

Newcastle and Merewether Ocean Baths

Engagement report

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City of
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Executive summary

City of Newcastle (CN) has committed to funding revitalisation of the Newcastle and Merewether Oceans Baths. Community engagement was carried out from 22 November 2019 to 1 March 2020 (a total of 100 days), to involve the community in shaping the future of these important community assets. The communications and engagement program included:

- information provided via the CN website and social media, reaching more than 40,000 people;
- an online ideas wall with more than 1000 entries received;
- 218 face-to-face (intercept) and 898 telephone (poll) surveys; and
- 5,700+ visits to the dedicated Oceans Baths 'Have Your Say' webpage.

This report presents the findings from the community engagement activities and summarises community sentiment, expectations and ideas in relation to the two sites.

Key findings	Newcastle Ocean Baths	Merewether Ocean Baths
Improvements	<ul style="list-style-type: none">- upgrade general facilities including amenities- additional shade/shelters, seating, lockers- improve disability amenities and access- improve parking and public transport- maintain the change room amenity, but have both private and open change rooms.	<ul style="list-style-type: none">- upgrade and modernise general facilities including change rooms and showers- improve shade/shelter, seating, lockers- increase regular cleaning of the facilities.
Pavilion/ Exterior	<ul style="list-style-type: none">- support for façade and building repairs, restoration and maintenance- acceptance that renovations are required, works to be sympathetic to the location- maintain the art deco aesthetic.	<ul style="list-style-type: none">- support an upgrade and ongoing maintenance of the Merewether pavilion- general view is to keep the renovations simple (e.g. freshly painted and other repairs/improvements).
Operational	<ul style="list-style-type: none">- limited support for a restaurant/bar or gym- support to improve the café/kiosk offering.	<ul style="list-style-type: none">- limited support for a restaurant/bar, gym or café/kiosk.

In March 2020 CN also formed a Newcastle Ocean Baths Community Reference Group (CRG), which is comprised of stakeholders and community members, to help inform the future development of the site. A community reference group for the Merewether Ocean Baths will also be established in due course. Community consultation will be maintained through the CRG, while further engagement and a public exhibition will present concept plans to the wider community before these are presented to the elected Council for endorsement.

1 Introduction

City of Newcastle (CN) has committed to funding the revitalisation of the Newcastle and Merewether Oceans Baths. To help ensure these facilities become public assets the community can be proud of, CN is engaging with the community and key stakeholders to ensure their aspirations are considered in future plans.

CN is committed to working with the community and key stakeholders throughout the redevelopment process. We will continue to work closely with the Newcastle Ocean Baths Community Reference Group (CRG) and provide opportunities for broader community engagement as the project progresses.

This report outlines engagement activities conducted by CN from 22 November 2019 to 1 March 2020 to better understand how the community and stakeholders value the facilities, as well as needs, issues and ideas relating to future improvements to the ocean baths.

2 Engagement tools and activities

The initial engagement falls under the *involve* category of the IAP2 framework endorsed in City of Newcastle's [Community Engagement Framework](#).

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

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Figure 1 Public Participation Spectrum, International Association of Public Participation

A diverse range of community engagement opportunities were implemented during the engagement period from 22 November 2019 to 1 March 2020, including:



- A dedicated Have Your Say page on the CN website with reference materials, further information, contacts and online feedback options (online)
- Social Pinpoint ideas wall (as part of our dedicated online engagement platform);
- Telephone survey (poll); and
- Intercept surveys (face-to-face).






3 Communication and promotion

During the community engagement period a communications campaign was implemented to raise awareness of the project and community engagement opportunities. The aim of the campaign was to encourage active participation of residents in the Newcastle Local Government Area. The estimated reach of the promotional activities was 916, 937.

See appendices 4, 5 and 6 for a full overview of the communication and promotion carried out.

Channel & Reach	Purpose
 Have Your Say project webpage	<p>A dedicated project webpage was created on CN's Have Your Say page, which received more than 4,400 visits. The key objective of the page was to raise awareness and engage with the community.</p> <p>The Social Pinpoint ideas walls was embedded within this page and received more than 5,700 visits.</p>
 Social media	<p>The social media campaign consisted of a total of 11 promotional and Facebook posts on the City of Newcastle Facebook page and Newcastle Have Your Say Facebook group. The key objectives of the social media campaign were to drive interest in the project and encourage participation in the online ideas walls. Other organisations and individuals also shared CN's posts with their followers.</p> <p>The campaign consisted of a mix of free and sponsored (paid-for) Facebook posts, which were supplemented by posts on CN's Twitter and LinkedIn pages.</p> <p>Posts were also shared to via local community Facebook pages, while other organisations and individuals shared CN's posts with their followers.</p>

	<p>The Facebook post featured on 3 December 2019. This post was the highest performing free Facebook post of the campaign, reaching 20,201 people and resulting in 448 clicks.</p> <p>The sponsored Facebook post featured on 4 February 2020. This post was the highest performing paid Facebook post of the campaign reaching 411,20 people and resulting in 3,412 clicks. The total reach was 105, 945 with total engagement of 14, 026.</p> <p>A large number of comments posted to social media throughout the campaign were reviewed.</p>
 Flyers, postcards and core flutes	<p>More than 1000 postcards and posters were distributed to local business, City of Newcastle aquatic centres and libraries. A total of 18 corflutes and posters were installed along the coastal promenade from Nobbys Beach to Merewether Baths and displayed for weeks.</p>
 Media coverage	<p>Three media releases were distributed throughout the campaign, resulting in a total of 57 news items across local, regional and interstate newspapers, radio and television, as well as a number of online news websites and social media pages.</p> <p>The media exposure reached approximately 796, 668 people, with the highest volume in 19 newspaper mentions (reach of 473,428). The media coverage included information about the engagement opportunity.</p>
 Newcastle Voice Novo News	<p>An e-newsletter was distributed to 2,524 people on the Newcastle Voice database of residents and stakeholders. This is an active database of community members who have registered to be part of CN's online engagement hub.</p> <p>Information was also distributed to 900 City of Newcastle staff via NovoNews.</p>

4 How many people had their say?

The range of engagement activities carried out provided a variety of ways for the community to share their opinion and ideas and generate conversations. By providing a mix of face-to-face and online engagement opportunities, we were able to gain input from a cross section of the community, including key interest groups and stakeholders.

CN established a dedicated Have Your Say engagement landing page on our website. The page linked to an online ideas wall for each bath. The webpages received more than 4,400 visits between 22 November 2019 to 1 March 2020, and the ideas walls over 1,000 comments.

The engagement activities were delivered by CN staff and external consultants. Two independent surveys were carried out by external consultants with the aim of capturing the views of both users and non-users of the baths, as well as regular and infrequent users of the baths from across the Newcastle local government area (LGA).

CN also coordinated 898 telephone surveys (poll) and 218 face-to-face intercept surveys to understand the community's vision and expectations.

During the engagement period, CN received a community-led petition coordinated by Friends of the Ocean Baths, who collected more than 16,000 signatures, and several enquiries, letters, and submissions.

Engagement on the revitalisation of the baths will be ongoing, with consultation during the concept and detailed design phases through to the public exhibition stage.





			
Dedicated Have Your Say Newcastle web page	Online ideas wall (embedded on the Have your Say page)	Intercept surveys	Telephone surveys (poll)
More than 4,400 visits	1094 comments, with 354 unique stakeholders	218 surveys conducted at five different locations	898 respondents across the Newcastle LGA

Figure 2 Participation summary by activity

5 Online ideas wall

The community were encouraged to participate and provide feedback on the Newcastle and Merewether Ocean Baths. This qualitative engagement method was available online via an 'ideas wall' embedded on the Have Your Say web page, where ideas and visual stimulus were presented to encourage feedback. This provided a mechanism to capture open-ended comments from the community as well as 'likes' and 'dislikes'.

A separate wall was established for each site, providing the community with the opportunity to comment on both the Newcastle and Merewether Ocean Baths or just one site.



Merewether Ocean Baths ~ share your ideas

View the ideas wall to review the how we captured the communities feedback.



Newcastle Ocean Baths ~ share your ideas

View the ideas wall to review the how we captured the communities feedback.

Within each website 23 individual ideas were displayed with a heading and supporting image. These were presented under the following six themes (research domains).

See Appendix 1 Ideas wall themes.



Overall, 1,095 comments or ideas were left on the two ideas wall by 354 respondents.

A project code frame (bundling similar comments into thematic categories) was developed to analyse qualitative open-ended responses from the two ideas walls. As CN has publicly committed to retaining the sites as public assets, comments relating to same have not been included in the commentary of this report.

Table 1 Themes in responses

Themes (domains)	Ideas/Topics
1. Improved safety	Pedestrian safety, lighting and parking
2. Improved access	Vehicle access and movement, upgrade stairs and disability access/ramps
3. Improved amenities	Outdoor showers, indoor showers and toilets, change facilities (including family/baby change) and disability facilities
4. Facilities and activities	Seating (benches and picnic tables), bike racks, outdoor exercise equipment, bubblers/bottle refill stations, provision of lockers, shade/shelters
5. Look and feel	Thoughts on look and feel of the pavilion building Thoughts on look and feel of pavilion facade
6. Thoughts on potential pavilion uses	Function centre/meetings, café/kiosk, gym and yoga

5.1 Newcastle Ocean Baths ideas wall

A total of 262 respondents provided a comment on the Newcastle Ocean Baths ideas wall, making 840 individual comments. Within those comments, 1578 opinions and ideas were identified.

Comments were coded into categories to capture community sentiment. The codes have been reported as the highest positive (supportive) agreement frequency to indicate number of times the sentiment appeared and the highest negative (didn't support) agreement frequency to indicate the highest number of times the sentiment appeared.

Table 2 illustrates the top comments (coded) for Newcastle Ocean Baths.

Table 2 Key sentiments for Newcastle Ocean Baths

Newcastle sentiment (coded)	Number of comments/frequency
Keep the Newcastle façade as it is/no change	220
Restaurant/dining space/bar not required	74
Keep the Newcastle pavilion building as it is/no change	69
Gym not required	60
Support to keep the open changes rooms	56
Need more shade/shelters	53
Need more change facilities (including family/baby change)	45
Renovations to maintain the iconic art deco look	34
Need to improve facilities (not specific)	31
Other	29

Newcastle sentiment (coded)	Number of comments/ frequency
Need more lockers	26
Do not use Newcastle Ocean Baths for commercial uses	26
Improve parking (non-specific)	25
Required café/kiosk	25
Café/kiosk not required	24
Support to keep the open-air facility (amenities)	23
Need more seating	22
Function spaces not required	22
Cleaning of the facilities regularly	20
Need to improve toilets (space etc.)	19
Keep it simple	18
Support to improve public transport	17
Increase parking spaces	17
Renovations to be sympathetic to the environment	17
No need for more exercise equipment	16
Improve existing kiosk/café (more space etc.)	16
No need to improve parking	15
Meeting spaces not required	15

5.1.1 Ideas wall top comments by theme

5.1.1.1 General facilities and activities

For the theme of 'general facilities and activities' participants were asked to comment on these ideas:

- more seating (benches and picnic tables);
- more bike racks;
- outdoor exercise equipment;
- more bubblers/bottle refill stations;
- provision of lockers;
- more shade/shelters; and
- thoughts on potential activity uses.

A total of 176 verbatim comments with 417 data points of opinions and ideas were provided.

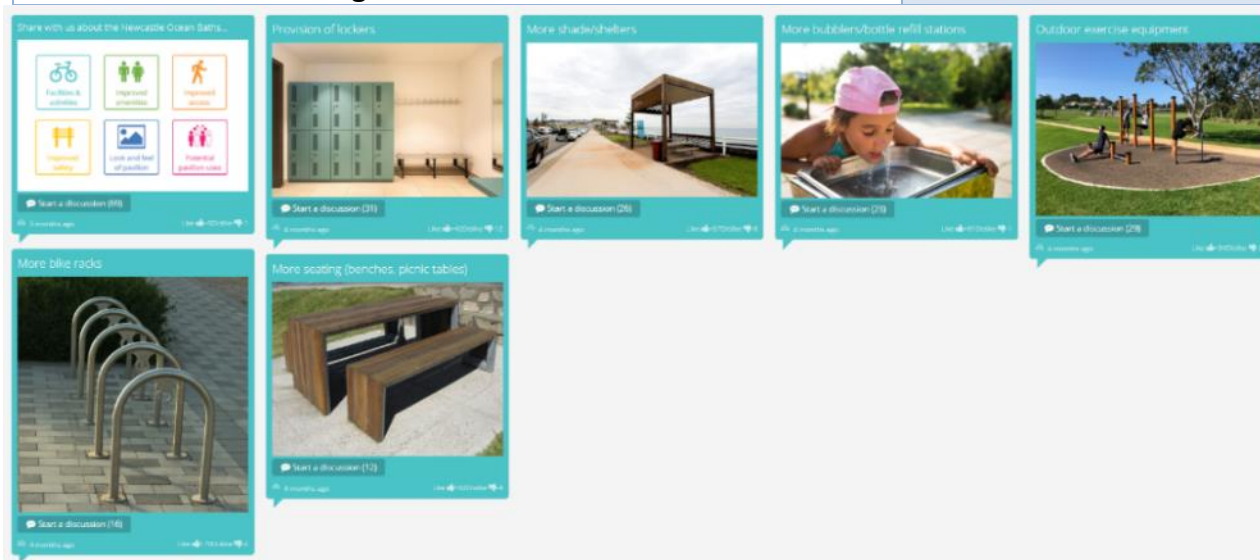
See Appendix 3 for the full results and verbatim comments.

The sentiments that received the highest support by respondents included having more shade/shelters, improve facilities, provision of lockers, more seating (benches, picnic tables) and improve regular cleaning of the facilities.

Sentiment expressed	No. of times expressed
Need more shade/shelters	53
Need to improve facilities (non-specific)	31
Need more lockers	26
Need more seating	22
Cleaning of the facilities regularly	20

The sentiments that appeared the least times included: outdoor exercise equipment is not required, and there is no need to introduce other facilities/activities, with two comments for each of the following ideas: that it is not required to have more lockers, shade/shelters or seating.

Sentiment expressed	No. of times expressed
No need for more exercise equipment	16
No need to introduce other facilities/activities	8
More lockers are not required	2
No need for more shade/shelters	2
No need for more seating	2



These results indicate interest in increasing the shade and shelters at the Newcastle Ocean Baths, improving facilities and an interest in providing more lockers and seating.

5.1.1.2 Improved amenities

For the theme of 'improved amenities' participants were asked to comment on these ideas:

- outdoor showers;
- improved indoor showers and toilets;
- change facilities (including family/baby change); and
- improved disability facilities.

A total of 102 verbatim comments were made, with 137 data points of ideas and opinions provided.

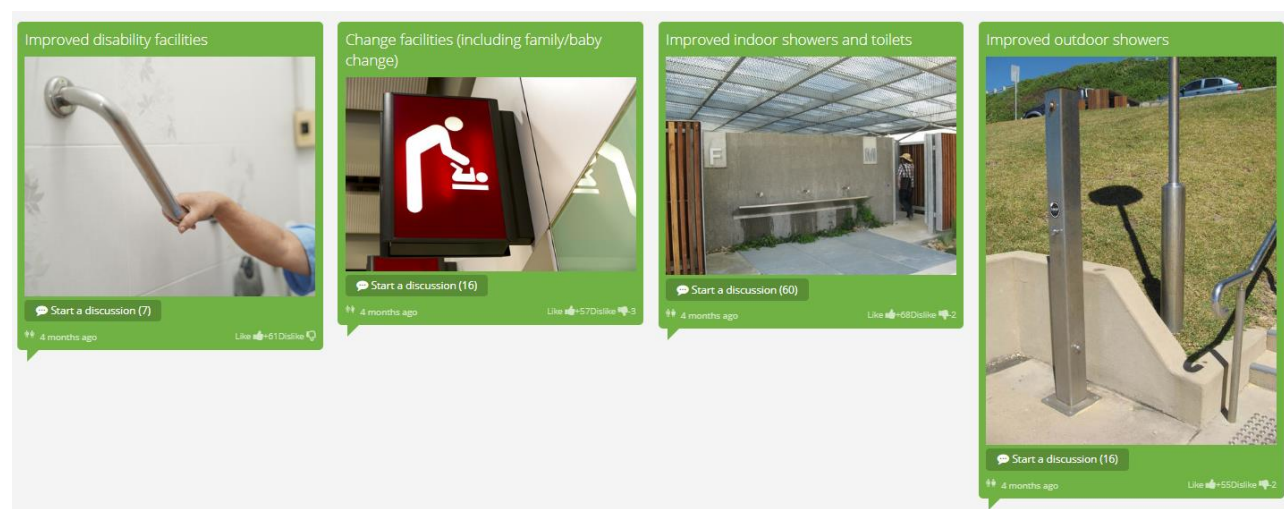
The sentiments that received the highest frequency by respondents included: support to keep the open change rooms, need more change facilities (including family/baby change), support to keep the open-air facility, need to improve toilets and upgrade the existing amenities (changing room, shower etc.), more toilets, improve shower (not specific to outdoor or indoor / modernise etc.).

Sentiment expressed	No. of times expressed
Support to keep the open change rooms	56
Need more change facilities (including family/baby change)	45
Support to keep the open-air facility (amenities)	23
Need to improve toilets (space etc.)	19
Need to improve disability facilities (ramps etc.)	10
Upgrade the existing amenities (changing room, shower etc.)	10
Need more toilets	9
Improve shower (not specific to outdoor, indoor, modernise etc.)	8

Other sentiments that didn't agree with the proposals, which received high frequency by respondents included: no need for more change facilities (including family/baby change), no need for more outdoor showers, and no need for more showers.

Sentiment expressed	No. of times expressed
No need for more change facilities (including family/baby change)	13
No need for more outdoor showers	8
No need for more showers	4

These results indicate interest in keeping the current open change rooms whilst increasing change facilities. Overall, the topic of outdoor amenities (open change rooms, open showers) were amongst the most supported ideas.



5.1.1.3 Improved access

For the theme of 'improved access' participants were asked to comment on these ideas:

- improved vehicle access and movement;
- upgrade stairs; and
- improved disability access/ramps.

A total of 42 verbatim comments were made, with 63 data points of ideas and opinions provided.

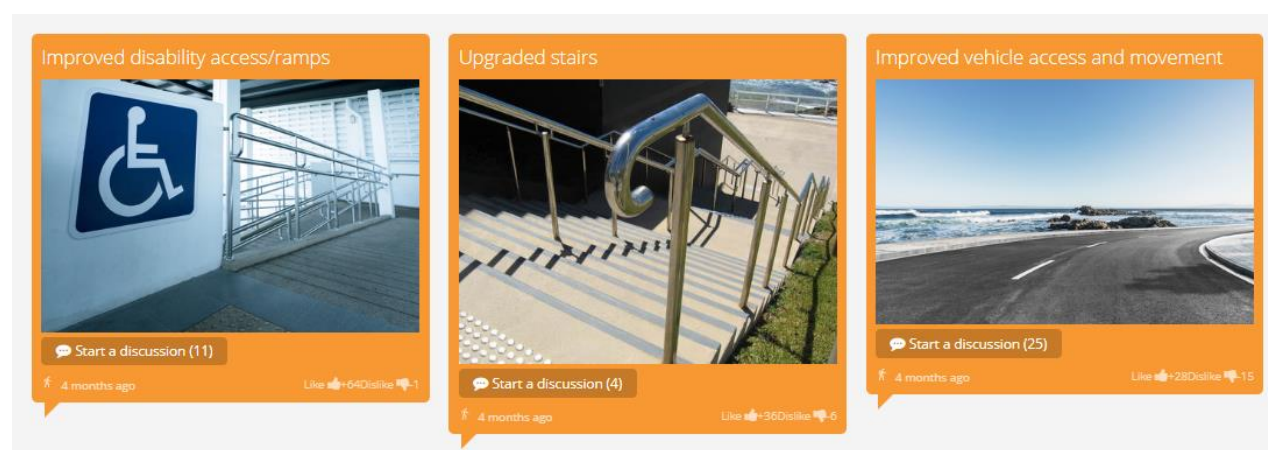
The sentiments that received the highest frequency by respondents included: improve public transport, improve disability access/ramps, improve vehicle access and movement, get Supercars away from it and improve walkways (non-specific).

Sentiment expressed	No. of times expressed
Support to improve public transport	17
Support to improve disability access/ramps	9
Support to improve vehicle access and movement	9
Get Supercars away from it	8
Support to improve walkways (non-specific)	3

Other sentiments that didn't agree with the proposals, which received high frequency by respondents, included: no need to improve vehicle access and movement and improve vehicle access and movement.

Sentiment expressed	No. of times expressed
No need to improve vehicle access and movement	5
Improve vehicle access and movement (in parking and main area etc.)	1

The above results indicate that improving public transport presents a site opportunity.



5.1.1.4 Improved safety

For the theme of 'improved safety' participants were asked to comment on these ideas:

- improved pedestrian safety;
- improved lighting; and
- improved parking.

A total of 55 verbatim comments were made, with 94 data points of ideas and opinions provided.

The sentiments that received the highest frequency by respondents included: improve parking (non-specific), increase parking spaces, timed parking required, improve the pedestrian safety (separate lane etc.) and increase disability parking space.

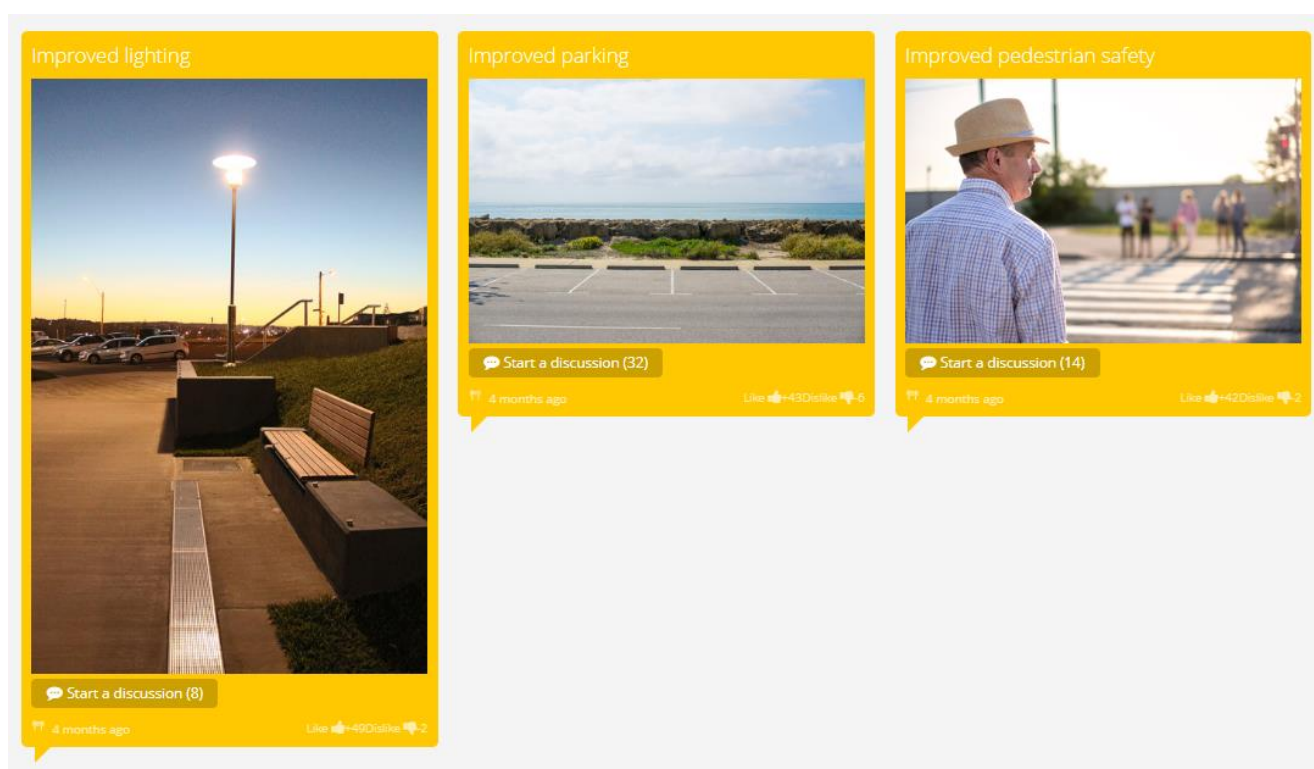
Sentiment expressed	No. of times expressed
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Improve parking (non-specific)	25
Increase parking spaces	17
Timed parking required	14
Improve the pedestrian safety (separate lane etc.)	11
Increase disability parking space	8

Other sentiments that didn't agree with the proposals, which received high frequency by respondents included: no need to improve parking, continue free parking, stop all day long parking (office workers), no need to improve pedestrian safety, and keep lighting as it is.

Sentiment expressed	No. of times expressed
No need to improve parking	15
Continue free parking	11
Stop all day long parking (office workers)	8
No need to improve pedestrian safety	4
Keep lighting as it is	4

The above results indicate interest in improving the parking offering, with somewhat lower support around timed or free parking.



5.1.1.5 Thoughts on the look and feel of the pavilion

For the theme of 'look and feel of the pavilion' the community were asked to comment on these ideas:

- thoughts on look and feel of the pavilion building; and
- thoughts on look and feel of pavilion facade.

A total of 202 verbatim comments were made, with 338 data points of ideas and opinions provided.

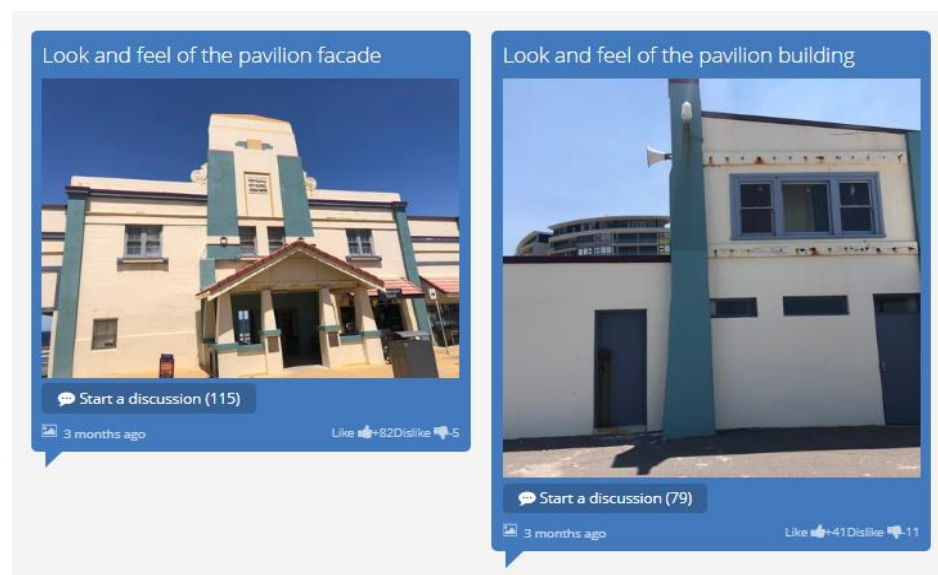
The sentiments that received the highest frequency by respondents included: renovations to maintain the iconic art deco look, renovations to be sympathetic to the environment, renovate based on standards so kids can use it properly, appropriate building material should be used and improvements needed (non-specific).

Sentiment expressed	No. of times expressed
Renovations to maintain the iconic art deco look	34
Renovations to be sympathetic to the environment	17
Renovate based on standards so kids can use it properly	8
Appropriate building material should be used	7
Improvements needed (non-specific)	3

Other sentiments that didn't agree with the proposals, which received high frequency by respondents included: keep the façade as it is/ no change, keep the pavilion building as it is/ no change, keep it simple, and ongoing maintenance of the Newcastle Ocean Baths site is required.

Sentiment expressed	No. of times expressed
Keep the Newcastle façade as it is/ no change	220
Keep the Newcastle pavilion building as it is/ no change	69
Keep it simple	18
Ongoing maintenance of the Newcastle Ocean Baths	7

The sentiments suggest that participants would like to see the Newcastle Ocean Baths façade and building repaired, restored and maintained.



5.1.1.6 Thoughts on the potential pavilion activities and uses

For the theme of 'potential pavilion uses' participants were asked to comment on these ideas:

- function centre/meetings;
- café/kiosk;
- gym; and
- yoga.

A total of 231 verbatim comments were made, with 529 data points of ideas and opinions provided.

The sentiments that received the highest frequency by respondents included: keep the baths for public uses, required café/kiosk, improve existing kiosk/café (more space etc.), required restaurant/dining space/bar and required function spaces.

Sentiment expressed	No. of times expressed
Required café/kiosk	25
Improve existing kiosk/café (more space etc.)	16
Required restaurant/dining space/bar	12
Required function spaces	11

Other sentiments that didn't agree with the proposals, which received high frequency by respondents included: restaurant/dining space/bar not required, gym not required, do not use Newcastle Ocean Baths for commercial uses and café'/kiosk not required.

Sentiment expressed	No. of times expressed
Restaurant/dining space/bar - not required	74
Gym not required	60
Do not use Newcastle Ocean Baths for commercial uses	26
Café/kiosk not required	22

The results above indicate some interest in a café/kiosk in this location. A restaurant/dining space, bar, or gym is generally not supported.



Table 3 Ideas wall summary – Newcastle Ocean Baths

Themes (domains)	Ideas/Topics
Facilities and activities	<p>More seating (benches and picnic tables)</p> <p>More bike racks</p> <p>Outdoor exercise equipment</p> <p>More bubblers/bottle refill stations</p> <p>Provision of lockers</p> <p>More shade/shelters</p> <p>Thoughts on potential activity uses</p> <p>Thoughts on potential activity uses</p>
Summary of findings	<p>In terms of the feedback in relation to 'facilities and activities, the following emerged:</p> <ul style="list-style-type: none"> • Support for more shade/shelters • Support for provision of lockers.
Improved safety	<p>Improved pedestrian safety</p> <p>Improved lighting</p> <p>Improved parking</p>
Summary of findings	<p>In terms of the feedback in relation to 'improved safety', the following emerged:</p> <ul style="list-style-type: none"> • Improve parking • Increase parking spaces • Timed parking required
Improved access	<p>Improved vehicle access and movement</p> <p>Upgrade stairs</p> <p>Improved disability access/ramps</p>
Summary of findings	<p>In terms of the feedback in relation to 'improved access', the following emerged:</p> <ul style="list-style-type: none"> • Support to improve public transport • Support to improve disability access and ramps
Improved amenities	<p>Outdoor showers</p> <p>Improved indoor showers and toilets</p> <p>Change facilities (including family/baby change)</p> <p>Improved disability facilities</p>
Summary of findings	<p>In terms of the feedback in relation to 'improved amenities', the following emerged:</p> <ul style="list-style-type: none"> • Keep the open changes rooms • Support for more change facilities (including family/baby change)
Look and feel	<p>Thoughts on look and feel of the pavilion building</p> <p>Thoughts on look and feel of pavilion facade</p>
Summary of findings	<p>In terms of the feedback in relation to 'look and feel', the following emerged:</p> <ul style="list-style-type: none"> • Don't alter/change the façade • Renovations maintain the iconic art deco look
Thoughts on potential pavilion uses	<p>Function centre/meetings</p> <p>Café/kiosk</p> <p>Gym</p> <p>Yoga</p>
Summary of findings	<p>In terms of the feedback in relation to 'thoughts on potential pavilion uses', the following emerged:</p> <ul style="list-style-type: none"> • A restaurant/dining space/bar is not supported • Gym – not supported • Café/kiosk mixed support

Outside research domains summary of findings	<p>Other themes that presented in relation to community sentiment, though outside the ideas walls categories were the following:</p> <ul style="list-style-type: none"> • Support to keep the baths for public use • No commercialisation, though cafe received mixed support
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5.2 Merewether Ocean Baths ideas wall

A total of 92 respondents provided a comment on the Merewether Ocean Baths ideas wall, making 254 individual comments. Within those comments, 489 opinions and ideas were identified.

Comments were coded into categories to capture community sentiment. The codes have been reported as the highest positive (supportive) agreement frequency to indicate number of times the sentiment appeared and the highest negative (didn't support) agreement frequency to indicate the highest number of times the sentiment appeared.

Table 4 Key sentiments for Merewether Ocean Baths

Merewether sentiment (codes)	Number of comments/ frequencies
Need more shade/shelters	36
Keep the Merewether pavilion as it is/no change	35
Gym not required	30
Increase parking spaces	28
Need more change facilities (including family/baby change)	25
Restaurant/dining space/bar not required	19
Improvements needed (non-specific)	17
Upgrade the Merewether pavilion	16
Need more seating	15
Other	13
Do not use Merewether Ocean Baths for commercial uses	11
Need to improve toilets (space etc.)	10
Need to improve disability facilities (ramps etc.)	10
Support to improve public transport	10
Support to improve disability access/ramps	10
Improve parking (non-specific)	10
Café/kiosk not required	9
Cleaning of the facilities regularly	8
Need to improve outdoor showers (rinse facilities, soaps etc.)	8
Improve shower (not specific to outdoor or indoor, modernise it etc.)	8
Support to keep the open-air facility (amenities)	7

Merewether sentiment (codes)	Number of comments/frequencies
Need more bubblers/bottle refill stations	6
Improve cleaning schedule of public toilets	6
Support to upgrade stairs	6
Support to improve vehicle access and movement	6
Improve the pedestrian safety (separate lane etc.)	6
More sheds for the bath area	6
No need for more exercise equipment	5
Need more shade/shelters	36

5.2.1 Ideas wall – top comments by theme

5.2.1.1 General facilities and activities

For the theme of ‘general facilities and activities’ participants were asked to comment on these ideas:

- more seating (benches and picnic tables);
- more bike racks;
- outdoor exercise equipment;
- more bubblers/bottle refill stations;
- provision of lockers;
- more shade/shelters; and
- thoughts on potential activity uses.

A total of 71 verbatim comments with 128 data points of opinions and ideas were provided.

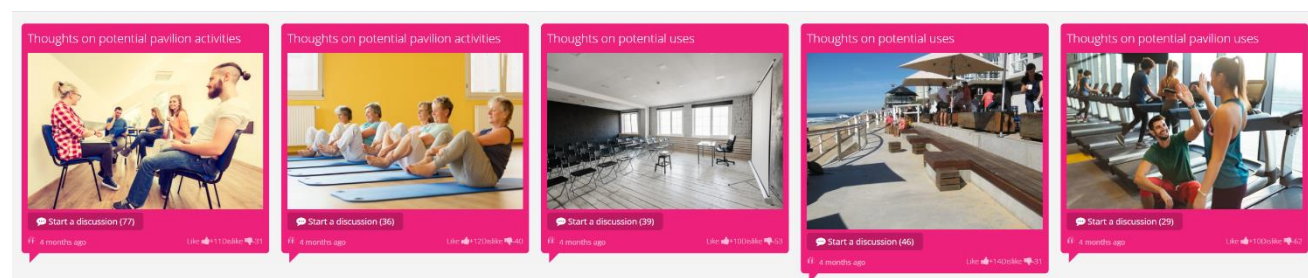
The sentiments that received the highest frequency by respondents included: more shade/shelters, more seating, improve regular cleaning of the facilities, more bubblers and provision of lockers.

Sentiment expressed	No. of times expressed
Need more shade/shelters	36
Need more seating	15
Cleaning of the facilities regularly	8
Need more bubblers/bottle refill stations	6
Lockers should be protected from theft	4

Other sentiments that didn’t agree with the proposals, which received high frequency by respondents included: outdoor exercise equipment is not required and there is no need for more shade/shelters.

Sentiment expressed	No. of times expressed
No need for more exercise equipment	5
No need for more shade/shelters	1

The results indicate interest in the site having more seating, more shade and shelters, and regular cleaning.



5.2.1.2 Improved amenities

For the theme of 'improved amenities', the community were asked to comment on these ideas:

- outdoor showers;
- improved indoor showers and toilets;
- change facilities (including family/baby change); and
- improved disability facilities.

A total of 35 verbatim comments were made, with 49 data points of ideas and opinions provided.

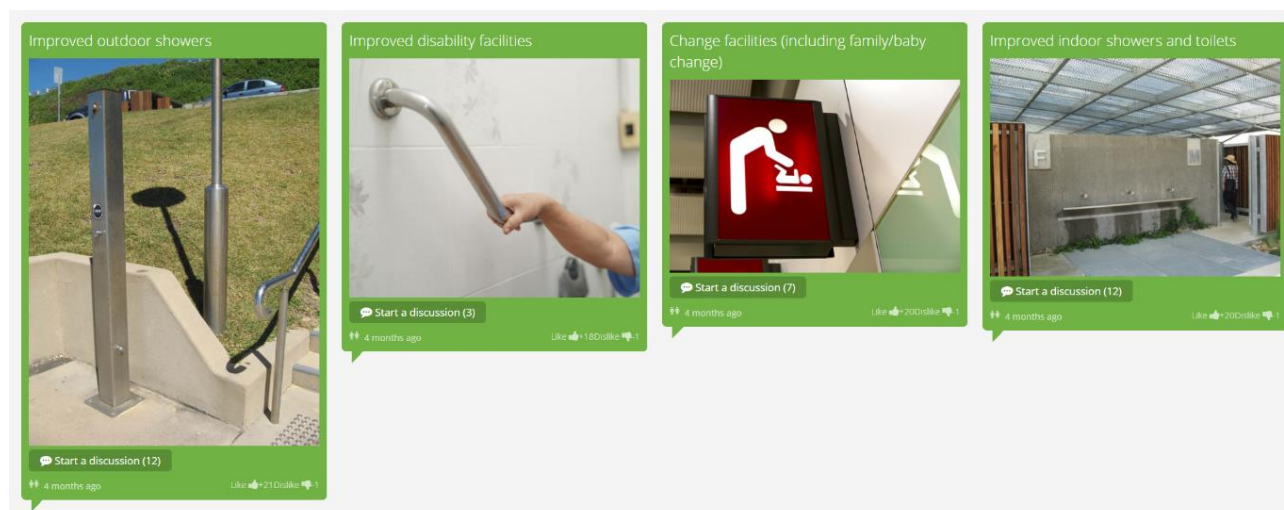
The sentiments that received the highest frequency by respondents included: need more change facilities, including family/baby change, improve toilets, improve disability facilities and access, improve showers and provide more outdoor showers.

Sentiment expressed	No. of times expressed
Need more change facilities (including family/baby change)	25
Need to improve toilets (space etc.)	10
Need to improve disability facilities (ramps etc.)	10
Improve shower (not specific to outdoor or indoor, modernise it etc.)	8
Need to improve outdoor showers (rinse facilities, soaps etc.)	8

Only two comments presented as least supported by respondents, including no need for more outdoor showers and no need for more showers.

Sentiment expressed	No. of times expressed
No need for more outdoor showers	1
No need for more showers	1

The results above indicate interest in more change facilities (including family/baby), improved toilets and disability facilities.



5.2.1.3 Improved access

For the theme of 'improved access', participants were asked to comment on these ideas:

- improved vehicle access and movement;
- upgrade stairs; and
- improved disability access/ramps.

A total of 28 verbatim comments were made, with 39 data points of ideas and opinions provided.

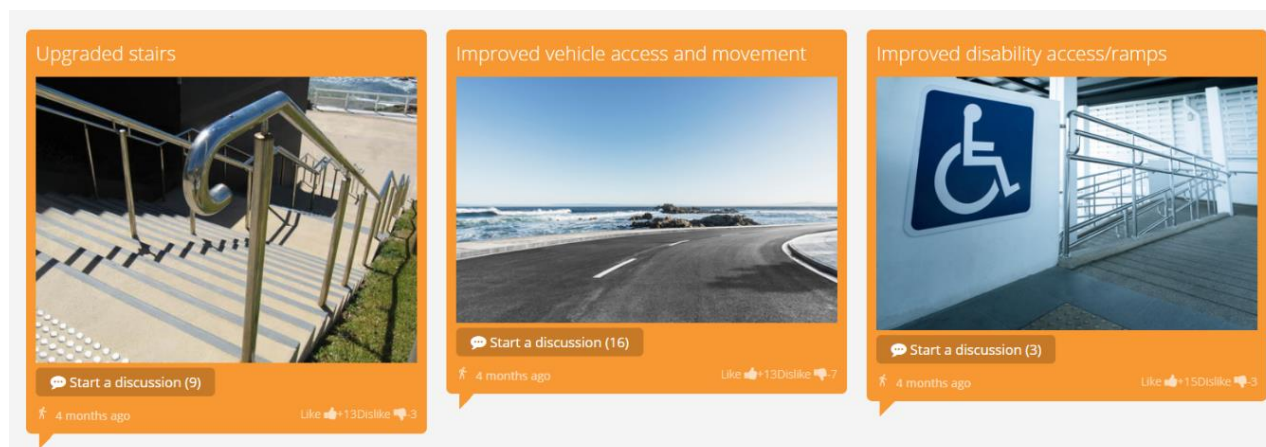
The sentiments that received the highest frequency by respondents included: improve public transport, improve disability access/ramps, improve vehicle access and movement, support to upgrade stairs and improve walkways.

Sentiment expressed	No. of times expressed
Support to improve public transport	10
Support to improve disability access/ramps	10
Support to improve vehicle access and movement	6
Support to upgrade stairs	6
Support to improve walkways (non-specific)	2

The sentiment indicating low support by respondents was that there is: no need to improve vehicle access and movement.

Sentiment expressed	No. of times expressed
No need to improve vehicle access and movement	2

The results above indicate interest and support for improving public transport links, as well as disability access and ramps.



5.2.1.4 Improved safety

For the theme of 'improved safety' the community were asked to comment on these ideas:

- improved pedestrian safety;
- improved lighting; and
- improved parking.

A total of 24 verbatim comments were made, with 33 data points of ideas and opinions provided.

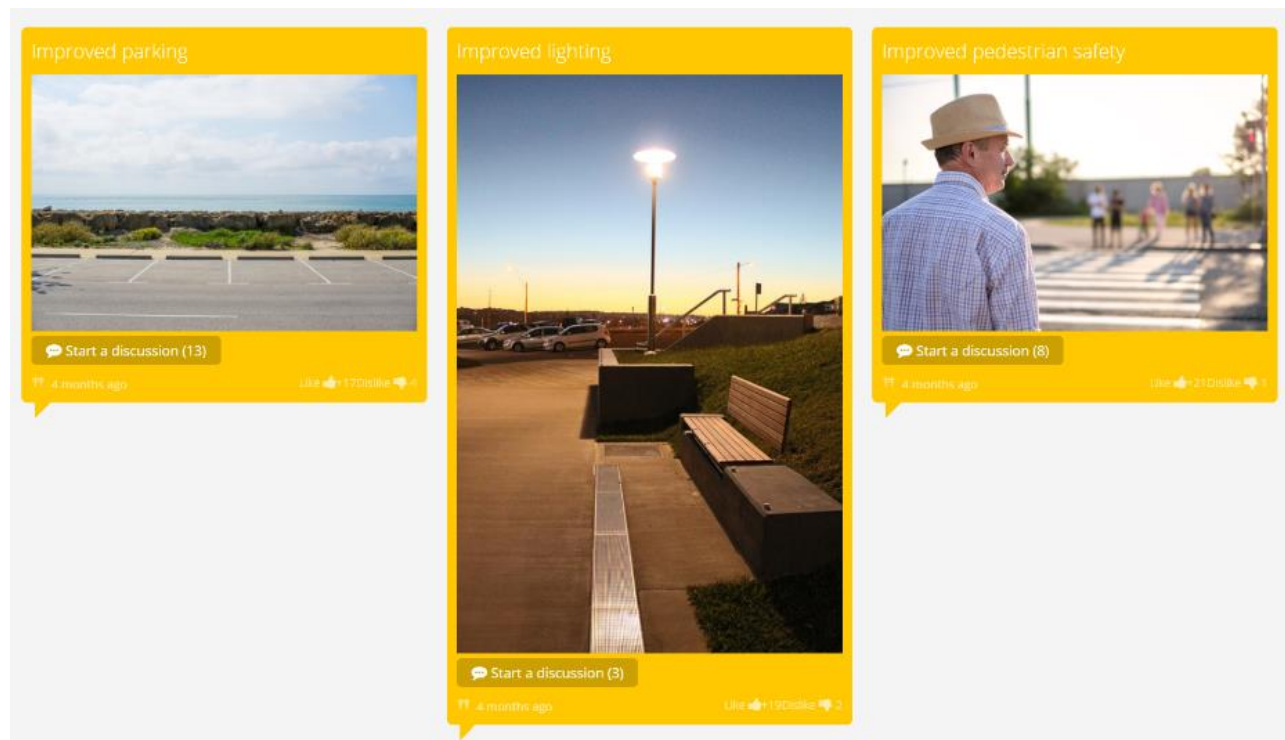
The sentiments that received the highest frequency by respondents included: increase parking spaces, improve parking (non-specific), improve the pedestrian safety (separate lane etc.), timed parking required and increase disability parking space.

Sentiment expressed	No. of times expressed
Increase parking spaces	28
Improve parking (non-specific)	10
Improve the pedestrian safety (separate lane etc.)	6
Timed parking required	5
Increase disability parking space	1

A sentiment that didn't agree with the proposal, which received high frequency by respondents was: continue free parking.

Sentiment expressed	No. of times expressed
Continue free parking	4

The results above indicate that increasing parking spaces is supported along with improving parking in general.



5.2.1.5 Thoughts on the look and feel of the pavilion

For the theme of 'look and feel of the pavilion' the community were asked to comment on these ideas:

- thoughts on look and feel of the pavilion building; and
- thoughts on look and feel of pavilion facade.

A total of 37 verbatim comments were made, with 92 data points of ideas and opinions provided.

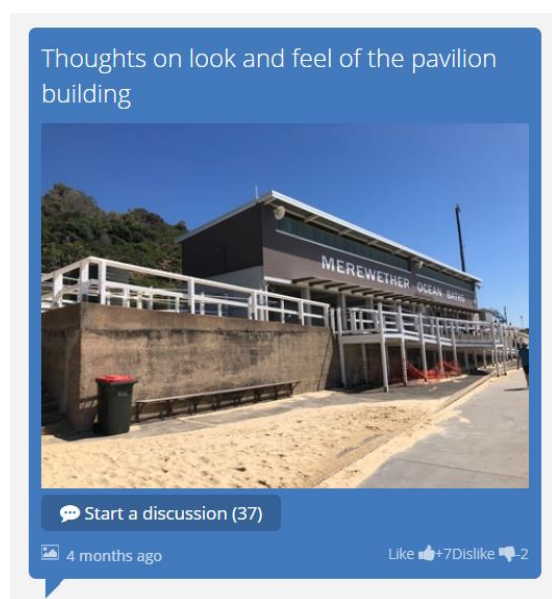
The sentiments that received the highest frequency by respondents included: improvements needed (non-specific) and that the pavilion needs to be upgraded, improve the general facilities including amenities and accessibility.

Sentiment expressed	No. of times expressed
Improvements needed (non-specific)	17
Upgrade the Merewether pavilion	16
Improve and upgrade the general facilities and all amenities (disability access and improve shade shelters).	6

The sentiment that didn't agree with the idea, which received high frequency by respondents was: keep the Merewether pavilion as it is/no change.

Sentiment expressed	No. of times expressed
Keep the Merewether pavilion as it is/ no change	35

The above results are mixed, with equivalent comments around improving and upgrading the Merewether Pavilion, and leaving the pavilion as is.



5.2.1.6 Thoughts on the potential pavilion activities and uses

For the theme of 'potential pavilion uses' the community were asked to comment on these ideas:

- function centre/meetings;
- café/kiosk;
- gym; and
- yoga.

A total of 60 verbatim comments were made, with 146 data points of ideas and opinions provided.

The sentiments that received the highest frequency by respondents included: keep the baths for public uses, shade shelter for parents to watch kids swimming, required function spaces, community space to provide funding back to the baths and required café/kiosk.

Sentiment expressed	No. of times expressed
Keep the baths for public uses	24
Shade shelter/sheds for parents to watch kids swimming	6
Required function spaces	2
Community space to provide funding back to the baths	2
Required café/kiosk	1

Other sentiments that didn't agree with the proposals, which received high frequency by respondents included: gym not required, restaurant/dining space/bar not required, do not use Merewether Ocean Baths for commercial uses, and café/kiosk not required.

Sentiment expressed	No. of times expressed
Gym not required	30
Restaurant/dining space/bar not required	19
Do not use Merewether Ocean Baths for commercial use	11
Café/kiosk not required	9

The results above indicate interest in the baths being kept for public use, that a gym isn't required, followed by a restaurant/dining space/bar not being required.

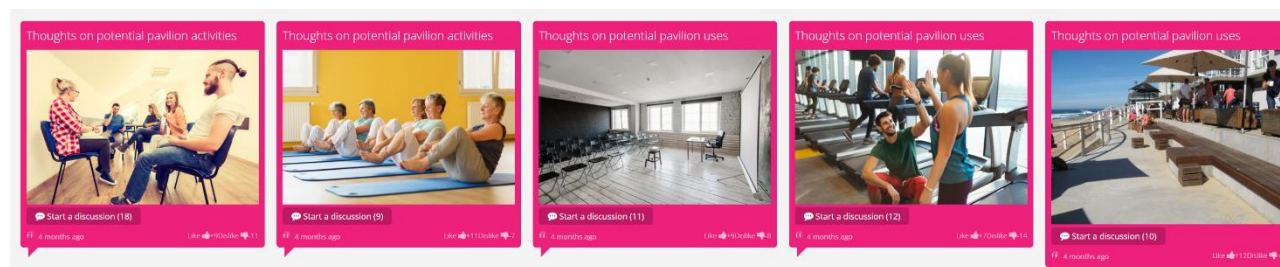


Table 5 Ideas wall summary – Merewether Ocean Baths

Themes (domains)	Ideas/Topics
Improved safety	Improved pedestrian safety Improved lighting Improved parking
Summary of findings	In terms of the feedback in relation to 'improved safety', the following emerged: <ul style="list-style-type: none"> • Support to increase parking spaces • Support to improve parking
Improved access	Improved vehicle access and movement Upgrade stairs Improved disability access/ramps
Summary of findings	In terms of the feedback in relation to 'improved access', the following emerged: <ul style="list-style-type: none"> • Support to improve public transport • Support to improve disability access and ramps.
Improved amenities	Outdoor showers Improved indoor showers and toilets Change facilities (including family/baby change) Improved disability facilities
Summary of findings	In terms of the feedback in relation to 'improved amenities', the following emerged: <ul style="list-style-type: none"> • Support for more change facilities (including family/baby change) • Support to improve toilets.
Facilities and activities	More seating (benches and picnic tables) More bike racks Outdoor exercise equipment More bubblers/bottle refill stations Provision of lockers More shade/shelters Thoughts on potential activity uses
Summary of findings	In terms of the feedback in relation to 'facilities and activities', the following emerged: <ul style="list-style-type: none"> • Need for more shade/shelters • Support for more seating
Look and feel	Thoughts on look and feel of the pavilion building Thoughts on look and feel of pavilion facade
Summary of findings	In terms of the feedback in relation to 'look and feel', the following emerged: <ul style="list-style-type: none"> • Upgrade the Merewether pavilion
Thoughts on potential pavilion uses	Function centre/meetings Café/kiosk Gym Yoga
Summary of findings	In terms of the feedback in relation to 'thoughts on potential pavilion uses', the following emerged: <ul style="list-style-type: none"> • Gym – not supported • A restaurant/dining space/bar is not supported
Outside research domains summary of findings	Other themes that presented in relation to community sentiment, though outside the ideas walls categories were the following: <ul style="list-style-type: none"> • Support to keep the baths for public use • No commercialisation

5.3 Ideas walls key findings

The online engagement via the ideas walls resulted in CN collecting not only ideas about what participants supported or didn't support, but also insight into how the Newcastle community and stakeholders currently value and the potential they recognise in the ocean baths at both locations.

The overall sentiments expressed from the 840 comments reflect how important the community assets are to those who participated, with mixed views around potential changes.

Newcastle Ocean Baths

- Overall there was support for the façade being maintained for the Newcastle site. This was followed by retaining the amenity of the change rooms and providing private change facilities for families and babies, as well as improving shade/shelter along with parking and public transport.
- The least support has been indicated in regards to the provision of a restaurant/dining/bar and gym.

Merewether Ocean Baths

- Overall a high percentage of comments indicated that upgrades and ongoing maintenance were supported to modernise the facilities and amenities.
- Additional change rooms for families and babies, increasing shade/shelter and improved parking and public transport were also of importance (similar to Newcastle Ocean Baths).

Newcastle Ocean Baths verbatim sample:

"The change-rooms need a bit of fixing up, and the building should be assessed to make sure it is solid. More shade is needed. A clean up and more shade cloth. A few bits and bobs that would be nice for lap swimmers. That's all! A sensible focus on long-term solidity, basic functionality and sun/water safety, budgeted adequately but modestly, funded by council."

"It would be nice to see something unique for Newcastle. For example, some of those blue and white umbrellas and deck chairs laid out like they have in Europe that you could hire for a small fee. I think it would encourage people to go and spend time sitting down on the beach enjoying the views and atmosphere. It would bring people to the beach as it would be an activity people could do. Also having some beach volleyball set up, you could spend hours there! Also good for tourism!"

"Expand kiosk with more undercover seating and keep it casual, not an upmarket glass-front restaurant. Introducing additional activities would only put more pressure on inner city parking."

"Apart from essential facilities (dressing shed, showers, toilets etc) a good beach/baths kiosk is all that is need (sic), one that requires no more attire than our beach gear, and a small amount of money. If I want an upmarket cafe, restaurant experience where I am required to dress appropriately, I will go to the one of many in Newcastle – and not in my cossies, sarong and thongs. Newcastle Baths does not need more uses/facilities; it just needs council to fulfil its role and maintain it."

Merewether Ocean Baths verbatim sample:

"Seating and tables must be covered. Not only for sun shade but in cases of storms. People enjoy looking at the ocean in all types of weather."

"Parking is very limited at the best of times and there is little to no way to expand it. It would be a major inhibitor in expanding services further at Merewether Baths. Parking needs to be turned over more often and council officers need to enforce people who are regularly parking in motorcycle and disabled parking spots."

"No need to change the pavilion building. Some minor upkeep to change rooms, but they are still functional and practical."

6 Surveys

6.1 Intercept surveys (face-to-face)

A total of 218 surveys were completed with residents and visitors to Newcastle aged 16+ across five key locations across the LGA. In total, there were 129 respondents who answered the survey in relation to the Newcastle Ocean Baths and 89 who answered in relation to Merewether Ocean Baths.

The distribution of the surveys was as follows:

	Total	Jesmond	Wallsend	Hunter St	Merewether Ocean Baths	Newcastle Ocean Baths
15 Feb	117	48	45	25	-	-
22 Feb	101	-	-	-	51	49
Total	218	48	45	25	51	49

The below respondent profile shows a broad cross section of the Newcastle community included in the study. In addition, the majority of respondents had been users of one or both ocean baths in the 12 months prior to taking the survey (89% in total).

	Total (n=218) %	Ocean Bath Visited	
		Newcastle (n=129) %	Merewether (n=89) %
Gender			
Male	47	47	47
Female	53	54	53
Age (years)			
16 to 24	15	9	24
25 to 34	18	16	21
35 to 44	17	19	15
45 to 54	17	19	14
55 to 64	16	17	15
65 to 74	12	12	11
75 or older	6	9	1

Baths usage

Respondents who indicated they had used either the Newcastle or Merewether Ocean Baths (86% of all respondents) in the prior 12 months were asked to reveal what they usually did when at the baths.

Swimming was the most common activity (89%), however, socialising with friends and/or family was another common activity reported by just under a third of respondents (30% in total and 35% for the Merewether location).

Walking was also relatively common (25%), as was getting something to eat (24%).

Perceived potential importance of potential change

Respondents were asked to rate the importance of several potential upgrades to the Newcastle/Merewether Ocean Baths – where a 0 meant that they felt it was ‘not at all important’ and a 10 meant it was ‘extremely important’ to them.

Almost three quarters of all respondents provided a high importance rating (a rating of 8 or more out of ten) for **improved shade** (73% for Newcastle and 72% for Merewether). There was also a high level of importance placed on the **improvement of existing facilities** – particularly for the Newcastle location (73% gave a rating of 8 or more, compared to 63% for Merewether).

The perceived importance of **improving accessibility** at the baths was not as pronounced, as was the case for **improving the existing kiosk/café** (under half providing 8+ ratings for each), while the lowest importance was placed on **providing a community meeting space** (37% gave a rating of 8 or more for the Newcastle Ocean Baths and 29% for the Merewether Ocean Baths).

Prioritising potential changes

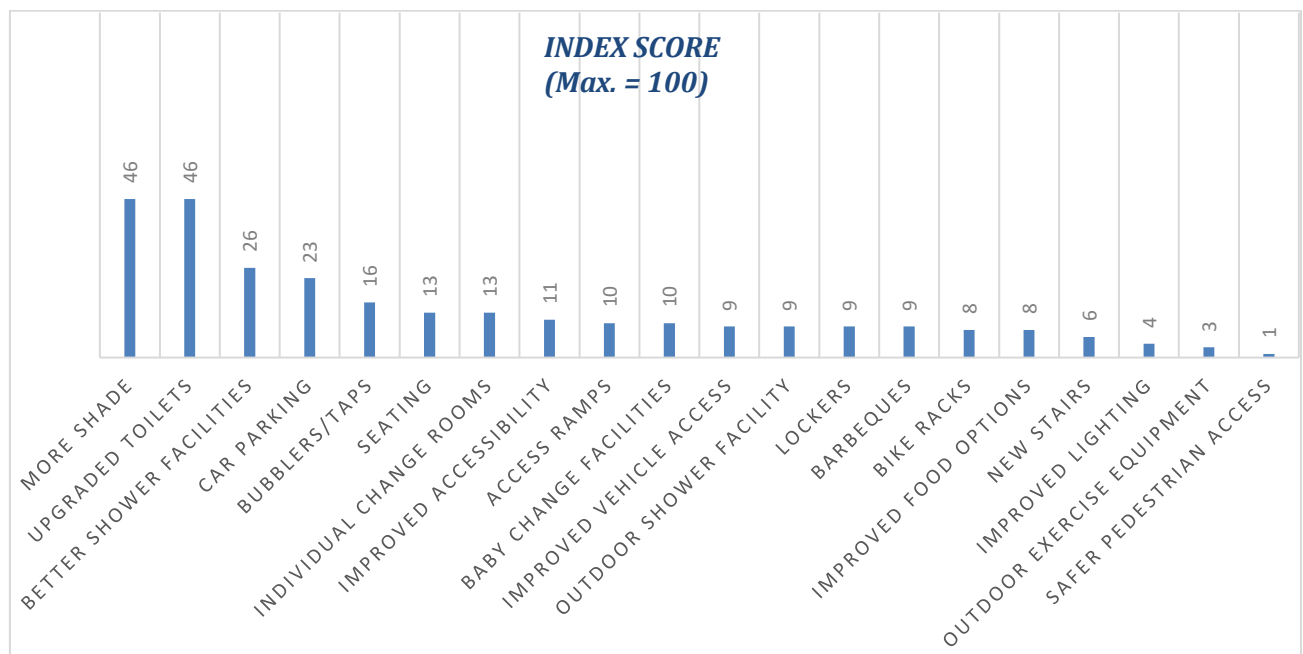
All survey respondents were asked to choose a maximum five potential changes from the following list with the responses:

- More shade
- Upgraded toilets

- Car parking
- Better shower facilities
- Bubblers/taps
- Improved vehicle access
- Seating
- Barbeques
- Individual change rooms
- Access ramps
- Improved accessibility
- Baby change facilities
- Outdoor showers
- Improved food options
- Bike racks
- Lockers
- New stairs
- Outdoor exercise equipment
- Safer pedestrian access
- Improved lighting

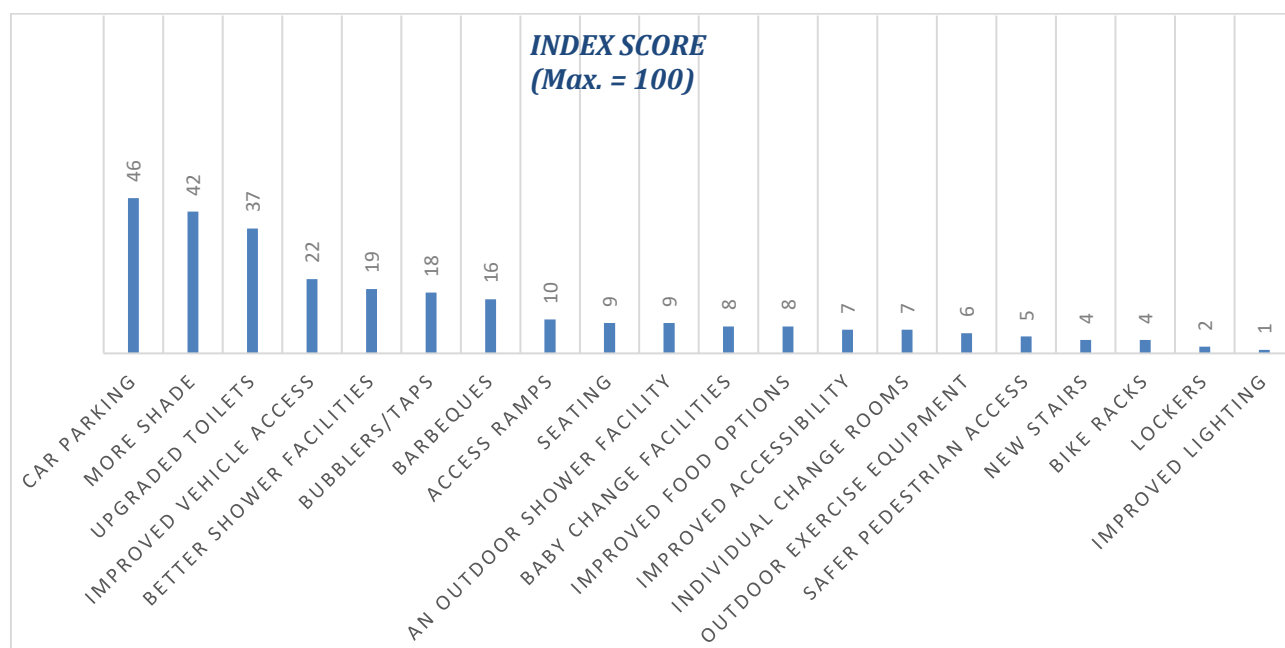
Priority ranking – Newcastle

Respondents were asked to choose up to five changes in order of priority for Newcastle Ocean Baths. The highest priority score was for 'more shade' and 'upgraded toilets'.



Priority ranking – Merewether

Respondents were asked to choose up to five changes in order of priority for Merewether Ocean Baths. The main priorities that emerged were 'car parking', 'more shade' and 'upgraded toilets'.



The full survey report conducted by Woolcott Research and Engagement is available on the project page www.ncc.nsw.gov.au/yoursay under Newcastle Ocean Baths.

6.2 Telephone survey (poll) – Newcastle Ocean Baths

A short telephone survey was carried out on 13 February 2020 across the Newcastle LGA. The survey was conducted using an automated telephone-based survey-system among 898 respondents.

Five questions were asked along with age, gender and ward.

The most important improvement for respondents was to improve 'existing facilities'.

Newcastle Ocean Baths Poll			
How important do you think it is that CN improves the following:	Very important + Somewhat important	Not at all important	Undecided
Q1. Existing facilities, for example change rooms?	89.83%	7.64%	2.53%
Q2. Improves the shade?	87.34%	10.67%	1.99%
Q3. Improves the existing kiosk/café?	79.32%	17.07%	3.61%
Q4. Improves the existing accessibility?	79.52%	15.69%	4.79%

Q5. How important do you think it is to have a community meeting space provided?	51.16%	42.34%	6.50%
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Below illustrates by ward the percentage who indicated 'very important' in response to 'How important do you think it is that City of Newcastle improves five particular aspects of the Newcastle Ocean Baths.

Newcastle Ocean Baths Poll				
How important do you think it is that CN improves the following:	Ward 1	Ward 2	Ward 3	Ward 4
Q1. Existing facilities, for example change rooms?	74.27%	84.66%	71.5%	60.42%
Q2. Improves the shade?	58.73%	62.35%	59.61%	60.49%
Q3. Improves the existing kiosk/café?	74.27%	84.66%	71.5%	60.42%
Q4. Improves the existing accessibility?	55.39%	48.07%	55.19%	69.44%
Q5. How important do you think it is to have a community meeting space provided?	23.19%	13.86%	20.44%	28.93%

The full survey report including demographic breakdown conducted by ReachTEL is available on the project page www.ncc.nsw.gov.au/yoursay under Newcastle Ocean Baths.

7 Next steps

This community engagement program provided key stakeholders and community members with opportunities to express their views around the future of both Newcastle and Merewether Ocean Baths. The program was supported by extensive communications and promotion (media releases, social media, flyers and posters).

The CN project team will review the findings and progress into a scoping phase as part of the concept design development. As the sentiment is distributed differently across the two sites, further research and information gathering tailored to each location is recommended.

Implementing ongoing community engagement to inform and educate users and the wider community on the sites' opportunities and constraints including financial modelling as part of future site investigations is recommended.

8 Appendices

Appendix 1 – Ideas wall themes

Themes	Topics
Improved safety	Improved pedestrian safety Improved lighting Improved parking
Improved access	Improved vehicle access and movement Upgrade stairs Improved disability access/ramps
Improved amenities	Outdoor showers Improved indoor showers and toilets Change facilities (including family/baby change) Improved disability facilities
Facilities and activities	More seating (benches and picnic tables) More bike racks Outdoor exercise equipment More bubblers/bottle refill stations Provision of lockers More shade/shelters Thoughts on potential activity uses
Look and feel	Thoughts on look and feel of the pavilion building Thoughts on look and feel of pavilion facade

Appendix 2 – Project code frame

Ocean Baths Code Frame	
Positive	Negative
General facilities and activities	General facilities and activities
3 Support for provision of lockers/ just for valuable items 4 Support for more bubblers/bottle refill stations 7 Support for more bike racks 10 Support for more shade/shelters 13 Support for more trees 15 Support for large shade facilities 17 Support for more exercise equipment 19 Support for more seating (benches, picnic tables) 21 Picnic tables leave as is 22 Consult with the users/ feedback from the users 23 Improve facilities (support) 25 Lockers should be protected from theft 26 Cleaning of the facilities regularly 27 Digitally locked locker required 28 More changing rooms/ space to cater the disabled - required 30 More signage for lanes - required 31 Face time clock - required 32 Place the facility from where facilities can be seen	2 More lockers - not required 11 More shade/shelters - not required 12 Shade/shelters - don't change 18 More exercise equipment - not required 20 More seating (benches, picnic tables) - not required 24 Introducing other facilities/ activities - not required 29 More outdoor facilities - not required
Improved amenities	Improved amenities
101 Support to improve outdoor showers 104 Support for more change facilities (including family/baby change) 106 Support to improve indoor showers 109 Support to improve toilets 112 Support for more toilets 114 Support to improve disability facilities 115 Support more rooms for older age group 117 Support to keep the open air facility (amenities) 118 Support to keep the open changes rooms 119 Support for private showers 121 Support to keep the open air showers 122 Improve cleaning schedule of public toilets 123 Improve cleaning schedule of the change facilities 125 Improve shower 127 Upgrade the existing amenities 128 More shower - required	102 Outdoor showers - not required 103 Outdoor showers - don't change 105 More change facilities (including family/baby change) - not required 126 More shower - not required
Improved access	Improved access
201 Support to improve public transport 202 Support to improve disability access/ramps 203 Support to upgrade stairs 204 Support to improve vehicle access and movement 207 Support to improve walkways 208 Get supercar away from it	205 Improve vehicle access and movement - not required 206 Vehicle access and movement - don't change
Improved safety	Improved safety
301 Improve parking 303 Support for timed parking 307 Support to improve pedestrian safety 309 Improve lighting 310 Increase disability parking space 311 Increase parking spaces	302 Parking - don't change 306 Metred parking - not supported 308 Pedestrian safety - don't change 312 Continue free parking 313 Keep lighting as it is 314 Stop all day longer parking (office workers)
Newcastle Ocean Baths Look and Feel of the pavilion and façade building	
403 Keep the Newcastle pavilion building as it is (not supported) 409 Built a replica of the Newcastle façade and building (not supported) 410 Renovations to maintain the iconic art deco look 411 Renovations to be sympathetic to the environment 415 Renovate based on standards so kids can use it properly 416 Improvements needed (non-specific) 417 Appropriate building material should be used	401 Keep the Newcastle pavilion building as it is (support) 404 Keep the Newcastle façade as it is (support) 407 Built a replica of the Newcastle façade and building (support) 419 Ongoing maintenance of the Newcastle pavilion building/façade 420 Ongoing maintenance of the promenade 421 Ongoing maintenance of the Newcastle Ocean Baths 422 Keep it simple
Merewether Ocean Baths Look and Feel of the pavilion and façade building	
504 Improvements needed (non-specific) 508 Upgrade the Merewether pavilion (support) New facilities (such as modern amenities, equitable access, enhanced shelter and 521 first aid facilities) will better serve the community 522 Ocean Baths the pavilion is an iconic building 523 No need more cafes, coffee shops or corporate facilities 524 Make the Ocean Baths modern, standard 525 Replace with concrete steps 526 Adding additional seats and tables 527 Don't destroy the heritage 528 Upgrade changing room 529 Take the roof off and build another floor	501 Keep the Merewether pavilion as it is (support) 505 Ongoing maintenance of the pavilion building/façade 506 Ongoing maintenance of the promenade 507 Ongoing maintenance of the Merewether Ocean Baths
Thoughts on potential pavilion uses	
601 Gym (support) 605 Meeting spaces (support) 609 Function spaces (support) 613 Café/kiosk (support) 617 Improve existing kiosk/café 618 Restaurant/Dining Space/Bar (support) 626 Health and wellbeing facilities (support)	603 Gym (not supported) 607 Meeting spaces (not supported) 611 Function spaces (not supported) 614 Café/kiosk (neutral) 615 Café/kiosk (not supported) 620 Restaurant/Dining Space/Bar (not supported) 624 Commercial motels/hotels (not supported)
630 community yoga classes (support) 634 Community space to provide funding back to the baths 635 Commercial yoga studio (support) 642 Keep the baths for public uses (support) 643 More snacks counters - ideas 646 Art gallery/ theatre - ideas 647 childcare centre (in NOB) 647 More sheds for the bath area (in MOB) 691 Ensure the Bath place is a safe family friendly place (MOB) 691 More places for parents to watch kids playing (NOB) It is a long walk around with a stroller to get from the pool to the change room. 693 This deters people from using them. Please improve this.	629 Health and wellbeing facilities (already enough in the area) 632 community yoga classes (not supported) 633 community yoga classes (already enough in the area) 636 Commercial yoga studio (not supported) 648 Outdoor music not required

Appendix 3 – Newcastle and Merewether Ocean Baths all comments

The full list of all comments provided on the two Ideas Walls is available on the project page www.ncc.nsw.gov.au/yoursay under Newcastle Ocean Baths.

Appendix 4 – Promotional material

Poster



Postcard



Newcastle's Ocean Baths



Get involved

We know our community love Merewether and Newcastle Ocean Baths.

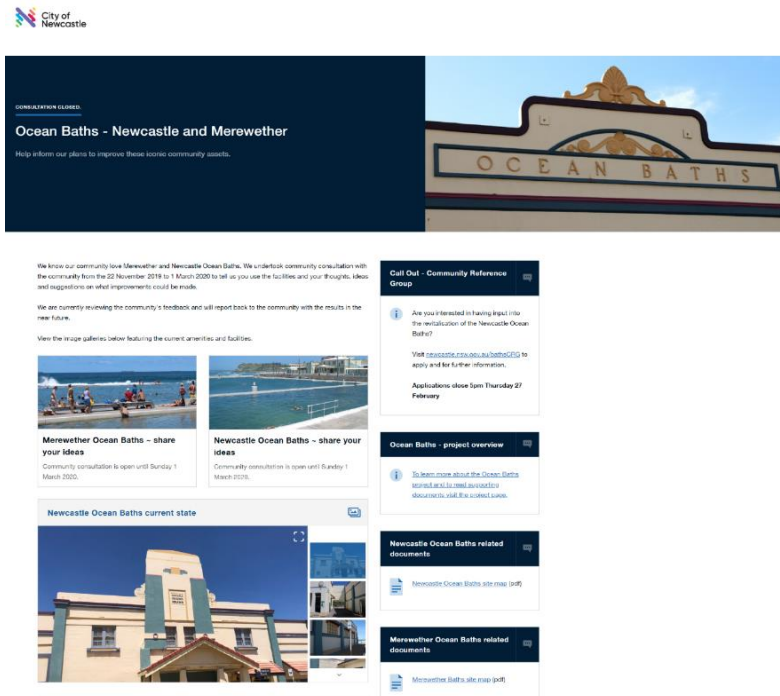
Share your thoughts online on what improvements could be made. We're seeking feedback until Sunday 1 March 2020.

Visit newcastle.nsw.gov.au/yoursay

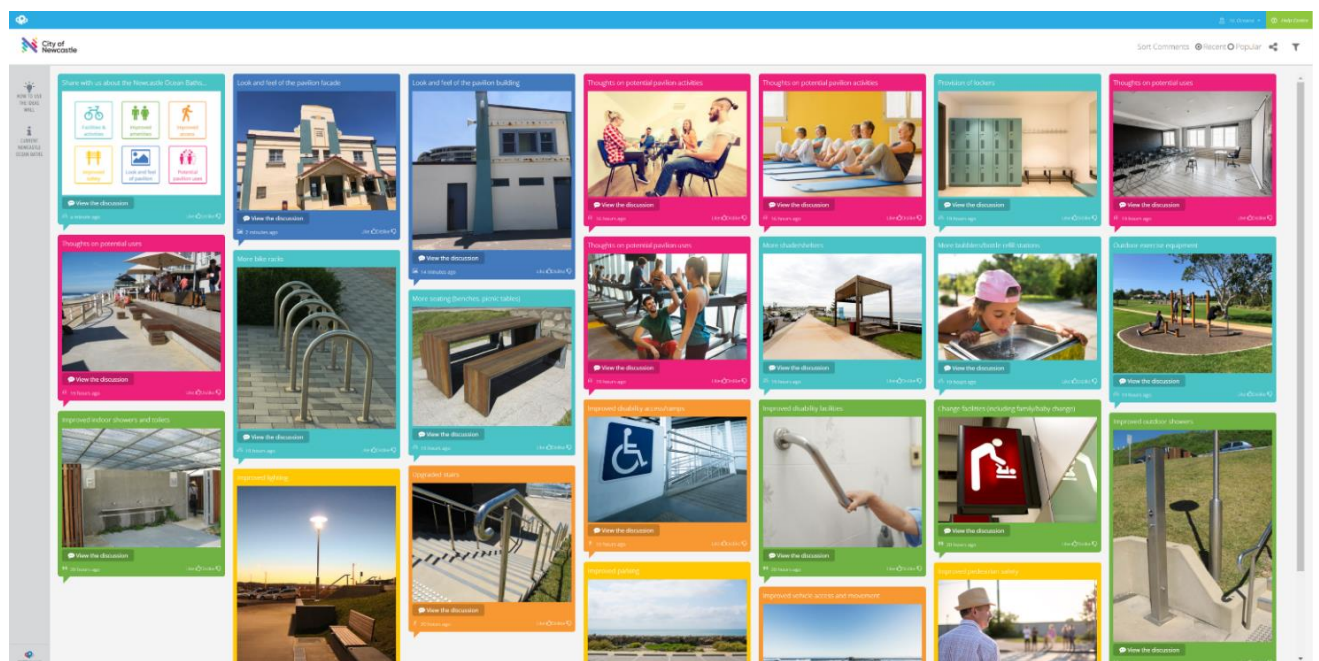


Appendix 5 Communications

CN website Have Your Say web landing page



Social Pinpoint ideas walls



Media releases

Media release	Date published
Ocean baths up for redevelopment	1 November 2019
Ocean Baths redevelopment FAQs	5 November 2019
City to fund ocean baths restorations	21 February 2020
Community feedback flows for Newcastle Ocean Baths revitalisation	25 February 2020

Ocean baths up for redevelopment

01 Nov 2019

Share

City of Newcastle is inviting expressions of interest to redevelop the iconic Newcastle and Merewether Ocean Baths pavilions in overhauls that could include restaurants, recreational and community facilities and other services.

Newcastle Ocean Bath's iconic art deco exterior is proposed to be retained in any redevelopment, while new public change rooms, disabled access, car parking, new seating, shading and other community facilities will be mandatory inclusions at both sites.



As well as renovating the bath precincts, the final outcomes will promote access to the Bathing Way, preserve views from lifeguard/first aid rooms and provide swimmers year-round protection from prevailing winds.

"Redevelopment of Newcastle and Merewether Ocean Baths pavilions is an exciting opportunity to rejuvenate and enhance public assets by capitalising on Newcastle's unprecedented growth in a long-term partnership with the City," Lord Mayor Nuala Holmes said.

"I'm looking forward to seeing proposals. One condition that we have placed on the EOI is that the baths must always remain free public assets."

"The City is committed to improving public and community spaces along our coastline, and a commercial partnership could allow us to significantly enhance and manage these precious facilities in a financially responsible way."



Artist's impression of what the baths could look like

Some 5,600sqm of space is on offer at the 1922-built Newcastle Ocean Baths and 2,000sqm at the Merewether pavilion, under leases of up to 21 years.

City of Newcastle Infrastructure Director Ken Liddell said councillors had made it clear they considered the ocean baths the No. 1 infrastructure priority.

"In February the Councilors came together for a two-day strategic planning workshop where they nominated the restoration of the Newcastle Ocean Baths as the single most important infrastructure project for the city," he said.

"Our staff have spent the past six months developing the EOI, as well as resolving a number of potential issues that exist because the Baths sit on crown land."

"All issues have been resolved and we are now able to take the projects to the market. Potential uses under zoning regulations for both baths include restaurants, cafes or kiosks, community facilities, and educational facilities or other recreation purposes."

"The EOI will be followed by a tender process for shortlisted respondents before a lease is signed with the City, which is the Reserve Trust Manager of both buildings for the Crown Lands Division of the NSW Government."

"Any redevelopment of these buildings will be subject to DA determination and the successful leaseholder(s) will be required to provide some facilities managed by the City, so it can continue to provide lifeguard and pool cleaning services plus community spaces."

"Parties interested in these redevelopments will have to outline their proposed partnership or joint-venture arrangements, concept plans and previous experience with developments of similar scope and scale."

"Proposals will have to comply with heritage controls as the Newcastle Ocean Baths are listed as a local heritage item in the Newcastle Local Environmental Plan 2012 and located within the Newcastle East Heritage Conservation Area."

Expressions of interest can be made via <https://www.tenderlink.com/newcastle> and close on Tuesday 17 December at 2pm.

Ocean Baths redevelopment FAQs

05 Nov 2019

Share

City of Newcastle (CN) has completed its Expressions of Interest (EOIs) process to redevelop the iconic [Newcastle and Merewether Ocean Baths](#). With no EOI submissions progressing beyond an initial panel review, City of Newcastle will now form a community reference group by the end of the month to guide the restoration of Newcastle Ocean Baths and commence further engagement on the Merewether pavilion later this year. Both revitalisation projects will be funded by City of Newcastle.

What are the next steps?

The current round of community engagement is due to conclude at the end of February while initial planning continues, including detailed site investigations to further understand the condition of Newcastle and Merewether Ocean Baths and the level of rectification required.

City of Newcastle will write to stakeholders inviting them to join a newly established community reference group that will provide input to help guide the redevelopment of the Newcastle Ocean Baths pavilion. Expressions of interest (EOIs) are also being sought from a broad cross section of the community for membership onto the same group which will be known as the [Newcastle Ocean Baths Community Reference Group](#) (CORG). The formation of the CORG is an important step in the revitalisation of the Newcastle Ocean Baths, which will be funded and managed by the City of Newcastle.

Who will be part of the Community reference group?

The stakeholder groups invited to be part of the community reference group (CORG) include:

- Friends of Newcastle Ocean Baths
- Pirates swimming club
- Local business
- Indigenous (Dunski / Awabakal)
- Coal River Working Party
- Newcastle East Residents Group
- Australian Institute of Architects
- National Trust

Community members with a range of ages, abilities and walks of life have also been invited to participate. CN would like the CORG to include representation people from across the City's four Wards, people with a disability, young people, and people from culturally diverse backgrounds including Aboriginal and Torres Strait Islander. Broad membership will allow the CORG the best possible chance of functioning as an independent body that is truly representative of the diverse population within the City of Newcastle LGA. Read more about the [Newcastle Ocean Baths Community Reference Group](#) (CORG).

Will the City's redevelopment look like the designs in the original EOI?

The images in the EOI document were simply an artist's impression of Newcastle Ocean Baths, and did not represent potential EOI proposals. New designs will now be developed for both sites with extensive input from community members and relevant stakeholders.

Will Newcastle Ocean Baths' facade be knocked down?

Newcastle Ocean Baths' iconic Heritage protected art deco exterior will be retained in any redevelopment, while new public change rooms, disabled access, car parking, new seating, shading and other community facilities will be mandatory inclusions at both sites. Any upgrades of the site will have to comply with heritage controls, as the Newcastle Ocean Baths are listed as a local heritage item in the Newcastle Local Environmental Plan 2012 and is located within the Newcastle East Heritage Conservation Area.

Can the Merewether pavilion be demolished to make way for redevelopment?

While there are no current plans for demolition or otherwise, the Merewether Baths Pavilion is not heritage listed.

Will redevelopments include car parking?

Yes. Car parking, new seating, shading, disabled access and new public change rooms are all conditions that interested parties will have to meet.

What's the problem with the current state of the baths and pavilions?

Due to the ageing condition of the public domain at the Baths, substantial repair and remediation is required. Concrete cancer has been identified in the Newcastle Ocean Baths pavilion, which compromises the structure. Previous methods to extend the life of its structural steel, including cathodic protection (preventing rust), have slowed the decay, however the Baths are located in a highly exposed seaside location on Shortland's Esplanade, and significant works are now required to ensure the protection of the Baths for decades to come. Some components of the buildings have failed and are closed. The bulk of the northern pavilion at Newcastle Ocean Baths has been deconstructed, and upstairs areas in the remaining central and southern pavilions have been closed for some years.

Hasn't City of Newcastle already spent millions on this?

Urgent repairs have been undertaken in recent years to ensure the safety of the bathing public. CN introduced cathodic protection in the early 2000s as a means of slowing saltwater penetration. Maintenance works have been undertaken at both Baths, however neither Pavilion has been upgraded or renewed to a current standard.

How much of this space will be accessible to the public?

The public will continue to have free access to the Baths, as well as access to toilet, change and community facilities. All of the public domain will also remain accessible and free.

What changes will be made to the current number of toilets, showers and changerooms?

Male, Female and Accessible change and shower facilities, along with new toilet facilities will be scoped into revitalisation plans. This will be further developed once designs are created in consultation with the community.

What does 'local heritage item' mean and what protections does it afford the baths, facade, structures or blue-stepped bleachers?

The Newcastle Pavilion and Baths are an item of local significance and listed on the State Heritage Register. Listing on statutory heritage registers provides a legal framework for managing the approval so that heritage significance is retained and never diminished.

CN is continuing to invite the community to [Have Your Say](#). We're interested in hearing more about how you use the facilities and your thoughts, ideas and suggestions on what improvements could be made.

City to fund ocean baths restorations

21 Feb 2020

Share

City of Newcastle has committed to funding the restoration of both Newcastle and Merewether Ocean Baths following an unsuccessful expressions of interest (EOI) process.

With no EOI submissions progressing beyond an initial panel review, City of Newcastle will form a community reference group by the end of the month to guide the restoration of Newcastle Ocean Baths and commence further engagement on the Merewether pavilion later this year.



The current round of community engagement is due to conclude at the end of February while initial planning continues, including detailed site investigations to further understand the condition of Newcastle and Merewether Ocean Baths and the level of rectification required.

"I'm determined to see the Newcastle Ocean Baths become an asset all Newcastleans can be proud of," Cr Nustali Neimes said.

"This means converting feedback from the current community engagement process into the preliminary design that once costed, can be further tested with the community to ensure the Newcastle Ocean Baths receives an appropriate restoration 98 years after it was first built.

"We've made a great start on understanding what the community want from the Baths with more than 600 comments already logged on the City's local wall. Intercept surveys are taking place at the Baths and other city locations before the end of February.

"We'll now progress with forming a community reference group that represents user groups, the local business community and broader ratepayer base with the aim of holding our first meeting next month.

"The Baths are a treasured part of Newcastle's history. Developed responsibly and with respect to its local heritage, we will deliver public baths that remain appealing to people throughout our city and one of our key tourism drawcards. This includes protection of its facade, the blue-shingled bleachers and its free entry to swim all year round."

The Newcastle Coastal Plan of Management, adopted by Council in 2010, prescribed an expression of interest (EOI) for the pavilions and identified cafes, kiosks and restaurants as potential future uses, with the stipulation that revenue be re-invested in coastal upgrades and maintenance.

The City invited EOIs in November 2019 before bringing forward engagement following incorrect claims that the Newcastle and Merewether Baths would be privatised.

Under the EOI, the City committed to retaining Newcastle Ocean Baths' iconic art-deco facade and bleacher seating, while providing renewed public charge rooms with hot water showers and improving strolling, car parking, disability access and seating in line with previous engagement results.

City of Newcastle Director of Infrastructure Ken Liddell said the City would review the community engagement results before preparing draft concept plans.

"Community consultation will be maintained through a reference group, while information sessions and a public exhibition will be held to present concept plans to the broader community before Councillors review and approve any restoration," Mr Liddell said.

"I expect the concept plan will be completed this year with detailed design works to follow in preparation for construction work to start in 2021."

City of Newcastle will form its Newcastle Ocean Baths community reference group in February with invitations to user groups and stakeholders along with an EOI for broader community involvement.

Community reference group

The stakeholder groups to be invited to be part of the community reference group (CRG) will include, but not be limited to:

- Friends of Newcastle Ocean Baths
- Private swimming clubs
- Local businesses
- Indigenous (Dunaki / Awabakal)
- Coal River Working Party
- Newcastle East Residents Group
- Australian Institute of Architects

For expressions of interest to the community, City of Newcastle will aim for broad representation from across the four wards and, include but not be limited to, youth, people with disability, Indigenous representation and pensioners. Applications to be part of the CRG close on February 27 and interested community members can apply [here](#).

The Newcastle Ocean Baths Community Reference Group will have terms of reference based on the existing CRG for the Bathurst Way. The CRG will be independently facilitated.

Community feedback flows for Newcastle Ocean Baths revitalisation

25 Feb 2020

Share

Thousands of Newcastleans have been involved in community engagement on revitalisation of Newcastle Ocean Baths, with consultation forming an integral part of the City of Newcastle's concept-design phase.

The City has committed to funding the restoration of the Newcastle Oceans Baths and is determined to see the facility become an asset the community can be proud of, while also ensuring they remain a public asset with free entry to swim all year round.



"Not only have we reached out to the wider community through our online ideas wall which has received more than 5,000 page visits and 890 ideas entries, we have also conducted more than 200 face-to-face interviews and 900 telephone calls to better understand our community's vision for how this site will look and be used," City of Newcastle Community Engagement Coordinator Jamie Ferguson said.

"Opening up the conversation to all people in the community has been extremely beneficial and has resulted in a breadth of ideas and concepts to support future improvements. This diversity of views brings better outcomes for current and future users."

Some of the ideas received to date include shade structures, a community space available for hire, health and wellbeing facilities such as a gym, seating and change room upgrades and a kiosk or restaurant.

Any suggestion that plans for the future use of the site are predetermined is false.

Meanwhile, community consultation will be maintained through a Community Reference Group (CRG) before information sessions and a public exhibition period to present concept plans to the broader community. Councillors will then review and approve any restoration.

"We want to ensure this upgrade does justice to the heritage of this site and that our maintenance and upgrade program protects the site for another 50 years," Lord Mayor Nustali Neimes said.


"The City of Newcastle seeks to form a Community Reference Group which has 50 per cent stakeholder and user-group representation and 50 per cent of members selected from the broader community via an expressions of interest process.

"We have received more than 80 applications from members of the public wanting to be a part of Community Reference Group so far, which is great to see. Our aim is to have people from all around Newcastle and from different walks of life forming this group."

Expressions of interest for the Newcastle Ocean Baths CRG close on Thursday 27 February.

City News

City to fund ocean baths restorations




City of Newcastle has committed to funding the restoration of both Newcastle and Merewether Ocean Baths following an unsuccessful expressions of interest (EOI) process.

With no EOI submissions progressing beyond an initial panel review, City of Newcastle will form a community reference group by the end of the month to guide the restoration of Newcastle Ocean Baths and commence further engagement on the Merewether pavilion later this year.

The current round of community engagement is due to conclude at the end of February while initial planning continues, including detailed site investigations to further understand the condition of Newcastle and Merewether Ocean Baths and the level of rectification required.

Read more

Community Panel (Newcastle Voice)




Hello,

We invite you to have your say on a range of projects currently seeking feedback to help ensure that City of Newcastle's decision making reflects the views of the community.

Take the opportunity to provide feedback on Newcastle's two iconic Ocean Baths

We know our community love Merewether and Newcastle Ocean Baths. We're interested in hearing more about how you use the facilities and your thoughts and suggestions on what improvements could be made. [Make sure to share your ideas](#)



Hello,

We invite you to have your say on a range of projects currently seeking feedback to help ensure that City of Newcastle's (CN's) decision making reflects the views of the community.


CN Grants and Sponsorship review – public workshops

Register for this solutions-driven workshop to enhance CN's grants and sponsorships programs. This is your opportunity to help simplify our funding processes and help us support access to funding! Spots are filling up quickly - [register your place asap](#).


Take the opportunity to provide feedback on our iconic Ocean Baths

We know the community loves Merewether and Newcastle Ocean Baths. We're interested in hearing more about how you use the facilities and your thoughts and suggestions on what improvements could be made. [Share your ideas](#) by Friday 28 February.

Newcastle Herald advertising




Join the Newcastle Ocean Baths Community Reference Group



City of Newcastle is seeking expressions of interest (EOIs) from a broad cross section of the community to join the **Newcastle Ocean Baths Community Reference Group (CRG)**. The formation of the CRG is an important step in the revitalisation of the Newcastle Ocean Baths, which will be funded and managed by the City of Newcastle.

Expressions of interest are open from Saturday 15 February until 5pm Thursday 27 February 2020. To apply please visit [newcastle.nsw.gov.au/Have-Your-Say/Projects/Ocean-Baths-Community-Reference-Group](#)




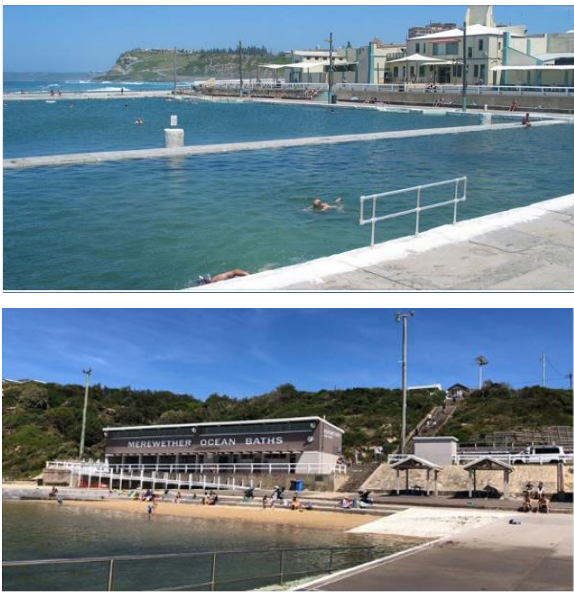


Ocean Baths – Engagement report – June 2020


39

Appendix 6 Social media

Throughout the social media campaign there were a total of 11 posts, which reached 105,945 people and engaged 14,026 people.

The table below shows the schedule of posts.

Facebook organic and paid posts	Reach
<p> City of Newcastle Published by Agorapulse [?] · December 3, 2019 · 🌐</p> <p>We know our community love Merewether and Newcastle Ocean Baths. We're interested in hearing more about you use the facilities and your thoughts, ideas and suggestions on how improvements could be made.</p> <p>You are invited to Have Your Say and get involved in helping to inform future upgrades of both the Newcastle and Merewether Ocean Baths.</p> <p>To find out more about this project and to provide feedback visit www.newcastle.nsw.gov.au/Have-Your-Say/Projects/Ocean-Baths</p> 	<p>Date posted: 3 December 2020 Reach: 20,246 Engagement: 3,929 Hotlink: Link</p>
<p> City of Newcastle Published by Comms Newcastle [?] · February 3 · 🌐</p> <p>We'll be funding the restoration of our iconic Newcastle Ocean Baths, with construction expected to commence next year following community engagement, preliminary costings and concept designs.</p>  <p>NBNNEWS.COM.AU EOI SUBMISSIONS FOR OCEAN BATHS KNOCKED BACK NBN News</p>	<p>Date posted: 3 February 2020 Reach: 20,201 Engagement: 2,273 Clicks: 448 Hotlink: Link</p>



City of Newcastle




Published by Agorapulse [?] · February 4 ·

We know our community loves Newcastle and Merewether Ocean Baths and want your help to inform our plans to improve these iconic community assets.

We want to know:

- How you use the facilities
- Your ideas for improvements

To get involved and share your ideas go to newcastle.nsw.gov.au/Have-Your-Say/Projects/Ocean-Baths



41,120

People Reached

12,610

Engagements

Boost Again

Boosted on Feb 4, 2020

By Comms Newcastle

Completed

People Reached

24.0K

Post Engagement

3.8K


View Results

557

188 Comments 64 Shares

Date posted: 4 February 2020
Reach: 41,120
Engagement: 8,793
Clicks: 3,412
Paid reach: 23,342
Hotlink: [Link](#)

Timeline Photos



City of Newcastle

Published by Agorapulse [?] · February 11 ·

Join our Community Reference Group to help shape plans for Newcastle Ocean Baths. The group will function independently of City of Newcastle and provide valuable input.

Everyone is welcome and applications are encouraged from people of all ages, backgrounds and abilities for a diverse cross section of community input.

Applications close Thursday 27 February

Apply here: newcastle.nsw.gov.au/bathsCRG

Tag Photo

Add Location

Boost

18,546

People Reached

1,148

Engagements

Boost Again

Boosted on Feb 11, 2020

By Comms Newcastle

Completed

People Reached

8.3K

Leaving Page views


View Results

Comment as City of Newcastle

Date posted: 16 February 2020
Reach: 18,046
Engagement: 838
Clicks: 75
Reach: 10,608

Community Engagement

Newcastle Ocean Baths



City of Newcastle

Published by Agorapulse [?] · February 26 ·

Thank you Newcastle! The feedback you've submitted on the revitalisation of Newcastle Ocean Baths has been flowing in!

There's still time to let us know how you use the facilities and share your thoughts, views and suggestions – visit newcastle.nsw.gov.au/Have-Your-Say/Projects/Ocean-Baths before this Sunday 1 March.

So far thousands of Newcastleans have shared their ideas and this will form...

Tag Photo

Add Location

Boost

9,208

People Reached

836

Engagements

Boost Again

25 Comments 8 Shares

Like



Comment

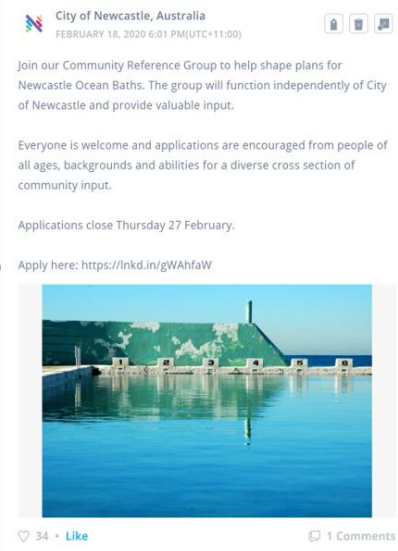
Share

Max Rowland

Comment as City of Newcastle

Date posted: 26 February 2020
Reach: 9,208
Engagement: 539
Clicks: 204

Twitter	Reach
 <p>City of Newcastle @CityNewcastle Join our Community Reference Group to help shape plans for Newcastle Ocean Baths. Applications close Thurs 27 Feb http://newcastle.nsw.gov.au/bathsCRG pic.twitter.com/CG5w8K8yzU</p> <p>City of Newcastle February 18, 2020 at 10:45 AM Join our Community Reference Group to help shape plans for Newcastle Ocean Baths. Applications close Thurs 27 Feb - apply today newcastle.nsw.gov.au/bathsCRG</p> <p>3 Shares Seen by 249</p>	<p>Date: 18 February 2020 Potential reach: 1,070 Engagement: 22</p>
 <p>City of Newcastle @CityNewcastle Thousands of Novocastrians have been involved in community engagement on revitalisation of Newcastle Ocean Baths, with consultation forming an integral part of the concept-design phase. Read more https://bit.ly/2PoEZ2A pic.twitter.com/2n2WbObSIG</p>	<p>Date: 26 February 2020 Potential reach: 942 Engagement: 32</p>

LinkedIn	Reach
 <p>City of Newcastle, Australia FEBRUARY 18, 2020 6:01 PM(UTC+11:00)</p> <p>Join our Community Reference Group to help shape plans for Newcastle Ocean Baths. The group will function independently of City of Newcastle and provide valuable input.</p> <p>Everyone is welcome and applications are encouraged from people of all ages, backgrounds and abilities for a diverse cross section of community input.</p> <p>Applications close Thursday 27 February.</p> <p>Apply here: https://lnkd.in/gWahfaW</p> <p>34 • Like 1 Comments</p>	<p>Date: 18 February 2020 Potential reach: 2,720 Likes: 34 Clicks: 57</p>



Community Feedback on the Newcastle & Merewether Ocean Baths

Conducted for



**City of
Newcastle**

March 2020



WOOLCOTT
RESEARCH & ENGAGEMENT

Woolcott Research and Engagement is an Australian privately owned research and engagement agency that provide professional, independent and timely market research and engagement services. Our professional staff arrange, undertake and publish commissioned research and community engagement projects for industry, corporations, governments, integration agencies and individuals.

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Background and Objectives

Background

Newcastle is home to two ocean bath facilities, Newcastle and Merewether, which were opened in 1922 and 1935 respectively. The baths are available to locals and visitors for swimming, relaxing and event bookings.

In late 2019 the City of Newcastle Council invited expressions of interest for the redevelopment of both ocean bath precincts. The redevelopment concepts were thought to be a way for Council to update existing facilities and also offered the potential of expanding the range of services/facilities to include community spaces and dining options.

While the EOI failed to attract acceptable plans for either locality, Council is committed to improving each of the community facilities for locals and visitors to the area and as such will take on the redevelopment themselves.

A community reference group has been formed, and Council has been collecting and collating community feedback that has been provided in relation to the matter. However, in order to have a solid understanding of what the community would like for both the Newcastle and Merewether Ocean Baths, Council invited Woolcott Research & Engagement to undertake an independent study – with the aim of capturing the views of regular and infrequent users of the baths.

This report presents the findings from the structured community feedback study devised to capture sentiment, expectations and desires in relation to the two sites.

Objectives

Council requested that Woolcott Research & Engagement conduct an evaluation of resident and non-resident perceptions of the baths' redevelopment.

The broader aims of this research were to:

- Determine who is using the ocean baths and why;
- Determine community needs and preferences in terms of facilities and services; and
- Measure public interest in a range of potential changes.

Methodology

This quantitative project involved a series of n=218 intercept (one-on-one face-to-face) interviews amongst residents and visitors to Newcastle aged 16+.

An interviewing schedule was devised and approved by the City of Newcastle project team. The schedule involved interviewing at set shopping locations, as well as at the two ocean bath locations.

The distribution of the interviews was as follows:

	Total	Jesmond	Wallsend	Hunter St	Merewether Ocean Baths	Newcastle Ocean Baths
15 Feb	117	48	45	25	-	-
22 Feb	101	-	-	-	51	49
Total	218	48	45	25	51	49

Prior permission was granted for interviewers to be stationed at the shopping centre locations.

An incentive prize (the chance to win one of five \$50 Coles or Woolworths vouchers) was offered to respondents to encourage participation with the study and thereby increase the representativeness of the results.

A relatively small proportion of respondents had not used either of the ocean baths in the 12 months prior to the study (14%). These respondents were asked to indicate which of the two ocean bath locations they were more familiar with, and the remainder of the questionnaire was specific to that location.

So too, those who had been users of both the Newcastle and Merewether Ocean Baths (51% of all respondents) were asked to indicate with of the two locations they were more familiar with, and their responses only relate to that location.

In total then, there were n=129 respondents who answered the survey in relation to the Newcastle Ocean Baths and n=89 who answered in relation to Merewether Ocean Baths.

NOTE: due to rounding, the percentages for single response questions do not always add to exactly 100%.

Detailed Research Findings

1. Respondent Profile

1.1 Age and Gender of Respondents

As it is inappropriate to ask in a face-to-face interview, interviewers recorded the gender of the respondents they were interviewing. They also asked each respondent to indicate which age category they fitted into.

As shown in Table 1, there was a relatively even gender split achieved, with 47% of all respondents being male and 53% being female.

In terms of age, there was also a fairly even distribution achieved, with around a third aged 16 to 34 (33%), a similar proportion aged 35 to 54 (34%) and approximately one third aged 55+ (34%).

Respondents answering in relation to the Merewether Baths were more likely to be aged under 35 (45% were), while those answering in relation to the Newcastle location were more likely to be aged 55+ (38%).

Table 1 – Age and Gender of Respondents

	Total (n=218) %	Ocean Bath Visited	
		Newcastle (n=129) %	Merewether (n=89) %
Gender			
Male	47	47	47
Female	53	54	53
Age (years)			
16 to 24	15	9	24
25 to 34	18	16	21
35 to 44	17	19	15
45 to 54	17	19	14
55 to 64	16	17	15
65 to 74	12	12	11
75 or older	6	9	1

Q9. RECORD GENDER.

Q10. Which of the following age ranges do you fit into? READ OUT

Base: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

1.2 Place of Residence

Respondents were asked if they lived locally. Those that did were asked to reveal what suburb they lived in. Those that did not live locally were asked to reveal their postcode (if they were from Australia) or country of residence (if they were from overseas).

As shown in Table 2, the large majority of respondents lived in the Newcastle area (90%), with a relatively large proportion indicating that they lived in Wallsend or Newcastle itself (14% for each).

Around one in twenty respondents lived in Sydney and a similar proportion lived intrastate. A relatively small proportion were from interstate or overseas (1% or less for each).

Table 2 – Place of Residence

	Total (n=218) %	Ocean Bath Visited	
		Newcastle (n=129) %	Merewether (n=89) %
Place of residency			
Newcastle	90	91	88
Wallsend	14	12	18
Newcastle	14	22	3
Merewether	5	1	11
North Lambton	4	4	3
Shortland	3	2	6
Lambton	3	4	2
Hamilton	3	4	2
Mayfield	3	5	-
Jesmond	3	3	2
Cooks Hill	3	3	2
Adamstown	3	2	4
Other Newcastle	32	32	36
Sydney	4	2	8
Other NSW	5	7	1
Interstate	<1	-	1
Overseas	1	-	2

Q12. What suburb do you live in?

Q13. Can you please tell me your postcode?

Q14. Please tell me your country

Base: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

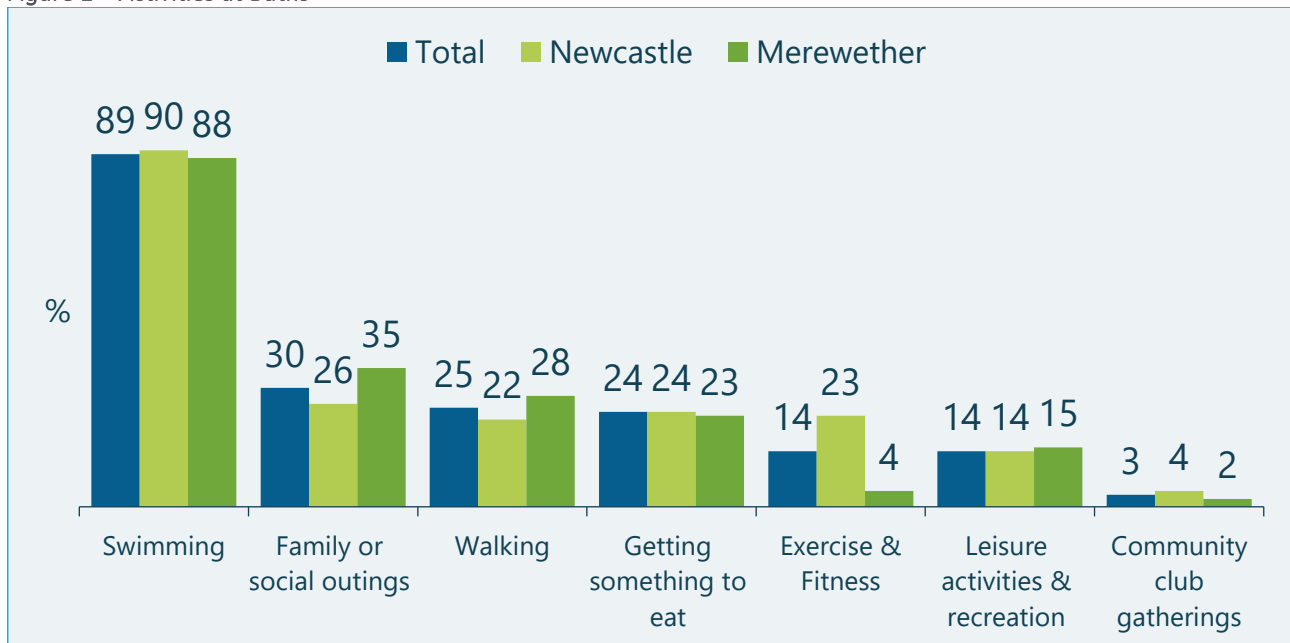
1.3 How the Ocean Baths are Used

Respondents who indicated that they had used either the Newcastle or Merewether Ocean Baths (86% of all respondents) in the prior 12 months were asked to reveal what they normally did when at the baths.

Amongst those who had used the baths, swimming was the most common activity undertaken (89%). However, socializing with friends and/or family was also undertaken by just under a third of all users of the baths (30% in total and 35% for the Merewether location).

Walking was also relatively common (25%), as was getting something to eat (24%).

Figure 1 – Activities at Baths



Q3. Which of the following do you normally do when at the Newcastle/Merewether Ocean Bath?

BASE: Those who have used the ocean baths (Total n=187; Newcastle n=104; Merewether n=83)

2. Perceived Importance of Potential Changes

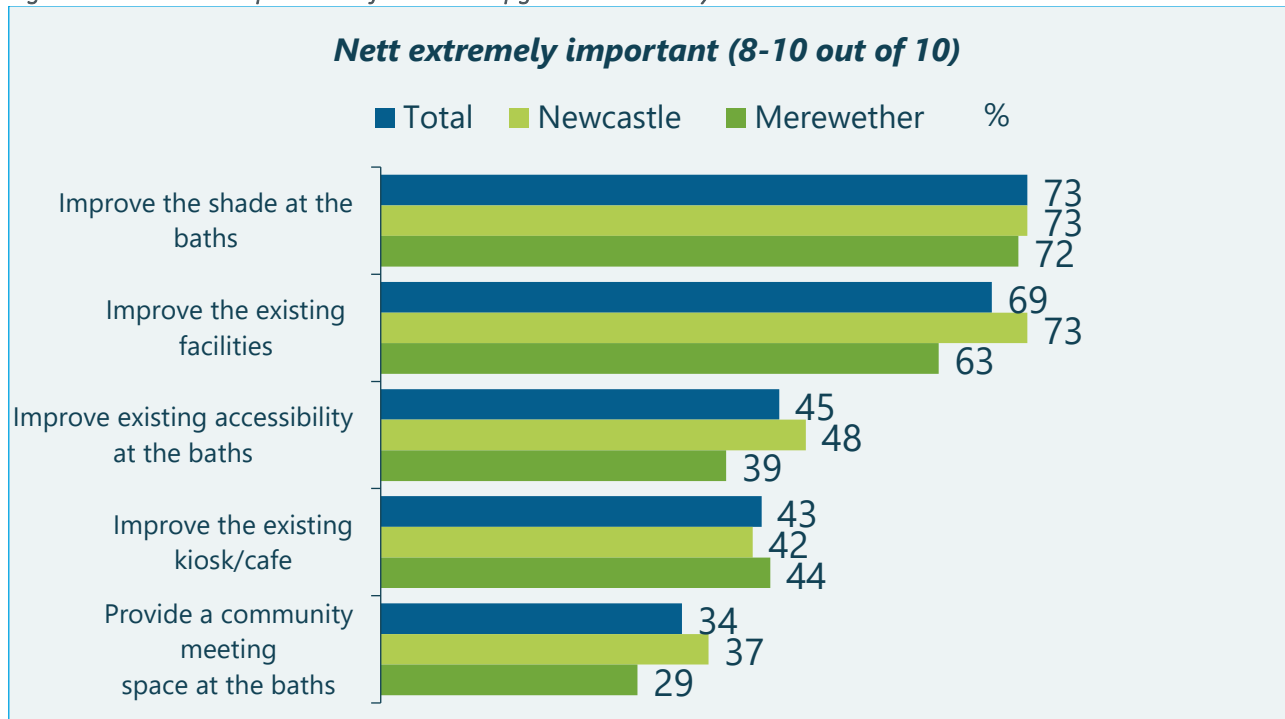
2.1 Summary of Perceived Importance

Respondents were asked to rate the importance of several potential upgrades to the Newcastle/Merewether Ocean Baths – where a 0 meant that they felt it was ‘not at all important’ and a 10 meant it was ‘extremely important’ to them. Figure 2 shows a summary of those who provided a high rating (8 or more out of 10) for each potential upgrade.

Almost three quarters of all respondents provided a high importance rating for improved shade (73% for Newcastle and 72% for Merewether). There was also a high level of importance placed on the improvement of existing facilities – particularly for the Newcastle location (73% gave a rating of 8 or more, compared to 63% for Merewether).

The perceived importance of improving accessibility at the baths was not as pronounced, as was the case for improving the existing kiosk/café (under half providing 8+ ratings for each), while the lowest importance was placed on providing a community meeting space (37% gave a rating of 8 or more for the Newcastle Ocean Baths and 29% for the Merewether Ocean Baths).

Figure 2 – Perceived Importance of Potential Upgrades - Summary



Q4. The City of Newcastle is currently considering upgrades to the Newcastle / Merewether Ocean Baths. Using a scale from 0 to 10, where 0 means it is NOT AT ALL IMPORTANT and 10 means it is EXTREMELY IMPORTANT, please indicate the extent to which you personally feel that it is important for the City to do each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

2.2 Detailed Findings of Perceived Importance

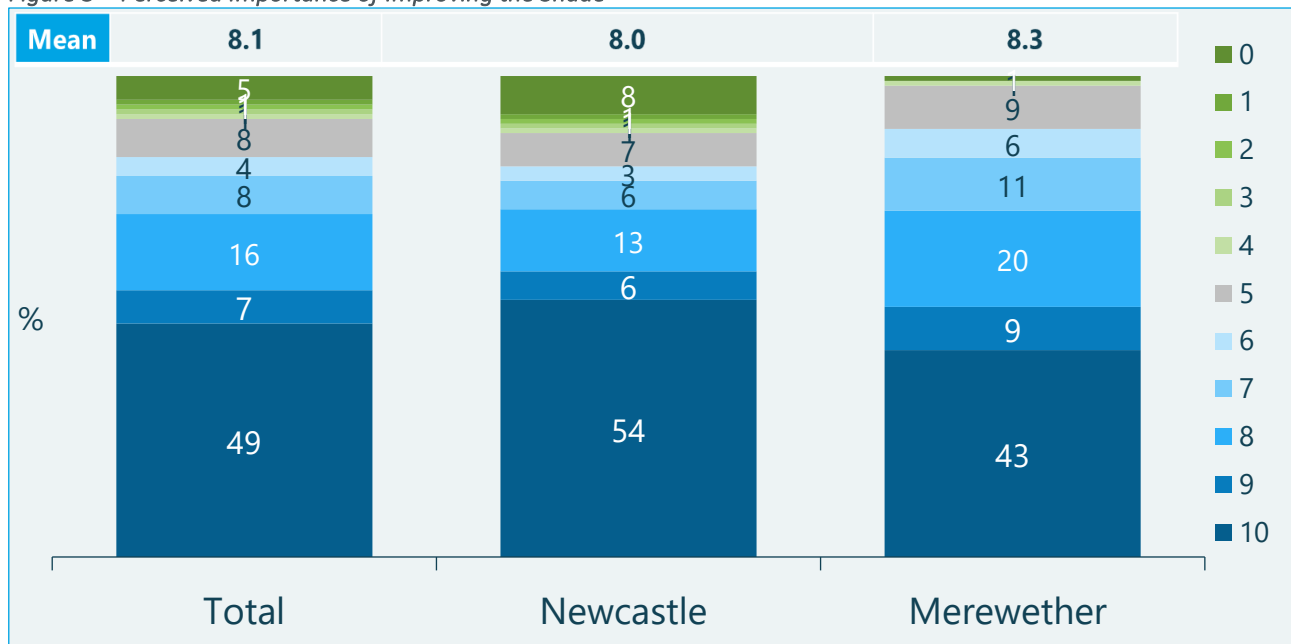
Figure 3 shows the detailed breakdown of the importance ratings given by respondents in relation to the potential idea of improving the shade at the baths.

More than half of all respondents provided the highest importance rating for this potential improvement in relation to the Newcastle Ocean Baths (54% gave a 10 out of 10), with more than two fifths giving the same rating for the Merewether location (43%).

Relatively few gave low importance scores for this potential upgrade – with only 2% giving a rating of 0 to 4 out of 10 for the Merewether baths and 12% doing likewise for Newcastle.

It follows that the mean importance scores were very high (8.0 for Newcastle and 8.3 for Merewether).

Figure 3 – Perceived Importance of Improving the Shade



Q4. The City of Newcastle is currently considering upgrades to the Newcastle / Merewether Ocean Baths. Using a scale from 0 to 10, where 0 means it is NOT AT ALL IMPORTANT and 10 means it is EXTREMELY IMPORTANT, please indicate the extent to which you personally feel that it is important for the City to do each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

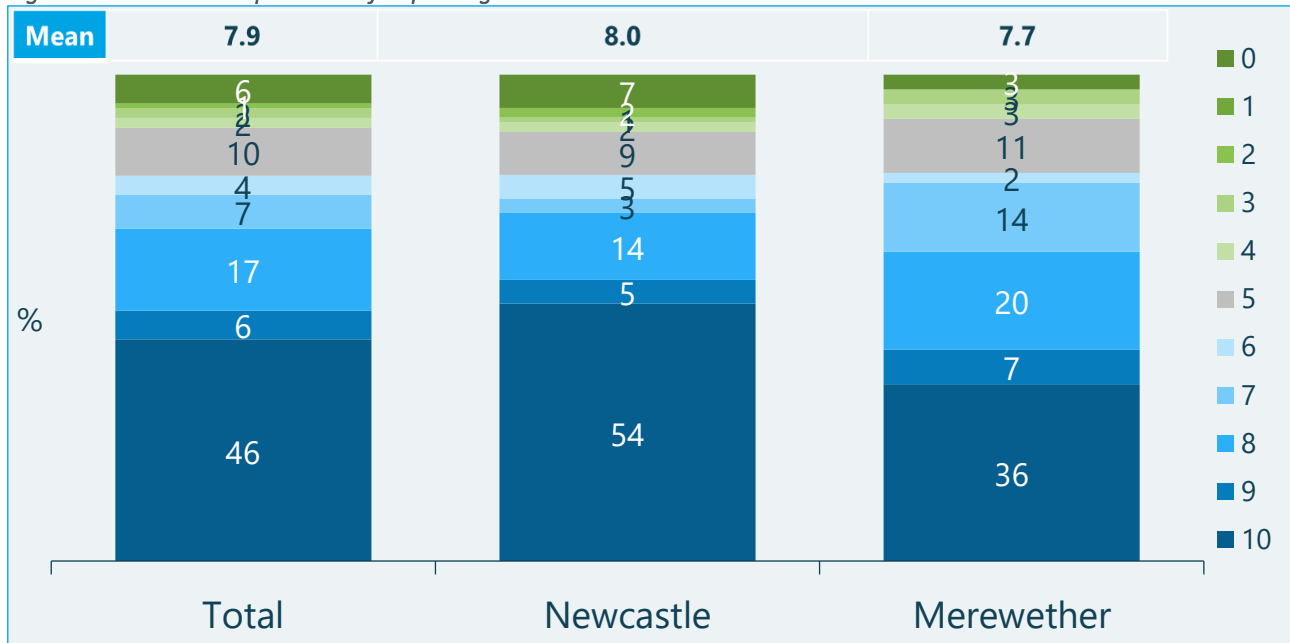
Figure 4 shows the detailed breakdown of the importance ratings given by respondents in relation to the potential idea of improving the facilities at the baths.

Again, more than half of all respondents provided the highest importance rating for this potential improvement in relation to the Newcastle Ocean Baths (54% gave a 10 out of 10), with just over a third giving the same rating for the Merewether location (36%).

Relatively few gave low importance scores for this potential upgrade – with only 9% giving a rating of 0 to 4 out of 10 for the Merewether baths and 12% doing likewise for Newcastle.

The mean importance scores for improving facilities were very high (8.0 for Newcastle and 7.7 for Merewether).

Figure 4 – Perceived Importance of Improving Facilities



Q4. The City of Newcastle is currently considering upgrades to the Newcastle / Merewether Ocean Baths. Using a scale from 0 to 10, where 0 means it is NOT AT ALL IMPORTANT and 10 means it is EXTREMELY IMPORTANT, please indicate the extent to which you personally feel that it is important for the City to do each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

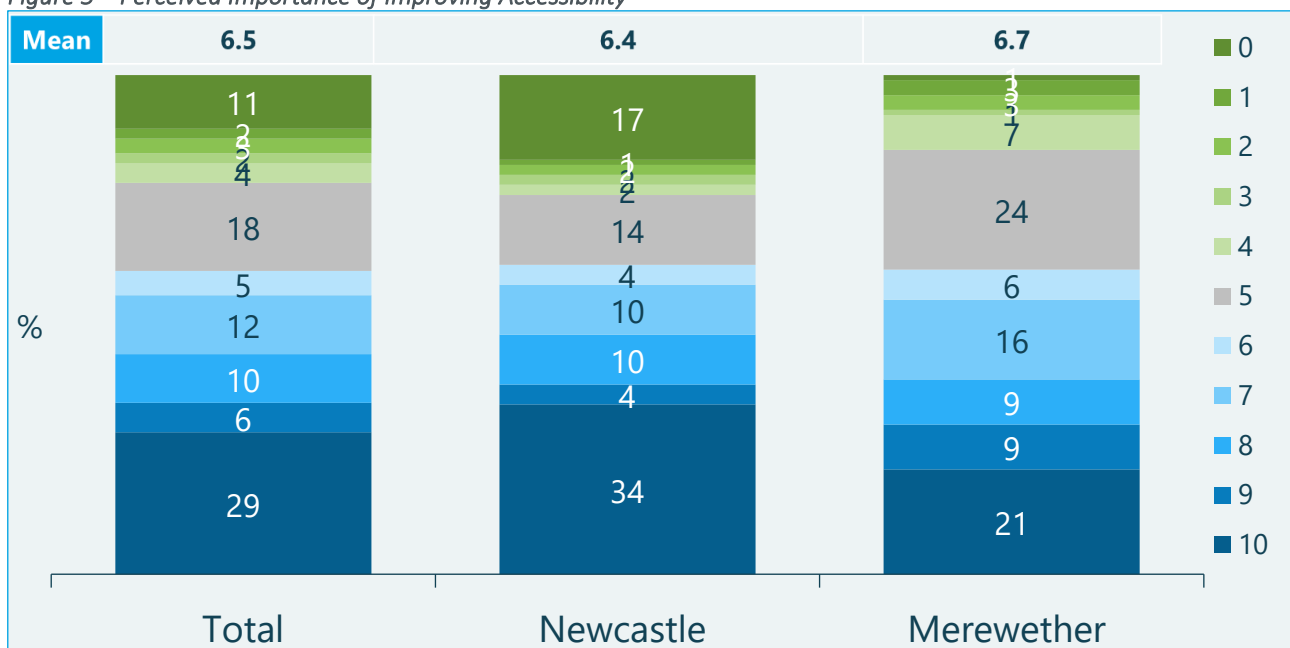
Figure 5 shows the detailed breakdown of the importance ratings given by respondents in relation to the potential idea of improving accessibility at the baths.

Just over a third of the Newcastle Ocean Baths respondents provided the highest importance rating in relation to improving accessibility at that location (34% gave a 10 out of 10), with just over a fifth giving the same rating for the Merewether location (21%).

Interestingly, almost a quarter of those responding in relation to the Newcastle location gave low importance scores for this potential upgrade (24% gave a rating of 0 to 4 out of 10), while a smaller proportion indicated likewise for Merewether (15%).

The mean importance scores were still relatively high for this potential upgrade area (6.4 for Newcastle and 6.7 for Merewether).

Figure 5 – Perceived Importance of Improving Accessibility



Q4. The City of Newcastle is currently considering upgrades to the Newcastle / Merewether Ocean Baths. Using a scale from 0 to 10, where 0 means it is NOT AT ALL IMPORTANT and 10 means it is EXTREMELY IMPORTANT, please indicate the extent to which you personally feel that it is important for the City to do each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

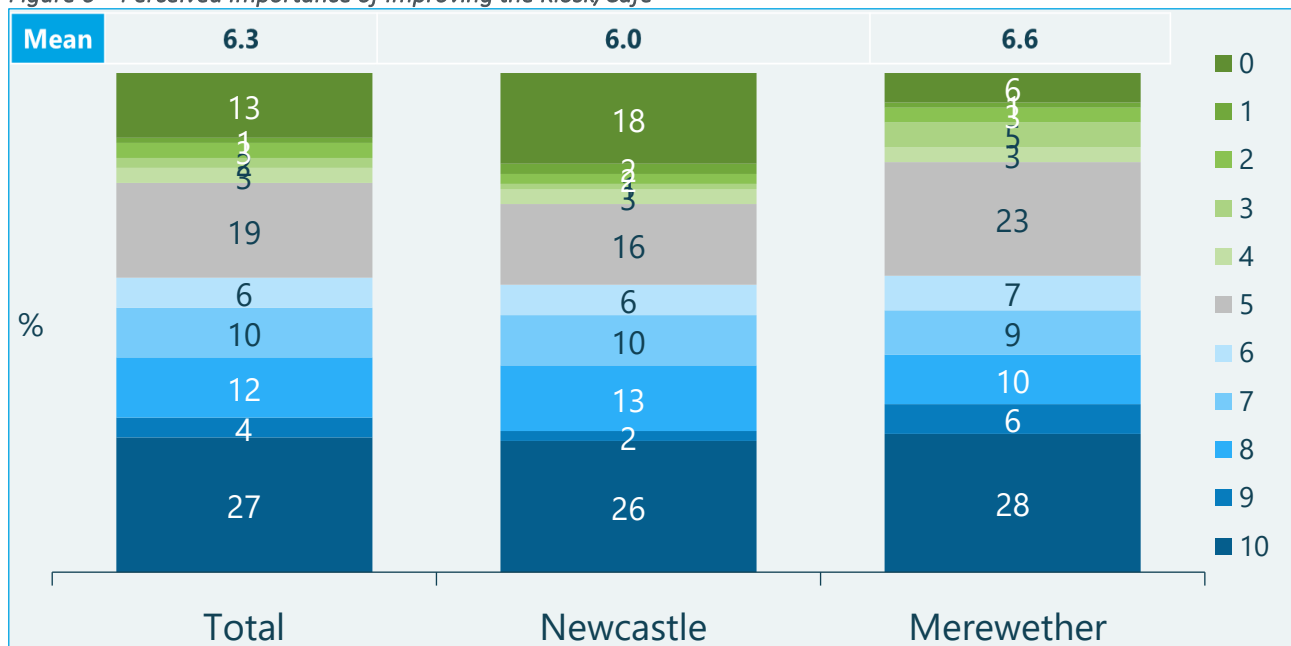
Figure 6 shows the detailed breakdown of the importance ratings given by respondents in relation to the potential idea of improving the existing kiosk/cafe at the baths.

Perceptions of the importance of this potential upgrade were somewhat more polarised – particularly in relation to the Newcastle Ocean Baths – where just over a quarter provided the highest importance rating (26% gave a 10 out of 10), but almost one fifth gave it the lowest rating (18% gave a 0 out of 10).

Respondents replying in relation to the Merewether baths were less likely to provide a low importance rating (only 6% gave it a 0 out of 10 – however, almost a quarter gave a mid-point rating of 5 out of 10 for improving the kiosk/café at the Merewether Ocean Baths).

The mean importance scores were lower for this potential upgrade (6.0 for Newcastle and 6.6 for Merewether).

Figure 6 – Perceived Importance of Improving the Kiosk/Cafe



Q4. The City of Newcastle is currently considering upgrades to the Newcastle / Merewether Ocean Baths. Using a scale from 0 to 10, where 0 means it is NOT AT ALL IMPORTANT and 10 means it is EXTREMELY IMPORTANT, please indicate the extent to which you personally feel that it is important for the City to do each of the following?

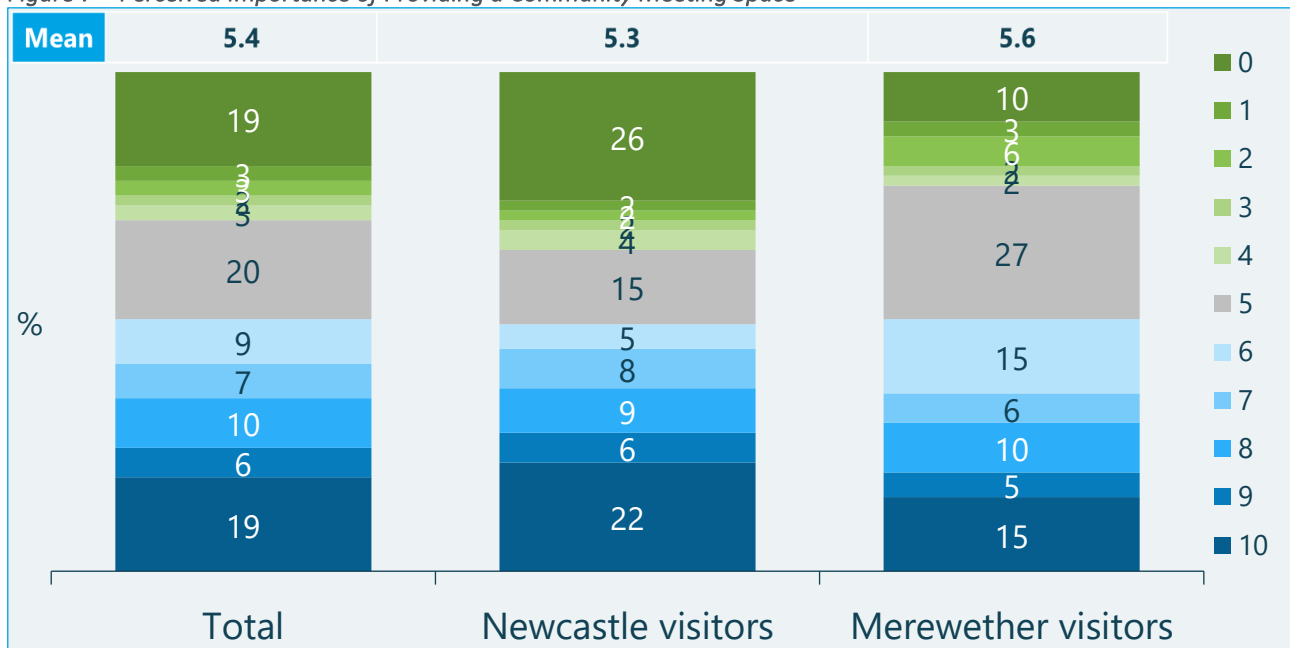
BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

Figure 7 shows the detailed breakdown of the importance ratings given by respondents in relation to the potential idea of providing a community meeting space at the baths.

Perceptions of the importance of this potential upgrade were quite polarised, with just over a fifth of those responding in relation to the Newcastle location providing the highest importance rating (22% gave a 10 out of 10), while more than a quarter gave it the lowest rating (25% gave a 0 out of 10). It follows that the mean score for Newcastle was only just over halfway up the importance scale (5.3 out of 10).

Respondents replying in relation to the Merewether baths were also quite polarised in relation to the inclusion of a community space – with 15% giving it a 10 out of 10 and 10% giving it a 0 out of 10. The mean importance score for Merewether was slightly above that for Newcastle (5.6).

Figure 7 – Perceived Importance of Providing a Community Meeting Space



Q4. The City of Newcastle is currently considering upgrades to the Newcastle / Merewether Ocean Baths. Using a scale from 0 to 10, where 0 means it is NOT AT ALL IMPORTANT and 10 means it is EXTREMELY IMPORTANT, please indicate the extent to which you personally feel that it is important for the City to do each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

3. Priority Rankings for Potential Changes

3.1 Index Score Rankings - Total

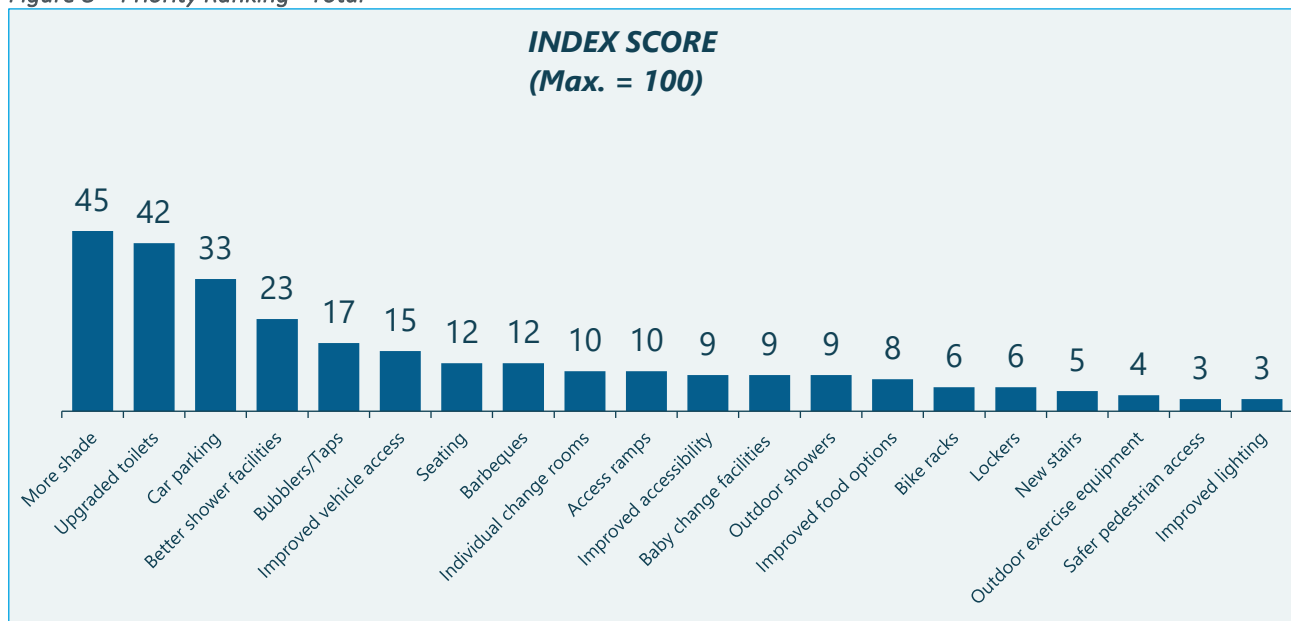
All respondents were asked to choose up to five potential changes (from a list provided) in order of priority. An Index Score has been produced from this prioritisation exercise. This involved assigning a score of 5 to the first priority selected, a score of 4 to the second priority, a score of 3 to the third priority, a score of 2 to the fourth priority and a score of 1 to the fifth priority selected. The total score was then divided by the total number of selections to produce an overall score out of 100.

Note that two respondents declined to select any priorities, as they were opposed to any change.

The highest priority score was for 'more shade' (Index Score of 45), though 'upgraded toilets' were at a similar level (42). 'Car parking' was also a common priority for respondents (33), as was 'better shower facilities' (23). 'Bubblers/taps' had a score of 17 and 'improved vehicle access' was at 15.

There were a range of potential changes with an Index Score of around 10, including 'seating', 'BBQs', 'individual change rooms', 'access ramps', 'improved accessibility', 'baby change facilities', 'outdoor showers' and 'improved food options'. Few respondents selected 'bike racks', 'lockers', 'new stairs', 'outdoor exercise equipment', 'safer pedestrian access', or 'improved lighting' as their top priorities.

Figure 8 – Priority Ranking - Total



Q5. If you could choose up to five changes to be prioritised in any changes that occur, which of the following would you like to see prioritised? What is your first priority? And second? Third? Fourth? Fifth?

BASE: All those who answered the question (Total n=216*)

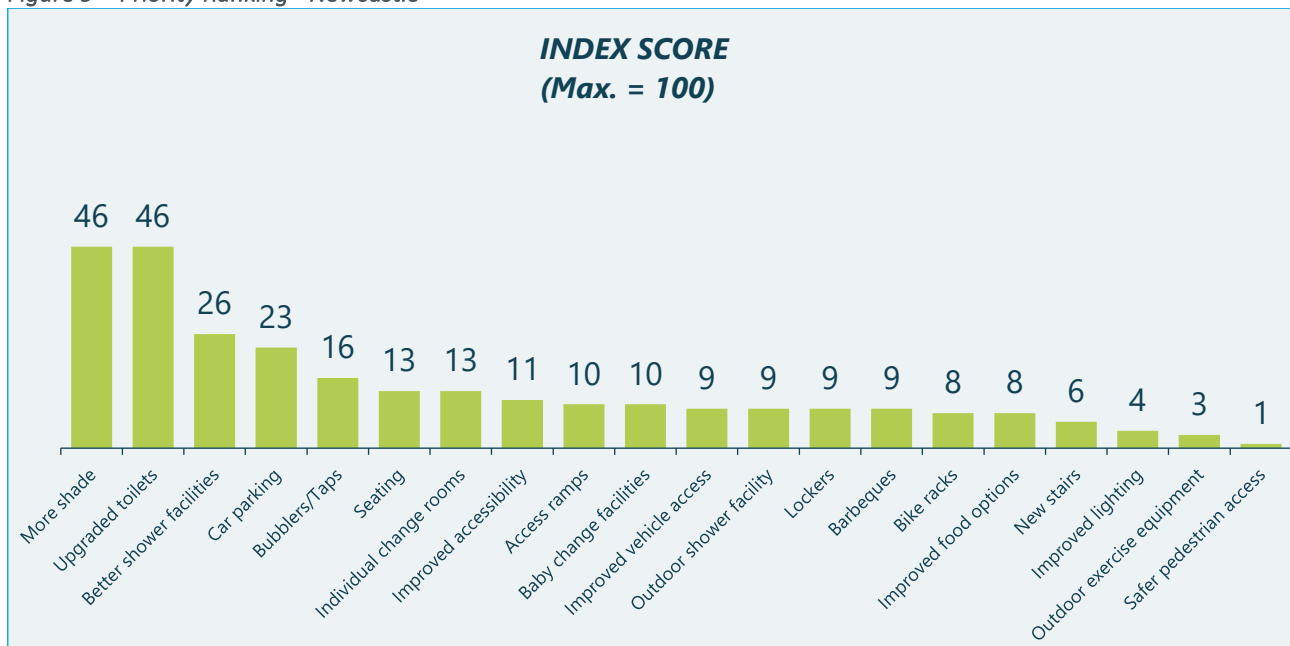
*Two respondents were opposed to any changes and refused to provide any preferences

In examining the Index Score results amongst only those responding in relation to the Newcastle Ocean Baths (see Figure 9), a similar pattern can be seen.

The highest priority score was for 'more shade' and 'upgraded toilets' (both Index Scores of 46).

'Better shower facilities' and 'car parking' were at similar levels (26 and 23 respectively), while there were scores of 13 for both 'seating' and individual change rooms'.

Figure 9 – Priority Ranking - Newcastle



Q5. If you could choose up to five changes to be prioritised in any changes that occur, which of the following would you like to see prioritised? What is your first priority? And second? Third? Fourth? Fifth?

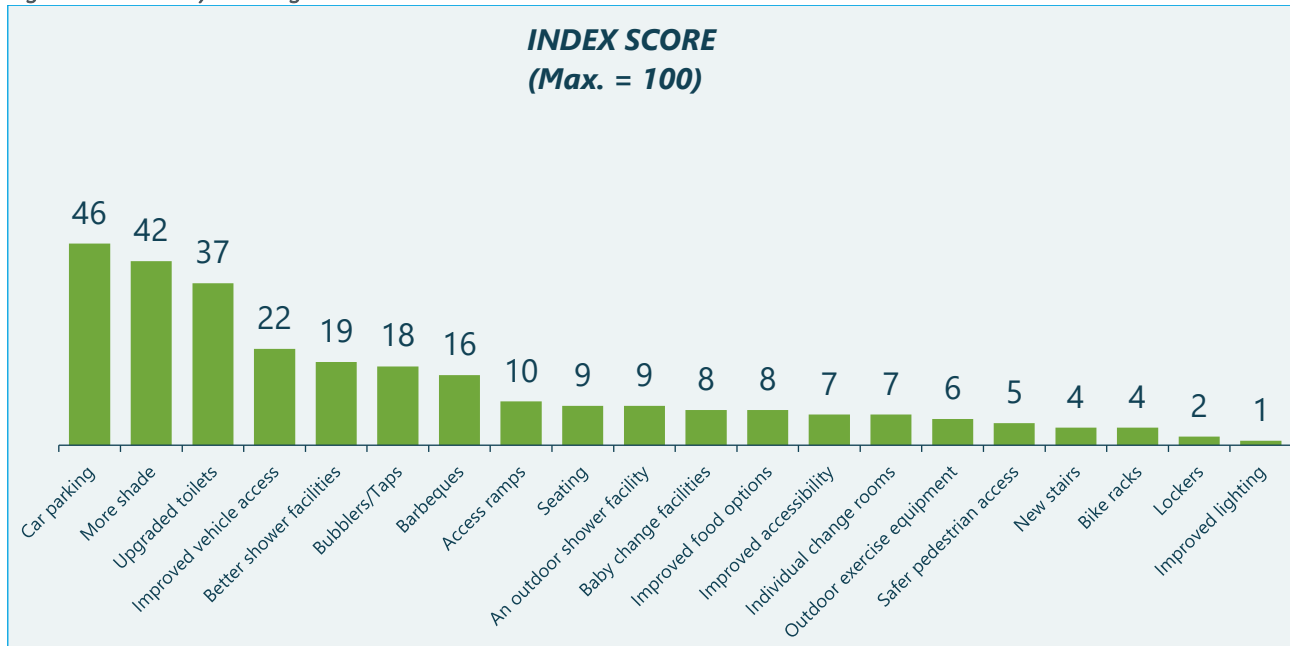
BASE: All those who answered the question (Newcastle n=127*)

*Two respondents were opposed to any changes and refused to provide any preferences

The Index Score results for Merewether were not too dissimilar (see Figure 10) with ‘car parking’, ‘more shade’ and ‘upgraded toilets’ emerging as the main priorities.

There were similar priority levels for ‘improved vehicle access’, ‘better shower facilities’, ‘bubblers/taps’ and BBQs (scores between 16 and 22).

Figure 10 – Priority Ranking - Merewether



Q5. If you could choose up to five changes to be prioritised in any changes that occur, which of the following would you like to see prioritised? What is your first priority? And second? Third? Fourth? Fifth?

BASE: All those who answered the question (Total n=216)

3.2 Additional Improvements Suggested

Immediately following the priority exercise (see Section 3.1), respondents were asked to reveal any additional improvements that they would like to see at the baths (see Table 2).

The majority of all respondents were unable to or declined to offer any additional improvements for the baths.

It follows that the suggestions made did not emerge with any high level of consistency. Maintaining or improving the cleanliness of the baths was the most commonly mentioned additional improvement – though this was only mentioned by 6% of all respondents (9% for Newcastle).

Table 3 – Additional Improvements

	All respondents (n=218) %	Ocean Bath Visited	
		Newcastle (n=129) %	Merewether (n=89) %
Suggestions			
Maintain/improve cleanliness	6	9	3
Maintain heritage (i.e. façade)	4	5	2
Better showers/changing rooms/toilets	3	3	3
More parking	3	2	4
More shade	3	1	6
Continue free access	2	2	2
Have café/better food facilities	2	2	2
Better physical accessibility	2	2	3
Better for public transport	2	2	2
Improvements needed (non-specific)	2	3	-
Improve walkways	2	3	-
Other	5	5	4
No/Don't know	65	60	71

Q6. What, if any, other improvements would you like to be made at the Newcastle / Merewether Ocean Baths?
Base: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

4. Support for Various Potential Changes

4.1 Summary of Support for Changes

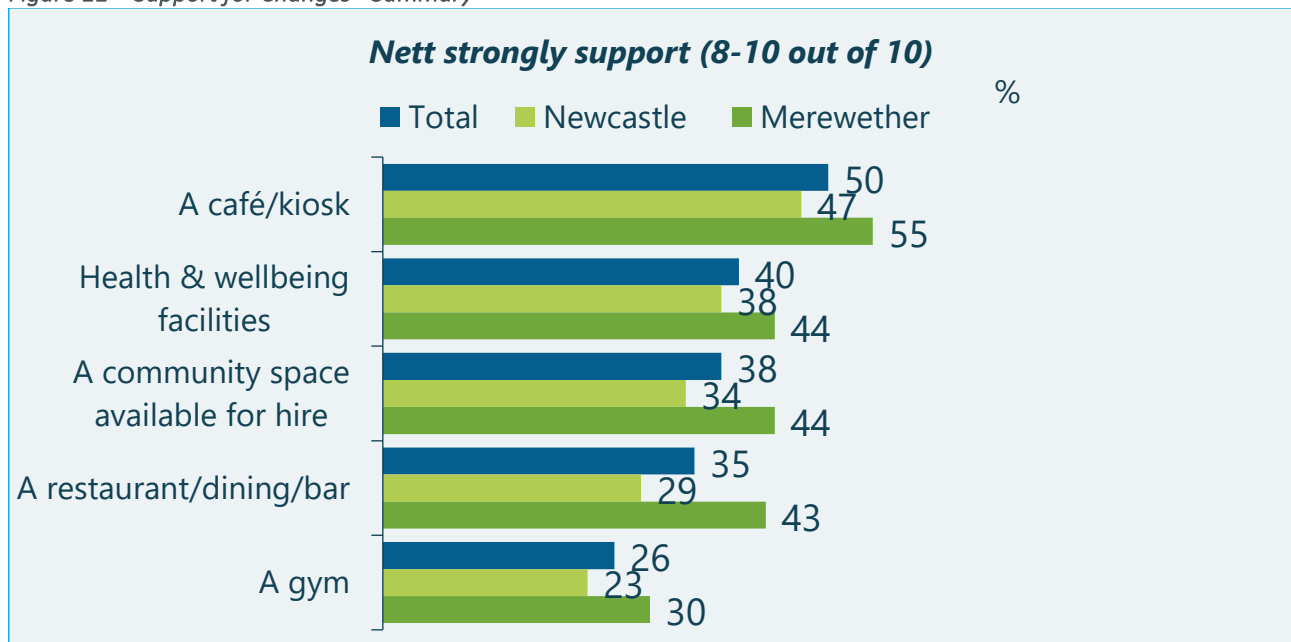
Respondents were asked to rate their own level of support for several potential changes to the Newcastle/Merewether Ocean Baths – where a 0 meant that they ‘did not support’ and a 10 meant that they were ‘strongly supportive’ of them. Figure 11 shows a summary of those who provided a high rating (8 or more out of 10) for each potential change.

Overall there were higher levels of support recorded for changes at Merewether than there were for changes at the Newcastle Ocean Baths.

Around half of all respondents provided a high support rating for a café/kiosk (47% gave an 8+ out of 10 for Newcastle and 55% for Merewether). There were similar levels of support for ‘health and wellbeing facilities’, ‘a community space available for hire’ and ‘a restaurant/bar’.

The high level support levels for ‘a gym’ were much more limited – with 23% of those responding in relation to Newcastle and 30% of those responding in relation to Merewether giving a support rating of 8 or more out of 10.

Figure 11 – Support for Changes - Summary



Q7. There may also be the opportunity to include future uses within the new plan. Again, using a scale from 0 to 10, where 0 means you DO NOT SUPPORT and 10 means you STRONGLY SUPPORT, please indicate the extent to which you personally support each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

4.2 Detailed Findings of Support

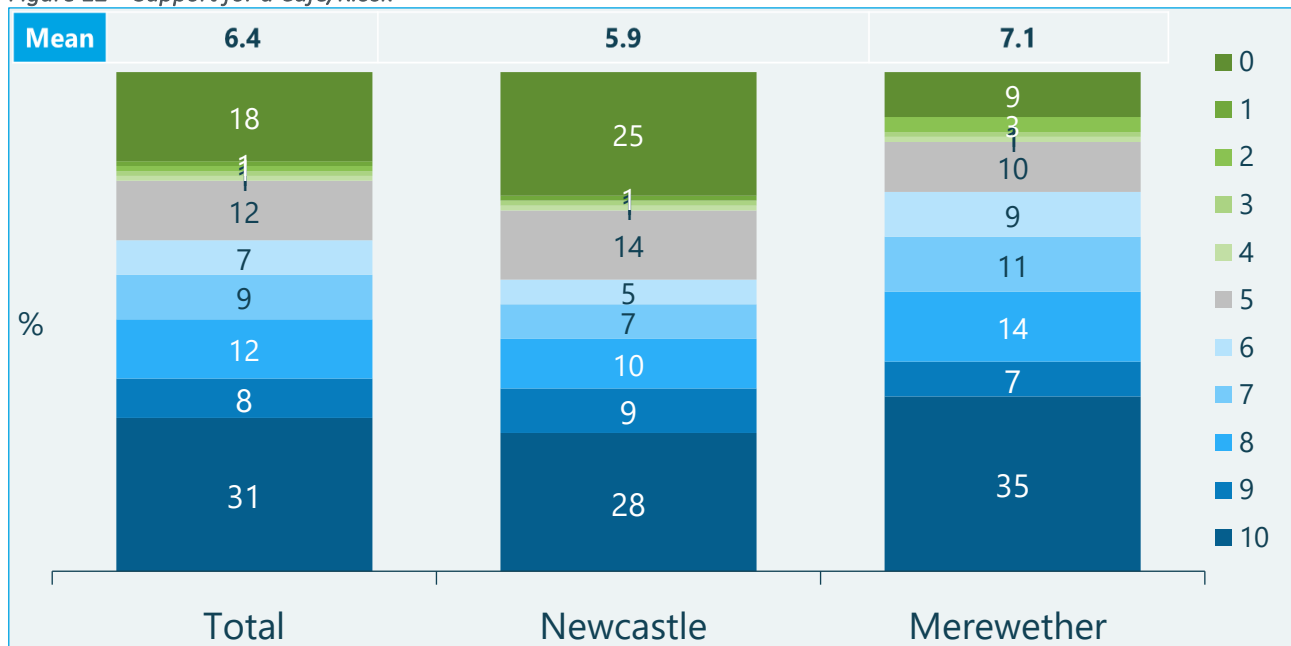
Figure 12 shows the detailed breakdown of the support given by respondents regarding including a café/kiosk in the new plans.

Around three in ten respondents provided the highest support rating for this potential change in relation to the Newcastle Ocean Baths (28% gave a 10 out of 10), while around three fifths gave a rating of 6 or more (59%). However, one quarter were not at all supportive of this (25% gave a 0 out of 10) and 28% gave a low rating (0 to 4 out of 10).

For the Merewether location more than a third gave the highest support rating (35% gave a 10 out of 10), with 76% giving 6 or more out of 10 for this potential change. Only 14% had a low level of support for this (rating their support with a 0 to 4 out of 10).

The mean support ratings were low to moderate for Newcastle but relatively high for Merewether (5.9 for Newcastle and 7.1 for Merewether).

Figure 12 – Support for a Café/Kiosk



Q7. There may also be the opportunity to include future uses within the new plan. Again, using a scale from 0 to 10, where 0 means you DO NOT SUPPORT and 10 means you STRONGLY SUPPORT, please indicate the extent to which you personally support each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

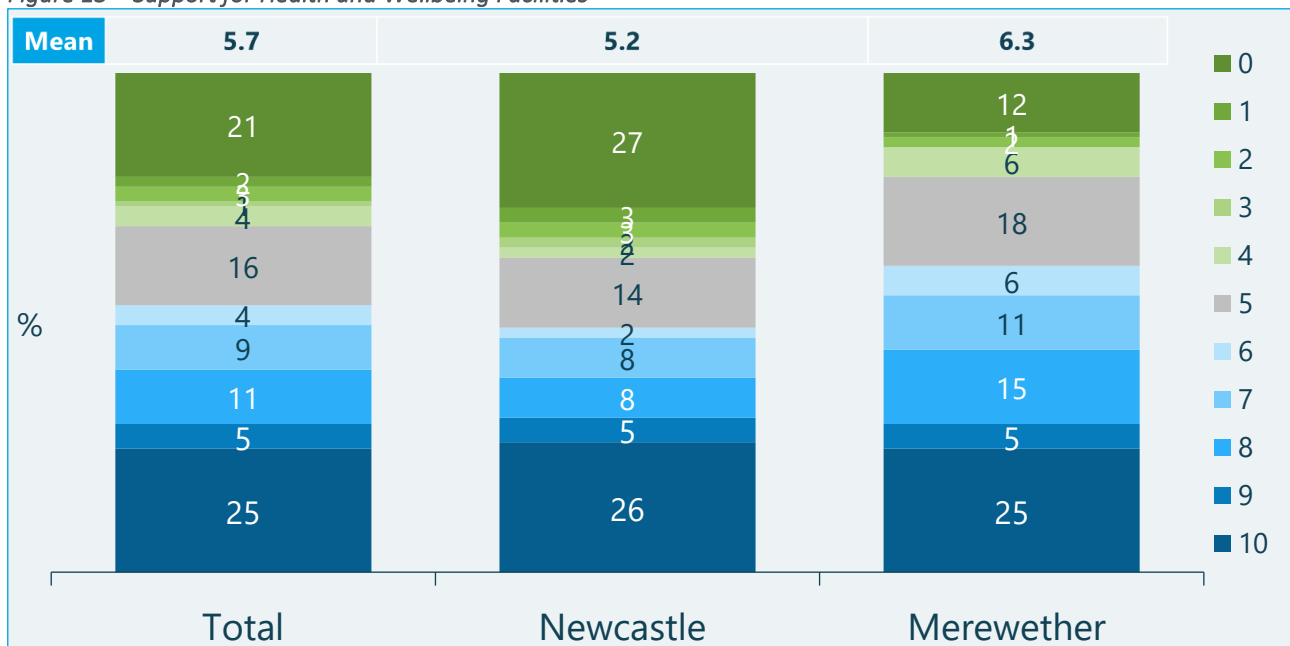
Figure 13 shows the detailed breakdown of the support given by respondents of the support given by respondents regarding including a health and wellbeing facilities in the new plans.

More than a quarter of respondents provided the highest support rating for this potential change in relation to the Newcastle Ocean Baths (26% gave a 10 out of 10), while almost half gave a rating of 6 or more (49%). However, more than one quarter were also not at all supportive of this (27% gave a 0 out of 10) and 37% gave a low rating (0 to 4 out of 10).

For the Merewether location one quarter gave the highest support rating (25% gave a 10 out of 10), with 62% giving 6 or more out of 10 for this potential change. Even so, more than one fifth (21%) gave a low level of support for this (rating their support with a 0 to 4 out of 10).

The mean support ratings were fairly low for Newcastle but reasonable for Merewether (5.2 for Newcastle and 6.3 for Merewether).

Figure 13 – Support for Health and Wellbeing Facilities



Q7. There may also be the opportunity to include future uses within the new plan. Again, using a scale from 0 to 10, where 0 means you DO NOT SUPPORT and 10 means you STRONGLY SUPPORT, please indicate the extent to which you personally support each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

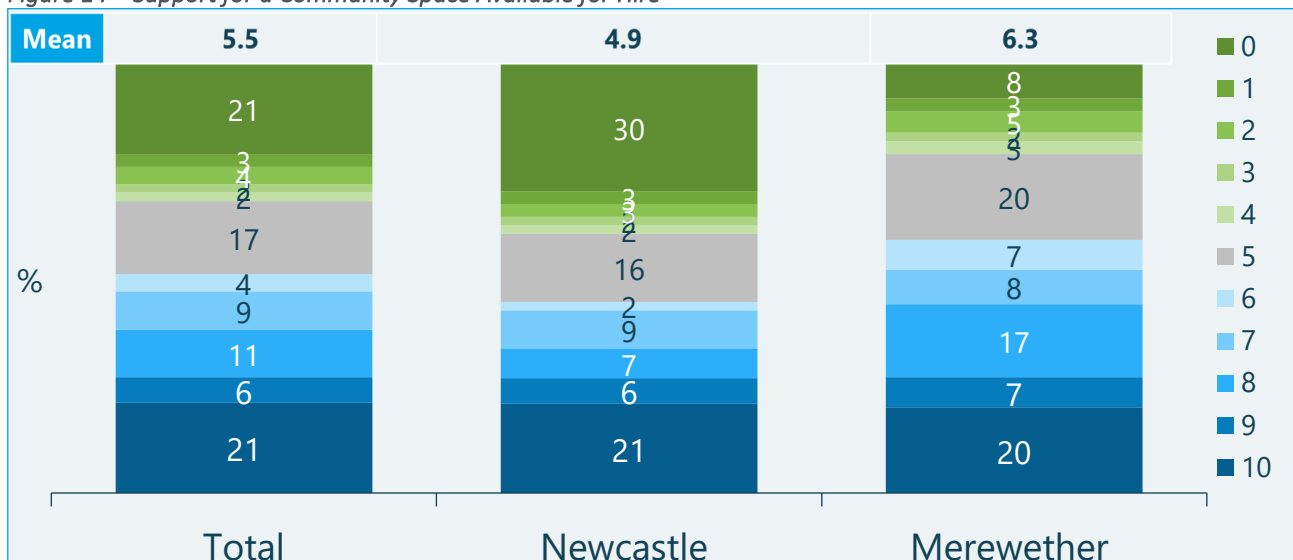
Figure 14 shows the detailed breakdown of the support given by respondents in relation to the new plans including a community space available for hire.

Support was extremely polarised for Newcastle. More than a fifth of respondents provided the highest support rating for this potential change in relation to the Newcastle Ocean Baths (21% gave a 10 out of 10), while more than two fifths gave a rating of 6 or more (45%). However, three in ten were not at all supportive of this (30% gave a 0 out of 10) and two fifths gave a low rating (40% gave a 0 to 4 out of 10).

For the Merewether location one fifth gave the highest support rating (20% gave a 10 out of 10), but more than half were supportive to some degree (59% gave a 6 or more out of 10 for this potential change). Even so, more than one fifth (21%) gave a low level of support for this (rating their support with a 0 to 4 out of 10).

The mean support ratings were fairly low for Newcastle but reasonable for Merewether (4.9 for Newcastle and 6.3 for Merewether).

Figure 14 – Support for a Community Space Available for Hire



Q7. There may also be the opportunity to include future uses within the new plan. Again, using a scale from 0 to 10, where 0 means you DO NOT SUPPORT and 10 means you STRONGLY SUPPORT, please indicate the extent to which you personally support each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

Figure 15 shows the detailed breakdown of the support given by respondents regarding the inclusion of a restaurant, dining space and bar in the new plans.

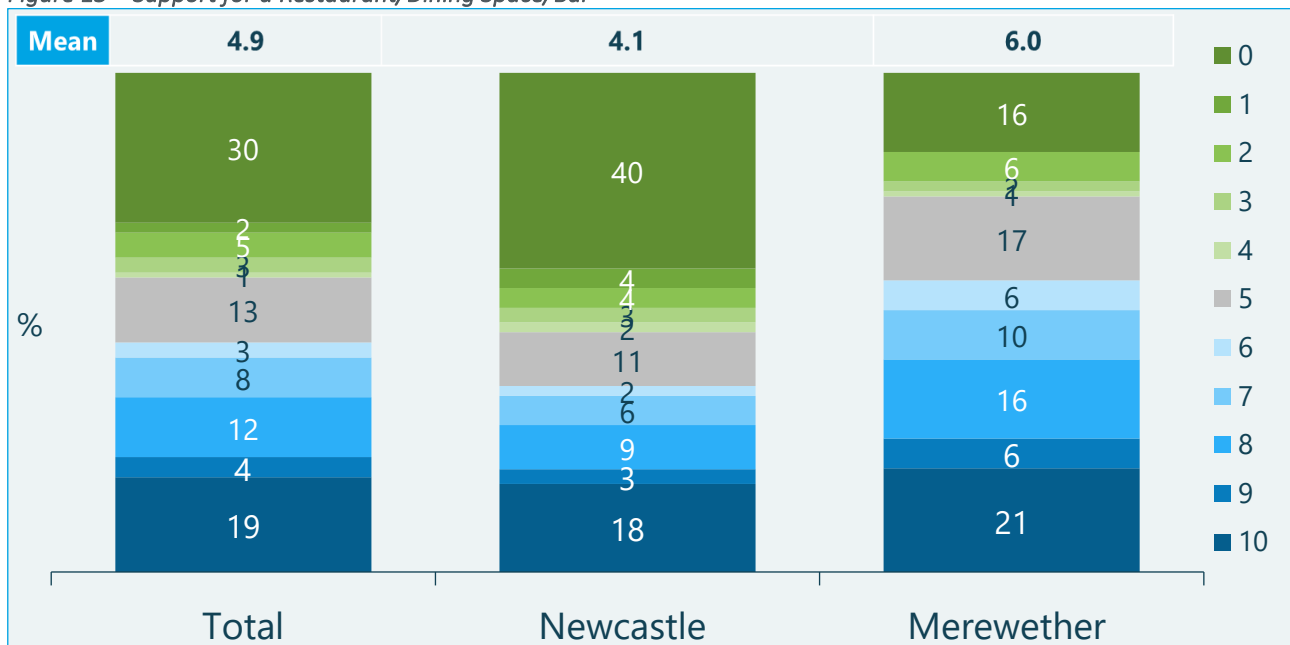
Overall there was more opposition than support for Newcastle, but more support than opposition for Merewether.

Just under one fifth of respondents provided the highest support rating for this potential change in relation to the Newcastle Ocean Baths (18% gave a 10 out of 10), while less than two fifths showed support by giving a rating of 6 or more (38%). However, two fifths were not at all supportive of this (40% gave a 0 out of 10) and more than half gave a low support rating (53% gave a 0 to 4 out of 10).

For the Merewether location just over one fifth gave the highest support rating (21% gave a 10 out of 10), but more than half were supportive to some degree (59% gave a 6 or more out of 10 for this potential change). One quarter (25%) still gave a low level of support for this (rating their support with a 0 to 4 out of 10).

The mean support ratings were low for Newcastle but reasonable for Merewether (4.1 for Newcastle and 6.0 for Merewether).

Figure 15 – Support for a Restaurant/Dining Space/Bar



Q7. There may also be the opportunity to include future uses within the new plan. Again, using a scale from 0 to 10, where 0 means you DO NOT SUPPORT and 10 means you STRONGLY SUPPORT, please indicate the extent to which you personally support each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

Figure 16 shows the detailed breakdown of the support given by respondents in relation to the new plans including a gym.

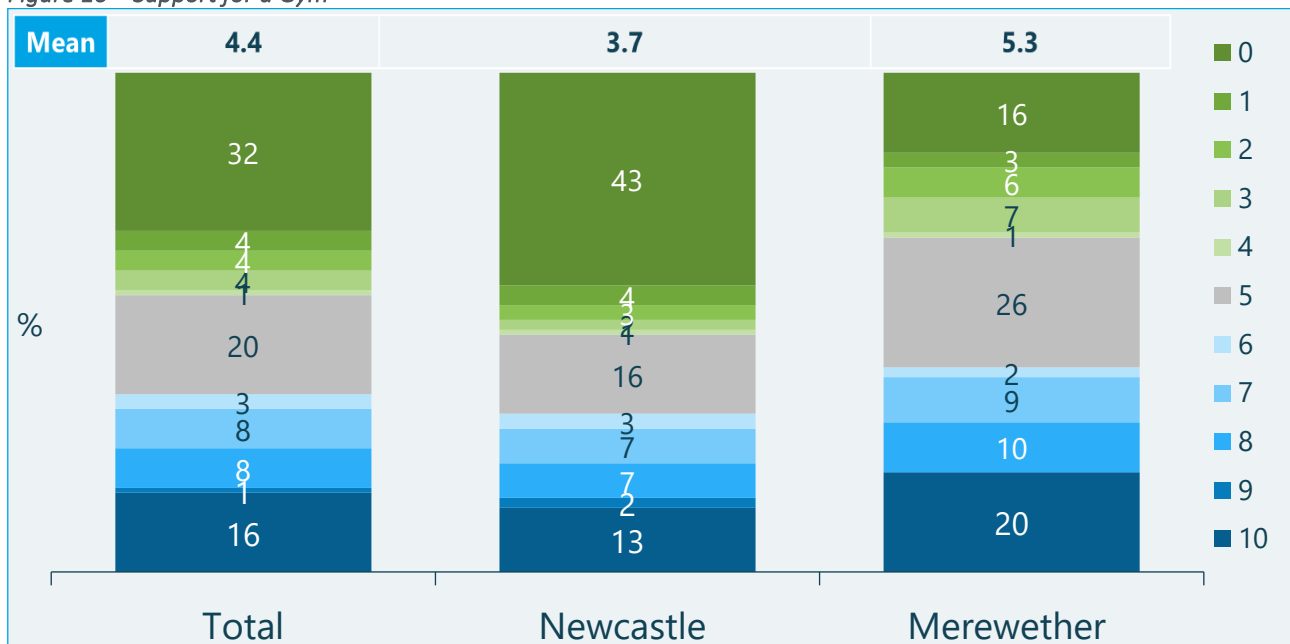
Overall there was relatively little support for this change at the Newcastle Ocean Baths, while there were fairly mixed reactions in relation to Merewether.

Just over one in ten respondents provided the highest support rating for this potential change in relation to the Newcastle Ocean Baths (13% gave a 10 out of 10), while less than a third showing any level of support by giving a rating of 6 or more (32%). However, more than two fifths were not at all supportive of this (33% gave a 0 out of 10) and more than half gave a low support rating (53% gave a 0 to 4 out of 10).

For the Merewether location one fifth gave the highest support rating (20% gave a 10 out of 10), while more than two fifths were supportive to some degree (41% gave a 6 or more out of 10 for this potential change). Around one in six (16%) still gave the lowest support rating (0 out of 10) while a third displayed a low level of support overall (33% rated their support with a 0 to 4 out of 10).

The mean support ratings were low for Newcastle and also fairly low for Merewether (3.7 for Newcastle and 5.3 for Merewether).

Figure 16 – Support for a Gym



Q7. There may also be the opportunity to include future uses within the new plan. Again, using a scale from 0 to 10, where 0 means you DO NOT SUPPORT and 10 means you STRONGLY SUPPORT, please indicate the extent to which you personally support each of the following?

BASE: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

4.3 Additional Comments

All survey respondents were offered the opportunity to provide additional comments in relation to the ocean bath location they were providing feedback on.

Overall, the majority of respondents chose not to provide any additional comments (56% for Newcastle and 79% for Merewether). It follows that the comments received were at relatively low levels.

The most common addition comment made in relation to the Newcastle Ocean Baths was a desire to maintain the heritage aspect of the existing building (including the façade), as mentioned by 14% of these respondents. A further 9% also indicated that they would like it kept as it is currently.

Comments emerging in relation to the Merewether location were less consistent – with the most common outtake being a comment indicating that respondents enjoy their time there (4%).

Table 4 – Additional Comments

	All respondents (n=218) %	Ocean Bath Visited	
		Newcastle (n=129) %	Merewether (n=89) %
Suggestions			
Maintain heritage (i.e. façade)	9	14	1
Keep it as it is	6	9	2
Keep it accessible to all/a community space	4	5	1
Improvements needed (non-specific)	4	5	1
Continue free access	3	5	1
It's great (fun, clean, etc.)	3	2	4
More parking	2	2	2
Keep it in public hands	2	3	1
Maintain/improve cleanliness	2	2	2
Better physical accessibility	2	3	-
Other	12	15	8
No/Don't know	65	56	79

Q8. Are there any other comments you would like to make about the Newcastle / Merewether Ocean Baths?

Base: All respondents (Total n=218; Newcastle n=129; Merewether n=89)

5. Summary of Findings

The respondent profile shows that there was a good cross section of the community included in the study. In addition, the large majority of respondents had been users of one or both of the ocean baths in the 12 months prior to the survey (89% in total).

In terms of the feedback in relation to the Newcastle Ocean Baths, the following emerged:

- There was a high level of importance placed on improving the shade and improving the existing facilities (73% 8+ ratings for each). There was also a reasonable level of importance placed on improving the existing facilities;
- In terms of priorities for change, shade also emerged as a key priority. So too did upgrading the toilet facilities (an Index Score of 46 for both). Better shower facilities and car parking were the secondary level priorities for change (Index Scores of 26 and 23 respectively);
- While there were a range of additional improvements suggested, the most common one was to maintain or improve on cleanliness standards (9%);
- Support for the broad areas of potential change was somewhat mixed. While there was evidence of support for some aspects (e.g. 59% showed some level of support for including a café or kiosk within the new plan and 49% for the inclusion of health & wellbeing facilities), there was some clear opposition for each potential area of change (varying from 28% for a café/kiosk to 53% for both a gym and restaurant/bar).

In terms of the feedback in relation to the Merewether Ocean Baths, the following emerged:

- There was a high level of importance placed on improving the shade and improving the existing facilities (72% and 63% 8+ ratings respectively). There was also a reasonable level of importance placed on improving the kiosk/café;
- In terms of priorities for change, car parking emerged as a key priority (an Index Score of 46). So too did more seating and upgrading the toilet facilities (Index Scores of 42 and 37 respectively). Improved vehicle access and better shower facilities were the secondary level priorities for change (Index Scores of 22 and 19 respectively);
- There were relatively few additional improvements suggested for this location, with the most common aspect to emerge already being one of the promoted measures (6% mentioned the need for more shade);
- Support for the broad areas of potential change was more evident for this location than it was for Newcastle. There was a relatively high level of support for plans to include a café or kiosk (76% showed some level of support), health & wellbeing facilities (62% total support), as well

as a community space available for hire and a restaurant/dining space/bar (59% total support for both).

Appendix: Questionnaire

RECORD DATE: ____ / ____ / 2020

RECORD TIME: _____ am/pm

RECORD LOCATION: _____

INTRODUCTION

Good morning/afternoon. We are doing a short survey for the City of Newcastle, to obtain feedback about the Newcastle and Merewether Ocean Baths. It should only take about 5 minutes to complete, and your feedback will be used to feed into the direction of both sites.

If you choose to, you can go in the running to win one of five \$50 Coles or Woolworths vouchers.

Your answers will remain confidential and reporting will only be done in combination with all other responses.

USE OF THE OCEAN BATHS

1. Firstly, have you used either the Newcastle or Merewether Ocean Baths in the last 12 months?

MR

- | | |
|--|---|
| Yes, have used Newcastle Ocean baths | 1 |
| Yes, have used Merewether Ocean baths | 2 |
| I have not used either in the last 12 months | 3 |

Q2, THEN GO TO Q4

2. **IF CODES 1 AND 2 AT Q1, OR CODE 3 AT Q1, ASK:** For the remainder of the questionnaire I need you to think about **either** the Newcastle **OR** Merewether Ocean Baths. Which one are you more familiar with?

- | | |
|------------------------|---|
| Newcastle Ocean baths | 1 |
| Merewether Ocean baths | 2 |

3. **ONLY USERS (CODE 1 AND/OR 2 AT Q1):** Which of the following do you normally do when at the Newcastle/Merewether Ocean Bath? **READ OUT. MR**

- | | |
|--|---|
| Swimming | 1 |
| Exercise & Fitness (boot camp, training) | 2 |
| Walking | 3 |
| Getting something to eat | 4 |
| Family or social outings | 5 |
| Community club gatherings | 6 |
| Leisure activities & recreation (sketching, photography) | 7 |
| Something else (SPECIFY) _____ | 8 |

LEVEL OF IMPORTANCE

4. The City of Newcastle is currently considering upgrades to the Newcastle / Merewether Ocean Baths. Using a scale from 0 to 10, where 0 means it is NOT AT ALL IMPORTANT and 10 means it is EXTREMELY IMPORTANT, please indicate the extent to which you personally feel that it is important for the City to do each of the following? **ROTATE ORDER**

	<i>Not At All Important</i>					<i>Extremely Important</i>					
	0	1	2	3	4	5	6	7	8	9	10
Improve the existing facilities e.g. changerooms at the baths											
Improve the shade at the baths											
Improve the existing kiosk/cafe											
Improve existing accessibility at the baths											
Provide a community meeting space at the baths											

5. If you could choose up to five changes to be prioritised in any changes that occur, which of the following would you like to see prioritised?

What is your first priority? And second? Third? Fourth? Fifth? **ROTATE ORDER. RECORD IN ORDER OF PREFERENCE.**

Improved vehicle access	_____
New stairs	_____
Access ramps	_____
Improved accessibility	_____
More shade / shelter	_____
Seating	_____
Upgraded toilets	_____
Better showering facilities	_____
An outdoor shower facility	_____
Individual change rooms (rather than shared)	_____
Baby change facilities	_____
More/improved lighting	_____
Safer pedestrian access	_____
Car parking	_____
Bike racks	_____
Outdoor exercise equipment	_____
Bubblers / taps for drinking water	_____
Barbeques	_____
Lockers	_____
Improved food options	_____

6. What, if any, other improvements would you like to be made at the Newcastle / Merewether Ocean Baths?

7. There may also be the opportunity to include future uses within the new plan. Again, using a scale from 0 to 10, where 0 means you DO NOT SUPPORT and 10 means you STRONGLY SUPPORT, please indicate the extent to which you personally support each of the following?

ROTATE ORDER

	<i>Do Not Support</i>					<i>Strongly Support</i>					
A café/kiosk	0	1	2	3	4	5	6	7	8	9	10
A gym	0	1	2	3	4	5	6	7	8	9	10
A community space available for hire	0	1	2	3	4	5	6	7	8	9	10
Health & wellbeing facilities	0	1	2	3	4	5	6	7	8	9	10
A restaurant/dining/bar	0	1	2	3	4	5	6	7	8	9	10

8. Are there any other comments you would like to make about the Newcastle / Merewether Ocean Baths?

DEMOGRAPHICS

And now, just a couple more questions to ensure we have spoken to a good cross section of the community

9. **RECORD GENDER**
- | | |
|--------|---|
| Male | 1 |
| Female | 2 |

10. Which of the following age ranges do you fit into? **READ OUT**

- | | |
|----------------|---|
| 16 to 24 years | 1 |
| 25 to 34 years | 2 |
| 35 to 44 years | 3 |
| 45 to 54 years | 4 |
| 55 to 64 years | 5 |

65 to 74 years	6
75 or older	7
REFUSED (DO NOT OFFER)	8

11. Do you live locally?

Yes	1	No	2
-----	---	----	---

12. **IF CODE 1 AT Q12, ASK:** What suburb do you live in?

13. **IF CODE 2 AT Q12, ASK** Can you please tell me your postcode:

____ _

OR IF FROM OVERSEAS: Please tell me your country:

If you would like to go in the running for one of five \$50 gift vouchers, please provide contact details (these details will only be used for the prize draw):

NAME: _____

EMAIL or PHONE: _____

Bath Poll Newcastle



ReachTEL conducted a survey of 898 respondents across City of Newcastle. The survey was conducted on Thursday, 13th February 2020. This polling was commissioned by City of Newcastle Council.

Question 1:

How important do you think it is that City of Newcastle improves the existing facilities, for example changerooms, at the Newcastle Ocean Baths?

	Female	Male	Grand Total
1_VERY_IMPORTANT	63.45%	59.04%	61.30%
2_SOMEWHAT_IMPORTANT..	25.40%	31.84%	28.53%
3_NOT_AT_ALL_IMPORT..	7.53%	7.75%	7.64%
4_UNDECIDED	3.63%	1.37%	2.53%
Grand Total	100.00%	100.00%	100.00%

	18_34	35_50	51_65	65Plus	Grand Total
1_VERY_IMPORTANT	56.80%	58.50%	63.72%	70.36%	61.30%
2_SOMEWHAT_IMPORTANT	30.22%	30.48%	27.37%	24.20%	28.53%
3_NOT_AT_ALL_IMPORTANT	10.92%	8.89%	4.73%	3.48%	7.64%
4_UNDECIDED	2.06%	2.12%	4.18%	1.95%	2.53%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

	1_WARD_1	2_WARD_2	3_WARD_3	4_WARD_4	5_DON_T_KNOW	Grand Total
1_VERY_IMPORTANT	74.27%	84.66%	71.50%	60.42%	55.93%	61.30%
2_SOMEWHAT_IMPORTANT	14.37%	13.79%	22.48%	26.03%	33.09%	28.53%
3_NOT_AT_ALL_IMPORTANT	11.35%	0.77%	4.52%	11.75%	7.72%	7.64%
4_UNDECIDED		0.77%	1.50%	1.80%	3.27%	2.53%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Bath Poll Newcastle



Question 2:

How important do you think it is that City of Newcastle improves the shade at the Newcastle Ocean Baths?

	Female	Male	Grand Total
1_VERY_IMPORTANT	66.76%	53.24%	60.18%
2_SOMEWHAT_IMPORTANT	24.88%	29.56%	27.16%
3_NOT_AT_ALL_IMPORTANT	7.13%	14.41%	10.67%
4_UNDECIDED	1.23%	2.79%	1.99%
Grand Total	100.00%	100.00%	100.00%

	18_34	35_50	51_65	65Plus	Grand Total
1_VERY_IMPORTANT	58.73%	62.35%	59.61%	60.49%	60.18%
2_SOMEWHAT_IMPORTANT	27.67%	22.30%	29.22%	30.41%	27.16%
3_NOT_AT_ALL_IMPORTANT	12.02%	13.09%	9.52%	6.32%	10.67%
4_UNDECIDED	1.58%	2.26%	1.65%	2.78%	1.99%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

	1_WARD_1	2_WARD_2	3_WARD_3	4_WARD_4	5_DON_T_KNOW	Grand Total
1_VERY_IMPORTANT	63.88%	55.82%	59.51%	65.10%	59.67%	60.18%
2_SOMEWHAT_IMPORTANT	21.91%	29.03%	31.47%	19.74%	28.20%	27.16%
3_NOT_AT_ALL_IMPORTANT	13.61%	15.14%	9.03%	15.16%	9.31%	10.67%
4_UNDECIDED	0.60%				2.82%	1.99%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Bath Poll Newcastle



Question 3:

How important do you think it is that City of Newcastle improves the existing kiosk at the Newcastle Ocean Baths?

	Female	Male	Grand Total
1_VERY_IMPORTANT	34.81%	41.16%	37.90%
2_SOMEWHAT_IMPORTANT	45.32%	37.31%	41.42%
3_NOT_AT_ALL_IMPORTANT	15.93%	18.26%	17.07%
4_UNDECIDED	3.94%	3.27%	3.61%
Grand Total	100.00%	100.00%	100.00%

	18_34	35_50	51_65	65Plus	Grand Total
1_VERY_IMPORTANT	43.81%	29.56%	35.78%	41.24%	37.90%
2_SOMEWHAT_IMPORTANT	37.98%	42.35%	43.46%	43.88%	41.42%
3_NOT_AT_ALL_IMPORTANT	14.56%	24.17%	17.88%	10.85%	17.07%
4_UNDECIDED	3.64%	3.92%	2.88%	4.03%	3.61%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

	1_WARD_1	2_WARD_2	3_WARD_3	4_WARD_4	5_DON_T_KNOW	Grand Total
1_VERY_IMPORTANT	74.27%	84.66%	71.50%	60.42%	55.93%	61.30%
2_SOMEWHAT_IMPORTANT	14.37%	13.79%	22.48%	26.03%	33.09%	28.53%
3_NOT_AT_ALL_IMPORTANT	11.35%	0.77%	4.52%	11.75%	7.72%	7.64%
4_UNDECIDED		0.77%	1.50%	1.80%	3.27%	2.53%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Bath Poll Newcastle



Question 4:

How important do you think it is that City of Newcastle improves the existing accessibility at Newcastle Ocean Baths?

	Female	Male	Grand Total
1_VERY_IMPORTANT	60.43%	52.45%	56.55%
2_SOMEWHAT_IMPORTANT	21.70%	24.30%	22.97%
3_NOT_AT_ALL_IMPORTANT	13.80%	17.69%	15.69%
4_UNDECIDED	4.07%	5.55%	4.79%
Grand Total	100.00%	100.00%	100.00%

	18_34	35_50	51_65	65Plus	Grand Total
1_VERY_IMPORTANT	56.19%	57.30%	55.39%	57.54%	56.55%
2_SOMEWHAT_IMPORTANT	15.66%	20.25%	29.39%	32.17%	22.97%
3_NOT_AT_ALL_IMPORTANT	21.36%	19.12%	11.33%	6.00%	15.69%
4_UNDECIDED	6.80%	3.32%	3.89%	4.28%	4.79%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

	1_WARD_1	2_WARD_2	3_WARD_3	4_WARD_4	5_DON_T_KNOW	Grand Total
1_VERY_IMPORTANT	55.39%	48.07%	55.19%	69.44%	56.34%	56.55%
2_SOMEWHAT_IMPO..	15.25%	21.12%	36.52%	16.09%	24.04%	22.97%
3_NOT_AT_ALL_IMPO..	22.28%	24.53%	3.29%	13.65%	14.88%	15.69%
4_UNDECIDED	7.08%	6.28%	4.99%	0.81%	4.74%	4.79%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Bath Poll Newcastle



Question 5:

How important do you think it is having a community meeting space provided at Newcastle Ocean Baths

	Female	Male	Grand Total
1_VERY_IMPORTANT	20.83%	15.59%	18.28%
2_SOMEWHAT_IMPORTANT	35.04%	30.60%	32.88%
3_NOT_AT_ALL_IMPORTANT	37.94%	46.98%	42.34%
4_UNDECIDED	6.19%	6.83%	6.50%
Grand Total	100.00%	100.00%	100.00%

	18_34	35_50	51_65	65Plus	Grand Total
1_VERY_IMPORTANT	22.33%	16.94%	15.82%	15.79%	18.28%
2_SOMEWHAT_IMPORTANT	30.70%	26.43%	36.00%	41.90%	32.88%
3_NOT_AT_ALL_IMPORTANT	40.17%	51.06%	41.31%	35.50%	42.34%
4_UNDECIDED	6.80%	5.58%	6.87%	6.80%	6.50%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

	1_WARD_1	2_WARD_2	3_WARD_3	4_WARD_4	5_DON_T_KNOW	Grand Total
1_VERY_IMPORTANT	23.19%	13.86%	20.44%	28.93%	16.72%	18.28%
2_SOMEWHAT_IMPORTANT	23.85%	35.17%	33.29%	23.01%	34.99%	32.88%
3_NOT_AT_ALL_IMPORTANT	43.61%	43.36%	42.78%	43.81%	41.83%	42.34%
4_UNDECIDED	9.35%	7.61%	3.49%	4.25%	6.46%	6.50%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Bath Poll Newcastle



Question 4a:

Which ward do you live in?

	Female	Male	Grand Total
1_WARD_1	6.99%	12.43%	9.64%
2_WARD_2	9.23%	7.58%	8.43%
3_WARD_3	3.67%	7.01%	5.29%
4_WARD_4	6.74%	9.41%	8.04%
5_DON_T_KNOW	73.36%	63.58%	68.60%
Grand Total	100.00%	100.00%	100.00%

	18_34	35_50	51_65	65Plus	Grand Total
1_WARD_1	9.95%	8.64%	11.31%	8.42%	9.64%
2_WARD_2	12.98%	5.05%	7.13%	6.43%	8.43%
3_WARD_3	1.58%	7.51%	5.12%	9.15%	5.29%
4_WARD_4	7.28%	9.24%	7.26%	8.70%	8.04%
5_DON_T_KNOW	68.20%	69.56%	69.19%	67.30%	68.60%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

Bath Poll Newcastle



This survey was conducted using an automated telephone based survey system among 898 respondents. Telephone numbers and the person within the household were selected at random. The results have been weighted by gender and age to reflect the population..