

## REPORT

# EQ Masterplan Redevelopment

A survey of Sydney residents to  
measure support for proposed site  
enhancements

September 2021



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September 2021

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## 1. EXECUTIVE SUMMARY

In August 2021, The Entertainment Quarter (EQ) at Moore Park commissioned Taverner Research Group to conduct a survey of 1,000+ adult Sydney residents to understand attitudes towards a proposed redevelopment of the site.

A random telephone survey of 400 residents in the City of Sydney, Randwick, Waverley and Woollahra LGAs (termed “locals”) was augmented by an online survey of 604 residents living across the remainder of Greater Sydney. Random sampling error for the two samples is +/- 4.9% and +/- 4.0% respectively.

### Among the major survey conclusions:

1. **Awareness of the EQ site** was high (98% of locals and 87% of Greater Sydney).
2. **Visitation levels** were also high. Of those aware of the site, 91% of locals had visited it at least once in the past three years, along with 54% of Greater Sydney residents. Visitation was significantly higher among younger respondents (i.e. 18-39) in both cohorts. And 55% of locals (plus 22% of Greater Sydney) had visited the site within the past 12 months.
3. **Perceptions of the site** were mixed. While the vast majority across both cohorts agreed it was pedestrian-friendly, felt safe and was a good place to take children, there was also majority agreement that the site felt tired, and/or was “cut off” from the SCG, nearby parks and local residents. And less than 50% of locals felt it was lively or had a good “buzz” (though Greater Sydney residents disagreed somewhat.)
4. **Awareness of the proposed redevelopment** was low (locals 12%, Greater Sydney 19%).
5. **Support for the redevelopment** was high, with 70% of respondents (locals 70%, Greater Sydney 71%) expressing either support or strong support. Meanwhile 5% opposed the redevelopment (locals 9%, Greater Sydney 2%), with the balance neutral.
6. **Major (unprompted) reasons for supporting the redevelopment** included a belief that the current site needed upgrading, that it would provide more entertainment options, that it would be good for the City, and/or that the area would become more accessible.
7. **The only (unprompted) concerns** were around traffic/congestion/noise (1.4% of all respondents) and/or a belief that redevelopment is unnecessary (1%).
8. **Support rose further** if extra revenue generated by the redevelopment could be specifically allocated to maintaining or improving Centennial Parklands.
9. **In relation to the proposed hotel and office building**, 62% expressed support (locals 58%, Greater Sydney 64%) against 12% opposing (locals 19%,



## 1. EXECUTIVE SUMMARY

Greater Sydney 7%). This was on the understanding that the new buildings would not overshadow surrounding parklands.

**10. As to what else should be included in the redevelopment, there was strong support for:**

- a. Additional cultural/entertainment facilities (88% support)
- b. More green and open space (86%)
- c. Enhanced farmers' markets (84%)
- d. More bars, cafes and restaurants (81%)
- e. A dedicated children's playground and waterplay area (81%)
- f. Improved connections between EQ, the SCG and Moore Park (80%)
- g. Bike and running tracks linking EQ to Moore Park and Centennial Park (80%)



## 2. RESEARCH DESIGN

The Entertainment Quarter (EQ) at Moore Park in Sydney's Eastern suburbs commissioned Taverner Research to conduct a survey of Greater Sydney residents regarding the future of the EQ site. The Masterplan Development Survey aimed to collect 1,000 completed responses from residents of Greater Sydney. The survey comprised a telephone survey (n=400) of residents of the City of Sydney, Randwick, Waverley and Woollahra local government areas, and an online survey (n=600) of residents across the rest of Greater Sydney.

### Computer-Assisted Telephone Interviewing (CATI) Survey

A telephone survey was used to secure a response from 400 residents of the City of Sydney, Randwick, Waverley and Woollahra local government areas. The telephone survey was conducted over the period 6 September to 13 September 2021.

The telephone survey has a sampling error of +/- 4.9% at the 95% confidence level. This means if we were to repeat the survey 20 times, in 19 of those times the results will be within 4.9% of the true population value.

### Online Survey

An online survey was used to collect 604 responses from residents across Greater Sydney outside of the local government areas of the telephone survey. This was intended to represent the potential visitor market. The online survey was conducted over the period 2 September to 9 September 2021. The online survey has a sampling error of +/-4.0% at the 95% confidence level.





## 2. RESEARCH DESIGN

### How to read this report

This report presents the results of the Masterplan Development Survey. Results for the telephone survey (i.e. local residents) and the online survey (i.e. Greater Sydney) are reported separately.

### Terminology

'Local residents' is used to represent respondents to the CATI survey (n=400). These respondents live within the local government areas of Sydney, Randwick, Waverley and Woollahra.

'Greater Sydney' is used to represent the respondents to the online survey (n=604). These respondents live within the local government areas of the Greater Sydney metropolitan area except for the four LGAs from the CATI survey.

'EQ' is used to refer to the Entertainment Quarter at Moore Park.

### Statistically significant differences

Throughout the report differences between groups are described as significant differences if they reached statistical significance using an error rate of  $\alpha=0.05$ . This means that if repeated independent random samples of similar size were obtained from a population in which there was no actual difference, less than 5% of the samples would show a difference as large or larger than the one obtained.

Statistically significant differences are highlighted throughout the report using **green** for positive differences and **red** for negative differences.

### Notes on data aggregation

Aggregated data reporting in commentary may be different (+/- 1%) to the sum of the individual components shown in a chart or commentary due to rounding.

The sum of the displayed results to single response questions may not add to 100% due to rounding of the individual responses.



### 3. VISITATION

#### Awareness of Sydney precincts

Respondents were asked whether they had heard of four Sydney entertainment precincts, including the Entertainment Quarter (EQ) at Moore Park. This question was used to test unprompted awareness of EQ.

Unprompted awareness of EQ was high among both local residents (98%) and respondents across Greater Sydney (87%). EQ recorded the second highest level of unprompted awareness after Barangaroo.

**Table 3.1** shows that among local residents unprompted awareness was significantly lower among the 60+ age group. However, this trend reversed among Greater Sydney, where the 18-39 group recorded significantly lower unprompted awareness compared to the 60+ group.

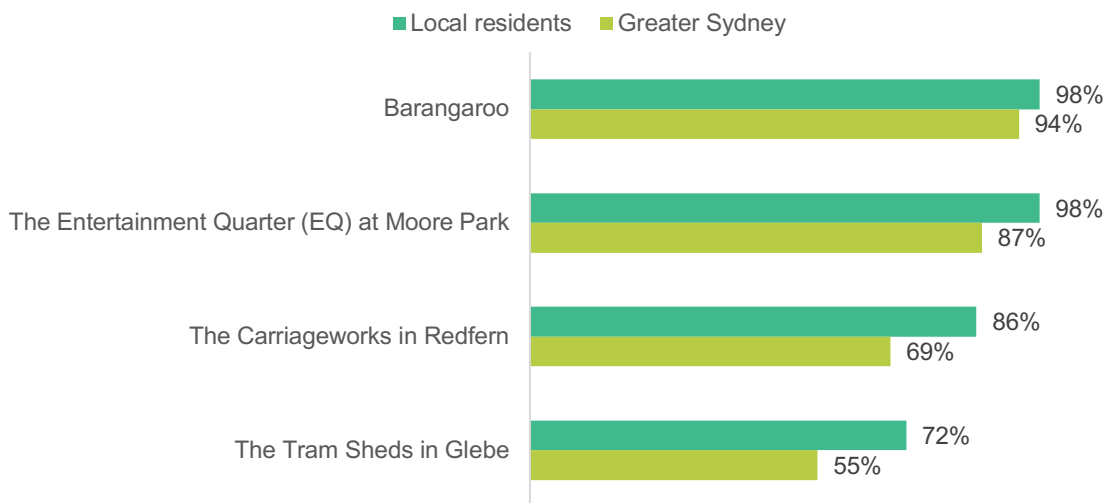
**Figure 3.1** Awareness of Sydney precincts

**Q2:** Which of the following places have you heard of?

Base:

Local residents (n=400)

Greater Sydney (n=604)



**Table 3.1** Awareness of Sydney precincts by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
<b>Barangaroo</b>	96%	100%	98%	<b>88%</b>	<b>97%</b>	<b>99%</b>
<b>The Entertainment Quarter (EQ) at Moore Park</b>	<b>99%</b>	<b>99%</b>	<b>93%</b>	<b>81%</b>	88%	<b>94%</b>
<b>The Carriageworks in Redfern</b>	85%	88%	82%	<b>64%</b>	<b>67%</b>	<b>80%</b>
<b>The Tram Sheds in Glebe</b>	72%	73%	71%	54%	58%	53%



### 3. VISITATION

#### Prompted awareness of EQ

Respondents that were not aware of EQ unprompted were read or shown the following description of the site:

‘This survey relates to the Entertainment Quarter, or EQ, at Moore Park. EQ is next to the Sydney Cricket Ground and Fox Studios, and currently includes a cinema complex, retail, farmers market, showground ring and some office space.’

Respondents that answered they were familiar with EQ after hearing the description continued with the survey. Those that were still not familiar with were screened out of the survey. Therefore, prompted awareness of EQ across the sample was 100%.

#### Visitation in the last three years

For each of the entertainment precincts of which respondents were aware, they were asked which precincts they had visited in the past three years. This time period was chosen to account for unusual visitation patterns caused by the COVID-19 pandemic and the lockdown restrictions.

EQ recorded the highest visitation rate among local residents (91%). This was followed by Barangaroo (85%). For respondents across the rest of the Greater Sydney region, 69% had visited Barangaroo in the past three years. More than half (54%) had visited EQ.

**Table 3.2** shows that visitation was strongly related to age, with the 18-39 group significantly more likely to have visited precincts including EQ compared to the 60+ group.

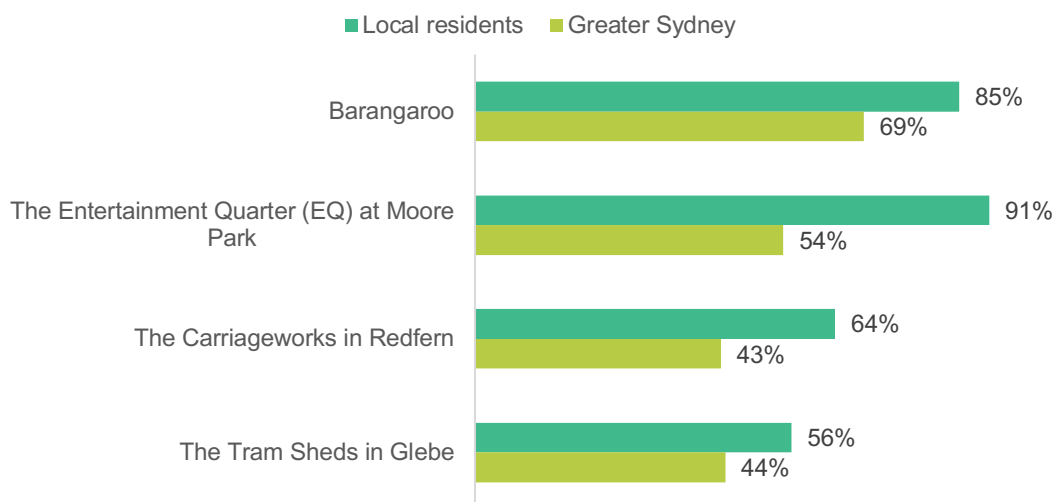
**Figure 3.2** Visitation (last three years)

Q3: And which of these have you visited within the past three years or so?

Base:

Local residents – Aware of precinct (n=161 to n=354)

Greater Sydney – Aware of precinct (n=147 to n=388)





### 3. VISITATION

**Table 3.2** Visitation (last three years) by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
Barangaroo	89%	89%	69%	79%	73%	46%
The Entertainment Quarter (EQ) at Moore Park	96%	88%	78%	66%	60%	30%
The Carriageworks in Redfern	66%	67%	50%	57%	46%	21%
The Tram Sheds in Glebe	58%	57%	47%	56%	43%	26%

#### Visiting EQ

Respondents were read or shown the following description of the site:

‘This survey relates to The Entertainment Quarter, or EQ. The site includes the Showground Ring, large grassy oval, food area and farmers market, Hoyts cinema and a multi-level car park. It does not include the Fox Studios, Royal Hall of Industries or Hordern Pavilion.’

Respondents were asked the last time they visited EQ. Most (55%) local residents had visited EQ within the past 12 months, with a further 35% visiting 1-3 years ago. Only 2% of local residents have never visited EQ. Across Greater Sydney, 22% had visited EQ in the last 12 months while 39% visited in the past three years. Thirteen% had never visited EQ.

**Table 3.3** shows that both local residents and Greater Sydney residents aged 18-59 were more likely to visited EQ in the last 12 months compared to those aged 60+.

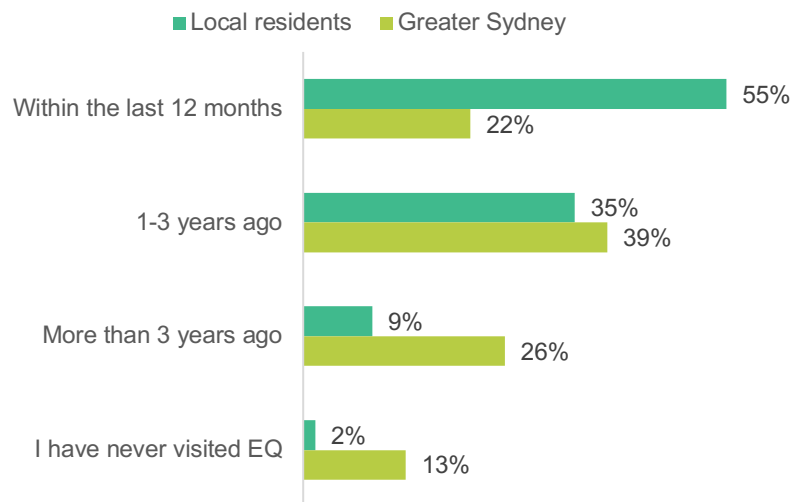


### 3. VISITATION

**Figure 3.3** Last time visited EQ

**Q5:** This survey relates to The Entertainment Quarter, or EQ. The site includes the Showground Ring, large grassy oval, food area and farmers market, Hoyts cinema and a multi-level car park. It does not include the Fox Studios, Royal Hall of Industries or Hordern Pavilion. When was the last time you visited EQ?

Base:  
Local residents (n=400)  
Greater Sydney (n=604)



**Table 3.3** Last time visited EQ by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
<b>Within the last 12 months</b>	58%	61%	35%	30%	22%	5%
<b>1-3 years ago</b>	37%	28%	41%	48%	37%	27%
<b>More than 3 years ago</b>	4%	11%	22%	14%	29%	42%
<b>I have never visited EQ</b>	2%	1%	2%	7%	11%	26%

#### Reasons for not visiting EQ

Respondents that had not visited EQ in the past three years were asked to provide a reason why. They were able to select multiple responses.

Only 11% of local residents had not visited EQ in the past three years. Of this group, the main reason they had not visited was that they had no reason to visit (48%). The next most common reasons were that they thought there was nothing unique or special there (15%), or that they were unsure what was there (11%).

For other Greater Sydney residents, the main reason they had not visited EQ was also that they had no reason to visit. Secondary reasons concerned accessibility, including that it was hard to get to by public transport (22%) or by car (20%).



### 3. VISITATION

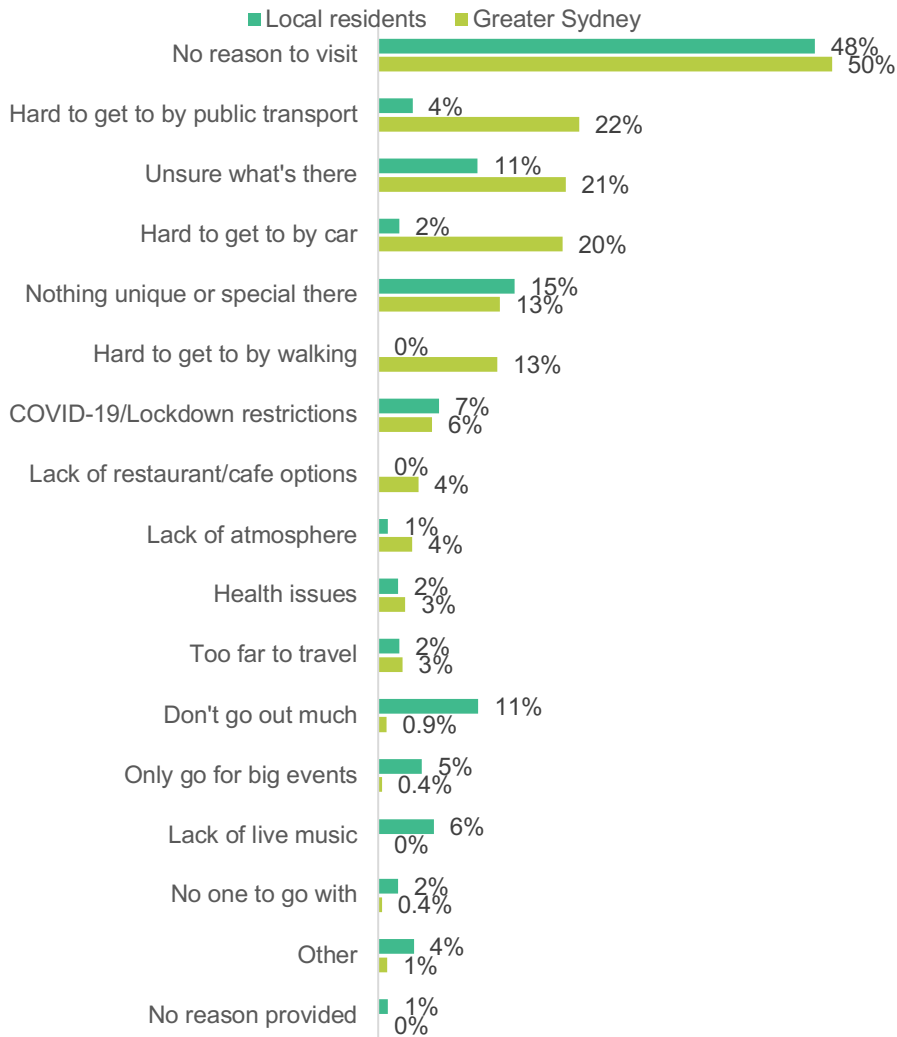
**Figure 3.4** Reasons for not visiting EQ

**Q5A:** Are there any particular reasons you haven't visited the Entertainment Quarter over the past few years? (Please tick any that apply, or add as "other")

Base:

Local residents – Have not visited EQ in past three years (n=42)

Greater Sydney – Have not visited EQ in past three years (n=237)



**Table 3.4** (next page) compares reasons for not visiting EQ by age among residents that have not visited EQ in the past three years - across both local residents and Greater Sydney combined. Results were combined due to the low number of local residents that had not visited EQ.

Respondents aged 40+ were more likely to state they had no reason to visit EQ, while those aged 18-39 were more likely to state they were unsure what was there.



### 3. VISITATION

**Table 3.4** Reasons for not visiting EQ by age

	18-39	40-59	60+
No reason to visit	28%	59%	55%
Hard to get to by public transport	14%	16%	25%
Unsure what's there	36%	16%	12%
Hard to get to by car	19%	16%	18%
Nothing unique or special there	8%	16%	15%
Hard to get to by walking	9%	11%	12%
COVID-19/Lockdown restrictions	6%	4%	8%
Lack of restaurant/cafe options	3%	4%	4%
Lack of atmosphere	3%	7%	0%
Health issues	0%	2%	5%
Too far to travel	4%	1%	3%
Don't go out much	6%	2%	1%
Only go for big events	3%	1%	0%
Lack of live music	4%	0%	0%
No one to go with	0%	1%	1%
Other	2%	1%	2%



## 4. PERCEPTIONS OF EQ

Respondents that had visited EQ in the past three years were asked whether they agreed or disagreed with ten descriptions of EQ. Six descriptions were positively framed while four descriptions were negatively framed.

### Perceptions of local residents

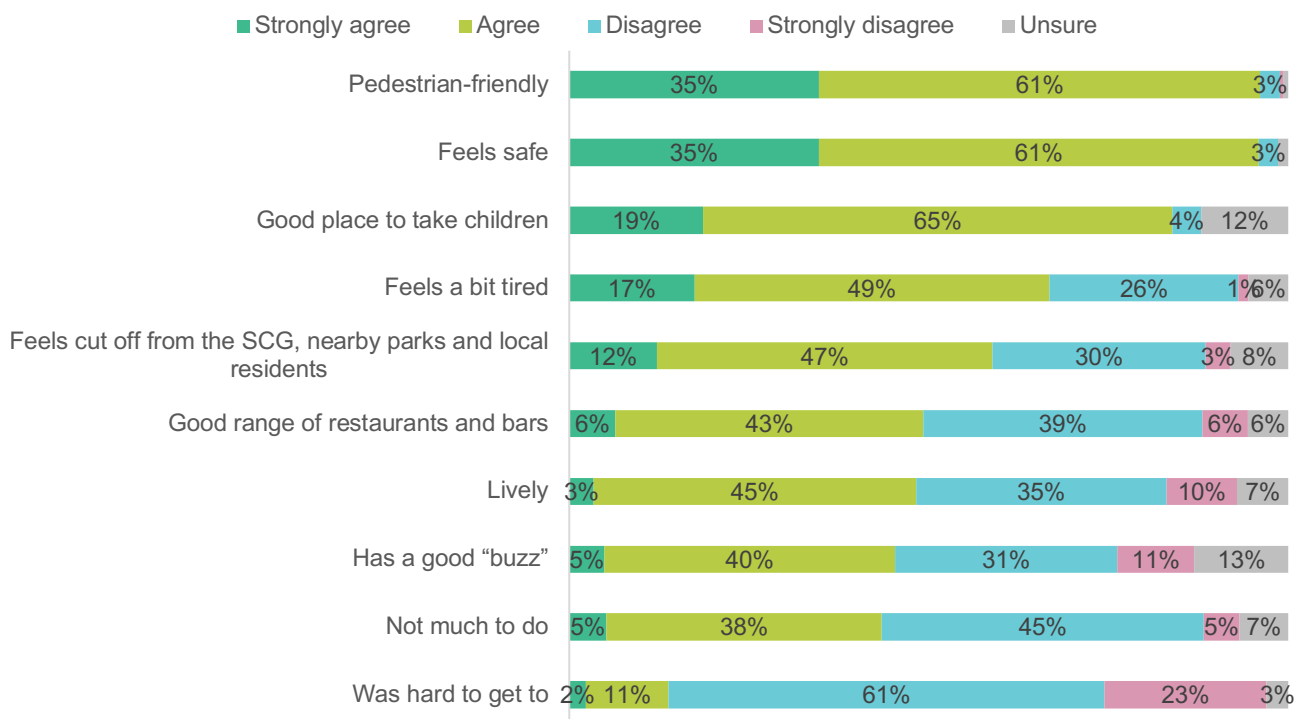
Local residents most strongly agreed that EQ was pedestrian-friendly, felt safe, and was a good place to take children. Furthermore, most local residents disagreed that it was hard to get to, and that there was not much to do.

In total, two thirds (67%) of local residents agreed EQ felt a bit tired, while 59% agreed it felt cut off from the SCG, nearby parks and local residents. Less than half agreed it was lively (48%) and/or had a good 'buzz' (45%).

**Figure 4.1** Perceptions of EQ – Local residents

**Q6:** And thinking about your most recent visit, to what extent would you agree or disagree with the following descriptions of the Entertainment Quarter?

Base: Local residents – Visited in the past three years (n=358)







## 4. PERCEPTIONS OF EQ

**Table 4.1** compares perceptions of EQ by age among local residents. Those aged 18-39 were more likely to agree that EQ was a good place to take children compared to those aged 60+. Local residents aged 40-59 were less likely to agree it had a good range of restaurants and bars, and that it was lively compared to other groups. Apart from this, results were relatively consistent by age.

**Table 4.1** Perceptions of EQ by age – Local residents (Agreement)

	LOCAL RESIDENTS		
	18-39	40-59	60+
Pedestrian-friendly	98%	94%	92%
Feels safe	98%	93%	92%
Good place to take children	<b>87%</b>	83%	<b>73%</b>
Feels a bit tired	63%	72%	72%
Feels cut off from the SCG, nearby parks and local residents	56%	61%	67%
Good range of restaurants and bars	<b>53%</b>	<b>37%</b>	<b>54%</b>
Lively	<b>55%</b>	<b>37%</b>	42%
Has a good “buzz”	48%	39%	44%
Not much to do	38%	52%	51%
Was hard to get to	16%	11%	10%



## 4. PERCEPTIONS OF EQ

### Perceptions of Greater Sydney residents

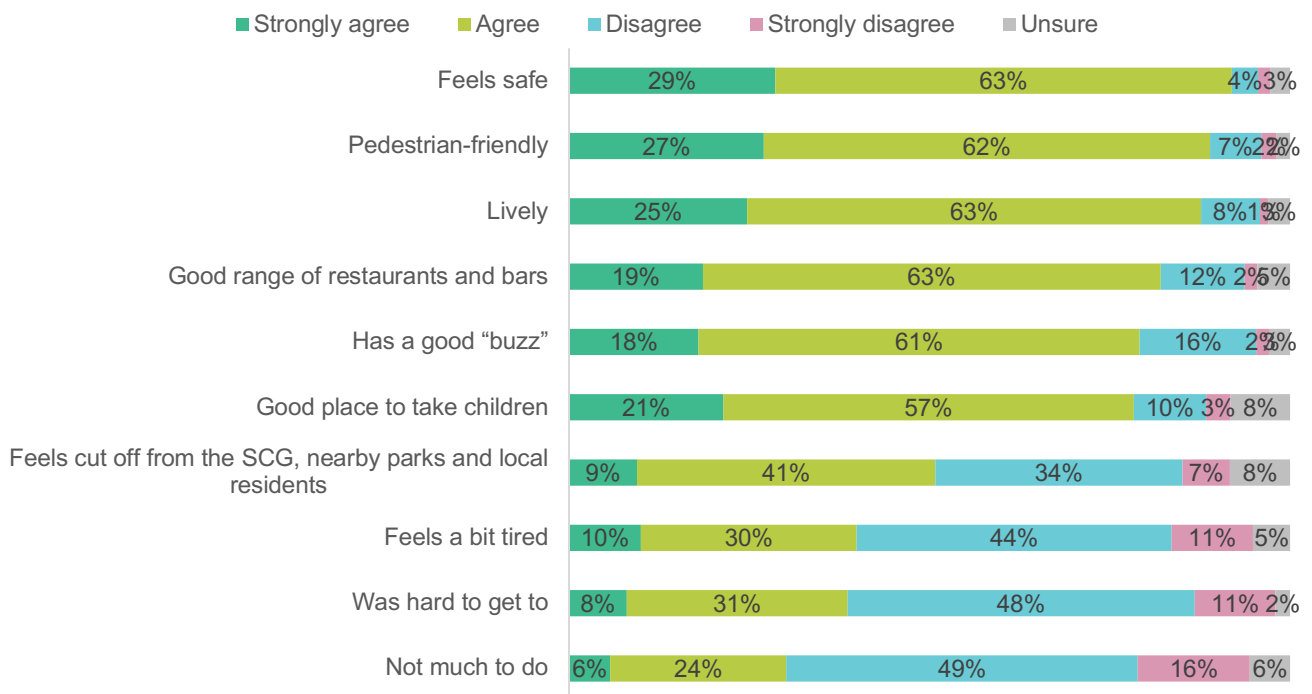
Visitors over the past three years from Greater Sydney were highly positive towards EQ, with the six positively framed descriptions recording the highest agreement. Greater Sydney residents most strongly agreed that EQ felt safe, was pedestrian-friendly, and was lively with a good range of restaurants and bars.

However the majority (51%) of Greater Sydney visitors agreed EQ felt cut off from the SCG, nearby parks and local residents.

**Figure 4.2** Perceptions of EQ – Greater Sydney

**Q6:** And thinking about your most recent visit, to what extent would you agree or disagree with the following descriptions of the Entertainment Quarter?

Base: Greater Sydney – Visited in the past three years (n=367)





## 4. PERCEPTIONS OF EQ

**Table 4.2** compares perceptions of EQ by age among Greater Sydney residents. While all age groups strongly agreed the area was pedestrian-friendly, the 18-39 group recorded significantly lower agreement. Greater Sydney residents aged 60+ were less likely to agree that EQ felt cut off from the SCG, nearby parks and local residents compared to other groups. Otherwise results were quite consistent by age group.

**Table 4.2** Perceptions of EQ by age – Greater Sydney (Agreement)

	GREATER SYDNEY		
	18-39	40-59	60+
Feels safe	92%	93%	89%
Pedestrian-friendly	<b>84%</b>	<b>93%</b>	<b>97%</b>
Lively	90%	85%	84%
Good range of restaurants and bars	82%	81%	83%
Has a good “buzz”	78%	79%	83%
Good place to take children	76%	85%	70%
Feels cut off from the SCG, nearby parks and local residents	<b>58%</b>	<b>49%</b>	<b>25%</b>
Feels a bit tired	44%	39%	26%
Was hard to get to	45%	31%	30%
Not much to do	34%	26%	26%



## 5. REDEVELOPMENT PROPOSAL

This section of the report covers the EQ redevelopment proposal. It includes awareness of the proposal, support for the redevelopment, and interest in potential inclusions for the redevelopment site.

### Awareness of redevelopment proposal

All respondents were read or shown the following description of the EQ redevelopment proposal:

‘There is a proposal before the State Government for a redevelopment of the Entertainment Quarter, designed to create a more active precinct to attract more people to the area during the day and at night. This would involve opening up the site, providing new food and beverage outlets, increasing open space and better connecting the precinct to the SCG, Centennial and Moore Parks with pedestrian corridors linked to the Light Rail. The proposal would also involve redeveloping existing buildings, together with a new hotel and office building. There would be no residential development, as this is not allowed on the site, and the Showring would be returned to a community and sporting space.’

Respondents were then asked whether they were aware of the redevelopment proposal prior to the survey. Awareness of the redevelopment proposal was relatively low among local residents (12%) as well as respondents across Greater Sydney (19%). Overall awareness across the sample was 16%. Awareness was highest among the 18-39 age group in Greater Sydney (see **Table 5.1**).

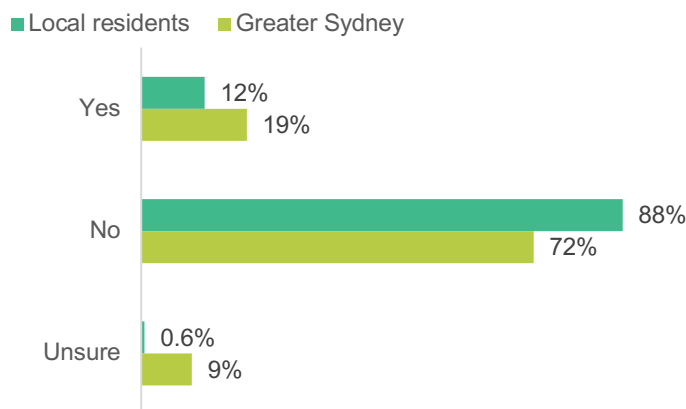
**Figure 5.1** Awareness of redevelopment proposal

**Q7:** Had you heard about this proposal prior to our call?

Base:

Local residents (n=400)

Greater Sydney (n=604)



**Table 5.1** Awareness of redevelopment proposal by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
<b>Yes</b>	10%	14%	14%	<b>30%</b>	<b>15%</b>	<b>6%</b>
<b>No</b>	90%	84%	86%	<b>60%</b>	<b>75%</b>	<b>86%</b>
<b>Unsure</b>	<b>0%</b>	<b>2%</b>	1%	9%	10%	8%



## 5. REDEVELOPMENT PROPOSAL

### Support for the redevelopment of EQ

Respondents were asked to what extent they support or oppose the redevelopment of the EQ site. Overall, 71% of respondents supported the EQ redevelopment proposal, including 31% that strongly supported. Five percent (5%) opposed the proposal.

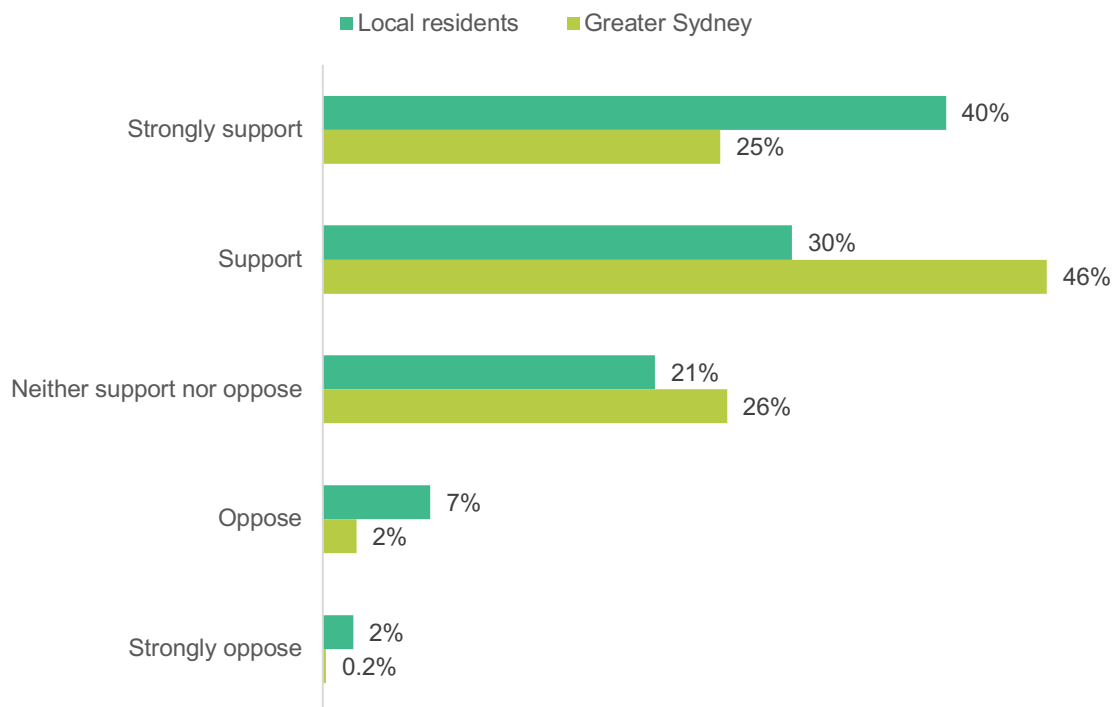
In total, 70% of local residents supported the redevelopment, including 40% who strongly supported the redevelopment. Nine percent (9%) opposed the redevelopment while 21% neither supported nor opposed.

Across Greater Sydney support was also high at 72%, including 25% who strongly supported the redevelopment. Opposition was lower compared to local residents at just 2%. Twenty-six percent (26%) neither supported nor opposed the redevelopment.

**Figure 5.2** Support for redevelopment of EQ

**Q8:** To what extent would you support or oppose this type of redevelopment of the EQ site? Would you say you...

Base:  
Local residents (n=400)  
Greater Sydney (n=604)





## 5. REDEVELOPMENT PROPOSAL

**Table 5.2** compares support for the redevelopment by age group. Support for the redevelopment of EQ among local residents was significantly lower in the 60+ years age group.

**Table 5.2** Support for redevelopment of EQ by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
<b>Support (total)</b>	74%	72%	54%	74%	73%	67%
<b>Neither support nor oppose</b>	19%	21%	29%	24%	26%	29%
<b>Oppose (total)</b>	7%	6%	17%	3%	1%	4%

**Table 5.3** compares support by EQ visitation in the past three years. For both local residents and Greater Sydney, support for the redevelopment was significantly higher among recent visitors.

However, this did not translate into higher opposition among non-visitors, but rather higher neutrality.

**Table 5.3** Support for redevelopment of EQ by visitation

	LOCAL RESIDENTS				GREATER SYDNEY			
	WITHIN LAST 12 MTHS	1-3 YRS AGO	>3 YRS AGO	NEVER VISITED EQ	WITHIN LAST 12 MTHS	1-3 YRS AGO	>3 YRS AGO	NEVER VISITED EQ
<b>Support (total)</b>	77%	62%	50%	93%	85%	79%	62%	49%
<b>Neither support nor oppose</b>	16%	27%	36%	7%	13%	18%	36%	50%
<b>Oppose (total)</b>	7%	11%	14%	0%	2%	3%	2%	2%

All respondents were asked to provide a reason for their support or opposition to the redevelopment proposal. These open-ended responses were analysed and grouped into similar themes (see **Figure 5.3**).

### Reasons why respondents supported the proposal

In total, 71% of respondents supported the proposal: 70% of local residents and 72% of Greater Sydney residents.

For local residents who supported the redevelopment proposal, the main reasons were that the current site needed an upgrade/new life (48%), that it would provide more entertainment options and reasons to visit (27%), and that the changes would make the site more accessible (16%).

For supporters across the rest of Greater Sydney, the main reasons for supporting the proposal were that it would provide more entertainment options and reasons to visit (26%), that it sounded like a good idea (15%) and beneficial for Sydney, the local area and community (14%).



## 5. REDEVELOPMENT PROPOSAL

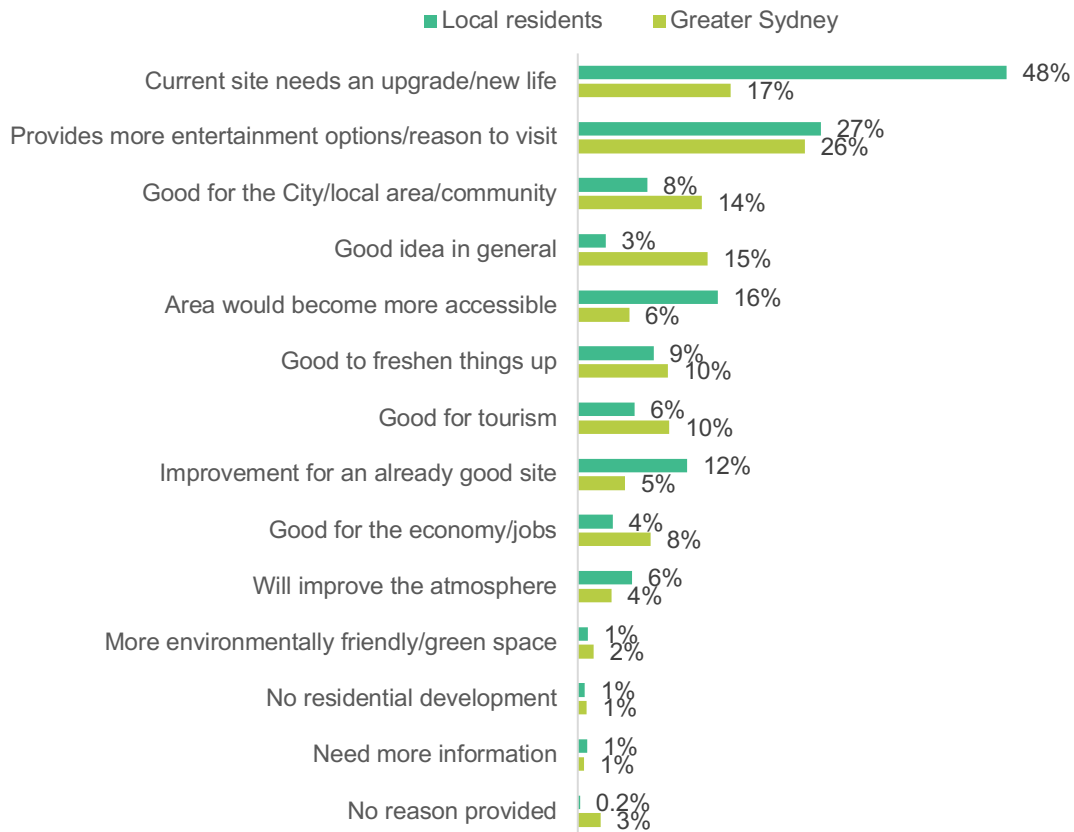
**Figure 5.3** Reasons for supporting the proposal

**Q9:** Can you briefly explain why you support the proposal?

Base:

Local residents – Support (n=280)

Greater Sydney – Support (n=434)





## 5. REDEVELOPMENT PROPOSAL

### Reasons why respondents opposed the proposal

In total, 5% of respondents opposed the redevelopment proposal: 9% of local residents and 2% of Greater Sydney residents. Due to the lower number of respondents that oppose the proposal, **Figure 5.4** reports the number of responses (N) instead of percentage (%).

Of the local residents that opposed the proposal, 14 responses were concerned with the impact on traffic, congestion and noise in the area. Eleven local residents felt the redevelopment was unnecessary.

Four of the fourteen respondents from Greater Sydney that opposed the proposal felt the investment should be prioritised elsewhere.

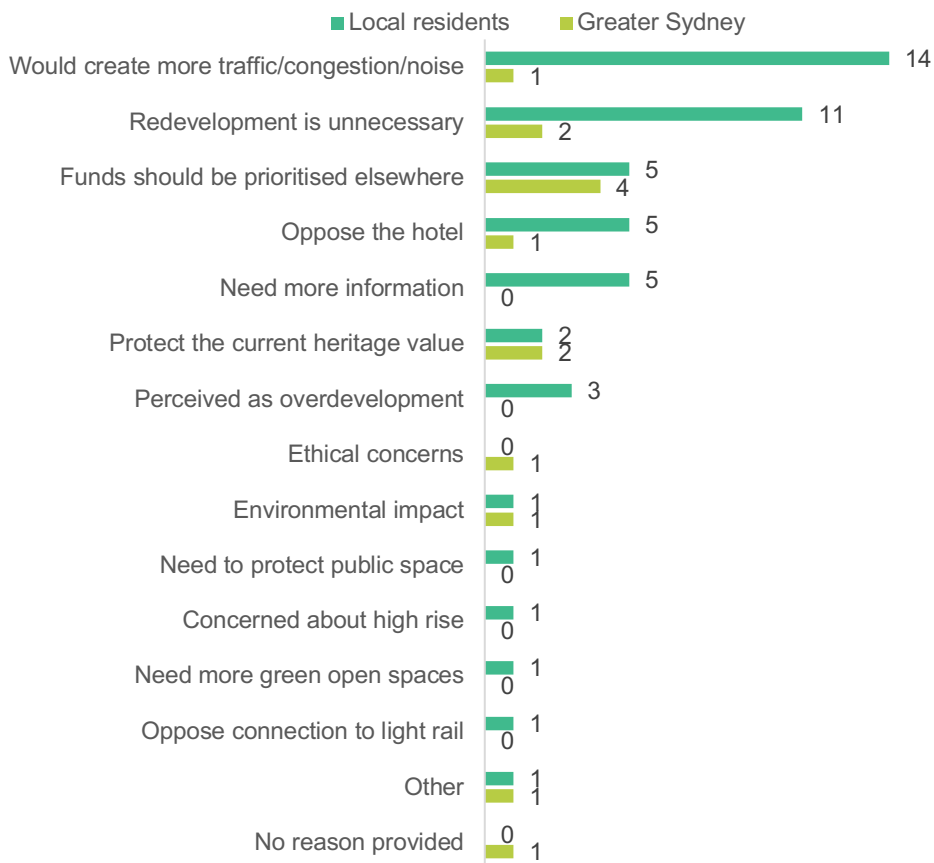
**Figure 5.4** Reasons for opposing the proposal

**Q9:** Can you briefly explain why you oppose the proposal?

Base:

Local residents – Oppose (n=35) (N)

Greater Sydney – Oppose (n=14) (N)







## 5. REDEVELOPMENT PROPOSAL

### Reasons why respondents neither supported nor opposed the proposal

Twenty-four percent (24%) of respondents neither supported nor opposed the proposal: 21% of local residents and 26% of Greater Sydney.

For local residents, the main reason they neither supported nor opposed was that they did not have sufficient information or detail to make an informed decision (37%). Nineteen percent (19%) felt the redevelopment did not impact them as they do not use the site.

For Greater Sydney, the main reason was that it did not personally impact them because they did not go to EQ (37%), with the second most common reason being that they did not have enough information or detail (23%).

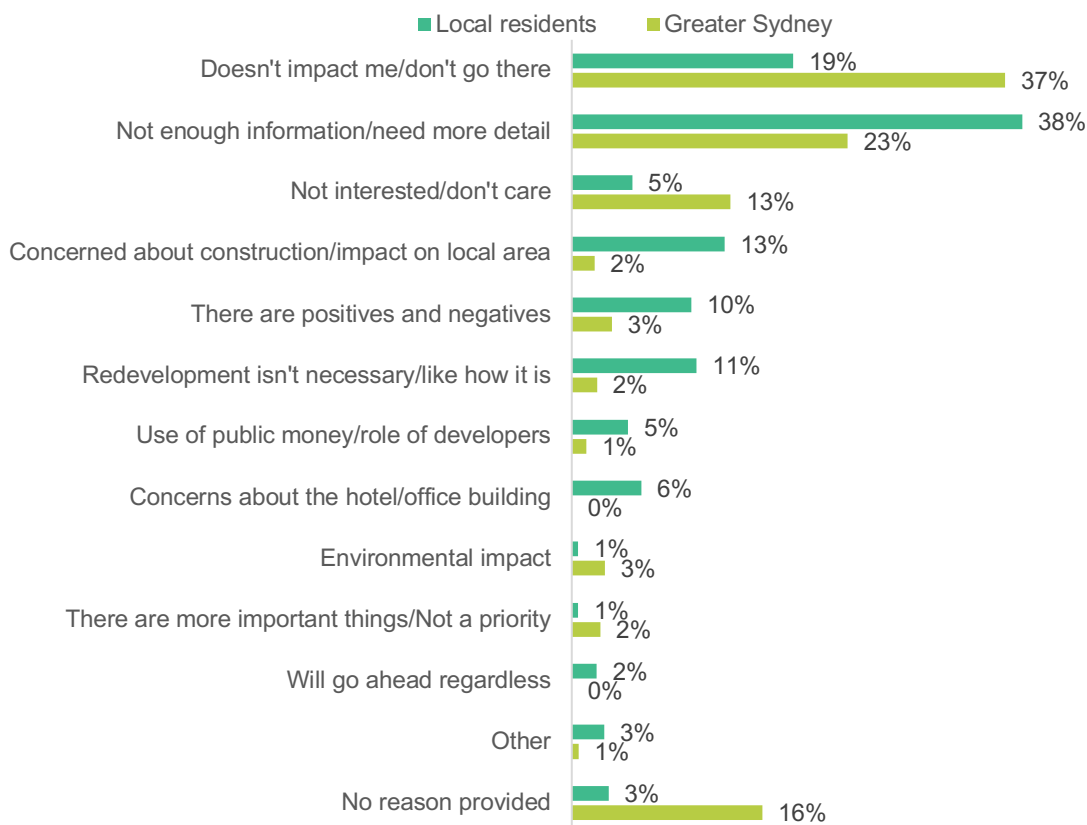
**Figure 5.5** Reasons for neither supporting nor opposing the proposal

**Q9:** Can you briefly explain why you oppose the proposal?

Base:

Local residents – Neither support nor oppose (n=85)

Greater Sydney – Neither support nor oppose (n=156)





## 5. REDEVELOPMENT PROPOSAL

### Concerns about the redevelopment proposal

All respondents were asked whether they had any specific concerns about the proposal. These open-ended responses were analysed and grouped into similar themes (see **Figure 5.6** over page).

#### Local residents

For local residents, the main concern about the redevelopment proposal was the impact on local traffic and congestion (25%). Concerns about traffic and congestion included the impact on roads during both the construction phase and events, as well as large crowds of users of EQ.

Secondary concerns for local residents included parking (10%), environment/green space (10%), the hotel/office building (9%) and the height of the new tower (9%).

#### Greater Sydney

Sixty-nine percent (69%) of Greater Sydney residents stated they had no concerns about the redevelopment proposal.

Of those that had concerns, the main issues were the cost of the redevelopment and use of money (6%) and impact on traffic and congestion (4%).

Appendix 2 – Further Analysis of Concerns (pp. 38) contains further analysis of concerns about the redevelopment proposal, including analysis by age and support for the EQ redevelopment.



## 5. REDEVELOPMENT PROPOSAL

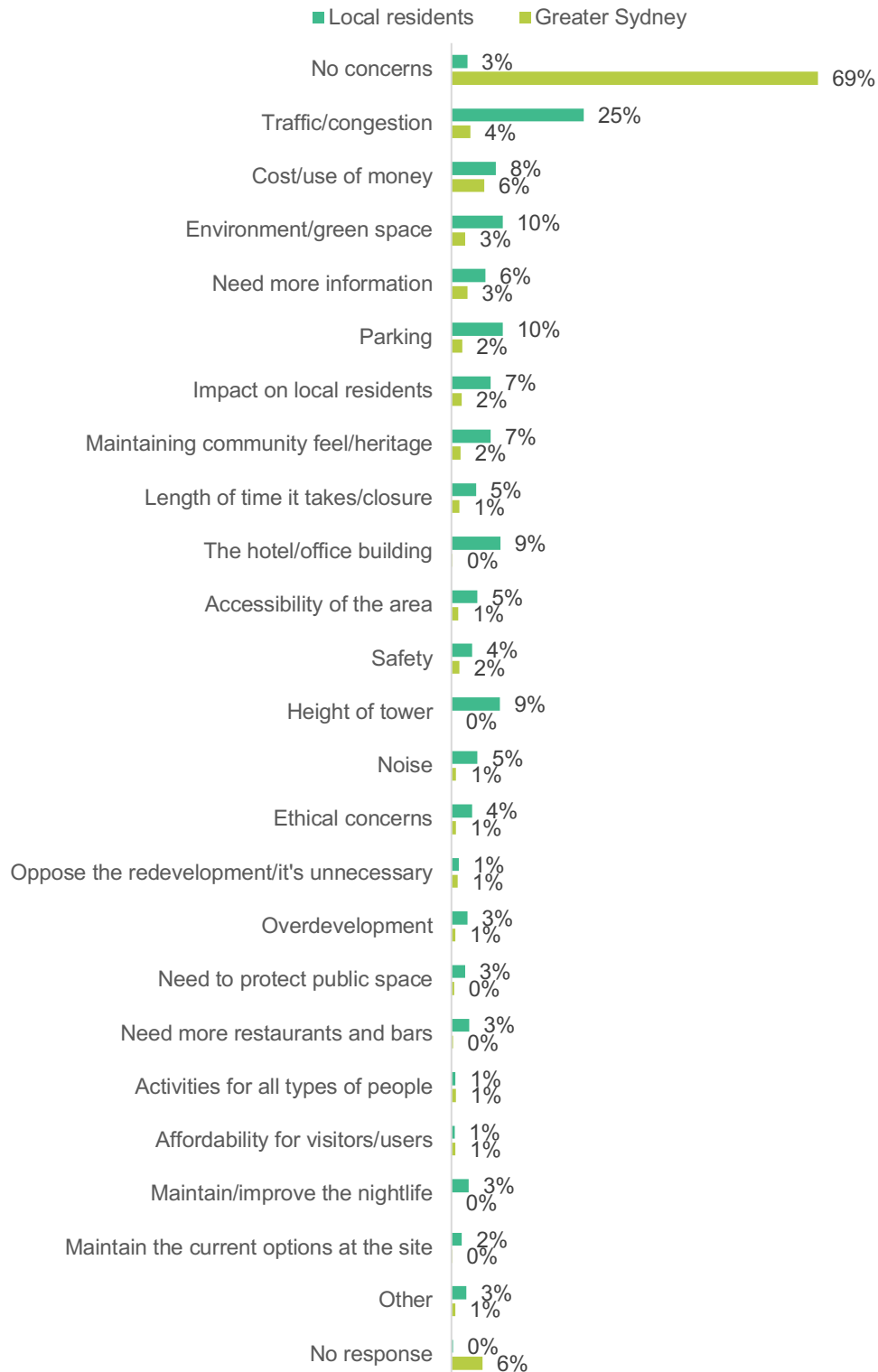
**Figure 5.6** Specific concerns about the proposal

**Q10:** Do you have any specific concerns about this proposal?

Base:

Local residents (n=400)

Greater Sydney (n=604)





## 5. REDEVELOPMENT PROPOSAL

### Impact of use of revenue for Centennial Parklands on support

Respondents were told that, if approved, the development would generate extra revenue every year for the Centennial Park and Moore Park trust. They were then asked if they would be more likely to support the development if the extra revenue was specifically allocated to maintaining and improving the nearby Centennial Parklands.

Overall, 76% of respondents would be more likely to support the development based on this use of extra revenue. Eleven percent (11%) would not be more likely while 13% were unsure.

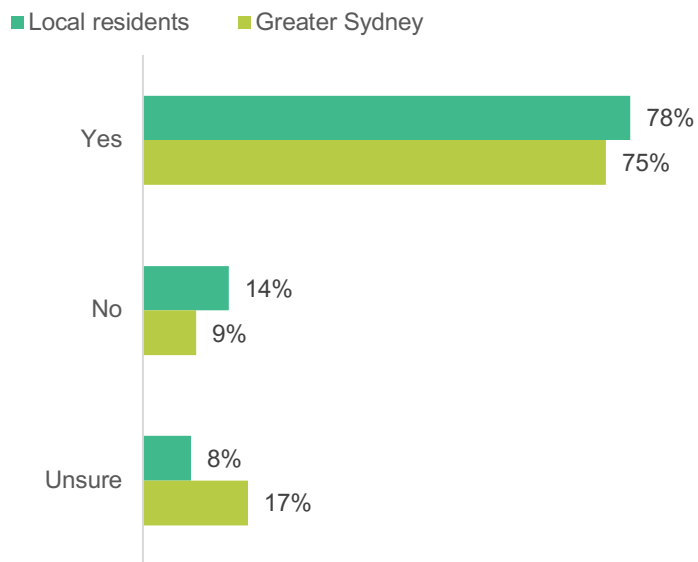
For local residents, 78% said they would be more likely to support the development. Fourteen percent (14%) would not be more likely to support the development while 8% were unsure.

Seventy-five percent (75%) of Greater Sydney would be more likely to support the development. Nine percent (9%) would not be likely to more support the development while 17% were unsure.

**Figure 5.7** Support if extra revenue used for Centennial Parklands

**Q11:** If approved, the development would generate extra revenue every year for the Centennial Park and Moore Park trust. If this extra revenue was specifically allocated to maintaining and improving the nearby Centennial Parklands, would this make you more likely to support the development?

Base:  
Local residents (n=400)  
Greater Sydney (n=604)





## 5. REDEVELOPMENT PROPOSAL

**Table 5.4** compares results by support for the original EQ redevelopment proposal. This highlights that the use of revenue for Centennial Parklands would most increase support from those that already supported the proposal.

For local residents, 32% of opposers would be more likely to support the proposal while 62% would not increase their support. However, two thirds (67%) of local residents that originally neither supported nor opposed the proposal would be more likely to support if the extra revenue was used for Centennial Parklands.

For Greater Sydney, those that were neutral or opposed the redevelopment were not more likely to increase their support.

**Table 5.4** Support if extra revenue used for Centennial Parklands by support for EQ redevelopment

	LOCAL RESIDENTS			GREATER SYDNEY		
	SUPPORT	NEUTRAL	OPPOSE	SUPPORT	NEUTRAL	OPPOSE
Yes	88%	67%	32%	86%	48%	22%
No	8%	14%	62%	5%	14%	45%
Unsure	5%	19%	6%	9%	38%	33%

**Table 5.5** compares results by age. For local residents, the 60+ age group were the least likely to increase their support based on the use of extra revenue for Centennial Parklands.

**Table 5.5** Support if extra revenue used for Centennial Parklands by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
Yes	81%	79%	69%	76%	76%	70%
No	11%	13%	25%	11%	4%	10%
Unsure	8%	8%	6%	13%	20%	20%



## 5. REDEVELOPMENT PROPOSAL

### Support for hotel/office building

Respondents were read or shown the following description of the hotel and office building:

'The proposed development includes a hotel and office building designed to create a critical mass of people in the precinct day and night and assist funding of proposed community infrastructure. Building heights and locations will ensure surrounding parklands are not overshadowed.'

Respondents were then asked to what extent they supported or opposed the new hotel and office building being located within the EQ precinct.

Overall, 62% of respondents supported the hotel/office building, including 19% that strongly supported it. Twelve percent (12%) were opposed while 26% neither supported nor opposed.

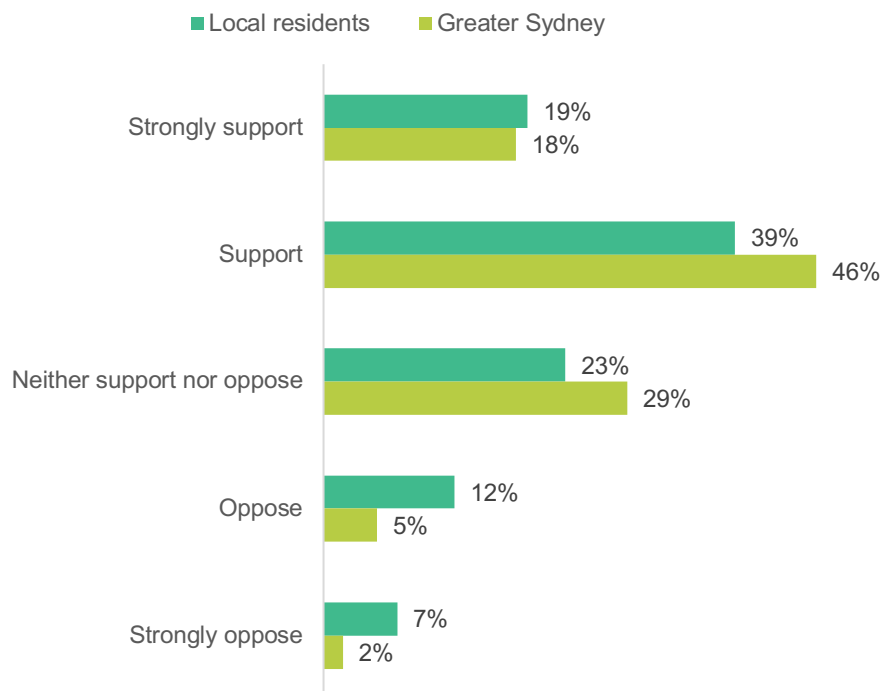
For local residents, 58% supported the hotel/office building, including 19% that strongly supported the building. Nineteen percent (19%) opposed the building while 23% neither supported nor opposed.

Support was higher among Greater Sydney residents (65%), with 18% strongly supporting the hotel/office building. Opposition was lower at 7%, while 29% neither supported nor opposed the building.

**Figure 5.8** Support for hotel/office building

**Q12:** The proposed development includes a hotel and office building designed to create a critical mass of people in the precinct day and night and assist funding of proposed community infrastructure. Building heights and locations will ensure surrounding parklands are not overshadowed. On that basis, to what extent do you support or oppose a new hotel and office building being located within the EQ precinct?

Base:  
Local residents (n=400)  
Greater Sydney (n=604)



**Table 5.6** compares support for the hotel or office building by support for the original EQ redevelopment proposal.



## 5. REDEVELOPMENT PROPOSAL

Support for the hotel/office building was heavily linked to support for the EQ redevelopment proposal. For both groups, supports of the development were more significantly more likely to support the hotel/office building, while opposition was significantly higher among those that opposed the redevelopment.

**Table 5.6** Support for hotel/office building by support for EQ redevelopment

	LOCAL RESIDENTS			GREATER SYDNEY		
	SUPPORT	NEUTRAL	OPPOSE	SUPPORT	NEUTRAL	OPPOSE
Support (total)	73%	31%	4%	77%	34%	18%
Neither support nor oppose	19%	38%	17%	18%	57%	35%
Oppose (total)	8%	31%	79%	5%	10%	48%

**Table 5.7** compares support for the hotel or office building by age. Among both local residents and Greater Sydney support was lower among the 60+ age group.

**Table 5.7** Support for hotel/office building by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
Support (total)	63%	58%	43%	70%	66%	53%
Neither support nor oppose	23%	22%	24%	25%	29%	35%
Oppose (total)	15%	20%	33%	5%	6%	12%



## 5. REDEVELOPMENT PROPOSAL

### Options to include in the EQ redevelopment

Respondents were read a list of ten potential additions to the EQ redevelopment and were asked which they would like to see incorporated. All ten additions saw the majority of both local residents and Greater Sydney residents agree they should be included in the development.

For local residents, the most requested additions to the redevelopment were cultural or entertainment facilities (90%), enhanced farmers markets and fresh produce offering (88%) and more green and open space (85%).

For Greater Sydney, the most in-demand additions were more green and open space (87%), cultural or entertainment facilities (85%) and more bars, cafes and restaurants (82%).

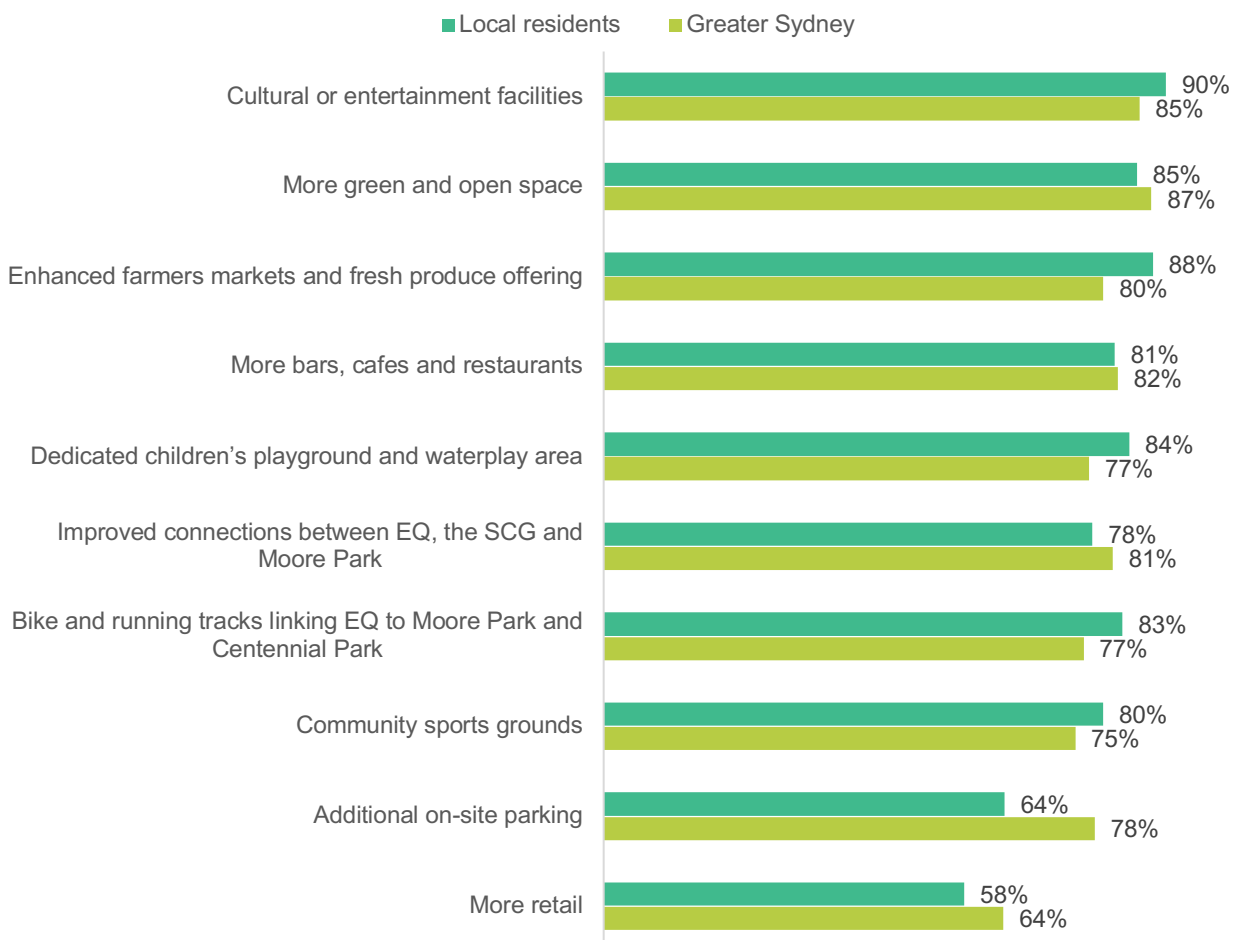
**Figure 5.9** Additions to the EQ development

**Q13:** If it proceeds, and just answering yes or no, which of the following would you like to see incorporated into the EQ development?

Base:

Local residents (n=400)

Greater Sydney (n=604)







## 5. REDEVELOPMENT PROPOSAL

**Table 5.8** compares results by support for the EQ redevelopment proposal. Both local residents and Greater Sydney saw significantly higher proportions of supporters agree with additions to the EQ development compared to opposers, while neutrals saw mixed results.

**Table 5.8** Additions to the EQ development by support for the EQ redevelopment

	LOCAL RESIDENTS			GREATER SYDNEY		
	SUPPORT	NEUTRAL	OPPOSE	SUPPORT	NEUTRAL	OPPOSE
Cultural or entertainment facilities	94%	88%	62%	91%	73%	48%
More green and open space	82%	94%	85%	89%	85%	62%
Enhanced farmers markets and fresh produce offering	88%	90%	75%	82%	73%	77%
More bars, cafes and restaurants	93%	66%	31%	87%	71%	36%
Dedicated children's playground and waterplay area	88%	80%	62%	81%	71%	38%
Improved connections between EQ, the SCG and Moore Park	87%	65%	35%	86%	70%	59%
Bike and running tracks linking EQ to Moore Park and Centennial Park	84%	86%	66%	79%	73%	52%
Community sports grounds	82%	79%	65%	79%	68%	38%
Additional on-site parking	69%	50%	59%	81%	74%	46%
More retail	67%	38%	30%	68%	54%	31%



## 5. REDEVELOPMENT PROPOSAL

**Table 5.9** compares results by age. Local residents aged 18-59 were more likely to want to see more bars, cafes and restaurants, bike and running tracks linking EQ to Moore Park and Centennial Park, and more retail compared to those aged 60+.

For Greater Sydney, those aged 18-39 were less likely to want to see enhanced farmers markets and fresh produce offering, and improved connections between EQ, the SCG and Moore Park compared to other age groups. The 40-59 age group were more likely to want to see more retail added compared to those age 60+.

**Table 5.9** Additions to the EQ development by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
Cultural or entertainment facilities	88%	94%	87%	83%	89%	84%
More green and open space	83%	88%	87%	85%	88%	90%
Enhanced farmers markets and fresh produce offering	88%	88%	85%	72%	85%	85%
More bars, cafes and restaurants	85%	83%	66%	80%	87%	79%
Dedicated children's playground and waterplay area	82%	88%	83%	77%	79%	76%
Improved connections between EQ, the SCG and Moore Park	78%	82%	72%	75%	88%	83%
Bike and running tracks linking EQ to Moore Park and Centennial Park	84%	89%	71%	77%	79%	73%
Community sports grounds	81%	79%	76%	76%	78%	70%
Additional on-site parking	65%	60%	68%	79%	79%	77%
More retail	64%	56%	40%	65%	68%	55%



## 5. REDEVELOPMENT PROPOSAL

**Table 5.10** compares results by EQ visitation. For local residents, recent visitors were more likely to want to see cultural or entertainment facilities and additional on-site parking.

For Greater Sydney, recent visitors were more likely to want to see more retail, while those that last visited more than three years were more likely to want to see cultural or entertainment facilities added to the development compared to those that had never visited EQ.

**Table 5.10** Additions to the EQ development by visitation

	LOCAL RESIDENTS				GREATER SYDNEY			
	WITHIN LAST 12 MTHS	1-3 YRS AGO	>3 YRS AGO	NEVER VISITED EQ	WITHIN LAST 12 MTHS	1-3 YRS AGO	>3 YRS AGO	NEVER VISITED EQ
Cultural or entertainment facilities	94%	85%	78%	100%	87%	84%	90%	76%
More green and open space	85%	85%	84%	93%	88%	83%	92%	89%
Enhanced farmers markets and fresh produce offering	86%	92%	81%	87%	85%	76%	80%	82%
More bars, cafes and restaurants	85%	79%	68%	93%	89%	83%	77%	78%
Dedicated children's playground and waterplay area	88%	79%	83%	54%	75%	76%	78%	85%
Improved connections between EQ, the SCG and Moore Park	81%	75%	76%	47%	88%	79%	82%	75%
Bike and running tracks linking EQ to Moore Park and Centennial Park	82%	85%	79%	93%	82%	73%	79%	73%
Community sports grounds	78%	81%	82%	93%	82%	71%	75%	76%
Additional on-site parking	63%	66%	70%	15%	81%	77%	79%	76%
More retail	62%	54%	49%	32%	74%	65%	56%	58%

## 6. APPENDIX 1 – SAMPLE PROFILE & WEIGHTING

Results were weighted to reflect the age and gender of the Greater Sydney metropolitan area population aged 18 years and over. A strong representation of all age and gender groups ensured minimal weighting factors.

**Table 6.1** Weighting

	POPULATION		ACTUAL		WEIGHTS	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
<b>18-39</b>	21%	21%	19%	16%	1.13	1.36
<b>40-59</b>	16%	17%	15%	20%	1.06	0.86
<b>60+</b>	11%	13%	15%	16%	0.77	0.82

**Table 6.2** reports the age and gender sample for both local residents (telephone survey) and Greater Sydney (online survey).

**Table 6.2** Sample Profile

GENDER	LOCAL RESIDENTS (N=400)	GREATER SYDNEY (N=604)
<b>Male</b>	49%	48%
<b>Female</b>	50%	51%
<b>Non-binary/other</b>	0.8%	0.3%

AGE	LOCAL RESIDENTS (N=400)	GREATER SYDNEY (N=604)
<b>18-39</b>	56%	42%
<b>40-59</b>	26%	34%
<b>60+</b>	18%	24%

**Table 6.3** and **Table 6.4** (over page) report the local government areas of local residents (telephone survey) and Greater Sydney (online survey).

**Table 6.3** Local residents – Local Government Area

LOCAL RESIDENTS	N
<b>City of Sydney</b>	97
<b>Randwick</b>	110
<b>Waverley</b>	112
<b>Woollahra</b>	81
<b>TOTAL</b>	<b>400</b>

## 6. APPENDIX 1 – SAMPLE PROFILE & WEIGHTING

**Table 6.4** Greater Sydney – Local Government Area

<b>GREATER SYDNEY</b>	<b>N</b>
Bayside	25
Blacktown	66
Burwood	13
Camden	6
Campbelltown	12
Canada Bay	14
Canterbury-Bankstown	48
Cumberland	31
Fairfield	25
Georges River	25
Hawkesbury	3
Hornsby	26
Inner West	35
Ku-ring-gai	17
Lane Cove	4
Liverpool	33
Mosman	6
North Sydney	30
Northern Beaches	19
Parramatta	43
Penrith	17
Ryde	18
Strathfield	10
Sutherland Shire	35
The Hills Shire	28
Willoughby	11
Wollondilly	4
<b>TOTAL</b>	<b>604</b>

## 7. APPENDIX 2 – FURTHER ANALYSIS OF CONCERNS

**Table 7.1** Specific concerns about the proposal by age

	LOCAL RESIDENTS			GREATER SYDNEY		
	18-39	40-59	60+	18-39	40-59	60+
No concerns	5%	1%	0%	65%	72%	70%
Traffic/congestion	29%	22%	17%	3%	4%	4%
Cost/use of money	12%	5%	3%	5%	7%	7%
Environment/green space	10%	10%	6%	2%	4%	1%
Need more information	5%	4%	13%	4%	1%	3%
Parking	3%	21%	10%	1%	1%	4%
Impact on local residents	11%	3%	5%	2%	2%	1%
Maintaining community feel/heritage	6%	9%	8%	3%	1%	1%
Length of time it takes/closure	8%	1%	0%	2%	1%	1%
The hotel/office building	9%	9%	9%	0%	0%	0%
Accessibility of the area	3%	7%	8%	1%	1%	2%
Safety	3%	5%	3%	3%	1%	1%
Height of tower	7%	13%	10%	0%	0%	0%
Noise	6%	2%	6%	0%	2%	0%
Ethical concerns	3%	1%	9%	0%	0%	3%
Oppose the redevelopment/it's unnecessary	0%	1%	5%	1%	2%	1%
Overdevelopment	0%	8%	3%	0%	1%	1%
Need to protect public space	0%	1%	11%	0%	1%	1%
Need more restaurants and bars	6%	1%	0%	0%	0%	0%
Activities for all types of people	0%	2%	0%	1%	1%	1%
Affordability for visitors/users	0%	0%	3%	0%	0%	2%
Maintain/improve the nightlife	7%	0%	0%	0%	0%	0%
Maintain the current options at the site	3%	1%	2%	0%	0%	0%
Other	0%	8%	2%	0%	1%	0%
No response	0%	0%	2%	9%	4%	4%

## 7. APPENDIX 2 – FURTHER ANALYSIS OF CONCERNS

**Table 7.2** Specific concerns about the proposal by support

	LOCAL RESIDENTS			GREATER SYDNEY		
	SUPPORT	NEUTRAL	OPPOSE	SUPPORT	NEUTRAL	OPPOSE
No concerns	2%	1%	9%	69%	70%	31%
Traffic/congestion	29%	19%	18%	3%	3%	14%
Cost/use of money	4%	6%	28%	5%	7%	24%
Environment/green space	6%	12%	19%	2%	5%	0%
Need more information	4%	13%	2%	2%	5%	6%
Parking	12%	6%	7%	3%	0%	0%
Impact on local residents	7%	12%	2%	2%	2%	6%
Maintaining community feel/heritage	7%	11%	2%	2%	1%	9%
Length of time it takes/closure	8%	0%	0%	2%	2%	0%
The hotel/office building	7%	16%	7%	0%	0%	9%
Accessibility of the area	5%	5%	2%	2%	0%	0%
Safety	1%	12%	2%	2%	1%	0%
Height of tower	13%	2%	7%	0%	0%	0%
Noise	4%	8%	3%	1%	2%	0%
Ethical concerns	5%	3%	2%	0%	2%	6%
Oppose the redevelopment/it's unnecessary	0%	1%	7%	1%	1%	6%
Overdevelopment	2%	5%	3%	1%	1%	6%
Need to protect public space	2%	4%	0%	0%	1%	0%
Need more restaurants and bars	6%	0%	0%	0%	0%	0%
Activities for all types of people	1%	0%	3%	1%	0%	0%
Affordability for visitors/users	1%	1%	0%	1%	0%	0%
Maintain/improve the nightlife	6%	0%	0%	0%	0%	0%
Maintain the current options at the site	3%	1%	0%	0%	0%	0%
Other	4%	1%	2%	1%	0%	0%
No response	0%	0%	2%	5%	6%	16%



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