, go to end)

Q14. (If yes), May I please confirm your contact details?

Title (Mr/Mrs/Ms etc).....
First name.....
Surname.....
Email.....
Mobile.....
Home telephone.....
Street address.....
Suburb.....
Postcode.....

Thank you. You will receive a regular update from Council.

That completes our interview. This market research is carried out in compliance with the Privacy Act, and the information you provided will be used only for research purposes. The research has been conducted by Micromex Research (02 4352 2388) on behalf of Northern Beaches Council

Thank you very much for your time, enjoy the rest of your day/evening.