



Gold Coast Cultural Precinct Masterplan

Consultation Report

14 JUNE 2011

Gold Coast Cultural Precinct Masterplan Consultation Report

■ 14 June 2011

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Executive summary

Gold Coast City Council commissioned SKM to develop and implement a community and stakeholder consultation program for the Gold Coast Cultural Precinct Masterplan project. The community and stakeholder feedback gathered from this consultation program will help Council understand the perceptions and opinions from the community to the draft Masterplan.

There was a nine-week consultation period for the project, between 28 February and 30 April 2011. This community engagement program was part of a broader project strategy that also included a media and marketing campaign managed by Council.

The consultation program included a range of activities including:

- letterbox drop to 5,335 households
- online survey
- online discussion forums
- stakeholder workshops
- public displays
- enquiry lines
- presentations to key Council stakeholder groups.

These activities were supported by consultation materials developed for the project which included a 13-question survey, posters, fact sheets and website text.

A total of 1,340 survey responses were received during the consultation period. Survey respondents overwhelmingly supported the development of the cultural precinct, with 79.7% of respondents favouring the development and 70.7% supporting the masterplan.

Respondents who did not support the precinct's development commented that it was not a responsible use of public money, that it is not in the right location or that it was not needed at all.

In addition to the survey responses 49 people contacted the project enquiry lines (email and phone) to express their opinion or ask questions.

The www.gchaveyoursay.com discussion forum site was visited by 1,265 people who visited the site 3,584 times, viewed 1,000 pages per week (8,836 pages) and downloaded 1,971 documents.

The online discussion forums on www.gchaveyoursay.com had 55 comments from 34 individual participants. Most comments tended to not express support or objection to the project, but rather general suggestions for how the precinct could be developed. Key themes that the discussion forums highlighted included access and connectivity, increasing opening hours of the precinct and suggestions for additional facilities the site could house.

Three industry and professional stakeholder workshops were held on 8 March and were attended by 41 people. Group discussions at these workshops mirrored the feedback through the other consultation channels. Stakeholders at the workshops were generally in support of the project and identified the open space, retention of site characteristics, orientation and views as positive aspects of the masterplan. Some areas that they felt could be further developed include pedestrian and cycling connections, public transport, mixed use development and connections to the existing built environment.

Key themes that arose throughout the consultation included:

- **Distinctive, innovative and green:** ensuring design of the precinct is forward-thinking, distinctively Gold Coast in style and sympathetic to the natural environment
- **Accessible:** improving public transport connections and providing adequate on-site car parking
- **Diverse and active:** ensuring a greater mix of activities and facilities for all types and ages of people
- **Parkland retention and enhancement:** maximising access and enhancing the parkland, especially the lake and riverfront edges, for community recreation
- **Value:** demonstrating and delivering return on financial investment required for the development.

Overall the consultation program was successful in gathering robust quantitative and qualitative feedback from a broad cross-section of the Gold Coast community. It was well supported by the comprehensive media and marketing campaign which helped to draw attention to the project and generate community interest and discussion.

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1. Introduction

1.1. Project background

Gold Coast City Council commissioned SKM to develop and implement a community and stakeholder consultation program for the Gold Coast Cultural Precinct Masterplan project.

The masterplan provides a framework for the future development and growth of the Evandale site (approximately 2.5km west of Main Beach at Surfers Paradise), specifically relating to social, economic and environmental elements, as well as the functional use of the space.

The Evandale site is currently home to parklands, the Gold Coast Arts Centre (housing a cinema, art gallery, theatre and eateries), a range of businesses and the Gold Coast City Council Chambers and offices with more than 2,500 staff.

The community and stakeholder feedback gathered from this consultation program will help inform Council about the perceptions and opinions of a broad cross-section of the community regarding the draft masterplan. It will also assist in determining whether the masterplan meets the needs of the arts community, local residents and business and tourists.

It was anticipated that a broad cross-section of interested parties would have an interest this stage of the project, including the private residents who live or work in and near the area, business owners, tourists, community groups, industry groups and environmental groups.

1.2. Previous consultation

In February 2009, the Evandale Precinct Taskforce was formed to drive the development of a draft masterplan. As part of its charter, the taskforce initiated an 'Ideas Competition' to garner concepts for how the precinct could develop.

Between March and May 2010, Council implemented a media and awareness campaign to gauge community support and priorities for the proposed cultural precinct. This campaign revealed a very high level (92%) of community support for the development of such a precinct. There is support for both the 'high-brow' cultural activities (i.e. orchestra, ballet) and the more accessible activities (i.e. cinemas, a library).

1.3. Communication objectives

The key objectives of the consultation program were to:

- engage stakeholders (residents, businesses, tourists and other interested groups) through the collection of both quantitative and qualitative data from community members that can assist in the development of the masterplan
- provide a range of online and offline opportunities for stakeholders to be involved and provide their feedback
- understand the local community’s perceptions of the area, their preferences for its future development and their opinions on the proposed masterplan
- raise awareness about the project among the general community.

1.4. Project team

The key stakeholders for this project are identified in **Table 1**.

■ **Table 1 Key stakeholders**

| Type | Role | Name | Influence |
|----------|------------------------------------|--------------------|---|
| Internal | Coordinator Community Consultation | Colin Russo | Coordinating community engagement programs for Council |
| Internal | Marketing Strategist | Jonathon Morris | Coordinating the marketing and promotion for the consultation program |
| Internal | Communication Project Officer | Nicky Howard | Delivering the marketing and promotion for the consultation program |
| Internal | Manager, Major Projects | Darren Stewart | Oversees all major projects |
| Internal | Coordinator, Major Projects | Luke Adair | Project Manager |
| Internal | City Architect | Chris Gee | Urban Design Advisor |
| Internal | Principal Architect | Lily Chan | Urban Design Advisor |
| External | Architect | External Architect | Architectural firm responsible for development of the masterplan |

1.5. Project area

The project is located in the residential suburb of Bundall on the Gold Coast (see **Figure 1**).

■ **Figure 1 Project area**



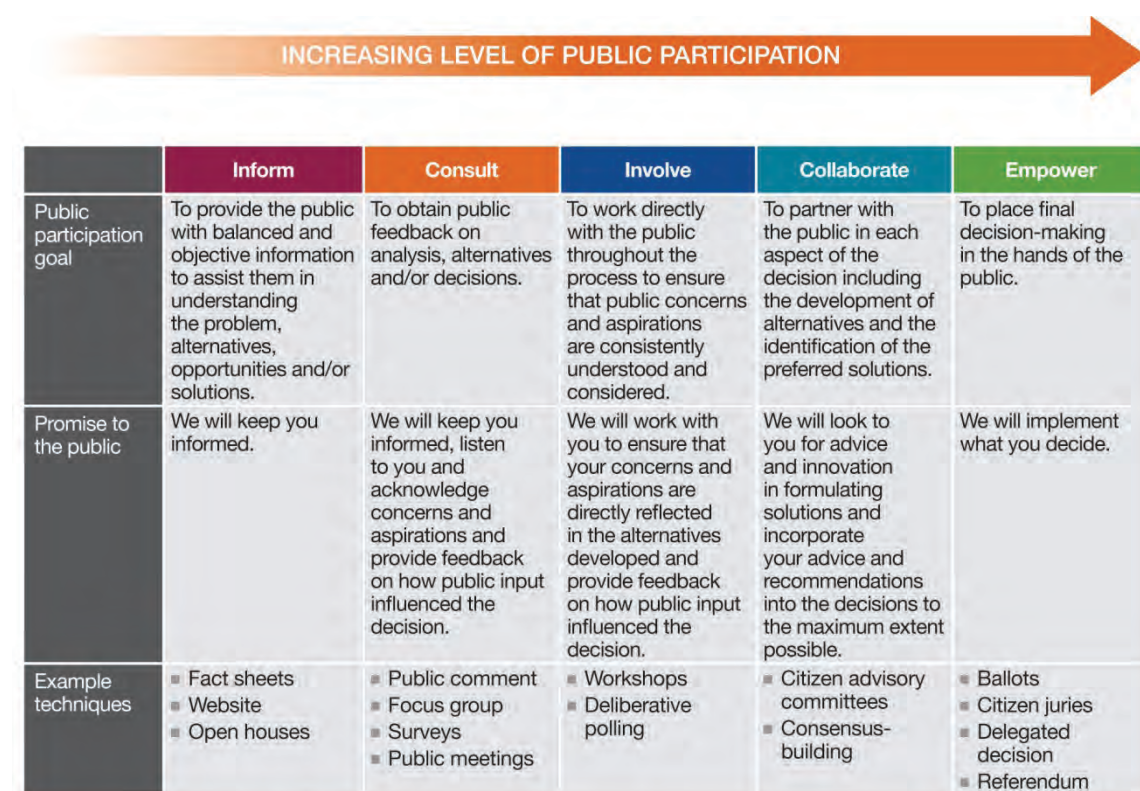
2. Consultation approach

2.1. Strategy

Community engagement covers a broad spectrum of interactions, ranging from simple one-way information dissemination to two-way consultation, through to the more collaborative and empowering approaches that involve the community making the decisions.

The approach to consultation for this project aligned with the International Association for Public Participation’s (IAP2) ‘Consult’ level as documented in **Figure 2**.

■ **Figure 2 Spectrum of community engagement**



Source: International Association for Public Participation (www.iap2.org)

2.2. Validity of feedback

According to Gold Coast City Council Consultation section:

The approach adopted in this consultation aligns with international standards established by the International Association for Public Participation. To obtain feedback on the Cultural Precinct Masterplan Council implemented community engagement at the “Consult” level of the IAP2 model. A focus of the delivery of the consultation was the use of an open online survey, where the community could have their say about any issues relevant to Cultural Precinct Masterplan.

In delivering the consultation Council has secured 1,340 surveys.

The aim of the survey delivery method was to communicate to the whole Gold Coast community, across varied interests and perceptions. As such the focus of the delivery method was on openness and inclusivity, rather than statistical models of sampling that might be associated with random and closed survey approaches.

As a result increased numbers of qualitative comments were gained. Statistically speaking, Council's survey provided a sample of 1,340 responses from a community of 525,000. By comparison to a non random model, this equates to a 99% confidence level with an interval of + or - 3.

The survey delivery method used increases in validity in line with higher numbers of responses. For example, if question 2 showed that 92% of the community responses are in favour of the location of the cultural precinct, we can be almost certain that this is representative of the whole community. The validity of this feedback was enhanced by Council's use of an open survey and the gathering of community feedback from as wide a Gold Coast community audience as possible.

Council delivered a variety of communication techniques through channels that have a reach of 350,000 community members.

In addition to the delivery of surveys, Council's other consultation methods such as workshops, are analysed and compared in this report, as another step to increasing the validity of the consultation process.

Using the International Association for Participation model at the "Consult" level, Council aims to 'keep the community informed, listen, acknowledge concerns and aspirations and provide feedback on how public input influenced the decision'. This community consultation report is designed with themes that facilitate understanding of community sentiment about the masterplan.

2.3. Consultation period

The initial consultation period for the project was between 28 February and 18 March 2011 (three weeks). This consultation period was extended through to 30 April 2011, bringing the total consultation period to nine weeks.

2.4. Media and marketing strategy

This community engagement program was part of a broader project strategy that also included a media and marketing campaign.

The media and marketing campaign included proactive engagement with both internal and external stakeholders to encourage their awareness and support of the project. Some of these stakeholders had been involved with the project during previous phases while others were new to the project.

The campaign also included the development of a suite of advertising and marketing materials about the project that was disseminated via a range of avenues as outlined below.

Council-related channels

- Arts Centre – The Arts Centre hosted a media launch and public display as well as including project information in four of their e-newsletters and including project postcards in a mailout to 2,400 people on their mailing list.
- Libraries – A copy of the masterplan and supporting materials was distributed to 13 Council libraries.
- Customer Service Centres – A copy of the masterplan and supporting materials was distributed to seven customer service centres.
- Council staff – a range of channels were utilised to raise awareness amongst staff of the project including, emails, inclusion in a Divisional newsletter and Council's City News as well as a presence on the intranet site.

Tourism groups

- Surfers Paradise Alliance membership – Project information was included in their *Precinct* magazine which has a reach of 20,000 readers. The project team also attended a tourism industry advisory group forum to promote the project.
- Gold Coast Tourism – Project information was included in two e-newsletters, each with an audience of 1,400 local businesses.

Educational groups

- Gold Coast Young Professionals – Project information was distributed to more than 100 young professionals.
- Bond University – Project information was included in Alumni newsletters and the Alumni Facebook page and a project video was on display on-campus.
- Schools – 155 schools were contacted and encouraged to provide feedback.

Sporting groups

- Surf clubs – A copy of the masterplan and supporting materials was distributed to 15 surf clubs.

- Professional sporting groups (Titans, Suns, Blaze) – Project information was distributed via these groups.

Community groups

- RSL and services clubs – A copy of the masterplan and supporting materials was distributed to seven clubs.
- Community groups 127 community groups were contacted and encouraged to provide feedback on the project.
- Shopping centres – A copy of the masterplan and supporting materials was distributed to 10 shopping centres.

Government agencies

- Queensland Health – Project collateral was on display throughout Gold Coast hospitals and information was disseminated by email to their internal staff database of 5,000 people.

Media

- Media (Hot Tomato, Sea FM and Gold FM, Gold Coast Bulletin) – The project received supportive media coverage from both radio and print media through a range of on-air mentions and articles.
- Advertising – The project received 165 live-read spots on local radio.
- Social media – A Facebook site was established for the project and attracted 297 supporters.
- Video – A project video was produced in which project ambassadors share their vision for the precinct. The video was viewed 3,200 on the project website.
- Website – A dedicated project website was created (www.ourcityoursay.com.au) was developed. The website achieved more than 1,000 page views during the consultation period.
- Project signage – A sign was placed at the Evandale lake encouraging feedback from visitors.

According to the Communication Report of May 2011, that summarised the media and marketing campaign, Media Monitors estimated that approximately 350,000 people were exposed to messages about the Cultural Precinct during the consultation period. There was also supportive media coverage through television and print.

A more detailed overview of the media and marketing strategy can be found in Gold Coast City Council's Communication Report of May 2011.

2.5. Consultation materials

A collection of communication materials were developed for this project.

- Survey
 - A 13-question survey was developed and deployed in hard copy and online formats (see **Appendix A**).
 - The hard copy survey format was full colour, A4 double-sided and folded to DL size with reply paid address details and a moist-seal facility so respondents could secure their surveys and post back to Council.
 - 5,500 surveys were printed in an initial print run and an additional 500 surveys were printed in-house with no-moist-seal facility due to high interest levels.
 - When the consultation period was extended, minor changes were made to the survey to update the consultation period end-date and remove reference to the moist-seal format. 1,100 of these version 2 surveys were printed in-house.
- Posters and fact sheets
 - Text was prepared providing an overview on the project including project drivers, project features, timeframes and images.
 - This text was produced in two full colour formats, two A2 size posters and two A4 double sided fact sheets (see **Appendix B**).
 - Three copies of the posters were printed.
 - 750 copies of each of the two fact sheets were printed.
- Website text
 - Text was prepared for Council’s ‘Have your say’ webpage. This text linked people through to other pages where they could provide their feedback (see **Appendix C**).
- Email invitation text and template
 - Text and an email template were prepared to invite stakeholders to the workshops (see **Appendix D**).

2.6. Consultation activities

A range of consultation activities were implemented during the consultation period.

■ Table 2 Consultation activities

| Method | Description | Timeframe |
|-----------------------|--|-------------------|
| Letterbox drop | An unaddressed letterbox drop was conducted, reaching 5,335 households surrounding the Evandale precinct. See Appendix E for the distribution areas. The letterbox drop consisted of the 13-question survey. | 8-9 March 2011 |

| Method | Description | Timeframe |
|--|--|-----------------------------|
| Online survey | Online survey provider Survey Monkey ¹ was used to deploy the online version of the survey. The survey could be accessed through council's 'Have Your say' webpage. | 28 February – 30 April 2011 |
| Online discussion forums | Council's community engagement section prepared a series of online discussion forums using Bang The Table ² . These discussion forums invited comments on a range of issues. | 28 February – 30 April 2011 |
| Stakeholder workshops | Three two-hour workshops were held for industry and professional stakeholders to provide their feedback on the masterplan. Invitations were emailed to more than 250 stakeholders and RSVPs were accepted via the project's phone and email enquiry channels. | 8 March 2011 |
| Public displays | Three public displays were set up at the following locations: <ul style="list-style-type: none"> ■ The Arts Centre Gold Coast ■ Southport Library ■ Nerang Administration Centre The public displays had surveys, fact sheets and posters on display as well as feedback boxes for people to lodge their surveys. | 28 February – 30 April 2011 |
| Enquiry lines | Phone and email enquiry lines were established for the consultation period. The phone line was 5500 4146 and the email address was CulturalPrecinctMasterPlan@skm.com.au . | 28 February – 30 April 2011 |
| Junior Youth Council presentation | A project team member presented to the Junior Youth Council. Youth Council members were provided with an overview of the project, a copy of the project materials and encouraged to provide their feedback. | 18 March 2011 |
| Urban Design Advisory Board | The project team presented to Council's Urban Design Advisory Board. This board comprises a number of key urban | 11 March 2011 |

¹ www.surveymonkey.com. The online survey was initially prepared using 'Bang the Table' but was transferred to Survey Monkey due to better user-friendliness.

² <http://gchaveyoursay.com.au/culturalprecinct>

| Method | Description | Timeframe |
|-----------------------------|---|--------------------|
| presentation | design stakeholders, both internal and external. The presentation provided an overview of the project and invited feedback from board members as to their thoughts and goals for the proposal precinct. A copy of the minutes from this meeting can be found in Appendix F . | |
| Benefactors meetings | The Cultural Precinct Benefactors is comprised of individuals who have an affiliation with the precinct through their involvement with the Arts Centre, the Gold Coast City Council or the Gold Coast arts industry. The project team met with approximately 20 benefactors on two occasions during the consultation period to discuss the project and gather their feedback. A copy of the minutes to these meetings can be found in Appendix G . | 7 and 8 April 2011 |

■ **Figure 3 Image from the Junior Youth Council presentation**



2.7. Authenticity of responses

Please note that throughout this report, where quotes from respondents are provided, no attempt to edit or censor these comments has been made by SKM. Any spelling, grammatical or factual errors are those of the respondent.

3. Key messages

The following key messages were identified for the project.

3.1. Project background

- As part of Gold Coast City Council's commitment to providing important community facilities and supporting a vibrant and creative local culture, Council is preparing a draft Gold Coast Cultural and Civic Precinct Masterplan.
- The Gold Coast Cultural and Civic Precinct Masterplan will guide the future development and growth of the area, specifically relating to social, economic, environmental and design elements, as well as the functional use of the space.
- The Gold Coast Arts Centre has outgrown the existing facility with just under 3,000 pieces of art valued at just under \$14 million unable to be displayed in the art gallery.
- The cultural precinct is a long-term project with proposed completion by 2018.
- It is envisaged that funding for the project will be a collaboration between the three levels of government and the private-sector.
- The masterplan for the cultural precinct will reflect the community's needs and popular features of the Evandale site, such as the lake, will be retained.

3.2. Future impacts

- By 2020, the Gold Coast population will exceed 600,000 residents and the city will need its own cultural precinct.
- The cultural precinct will provide a major boost to culture and the arts on the Gold Coast – helping to make the city an even better place to live.
- The precinct will help diversify the Gold Coast economy, deliver a boost to the city's construction industry and provide greater career and employment opportunities in the arts and cultural sector.
- Should the Gold Coast's bid to host the 2018 Commonwealth Games be successful, the cultural precinct will be a vital piece of infrastructure needed to deliver the cultural component of the games.

3.3. Community consultation

- Community consultation is an integral part of the project. Council will consult with the community between 28 February and 30 April 2011.
- If you would like further information about the project, you can:
 - call the project team on (07) 5500 4146
 - email the project team at CulturalPrecinctMasterPlan@skm.com.au

- visit the websites at www.goldcoast.qld.gov.au/haveyoursay or www.gchaveyoursay.com.au/culturalprecinct or www.ourcityoursay.com.au
- visit the public display at the Gold Coast Arts Centre at 135 Bundall Road, Surfers Paradise during the consultation period.
- write to the project team at:
Gold Coast Cultural and Civic Precinct Master Plan project team, PO Box 5042, GCMC
QLD 9729.

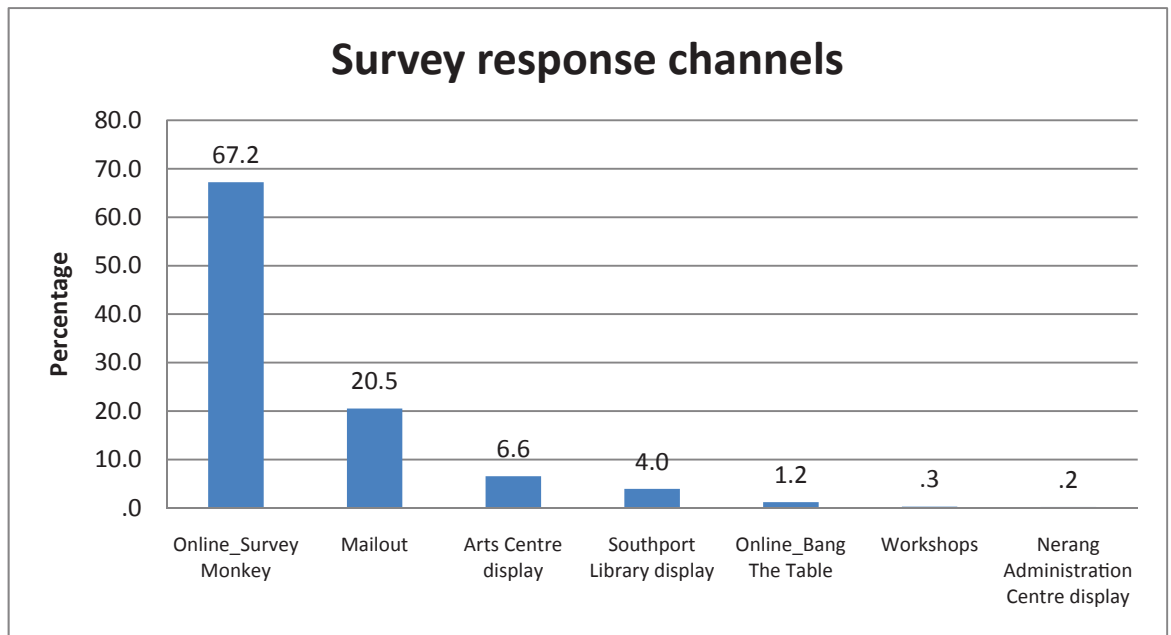
4. Survey findings

This section outlines the findings from the community survey.

4.1. Responses

A total of 1,340 responses were received during the consultation period via seven different channels. The online channel proved most popular, closely followed by the unaddressed mailout that was sent to 5,335 households surrounding the Evandale site.

■ Figure 4 Survey response channels



4.2. Demographics

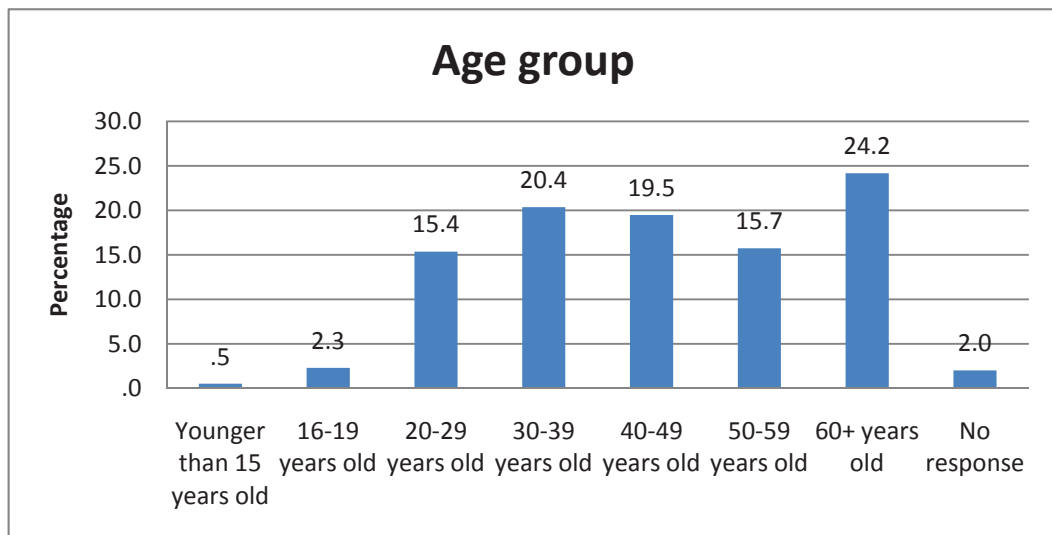
Part C of the survey ‘Your details’ asked a variety of demographic questions of the respondents.

4.2.1. Age group

The survey gathered responses from a broad cross section of age groups. Almost a quarter of survey respondents identified themselves as being in the ‘60+ years old’ age group, closely followed by the ‘30-39 years’ and ‘40-49 years’ age groups with 20.4% and 19.5% respectively.

There was a limited response from respondents below the age of 20. Given that young people would likely be significant users of the precinct, it would perhaps be beneficial for Council to specifically seek out feedback from this group as the project progresses, possibly via the Junior Youth Council and other ‘youth’ avenues such as local radio and social media.

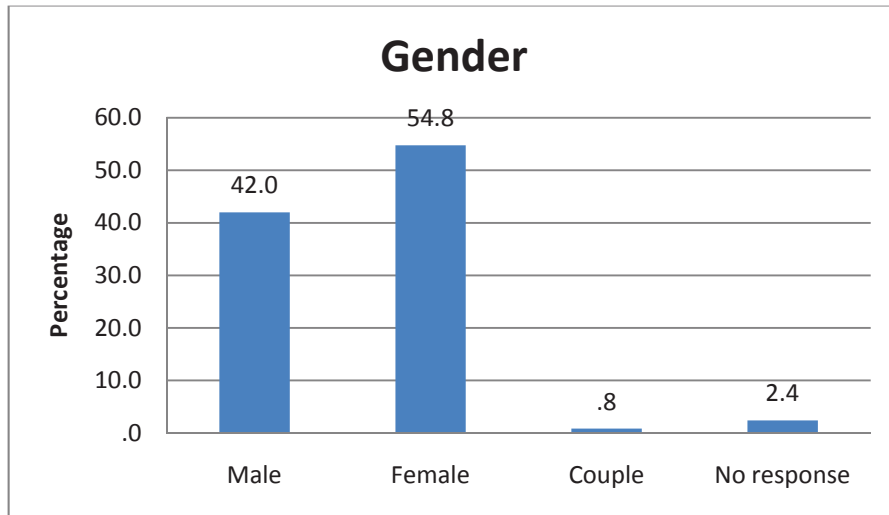
■ Figure 5 Age group



4.2.2. Gender

Survey respondents were fairly evenly spread between the genders, with a slightly higher response level from females.

■ **Figure 6 Gender**



4.2.3. Postcode

Respondents identified themselves as coming from 83 different postcodes.

There are also a handful of responses from Brisbane, Logan and northern New South Wales suburbs, indicating the strong appeal and interest that the Gold Coast area holds for neighbouring localities.

Given that tourists would likely be significant users of the precinct, it would perhaps be beneficial for Council to specifically seek out feedback from this group as the project progresses, possibly via tourism organisations on the Coast.

■ **Table 3 Postcode**

| Postcode | Suburbs in this postcode | Number of responses | Percentage |
|----------|--|---------------------|------------|
| 4217 | Benowa Bundall Chevron Island Isle of Capri Main Beach Surfers Paradise | 348 | 26.0 |
| 4215 | Chirn Park | 173 | 12.9 |

| Postcode | Suburbs in this postcode | Number of responses | Percentage |
|----------|--|---------------------|------------|
| | Southport Labrador | | |
| 4214 | Arundel Parkwood Molendinar Ashmore | 95 | 7.1 |
| 4218 | Broadbeach Waters Broadbeach Mermaid Waters Mermaid Beach | 82 | 6.1 |
| 4220 | Burleigh Town Burleigh Heads Burleigh Waters Miami | 76 | 5.7 |
| 4211 | Advancetown Binna Burra Pacific Pines Gaven Highland Park Nerang Gilston Carrara Lower Beechmont Clagiraba Mount Nathan Numinbah Valley Southern Lamington | 69 | 5.1 |
| 4216 | Biggera Waters Runaway Bay Coomabah Hollywell Paradise Point South Stradbroke | 66 | 4.9 |
| 4226 | Robina Clear Island Waters Merrimac | 61 | 4.6 |
| 4221 | Palm Beach Elanora | 46 | 3.4 |
| 4213 | Austinville Bonogin Mudgeeraba Tallai | 44 | 3.3 |

| Postcode | Suburbs in this postcode | Number of responses | Percentage |
|-------------|--|---------------------|------------|
| | Worongary Springbrook | | |
| No response | NA | 36 | 2.7 |
| 4227 | Varsity Lakes Reedy Creek | 29 | 2.2 |
| 4212 | Hope Island Helensvale Sanctuary Cove | 25 | 1.9 |
| 4223 | Currumbin Currumbin Waters Currumbin Valley | 24 | 1.8 |
| 4209 | Coomera Upper Coomera Willow Vale Pimpama | 17 | 1.3 |
| 4210 | Oxenford Wongawallan Maudsland Guanaba Studio Village | 15 | 1.1 |
| 4224 | Tugun | 15 | 1.1 |
| 4228 | Tallebudgera Tallebudgera Valley Reedy Creek | 11 | .8 |
| 4208 | Ormeau Ormeau Hills Jacobs Well Norwell Kingsholme Gilberton | 7 | .5 |
| 4225 | Coolangatta Bilinga | 6 | .4 |
| 2486 | Bilambil, NSW Bilambil Heights, NSW Banora Point, NSW Bungalora, NSW Tweed Heads South, NSW Terranora, NSW Carool, NSW Cobaki Lakes, NSW Duroby, NSW | 5 | .4 |

| Postcode | Suburbs in this postcode | Number of responses | Percentage |
|----------|--|---------------------|------------|
| | Glengarrie, NSW Piggabeen, NSW | | |
| 2485 | Tweed Heads, NSW | 4 | .3 |
| 4005 | New Farm Teneriffe | 4 | .3 |
| 4101 | South Brisbane Highgate Hill West End | 4 | .3 |
| 4271 | Eagle Heights | 4 | .3 |
| 4272 | Tamborine Mountain North Tamborine | 4 | .3 |
| 4127 | Slacks Creek Springwood Daisy Hill Priestdale | 3 | .2 |
| 4130 | Carbrook Cornubia | 3 | .2 |
| 4207 | Alberton Bahrs Scrub Bannockburn Beenleigh Balivah Buccan Cedar Creek Eagleby Edens Landing Holmview Logan Village Luscombe Mt Warren Park Stapylton Steiglitz Windaroo Woongoolba Yarrabilba Yatala | 3 | .2 |
| 4000 | Brisbane City Spring Hill Petrie Terrace | 2 | .1 |
| 4075 | Oxley Sherwood | 2 | .1 |

| Postcode | Suburbs in this postcode | Number of responses | Percentage |
|--|--|---------------------|------------|
| | Corinda Graceville | | |
| 4113 | Eight Mile Plains Runcorn | 2 | .1 |
| 4121 | Tarragindi Holland Park Wellers Hill | 2 | .1 |
| 4122 | Mansfield Wishart Upper Mt Gravatt Mt Gravatt | 2 | .1 |
| 4229 | Bond University | 2 | .1 |
| 4270 | Tamborine | 2 | .1 |
| 4127, 4130, 4207, 4000, 4075, 4113, 4121, 4122, 4229, 4270, 223, 427, 2093, 2448, 2478, 2481, 2484, 2487, 2489, 2640, 3001, 3032, 3088, 3182, 3400, 4001, 4006, 4007, 4008, 4011, 4022, 4031, 4066, 4067, 4074, 4077, 4102, 4105, 4116, 4128, 4129, 4158, 4160, 4164, 4165, 4169, 4173, 4205, 4222, 4230, 4275, 4285, 4655, 4810, 5133, 8523, 90069 | Redland Bay Northern Beaches, Sydney Mid North Coast, NSW Albury, NSW Melbourne, Victoria Inner Suburbs, Brisbane Northern Suburbs, Brisbane Western Suburbs, Brisbane Southern Suburbs, Brisbane Hervey Bay, QLD Townsville, QLD Inglewood, SA | 1 response each | .1 each |
| TOTAL | | 1340 | 100 |

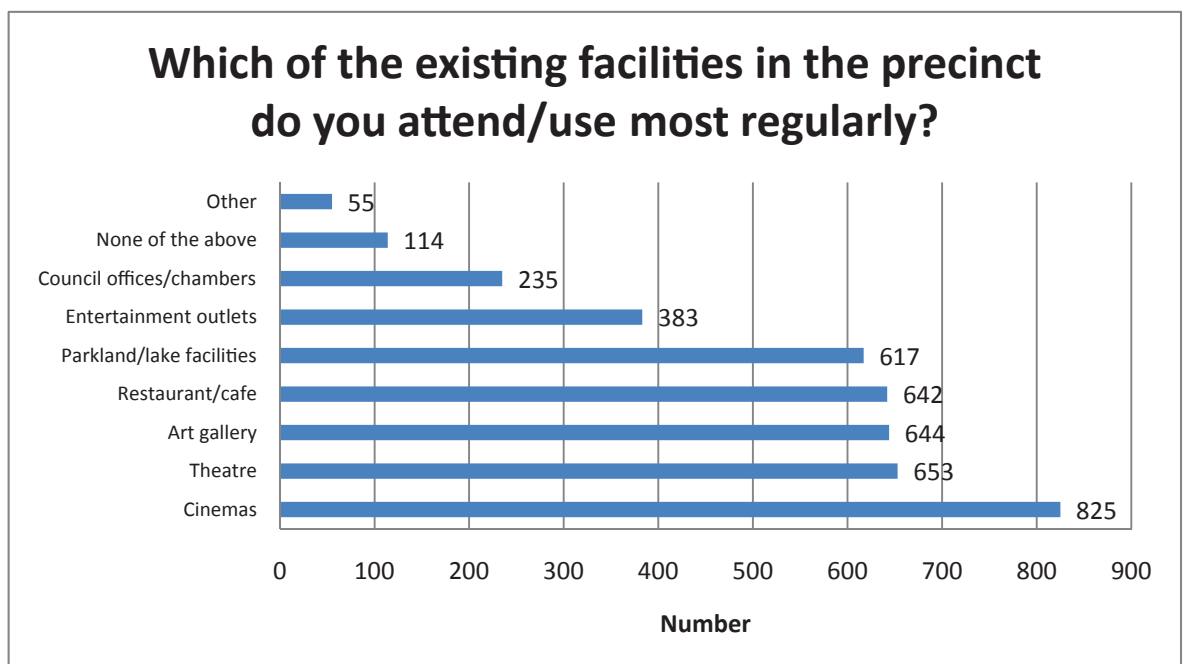
4.3. The Masterplan

4.3.1. Of the existing facilities in the precinct, which do you attend and/or use most regularly?

The cinemas were the most popular of the existing facilities, followed by the theatre, art gallery and food outlets.

This was closely followed by the parkland and lake facilities.

■ **Figure 7 Existing facilities**



In addition to answering the above question, 73 respondents provided comments in the 'Other' field. These additional responses tended to focus more on possible new facilities people would like to see in the precinct. These responses will be incorporated into Section 4.3.3, which specifically deals with future facilities people would like to see.

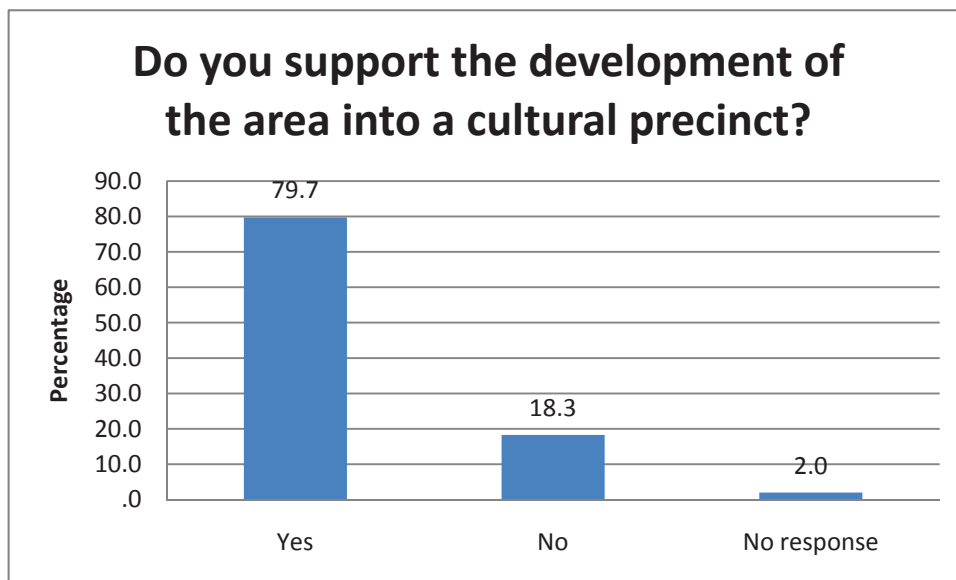
A full list of the verbatim comments from this question are in **Appendix H**.

4.3.2. Do you support the development of this area into a centralised cultural precinct to service the entire city?

Respondents overwhelmingly supported the development of the Evandale site into a centralised cultural precinct.

Respondents who said they did not support the development of the precinct were asked to provide their reasons. These respondents felt that the project was not a responsible use of Council money. They felt that the existing precinct was adequate and that the redevelopment would be an expensive exercise that would only benefit a minority of the population. These respondents also felt that there are other, higher priorities for the Gold Coast at this time, such as public transport improvements.

■ **Figure 8 Support for precinct**



Verbatim explanations respondents gave for not supporting the precinct development included:

- A waste of money pandering to an influential and well off minority.
- As a rate payer I have not been asked if I would like my money spent on this project.
- Poor transport links make access difficult.
- Spending money in infrastructure and public transport is more important.

A full list of the verbatim comments from this question are in **Appendix H**.

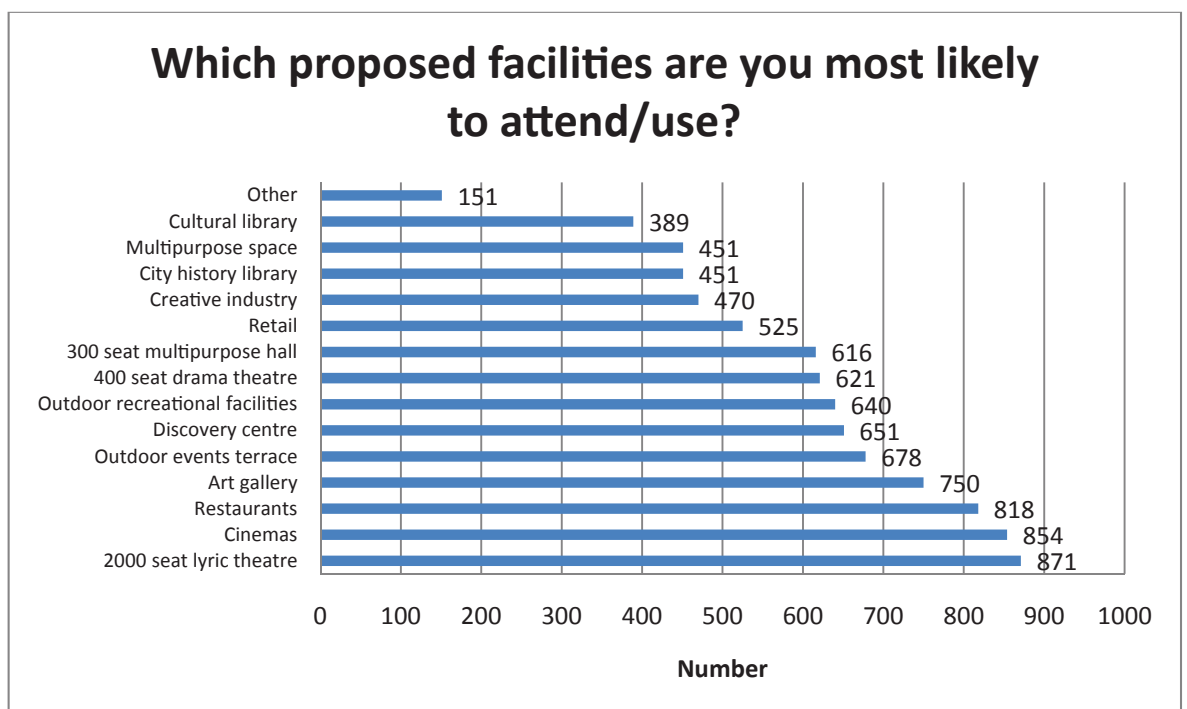
4.3.3. The proposed cultural precinct will accommodate a wide range of cultural facilities. From the list below, please select the facilities that you are most likely to attend.

The 2,000-seat lyric theatre proved to be the most popular proposed new facility. This is supported by verbal feedback during the consultation period from residents saying that a large theatre was something the Gold Coast is currently lacking and in need of if the city wants to become a cultural hub.

This was closely followed by the cinemas and restaurants, both of which are amongst the most popular facilities in the current precinct.

Of the respondents that selected ‘Other’ and provided comments, they identified facilities such as outdoor picnic huts, bike paths, a public library, outdoor sculptures and music and live performance spaces that they would like to be included.

■ **Figure 9 Proposed facilities**



A full list of the verbatim comments from this question are in **Appendix H**.

4.3.4. Are there any additional facilities that you would like to see in the proposed cultural precinct?

1,036 respondents provided responses to this survey question.

Suggestions for the additional facilities respondents would like to see in the precinct fall within six main categories.

- **Retail and hospitality** – Respondents suggested more cafes and food outlets, especially that people can enjoy after an evening performance.
- **Educational** – Respondents suggested a science centre, library, planetarium and aquarium as possible additional facilities.
- **Artistic** – Respondents commented that spaces for young musicians and artists would be beneficial. This would allow them to meet as well as share and develop ideas. Also a children’s arts space was suggested.
- **Access and parking** – Respondents felt that the precinct needed improved public transport access. This includes consideration of bus, rail and boat access to the precinct. Also, the lack of available parking was a major concern for people.
- **Relaxation and exercise** – Some respondents commented that the precinct should allow for general relaxation and recreation spaces for visitors, ranging from open green space for relaxing or a sculpture garden for meditation.
- **Outdoor entertainment** – Many respondents commented on their desire for outdoor entertainment facilities (cinema, amphitheatres, galleries, events area, markets, performance spaces). Given the generally good weather conditions on the Gold Coast, it would appear that respondents are keen to make the most of this and enjoy a uniquely Gold Coast entertainment experience.

A full list of the verbatim comments from this question are in **Appendix H**.

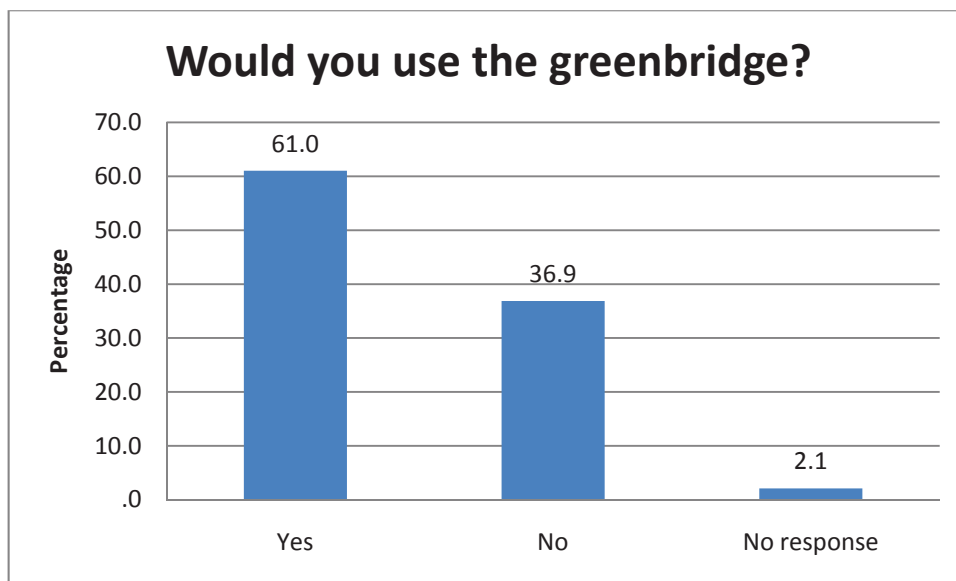
4.3.5. Would you be likely to use the proposed green pedestrian bridge as a direct connection to Chevron Island and Surfers Paradise?

More than half of the survey respondents indicated that they support the proposed pedestrian bridge between the precinct and Chevron Island.

Respondents who said they would not use the greenbridge were asked to provide their reasons. These respondents felt that the bridge would be an expensive piece of infrastructure and caters more to tourists rather than Gold Coast residents, who would likely use their cars. They felt it could also lead to increased traffic and disruption for Chevron Island residents who will have people parking in their local streets.

These respondents felt that improving public transport to the precinct in general would be a better investment.

■ **Figure 10 Would you use the greenbridge?**



A full list of the verbatim comments from this question are in **Appendix H**.

4.3.6. What do you like about the draft Gold Coast Cultural Precinct Masterplan?

There were 1,168 responses to this question. The majority of comments expressed a general support for the project and the benefits it will afford the Gold Coast.

Of those comments that mentioned an aspect of the masterplan, they included satisfaction and appreciation of the protection of the lake and green space, the commitment to developing the Gold Coast as a cultural hub and the inclusion of a range of performance and educational spaces to suit small to large-scale events and activities.

The Discovery Centre attracted quite a number of supportive comments.

Respondents also liked the idea of the precinct fostering an arts culture and providing a range of opportunities for people to see and become involved in artistic and cultural activities. They feel that it positions the Gold Coast as a forward-thinking, culturally diverse city of substance that offers more than sun and sand.

Some respondents also commented that such a precinct was long overdue and would provide a great central location for families, tourists, artists and the like to commune and appreciate what the Gold Coast has to offer.

Respondents felt there was an opportunity to create an iconic precinct that residents could be proud of on an international scale.

There were also numerous comments that said they loved everything about the project.

There were also a number of comments that expressed dissatisfaction with the project, mainly related to its anticipated cost and the perceived need for the precinct.

A full list of the verbatim comments from this question are in **Appendix H**.

4.3.7. What don't you like about the draft Gold Coast Cultural Precinct Masterplan?

There were 1,046 responses to this question. Many of these responses were actually supportive of the project and commented on how long the project has taken to come to fruition, or questions from respondents asking for more detail about various aspects of the project.

Of those comments that expressed dissatisfaction with elements of the project, they tended to focus on lack of parking, loss of green space, accessibility of the area for residents and tourists (location and transport access) as well as the anticipated cost of the project to ratepayers. Parking and cost tended to be the two issues that attracted most passionate comments.

There were also a number of comments about Council offices taking up prime land in the precinct that could better serve the city as community space.

Some respondents expressed concern that the precinct could end up catering for a very high-brow crowd and not provide activities and facilities for families.

Other respondents implied that there may be a missed opportunity if Council does not go far enough and create a really iconic precinct with feature architecture.

A full list of the verbatim comments from this question are in **Appendix H**.

4.3.8. Do you think the draft Masterplan meets the needs of the Gold Coast community (local residents, business, visitors and tourists)?

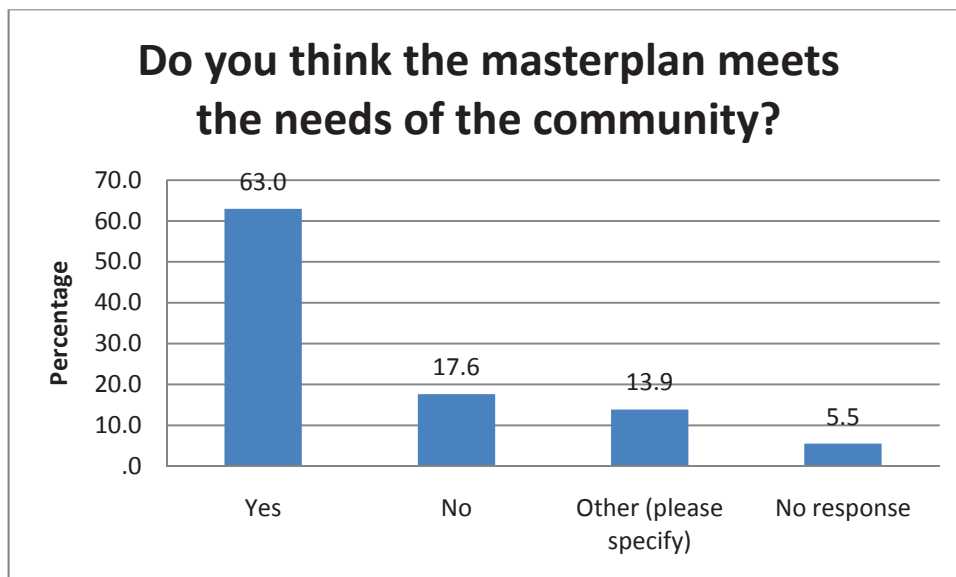
More than half of respondents agree that they feel the masterplan meets the needs of the community.

Of those respondents that felt the masterplan did not meet the community's needs, they cited reasons such as it not being iconic enough, not forward-thinking enough or them not having enough detail about the plans to confidently comment on.

Accessibility issues were also a major concern for respondents. These accessibility issues related to perceived poor access to the site by public transport, perceived insufficient on-site parking as well as possible access issues for people with disabilities. Some respondents also comments that the precinct should be moved to more accessible part of the Gold Coast, such as Robina or Southport.

Respondents also raised concern that the precinct caters for formal cultural events, but is not designed for the more informal events such as festivals and markets.

■ **Figure 11 Meeting the needs of the community**



A full list of the verbatim comments from this question are in **Appendix H**.

4.3.9. Do you support the draft Gold Coast Cultural Precinct Masterplan?

Respondents showed strong support for the masterplan with just over 70% support. This number is just short of the 79.7% general support for redeveloping the precinct as reported in Section 4.3.2.

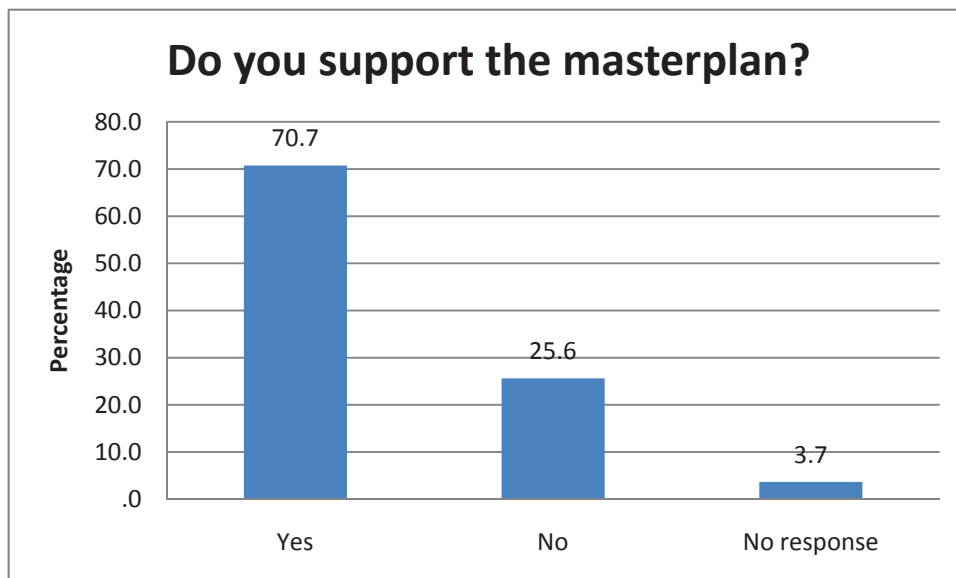
Respondents who did not support the masterplan offered reasons such as it being the wrong time financially to commit to such a large cultural project, especially when local public transport improvements are so overdue and a concern that while the idea of a precinct is good, the actual masterplan is not the right way forward.

A few respondents also inferred that they support the plan in theory, but are unhappy with Council offices taking up such prime waterfront land. Similarly, other respondents commented that, pending resolution of certain issues (eg: parking and public transport access, location of precinct as well as precinct layout issues), they support the rest of the masterplan.

A few respondents were also concerned that the Gold Coast does not have the population to support such a precinct.

Some other respondents commented that the masterplan sounds positive, but that they would benefit from more detail about exactly what it will involve.

■ Figure 12 Support for the masterplan



A full list of the verbatim comments from this question are in **Appendix H**.

4.3.10. General comments

There were 808 responses to this survey question.

Responses to this question generally followed the same themes as per previous survey questions with respondents commenting on the need for improved parking and public transport facilities, questioning the location of the precinct, questioning the need for the precinct and its value for money and calls for the precinct to be iconic in its design.

Other issues that were raised included:

- installing night lighting
- increased operating hours for facilities in the precinct
- increased advertising for events and facilities in the precinct
- request for ecologically sustainable design principles to be considered (eg: solar power)
- audio guides for tourists
- interaction between local schools and the precinct.

Overall, the responses to this question appear to be supportive of the project.

A full list of the verbatim comments from this question are in **Appendix H**.

4.4. Key themes

The following table identifies the key themes that arose from the survey responses.

■ **Table 4 Survey key themes**

| Key theme | Description |
|------------------------------------|--|
| Parking | <p>The issue of parking was raised numerous times by residents. The general consensus was that more parking facilities need to be provided in the precinct. As it will attract more visitors than the current precinct, more car spaces will be required.</p> <p>Respondents also inferred that with limited public transport to the site, the parking issue was even more important. The issue of affordability of parking was also raised.</p> |
| Access and public transport | <p>A common theme raised by survey respondents as the issue of the accessibility of the site in terms of public transport and connectivity.</p> <p>Respondents felt that the site is not well serviced by public transport and that this will lead to tension. This will encourage car use to access the precinct, which will in turn place pressure on parking facilities.</p> <p>While the green bridge between the precinct and Chevron Island provides an alternative, it was not seen as a total solution, as it may lead to an overload of cars parking in Chevron Island's local streets.</p> <p>Respondents instead suggested that public transport links need to be improved to enable easier access to the precinct for both residents and tourists. This includes rail and bus services as well as a ferry stop to allow boat access.</p> |
| Cost of development | <p>Numerous respondents felt that the project was not a responsible use of Council money. They felt that the existing precinct was adequate and that the redevelopment would be an expensive exercise that would only benefit a minority of the population. These respondents felt that there are other, higher priorities for the Gold Coast at this time, such as public transport improvements.</p> <p>On the other hand a number of respondents commented that investment in infrastructure that supports creative industries and culture in the Gold Coast was long overdue.</p> |
| Iconic precinct | <p>Many respondents feel that the development of such a precinct was an opportunity to create something special and iconic, something that would</p> |

| Key theme | Description |
|---|--|
| | stand out and make the Gold Coast proud. This could include iconic, feature architecture. |
| Location of precinct | Numerous respondents commented that the idea of a cultural precinct is positive, but that the Evandale site is not the best location. They suggested that an area with better public transport links, such as Robina or Southport, would be more suitable. A minority of residents suggested that a different location would also allow the existing facilities to potentially remain in Evandale. |
| Council offices | Respondents felt that while they support the masterplan overall, the proposed location of the Council offices in the precinct is on prime land that could be better utilised as a community space. They felt that the Council offices could either be moved to another location in the precinct or moved out of the precinct altogether. |
| Parklands and lake | Respondents expressed a strong desire for the protection of the existing precinct's parklands and lake. They feel that the parkland and lake provide the beauty and appeal of the precinct and would be extremely unhappy if these features were removed from the future precinct. Numerous respondents actually commented that they were happy to see a large amount of green space in the masterplan. |
| Facilities for all types of people | <p>Respondents were supportive of a range of facilities in the precinct that appeal to all walks of life, from families to artists to exercise enthusiasts to tourists. The range of facilities proposed was well supported, especially the 2,000-seat lyric theatre, cinemas, restaurants and art gallery.</p> <p>There were also a number of comments in support of the Discovery Centre and outdoor entertainment facilities.</p> |

5. Online discussion forums

5.1. Background

Four online discussion forums were established by Council to gather qualitative feedback on the project. These forums were accessed through the project website.

Each forum posed a different question to respondents for them to focus their feedback. The four questions were as follows.

1. Forum 1 – What are your needs regarding a Gold Coast Cultural Precinct and why?
2. Forum 2 – Do you like what is suggested in the Gold Coast Cultural Precinct Masterplan?
3. Forum 3 – Is there anything you would like to comment on about the day to day operations of a completed cultural precinct?
4. Forum 4 – Are there suggestions you would like to make to enhance the capacity of the Cultural Precinct as a space for people?

A total of 55 comments were posted on these discussion forums between 26 February and 30 April 2011 (nine weeks) from 34 individuals. Most comments tended to not express support or objection to the project, but rather general suggestions for how the precinct could be developed.

The www.gchaveyoursay.com discussion forum site was visited by 1,265 people who visited the site 3,584 times, viewed 1,000 pages per week (8,836 pages) and downloaded 1,971 documents.

■ Table 5 Discussion forum overview

| Forum | Positive comments | Negative comments | Neutral comments | Number of comments | Individual participants |
|--------------|-------------------|-------------------|------------------|--------------------|-------------------------|
| Forum 1 | 2 | 2 | 11 | 15 | 14 |
| Forum 2 | 3 | 12 | 5 | 20 | 16 |
| Forum 3 | 1 | 0 | 6 | 7 | 6 |
| Forum 4 | 4 | 1 | 8 | 13 | 13 |
| TOTAL | 10 | 15 | 30 | 55 | 34³ |

The verbatim comments from each forum can be found in **Appendix I**.

³ 34 individual participants across the four discussion forums.

5.1.1. Forum 1 – What are your needs regarding a Gold Coast Cultural Precinct and why?

A few respondents suggested that the Evandale site was perhaps not the best choice for a cultural precinct. They felt it was isolated from other parts of the city and with limited public transport options, it would not encourage high patronage. It was suggested that the precinct may be better located at Southport, Broadbeach or closer to Surfers Paradise.

On the issue of access, it was suggested that significant public transport and access issues would need to be taken into consideration during the development if the precinct was to thrive. This may include regular shuttle buses from neighbouring suburbs and more frequent public transport.

Other respondents commented on the need for a diverse range of activities in the precinct, including open microphone nights, street performers, family BBQ and picnic areas and outdoor arts areas.

One response suggested that Brisbane's South Bank precinct is an interactive and lively outdoor space, and is a good model for the Gold Coast Precinct.

Verbatim comments provided by respondents included:

- Southbank is a fantastic model for encouraging visitors to use both indoor & outdoor facilities.
- We should take advantage of being close to the water by having outdoor art areas, amphitheatre/stage, playground, BBQ/picnic areas, swimming area, sculpture walk, etc.
- The site chosen is isolated from other parts of the city such as Surfers Paradise and Southport.
- I think, greenwalk or not, there'll have to be a regular shuttle service from the Gold Coast highway.

5.1.2. Forum 2 – Do you like what is suggested in the Gold Coast Cultural Precinct Masterplan?

Building specifics and use of space was the key theme of this discussion, with suggestions from respondents as to how the space could be better utilised and how the design could be improved.

Most comments focused on what was left out, rather than criticisms of the existing structures, indicating that respondents perhaps were expecting a greater level of detail in the masterplan than was provided.

A common critique was that the masterplan seems to create divisions in space, rather than integrate the site as a whole. Respondents also commented that car parking was taking up valuable space and it should be moved underground.

Verbatim comments provided by respondents included:

- This master plan seems to remove itself from the active edges of the site, preferring to occupy the waters edge and hide from the public via carparks and vegetated parks.
- How will tourists from surfers access the site?
- Carparks should not be eating up prime community parkland space. Better to be underground.
- There are no considerations of amphitheatres, sail roofs, or hard surfaces for temporary outdoor stages, either connected to or independent from the more formal facilities.

5.1.3. Forum 3 – Is there anything you would like to comment on about the day to day operations of a completed cultural precinct?

The responses to this question were themed heavily on suggestions for activities, facilities, and opening times for the precinct.

Respondents were in agreement that the precinct needs to extend opening hours and provide a diverse range of activities and food outlets to cater to all different walks-of-life.

Verbatim comments provided by respondents included:

- Needs to be opening longer than currently available.
- The primary focus must be on arts, entertainment and cultural experiences and not bricks and mortar.

5.1.4. Forum 4 – Are there suggestions you would like to make to enhance the capacity of the Cultural Precinct as a space for people?

Respondents commented on the functionality of the buildings, access issues, spatial orientation and car parking in this forum.

They felt that a better configuration of buildings should be considered to give priority to the community-focussed activities, rather than Council offices.

Respondents also commented that the precinct needs to have a life-of-its-own to attract people to the site, rather than waiting for special events.

Verbatim comments provided by respondents included:

- A shuttle service from the Gold Coast highway. Bikeway or not, it'd be a long haul in a wheelchair.
- The space must have spark! If it simply acts as a venue for hire it will not succeed.

5.2. Key themes

Overall it appears there is strong support from respondents as to the value of developing the precinct. Respondents tended to focus on providing suggestions as to how the precinct could be improved to better meet the community's needs.

■ Table 6 Discussion forum key themes

| Key theme | Description |
|-----------------------------------|--|
| Access and connectivity | <p>Without easy access to the precinct, it will struggle to attract high patronage.</p> <p>Respondents felt the design did not encourage connections to the surrounding areas such as Bundall, Surfers Paradise and Southport.</p> <p>Respondents felt that there should be better public transport provisions for the precinct, including light rail, a ferry to Surfers Paradise, improved bus access, a park and ride scheme and permanent shuttle service.</p> |
| Usage suggestions | <p>Respondents felt that the development should provide facilities and opportunities that the city does not already have, which include artists in residence and educational uses of cultural facilities.</p> <p>Stakeholders suggested that the precinct should include a diverse range of activities and facilities including a central reception area with box office, night time activities, lighting, artist's residence, studios, youth music conservatory, function rooms, more cinemas, restaurant precinct and infrastructure on the lake for performances and sporting events.</p> |
| Opening hours | <p>Respondents felt that the opening hours of the precinct would have a vital impact on the success of the area. They suggested that there should be regular activities to attract people to the site throughout the day and night.</p> |
| Buildings and use of space | <p>Respondents commented that the Council building took away the northern view and visual link with Chevron Island and there was no recognition of its significance to the history of the Gold Coast.</p> <p>Respondents felt that the building did not have strong links with the rest of the development and it was suggested that either it become a restaurant or be relocated.</p> <p>Respondents felt that the masterplan should incorporate more detailed planning for open space, providing details about pathways, uses, events and shade.</p> |

6. Stakeholder workshops

6.1. Background

SKM facilitated three industry and professional stakeholder workshops for the project. The stakeholder workshops took place on Tuesday, 8 March 2011 in the Panorama Room at the Arts Centre Gold Coast, 135 Bundall Road, Surfers Paradise. The workshops were held at the following times:

- **Session 1:** 9.30 – 11.30am
- **Session 2:** 12.30 – 2.30pm
- **Session 3:** 3.30 – 5.30pm

An email invitation was sent to stakeholders on Friday, 25 February 2011 inviting 230 stakeholders from a range of disciplines including architectural, urban planning, arts and tourism industries, to attend one of the workshops. RSVP and attendance rates for the session are identified in **Table 6**.

- **Table 7 Workshop attendance summary**

| Session | RSVPs | Attended |
|----------------|-----------|-----------|
| Session 1 | 16 | 12 |
| Session 2 | 15 | 13 |
| Session 3 | 19 | 16 |
| Didn't specify | 1 | 0 |
| TOTAL | 51 | 41 |

The stakeholder workshop agenda was as follows.

- Welcome and introduction to the project team
- Intentional Cities video
- Project History and development [presentation (Chris Gee, City Architect)]
- Cultural Precinct Masterplan video
- Masterplan development (Brian Donovan, Donovan Hill Architects).
- Group discussions
- Close and next steps.

During the group discussions, attendees were divided into three groups and led through a facilitated discussion about their thoughts on the cultural precinct development and masterplan. Two broad questions were posed to the groups to assist them in focussing their responses.

- 1) What do you like about the Gold Coast Cultural Precinct Masterplan?
- 2) What do you think is missing from the Gold Coast Cultural Precinct Masterplan?

■ **Figure 13 Images from the stakeholder workshops**



6.2. Key themes

The key themes that arose during the group discussions have been summarised in **Table 7** and **Table 8**.

Detailed notes from the workshops can be found in **Appendix J**.

■ **Table 8 Summary of positive features**

| Key theme | Description | No. of comments |
|--|--|-----------------|
| Open space | Stakeholders felt the open space encouraged activity and events by being well configured, central, interchangeable, and connected. | 10 |
| Retention of site characteristics | Stakeholders agree with retaining the art gallery, lake, green surrounds, sculptures, picnic areas, art house cinemas. Stakeholders felt that the retention of the chambers gave a connection to the Gold Coast's history. | 9 |
| Orientation and views | Stakeholders agreed with the development being orientated towards Surfers Paradise, making the most of the skyline, but not encroaching on others views. Stakeholders also felt that the orientation of the amphitheatre allowed good views. | 8 |
| Facilities and opportunities | Stakeholders felt that the development could provide facilities and opportunities that the city does not already have, including artists in residence and educational uses of cultural facilities. Also, all facilities could be accommodated on the site because of its size. | 7 |
| Concept and intent | Stakeholders felt the Cultural Precinct is a strong concept and appreciated Council's intent to undertake this development, improving the city. Stakeholders also felt that the general public supports the development. | 6 |
| Green bridge | Stakeholders support the green bridge to Chevron Island, as it enables pedestrians to access the cultural precinct from Surfers Paradise, increasing connectivity. | 6 |
| Sense of place | Stakeholders liked the sense of place created by the design, making the cultural precinct an all day destination not just a venue. | 5 |
| Architectural design | Stakeholders felt that the architectural design was promising, with a series of sensitively designed buildings, simple in form with colours that enhance the design. Also all developed spaces have a complementary function. | 5 |

| Key theme | Description | No. of comments |
|----------------------------|---|-----------------|
| Tourism attraction | Stakeholders felt the development provides additional opportunities for tourism. The close proximity to Surfers Paradise will enable tourists to travel to the site easily. | 6 |
| Transport | Stakeholders felt that the ferry terminal is an excellent transport option for the site. A stakeholder liked that parking is provided in the design. | 3 |
| Restaurant precinct | Stakeholders liked the idea of creating a waterfront restaurant precinct. | 2 |

■ **Table 9 Summary of missing features**

| Key theme | Description | No. of comments |
|---|---|-----------------|
| Proposed cultural facilities | Stakeholders suggested that the masterplan should include a number of cultural facilities such as a central reception area with box office, night time activities, lighting, artist's residence, studios, youth music conservatory, function rooms, more cinemas, restaurant precinct and infrastructure on the lake for performances and sporting events. | 18 |
| Pedestrian and cycling connections | Stakeholders felt there was too little detail on pedestrian and cycling arrangements for the cultural precinct. Stakeholders felt that there should be stronger pedestrian links between the open space areas and buildings. Pathways should be shaded and more green bridges constructed, connecting to Surfers Paradise. | 12 |
| Civic building (Building 4) | Stakeholders indicated that the Civic Building took away the northern view and visual link with Chevron Island, and there was no recognition of its significance to the history of the Gold Coast. The intent behind retaining the existing Civic Building was unclear in the design. Stakeholders felt that it did not have strong links with the rest of the development and it was suggested that either it become a restaurant or be relocated to Building 5. | 14 |
| Transport | Stakeholders felt that there should be better public transport provisions in the masterplan, like connections to the light rail, a ferry to Surfers Paradise, a bus station, a park and ride scheme, and | 10 |

| Key theme | Description | No. of comments |
|--|---|-----------------|
| | integrating transport tickets with cultural events. Stakeholders felt that there were opportunities for boats and watercraft to access the cultural precinct and suggested including a marina or jetty. | |
| Art gallery | Stakeholders felt that the entrance to the art gallery should be at ground level to accommodate foot traffic and be an impressive, accessible and visible building. Several suggestions were made about the building which included the integration with other facilities, separating it from the cinema and combining it with the museum. | 9 |
| Roads, cars and parking | Stakeholders felt that the development was car-orientated with roads separating the lake from buildings and that car parking had a very large footprint, taking up valuable green space. It was suggested that the car parking be underground or in alternative locations. | 9 |
| Architectural design | Stakeholders felt that the architecture and design of the development should be iconic. It needs to capture the identity of the Gold Coast and make it a recognisable landmark. Stakeholders also felt that buildings in the development do not seem to address the lake and river. Perhaps buildings should be in a boomerang shape along the river or have a boardwalk as a solution. | 9 |
| Mixed use development | Stakeholders suggested inclusion of mixed use development (commercial and residential) that compliments the cultural precinct. Mixed use development along Bundall Road edge should be included, providing activation of the site with dynamic links with across road businesses. | 8 |
| Connection to built environment | Stakeholders felt the design did not encourage connections to the surrounding areas such as Bundall, Surfers Paradise and potential rail connections. | 6 |
| Open space | Stakeholders felt that the masterplan should incorporate more detailed planning for open space, providing details about pathways, uses, events, shade and food. | 5 |
| Arrival points | Stakeholders felt that there was no sense of arrival into the precinct, as entry points were too narrow. | 4 |
| Views | Stakeholders felt the design should take greater consideration of | 3 |

| Key theme | Description | No. of comments |
|-----------------------------------|--|-----------------|
| | views between buildings and the best view should be reserved for cultural buildings. | |
| Intent | Stakeholders felt the project and design should be more ambitious, exciting and unique. | 3 |
| Consultation | Stakeholders felt that more information should be provided on the internet and ideas from the competition be incorporated into the design. Consultation with international visits, agencies, artists was suggested to be included during planning phase. | 2 |
| Indigenous exhibition area | Stakeholders felt that the design needs to reinforce the interactive indigenous exhibition space. | 2 |
| Sustainability | Stakeholders felt that the design does not incorporate the reuse of existing buildings like the existing arts centre, which is not the most sustainable approach. | 2 |
| Noise and safety | Stakeholders were concerned with noise issues from outdoor event space to residents and the design should take more consideration of the safety because of the presence of water. | 2 |

7. Project enquiries

During the consultation period, 49 enquiries and items of feedback were received about the project outside the aforementioned activities.

These enquiries and feedback items were received through three channels.

■ Table 10 General enquiries overview

| Enquiry channel | Number of enquiries | Percentage |
|---------------------------------|---------------------|-------------|
| Phone | 11 | 22.45% |
| Email | 27 | 55.10% |
| Paper (Letters and submissions) | 11 | 22.45% |
| TOTAL | 49 | 100% |

7.1. Feedback tone

Each item of correspondence was categorised for the tone of the feedback. Given that many enquiries were of a more general nature, they were categorised as neutral as they expressed no significant support or opposition to the project. They either asked for clarification, or expressed opinions for consideration of Council.

■ Table 11 Tone of feedback

| Tone of feedback | Number of enquiries | Percentage |
|------------------|---------------------|-------------|
| Positive | 13 | 26.53% |
| Negative | 13 | 26.53% |
| Neutral | 23 | 46.94% |
| TOTAL | 49 | 100% |

A full list of all enquiries can be found in **Appendix K**.

7.2. Key themes

A summary of the key issues raised through these enquiries is below.

■ Table 12 Submission key themes

| Key theme | Description |
|--------------------------------|---|
| General enquiries | Stakeholders requested general information regarding construction dates, clarification of design features (eg: bridge height, parking provisions), requests to get more involved in the project and feedback on the project video. |
| Consultation | Stakeholders felt that more information should be provided on the internet and ideas from the competition be incorporated into the design. Many stakeholders mentioned that there was not enough detail to give informed feedback. Consultation with international visits, agencies, artists was suggested to be included during planning phase. |
| Project support | Stakeholders contacted the project team to express their support for the project. |
| Iconic precinct | A common theme among enquiries was the need for the precinct and architecture to be iconic and forward-thinking. The precinct presents a great opportunity to position the Gold Coast on an international scale and consideration needs to be given incorporating the unique Gold Coast style into the design. |
| Access | Stakeholders raised the issue of access to the precinct and the impacts it will have on local traffic flows. With a large number of people presumably accessing the site public transport will need to be considered. One enquirer commented that the concept of a precinct is perhaps outdated. A better approach, which would have less traffic flow impacts, could be to locate a variety of cultural facilities across the Coast, rather than all in one central location. |
| Parking | Enquirers expressed concern over the perceived lack of available parking in the precinct. More consideration needs to be given to how people now and in the future will access the site. |
| Inclusivity of precinct | A number of enquiries commented that the precinct must be inclusive. It should provide something for all walks of life and not cater to on the 'high-end culture devotees'. By including a range of facilities, it will give vitality to the site and strengthen its sense of place. This could include including |

| Key theme | Description |
|------------------------|--|
| | educational or design facilities. |
| Location | Stakeholders raised the issue of appropriateness of the location for the precinct and suggested other suitable sites such as Robina. |
| Precinct design | <p>Stakeholders commented that the masterplan looks as though it has been developed in isolation of other planning and growth strategies. There is no identified use or development of the waterfront, lakeside or Bundall Road. A longer-term view needs to be taken for the development and a better use of space.</p> <p>Stakeholders also expressed concern over the Council offices taking up such prime waterfront land.</p> |

A copy of the lengthier correspondence that was also summarised in the database can be found in **Appendix L**.

8. Urban Design Advisory Board feedback

The project team presented to Council’s Urban Design Advisory Board on 11 March 2011. This board comprises a number of key urban design stakeholders, both internal and external.

The presentation provided an overview of the project and invited feedback from board members as to their thoughts and goals for the proposal precinct. A summary of the key issues raised during the meeting is below.

■ Table 13 Submission key themes

| Key theme | Description |
|--|--|
| Pedestrians | The Board felt that pedestrians should dominate the precinct. |
| Long term vision for the precinct | The Board felt that the precinct is an opportunity to “tell the world that we are a city and not just a tourist destination.” They commented that the precinct could be valuable space for future generations and that it should look to the future and not just satisfy “short term goals”. |
| Complimentary design | The Board commented that the design of the precinct should take into account the sun-loving Gold Coast lifestyle. As such, north and north-east aspects and access to the water should be considered when designing the precinct layout. |
| Precinct liveliness | The Board commented that the precinct should be a “hive of activity” with activities at all time of the day, well into the night. |
| Access to the city | The issue of public transport and how people will access the precinct was an important issue. They felt that public transport should be the primary means of accessing the site. |

8.1. Post consultation assessment

Following the consultation period, the Urban Design Advisory Board presented their response to the draft masterplan to Council.

A copy of the notes and presentation from the 10 May 2011 meeting can be found in **Appendix M**.

9. Benefactors feedback

The Cultural Precinct Benefactors comprises of individuals who have an affiliation with the precinct through their involvement with the Arts Centre, the Gold Coast City Council or the Gold Coast arts industry.

The project team met with approximately 20 benefactors on two occasions during the consultation period to discuss the project and gather their feedback. A summary of the key issues raised during these meetings is below.

■ Table 14 Submission key themes

| Key theme | Description |
|---|--|
| Parking and accessibility | Access to the site via public transport and the availability of parking on-site was a major concern for benefactors. Benefactors felt that these issues must be addressed for the precinct to be successful. |
| Iconic and long term vision for the precinct | Benefactors felt that there s a real opportunity to create something special and for the precinct to be tourism drawcard. To achieve this, there needs to be long-term thinking when developing the site. |
| Precinct facilities | Benefactors were keen to see a museum and art gallery as key focal points of the precinct. |
| Location of facilities | Benefactors comments that the location identified for Council offices is prime land that could be more suited to a community space. |

10. Conclusion and recommendations

Overall, the consultation program was successful in gathering robust quantitative and qualitative feedback from a broad cross-section of the Gold Coast community.

It was well supported by the comprehensive media and marketing campaign which helped to draw large-scale attention to the project and generate community interest and discussion. With an estimated 350,000 reach, the media and marketing strategy included a broad range of activities such as media, advertising and social marketing as well as interactions with key community stakeholders. These stakeholders include community groups, sporting groups, educational facilities, libraries, tourism agencies and Queensland Health.

The feedback gathered during the consultation period indicates a strong level of community and stakeholder support for the precinct development and the masterplan itself.

The feedback also raised a number of areas for Council to consider when moving into the next stage of the project, namely:

- **Distinctive, innovative and green:** ensuring design of the precinct is forward-thinking, distinctively Gold Coast in style and sympathetic to the natural environment
- **Accessible:** improving public transport connections and providing adequate on-site car parking
- **Diverse and active:** ensuring a greater mix of activities and facilities for all types and ages of people
- **Parkland retention and enhancement:** maximising access and enhancing the parkland, especially the lake and riverfront edges, for community recreation
- **Value:** demonstrating and delivering return on financial investment required for the development.

These key themes were fairly consistent across all the different consultation methods. The issues of parking and public transport were raised in all consultation activities and attracted some passionate responses.

Questioning whether Evandale was the right location for the precinct featured strongly in both the survey and general enquiries consultation channels, as did the desire for the precinct to be iconic and present the Gold Coast as a cultural hub.

The stakeholder workshops were a strong vehicle to gather more in-depth qualitative feedback. As a result, there were a significant number of key issues raised during these workshops.

Whether or not each of the key issues and concerns raised will be part of the scope of the detailed design phase, there exists a level of community expectation and anticipation following this community engagement program that these issues be resolved.

With the strong momentum and community interest raised through both the city-wide media and marketing and the community engagement program, it is recommended that Council continue to keep this project in the public arena and maintain a level of engagement with the community and stakeholders who will be interested to see how it progresses and provide feedback at various stages.