

Newcastle  
East  
Residents  
Group  
(NERG)  
Supercars  
Trackside  
Business  
Impact  
Research  
No-112

April 2

2018

## COMPLETED BY

Maria Charlton  
B Com MBA FAMI CPM  
Managing Director  
MAP Marketing



MAP Marketing  
Villa Franca, 2 Scott Street  
Newcastle NSW 2300  
P: +61 2 4929 7766 F: +61 2 4929 7827  
[maria@mapmarketing.com.au](mailto:maria@mapmarketing.com.au)  
[www.mapmarketing.com.au](http://www.mapmarketing.com.au)

© MAP Marketing 2018

## EXCLUSION CLAUSES

This report has been prepared specifically for Newcastle East Residents Group (NERG). Neither the report nor its contents may be referred to or quoted in any statement, study, report, application, prospectus, loan, or other agreement or document, without the expressed approval of MAP Marketing. The information contained in this report is based on sources believed to be reliable.

However, as no independent verification is possible, this firm together with its staff gives no warranty that the said base sources are correct, and accepts no responsibility for any resultant errors contained herein and any damage or loss, howsoever caused, suffered by any individual or corporation.

## CONTENTS

TOPIC	PAGE
METHODOLOGY	4
BACKGROUND	5
SUMMARY OF RESEARCH RESULTS	14
APPENDIX 1	38
Categorised Trackside Businesses Optional Comments	
APPENDIX 2	44
Trackside Businesses Optional Comments Categorised by Industry Sector	
APPENDIX 3	48
Trackside Businesses Identification Information	

## METHODOLOGY

The NERG business research questionnaire was planned, designed and executed by MAP Marketing.

MAP Marketing programmed the questionnaire on the Internet so that businesses could complete it online and to facilitate data summary and analyses.

Maria Charlton, owner of MAP Marketing approached the businesses in the affected area in person, by phone and email.

Two groups of businesses were surveyed. They are identified throughout this report as Trackside Businesses and Businesses Outside the Race Precinct.

Trackside Businesses were those located directly adjacent to the track. There were approximately 130 businesses enclosed by the Supercars event. Of these, 112 responded to the survey. This sample represents 86% of total businesses in the area.

The sample size for The Businesses Outside the Race Precinct was 131 but the number of responses to individual questions may vary as businesses omitted answering some questions. For example those surveyed from outside the track included 122 businesses in Hunter St (34), Hunter Mall (31) Darby St (30) King St (16) Bolton St (4) Scott St (2) Wharf Rd (2) Market St (1) Perkins St (1) and Wolfe St (1).

The research was collated, analysed and summarised by MAP Marketing.

Free responses were lightly edited for spelling and then grouped.

The report was presented to NERG in electronic format.

## BACKGROUND

The inaugural Newcastle 500 Supercars event was held from Friday 24<sup>th</sup> November, 2017 to Sunday 26<sup>th</sup> November 2017 (inclusive). It was touted as 'an outstanding success' by James Warburton (CEO Supercars), Adam Marshall (Minister for Tourism and Major Events) and Nuatali Nemes (Newcastle Lord Mayor) immediately after the event with no assessment of the impacts on Newcastle businesses. (NMH 26/11/17.)

<https://www.theherald.com.au/story/5081501/supercars-announces-190000-crowd-figure-for-newcastle-500-photos/>

Inner City traders struggled with road construction, access issues for customers and suppliers and noise in the lead-up to the event. They unsuccessfully lobbied race organisers and Newcastle City Council for assistance with issues such as alternative parking, rent assistance, and which local vendors were to be included in the precinct. Business concerns received media attention in the Newcastle Herald (14/11/17.) <https://www.theherald.com.au/story/5052477/supercars-boom-or-bust-for-newcastle-traders/> Journalist Michael Parris noted these concerns immediately after the event (NMH 26/11/17.) <https://www.theherald.com.au/story/5081245/race-breaks-new-ground-on-newcastles-sporting-landscape/undefined/>

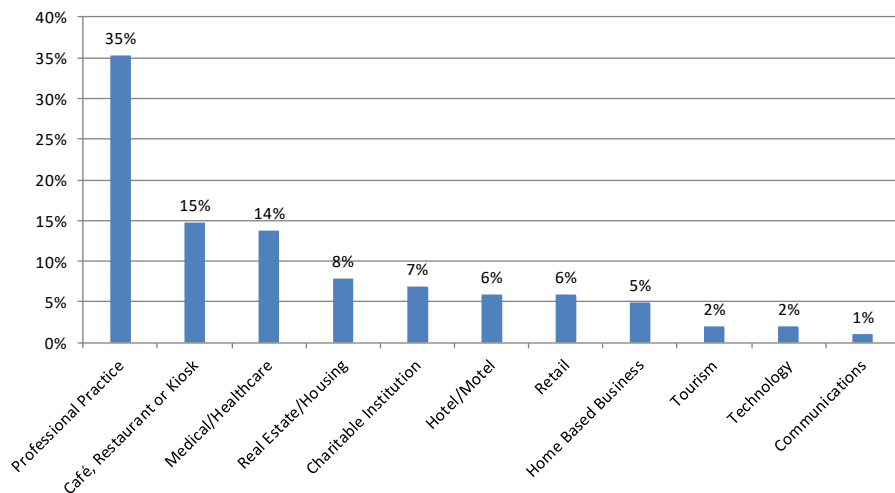
A unanimous motion was passed by Newcastle City Councillors (29/9/17) to undertake an independent evaluation which was to include the economic impact on businesses in the CBD during the construction phase, bump-in and bump-out periods and the event itself. <http://www.newcastle.nsw.gov.au/getattachment/340b78ae-d32b-4d07-8271-ae51748b5558/Ordinary-Council-Meeting-Agenda.aspx> (p.185.)

Newcastle City Council is yet to announce how the independent review is to be conducted, who is to be responsible for the oversight of the review and which agency is engaged by council to undertake the study. So far there been no initiatives to survey businesses in the CBD and immediate surrounds, therefore Newcastle East Residents Group (NERG) commissioned MAP Marketing to undertake an evaluation of the economic impact of this event on Newcastle businesses on behalf of residents and businesses.

## THE SURVEY

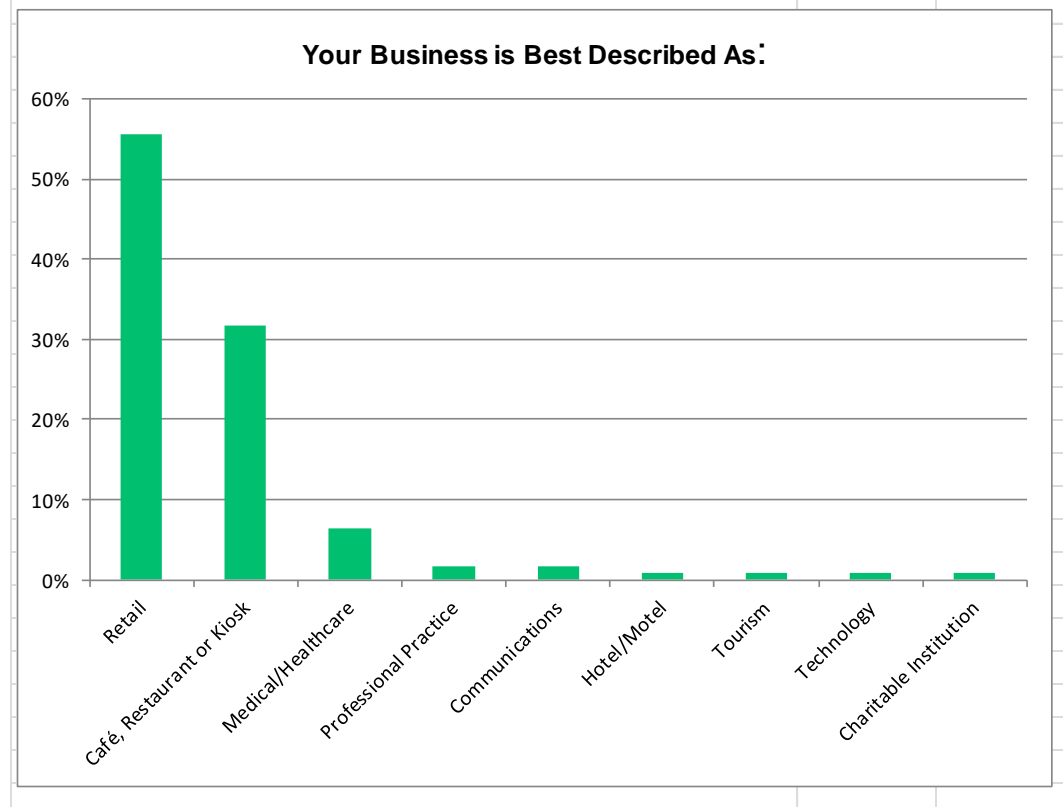
Two groups were given the survey to complete. Trackside Businesses comprised 112 businesses adjacent to the track:

2018 Survey of Business Impacts By The Supercars Event		
Your Business is Best Described as: (Please click one only)		
Answer Choices	Responses	Responses
Professional Practice	35%	36
Café, Restaurant or Kiosk	15%	15
Medical/Healthcare	14%	14
Real Estate/Housing	8%	8
Charitable Institution	7%	7
Hotel/Motel	6%	6
Retail	6%	6
Home Based Business	5%	5
Tourism	2%	2
Technology	2%	2
Communications	1%	1
<b>Total Answered</b>	<b>100%</b>	<b>102</b>
<b>Skipped</b>		<b>10</b>



Businesses Outside the Race Precinct comprised 122 businesses from Hunter St, Hunter St Mall, Darby St, King St, Bolton St, Scott St, Wharf Rd, Market St, Perkins St and Wolfe St.

Away from the Race Track Business Impacts By The Supercars Event		
Your Business is Best Described as: (Please click one only)		
Answer Choices	Responses	Responses
Retail	56%	70
Café, Restaurant or Kiosk	32%	40
Medical/Healthcare	6%	8
Professional Practice	2%	2
Communications	2%	2
Hotel/Motel	1%	1
Tourism	1%	1
Technology	1%	1
Charitable Institution	1%	1
<b>Total Answered</b>	<b>100%</b>	<b>126</b>
<b>Skipped</b>		<b>5</b>





Both groups were asked about their concerns and the economic impact of this event over 4 Supercars event stages;

- a) the construction period
- b) the bump-in period
- c) each day of the event itself
- d) the bump-out period and clean up

## RESULTS

When promoting this event, Destination NSW and the NSW Coalition government assured the people of Newcastle that this event would result in a great economic windfall for the city:

*"With such a huge influx of visitors, we are very confident the Newcastle 500 will be great for Newcastle's hotels, restaurants and businesses"* (Destination NSW in the NMH 21/11/16)

<https://www.theherald.com.au/story/4306109/tourism-body-all-revved-up-for-newcastle-supercars-i-photos-video/>

*"During the first 5 years of the event, it is expected that there will be a direct injection of \$57 million into the Newcastle economy in direct visitor expenditure. That does not count for the flow-on effects...but it is very obvious for those who have ever been involved in major events that the direct spend can be multiplied three or four times, still being conservative, to the full economic benefit that the event will have on Newcastle"* (The Minister for Tourism and Major Events Mr Adam Marshall, Second Reading Motor Racing Legislation Amendment [Newcastle 500] Bill 2017.)

<https://www.parliament.nsw.gov.au/bills/Pages/bill-details.aspx?pk=3365>

Despite these expectations, the most notable result of this survey is that **in both groups (adjacent and away from the track) there was a significant downturn in the overall economic turnover for the majority of businesses surveyed**. While there was an increase in trading for some hotels and accommodation businesses, cafes, restaurants and kiosks adjacent to the circuit during the three days of the event itself, those away from the circuit suffered economic downturn over all event stages.

### Trackside Businesses Results

Overall, the percentage of Trackside Businesses who experienced downturns were:

Construction Period 51%

Bump-in 56%

Friday 24<sup>th</sup> November 54%

Saturday 25<sup>th</sup> November 35%

Sunday 26<sup>th</sup> November 30%

Bump-out 46%

Because a large number of professional and personal services normally close on Saturday afternoon and Sundays, these businesses were affected on the Friday of the event but not significantly affected during the Saturday and Sunday events. The majority of businesses experienced substantial disruption during the construction, bump in and bump out stages.

The majority of cafes/restaurants/kiosks had significant downturn during construction (87%), bump in (87%) and bump out (73%) stages.

A relatively lower number of trackside business offer retail/hospitality/food/accommodation (29%) - these businesses were promised economic windfalls. Because over 70% of Trackside Businesses offer medical/health/legal/professional/consultancy services, no mitigations are likely to help them operate during future events. The majority of these businesses believe that they were not considered in the promotion of the event.

Some comments to this effect were:

*"The Federal Courts were obliged to close for Friday 23 November for multiple causes generated by the car race, including lack of access, noise, absence of parking. At least 30 litigants had their cases delayed, in the yearly busiest time for the Family Law jurisdiction. No consideration has been given to these people."*

*"It completely wipes out my two biggest months of the year and there is nothing I can do to coerce people to come in to the city (multiple times a week for at least a month to use my services as recommended) if they just want to avoid it altogether."*

*"Noise interrupting client conferences, mediations, phone calls. Difficult for clients to park nearby to attend at the office. Friday of the Supercars events unable to open the office at all and lost business."*

*"Given the concerns due to noise and accessibility our studio closed for the race and staff were asked to take annual leave."*

*"The chaotic road works, denials, distortions and disinformation from the partnership of NCC, Destinations NSW and Supercars created an atmosphere of division and disruption for no apparent reason."*

*"The authorities have all completely identified with the private business interest from interstate who run the event and have no apparent intention of listening to anything other than complete acceptance."*

*"We closed the business for several weeks prior to the event, during the event and for almost a month following the event as we were unable to operate due to noise, road closures, lack of parking etc."*

#### **Results of Businesses Outside the Race Precinct**

The majority of businesses Outside the Racetrack stated that they experienced relatively higher business decreases than the Trackside Businesses:

Construction Period 73%

Bump-in 71%

Friday 24th November 77%

Saturday 25<sup>th</sup> November 70%

Sunday 26<sup>th</sup> November 60%,

Bump-out 50%

Businesses Outside the Race Precinct are predominantly retail outlets. Some mitigation strategies may help these types of businesses operate during the event. Comments by Businesses Outside the Race Precinct demonstrated their frustration with race organisers who failed to respond to their concerns at an organisational or compensatory level.

Comments made by these business owners included the following:

*"Lack of trade because Newcastle patrons were discouraged to come into the city and the people who came to the supercars were not interested- only in the supercars event itself."*

*"You funnelled all traffic down Wharf Road away from where most CBD businesses are. When running an event you need to benefit the businesses of Newcastle. Not many CBD benefited at all."*

*"Small businesses receiving no tangible benefit due to gated and outside catered event and lack of options for regular customers to enter CBD."*

*"The worst thing the council did was to tell the locals to stay away, work from home, don't come into town if you don't have too etc. I never expected to get the supercars crowd but we rely on our regulars walking past, coming into town etc. but all they did was scare everyone off and there was a mass exodus from the city."*

## BENEFICIARIES

Businesses were led to expect a business bonanza during the event to offset significant losses incurred during construction and bump in stages especially for hotels and accommodation and café, restaurant or kiosk businesses.

**Trackside** café, restaurant or kiosk businesses reported an increase in trade during: Friday 33%, Saturday 53% and Sunday 47%.

**Outside the Race Precinct** café, restaurant or kiosk business increases were substantially lower: Friday 10%, Saturday 15% and Sunday 13%.

These results indicate this category of businesses, expected to do very well during the event, was limited to a small percentage of Trackside businesses.

These results are supported by reports in the Newcastle Herald (27/11/2017) by Michael Parris following the event:

*The costs of the party largely fell on residents who live close to the track and east end business owners, including some who recounted horror stories of being pushed close to the brink after months of disruptions. Bars and restaurants further afield experienced a quieter-than-normal trading week-end as locals appeared to be scared off over the three days of the race.*

The *Newcastle Herald* (9/10/ 2017) also reported hotels and accommodation businesses as beneficiaries of the event, with some inner-city hotels charging more than \$1000 a night during the three-day race weekend.

However, in response to criticism about price gouging, an inner-city hotel manager and other hotels told the *Herald* that 'critics failed to take into account the "massive" disruption to Newcastle tourism businesses during the track's construction'. <https://www.theherald.com.au/story/4975369/supercars-warns-against-hotel-price-gouging/>

The *Newcastle Herald* (26/11/17) also reported that alcohol outlets near the track did well during the event. Cory Crooks from Grain Store told the Herald: 'We've had 1500 in and out since Friday and have done a week's trade each day'. Outside the race precinct, Rowie's Hunter Street Bottlemart co-owner Shannyn Robards said it was the 'busiest and best weekend we've had in 30 years'.

Some businesses near the track were also reported by the *Newcastle Herald* as booming during the three days: Harrys Cafe de Wheels' Deb Nicholls said they had been "smashed" and sold quadruple what they would on their busiest day of the year. Inside the precinct Customs House sold out private functions for 400 on both Saturday and Sunday. 2300 owner Peter Johnston said his coffee sales were lower than usual on Friday but about double the usual weekend trade. "Foodworks did roughly triple its normal weekday trade each day and sold out of ice cream by Saturday night. <http://www.theherald.com.au/story/5081504/newcastle-businesses-report-mix-of-boom-and-bust-after-supercars/>

The survey results and Newcastle Herald reports show the economic impacts were limited to a small number of businesses. Race authorities must address the great imbalance between **the relatively few businesses that made large profits and the majority that incurred significant losses**.

The majority of small businesses cannot withstand or survive the disruptions that occur from mid-October each year as infrastructure is installed. It is economically unsustainable and inequitable for race authorities to ignore the plight of large numbers of small businesses whose turnover substantially decreased by exaggerating the number of businesses that benefited from the event.

Local businesses deserve to either participate in the economic gains of this event or to be compensated for their losses. Local small businesses should be given trade priorities over Supercars traders that are imported from out of the city.

## REASONS FOR THE SMALL BUSINESS DOWNTURN DURING MAJOR EVENTS

Phenomena contributing to the economic downturn for local businesses included:

- **THE DOUGHNUT EFFECT:** Whereby many businesses closest to the event lose customers because of problems of access, lengthy construction periods, regular customers being deterred by crowds, businesses being bypassed by foot traffic, poor event management and misinformation.
- **CROWDING OUT:** Refers to the lost opportunity costs resulting from the 'go away, stay away' effect of major events. Many residents left Newcastle and took their money with them to escape the event. People would also have stayed away from the CBD because of the traffic disruption, loss of amenity and parking problems. Many businesses complained that their local trade was non-existent because regular customers stayed away or left for the duration of the event.
- **LEAKAGE:** This occurs when the flow on spending from a major event goes outside the local economy. Supercars imported their preferred catering firm, outlets and suppliers from outside the Hunter region. Money was lost from Newcastle businesses and made by these non-Newcastle businesses. Supercars created a monopoly over free trade. Businesses wanting to trade inside the race precinct were subjected to crippling fees (payable to Supercars), and Supercars' authoritarian demands for control. Due to the race location on a peninsula, patrons lacked a speedy and ready access to the outside areas of the track. The location effectively confined them within the venue and made their patronage of outside businesses negligible.
- **DISTRIBUTIONAL IMPACT:** Profits were distributed unevenly across the business sector. Hotels and alcohol outlets made money during the event, but most other businesses, especially non-hospitality, suffered severe losses.

## RECOMMENDATIONS

1. Because of the notable negative impacts on surveyed Businesses Outside the Race Precinct, it is recommended that a broader businesses survey be conducted immediately after the 2018 event to cover a larger number of businesses over a wider geographical area.

2. Some surveyed businesses from both groups offered suggestions for how to improve the event and mitigate against some of the adverse affects on business. These included improving communication between the event organisers and businesses, channelling spectators into the CBD, encouraging the usual patrons to come into the city during the event and providing activities for spectators outside the race zone.

Comments included:

*"Creating Loading Zones on Watt St would benefit when the barriers are up."*

*"We could have generated far more constructive exposure by holding a high profile conference, a heritage event or something similar. We have some of the most unique buildings in Australia because we did not experience the construction boom that other cities experienced during a reckless and uncontrolled period, yet we allowed v8 s to race near these buildings."*

*"The time of the year (is wrong)."*

*"I think Supercars are wrong for Newcastle East. However, I would like our businesses to actually have the opportunity to work with Supercars to make sure we benefit from the event. Genuine discussion and opportunity to collaborate, that's what I'd like to see for all our businesses."*

*"Choose another location not surrounded by business and residential buildings."*

*"As this event was held on public land the Council and Supercars should provide information about the financial benefit to the city (if any) and consult properly with business and residents before continuing with this event."*

*"Would like to see more activity/events/music around the perimeters to assist local business and perhaps have the local restaurants catering in lieu of Qld food trucks etc. - show what the city has to offer."*

3. In the 2017 event, consultation and communication with businesses was notably deficient. There was a considerable lack of regard or recognition for the problems being experienced by the business community. Race authorities refused to acknowledge the difficulties local traders were experiencing, and downplayed the negative impacts. Supercars needs to restore confidence and trust in this event by engaging in **meaningful consultation** with local businesses to negotiate **and implement acceptable business plans for each business sector**. Supercars must **prioritise local businesses in planning future events and implement strategies to ensure race attendants patronise local businesses**. The use of out of city traders and suppliers must be discontinued or minimised. Businesses must feel that their issues are recognised and addressed to their satisfaction or be compensated for economic loss.

4. The Newcastle 500 did not deliver the promised economic benefits to Newcastle in its current location. Motor racing events require extensive infrastructure that requires far too long to set up and dismantle, causing major disruption to businesses. This is a problem that cannot be mitigated and will inevitably cause major disruptions in a medium density residential area. The location of the Newcastle 500 on a peninsula, adjacent to the city's CBD, adds to this disruption. It needs to be relocated away from residential and commercial precincts that are adversely affected by the event.

5. Independent audits of street circuit venues have demonstrated that hosting a street racing event is costly exercise, which does not deliver on the promised benefits.<sup>1</sup> These circuits do not meet the

<sup>1</sup> Achterstraat, P. (2010) *Government Investment in V8 Supercar Races at Sydney Olympic Park*. Auditor-General's Report Performance Audit, NSW Government.

ACT (2002) 'V8 Car Races in Canberra – Costs and Benefits' Auditor-General's Office 2002 Performance Audit Report.

Audit New Zealand (2012) *Hamilton V8 Supercar*. <https://auditnz.govt.nz/assurance-services/case-studies/hamilton-v8-supercars>

Economists at Large Pty Ltd. (2013) update of the Victorian Auditor-General's cost-benefit analysis <http://www.ecolarge.com/work/blowout-a-cost-benefit-analysis-of-the-australian-grand-prix/>

Williams, D. (2009) Report to Queensland Parliament 2009: *Gold, Coast Motor Sport Event Review*

priorities of the motor racing industry for permanent circuits and upgrades of existing facilities, or Destination NSW's own primary objective of boosting the local visitor economy. They require considerable government subsidies to set up and maintain over time, are disruptive to residents and have substantial net negative impacts on local businesses. The survey comments relating to the organisation, implementation and planning of the Newcastle 500 suggest this event has been poorly conceived in its current location and is destined to be an economic drain on the Newcastle City Council and the community. These survey results are contrary to the unsubstantiated claims made by Newcastle City Council CEO, Jeremy Bath in the *Newcastle Herald* (23/12/2017) that 'The success of Supercars demonstrates we have the coastline, the public transport, the support of the community and the infrastructure to make major events work'.

<http://www.theherald.com.au/story/5128644/shaping-our-2018/>

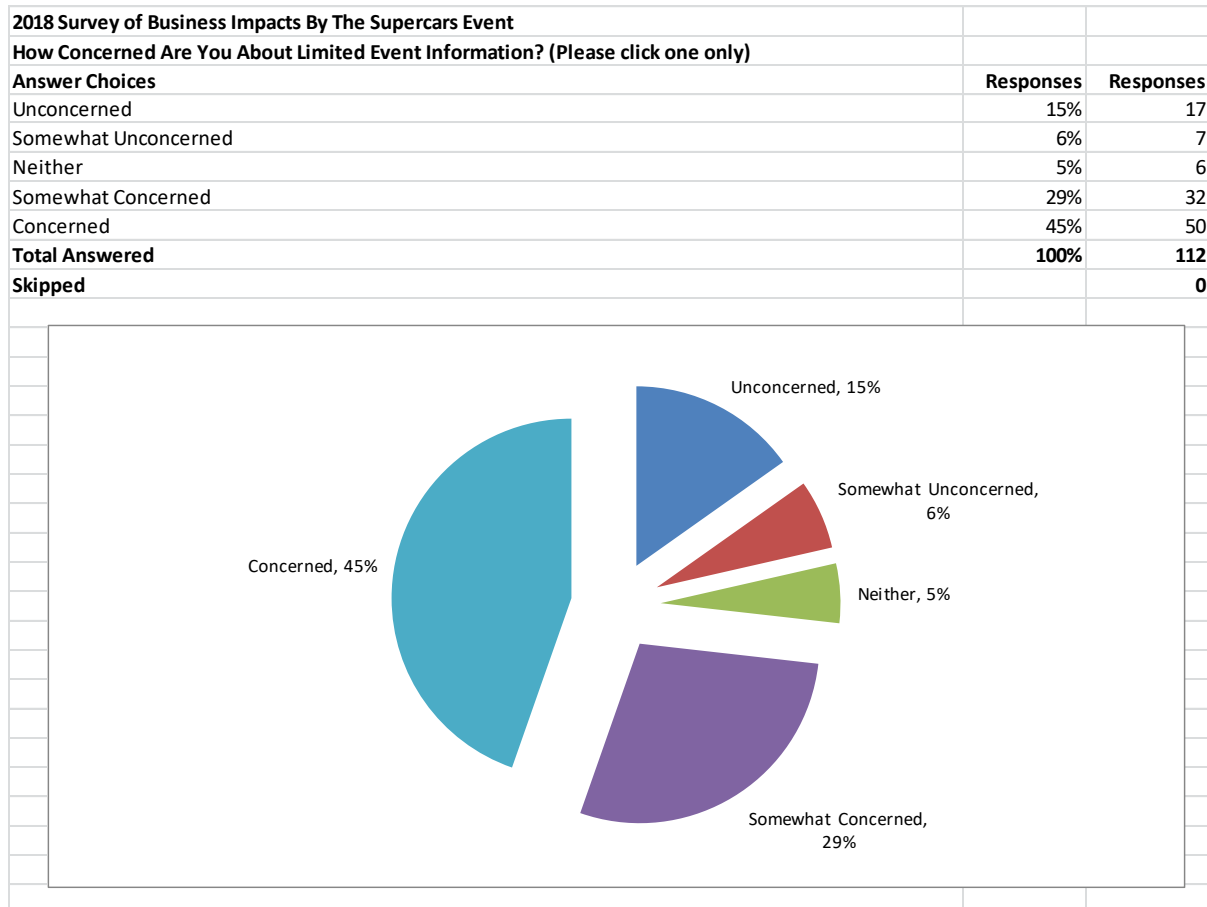
The money spent converting Newcastle East streets for three days of racing would have been better spent on building a sustainable, permanent racetrack that could be used year-round by all tiers of motor sport - as recommended by NSW Auditor General Peter Achterstraat. In his 2010 audit of the Supercars event at Homebush, he stated: *Investing in Eastern Creek (a permanent, purpose-built circuit) rather than Sydney Olympic Park would have avoided such costs as: special legislation for the staging of the event, a new authority for the event, potential damage to sensitive environment, haulage and storage of barriers etc, and 'make good' expenses following five years. Investment in Eastern Creek would create benefits all year round, rather than over a period of two weeks each year.*

A Supercars event could prove to be beneficial for Newcastle and the Hunter if it was in a sound location that ensured economic and environmental sustainability, safety and patron satisfaction.

## SUMMARY OF RESEARCH RESULTS -112 BUSINESS RESPONDENTS



The following pages summarise the research findings from the Trackside Businesses surveyed.



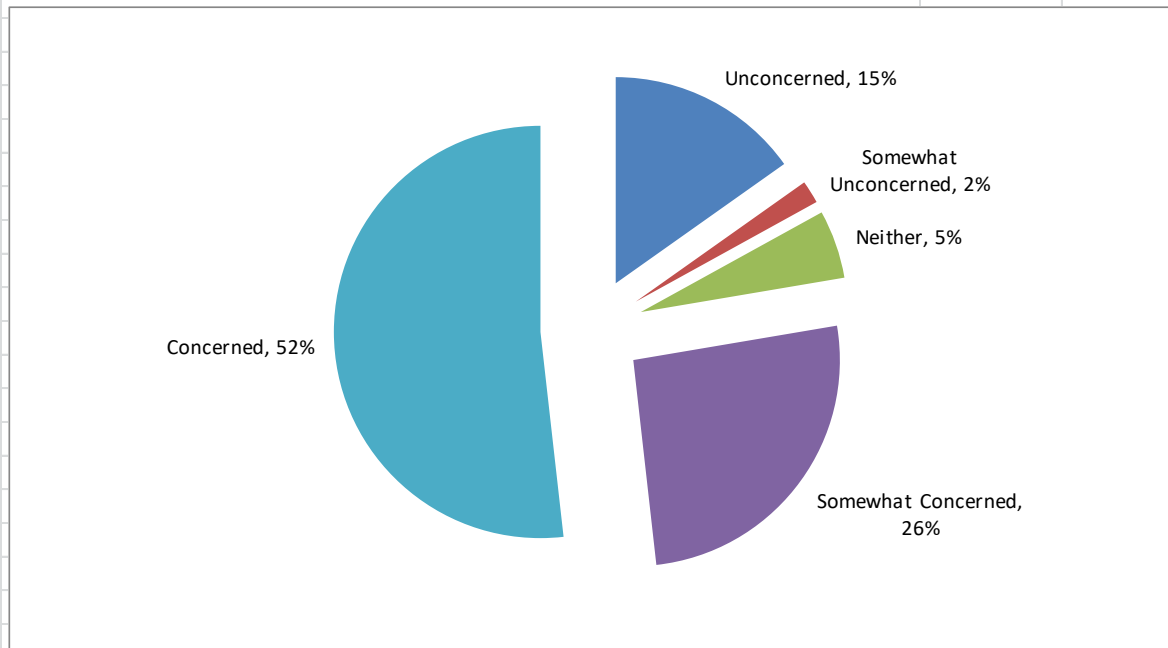
In April 2017, MAP Marketing surveyed 110 businesses on the circuit. In that pre-event 2017 research survey, approximately 69% of business surveyed stated they were somewhat concerned/concerned about the limited event information available to them. 23% were somewhat unconcerned/unconcerned and 7% were neither concerned nor unconcerned. *(Newcastle East Residents Group Supercars Business Impact Research 110 Affected Businesses - April 22, 2017)*

The after-event 2018 MAP Marketing research showed 74% of businesses surveyed were somewhat concerned/concerned about the limited event information available to them. These results indicate that concern about limited information has increased amongst businesses who responded to the survey. Race organisers must review their information strategies to improve on this important aspect of their event administration.

Comments from Trackside Businesses demonstrated widespread concerns about misinformation, late changes to road/access conditions and misleading promises about economic expectations.

*"Supercars controls the city and their own communications are so poor that information given to me one day to be sent to my clients for the next day's access to my business via Newcastle roads was so incorrect as to be farcical. I have lost clients because of difficulty accessing my centre as a result of both road works and incorrect communication."*

2018 Survey of Business Impacts By The Supercars Event		
How Concerned Are You About Limited Council Consultation? ( Please click one only)		
Answer Choices	Responses	Responses
Unconcerned	15%	17
Somewhat Unconcerned	2%	2
Neither	5%	6
Somewhat Concerned	26%	29
Concerned	52%	58
<b>Total Answered</b>	<b>100%</b>	<b>112</b>
<b>Skipped</b>		<b>0</b>



The pre-event 2017 research survey indicated 67% of business stated they were somewhat concerned/concerned about the limited Council consultation afforded to business owners. 21% were somewhat unconcerned/unconcerned and 12% were neither concerned nor unconcerned. (*Newcastle East Residents Group Supercars Business Impact Research 110 Affected Businesses - April 22, 2017*)

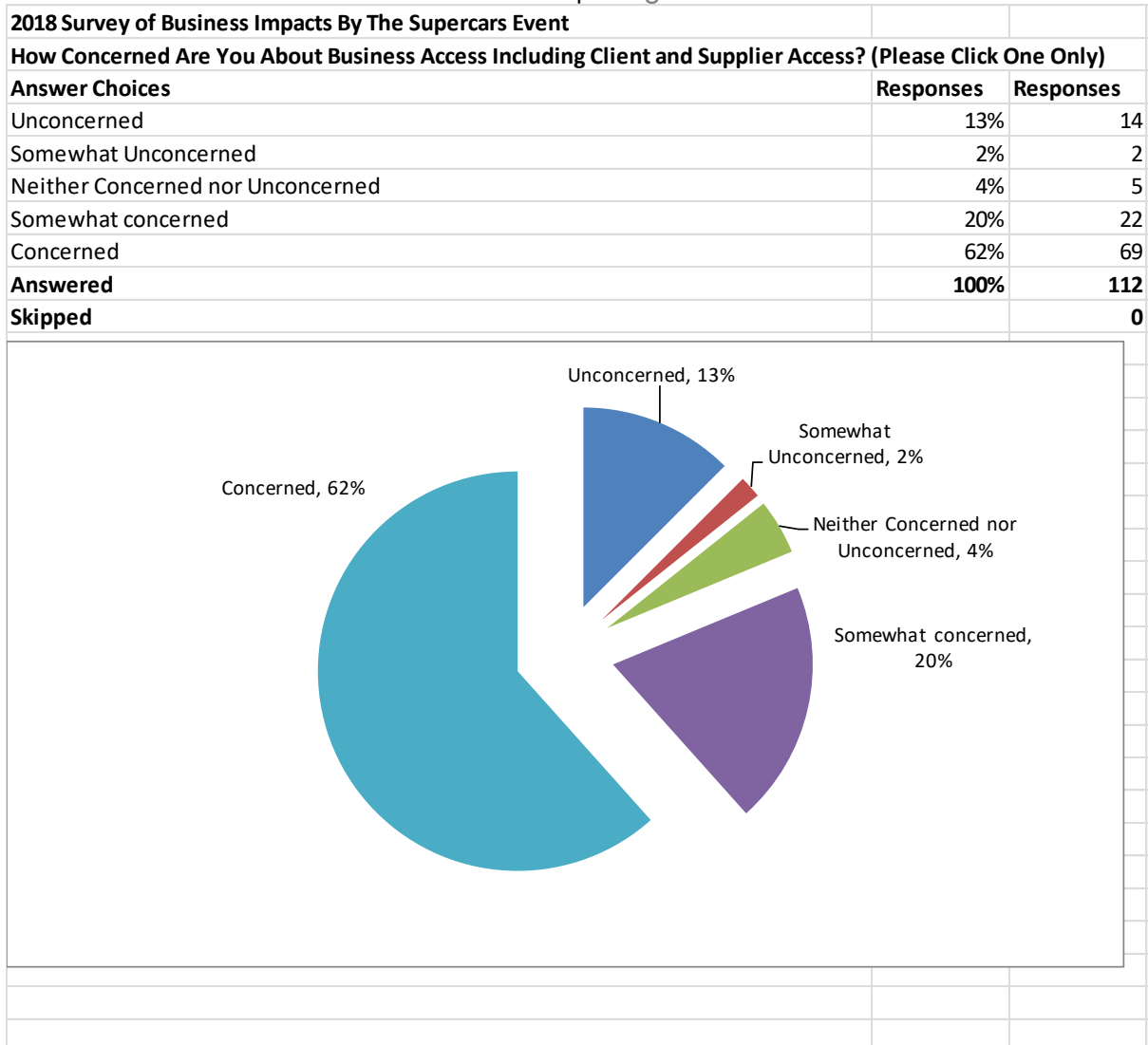
The post-race 2018 research indicated that 78% of businesses surveyed were concerned/somewhat concerned. Several businesses commented that Council (ultimately responsible for the decision to bring the race to Newcastle) did not adequately represent local businesses:

*"There is no evidence that NCC etc. has learned anything from the experience, particularly the Lord Mayor with her comments belittling any opponents or critics of the event or of her blind enthusiasm for it. We later learned that she brought it to the city (after the Council elections). The authorities have all completely identified with the private business interest from interstate who run the event and have no apparent intention of listening to anything other than complete acceptance."*

*"The Council's absolute delegation of control of public infrastructure (and private spaces) to a private entity that has no regard for the rights of others."*

*"Lack of meaningful consultation by Supercars and Council. Non-responsive DNSW Staff. Misinformation and lies promulgated by Council and Supercars."*





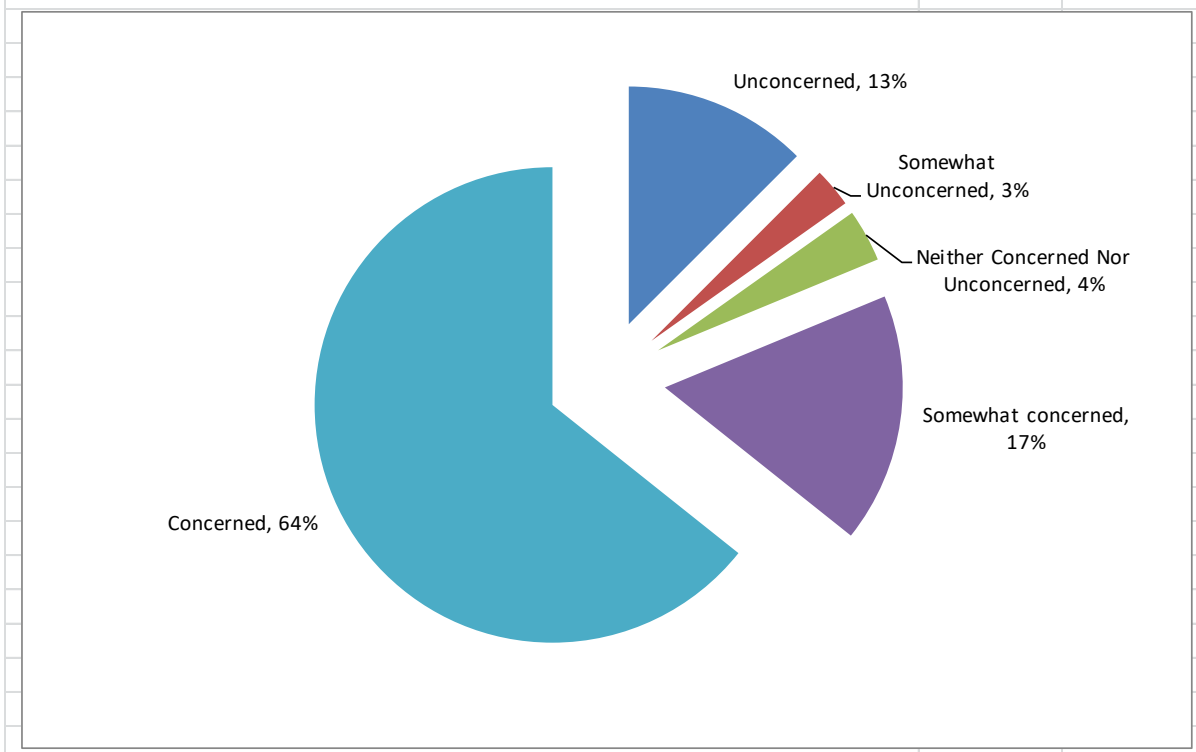
The post-race 2018 research showed that client and supplier access was a major issue with approximately 82% of Trackside Businesses stating that they were somewhat concerned/concerned. 14% were somewhat unconcerned/unconcerned and 4% were neither concerned nor unconcerned. Client and supplier access was a common complaint throughout every phase of the event.

*"Access was disrupted from September till just before Christmas and this is usually a busy time. Not looking forward to a repeat next year!"*

*"Not only did my clients have difficulty reaching the business in particular during the week before and after the supercars event so too did my staff."*

*"Accesses for deliveries from couriers are limited. Creating Loading Zones on Watt St would benefit when the barriers are up."*

2018 Survey of Business Impacts By The Supercars Event		
How Concerned Are You About Parking? (Please Click One Only)		
Answer Choices	Responses	Responses
Unconcerned	13%	14
Somewhat Unconcerned	3%	3
Neither Concerned Nor Unconcerned	4%	4
Somewhat concerned	17%	19
Concerned	64%	72
<b>Total Answered</b>		<b>112</b>
<b>Skipped</b>		<b>0</b>



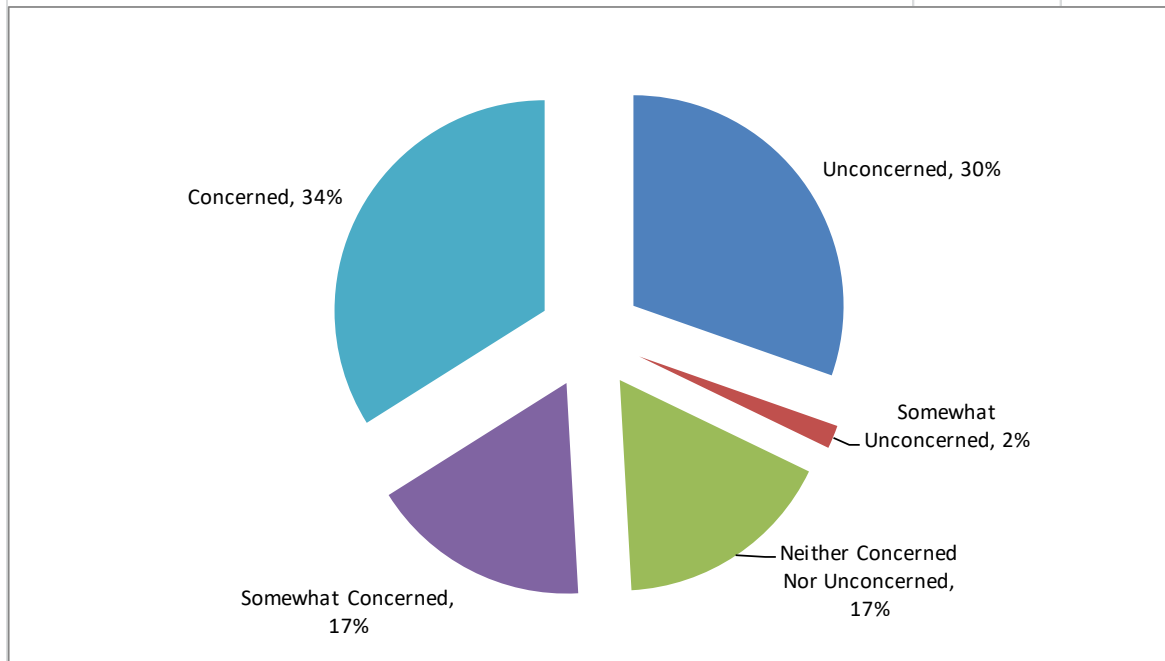
The 2018 research showed approximately 81% of Trackside Businesses stated they were somewhat concerned/concerned about parking. 15% were somewhat unconcerned/unconcerned and 4% were neither concerned nor unconcerned.

Trackside Businesses cited lack of parking opportunities as one factor that deterred regular and potential customers during all phases of the event.

*"The parking at Broadmeadow did not suit my staff as they had children in day care that required access to their vehicles."*

*"Staff and client parking were a huge issue leading up to the event. We were unable to work or see clients week day of event."*

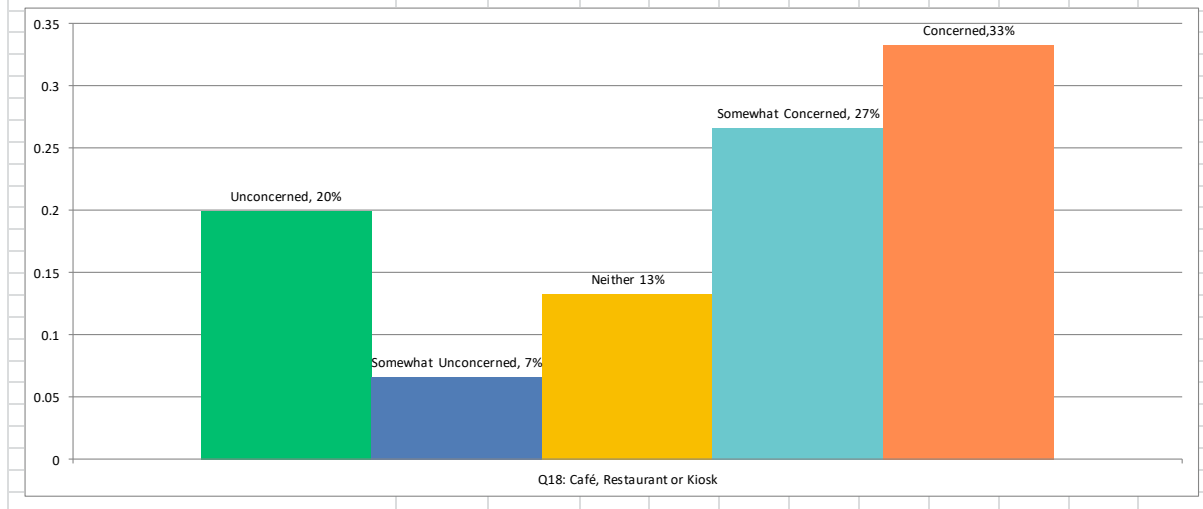
2018 Survey of Business Impacts By The Supercars Event		
How Concerned Are You Are About Business Competition from Supercars Caterers? (Please Click One Only)		
Answer Choices	Responses	Responses
Unconcerned	30%	34
Somewhat Unconcerned	2%	2
Neither Concerned Nor Unconcerned	17%	19
Somewhat Concerned	17%	19
Concerned	34%	38
<b>Total Answered</b>	<b>100%</b>	<b>112</b>
<b>Skipped</b>		<b>0</b>



The post-race 2018 research showed that approximately 51% of Trackside Businesses were somewhat concerned/concerned about competition from non-local caterers imported by Supercars. 32% were somewhat unconcerned/unconcerned and 17% were neither concerned nor unconcerned. The results reflect the composition of the majority of businesses in the Trackside Businesses group and the very small number of businesses that are hospitality-based.

The following graph examines the responses from café, restaurant or kiosk businesses adjacent to the racetrack. Results showed that 60% were somewhat concerned/concerned. 27% were somewhat unconcerned/unconcerned and 13% were neither concerned nor unconcerned.

2018 Survey of Business Impacts By The Supercars Event										
How Concerned Are Café, Restaurant or Kiosk About Business Competition from Supercars Caterers?										
	Unconcerned		Somewhat Unconcerned		Neither Concerned		Somewhat Concerned		Concerned	Total
Q18: Café, Restaurant or Kiosk	20%	3	7%	1	13%	2	27%	4	33%	5
Total	20%	3	7%	1	13%	2	27%	4	33%	5
Answered										15
Skipped										0

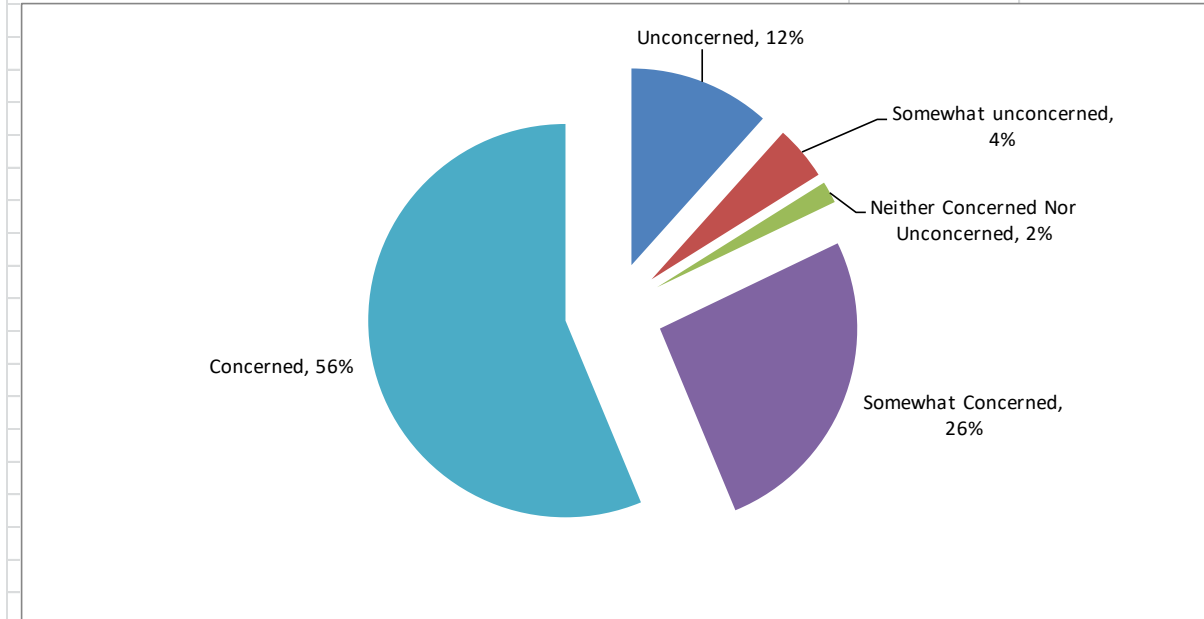


*"We are there all year round, they are just taking advantage of the event that has caused immense disruption to our already fragile businesses, so at least compete at a price point relative to a commercial marketplace."*

*"The authorities have all completely identified with the private business interest from interstate who run the event and have no apparent intention of listening to anything other than complete acceptance."*

*"The loss of business to many businesses (i.e. non-restaurant/accommodation - related) has not been factored into the cost-benefit analysis for this event. It's sad to consider that this is the most innovative thing that NCC can think of to promote economic growth in the region."*

How Concerned Are You About Traffic Congestion? (Please Click One Only)		
Answer Choices	Responses	Responses
Unconcerned	12%	13
Somewhat unconcerned	4%	5
Neither Concerned Nor Unconcerned	2%	2
Somewhat Concerned	26%	29
Concerned	56%	63
<b>Total Answered</b>	<b>100%</b>	<b>112</b>
<b>Skipped</b>		<b>0</b>



The post-race 2018 research showed approximately 82% of Trackside Businesses stated that they were somewhat concerned/concerned about traffic congestion issues. 16% reported that they were somewhat unconcerned/unconcerned and 2% were neither concerned nor unconcerned.

Trackside Businesses commented frequently about traffic problems impacting on both their customers and employees:

*"The issue of access during bump up periods and of pollution noise during the race itself are my main personal concerns."*

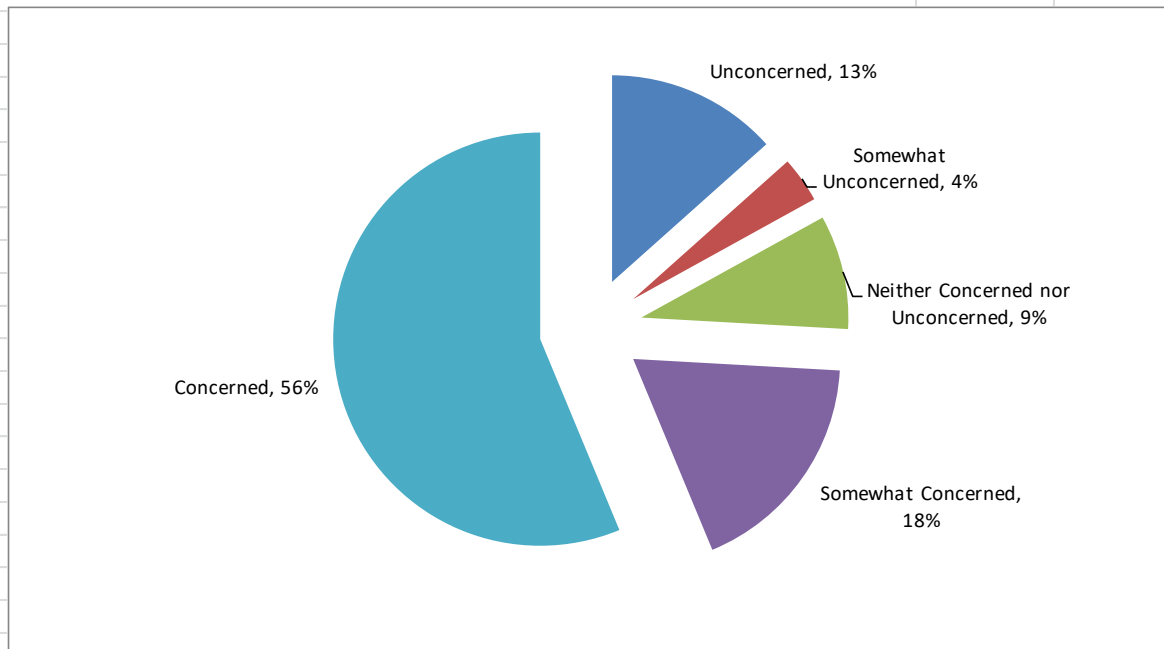
*"Totally unsuitable for the road/traffic infrastructure in this area. Choose another location not surrounded by business and residential buildings."*

*"Parking for clients."*

*"Accesses for deliveries from couriers are limited. Creating Loading Zones on Watt St would benefit when the barriers are up."*

*"Access is important for us on the inside of track."*

2018 Survey of Business Impacts By The Supercars Event		
How Concerned Are You About Destruction of Heritage, Trees, Parks and the Environment? (Please Click One Only)		
Answer Choices	Responses	Responses
Unconcerned	13%	15
Somewhat Unconcerned	4%	4
Neither Concerned nor Unconcerned	9%	10
Somewhat Concerned	18%	20
Concerned	56%	63
<b>Total Answered</b>	<b>100%</b>	<b>112</b>
<b>Skipped</b>		<b>0</b>



The post-race 2018 research showed approximately 74% of Trackside Businesses were somewhat concerned/concerned about destruction of heritage, trees, parks and the environment. 17% were somewhat unconcerned/unconcerned and 9% were neither concerned nor unconcerned.

*"The event gave Newcastle exposure, but I would say it was the wrong exposure in the wrong place. It was an event that attracted the incorrect attention to Newcastle. We could have generated far more constructive exposure by holding a high profile conference, a heritage exhibition or something similar."*

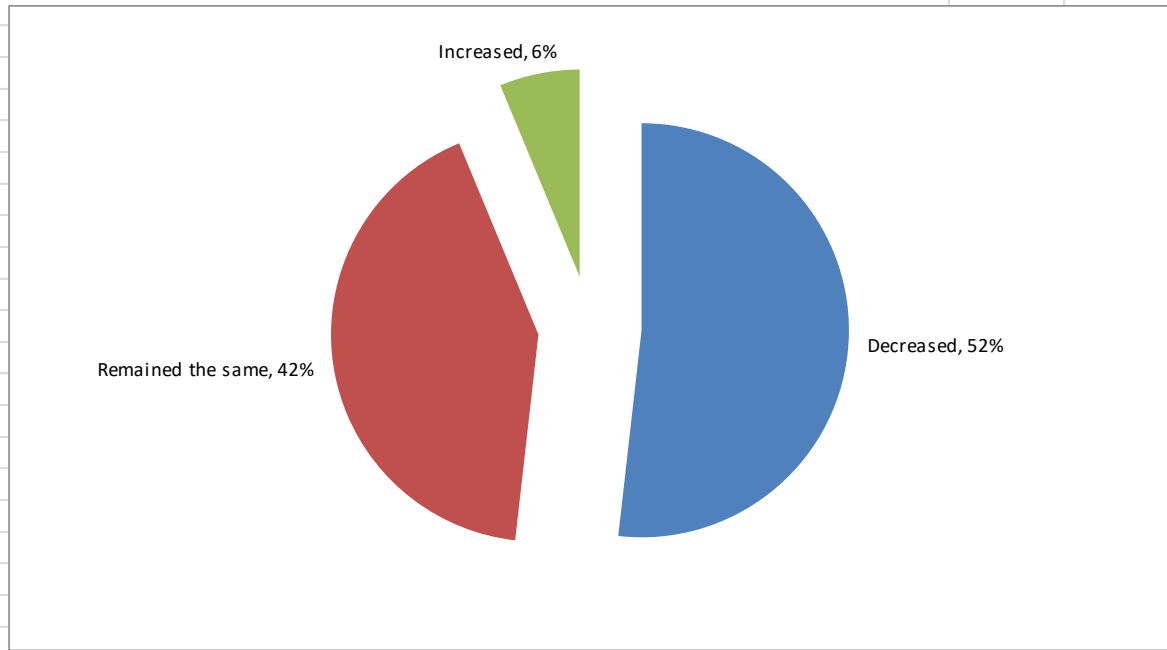
*"The environment has not been restored as promised. Supercars have scarred the area."*

*"It also makes life in general untenable in this once relaxed and previously beautiful parkland suburb."*

*"I'm really concerned about trees and the area staying green."*

*"We have some of the most unique buildings in Australia because we did not experience the construction boom that other cities experienced during a reckless and uncontrolled period. Yet we allowed v8s to race near these buildings."*

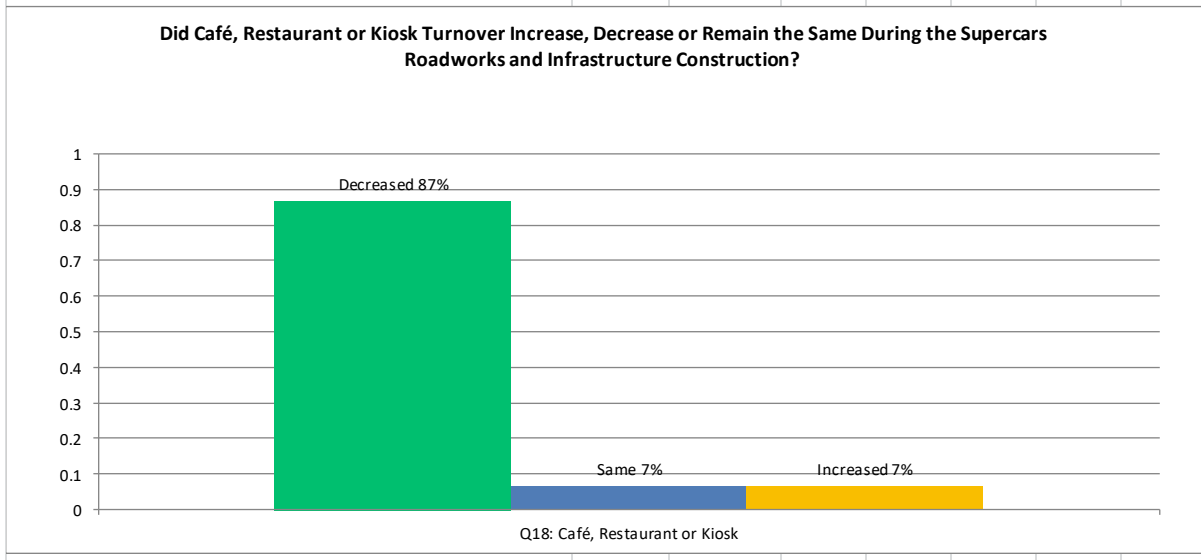
2018 Survey of Business Impacts By The Supercars Event		
Did Your Turnover Increase, Decrease or Remain the Same During the Supercars Roadworks and Infrastructure Construction? (Please Click One Only)		
Answer Choices	Responses	Responses
Decreased	52%	58
Remained the same	42%	47
Increased	6%	7
<b>Total Answered</b>		<b>112</b>
<b>Skipped</b>		<b>0</b>



The pre-race construction period was particularly disruptive for businesses. Approximately 52% of Trackside Businesses reported that their turnover had decreased during construction of roads and infrastructure for the event. 6% of businesses indicated an increase in trade and 42% stated that business had remained the same during the 5-month construction phase.

During this period, the influx of construction workers did not significantly bolster the local business economy as many had hoped. Results demonstrated that only 6% of businesses in the area adjacent to the work zones benefited positively. This was partly due to the fact that regular customers were discouraged from frequenting businesses adjacent to the construction zones.

2018 Survey of Business Impacts By The Supercars Event							
Did Café, Restaurant or Kiosk Turnover Increase, Decrease or Remain the Same During the Supercars Roadworks and Infrastructure Construction?							
	Decreased	Remained the same		Increased			Total
Q18: Café, Restaurant or Kiosk	87%	13	7%	1	7%	1	15
Answered							15
Skipped							0



In a further analysis of responses, a great majority (87%) of the Trackside café, restaurant or kiosk businesses reported a decline in turnover. For most businesses in this group, any increase in turnover during the event could never make up for the long term losses experienced during the construction phase.

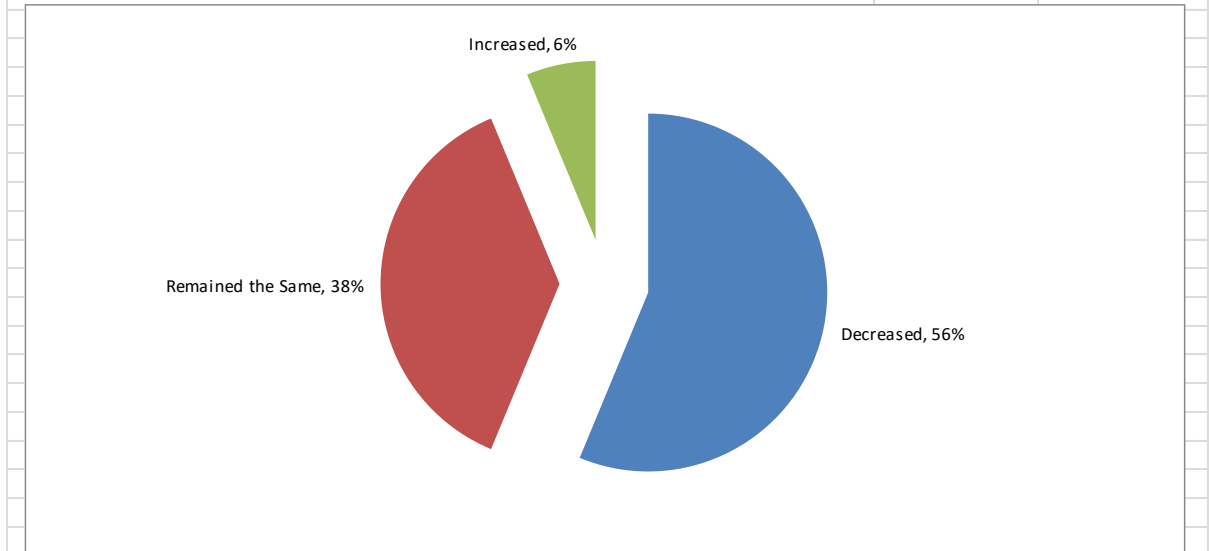
*"The chaotic road works, denials, distortions and disinformation from the partnership of NCC, Destinations NSW and Supercars created an atmosphere of division and disruption for no apparent reason."*

*"It appears to me that no attempt was made to mitigate the disruption during the construction phase, including mitigating the impact of noise, of services such as telephones being unavailable because a cable in Watt Street was cut, and a water main being cut. At no time was there an acknowledgement of the impact the construction had on the businesses proximate to Watt Street."*

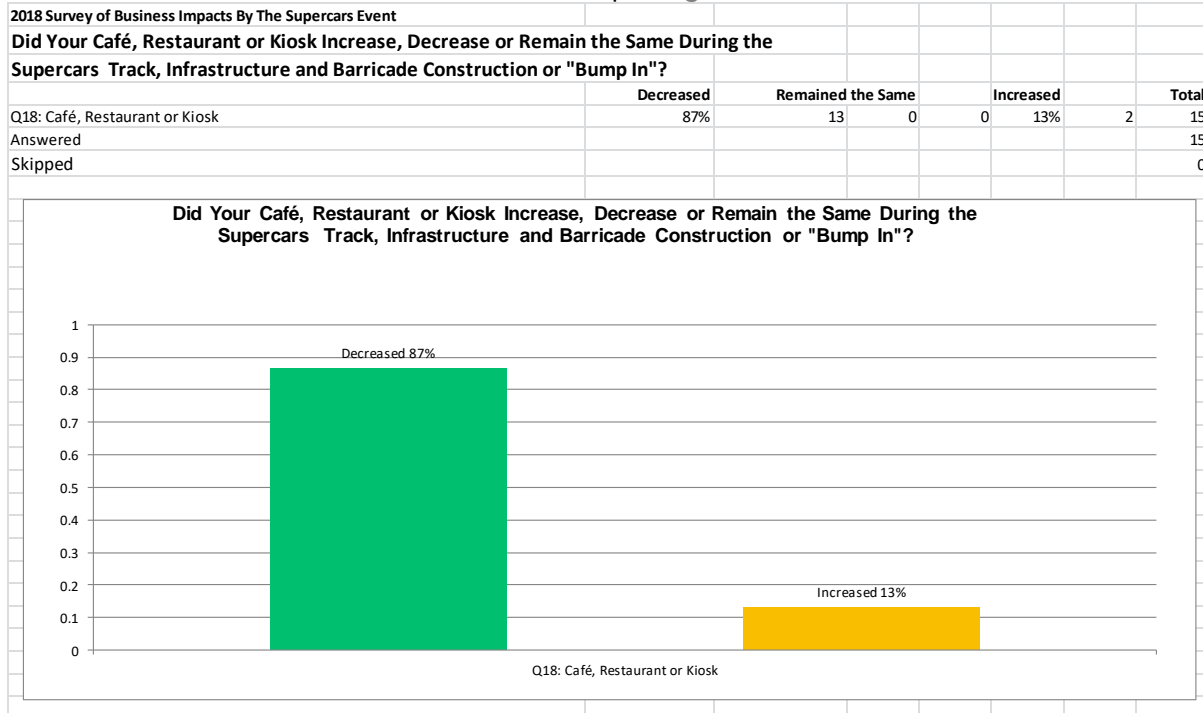
*"We closed the business for several weeks prior to the event, during the event and for almost a month following the event as we were unable to operate due to noise, road closures, lack of parking etc."*



2018 Survey of Business Impacts By The Supercars Event		
Did Your Turnover Increase, Decrease or Remain the Same During the Supercars Track, Infrastructure and Barricade Construction or "Bump In"? (Please Click One Only)		
Answer Choices	Responses	
Decreased	56%	63
Remained the Same	38%	42
Increased	6%	7
<b>Answered</b>	<b>100%</b>	<b>112</b>
<b>Skipped</b>		<b>0</b>



Approximately 56% of Trackside Businesses stated that their turnover had decreased during the bump in of infrastructure. 6% of businesses experienced an increase in trade and 38% reported that business had remained the same. 4% more businesses were negatively affected during this phase than during the actual construction of the track. Again, only **6% of businesses had increased turnover during bump in while 95% of businesses did not benefit.**



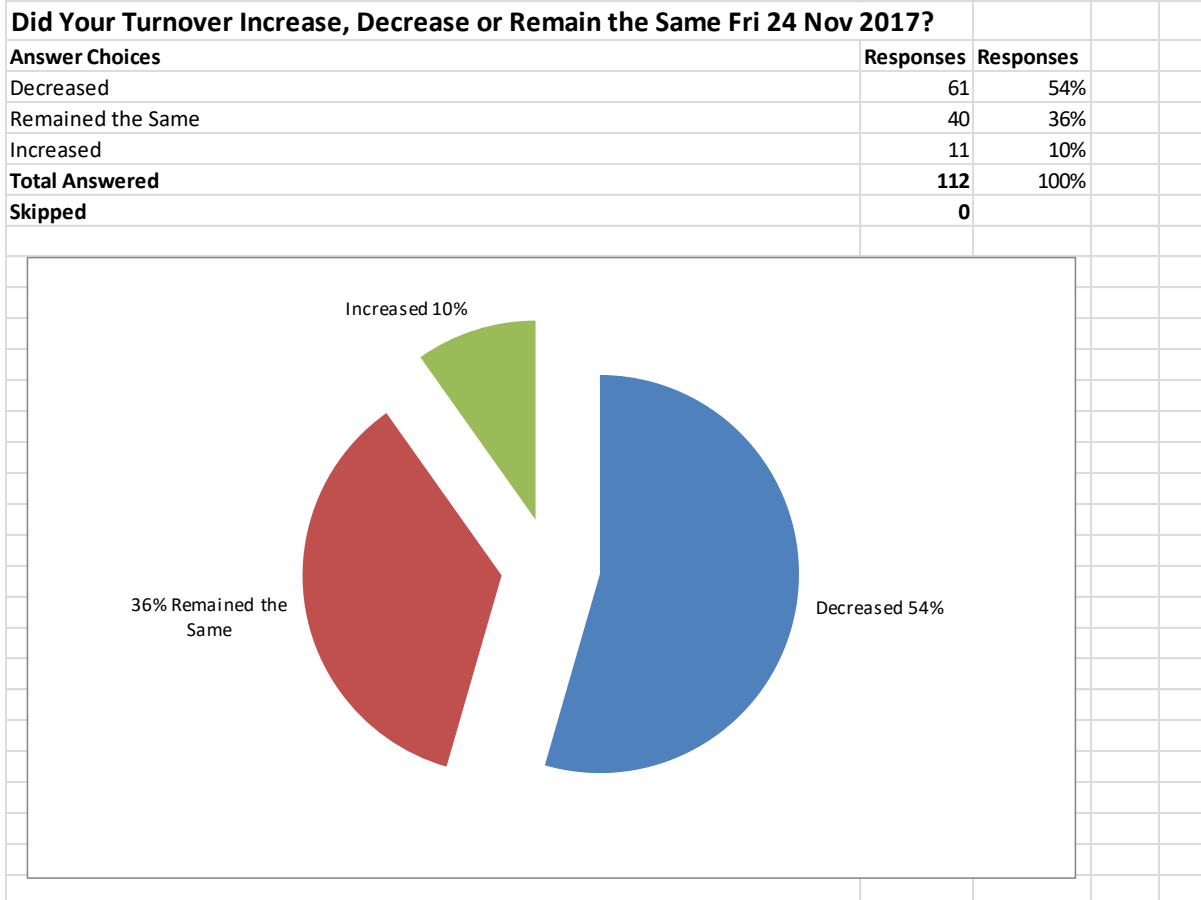
In the bump in phase, **87% of Trackside café, restaurant or kiosk businesses indicated a decline in turnover**. A relatively small number (13%) reported an increase in trade at this time.

*"The assembly and disassembling take far too long. This lasts for about 1/4 of the year and is an absolute distraction for at least 1 month of the year. This is too much of a burden for business to bear."*

*"The caging in of a residential suburb for the extended period of bump in bump out has huge detrimental effects on business and mental state of owners."*

*"THE EAST END IS OFFICIALLY IN LOCKDOWN! YOU CAN'T GET IN OR GET OUT EASILY AND AT TIMES AT ALL!!"*

*"Access was disrupted from September till just before Christmas and this is usually a busy time. Not looking forward to a repeat next year!"*



Approximately 54% of Trakside Businesses stated that their turnover had decreased on the first day of the event - Friday, 24<sup>th</sup> November. 10% of businesses recorded an increase in trade and 36% of businesses reported that trading remained the same. In total, **90% of Trakside Businesses did not benefit on the first day of the event.**

*"We were unable to work or see clients week day of event."*

*"Difficult for clients to park nearby to attend at the office. On the Friday of the Supercars events I was unable to open the office at all and lost business."*

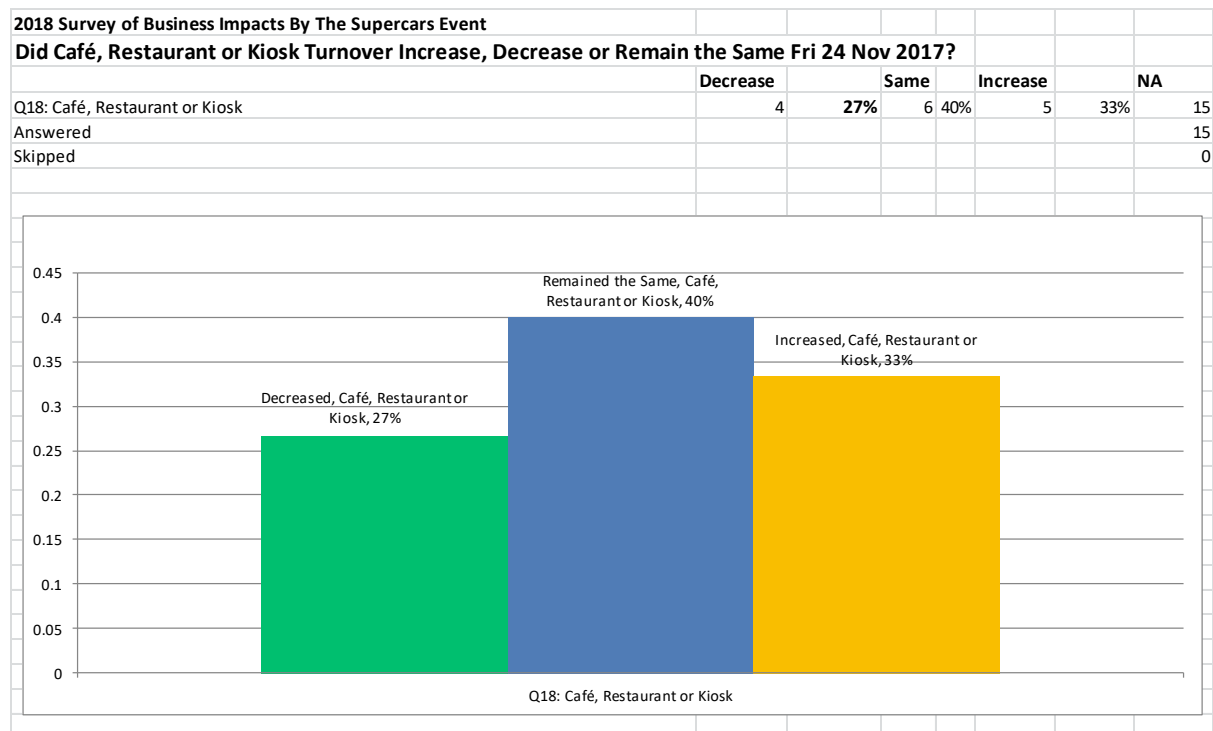
*"The Federal Courts were obliged to close for Friday 23 November for multiple causes generated by the car race, including lack of access, noise, absence of parking. At least 30 litigants had their cases delayed, in the yearly busiest time for the Family Law jurisdiction. No consideration has been given to these people."*

*"The constant noise, the inability to open for business or provide services to clients on the Friday of the races being a day this legal practice would normally open."*

Some of the positive comments were:

*"It's great for the City as a WHOLE and the event was something that the WHOLE city can be proud of."*

*"I had to close my office for the day as did my wife, yet we still paid staff. I viewed this as a consequence of the greater benefit for an event that benefited the City - so yes it did cost me but a cost I was happy to bear. Although I do feel for those affected, it certainly wasn't helped by the vocal minority attitude which was widely condemned by their actions and that of vandalism."*



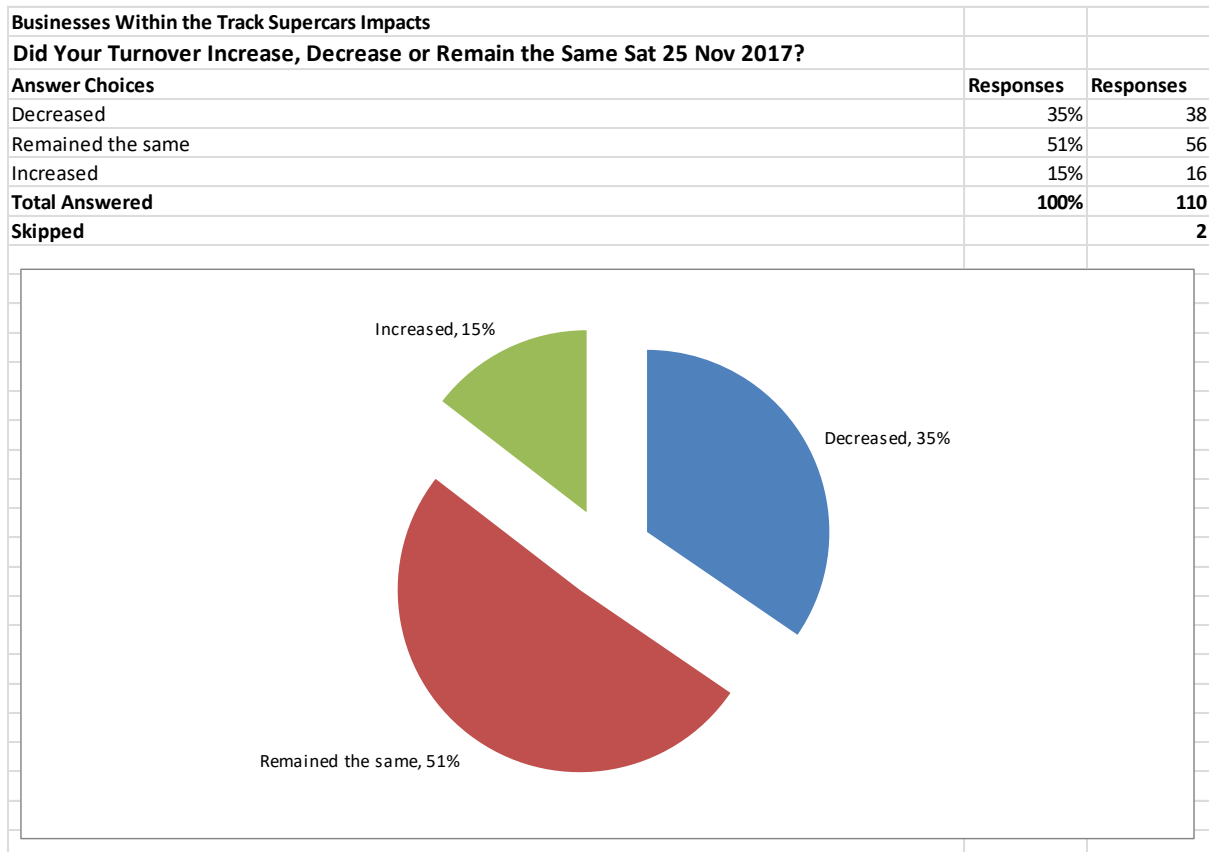
27% of Trackside café, restaurant or kiosk businesses indicated a decrease in business on the Friday of the event. For 40% of café, restaurant or kiosk businesses, trading remained the same and 33% reported an increase in trade. In total, **67% of businesses did not benefit during the first day of the event.**

Views differed greatly as to the success of the event for business and the city in general:

*"No concerns, only positive feedback from all staff."*

*"It was an event that attracted the incorrect attention to Newcastle."*

*"This is too much of a burden for business to bear."*



Approximately 35% of Trackside Businesses stated that their turnover had decreased on the Saturday of the event. 15% reported an increase in turnover and 51% indicated that trade had remained the same. In all, **86% of businesses showed no benefit from Saturday trading during the event.**

The overall percentage of businesses that experienced an increase in trade was relatively low (15%). Race organisers had indicated that there would be a huge increase for businesses during the event. Supercars chief operating officer Shane Howard claimed that, "The Newcastle 500 is a tourism play and is a huge opportunity for the city and the region." (*Newcastle Herald 9/10/2017*) <https://www.theherald.com.au/story/4975369/supercars-warns-against-hotel-price-gouging/>

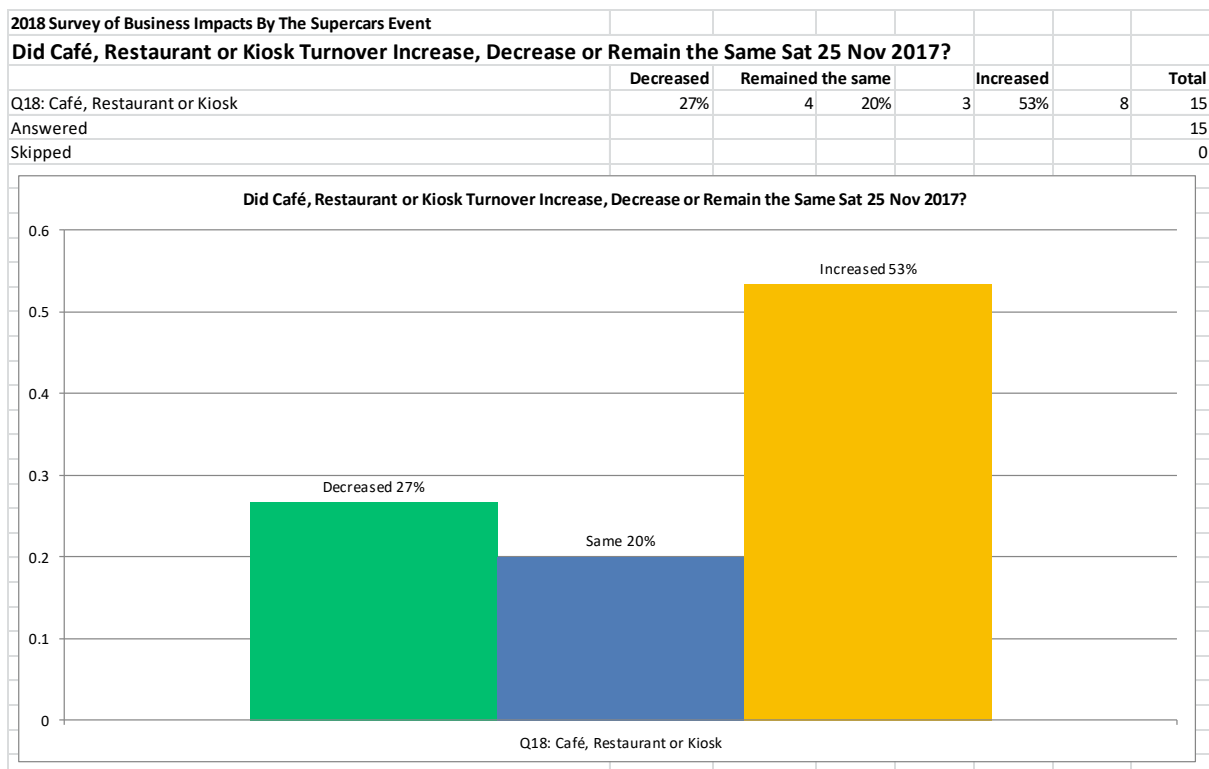
"Supercars promised Newcastle "an unprecedented amount of additional business opportunity and economic benefit". (*Newcastle Herald 17/6/17.*) <https://www.theherald.com.au/story/4734869/trading-by-the-track/>

With only 15% of businesses experiencing positive economic increases, race authorities must develop a management plan for future events that will deliver a wider economic upturn for local businesses. Many local businesses will not be economically sustainable under the current organisation.

*"The overall impact of the event was good for my business. I expect it to be even better in the future."*

*"We will be forced to take a vacation every year over the Supercar weekend which is a time slot that we would NOT ordinarily choose. An enforced "holiday" impacts severely on our child's education, family budget, pet and vehicle relocation costs and income stream."*

*"Given the concerns due to noise and accessibility, our studio closed for the race and staff were asked to take annual leave."*



53% of Trackside café, restaurant or kiosk businesses showed an overall economic increase on the Saturday of the race.

This represents the highest increase in trade on ANY day during the event and was the most successful trading day for this group of trackside businesses.

However, 27% of businesses reported a decrease and 20% experienced no change at all, demonstrating that **47% of traders did not benefit on the Saturday of the event**. It is critical that race authorities address the negative impact of the event on almost half the local hospitality businesses adjacent to the track.

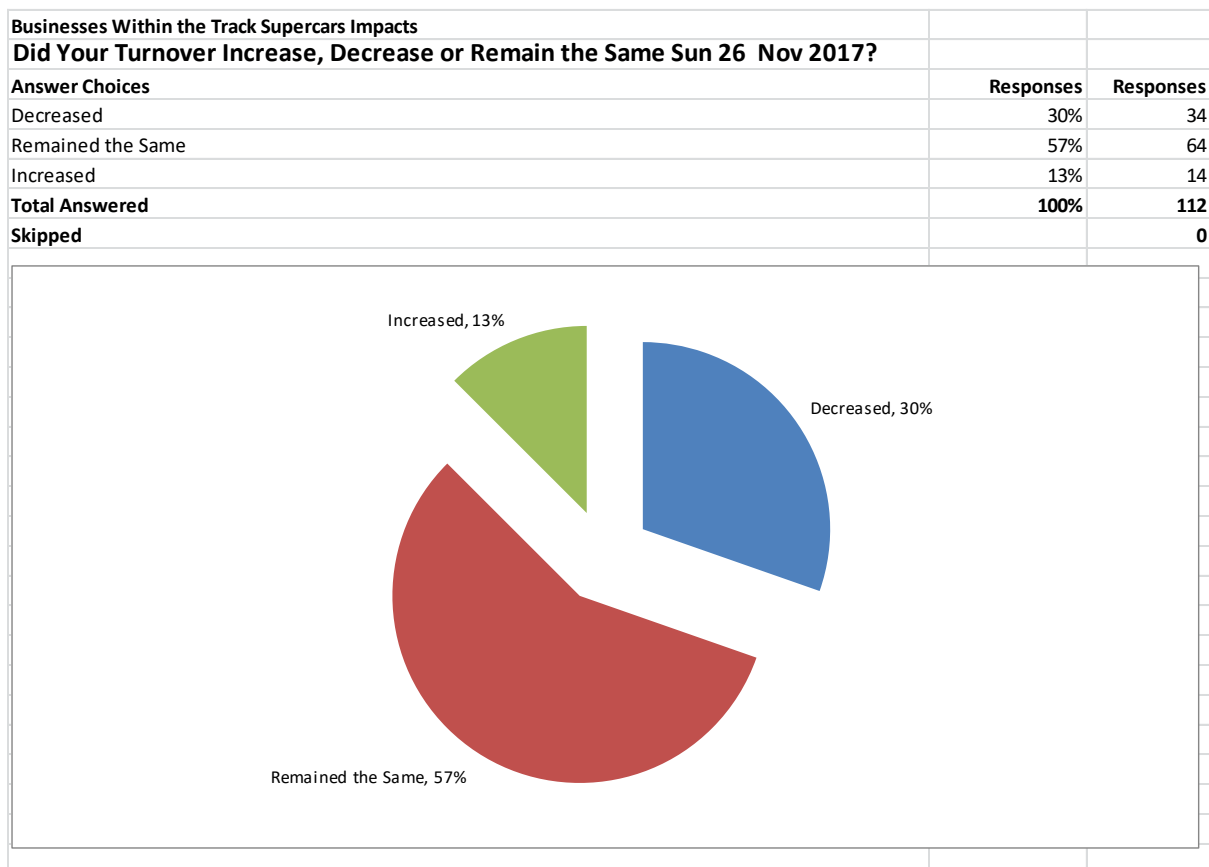
*"My only concern it that it remains a Newcastle event & on our calendar every year. We were very happy with the way it was run with only minor issues, to be expected the first time an event of such greatness was held. Absolutely baffles me why people would not support this event! Great atmosphere, great for businesses, safety paramount as always, thank you V8 Supercars - BRING ON 2019!!!!!!"*

*"It was a fantastic event, amazing for Newcastle."*

*"I think Supercars are wrong for Newcastle East. However, I would like our businesses to actually have the opportunity to work with Supercars to make sure we benefit from the event. Genuine discussion and opportunity to collaborate, that's what, I'd like to see for all our businesses."*

*"This event is a local disaster."*

*"At no time was there an acknowledgement of the impact the construction had on the businesses proximate to Watt Street."*



Approximately 30% of Trackside Businesses stated that their turnover decreased on the Sunday of the event. This directly refuted promises made about economic gains prior to the event.

The (then) NSW Premier, Mike Baird said in the *Newcastle Herald* (27/9/16) *"the race is expected to inject more than \$57 million to the Hunter region and attract 81,000 visitors from Australia and overseas."*

Only 13% of businesses reported an increase in trade and 57% traded as they would on any event-free Sunday. In total, **87% of Trackside Businesses did not benefit on the Sunday of the event.**

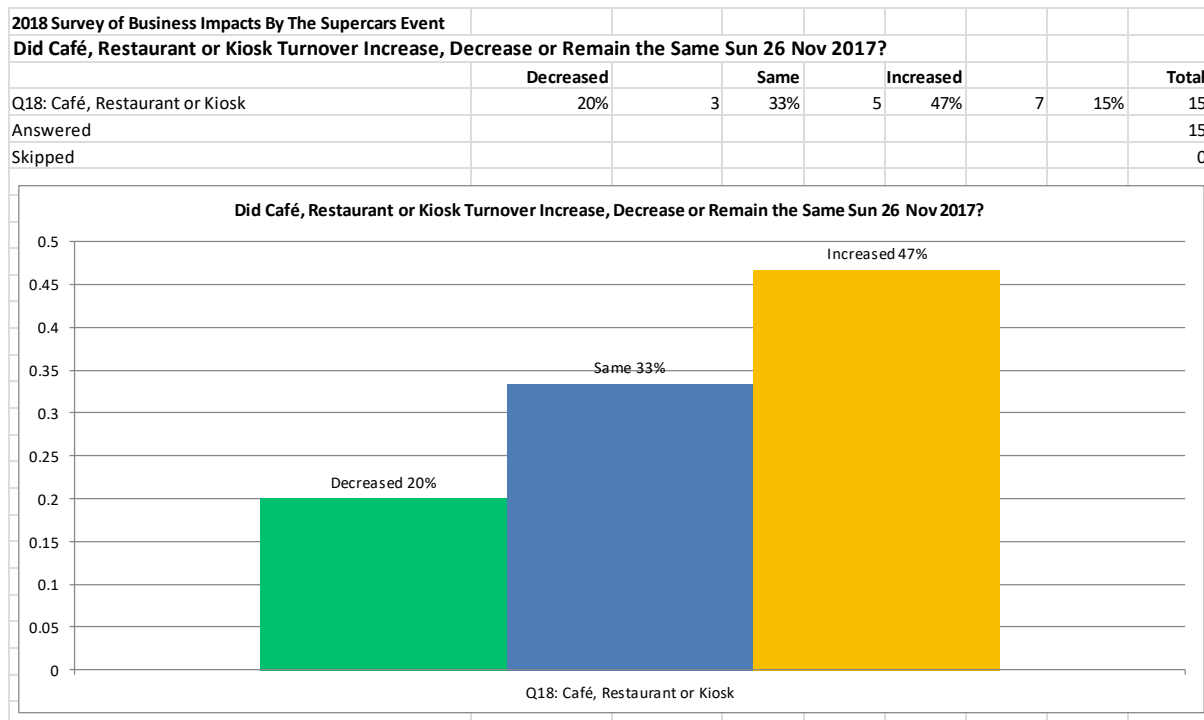
*"Great event and showcasing of Newcastle, which will only enhance our business opportunities and turnover for the future"*

*No concerns at all. I attended all three days and it was a well-run event."*

*"Channelling of patrons to the race had the effect of diverting them from the Mall etc. thus depriving those businesses of patronage. Market St lawn should have more access points between the harbour and CBD."*

*"Had to go out town 3-4 months and spent money elsewhere."*

*"The loss of business to many businesses (i.e. non-restaurant/accommodation - related) has not been factored into the cost-benefit analysis for this event."*



Sunday, 26<sup>th</sup> November was the final race event of the Supercars yearly events calendar. Supercars touted this as the biggest and most exciting day of the Newcastle 500 and the grand finale of the Supercars racing championship.

47% of Tracksides café, restaurant or kiosk businesses reported an overall increase in trading on the Sunday of the race. 33% of businesses experienced trade equal to a normal non-event Sunday. 20% of businesses reported a decrease in trade on the final day of the event. Ultimately, **more than half (53%) of local hospitality businesses did not benefit from the grand finale day** despite assurances from race authorities that they would.

*"To the people who were put out by this event, take a holiday for a few days & let the rest of us enjoy something."*

*"Yes! Keep it here for every year! Was an amazing event! Thank you V8 Supercars!!"*



*"Would like to see more activity/events/music around the perimeters to assist local business and perhaps have the local restaurants catering in lieu of Qld food trucks etc. - show what the city has to offer."*

*"Spent \$10,000 getting away from this event. Took money out of Newcastle to escape."*

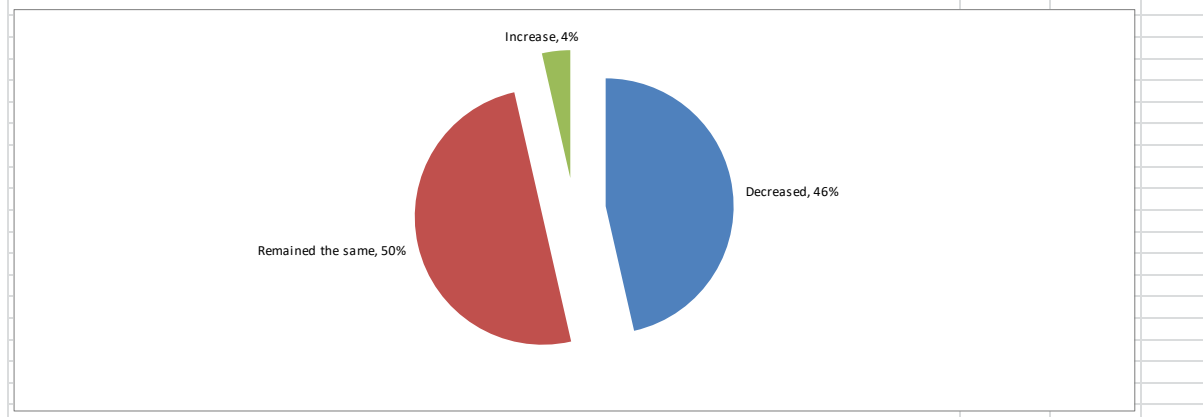
*"Volunteers being rude to potential customers/ clients in how to access businesses they have booked into or telling them they are not allowed in the area where businesses are struggling and they have it wrong."*

*"Discouraging visitors to east Newcastle; super cars control all and get all benefit; local business suffer; disruption to access to east end & foreshore; ugly supercars barriers, pits etc."*

Businesses Within the Track Supercars Impacts

Did Your Turnover Increase, Decrease or Remain the Same during the "Bump Out" or Track and Related Infrastructure Disassembly 27 Nov-22 Dec 2017?

Answer Choices	Responses	Responses
Decreased	46%	52
Remained the same	50%	56
Increase	4%	4
<b>Total Answered</b>	<b>100%</b>	<b>112</b>
Skipped		0



Construction for the event took place from the beginning of June until just before the event in late November. Officially, Supercars controlled the race precinct from 16<sup>th</sup> October (when the Foreshore Park was fenced off from normal public access) until 22<sup>nd</sup> December 2017. The bump out was to be completed by 22<sup>nd</sup> December 2017.

Approximately 46% of Trackside Businesses stated that their turnover decreased during the time period for the dismantling and removal of infrastructure. Only 4% of businesses reported an increase, and 50% indicated that business turnover remained the same.

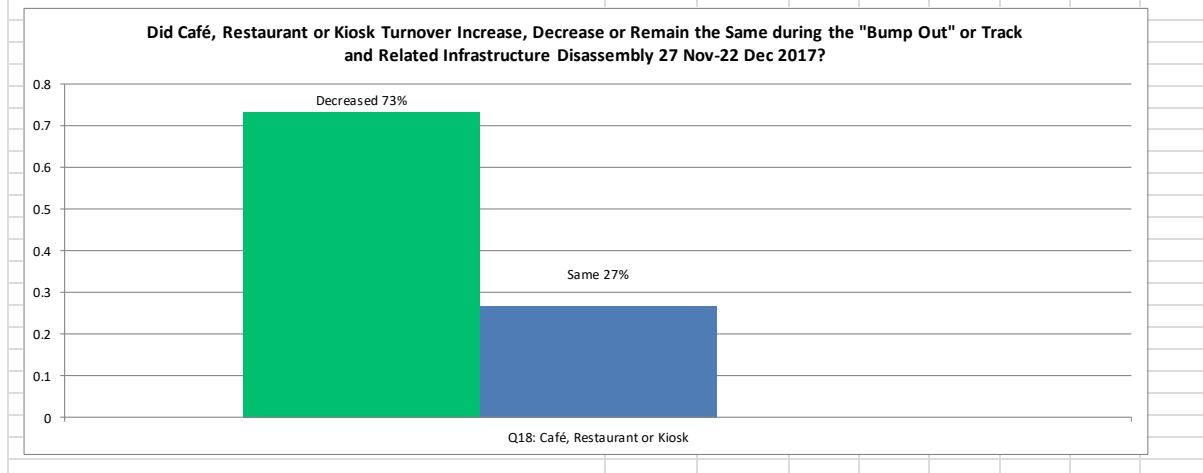
*"THE SO CALLED CLEAN UP AFTERWARDS WAS A FARCE."*

*"As this event was held on public land the Council and Supercars should provide information about the financial benefit to the city (if any) and consult properly with business and residents before continuing with this event. Our belief is still that it is being held in the wrong place."*

*"Businesses were cruelly stressed and my concern is I have to face this again."*

*"Access was disrupted from September till just before Christmas and this is usually a busy time. Not looking forward to a repeat next year!"*

2018 Survey of Business Impacts By The Supercars Event							
Did Café, Restaurant or Kiosk Turnover Increase, Decrease or Remain the Same during the "Bump Out" or Track and Related Infrastructure Disassembly 27 Nov-22 Dec 2017?							
	Decreased		Remained the same	Increased		Total	
Q18: Café, Restaurant or Kiosk	73%	11	27%	4	0	0	15
Answered							15
Skipped							0



**73% of Trackside café, restaurant or kiosk businesses reported an overall decline in turnover during the bump out period.** For many businesses, December is one of their busiest times of the year. Business owners had hoped to recoup some of their previous losses during the Christmas trading period.

Significantly, NO restaurant or kiosk businesses reported an increase in trade for the bump out phase. Access issues were identified as a factor in trading ability.

*"The time of the year (is a concern)."*

*"It completely wipes out my two biggest months of the year and there is nothing I can do to coerce people to come in to the city (multiple times a week for at least a month to use my services as recommended) if they just want to avoid it altogether."*

*"The assembly and disassembling take far too long. This lasts for about 1/4 of the year and is an absolute distraction for at least 1 month of the year. This is too much of a burden for business to bear."*

*"Incredible disruption to business operations due to access difficulty."*

*"No concerns at all. I attended all three days and it was a well-run event."*

## Turnover Decreases for 54 Businesses Categorised by Industry Sector

<b>Q18: Hotel/Motel</b>		
Respondents	Percent Decrease	
1	30% down from closures	
2	10	
3	20	
4	Increased	
<b>Q18: Café, Restaurant or Kiosk</b>		
Respondents	Percent Decrease	
1	20	
2	down 30%	
3	30	
4	50	
5	15	
6	40%	
7	40-50%	
8	40%	
9	15	
<b>Q18: Retail</b>		
Respondents	Percent Decrease	
1	\$30,000	
2	25%-30%	
3	10-20 percent before race days	
4	30%	
5	15	
<b>Q18: Professional Practice</b>		
Respondents	Percent Decrease	
1	100% for 18 November to 5 December 2017	
2	20% decrease	
3	80% unable to properly function	
4	20	
5	1	
6	\$6,400.00 loss of productive day.	
7	30%	
8	1%	
9	10%-15%	
10	I lost 100% of turnover on the Friday of the supercars event	
11	20%	
12	50%	
13	20	
14	8	
15	40%	
16	15	
17	N/A	
18	1% of annual revenue	
<b>Q18: Medical/Healthcare</b>		
Respondents	Percent Decrease	
1	Had to shut when the race was on. Lost 100% of clients Friday and Saturday. About 20% other days.	
2	50 percent for November	
3	20	
4	40%	
5	80%	
6	50%	
7	Over 30 per cent loss over \$100,000.00	
8	40	
9	40%	
10	Don't know... I'm guesstimating	
11	my turnover for October and November decreased by 75%, the decrease was about 20% for the rest of the roadworks period	
<b>Q18: Technology</b>		
Respondents	Percent Decrease	
1	10	
2	20	

<b>Q18: Real Estate/Housing</b>		
Respondents	Percent Decrease	
1	20	
2	20	
3	25 percent	
<b>Q18: Communications</b>		
Respondents	Percent Decrease	
1	10	
<b>Q18: Charitable Institution</b>		
Respondents	Percent Decrease	
1	Had to take day off or work from another location and therefore unable to see any clients at all on the Friday.	
2	20	
3	20	
4	Loss of productivity	
<b>Q18: Home Based Business</b>		
Respondents	Percent Decrease	
1	Not applicable	
2	20	
3	My turnover is received annually as large grants .. our ability to operate our business was significantly impacted	
4	20	

## Turnover Increases for 9 Businesses Categorised by Industry Sector

<b>Q18: Hotel/Motel</b>	
Respondents	Percent Increases
1	200%
2	10
3	25%
<b>Q18: Café, Restaurant or Kiosk</b>	
Respondents	Percent Increases
1	2
2	40%
3	10
<b>Q18: Retail</b>	
Respondents	Percent Increases
1	\$30,000
2	300 percent over race days
3	n/a
<b>Q18: Professional Practice</b>	
Respondents	Percent Increases
1	nil
2	0
3	0
4	na
5	NA
6	0
7	Not applicable
8	N/A
<b>Q18: Medical/Healthcare</b>	
Respondents	Percent Increases
1	N/a
2	80%
<b>Q18: Real Estate/Housing</b>	
Respondents	Percent Increases
1	Nil
<b>Q18: Home Based Business</b>	
Respondents	Percent Increases
1	Not applicable
2	10

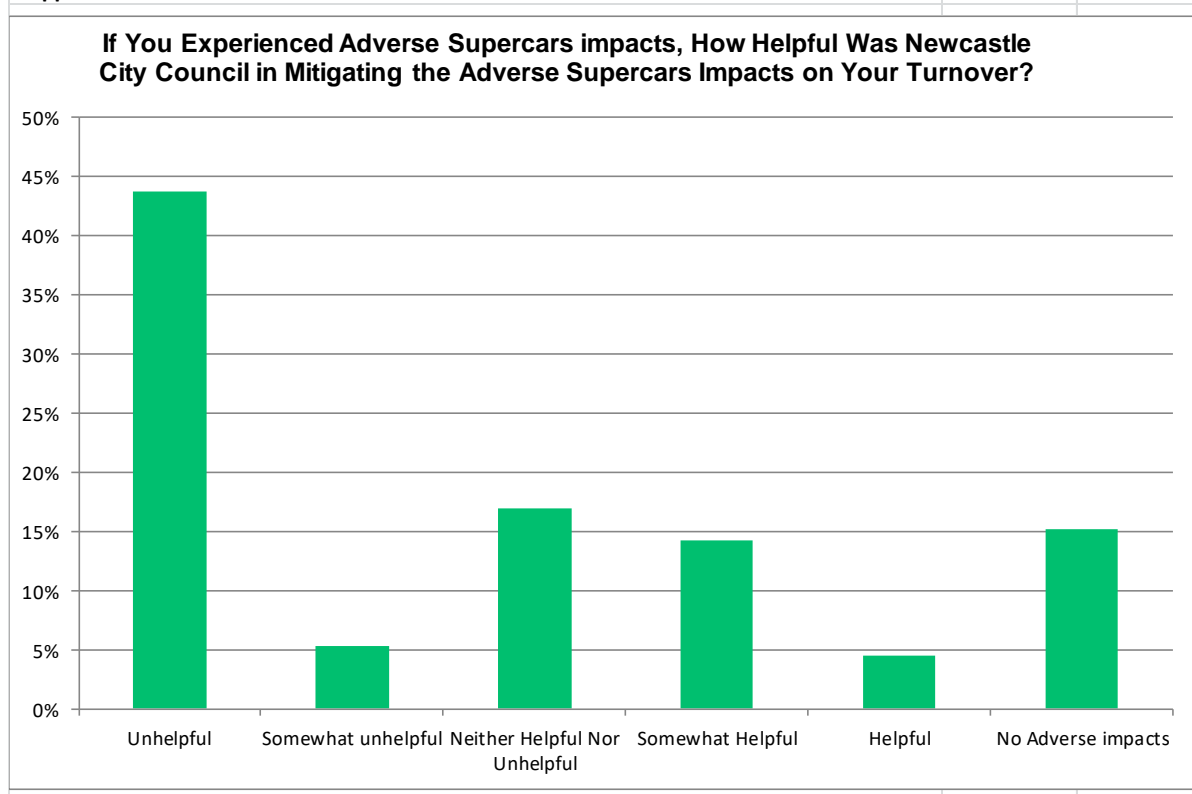
22 Trackside Businesses responded to the question:

If your overall turnover increased please give the approximate % in whole numbers.

The average turnover increases for 9 businesses was 72%.

Businesses were asked about how helpful they felt Council had been during the implementation of the event.

2018 Survey of Business Impacts By The Supercars Event		
If You Experienced Adverse Supercars impacts, How Helpful Was Newcastle City Council in Mitigating the Adverse Supercars Impacts on Your Turnover? (Please Click One Only)		
Answer Choices	Responses	Responses
Unhelpful	44%	49
Somewhat unhelpful	5%	6
Neither Helpful Nor Unhelpful	17%	19
Somewhat Helpful	14%	16
Helpful	4%	5
No Adverse impacts	15%	17
<b>Total Answered</b>	<b>100%</b>	<b>112</b>
<b>Skipped</b>		<b>0</b>



The 2018 research showed approximately 49% of Trackside Businesses found Council unhelpful/somewhat unhelpful. 19% found Council somewhat helpful/helpful. 17% found them neither helpful nor unhelpful and 15% reported that they experienced no adverse impacts. Local businesses commented that Council had ignored their plight in favour of supporting a large, private consortium that tightly controlled all aspects of the event including profit, access and business monopolisation.

*“The Council's absolute delegation of control of public infrastructure (and private spaces) to a private entity that has no regard for the rights of others.”*

## APPENDIX 1

### Categorised Trackside Businesses Optional Comments

Trackside Businesses made 63 optional comments. These were grouped into 3 categories. 6% were suggestions/implications, 81% were negative comments about the Supercars event in Newcastle East, and 13% were positive responses.

The negative business impacts were further sorted into the following sub-groups:

- Building, heritage or other property damage
- Business disruption & loss
- Forced closures
- Length of the event
- Negative resident impacts
- Newcastle east lockdown
- Poor event management
- Supercars monopolistic practices
- Traffic, parking or access
- Wrong time/wrong place

Answered	63
Skipped	49

### **SUGGESTIONS/IMPLICATIONS**

How will the light rail construction cross?

I think Supercars are wrong for Newcastle East. However, I would like our businesses to actually have the opportunity to work with Supercars to make sure we benefit from the event. Genuine discussion and opportunity to collaborate, that's what I'd like to see for all our businesses.

Would like to see more activity/events/music around the perimeters to assist local business and perhaps have the local restaurants catering in lieu of Qld food trucks etc. - show what the city has to offer.

### **NEGATIVE**

#### **Building, Heritage or Other Property Damage**

Pavers paid for by me were removed against my approval.

I'm really concerned about trees and the area staying green.

Loss of park area, environmental impact, business impact.

There is still damage to the building awning that has not been fixed (9 Watt St).

The speed at which it will be set up and cleaned up.

#### **Business Disruption & Loss**

Charity & NFP organisations should have to compete on an equal footing, as commercial operators have to pay wages and associated taxes.

We are there all year round, they are just taking advantage of the event that has caused immense disruption to our already fragile businesses, so at least compete at a price point relative to a commercial marketplace.

Given the WHS concerns due to noise and accessibility our studio closed for the race and staff were asked to take annual leave.

Had to go out town 3-4 months and spent money elsewhere.

I am a practising lawyer. The Federal Courts were obliged to close for Friday 24 November for multiple causes generated by the car race, including lack of access, noise, absence of parking. At least 30 litigants had their cases delayed, in the yearly busiest time for the Family Law jurisdiction. No consideration has been given to these people.

Incredible disruption to business operations due to access difficulty.

It completely wipes out my two biggest months of the year and there is nothing I can do to coerce people to come in to the city (multiple times a week for at least a month to use my services as recommended) if they just want to avoid it altogether.

Loss of business for myself and my area.

Noise impacts Lack of citizens' rights The imbalance of overwhelming positive reportage from press and local council and media businesses all with paid agendas from outside race zone compared with denigration of comment and concern from local residents' and the democratic rights as citizens and taxpayers and local business concerns being denigrated and labelled inappropriately.

Business is a home based private consultancy.

Noise interrupting client conferences, mediations, phone calls. Difficult for clients to park nearby to attend at the office. Friday of the Supercars events unable to open the office at all and lost business.

Refer to the above answers.

Total lack of respect for my business by all parties involved.

The chaotic road works, denials, distortions and disinformation from the partnership of NCC, Destinations NSW and Supercars created an atmosphere of division and disruption for no apparent reason. There were many confrontations between city business operators and arrogant or ignorant Council and construction personnel. I witnessed two about parking difficulties -one took all day to resolve. There is no evidence that NCC etc. has learned anything from the experience, particularly the Lord Mayor with her comments belittling any opponents or critics of the event or of her blind enthusiasm for it. We later learned that she brought it to the city (after the Council elections).

The authorities have all completely identified with the private business interest from interstate who run the event and have no apparent intention of listening to anything other than complete acceptance. There is obviously some hidden agenda with enormous profits being made by some individuals or corporations, but we are not allowed to know about it. Most disappointing is the lack of any representation from our local State Member, Tim Crakanthorp, who has been substantially absent since September 2016. This situation is unlikely to change in the foreseeable future. It sets a disastrous precedent for the Rule of Law in our State with Newcastle becoming a Petrie dish for this form of Neo-Fascism.



The constant noise, the inability to open for business or provide services to clients on the Friday of the races being a day this legal practice would normally open. It appears to me that no attempt was made to mitigate the disruption during the construction phase, including mitigating the impact of noise, of services such as telephones being unavailable because a cable in Watt Street was cut, and a water main being cut. At no time was there an acknowledgement of the impact the construction had on the businesses proximate to Watt Street.

The loss of business to many businesses (i.e. non-restaurant/accommodation - related) has not been factored into the cost-benefit analysis for this event. It's sad to consider that this is the most innovative thing that NCC can think of to promote economic growth in the region. Totally unsuitable for the road/traffic infrastructure in this area. Choose another location not surrounded by business and residential buildings.

The noise on race days had an adverse effect on our student accommodation business and the student's ability to study during their exam period.

There is little point in communicating with NCC because they have no power -Supercars controls the city and their own communications are so poor that information given to me one day to be sent to my clients for the next day's access to my business via Newcastle roads was so incorrect as to be farcical. I have lost clients because of difficulty accessing my centre as a result of both road works and incorrect communication.

#### **Forced Closures**

We closed the business for several weeks prior to the event, during the event and for almost a month following the event as we were unable to operate due to noise, road closures, lack of parking etc.

We will be forced to take a vacation every year over the Supercar weekend which is a time slot that we would NOT ordinarily choose. An enforced "holiday" impacts severely on our child's education, family budget, pet and vehicle relocation costs and income stream.

#### **Length of the Event**

The assembly and disassembling take far too long. This lasts for about 1/4 of the year and is an absolute disruption for at least 1 month of the year. This is too much of a burden for business to bear.

The duration of assembly and disassembly of the track.

#### **Negative Resident Impacts**

I had to be treated for stress related illness brought about by this event

Impact on residents.

#### **Newcastle East Lockdown**

Changes to road blocks and access to east end

Discouraging visitors to east Newcastle; super cars control all race precinct and get all benefit; local business suffer; disruption to access to east end & foreshore; ugly supercars barriers, pits etc.; The caging in of a residential suburb for the extended period of bump in bump out has huge detrimental effects on business and mental state of residents, tenants and clients. It also makes life in general untenable in this once relaxed and previously beautiful parkland suburb

THE EAST END IS OFFICIALLY IN LOCKDOWN! YOU CAN'T GET IN NOR GET OUT EASILY AND AT TIMES AT ALL!! SOME OF THE PEOPLE ATTENDING THE EVENT WERE AGGRESSIVE AND BULLYING TOWARDS RESIDENTS AND ALSO SECURITY PROVIDED. THE SO CALLED CLEAN UP AFTERWARDS WAS A FARCE.

**Poor Event Management**

Channelling of patrons to the race had the effect of diverting them from the Mall etc. thus depriving those businesses of patronage.

Market St lawn should have more access points between the harbor and CBD.

The Council's absolute delegation of control of public infrastructure (and private spaces) to a private entity that has no regard for the rights of others.

Lack of concern from Supercars on the affect they have on small business. Their liaison officer Julie Sutton is arrogant, rude, and dismissive regarding small business

People movement.

Communication (procedures).

As this event was held on public land the Council and Supercars should provide information about the financial benefit to the city (if any) and consult properly with business and residents before continuing with this event. Our belief is still that it is being held in the wrong place.

**Communication**

Lack of meaningful consultation by Supercars and Council.

Non responsive DNSW Staff. Misinformation and lies promulgated by Council and Supercars.

The environment has not been restored as promised. Supercars have scarred the area. Businesses were cruelly stressed and my concern is I have to face this again.

The need for more rubbish bins, and volunteers being rude to potential customers/ clients in how to access businesses they have booked into or telling them they are not allowed in the area where businesses are struggling and they have it wrong. Then the volunteers wanting to use your business toilets etc. They also have no understanding of helping people. And are very rude to business owners and the general public.

This event is a local disaster.

**Supercars Monopolistic Practices**

Supercars bringing in a lot of outside everything and local kids getting their hours cut.

They could have supported local businesses but no they are in it to get money out of licenses.

**Traffic, Parking or Access**

Access and time duration 3-4 months of this race. Spent \$10,000 getting away from this event. Took money out of Newcastle to escape.

Access is important for us on the inside of track.

Access was disrupted from September till just before Christmas and this is usually a busy time. Not looking forward to a repeat next year!

Not only did my clients have difficulty reaching the business in particular during the week before and after the supercars event so too did my staff. The parking at Broadmeadow did not suit my staff as they had children in day care that required access to their vehicles.

I also chose to close the business as the noise would make the practice of law impossible. I therefore also met the cost of leave for 9 staff members.

Parking for clients.

Staff and client parking were huge issue leading up to the event. We were unable to work or see clients week-day of event.

The issue of access during bump up periods and of pollution noise during the race itself are my main personal concerns.

Traffic changes, removal of signage, pedestrian danger-STILL lack of roundabout at bottom of Watt St.

2018 the light rail will still be going, thus Scott ST and access to Hunter St from Pacific St still removed. Accesses for deliveries from couriers are limited. Creating Loading Zones on Watt St would benefit when the barriers are up.

#### **Wrong Time/Wrong Place**

The event gave Newcastle exposure, but I would say it was the wrong exposure in the wrong place. It was an event that attracted the incorrect attention to Newcastle. We could have generated far more constructive exposure by holding a high profile conference, a heritage event or something similar. We have some of the most unique buildings in Australia because we did not experience the construction boom that other cities experienced during a reckless and uncontrolled period yet we allowed v8 s to race near these buildings.

The time of the year.

#### **POSITIVE**

It was a fantastic event, amazing for Newcastle.

Nil - great event and showcasing of Newcastle, which will only enhance our business opportunities and turnover for the future.

No concerns at all. I attended all three days and it was a well-run event.

No concerns, only positive feedback from all staff.

None.

None. It's great for the City as a WHOLE and the event was something that the WHOLE city can be proud of. The televised result was beyond anything that the best tourism dollars could provide and I have had many compliments from interstate and overseas friends about the beauty of the City from the images spread across the Globe. I had to close my office for the day as did my wife, yet we still paid staff. I viewed this as a consequence of the greater benefit for an event that benefited the City - so yes it did cost me but a cost I was happy to bear. Although I do feel for those affected, it certainly

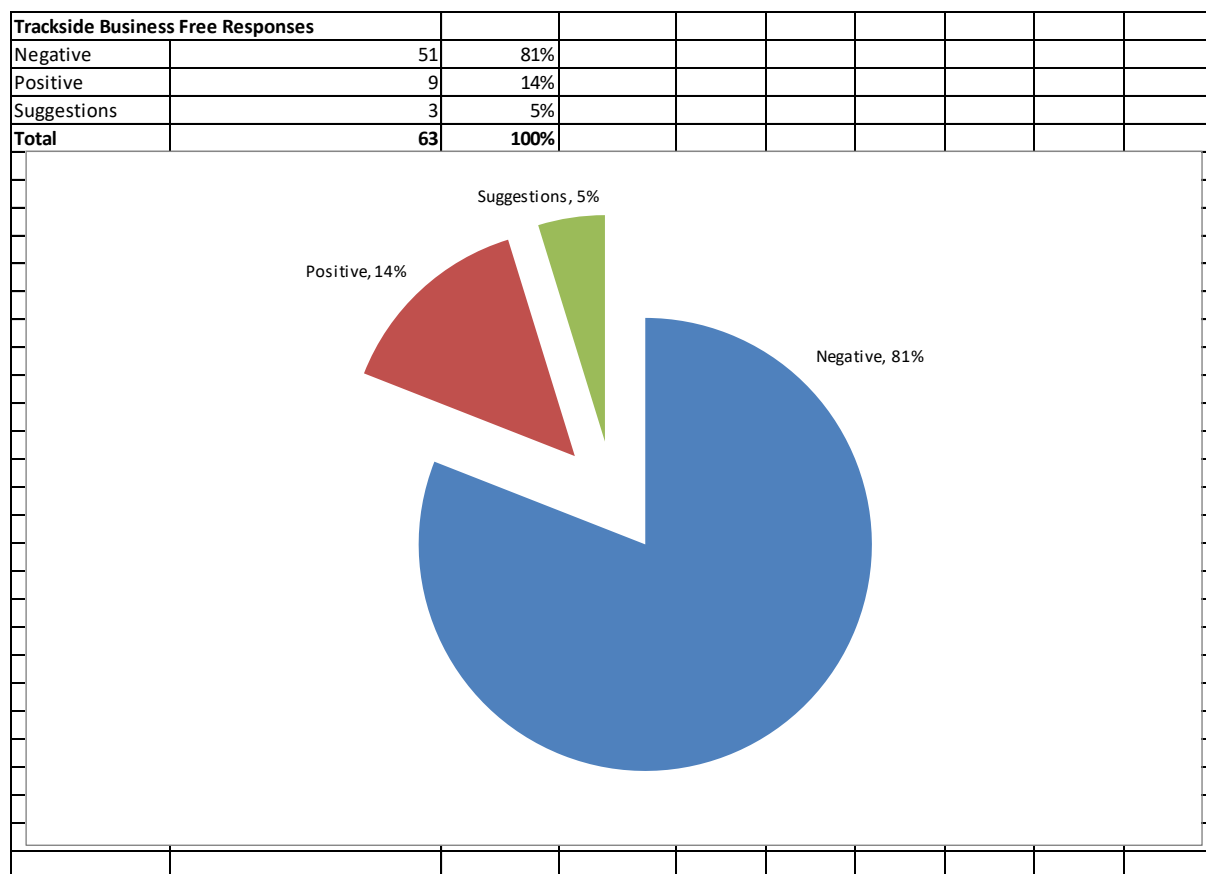
wasn't helped by the vocal minority attitude which was widely condemned by their actions and that of vandalism. I would be interested to see the 'audited results' and if surveys that are positive to this event are actually used in your research. I would bet not.

The overall impact of the event was good for my business. I expect it to be even better in the future.

Yes! Keep it here for every year! Was an amazing event! Thank you V8 Supercars!!

My only concern it that it remains a Newcastle event & on our calendar every year. We were very happy with the way it was run with only minor issues, to be expected the first time an event of such greatness was held. Absolutely baffles me why people would not support this event! Great atmosphere, great for businesses, safety paramount as always, thank you V8 Supercars - BRING ON 2019!!!!!!

To the people who were put out by this event, take a holiday for a few days & let the rest of us enjoy something.



## APPENDIX 2

### Trackside Businesses Optional Comments Categorised by Industry Sector

Q18: Hotel/Motel

- 1 Access is important for us on the inside of track.
- 2 People movement .
- 3 It was a fantastic event, amazing for Newcastle.

Q18: Tourism

- 1 No concerns, only positive feedback from all staff.

Q18: Café, Restaurant or Kiosk

- 1 I think Supercars are wrong for Newcastle East. However, I would like our businesses to actually have the opportunity to work with Supercars to make sure we benefit from the event. Genuine discussion and opportunity to collaborate, that's what, I'd like to see for all our businesses.
- 2 Supercars bringing in a lot of outside everything and local kids getting their hours cut
- 3 Charity & NFP organisations should have to compete on an equal footing as commercial operators have to pay wages and associated taxes.
- 4 We are there all year round, they are just taking advantage of the event that has caused immense disruption to our already fragile businesses, so at least compete at a price point relative to a commercial marketplace.
- 5 The time of the year.
- 6 The overall impact of the event was good for my business. I expect it to be even better in the future.

Q18: Retail

- 1 Lack of concern from Supercars on the affect they have on small business. Their liaison person Julie Sutton is arrogant, rude, dismissive regarding small business.
- 2 Traffic changes, removal of signage, pedestrian danger.
- 3 STILL lack of roundabout at bottom of Watt St.
- 4 2018 the light rail will still be going, thus Scott ST and access to Hunter St from Pacific St still removed. Access for deliveries from couriers limited. Creating Loading Zones on Watt St would benefit when the barriers are up.
- 5 How will the light rail construction cross?

Q18: Professional Practice

- 1 I am a practising lawyer. The Federal Courts were obliged to close for Friday 24 November for multiple causes generated by the car race, including lack of access, noise, absence of parking. At least 30 litigants had their cases delayed, in the yearly busiest time for the Family Law jurisdiction. No consideration has been given to these people.
- 2 The issue of access during bump up periods and of pollution noise during the race itself are my main personal concerns.
- 3 Discouraging visitors to east Newcastle; super cars control all concessions and get all benefit; local business suffer; disruption to access to east end & foreshore; ugly supercars barriers, pits etc.;
- 4 None. It's great for the City as a WHOLE and the event was something that the WHOLE city can be proud of. The televised result was beyond anything that the best tourism dollars could provide and I have had many compliments from interstate and overseas friends about the beauty of the City from the images spread across the Globe. I had to close my office for the day as did my wife, yet we still paid staff. I viewed this as a consequence of the greater benefit for an event that benefited the City - so yes it did cost me but a cost I was happy to bear.

Although I do feel for those affected, it certainly wasn't helped by the vocal minority attitude which was widely condemned by their actions and that of vandalism. I would be interested to

see the 'audited results' and if surveys that are positive to this event are actually used in your research. I would bet not.

- 5 Communication.
- 6 Pavers paid for by me were removed against my approval.
- 7 Given WHS concerns due to noise and accessibility our studio closed for the race and staff were asked to take annual leave.
- 8 Refer to the above answers.
- 9 Total lack of respect for my business by all parties involved.
- 10 The assembly and disassembling take far too long. This lasts for about 1/4 of the year and is an absolute disruption for at least 1 month of the year. This is too much of a burden for business to bear.
- 11 Noise interrupting client conferences, mediations, phone calls. Difficult for clients to park nearby to attend at the office. Friday of the supercars events unable to open the office at all and lost business.
- 12 The event gave Newcastle exposure, but I would say it was the wrong exposure in the wrong place. It was an event that attracted the incorrect attention to Newcastle. We could have generated far more exposure by holding a high profile conference, a heritage event or something similar. We have some of the most unique buildings in Australia because we did not experience the construction boom that other cities experienced during a reckless and uncontrolled period, yet we allowed v8s to race near these buildings.
- 13 Not only did my clients have difficulty reaching the business in particular during the week before and after the supercars event so too did my staff. The parking at Broadmeadow did not suit my staff as they had children in day care that required access to their vehicles.
- 14 I also chose to close the business as the noise would make the practice of law impossible. I therefore also met the cost of leave for 9 staff members.
- 15 My only concern is that it remains a Newcastle event & on our calendar every year. We were very happy with the way it was run with only minor issues, to be expected the first time an event of such greatness was held. Absolutely baffles me why people would not support this event! Great atmosphere, great for businesses, safety paramount as always, thank you V8 Supercars - BRING ON 2019!!!!!!
- 16 To the people who were put out by this event, take a holiday for a few days & let the rest of us enjoy something.
- 17 Yes! Keep it here for every year! Was an amazing event! Thank you V8 Supercars!!
- 18 None. There is little point in communicating with NCC because they have no power - Supercars controls the city and their own communications are so poor that information given to me one day to be sent to my clients for the next day's access to my business via Newcastle roads was so incorrect as to be farcical.
- 19 I have lost clients because of difficulty accessing my centre as a result of both road works and incorrect communication.
- 20 THE EAST END IS OFFICIALLY IN LOCKDOWN! YOU CAN'T GET IN NOR GET OUT EASILY AND AT TIMES AT ALL!! SOME OF THE PEOPLE ATTENDING THE EVENT WERE AGGRESSIVE AND BULLYING TOWARDS RESIDENTS AND ALSO SECURITY PROVIDED. THE SO CALLED CLEAN UP AFTERWARDS WAS A FARCE.
- 21 The constant noise, the inability to open for business or provide services to clients on the Friday of the races being a day this legal practice would normally open. It appears to me that no attempt was made to mitigate the disruption during the construction phase, including mitigating the impact of noise, of services such as telephones being unavailable because a cable in Watt Street was cut, and a water main being cut. At no time was there an acknowledgement of the impact the construction had on the businesses proximate to Watt Street.
- 22 The loss of business to many businesses (i.e. non-restaurant/accommodation - related) has not been factored into the cost-benefit analysis for this event. It's sad to consider that this is the most innovative thing that NCC can think of to promote economic growth in the region.

Totally unsuitable for the road/traffic infrastructure in this area. Choose another location not surrounded by business and residential buildings.

- 23 Channelling of patrons to the race had the effect of diverting them from the Mall etc. thus depriving those businesses' patronage.
- 24 Market St lawn should have more access points between the harbour and CBD.
- 25 The environment has not been restored as promised. Supercars have scarred the area. Businesses were cruelly stressed and my concern is I have to face this again.
- 26 The chaotic road works, denials, distortions and disinformation from the partnership of NCC, Destinations NSW and Supercars created an atmosphere of division and disruption for no apparent reason. There were many confrontations between city business operators and arrogant or ignorant Council and construction personnel. I witnessed two about parking difficulties -one took all day to resolve. There is no evidence that NCC etc. has learned anything from the experience, particularly the Lord Mayor with her comments belittling any opponents or critics of the event or of her blind enthusiasm for it. We later learned that she brought it to the city (after the Council elections).
- 27 The authorities have all completely identified with the private business interest from interstate who run the event and have no apparent intention of listening to anything other than complete acceptance. There is obviously some hidden agenda with enormous profits being made by some individuals or corporations, but we are not allowed to know about it. Most disappointing is the lack of any representation from our local State Member, Tim Crakanthorp, who has been substantially absent since September 2016. This situation is unlikely to change in the foreseeable future. It sets a disastrous precedent for the Rule of Law in our State with Newcastle becoming a Petrie dish for this form of Neo-Fascism.
- 28 The Council's absolute delegation of control of public infrastructure (and private spaces) to a private entity that has no regard for the rights of others.
- 29 Nil - great event and showcasing of Newcastle, which will only enhance our business opportunities and turnover for the future.

Q18: Medical/Healthcare

- 1 Parking for clients.
- 2 The duration of assembly and disassembly of the track.
- 3 There is still damage to the building awning that has not been fixed (9 Watt St)
- 4 The speed at which it will be set up and cleaned up.
- 5 Changes to road blocks and access to east end.
- 6 Loss of business for myself and my area.
- 7 The need for more rubbish bins, and volunteers being rude to potential customers/ clients in how to access businesses they have booked into or telling them they are not allowed in the area where businesses are struggling and they have it wrong. Then the volunteers wanting to use your business toilets etc. They also have no understanding of helping people and are very rude to business owners and the general public.
- 8 This event is a local disaster.
- 9 I'm really concerned about trees and the area staying green.
- 10 It completely wipes out my two biggest months of the year and there is nothing I can do to coerce people to come in to the city (multiple times a week for at least a month to use my services as recommended) if they just want to avoid it altogether.

Q18: Technology

- 1 We will be forced to take a vacation every year over the Supercar weekend which is a time slot that we would NOT ordinarily choose. An enforced "holiday" impacts severely on our child's education, family budget, pet and vehicle relocation costs and income stream.



Q18: Real Estate/Housing

- 1 I had to be treated for stress related illness brought about by this event.
- 2 Had to go out town 3-4 months and spent money elsewhere.
- 3 Access and time duration 3-4 months of this race. Spent \$10,000 getting away from this event. Took money out of Newcastle to escape.
- 4 The noise on race days had an adverse effect on our student accommodation business and the student's ability to study during their exam period.
- 5 The caging in of a residential suburb for the extended period of bump in bump out has huge detrimental effects on business and mental state of residents, tenants and clients. It also makes life in general untenable in this once relaxed and previously beautiful parkland suburb.
- 6 No concerns at all. I attended all three days and it was a well-run event.

Q18: Communications

- 1 Lack of meaningful consultation by Supercars and Council.
- 2 Non responsive DNSW Staff. Misinformation and lies promulgated by Council and Supercars.

Q18: Charitable Institution

- 1 Staff and client parking huge issue leading up to the event. Unable to work or see clients week day of event.
- 2 Impact on residents.

Q18: Home Based Business

- 1 Noise impact. Lack of citizens' rights. The imbalance of overwhelming positive reportage from press and local council and media businesses all with paid agendas from outside race zone compared with denigration of comment and concern from local residents' and the democratic rights as citizens and taxpayers and local business concerns being denigrated and labelled inappropriately.
- 2 Business is a home based private consultancy.
- 3 We closed the business for several weeks prior to the event, during the event and for almost a month following the event as we were unable to operate due to noise, road closures, lack of parking etc.
- 4 Access was disrupted from September till just before Christmas and this is usually a busy time.
- 5 Not looking forward to a repeat next year!
- 6 As this event was held on public land the Council and Supercars should provide information about the financial benefit to the city (if any) and consult properly with business and residents before continuing with this event. Our belief is still that it is being held in the wrong place.

## APPENDIX 3



## Trackside Businesses Identification Information

2018 Survey of Business Impacts By The Supercars Event			
Answer Choices	Responses		
Business Name	92%	97	
Street Name	94%	99	
Your Name	95%	100	
Email	90%	95	
Phone	90%	94	
Total Answered		105	
Skipped		7	

