

Newcastle
East
Residents
Group
(NERG)
Supercars
Business
Impact
Research
Away from
the
Racetrack
Business
Impacts
No.- 131

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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
www.mapmarketing.com.au

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METHODOLOGY

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

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

Businesses in the affected area were approached in person, by phone and email. Business owners who were not computer literate were provided with a hardcopy questionnaire to complete.

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 24th November, 2017 to Sunday 26th November 2017 (inclusive). It was declared 'an outstanding success' by James Warburton (CEO Supercars), Adam Marshall (Minister for Tourism and Major Events) and Nuatali Nelmes (Newcastle Lord Mayor) immediately after the event with no assessment of the impact on Newcastle businesses. (NMH 26/11/17.) <https://www.theherald.com.au/story/5081501/supercars-announces-190000-crowd-figure-for-newcastle-500-photos/>

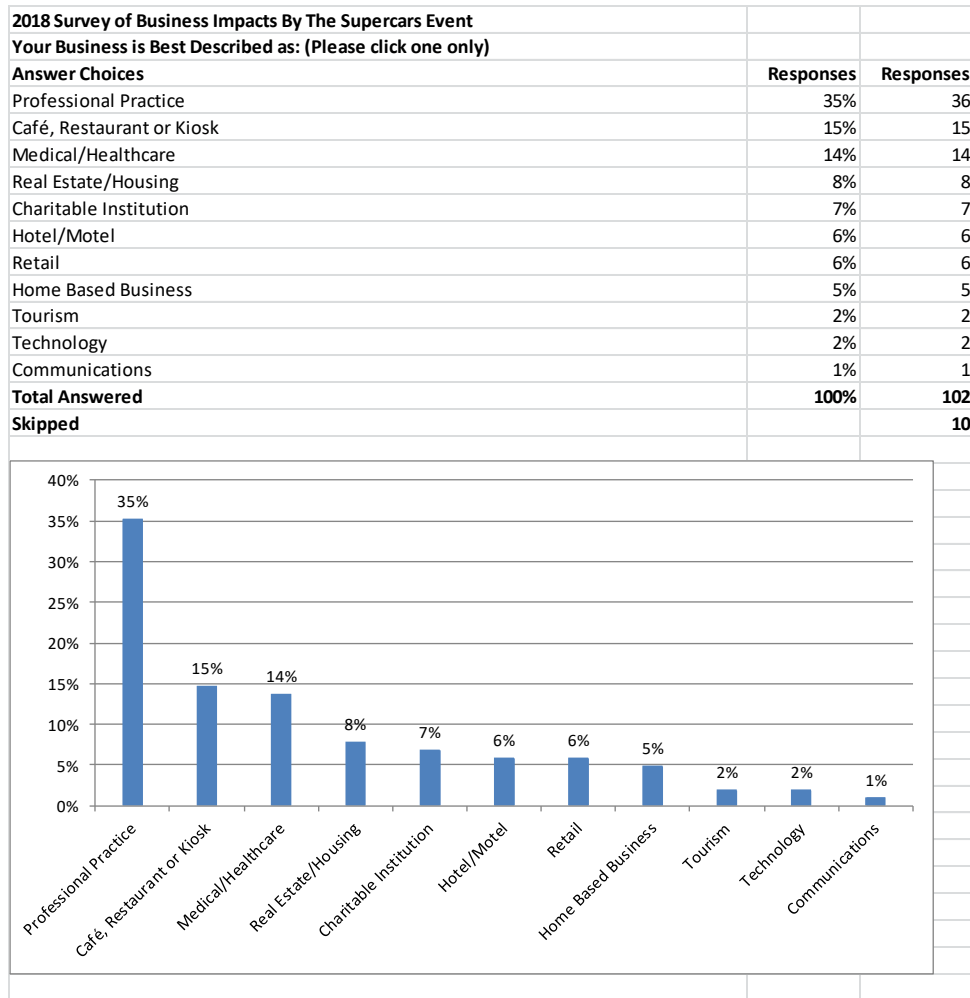
Local traders struggled with road construction, access issues for patrons and suppliers and noise in the lead-up to the event. They unsuccessfully lobbied race organisers and Newcastle City Council for assistance with issues such as alternative parking, rent assistance, and which local vendors were to be included in the race 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)

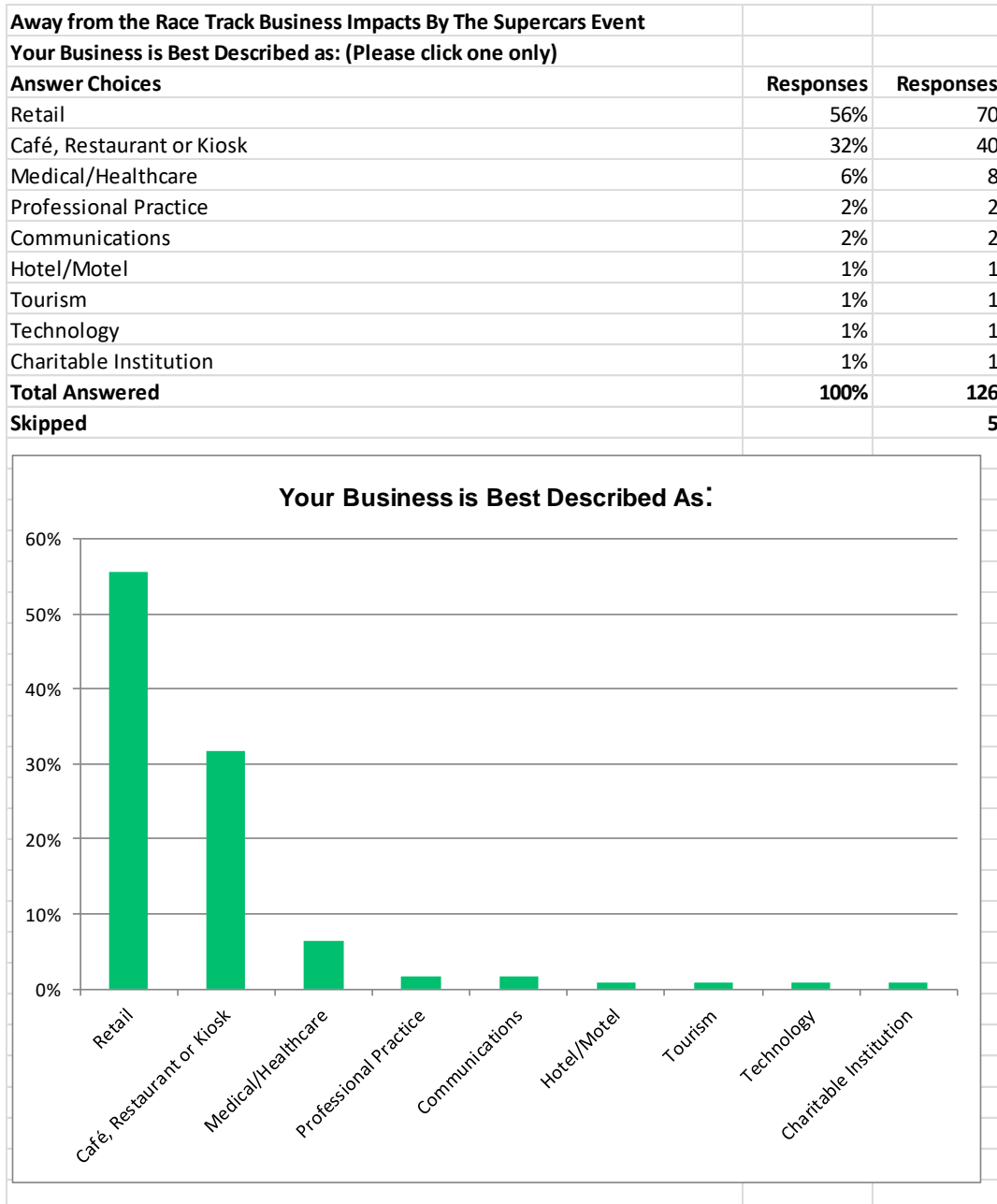
Newcastle City Council is yet to announce how the independent review will be conducted, who is responsible for the oversight of the review and which agency has been engaged by council to undertake the study. Since there has so far been no evaluation to survey businesses in the CBD and immediate surrounds, the 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.

SUMMARY OF RESULTS

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



Businesses Outside the Race Precinct comprised 131 businesses from Hunter St, Hunter St Mall, Darby St, King St, Bolton St, Scott St, Wharf Rd, Market St, Perkins St and Wolfe St. Some businesses did not respond to the street identifier,



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

- the construction period
- the bump-in period
- each day of the event itself
- 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 (within and away from the racetrack) 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/accommodation businesses, cafes, restaurants and kiosks adjacent to the circuit during the event itself, those away from the circuit suffered economic downturn over all stages of the Supercars event.

Trackside Businesses Results

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

Construction Period 51%

Bump-in 56%

Friday 24th November 54%

Saturday 25th November 35%

Sunday 26th 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 substantially affected by the Saturday and Sunday events. They experienced greater disruption during construction, bump in and bump out stages conducted on weekdays.

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

A relatively small percentage of trackside businesses offer retail/hospitality/food/accommodation (29%) - the types of businesses that were promised economic windfalls. As over 70% of Trackside Businesses offer medical/health/legal/professional/consultancy services, no mitigations are likely to help them operate during future events.

Business comments to this include:

“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."

Businesses Outside the Race Precinct Results

The majority Businesses Outside the Race Precinct, stated that they experienced even greater downturns than Trackside Businesses at every stage:

Construction Period 73%

Bump-in 71%

Friday 24th November 77%

Saturday 25th November 70%

Sunday 26th November 60%,

Bump-out 50%

Businesses Outside the Race Precinct are mainly retail outlets and secondly cafes, restaurants and kiosks. 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 businesses include:

"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 (especially hotels/accommodation and cafes, restaurants or kiosks) were led to expect a business bonanza during the event to offset significant losses incurred during construction and bump in stages.

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

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

These results indicate this business category, which was expected benefit the event, were 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 gains 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 large losses**.

The majority of small business 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 DOWNTURN

Phenomena contributing to the economic downturn for local businesses include:

- **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 business impacts especially but not exclusively to business outside the race precinct, it is recommended that a broader businesses survey be conducted immediately after the 2018 event to cover a wider geographical area.

2. Some business respondents 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 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. The only way to restore any economic confidence is for Supercars to engage in **genuine consultation** with local businesses to negotiate **and implement**

acceptable business plans for each business. Supercars must **prioritise local businesses in planning future events and implement strategies for ensuring racegoers patronise local businesses.** The use of non-local traders and suppliers must be discontinued or drastically reduced.

4. The Newcastle 500 did not deliver the promised economic benefits to Newcastle in its current location. The infrastructure needed for motor racing events requires far lengthy set up and dismantling. These processes cause major business disruptions. 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. Failing the successful implementation of the mitigation measures suggested by businesses, the race needs to be re-located 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 a costly exercise, which does not deliver on the promised benefits.¹ These circuits do not meet the 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 an overall negative economic impact on local business. 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 ratepayers, business and the communities. These negative impacts ran 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 an appropriate location that ensured economic and environmental sustainability, safety and patron satisfaction.

¹ 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.

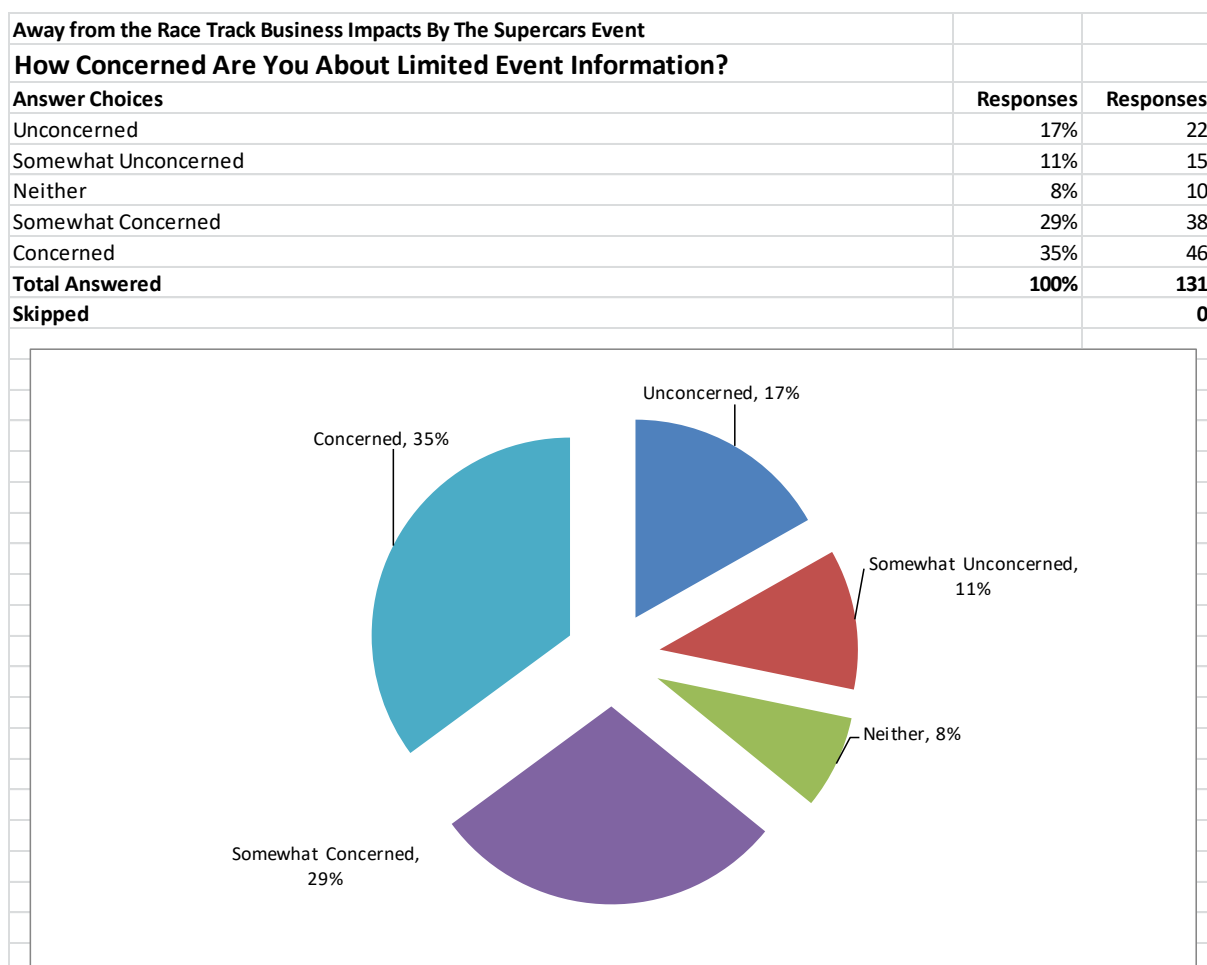
Audit New Zealand (2012) *Hamilton V8 Supercar*. <https://auditnz.govt.nz/assurance-services/case-studies/hamilton-v8-supercars>

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*

SUMMARY OF RESEARCH RESULTS -131 BUSINESS RESPONDENTS

The following pages summarise the research findings from the Businesses Outside the Race Precinct who responded to the survey.



The 2018 Map Marketing research indicated 64% of business surveyed stated they were somewhat concerned/concerned about event information limitations. Race organisers must review their information strategies to improve on this important aspect of their event administration.

Comments from respondents focused on misleading information, promises about economic expectations and harmful information that led people to stay out of the city. Examples included:

"We kept being told that it would be 'good for the local economy - businesses and tourism will benefit significantly' 'don't worry all the disruption to residents and businesses will be worthwhile' - such empty promises."

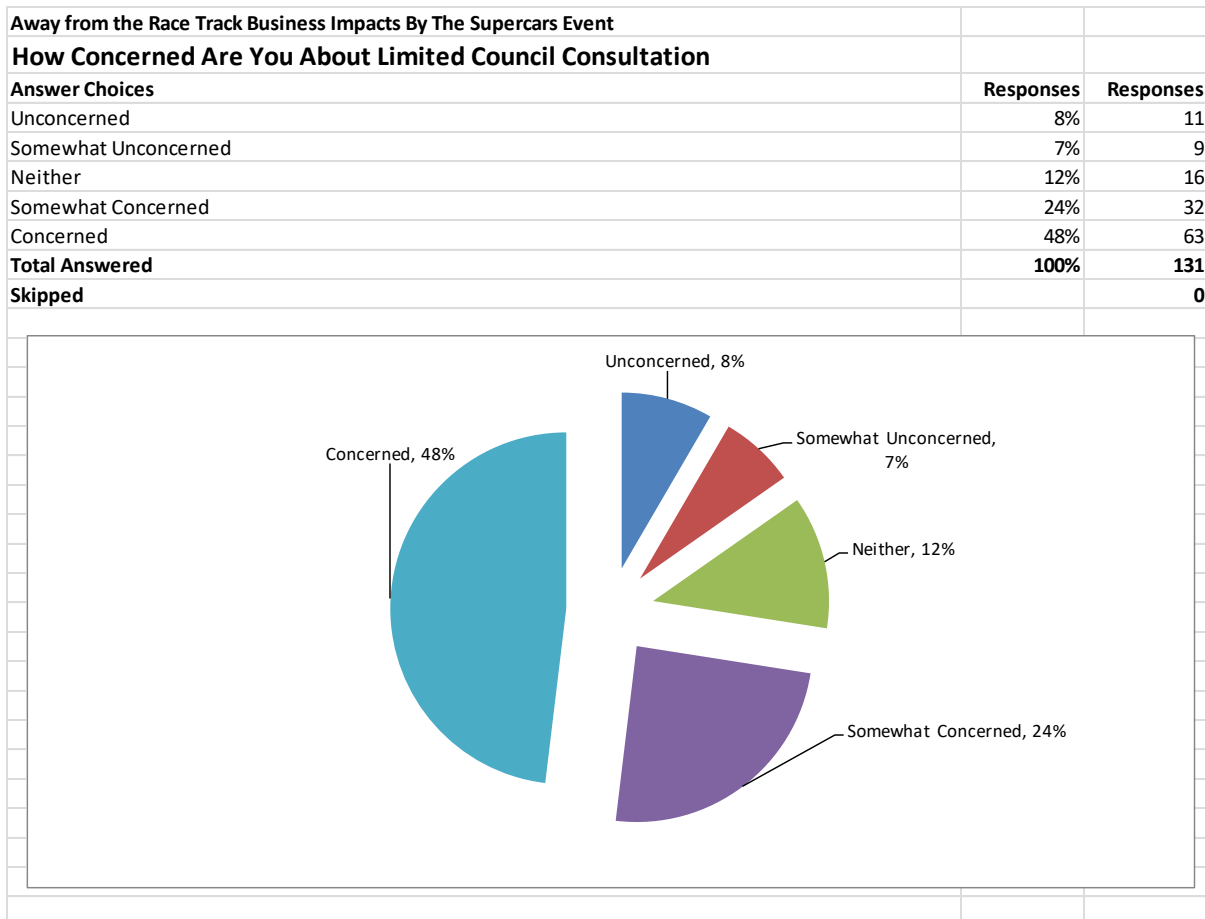
"The retail precincts had been promised a 30% increase in trade and found, instead, at least a 30% decrease."

'Bad information in the news telling people to not drive their car into the city, that it couldn't be accessed when that was not the case'

'Lack of trade because Newcastle patrons were discouraged to come into the city and the people who came to the supercars were only interested in the supercars event itself;

'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 to 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'

'We would like the council to stop the social media work mentioning about the potential heavy traffic and lack of car parks and instead promote the opportunity. If not we will be closing this year for the races due to lack of customers'



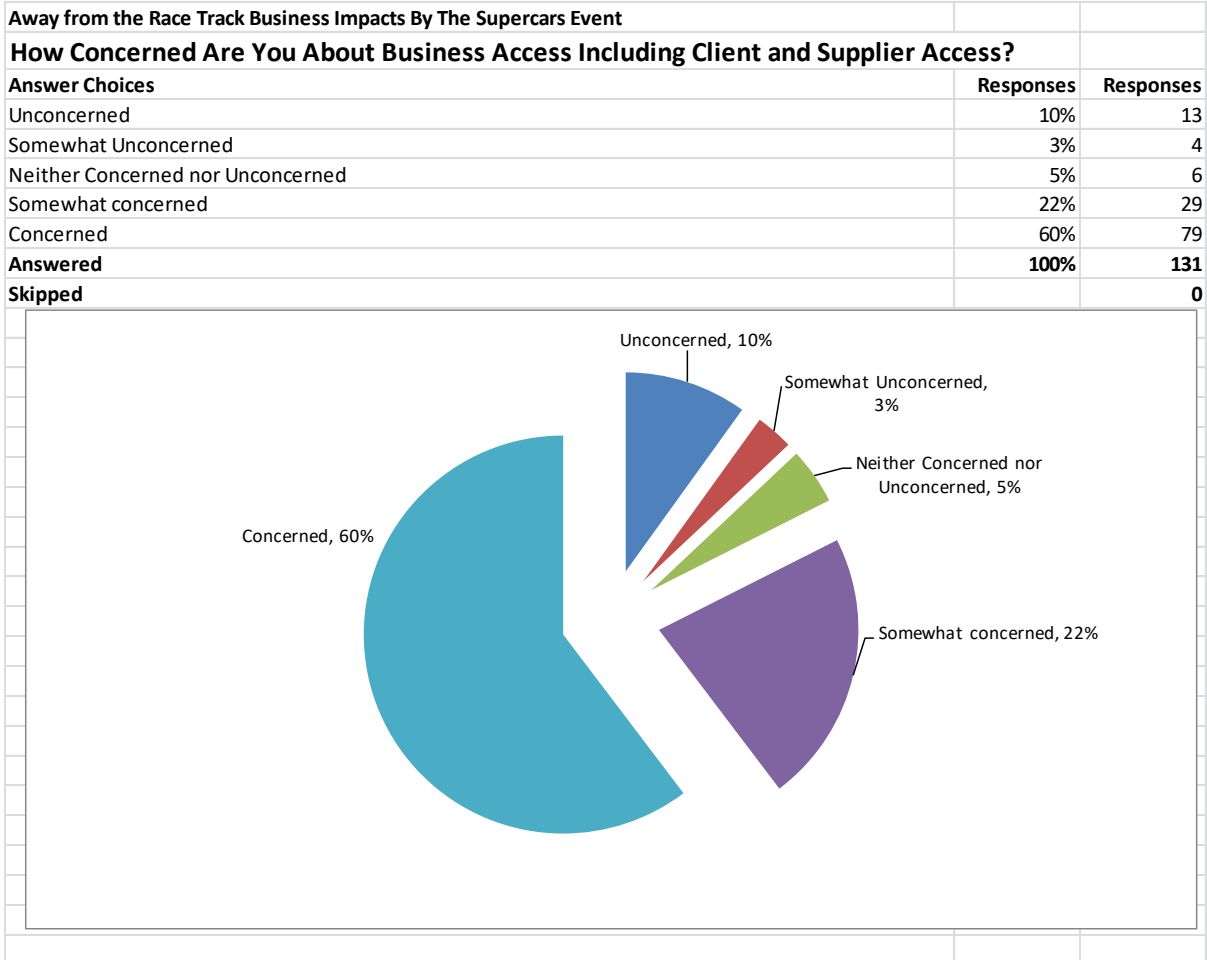
The 2018 research indicated a large number of surveyed businesses Outside the Race Precinct (72%) stated they were somewhat concerned/concerned about limited Council consultation.

Several businesses commented that Council (ultimately responsible for the decision to bring the race to Newcastle) did not adequately represent nor consult with local businesses.

"I am concerned about the apparent total lack of council desire to assist local businesses in mitigating disruption of normal trade before, during and after Supercars events."

"We are incredibly concerned that the Supercars event was decided upon with such little consultation with the public and the local businesses."

"Complete lack of consultation or concern with local business and residents."



The ongoing problem of client and supplier access was significant. 82% of Outside the Race Precinct businesses surveyed indicated that this was an issue for them. Light rail construction in conjunction with Supercars construction resulted in traffic chaos in large parts of the city, even further away from the track construction zone.

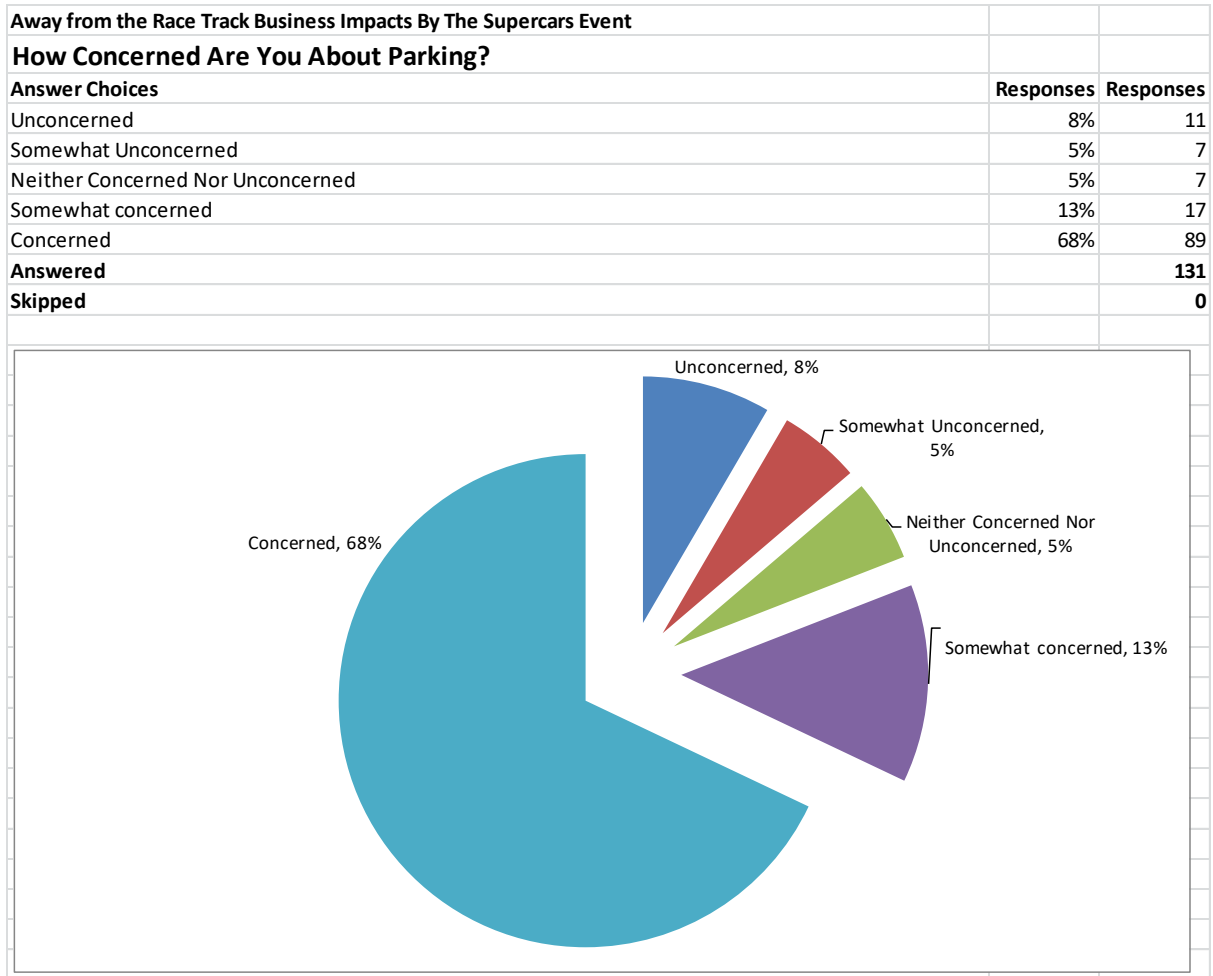
"Traffic congestion is awful. Parking was a struggle. Our delivery men had massive issues getting our parcels in and out due to construction and deconstruction."

"Restricted movement of patrons at the event."

"Transport for people with disabilities or elderly."

"Had a family member living in the event zone that needed to get in and out of hospital during the event. Was extremely stressful."

"Lack of city access, parking. People been told not to come in the city during Supercars. Public transport not dropping off near city business."



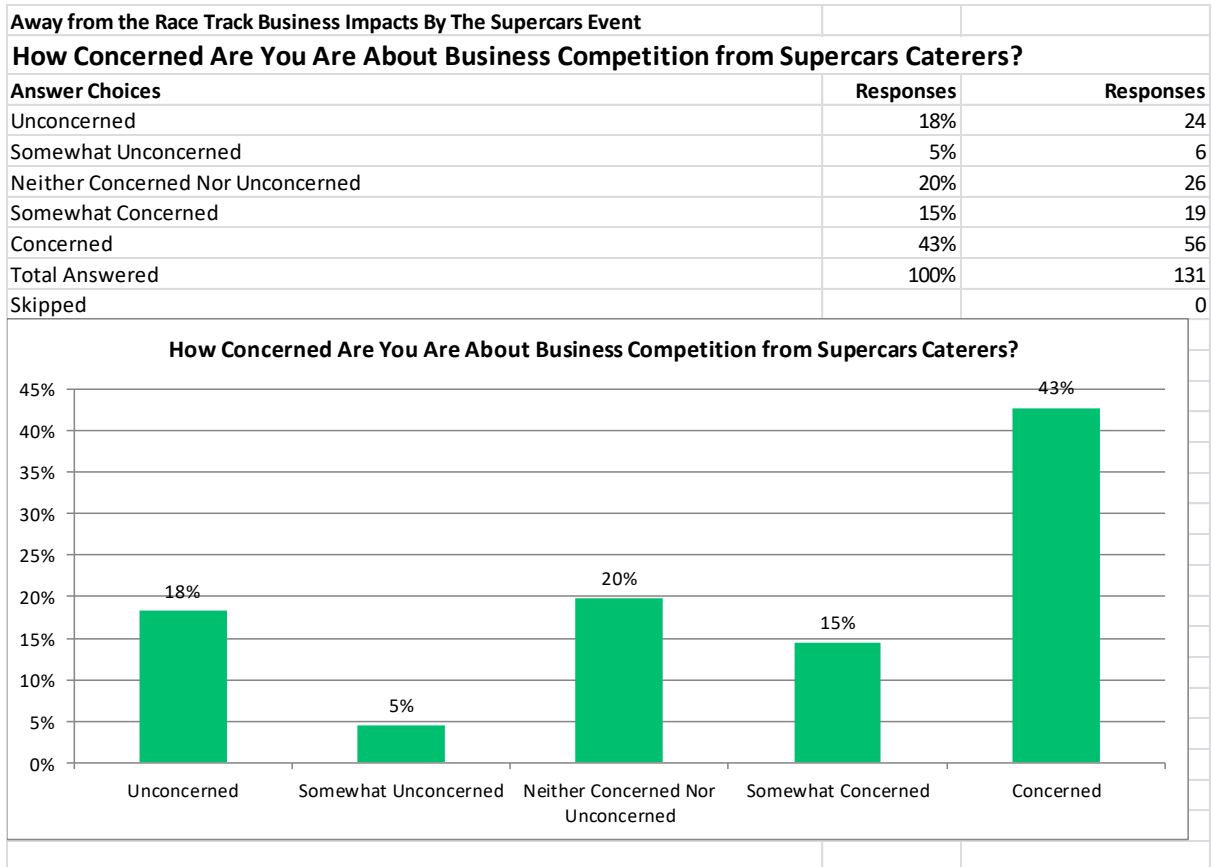
Lack of parking was an issue for 81% of businesses who responded to the survey. Businesses Outside the Race Precinct cited lack of parking opportunities as one factor that deterred regular and potential customers during all phases of the event.

Race authorities and Newcastle City council must plan appropriately for future events, given that light rail construction continues to disrupt major areas of the city. Clients and visitors must have unhindered access to local businesses.

"The Sunday where there were no parking restrictions was difficult too as the race goes parked ALL day so when people realized we all needed support they could not get a park."

"Parking in Newcastle is a problem and it is hard to operate successfully with the light rail restrictions to business and not sure how the supercars cannot impact with now no parking station on the corner of Perkins and King street which was available for the last supercar races."

"Lack of city access, parking. People been told not to come in the city during Supercars. Public transport not dropping off near city business."



58% of surveyed businesses outside the race precinct were concerned about competition from Supercars own caterers and suppliers. Hospitality and retail form the highest proportion of businesses (88% of the total number of respondents) away from the track. 56% of the respondents were retail businesses (fashion, giftware, jewellers, home wares etc.) and were less affected by non-local Supercars catering firms. However, having Supercars affiliated catering inside the event meant that patrons did not leave the race venue to explore further. Businesses had no flow-on effect of passers by. Comments about non-local competition included:

"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."

"Supercars Monopolistic Practices."

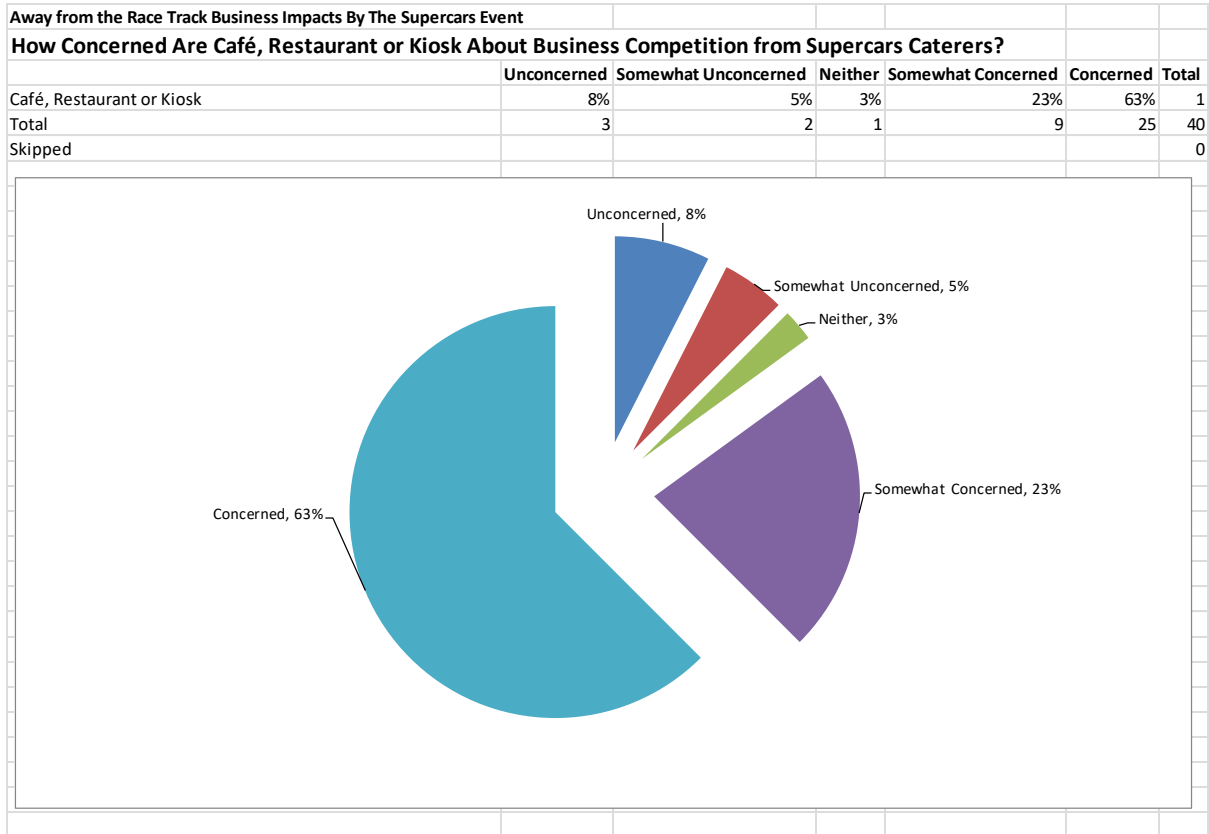
"Local caterers should be used in the track instead of out of town caterers."

"The number of food and alcohol vendors brought in by Supercars and taking our share of the market."

"Food trucks from outside of our Newcastle area cashing in on our local businesses."

"Supercars will continue to make money, whilst individual local businesses will not."

"There is no 'Newcastle' flavour to the event, and no NEW technologies on offer (electric or autonomous vehicles)."



Analysis of the café/restaurant/kiosk component of businesses Outside the Race Precinct shows that **86% of respondents were concerned/somewhat concerned about competition from non-local traders** brought in for the event.

Patrons remained in the race precinct where non-local fast food outlets met their needs. They were marshalled in and out of the event precinct away from local cafes/kiosks/restaurants.

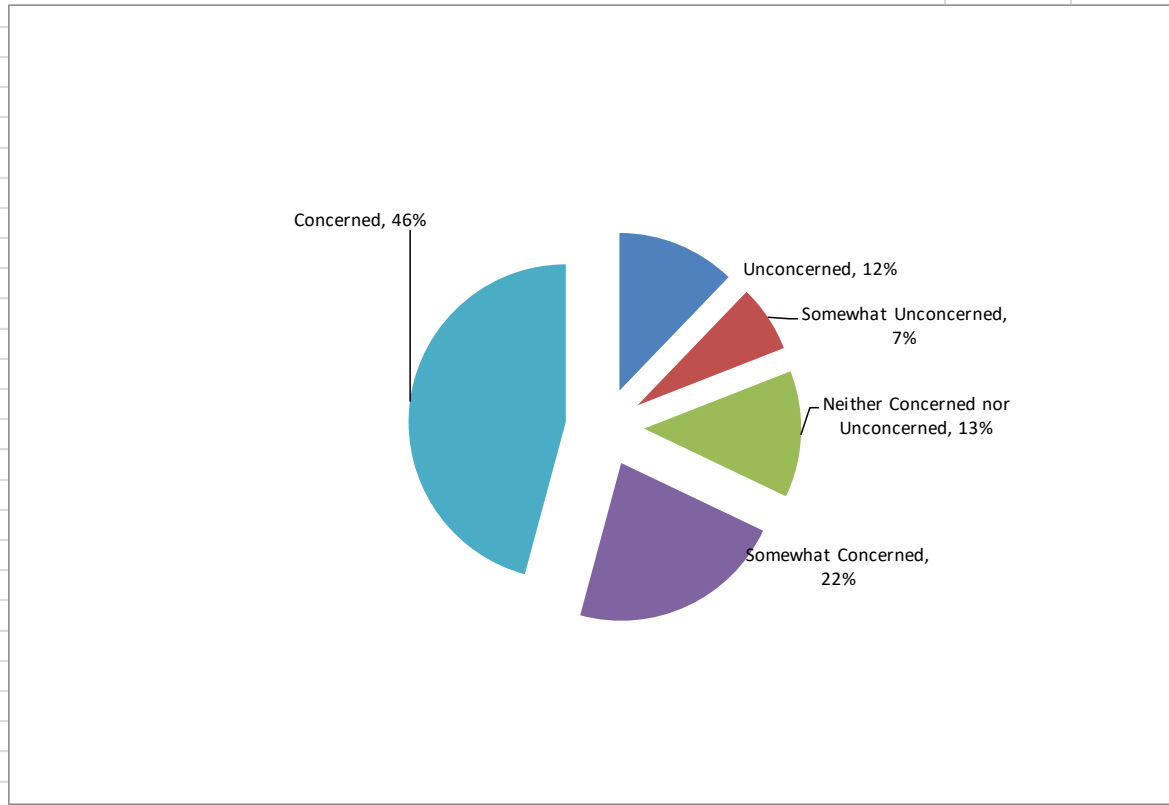
Some comments referring to this concern were:

"Fences and marquees directing foot traffic away from local businesses."

"Amount of out of town food stalls brought in. Lack of encouraging visitors outside compound."

"Ferrying patrons only up Wharf Road and not utilising the Hunter St Mall."

Away from the Race Track Business Impacts By The Supercars Event		
How Concerned Are You About Destruction of Heritage, Trees, Parks and the Environment?		
Answer Choices	Responses	Responses
Unconcerned	12%	16
Somewhat Unconcerned	7%	9
Neither Concerned nor Unconcerned	13%	17
Somewhat Concerned	22%	29
Concerned	46%	60
Total Answered	100%	131
Skipped		0

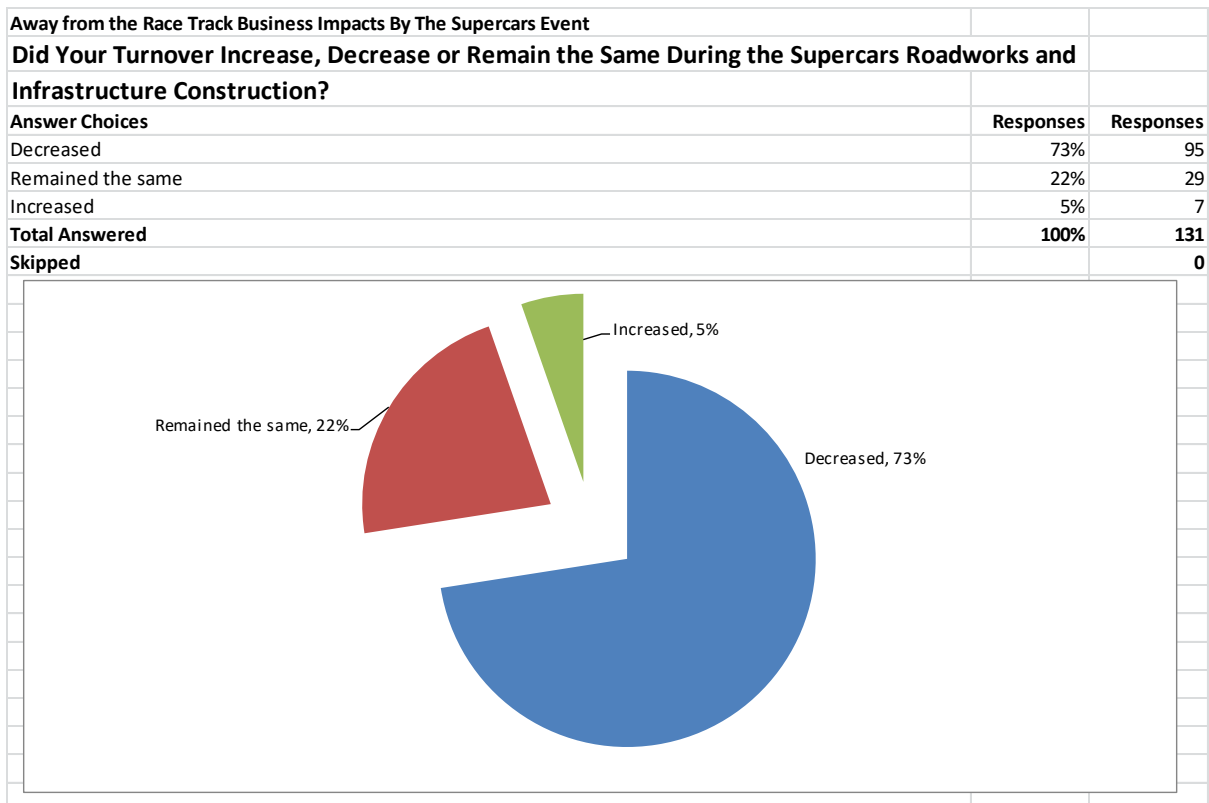


The 2018 survey indicated that 68% of respondents from Outside the Race Precinct were concerned/somewhat concerned about damage to heritage, trees, parks and the environment even though these businesses were located at further distance from the areas most damaged during preparations for the race.

There were 2 specific comments about the destruction of heritage:

"Heritage Destruction."

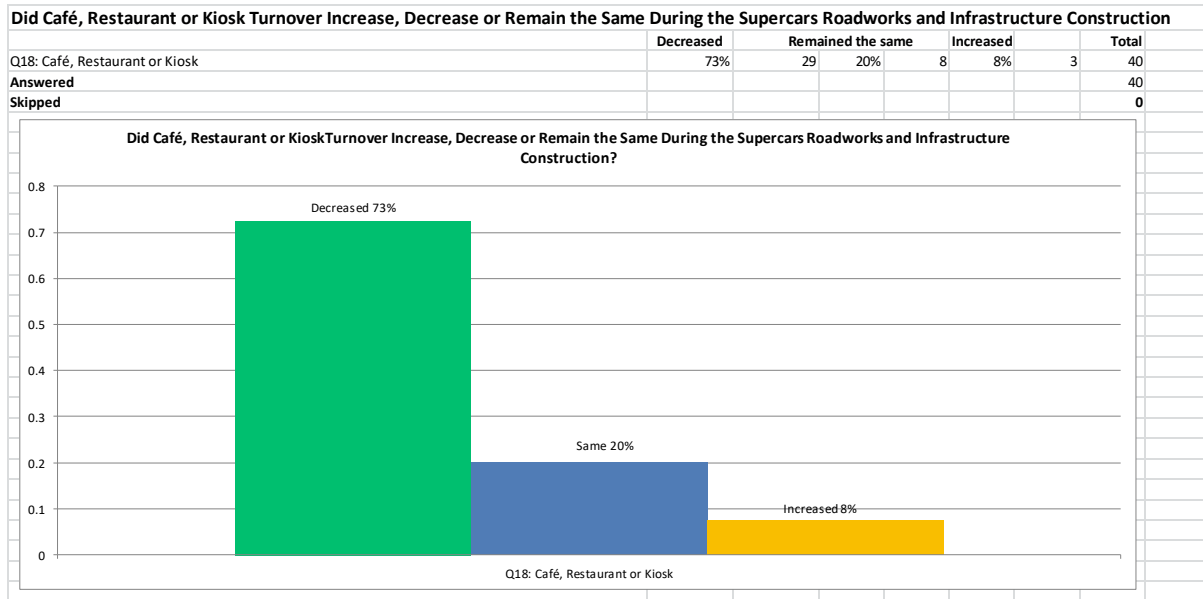
"The devastation of Newcastle historic buildings and sites."



Businesses located adjacent to the track had anticipated much disruption during the construction phase. A more unexpected outcome was that businesses Outside the Race Precinct were also negatively affected.

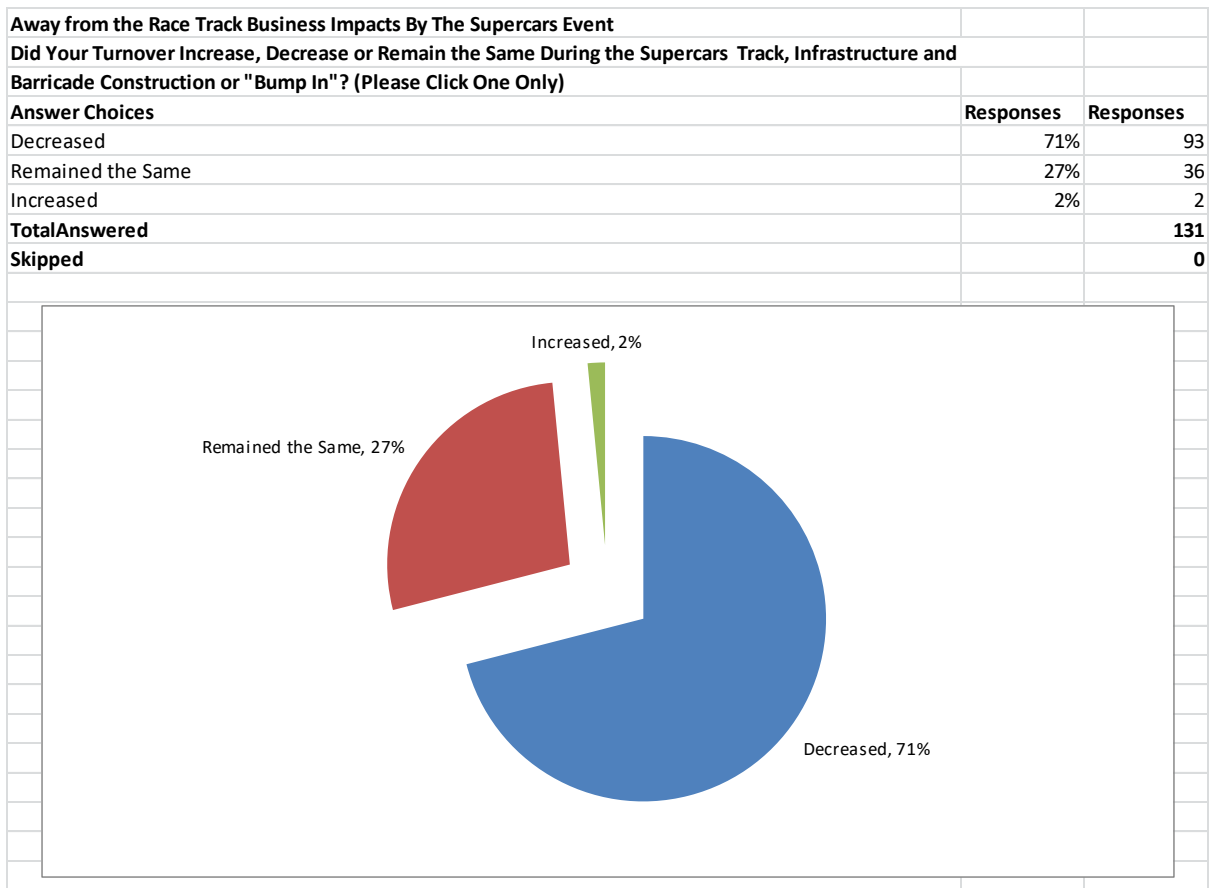
The responses to the survey indicate that a surprisingly large number of businesses away from the track suffered downturns in trade during the construction phase for the event. 73% of businesses suffered a decrease in trade while 22% remained the same. Only 5% of respondents reported an increase in trade during this period.

The 'doughnut effect' caused many businesses in the CBD area to lose customers because of problems of access and lengthy construction periods.

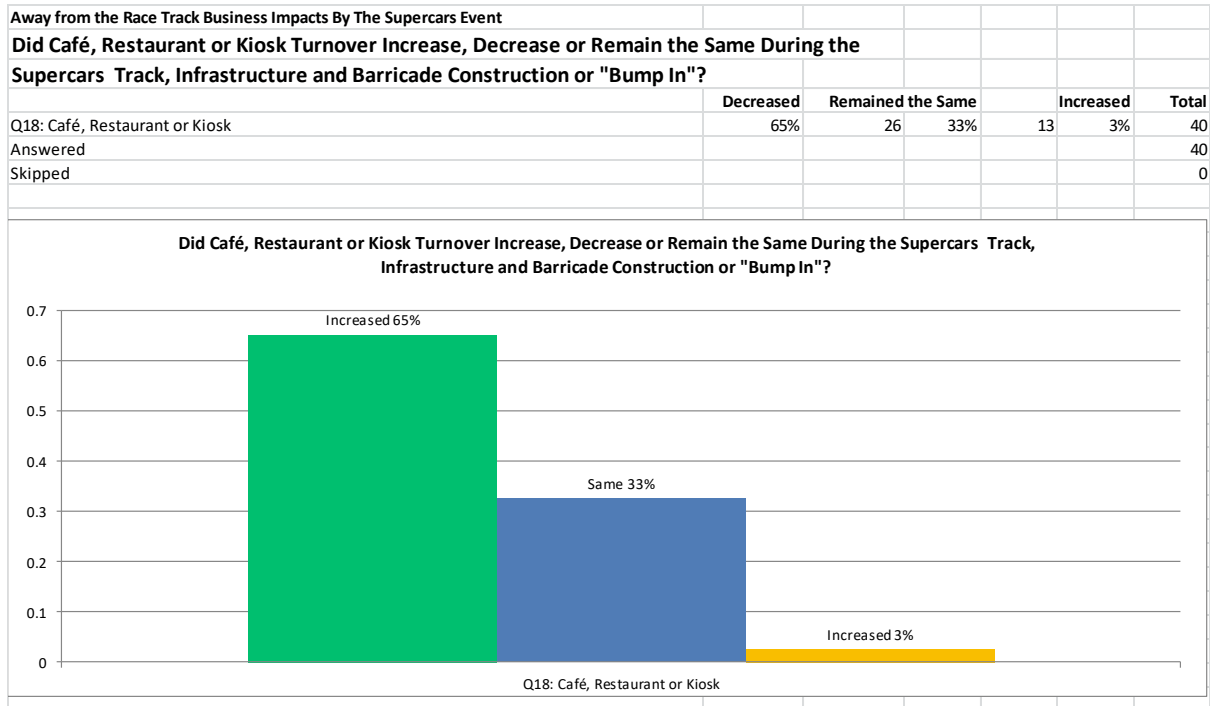


Analysis of the café/kiosk/restaurant responses from businesses Outside the Race Precinct indicates that this industry sector was very negatively impacted during the construction phase. This is a disturbing outcome as these businesses were not directly adjacent to the track. The flow-on negative effects of the construction period were widespread.

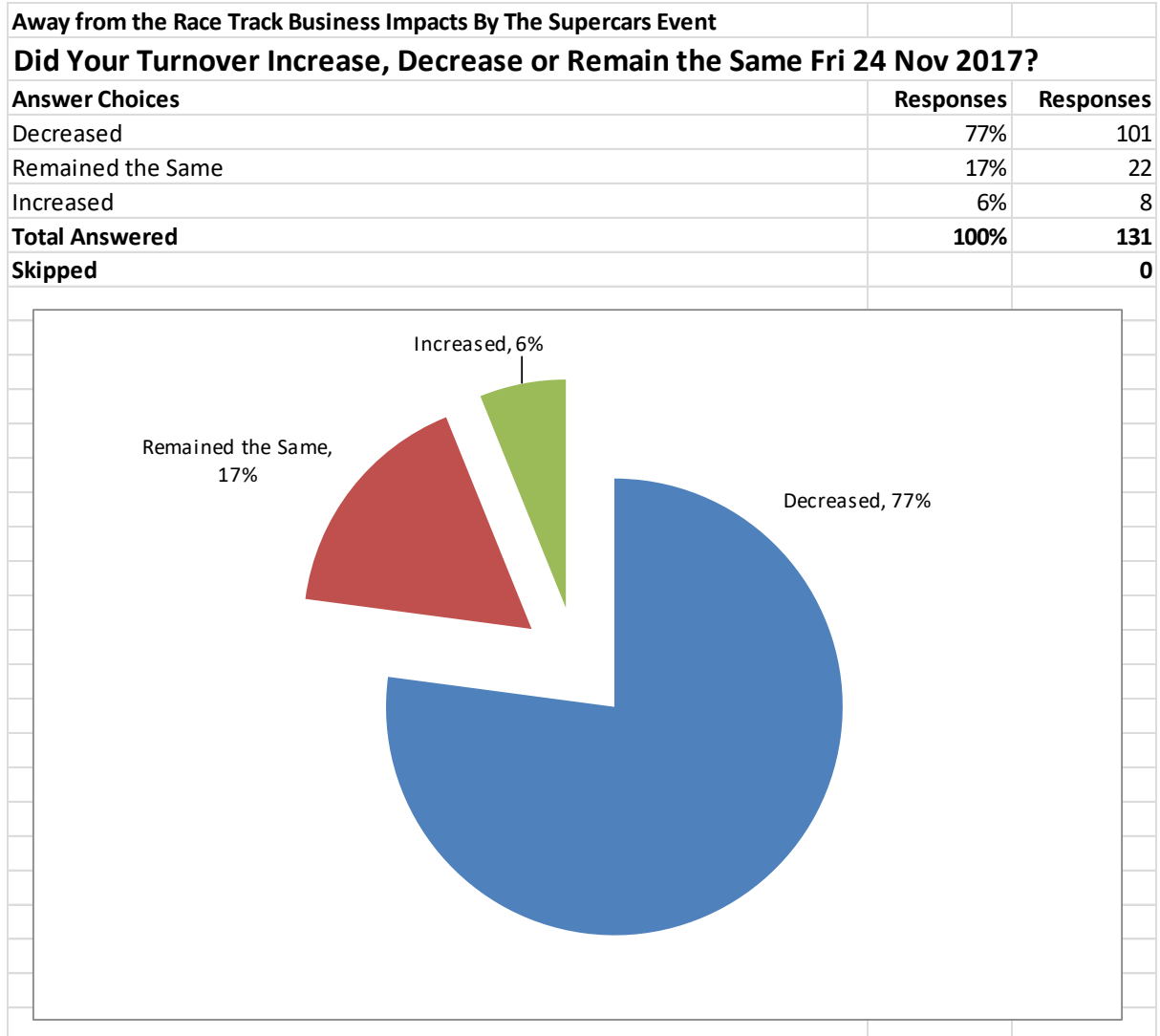
73% of respondents reported a decrease in trade during this period. 20% reported no change in business and only 8% reported an increase in trade. To a large extent, these businesses rely on regular customers. Turnover decreased when regular customers were deterred by the difficulties in accessing the CBD and surrounding area.



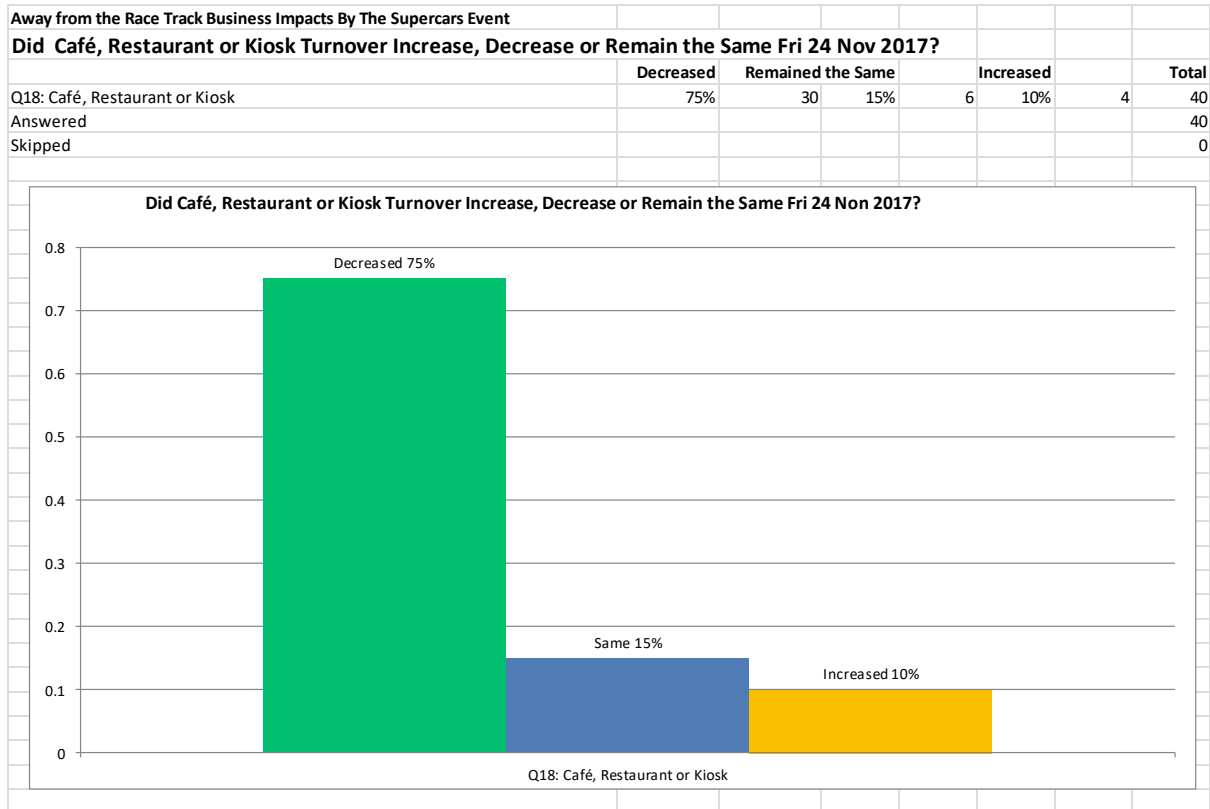
The bump in period began in mid-October. Initially it was restricted to the Foreshore area and rapidly widened to encompass the East End peninsula. Businesses Outside the Race Precinct did not expect such a downturn in trade, as they were not adjacent to the racetrack. **71% of respondents reported a downturn in trade and only 2% experienced an increase.**



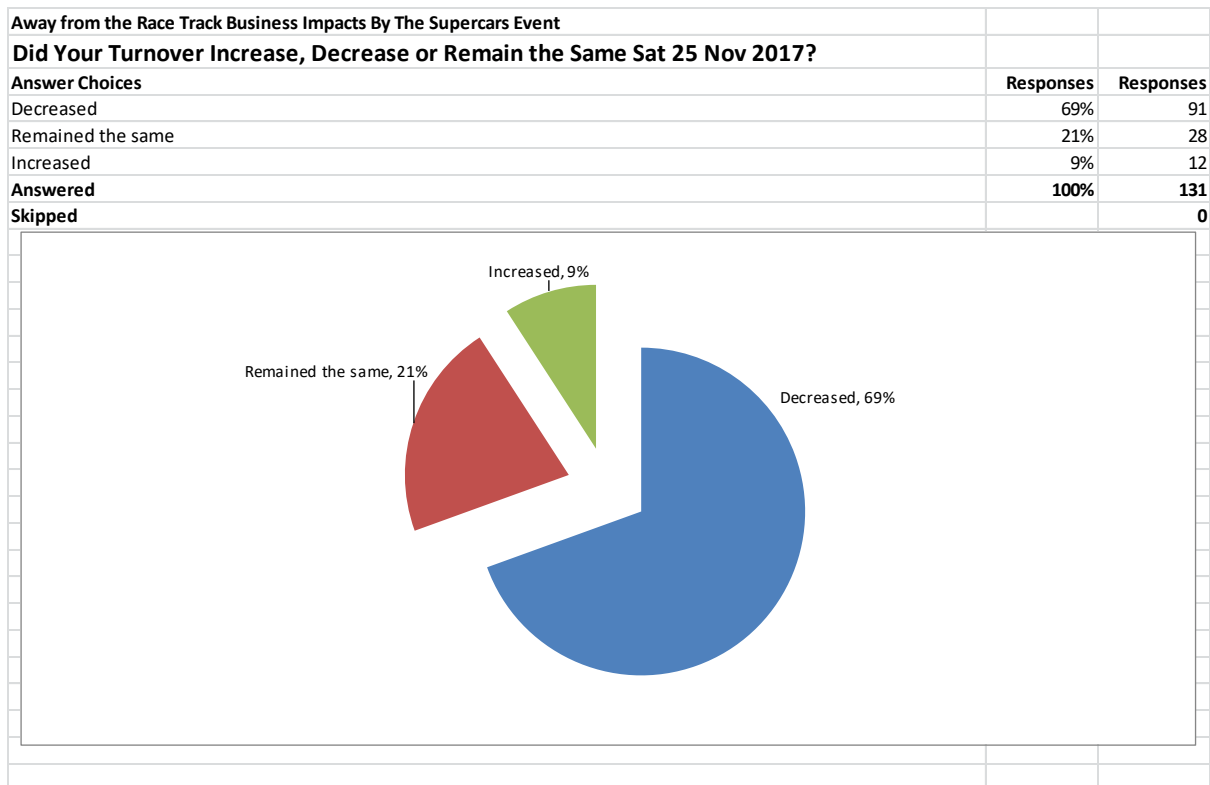
The café/kiosk/restaurant sector Outside the Race Precinct experienced similar downturns. Many had an expectation that businesses specialising in hospitality/food would benefit from the patronage of workers employed to set up for the race. **Only 3% of respondents indicated an increase in business during the bump in phase. 65% experienced a downturn in business.**



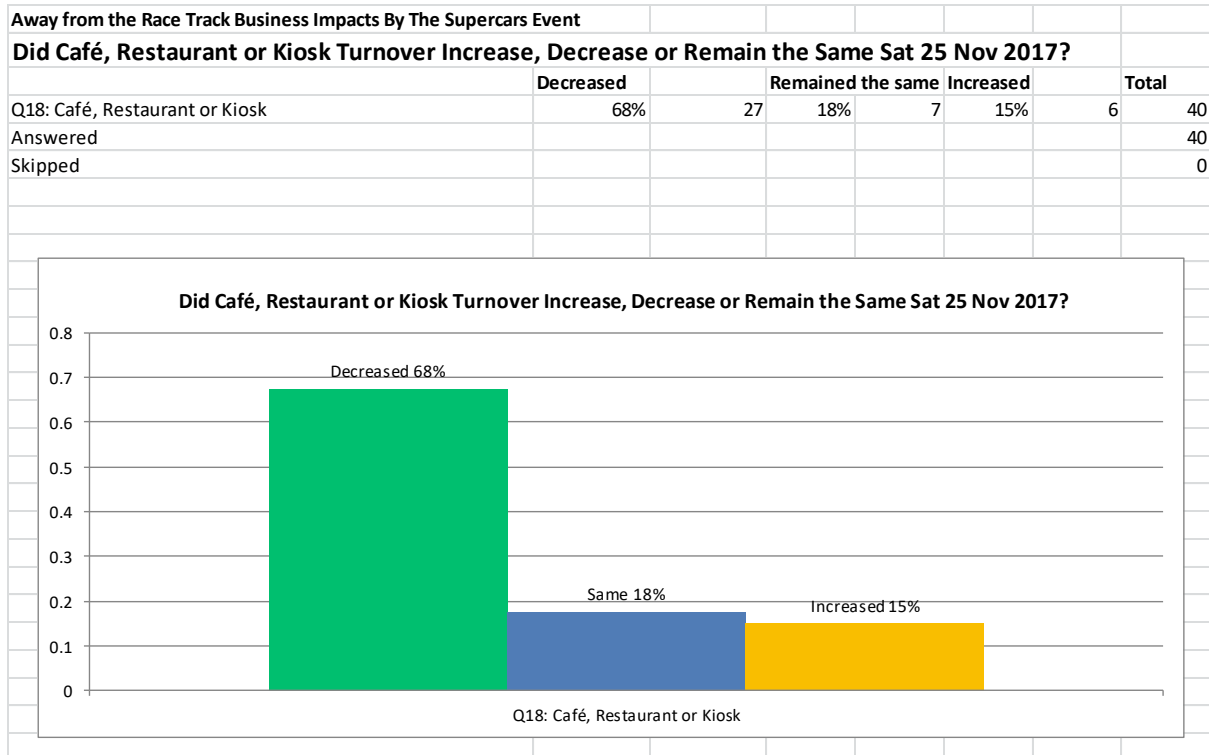
On Friday, 24th November, the first day of the event, businesses Outside the Race Precinct suffered a significant downturn in trade. 77% of respondents reported a decrease in business (compared to 54% of trackside businesses). Only 6% reported that business had increased (compared to 10% of trackside businesses). **In all, 94% of businesses Outside the Race Precinct received no benefit from the Friday events.**



Businesses in the café/kiosk/restaurant sector Outside the Race Precinct also reported widespread downturns on the Friday of the event. **75% experienced a decrease in trade, while only 10% reported an increase.** For 15% of businesses, trade remained the same as on any event-free day. The downturn for 75% of café/kiosk/restaurant businesses Outside the Race Precinct was a far greater than the 27% of café/kiosk/restaurant businesses trackside who reported a downturn.

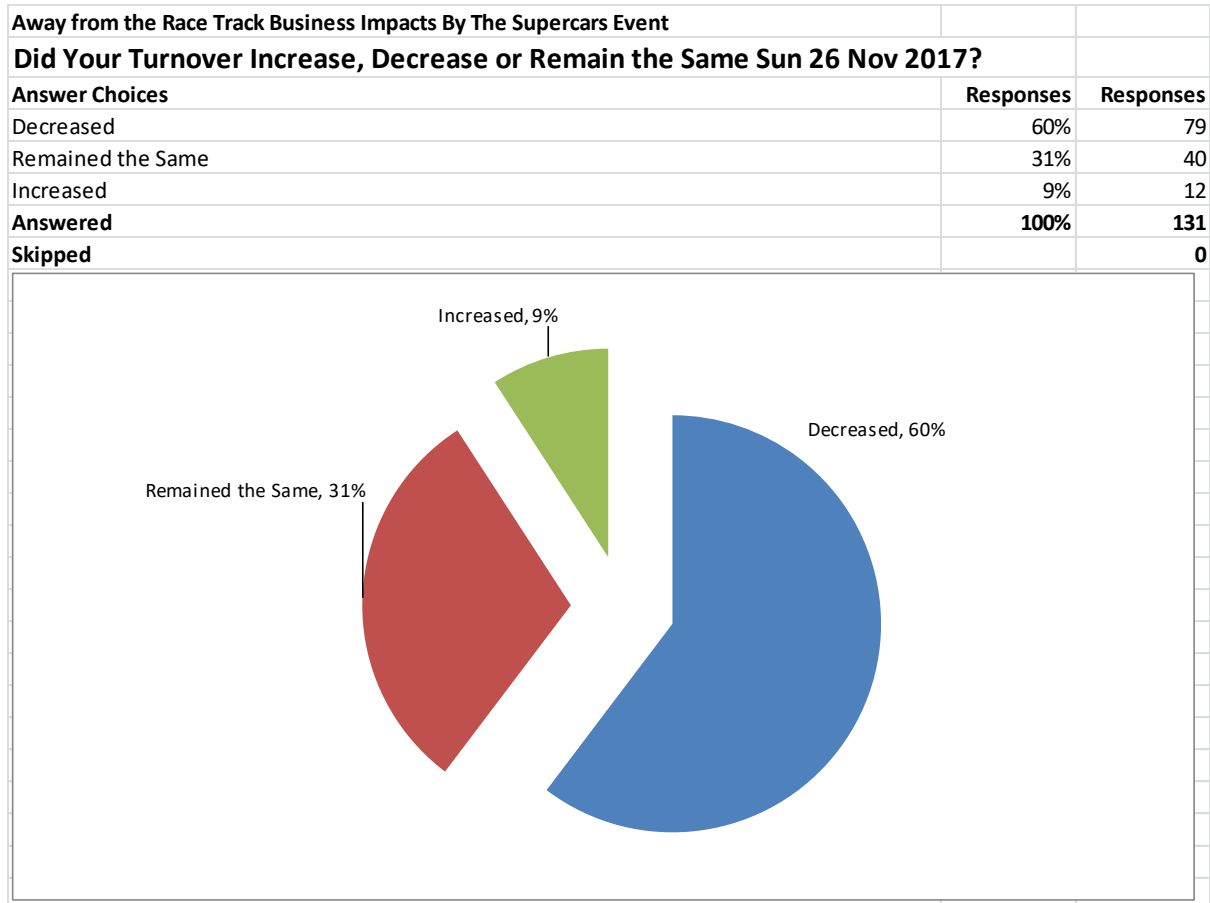


On the Saturday of the event, traders Outside the Race Precinct experienced another day of economic downturn. **69% of respondents reported a decrease in trade whilst only 9% reported an increase.** Correspondingly, of the Trackside respondents, 35% indicated a decrease and 15% reported an increase.



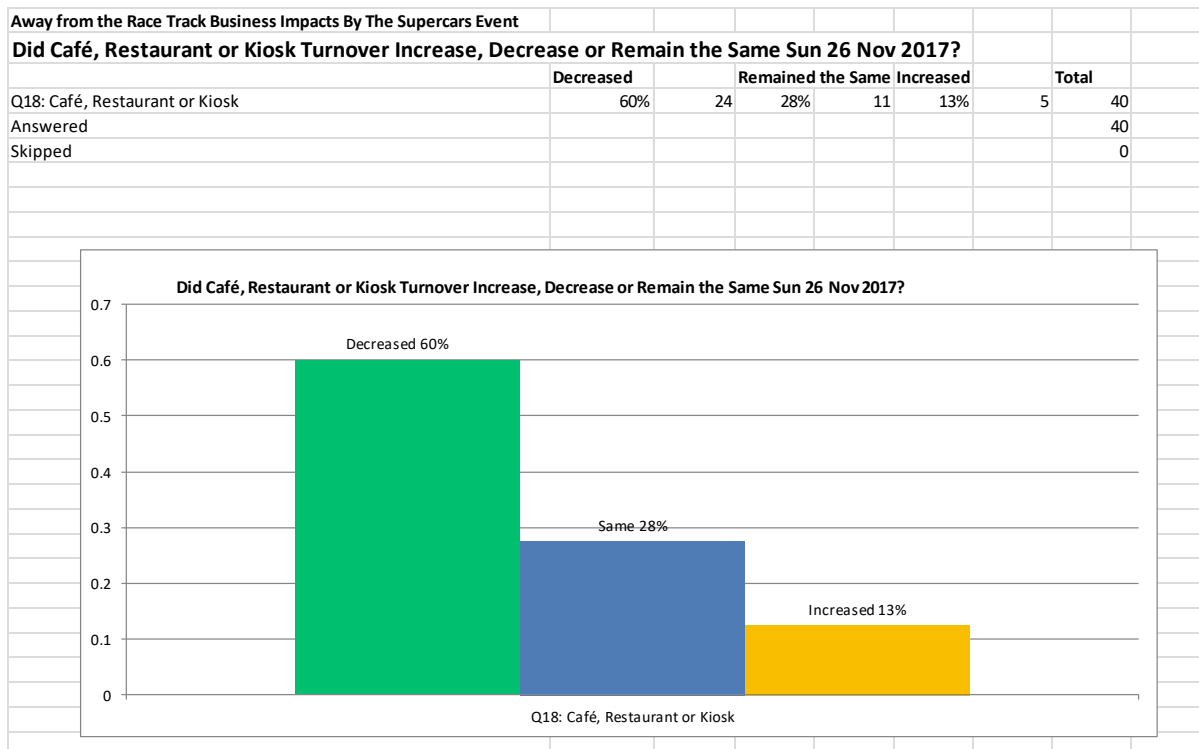
Businesses in the café/kiosk/restaurant sector Outside the Race Precinct also experienced another day of decreased trade on the Saturday of the event. **68% of respondents reported a downturn in trade while 15% indicated that their trade had increased.** Tracksides businesses, on the other hand had their most successful day of the Supercars weekend on the Saturday of the event, with 53% reporting an increase on this day.

Success for local businesses on this day was underwhelming - 53% trackside and 15% away from the track reported increases in trade. Race organisers must plan and implement measures to assist businesses both trackside and outside the race precinct, or compensate them for losses incurred.



For businesses Outside the Race Precinct the final day of the event, Sunday 26th November, delivered another downturn in trade. **60% reported a decrease** (whilst 30% of Trackside Businesses stated that their turnover decreased on the Sunday of the event).

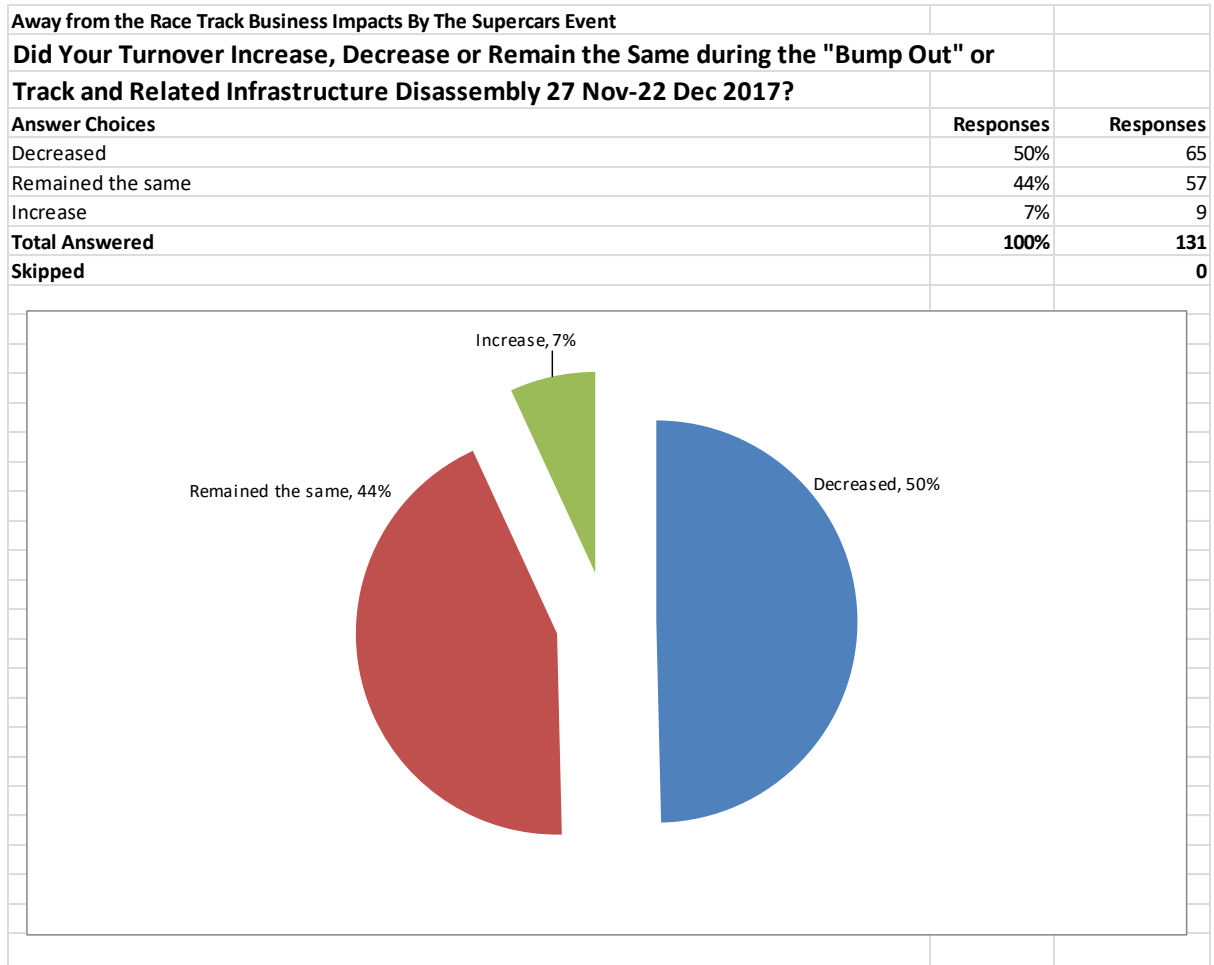
For those respondents away from the track, **only 9% reported an increase** and 31% indicated that they traded as they would on any event-free Sunday.



Sunday, 26th 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.

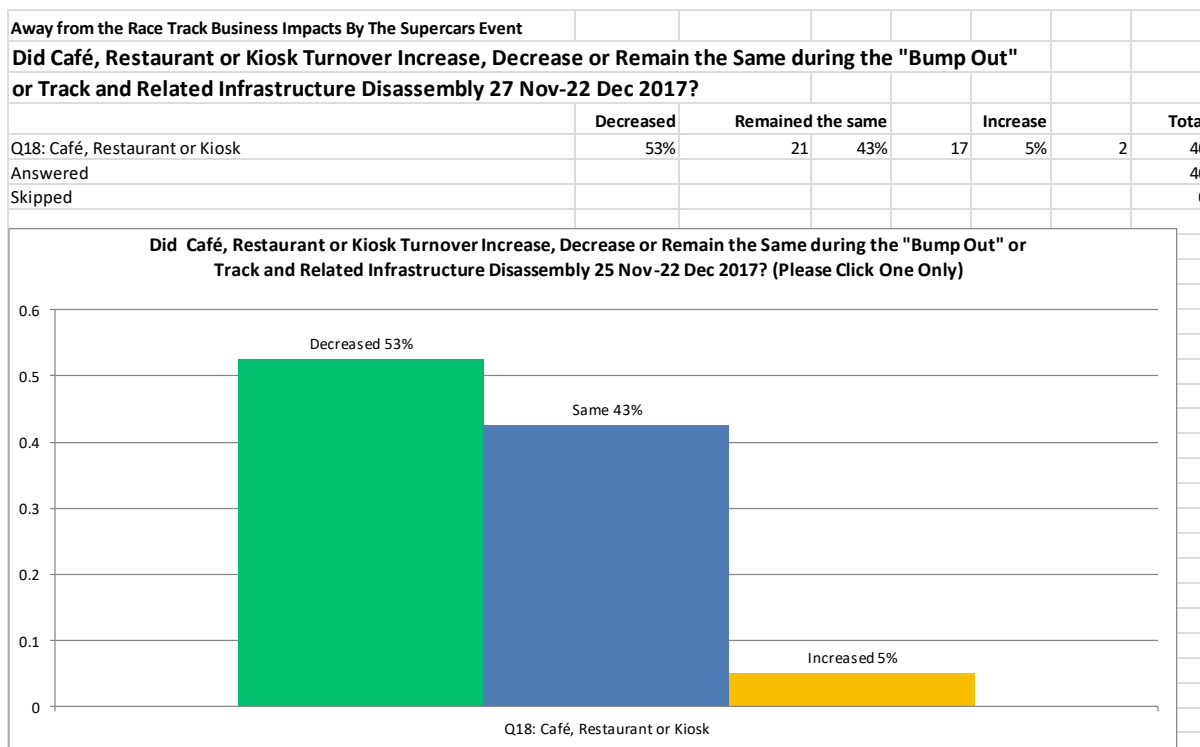
For cafe/kiosk/restaurant businesses Outside the Race Precinct, the Sunday of the event did not deliver the promised economic increases. **60% of respondents reported a decrease in trade** (as opposed to 20% of trackside businesses) while only **13% reported an increase** (in contrast to 47% of Trackside cafes/kiosks/restaurants). Trade equal to a normal non-event Sunday was reported by 28% of businesses away from the track and 33% of trackside businesses.

For the cafe/kiosk/restaurant sector Outside the Race Precinct, approximately 80% reported no benefit from the grand finale day, despite assurances from race authorities that they would.



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 16th October (when the Foreshore Park was fenced off from normal public access) until 22nd December 2017, by which time the bump out and rehabilitation was to be completed.

Of the Outside the Race Precinct respondents, **50% reported a decrease in business**. This was despite their location away from the track. 7% indicated that their business increased, while 44% stated that business remained the same. These are similar results to the Trackside businesses (45% decreased, 4% increased and 50% remained the same).



53% of Outside the Race Precinct café/restaurant/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, **only 5% of café/restaurant/kiosk businesses reported an increase in trade** for the bump out phase. Access issues were identified as a factor in trading ability.

The downturn in trade over all periods impacted by Supercars is illustrated in the following comments:

The retail precincts had been promised a 30% increase in trade and found, instead, at least a 30% decrease. When Jeremy Bath was questioned about this after the event he stated that small business owners "should have adapted". How do you adapt to empty streets? The Supercars event kept everyone in their compound."

"We lost functions at an important time of year because people wouldn't book as they thought they wouldn't be able to access the venue but King St was a ghost town... I am concerned that it will be even worse this year!"

"Months and months of disruption have been totally detrimental to our businesses at the busiest time of year -!!! Perhaps consider having the event at a quieter time of year so that the road closures before during and after do not eat into our most important trade times."

"What about all the other local businesses that have been affected in the months leading up to, during and after the event? Much more needs to be done to promote the whole city as a destination, involve lots of other businesses - rather than just supercars focused."

'Concerned about 3-4 month preparation."

"Worried about ongoing supercars impact, which is much worse than rail disruption. Been here 30 yrs.', never seen it so bad, all due to supercars."

"Waste of money. It's there and useless for years."

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

'Many local businesses will not be economically sustainable under the current organisation'.

"We were forced to close our business during the Supercars event due to the area (which was just outside the race precinct) being a complete dead zone, despite council promises of a very busy three days."

Busiest time has had business interruption. Customers would not come in."

"It's not fair on businesses or residents. This event needs to be located on a racetrack away from the city and residents."

"Bump in and especially bump out should be reduced drastically."

"Will close next time."

Positive Comments

"It should be good next time."

No concerns, just better planning and marketing."

There were also comments concerned about the lack of security

There needs to be more security. I had multiple men behaving inappropriately toward me and loitering outside my shop. "Even our busiest weekend ever could not make up for six months of bad trade."

"Security around hunter street mall. Drunken men around walking around women feeling unsafe."

Along with the results of the survey, the comments relating to the downturn in trading experienced by the majority of businesses surveyed significantly refute the 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 (over 5 years),"*

<https://www.theherald.com.au/story/4190802/v8-supercars-head-to-newcastle/>

Race organisers had indicated that there would be a huge increase for businesses during the event. Supercars chief operating officer Shane Howard claimed, "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 9% 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.

Away from the Race Track Business Impacts By The Supercars Event	
If Your Overall Turnover Decreased Please Tell the Approximate Percent.	
Q18: Tourism	
Respondent	Percent Decrease
1	30
Q18: Café, Restaurant or Kiosk	
Respondents	Percent Decrease
1	50%
2	50%
3	50%
4	10
5	80%
6	15%-20%
7	50%
8	40%
9	10
10	20%
11	30
12	80
13	80 percent
14	50%
15	60
16	20%
17	90
18	90
19	20%
20	30
21	20%
Q18: Retail	
Respondents	Percent Decrease
1	Unsure
2	80%
3	30
4	20%
5	65
6	90
7	50%
8	5%
9	40%
10	80%
11	15
12	20%
13	40
14	15
15	50%
16	20%
17	80
18	80
19	10
20	20%
21	10
22	40%
23	Closed for 3 days
24	25%
25	15
26	25
27	30 percent or more
28	80
29	70%
30	10
31	75%loss
32	50%
33	50%
34	5%
35	30
36	50
37	40%
38	30
39	50%
40	Overall turnover remained the same. This is the first time since opening 5 years ago that our turnover did not increase on the previous year
41	40%
42	70%
43	50%
Q18: Professional Practice	
Respondents	Percent Decrease
1	90
Q18: Medical/Healthcare	
Respondents	Percent Decrease
1	50%
2	Friday we limited our working doctors to 2 from 5. Saturday we shut due to limited parking and traffic problems. We usually open Saturday and are usually fully operational until 6:30 on a Friday
3	80%
4	80
5	100%
6	50
Q18: Technology	
Respondents	Percent Decrease
1	70
Q18: Communications	
Respondents	Percent Decrease
1	70%

Outside the Race Precinct Business Impacts by the Supercars Event

If Your Overall Turnover Decreased Please Tell the Approximate Percent. (Please include Whole Numbers e.g.10)

Answered 77
 Skipped 54
 Average turnover decrease-25%

If Your Overall Turnover Increased Please Tell the Approximate Percent. (Please Include Whole Numbers e.g. 10)

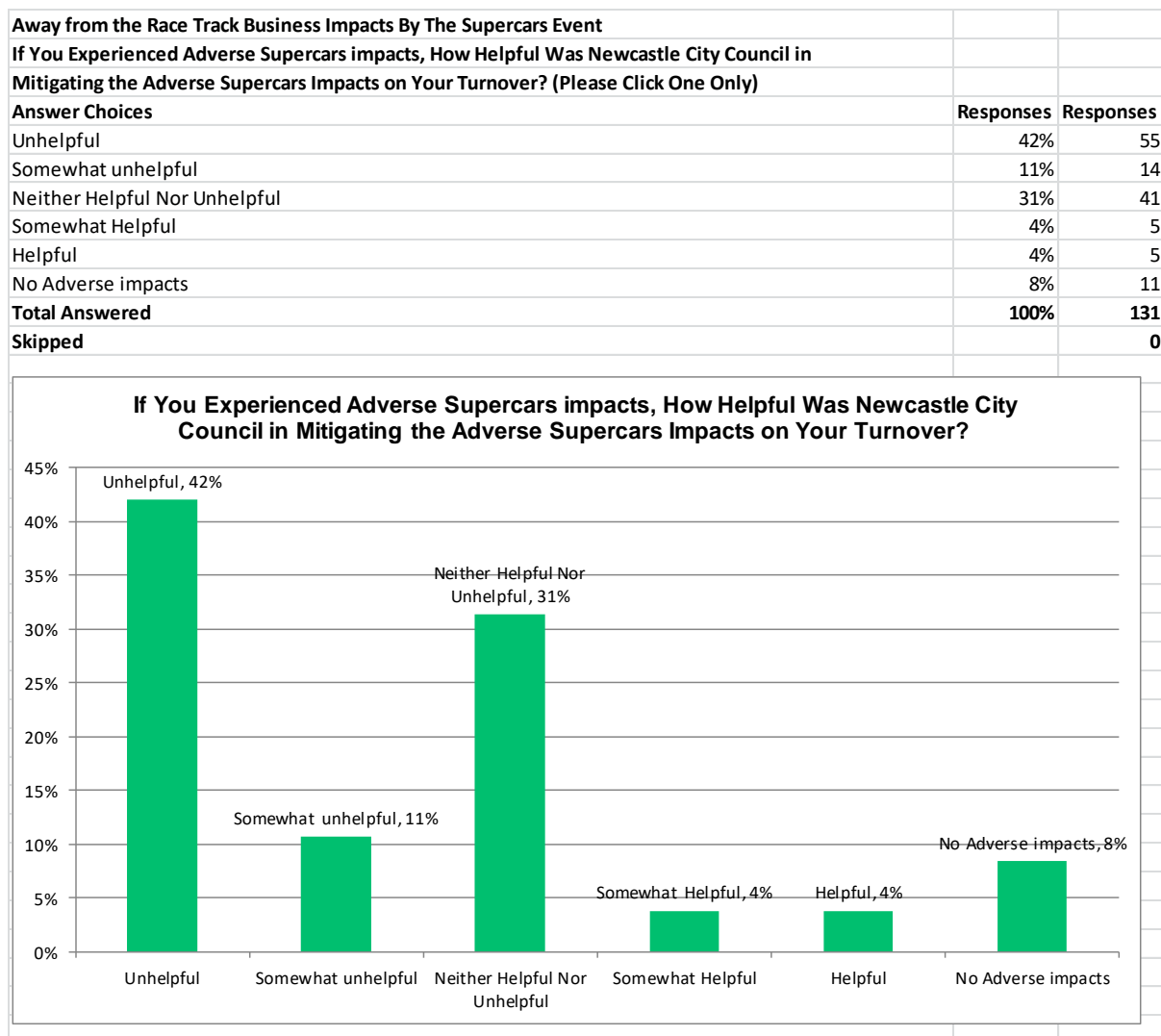
Answered 13

Skipped 118

Average increases nine businesses-9%

If Your Overall Turnover Increased Please Tell the Approximate Percent	
Café, Restaurant or Kiosk Sales Increases	
Business	Percent Increase
1	0
2	10
3	0
4	5
5	40%
Retail Business Increases Increases	
Business	Percent Increase
1	10
2	0
3	About 40%
4	2
5	0
6	25
7	10
8	2%

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



The 2018 Map Marketing research showed approximately 53% of businesses Outside the Race Precinct stated that they found Council unhelpful/somewhat unhelpful. 8% found Council somewhat helpful/helpful. 31% found them neither helpful nor unhelpful and 8% 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.

Many of the comments from this group criticised Council for lack of planning and organisation, dissemination of inaccurate information and failure to support local businesses.

"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."

"There does not appear to be a vested interest by council to support and represent local business interests and Newcastle."

"I would like the council stop the social media work mentioning about the potential heavy traffic and lack of car parks and instead promote the opportunity. If not we will be closing this year for the races due to lack of customers."

"The council told everyone to stay out of town. The retail precincts had been promised a 30% increase in trade and found, instead, at least a 30% decrease. When Jeremy Bath was questioned about this after the event he stated that small business owners "should have adapted". How do you adapt to empty streets? The Supercars event kept everyone in their compound."

"Telling patrons to avoid the city if they don't have to come in... as we are still open for business and not within the race track!"

"We are incredibly concerned that the Supercars event was decided upon with such little consultation with the public and the local businesses. We kept being told that it would be 'good for the local economy - businesses and tourism will benefit significantly' 'don't worry all the disruption to residents and businesses will be worthwhile' - such empty promises."

"Council promised so much but got nothing from them."

APPENDIX 1

Categorised Outside the Race Precinct Businesses Optional Comments

Respondents were given the opportunity to make free comments. 95% were negative comments and 5% were suggestions for improvements. Significantly, there were NO unqualified positive comments from this group of respondents.

The 52 negative business impacts were further sorted into the following sub-groups:

- Foot Traffic Bypasses Business
- Business disruption
- General
- Keeps Regulars Out
- Lack of Safety & Security
- Length of Event Disruption
- Misleading Event Information
- Traffic, Parking or Access
- Wrong place

Improvements

The five improvements suggested were:

- Need events outside compound
- Amount of out of town food stalls brought in. Lack of encouraging visitors outside compound.
- Spectators taking up all the free parking on the Sunday, leaving nowhere for our customers
- It should be good next time
- No concerns, just better planning and marketing

NEGATIVE

Business Disruption

Waste of money. It's there and useless for years. Makes parking situation worse. Worried about ongoing supercars impact, which is much worse than rail disruption. Been here 30 yrs.', never seen it so bad, all due to supercars

Will close next time

Foot Traffic Bypasses Business

Directed all traffic flow including foot traffic Foreshore Rd

Foot traffic congestion on the wharf

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

More flow through areas for spectators to engage with the city and its many vendors

Need to direct traffic into the mall

Moving people along the mall past businesses

Fences and marquees directing foot traffic away from local businesses

Amount of out of town food stalls brought in. Lack of encouraging visitors outside compound.

General

Same as before i.e. all of the above

Bad information in the news telling people to not drive their car into the city, that it couldn't be accessed when that was not the case!

Also sending attends to the event via Queens Wharf and not sending anyone up the mall

Heritage Destruction

The devastation of Newcastle historic buildings and sites

Keeps Regulars Out

It takes away my clients' ability to get to my shop so they don't come in.

The lack of parking and effect on public transport has deterred our older customers who are already having a difficult time coming into town with the light rail works. We've lost a lot of regulars.

Puts people off coming in to our business

Lack of trade because Newcastle patrons were discouraged to come into the city and the people who came to the supercars were not interested (in us) only in the supercars event itself

It keeps people from coming to the city

Lack of access to the city

30 businesses have left the CBD

Business outside of track zone suffering

The problem was our regular customers & no supercars (came in) people were told to stay away from town whilst being told by council we would have huge increase.

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

I have strong concerns about the way in which locals completely avoid the area in the lead up to and aftermath of the event

Busiest time has had business interruption. Customers would not come in

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 super cars 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. It was actually the best time to come in, as there were car parks galore.

The Sunday where there were no parking restrictions was difficult too, as the race goers parked ALL day, so when people realized we all needed support they could not get a park.

Spectators taking up all the free parking on the Sunday leaving nowhere for our customers

Lack of Safety & Security

There needs to be more security. I had multiple men behaving inappropriately toward me and loitering outside my shop. I was told I would be raped and it was the most uncomfortable experience.

Security around Hunter Street Mall. Drunken men around walking around women feeling unsafe.

Council promised so much but got nothing from them.

Length of Event Disruption

Concerned about 3-4 (month) preparation

Bump in and especially bump out should be reduced drastically. There is no 'Newcastle' flavour to the event, and no NEW technologies on offer (electric or autonomous vehicles).

Misleading Event Information

I am concerned about the apparent total lack of council desire to assist local businesses in mitigating disruption of normal trade before, during and after Supercars events.

As a side note, we were forced to close our business during the Supercars event due to the area (which was just outside the race precinct) being a complete dead zone, despite council promises of a very busy three days. An argument they used repeatedly to try confusing business owners, including ourselves, who were negatively affected by six months of traffic chaos. Even our busiest weekend ever could not make up for six months of bad trade.

There does not appear to be a vested interest by council to support and represent local business interests and Newcastle.

Would like the council stop the social media work mentioning about the potential heavy traffic and lack of car parks and instead promote the opportunity. If not we will be closing this year for the races due to lack of customers.

We lost functions at an important time of year because people wouldn't book as they thought they wouldn't be able to access the venue but King St was a ghost town... I am concerned that it will be even worse this year!

We are incredibly concerned that the Supercars event was decided upon with such little consultation with the public and the local businesses. We kept being told that it would be 'good for the local economy - businesses and tourism will benefit significantly' 'don't worry all the disruption to residents and businesses will be worthwhile' - such empty promises.

Indeed, some businesses benefited greatly from the event - such as the food vendors WITHIN the compound - but what about all the other local businesses that have been affected in the months leading up to, during and after the event? Much more needs to be done to promote the whole city as a destination, involve lots of other businesses - rather than just supercars focused.

Months and months of disruption have been totally detrimental to our businesses at the busiest time of year -!!! Perhaps consider having the event at a quieter time of year so that the road closures before during and after do not eat into our most important trade times.

The council told everyone to stay out of town. The retail precincts had been promised a 30% increase in trade and found, instead, at least a 30% decrease. When Jeremy Bath was questioned about this after the event he stated that small business owners "should have adapted". How do you adapt to empty streets? The Supercars event kept everyone in their compound.

Telling patrons to avoid the city if they don't have to come in... as we are still open for business and not within the race track!

Ferrying patrons only up Wharf Road and not utilising the Hunter St Mall.

Complete lack of consultation or concern with local business and residents

Limited parking, and the radio/ council advertising that the mall is closed

Supercars Monopolistic Practices

Local caterers should be used in the track instead of out of town caterers

The number of food and alcohol vendors brought in by Supercars and taking our share of the market.

Food trucks from outside of our Newcastle area cashing in on our local businesses.

Supercars will continue to make money, whilst individual local businesses will not.

Traffic, Parking or Access

Restricted movement of patrons at the event

Traffic congestion is awful. Parking was a struggle. Our delivery-men had massive issues getting our parcels in and out due to construction and deconstruction.

Parking in Newcastle is a problem and it is hard to operate successfully with the light rail restrictions to business, and not sure how the super cars cannot impact with now no parking station on the corner of Perkins and King street which was available for the last super car races.

Parking

Transport

Transport for people with disabilities or elderly

Had a family member living in the event zone that needed to get in and out of hospital during the event. Was extremely stressful.

Traffic, parking and other caterers

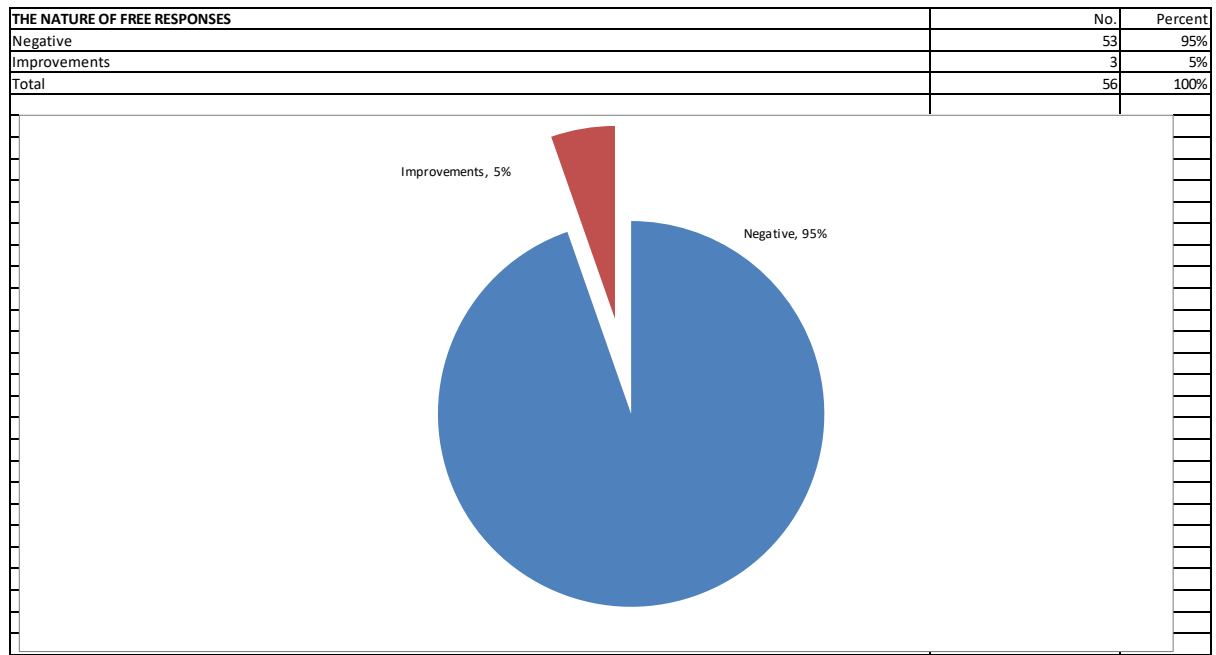
Lack of city access, parking. People been told not to come in the city during Supercars.

Public transport not dropping off near city business.

Restricted movement of patrons at the event

Wrong Place

It's not fair on businesses or residents. This event needs to be located on a racetrack away from the city and residents



APPENDIX 2

Outside the Race Precinct Businesses Optional Comments Categorised by Industry Sector

Q18: Café, Restaurant or Kiosk

Please Tell Us of Any Other Concerns You May Have About Future Supercars Events.

- 1 Amount of out of town food stalls brought in. Lack of encouraging visitors outside compound.
- 2 I am concerned about the apparent total lack of council desire to assist local businesses in mitigating disruption of normal trade before, during and after Supercars events.
- 3 As a side note, we were forced to close our business during the Supercars event due to the area (which was just outside the race precinct) being a complete dead zone, despite council promises of a very busy three days. An argument they used repeatedly to try confusing business owners, including ourselves, who were negatively affected by six months of traffic chaos. Even our busiest weekend ever could not make up for six months of bad trade.
- 4 Foot traffic congestion on the wharf
- 5 Security around Hunter Street Mall. Drunken men around walking around women feeling unsafe. Council promised so much but got nothing from them.
- 6 Supercars will continue to make money, whilst individual local businesses will not.
- 7 Traffic, parking and other caterers
- 8 The number of food and alcohol vendors brought in by Supercars and taking our share of the market.
- 9 Would like the council stop the social media work mentioning the potential heavy traffic and lack of car parks and instead promote the opportunity. If not we will be closing this year for the races due to lack of customers.
- 10 We lost functions at an important time of year because people wouldn't book as they thought they wouldn't be able to access the venue but King St was a ghost town... I am concerned that it will be even worse this year!
- 11 More flow through areas for spectators to engage with the city and its many vendors
- 12 Lack of trade because Newcastle patrons were discouraged to come into the city and the people who came to the supercars were not interested in (us) only the supercars event itself
- 13 Need to direct traffic into the mall
- 14 No concerns, just better planning and marketing.
- 15 Moving people along the mall past businesses

Q18: Retail

- 1 Spectators taking up all the free parking on the Sunday, leaving nowhere for our customers
- 2 Traffic congestion is awful. Parking was a struggle. Our delivery-men had massive issues getting our parcels in and out due to construction and deconstruction.
- 3 Directed all traffic flow including foot traffic Foreshore Rd.
- 4 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
- 5 Local caterers should be used in the track other than out of town caterers
- 6 There does not appear to be a vested interest by council to support and represent local business interests and Newcastle.
- 7 Same as before i.e. all of the above
- 8 It should be good next time
- 9 Transport

- 10 The lack of parking and effect on public transport has deterred our older customers who are already having a difficult time coming into town with the light rail works. We've lost a lot of regulars.
- 11 Restricted movement of patrons at the event
- 12 Bad information in the news telling people to not drive their car into the city, that it couldn't be accessed when that was not the case!
- 13 Also sending attendees to the event via queens wharf and not sending anyone up the mall
- 14 It keeps people from coming to the city
- 15 Lack of access to the city
- 16 30 business have left the CBD
- 17 Concerned about 3-4 (months) preparation
- 18 Lack of city access, parking. People been told not to come in the city during Supercars. Public transport not dropping off near city business.
- 19 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 super cars crowd but we reply 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. It was actually the best time to come in, as there were car parks galore. The Sunday where there were no parking restrictions was difficult too, as the race goes parked ALL day so when people realized we all needed support they could not get a park.
- 20 We are incredibly concerned that the Supercars event was decided upon with such little consultation with the public and the local businesses. We kept being told that it would be 'good for the local economy - businesses and tourism will benefit significantly' 'don't worry all the disruption to residents and businesses will be worthwhile' - such empty promises.
- 21 Indeed, some businesses benefited greatly from the event - such as the food vendors WITHIN the compound - but what about all the other local businesses that have been affected in the months leading up to, during and after the event? Much more needs to be done to promote the whole city as a destination, involve lots of other businesses - rather than just supercars focused.
- 22 Months and months of disruption have been totally detrimental to our businesses at the busiest time of year -!!! Perhaps consider having the event at a quieter time of year so that the road closures before during and after do not eat into our most important trade times.
- 23 The council told everyone to stay out of town. The retail precincts had been promised a 30% increase in trade and found, instead, at least a 30% decrease. When Jeremy Bath was questioned about this after the event he stated that small business owners "should have adapted". How do you adapt to empty streets? The Supercars event kept everyone in their compound.
- 24 The problem was our regular customers & no supercars people (came in) people were told to stay away from town whilst being told by council we would have huge increase.
- 25 It's not fair on businesses or residents. This event needs to be located on a race track away from the city and residents
- 26 There needs to be more security. I had multiple men behaving inappropriately toward me and loitering outside my shop. I was told I would be raped and it was the most uncomfortable experience.
- 27 The devastation of Newcastle historic buildings and sites
- 28 Small businesses receiving no tangible benefit due to gated and outside-catered event and lack of options for regular customers to enter CBD
- 29 Telling patrons to avoid the city if they don't have to come in as we are still open for business and not within the race track!
- 30 Ferrying patrons only up wharf road and not utilising the Hunter St Mall.
- 31 Complete lack of consultation or concern with local business and residents
- 32 Transport for people with disabilities or elderly
- 33 Waste of money. It's there and useless for years. Makes parking situation worse. Worried about ongoing supercars impact, which is much worse than rail disruption. Been here 30 yrs., never seen it so bad, all due to supercars
- 34 I have strong concerns about the way in which locals complete avoid the area in the lead up to and aftermath of the event

- 35 Had a family member living in the event zone that needed to get in and out of hospital during the event. Was extremely stressful.
- 36 Fences and marquees directing foot traffic away from local businesses
- 37 Busiest time has had business interruption. Customers would not come in

Q18: Professional Practice

Q18: Medical/Healthcare

Respondents Please Tell Us of Any Other Concerns You May Have About Future Supercars Events.

- 1 Puts people off coming in to our business
- 2 parking in Newcastle is a problem and it is hard to operate successfully with the light rail restrictions to business and not sure how the super cars cannot impact with now no parking station on the corner of Perkins and King street which was available for the last super car races.
- 3 Parking
- 4 It takes away my clients' ability to get to my shop so they don't come in.
- 5 Will close next time

Q18: Communications Response Date

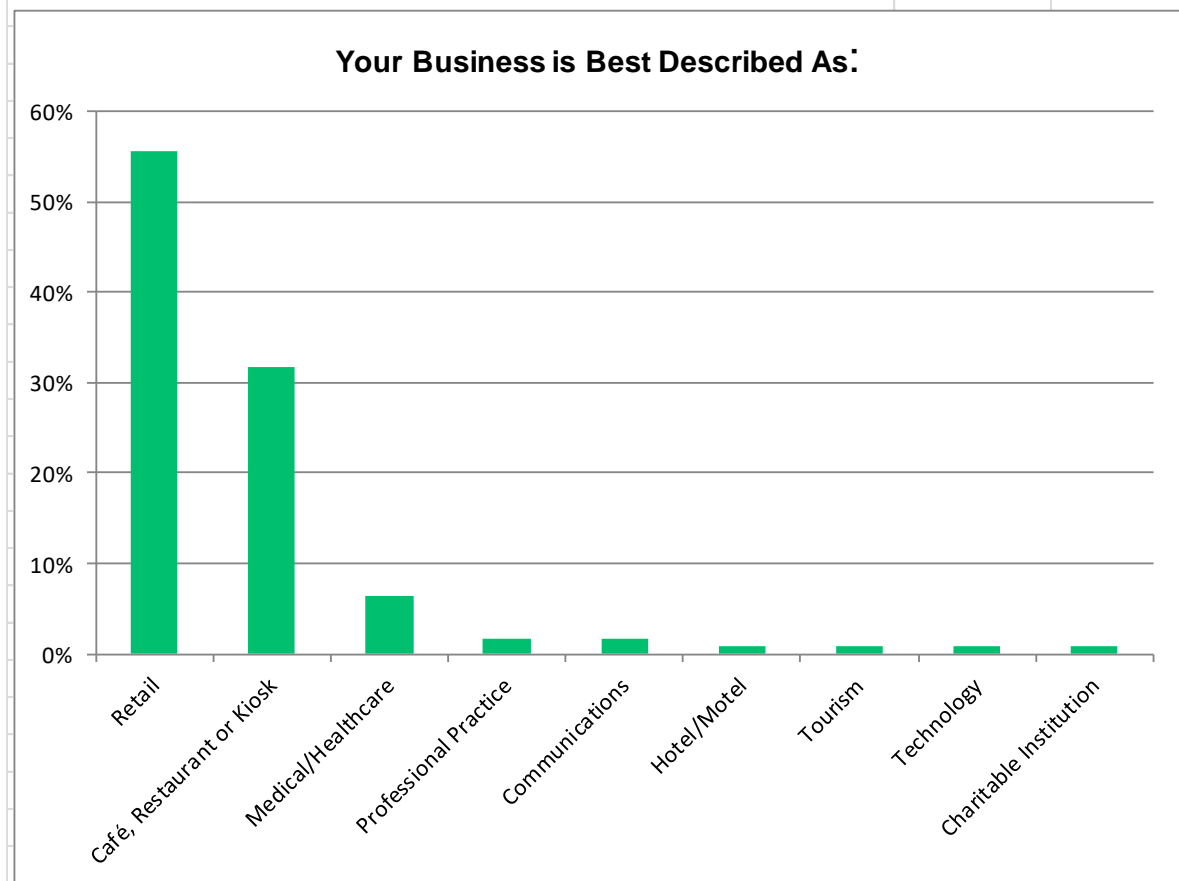
Respondents Please Tell Us of Any Other Concerns You May Have About Future Supercars Events.

- 1 Limited parking, and the radio/ council advertising that the mall is closed

APPENDIX 3

Business Verification Data

Away from the Race Track Business Impacts By The Supercars Event		
Your Business is Best Described as:		
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
Total Answered	100%	126
Skipped		5



Outside the Race Precinct Business Impacts by the Supercars Event

If other type of business please state

Answered 10
Skipped 121

Responses

Hair salon

Job active Provider

Bar and restaurant

No

Fitness

Custom Design Studio

Bar, restaurant

Food outlets

Banking

Away from Track Businesses Verification Information

