APPENDIX 3

POP-UP ENGAGEMENT SUMMARY REPORT,
JOC CONSULTING
The City of Sydney Late-Night Trading
DCP: Community Pop Up Report

Community consultation to support a review of ‘Late-Night Trading Premises Development Control Plan 2007’

Prepared by JOC Consulting 16 April 2018
CONTENTS

CONTENTS .................................................................................................................................................. 2

INTRODUCTION........................................................................................................................................... 3
  REPORT PURPOSE ...................................................................................................................................... 3
  APPROACH .............................................................................................................................................. 3
  METHODOLOGY ..................................................................................................................................... 4
  ACTIVITIES AT THE POP UPS .................................................................................................................. 4

EXECUTIVE SUMMARY.............................................................................................................................. 7
  KEY STATISTICS ...................................................................................................................................... 7
  ACTIVITY ONE - AREAS OF OPERATION FOR LATE-NIGHT PRECINCTS .................................................. 8
  ACTIVITY TWO - HOURS OF OPERATION WITHIN LATE-NIGHT TRADING PRECINCTS ............................. 11
  CONVERSATIONS WITH PARTICIPANTS .................................................................................................. 14

POP UP LOCATION SNAPSHOTs ................................................................................................................... 17
  REDFERN ................................................................................................................................................ 17
  NEWTOWN ........................................................................................................................................... 19
  ERSKINEVILLE ..................................................................................................................................... 21
  ULTIMO ................................................................................................................................................ 23
  SURRY HILLS ..................................................................................................................................... 25
  DARLINGHURST .................................................................................................................................. 28
  GREEN SQUARE ................................................................................................................................. 30
  KINGS CROSS ..................................................................................................................................... 32
  CIRCULAR QUAY .................................................................................................................................. 34
  QVB - CITY ......................................................................................................................................... 36

APPENDIX ..................................................................................................................................................... 38
  TOTAL RESULTS - ACTIVITY ONE ............................................................................................................ 38
INTRODUCTION

The City of Sydney (the City) is completing comprehensive engagement with its community around the hours and areas of operation for late-night premises to inform a review of its Development Control Plan (DCP). One part of this consultation was 10 pop ups in late-night areas across the City of Sydney. This Report provides an overview of findings of consultation at these 10 pop ups, which was designed and led by JOC Consulting.

In partnership with Cred Consulting, JOC Consulting visited 10 locations across the City of Sydney Local Government Area (LGA) implementing a pop up engagement method to gather feedback on late-night trading hours and areas from a diverse, local and random population sample. This Report functions as part of a wider engagement approach and exhibition period, including an online survey, available via the ‘Sydney Your Say’ platform, and in-depth phone interviews.

REPORT PURPOSE

This Report provides a summary of data collected from 10 pop ups delivered across the City of Sydney LGA. It is a supporting document to Cred Consulting’s report to Council that will collate findings from the pop ups, online survey and telephone interviews (delivered by Micromex).

APPROACH

The pop ups were designed as a mobile information and engagement space. They considered creative elements and the adaptable and flexible needs to ensure a welcoming, yet seamless setup. The pop ups were set up across different outdoor locations to engage pedestrians, shoppers and local users of public space in the evening. The pop ups were located on busy pedestrian thoroughfares to maximise engagement and pop up timing was delivered in the evening to engage with those users who will be potentially impacted by any changes to the DCP. Additionally, this method adds a ‘human’ element to the engagement, which supports the online survey and assists in reaching those not inclined to engage online. (Refer to the next page for more detail on the pop up methodology).

SCHEDULE

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>DATE</th>
<th>TIME</th>
<th>PARTICIPANTS ENGAGED AT POP UP ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>107 Projects, Redfern</td>
<td>Thursday 1st March 2018</td>
<td>7:00-9:00pm</td>
<td>27</td>
</tr>
<tr>
<td>Newtown Mission, Newtown</td>
<td>Friday 2nd March 2018</td>
<td>7:00-9:00pm</td>
<td>51</td>
</tr>
<tr>
<td>Ellen Lawman Rest Area, Erskineville</td>
<td>Thursday 8th March 2018</td>
<td>5:00-7:00pm</td>
<td>51</td>
</tr>
<tr>
<td>Railway Square, Ultimo</td>
<td>Thursday 8th March 2018</td>
<td>7:30-9:30pm</td>
<td>50</td>
</tr>
<tr>
<td>Surry Hills Library, Surry Hills</td>
<td>Friday 9th March 2018</td>
<td>5:00-7:00pm</td>
<td>55</td>
</tr>
<tr>
<td>Taylor Square, Darlinghurst</td>
<td>Friday 9th March 2018</td>
<td>7:30-9:30pm</td>
<td>47</td>
</tr>
<tr>
<td>East Village Shopping Centre, Zetland</td>
<td>Thursday 15th March 2018</td>
<td>5:00-7:00pm</td>
<td>64</td>
</tr>
<tr>
<td>Darlington Road, Potts Point</td>
<td>Thursday 15th March 2018</td>
<td>7:30-9:30pm</td>
<td>51</td>
</tr>
<tr>
<td>Customs House, Circular Quay</td>
<td>Friday 16th March 2018</td>
<td>5:00-7:00pm</td>
<td>76</td>
</tr>
<tr>
<td>QVB, Sydney CBD</td>
<td>Friday 16th March 2018</td>
<td>7:30-9:30pm</td>
<td>78</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>550</td>
</tr>
</tbody>
</table>

1 Figures are based on the total number of responses to activity two.
METHODOLOGY

The Project Team conducted face-to-face intercept surveys (the same survey to be completed via the ‘Sydney Your Say’ website), collected qualitative data through open ended questions and quantitative data through interactive information boards. The data captures community insights and feedback helping to identify the existing night-time character of each location as well as community values looking to the future.

The pop up design and intercept methodology lent itself to a location based approach, with the wider LGA considered when relevant to the participant’s evening activity and preference. These themes and key questions will also align and support other engagement approaches across the project including the online survey and phone interviews.

ACTIVITIES AT THE POP UPS

ACTIVITY ONE - AREAS OF OPERATION FOR LATE-NIGHT PRECINCTS

‘Areas’ refers to locations within the City where late-night premises operate. They are defined by three categories:
Local Centre: Because these areas may be close to residential areas, earlier closing times are required; City Living: a concentration of late-night trading is not encouraged, but areas may have ‘night spots’ in streets and laneways that are underused at night; and Late Night Management: Close to places with less intensive night-time activity, acting as a buffer for residential areas. Each category responds to the location, character and use of each area.

A large-scale interactive board (see previous page) displayed an LGA wide map marked with current Late-night Management areas and adjacent definitions of each area category (Late-Night Management, City Living and Local Centre). The activity sought to expand on survey questions around specific late-night precincts and the levels of activity preferred within each locality.

Participants were given the option of placing three coloured pins on the map. Green pins indicated an extension or increase in late-night activity, yellow pins indicated a preference for current levels of activity to continue, and red pins indicated a contraction or reduction in late-night activity. Across the 10 pop up locations, a total of 487 green, 73 yellow and 39 red pins were placed on the map.

Photo: Staff members explaining activity one to participant at Circular Quay (Source: JOC Consulting)
ACTIVITY TWO - HOURS OF OPERATION FOR LATE-NIGHT PRECINCTS

‘Hours’ refers to the times when late-night premises can operate. Premises are categorised as high and low impact depending on patron capacity (above or below 120 patrons). Base hours suited to the locality are set for each category (Local Centre, City Living and Late-Night Management). Extended trading hours are approved on a case by case basis, depending on surrounding uses, the neighbourhood and any potential impact.

A large-scale interactive board (see previous page) displayed maps showing the local late-night precinct and whole LGA, both marked with current Late-night Management areas (Late-Night Management, City Living and Local Centre). Posters placed beside these maps displayed voting options for high and low impact venues within the applicable management areas for that location. The activity sought to expand on survey questions around how late venues should be open depending on their designated management area and location. Participants were given the option of placing stickers on their preferred two-hour window for venue closure. These options ranged from 10pm-12am, the earliest option, through to 24-hours, an option for ‘decreased hours’ was also included.

Participants were introduced to the activity through the City’s definitions of high impact (bars and clubs at 120+ capacity) and low impact venues (small bars and restaurants at under 120 capacity). Having been introduced to the Late-night Management areas through activity one, participants were able to focus on a local context and assign closing times they deemed appropriate for the area.

At times, more technical explanations were required to ensure participants could respond accurately, while also reflecting on their own personal experience. Participants could also complete the Late-Night Premise Hour and Areas of Operation online survey if they chose to. Whilst these activities resulted in quantifiable data which has been summarised in this report, they importantly provided a framework to have in depth conversations around late-night trading in Sydney. Pop up staff recorded these conversations and have summarised these findings these overpage.
DIFFERENT WAYS TO ENGAGE AT THE POP UPS

The pop ups offered a choice of different ways to engage ranging from short interactions informing passers-by, through to in-depth conversations, in turn catering for different needs and time available. The pop up engagement opportunities included:

1. **Viewing (inform):** Passers-by, either short on time or lacking interest in the pop up, were briefly informed of the project’s aim and intent either verbally or by the project postcard. There was also an opportunity to view the engagement materials and information boards before moving on.

2. **Activity (inform):** Participants who did not have time to complete a survey were introduced to the project and its purpose, followed by a short statement about the ‘Areas’ and ‘Hours’ activities. These participants would then cast their vote, with JOC Consulting capturing relevant anecdotal data.

3. **Survey and activity (consult):** Participants who showed interest in the pop up, asked questions around the purpose of the project and the Council’s role engaged in both the survey and activities. This provided JOC Consulting with valuable anecdotal data and additional insights.

4. **Survey, activity and discussion (consult):** In addition to engaging through the survey and activities, a number of participants offered their time for in-depth conversations of 10-15 minutes in duration. During these discussions, participants offered valuable information regarding the characteristics of the location, existing night-time character and traders, and the local community.

POP UP DELIVERABLES

**Snapshot Reports:** A succinct ‘Snapshot Report’ was completed following each pop up as a means for tracking progress and findings. These reports noted demographics, participant questions and comments as well as activity data.

**Final Report:** This Report builds on findings noted in the Snapshot Reports and includes data analysis from activities and conversations undertaken during engagement.

Photo: Participants engaging with staff and activities at Newtown pop up (Source: JOC Consulting)
EXECUTIVE SUMMARY

OVERALL FINDINGS

- In total, 550 people were engaged across the 10 pop up locations.
- The majority of participants (81%) want late-night trading areas to increase or expand (of the 599 pins used in the 'areas' activity, 487 voted to increase or expand).
- Votes were higher for low impact venues trading later (including 24 hours) compared to high impact venues for both City Living and Late-night Management areas.
- Late-night trading and its impact on neighbourhood character was mentioned in 27.4% (37). This included positive impacts of late-night trading on the neighbourhood character (23) or the need to manage the retention of existing late-night character (10).
- Comments regarding increased diversity in late-night trading was mentioned in 22.7% (32) of recorded conversations, with participants suggesting a range of venue sizes and offerings would create a more vibrant nightlife in the City.
- 14.8% (20) of participants in recorded conversations suggested business owners self-select trading hours rather than adhering to those imposed by Council.
- Comparisons with cities such as Melbourne and London in terms of nightlife were made in 14.8% (20) of recorded conversations.
- Participants understand the definition and controls associated with Local Centre areas. Data received for City-living and Late-night Management suggests participants view both of these areas in a similar way with like controls.
- Participants appreciated Council engaging on the issue with positive feedback received at all pop up locations.

KEY STATISTICS

LOCATIONS

10 pop ups
(Across the City of Sydney Local Government Area)

ENGAGEMENT HOURS

20 hours of engagement
(On average, the pop ups ran for two hours from 5:00-7:00pm and again from 7:30-9:30pm).

ACTIVITIES

550 responses (based on total responses to activity two)
(The pop up located at the Queen Victoria Building received the most activity responses (75) during engagement.)

SURVEYS

192 surveys
(Crown Street, Surry Hills received the most responses (34) during engagement.)

Photo: Activity one ‘after dark’ (Source: JOC Consulting)

Photo: Kings Cross pop up (Source: JOC Consulting)
ACTIVITY ONE - AREAS OF OPERATION FOR LATE-NIGHT PRECINCTS

‘Areas’ refers to locations within the City where late-night premises operate. They are defined by three categories: Local Centre: Because these areas may be close to residential areas, earlier closing times are required; City Living: a concentration of late-night trading is not encouraged, but areas may have ‘night spots’ in streets and laneways that are underused at night; and Late Night Management: Close to places with less intensive night-time activity, acting as a buffer for residential areas. Each category responds to the location, character and use of each area.

Activity one focused on late-night trading ‘areas’ within the City of Sydney LGA. The activity sought to expand on survey questions around specific late-night precincts and the levels of activity preferred within each locality. Participants were asked to place a pin within the LGA boundary to where they would like to see the area expand, decrease or remain the same. This activity also allowed participants to identify and discuss locations not currently identified as ‘areas’ and covered by the DCP.

N.B: pop up results regarding this activity reflect insights collected across entire LGA. Please note findings in Cred Consulting’s report have been reworked to acknowledge individual precincts for comparison purposes and to provide better insight into survey findings.

Key Findings:

- **Increasing or expanding late-night activity on previously identified ‘areas’**: As shown in Figure 3 (on the following page), in total 487 green pins were added to the activity board with a high intensity of responses around established areas of George Street, Kings Cross, Surry Hills and Newtown and establishing area of Zetland.

- **Maintaining late-night activity**: As shown in Figure 4 (on the following page), in total 73 yellow pins were placed in areas where participants lived close by or currently enjoyed visiting, wishing to maintain current levels of activity. While the nature of this preference was quite dispersed, trends were evident along George Street in the CBD and in Local Centres.

- **Decreasing or contracting late-night activity focused around existing or new casino activity**: As shown in Figure 5 (on the following page), in total 39 red pins were placed on the activity board with 15 (38.5%) placed on the site of the existing casino at Pyrmont or new casino at Barangaroo. Participants added pins to these locations due to concerns around gambling and feeling that these areas operate under ‘a different set of rules’.

Key insights:

- **Identification of new ‘areas’**: While overall, there is a scattered response to the identification of new areas, the three highest identified ‘new’ areas including the Broadway area (23 votes), Zetland (19 votes) and Central Park (11 votes).

- **A mixed response for some areas and locations**: Activity one highlighted area locations (such as Pyrmont and Kings Cross) where participants voted for both increased and decreased activity.

- **Preserving local character for Local Centre areas**: Activity one illustrates a desire from participants for Local Centre areas to maintain current activity levels. Small concentrations of stay the same pins were often identified along local high streets such as Glebe Point Road and Erskineville Road where participants feel current levels of late-night activity suit the local character of the precinct.

N.B. Activity one maps have been included on the following page with combined maps located in Appendix.
Figure 3 - Displays 487 increase pins across all pop ups (full-sized maps are included in appendix)

Figure 4 - Displays 73 ‘stay the same’ pins across all pop ups (full-sized maps are included in appendix)

Figure 5 - Displays 39 ‘decrease’ pins across all pop ups (full-sized maps are included in appendix)
Photo: Engagement staff explaining activity one to a participant at Surry Hills (Source: JOC Consulting)

Photo: Participants engaging with information and activity board at Ultimo pop up (Source: JOC Consulting)
ACTIVITY TWO - HOURS OF OPERATION WITHIN LATE-NIGHT TRADING PRECINCTS

‘Hours’ refers to the times when late-night premises can operate. Premises are categorised as high and low impact depending on patron capacity (above and below 120 patrons). Base hours suited to the locality are set for each category (Local Centre, City Living and Late Night Management). Extended trading hours are approved on a case by case basis, depending on surrounding uses, the neighbourhood and any potential impact.

Activity two focussed on late-night trading ‘hours’ (venue closing times) within the City of Sydney LGA. The activity sought to expand on survey questions around how late venues should be open depending on their designated management area, level of impact (high or low) and location. It asked participants to vote their preferred closing times using stickers (‘dotmocracy’ engagement style).

As defined by the current City of Sydney DCP:

- The ‘Local Centre’ area current standard indoor trading hours are till 11pm for low impact venues and extended hours are to midnight, and standard high impact indoor trading hours within Local Centre precincts are till 10pm and extended hours are until midnight.
- The ‘City Living’ area current standard indoor low impact trading hours are till 1am and extended hours are to 5am, and indoor high impact trading hours are until 11pm with extended hours until 5am.
- The ‘Late Night Management’ area current standard indoor trading hours are till 2am for low impact venues and extended hours are 24 hours, and standard indoor high impact venue trading hours are till 12am and extended hours are 24 hours.

Key Findings:
(Refer to location snapshots from page 15 for specific findings from each pop up.)

Local Centres:

<table>
<thead>
<tr>
<th>Timeslot</th>
<th>Total local centre low impact</th>
<th>Total local centre high impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>10pm to 12am</td>
<td>76</td>
<td>69</td>
</tr>
<tr>
<td>12am to 2am</td>
<td>86</td>
<td>65</td>
</tr>
<tr>
<td>2am to 4am</td>
<td>53</td>
<td>62</td>
</tr>
<tr>
<td>24 hours</td>
<td>73</td>
<td>78</td>
</tr>
<tr>
<td>Decrease</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Local Centre votes across all pop ups (Source: JOC Consulting)

- **Extending trading hours till 12am-2am for low impact venues**: Across all Local Centre precincts, 15% participants voted for trading hours to extend till 12am-2am. 13% voted to extend trading hours for 24 hours (Green Square had the highest number of votes (25) and Kings Cross the lowest (8). The least popular response was to increase to 2am-4am or stay the same with 10pm-12am trading.

- **Extending trading hours for high impact venues to 24 hours**: The most popular response to high impact venues was to extend trading hours for 24 hours (78). Following 24 hours, 69 participants identified 10am-12pm trading as the next popular response. This suggests division in opinion.

- **Decreasing trading hours**: A total of 6 participants voted to decrease trading hours (3 each for high and low impact venues)
City Living:

<table>
<thead>
<tr>
<th>Timeslot</th>
<th>Total local centre low impact</th>
<th>Total local centre high impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>10pm to 12am</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>12am to 2am</td>
<td>81</td>
<td>59</td>
</tr>
<tr>
<td>2am to 4am</td>
<td>41</td>
<td>59</td>
</tr>
<tr>
<td>24 hours</td>
<td>100</td>
<td>89</td>
</tr>
<tr>
<td>Decrease</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Total City Living votes across all pop ups (Source: JOC Consulting)

- When 12am–4am votes are combined, preference for these hours outnumber the 24 hours option: A total of 189 votes were for 24 hours with 12-4am combined votes totalling 240, a 27% increase.

- Extending trading hours for low and high impact venues to 24 hours: The majority of recorded votes (189) identified 24 hours trading as the preferred control for all premises in the City Living area, with slightly more votes for low impact venues (100) than high impact venues (89).

- Decreasing trading hours: A total of 3 votes were cast for decreased trading hours (1 for high and 2 for low impact venues)

Late-night Management:

<table>
<thead>
<tr>
<th>Timeslot</th>
<th>Total local centre low impact</th>
<th>Total local centre high impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>10pm to 12am</td>
<td>7</td>
<td>28</td>
</tr>
<tr>
<td>12am to 2am</td>
<td>45</td>
<td>38</td>
</tr>
<tr>
<td>2am to 4am</td>
<td>85</td>
<td>83</td>
</tr>
<tr>
<td>24 hours</td>
<td>113</td>
<td>111</td>
</tr>
<tr>
<td>Decrease</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Late-Night Management votes across all pop ups (Source: JOC Consulting)

- When 12am–4am votes are combined, preference for these hours outnumber the 24 hours option: A total of 38% (224) were for 24 hours with 12-4am combined votes totalling 43% (251), a 12% increase.

- Extending trading hours for low and high impact venues to 24 hours: The majority of recorded votes (224) identified 24 hour trading as the preferred control for all premises in the Late-night Management area. As detailed in the chart, this was the highest recorded voting against all other areas suggesting strong preference for 24 hour trading in this area.

- Participants voted more high impact venues are to close earlier (10pm-12am) than low impact venues: A total of 35 votes were for earlier closing times (10-12am), with 7 votes for low impact venues and 28 for high impact venues.

- Decreasing trading hours: A total of 3 votes were cast for decreased trading hours in high impact venues only, no votes were cast for low impact venues.
Key insights:

- **Similar voting patterns for City Living and Late-night Management trading hours.** The parallel voting responses of City Living and Late-night Management areas suggest limited ‘area’ distinction for participants and their preference.

- **Greater flexibility for low impact venues than high impact venues when trading to 24 hours for City Living and Late-night Management areas.** As identified in the charts on the previous page, votes for low impact venues were higher than high impact venues in reference to trading 24 hours and between 12am-2am. These results are somewhat reversed for the hours of 10pm-12am and 2am-4am, with high impact venues receiving more votes than low impact.

Photo: Engagement staff explaining activity two to participants at Ultimo pop up (Source: JOC Consulting)
CONVERSATIONS WITH PARTICIPANTS

The following pages provide a summary of recorded conversations that captured the justification behind participants response to activity one and two.

In total, 182 comments were recorded. The most prominent themes occurring during their conversations are listed below, accompanied by select quotes from participants.

Theme #1: NEIGHBOURHOOD CHARACTER

Pride in local character and future concerns for maintaining unique local character
Neighbourhood character was mentioned in 27.4% (37) of recorded conversations with both positive and negative sentiment with participants indicating a need to respect the existing use and character of a late night precinct.

A number of participants discussed the connected relationship between Newtown and Kings Cross and the changing character of each location at night. Residents in these localities are proud of their area and concerned for future development, or a change in night-time activity impacting the unique character of the locality. Residents in both locations spoke of a ‘feeling of loss’ when referencing changes, with some indicating that Newtown has ‘absorbed the bad aspects of the Cross’ since the implementation of lock-out laws. Similarly, residents in Erskineville indicated a need to maintain current evening activity while improving diversity of options. A fear of anti-social behaviour was also expressed with one participant stating ‘Newtown has gotten rougher, it could flow into Erko (Erskineville) if premises stay open later’.

What does ‘character’ mean?
Character was described in many different ways, including the drive for what brought people to visit and stay in a particular location, with many participants feeling nostalgic to ‘what the area once was’. Participants often referred to the ‘changing character’ of an area with a negative sentiment due to having a strong connection to the unique qualities the location once had. Character was described as the unique ‘atmosphere and vibe’ an area presented, differentiating it from other surrounding and iconic locations.

Supporting Quotes
- ‘Newtown is good because it’s edgy and different’
- ‘We want the ‘scum’ out of Newtown, its has affected the local character of the area”
- ‘Lock-out laws have negatively affected Newtown’s late-night culture and levels of safety and acceptance of diversity’
- ‘People that move here (Kings Cross/Potts Point) make a choice, but we’re losing the vibrancy and openness of the area as money moves in’
- ‘People should respect and understand the area they are moving into. If you moved into an area under the flight path, would you would start calling the airport and telling them to stop the planes because it’s too loud?’ (i.e. understand they are moving into a late-night precinct – respect that existing use – not complaining or trying to change its existing character and function’

Theme #2: A DIVERSE NIGHT-TIME ECONOMY

A desire for more diverse night-time options (including alcohol-free activity)
Comments regarding increased diversity in late-night trading was as mentioned in 22.7% (32) of recorded conversations, with participants suggesting a range of venue sizes and offerings would create a more vibrant nightlife in the City.

When discussing diversity, participants often indicated a need for more small bars, restaurants and retail opportunities to cater to the different audiences engaging in night-time activity. These include local residents, families, workers and non-drinkers as well as needs to respond to population growth and changes in neighbourhood profiles. A number of participants connected increased diversity with improving safety and culture, with many preferring increased provision of small bars and restaurants.
Supporting Quotes
- 'More diversity and culture needed in late-night activity'
- 'Across Sydney generally – there needs to be more late-night options that don’t involve drinking'
- 'Population increase means there’s a need for more diverse activity, e.g. families and singles'
- 'Area needs more business diversity for late-night trading, e.g. Florist, bookshop etc, adds to diversity and breaks things up a bit'
- 'Surry Hills is pretty good as it is, but more restaurants and shops open later would be good'

Theme #3: ECONOMIC FEASIBILITY
Allowing businesses to self-determine trading hours
Comments regarding the economic feasibility of later trade was as mentioned in 14.8% (20) of recorded conversations, with participants suggesting business owners should be able to decide their trading hours rather than adhering to those defined by the City.

These comments were often made in relation to businesses taking agency and responsibility for their own opening hours, with participants citing economic feasibility as a self-determined qualifier for implementing flexible trading hours. Participants also commented on the importance of penalty rates for hospitality staff opening hours, with participants suggesting business owners should be able to decide their trading hours rather than adhering to those defined by the City.

Supporting Quotes
- 'If businesses can make all night trading work, then we should let them'
- 'If businesses want to trade later, let them!'
- 'As long as businesses take care of their employees and pay penalty rates, they can stay open as long as they like'
- 'I want to support local business but is there a demand? Do they want increased hours?'

Theme #4: COMPARISONS WITH OTHER CITIES (NATIONAL AND INTERNATIONAL)
Comparing Sydney’s nightlife on a global scale
Comparisons with cities such as Melbourne and London in terms of nightlife were made in 14.8% (20) of recorded conversations. These comments were often made in relation to a lack of nightlife options, diversity and closing times in comparison to other global cities. A number of international visitors and expats were also engaged. By making comparisons to their native cities, these participants expressed disappointment in the diversity and vibrancy of Sydney’s late-night entertainment.

Supporting Quotes
- ‘Sydney needs to keep its character, not following the way of every other big city’
- ‘Sydney is a joke, even overseas tourists and backpackers aren’t coming here because we are losing our reputation’
- ‘Sydney needs a Night Mayor (like Amsterdam), they must be from the industry, have a business acumen and know how to engage the right stakeholders’
- ‘Like London, you should be able to leave a pub at 2am and go to a small cocktail bar for a chilled, friendly hang out’

Theme #5: CLARITY ON GOVERNANCE AND IMPACTS OF LOCK-OUT LAWS
Confusion around night-time governance (incl. lock-out laws)
Comments regarding the governance on night-time activity in the City, specifically the changes to the Liquor Amendment Act 2014 (lock-out laws) were made in 12.1% (17) of recorded conversations. A number of participants expressed frustration at the impact the laws have had on Kings Cross, stating ‘you have killed the Cross’ and ‘Lockout Laws have killed businesses’. While comments were made about the impact of these changes in Kings Cross, the majority of comments expressing negative sentiment regarding the flow on effect felt in Newtown having seen an increase in late-night activity and antisocial behavior.
Engagement also indicated a lack of clarity around the lock-out laws and local governance on late-night trading, with a number of participants asking whether the State Government or the City were responsible for imposing the changes. Additionally, a smaller number of participants questioned the role of DCP changes in response to the State Government’s higher jurisdiction on the matter.

Supporting Quotes

- ‘Lockout Laws were introduced in the wrong way. Attacks which the campaign used happened well before Lockout Laws (9 and 10pm). It’s about education, everyone just wants to have a good time and be social and not cause issues’
- ‘Oxford St is now dangerous because of lock-outs’
- ‘Lockout Laws have pushed issues elsewhere – I no longer feel safe in Newtown’
- ‘Lockout Laws have negatively affected Newtown’s late-night culture and levels of safety’
- ‘Newtown has taken on the bad aspects of Kings Cross due to Lockout Laws’

Theme #6: THINKING LOCAL OR LGA wide

Hyper-local versus dispersed responses

Findings from activity 1 display a trend in data when comparing across all Local Centre areas with the most pins being placed within the precinct that the engagement was held in, compared to being dispersed throughout the LGA. This supports theme #1 Neighbourhood Character with participants more passionate about changes to trading in their local area, and demonstrating less concern with changes in CBD areas. This was particularly evident in Erskineville which shows 30.7% of pins placed within the Erskineville precinct on Erskineville Road and Green Square which saw 33.9% of pins placed along O’Dea Avenue and Botany Road.

Conversely, pop ups in the CBD show a more dispersed pattern due to a greater number of tourists, workers and visitors were engaged than residents. Inner City pop up participants included a number of workers, tourists and those going out for dinner or drinks. Due to this, participants often responded to areas in the CBD, as well as those located in areas where they reside or often partake in night-time activity.

Supporting Quotes

- ‘We are in our late 30s, live in Granville and work in CBD. We love being here (CBD) at night. Love the vibrancy and diversity but would love to see it increase (including shopping)’
- ‘CBD is great for transport, convenience and variety’
- ‘More restaurants in the CBD should be allowed’
- Newtown has gotten rougher, it could flow into Erko if premises stay open later’
- ‘Venues should be open till 3. A lot of the music now isn’t around Erko, Marrickville is booming’

Green Square and Erskineville maps showing a concentration of votes in Local Centre precincts
POP UP LOCATION SNAPSHOT

REDFERN

Pop up Details:
Date: Thursday 1st March 2018  Time: 7pm-9pm  Location: 107 Projects, Redfern
Number of Participants: 27

ACTIVITY #1 - AREAS OF OPERATION
Overall, 22 participants selected increase while one participant chose to stay the same and two said decrease late-night trading precincts. Participants focussed on Redfern and surrounding locations (listing areas such as Chippendale and Surry Hills) rather than LGA wide considerations.

N.B, The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION
As displayed in the table below, 26 participants expressed a preference for late-night trading to continue for 24 hours but with some participants expressing that there should be an option between 1am and 24 hours. As a result, those that voted 24 hours indicated a desire for trading hours to extend into the early hours but with data collected through open ended response, these hours should continue to support local character and amenity. N.B, The table below represents the number of votes cast by participants in Activity two.

<table>
<thead>
<tr>
<th></th>
<th>11:00PM</th>
<th>12:00AM</th>
<th>1:00AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>0</td>
<td>5</td>
<td>11</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>2</td>
<td>2</td>
<td>7</td>
<td>16</td>
<td>0</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK
Two Participants expressed their concerns about Redfern losing its ‘residential vibe’ if there was an over saturation of late-night businesses within the area, with one participant stating ‘Redfern has a good balance between entertainment precincts and residential areas, adding too many pubs or nightclubs in this area changes the unique vibe and atmosphere of Redfern’. Participants were enthusiastic to engage, with 15 participants enjoying the opportunity to share personal experiences related to the local night-time economy. Overall, participants stated they were happy with the current establishment of businesses in the suburb (along Redfern Street and Regent Streets), and enjoy being in close proximity to the CBD while also enjoying a relaxed inner City lifestyle - ‘Redfern has an ‘East Village NYC’ vibe. Through the area embracing its past and history, it creates a rough bohemian and organic vibe, it’s something you can’t fake and comes naturally here’. 
NEWTOWN

Pop up Details:
Date: Friday 2nd March 2018  Time: 7pm-9pm  Location: Newtown Mission, King St, Newtown
Number of Participants: 51

LEVEL OF PARTICIPANT INTEREST

Engagement in Newtown delivered a variety of perspectives from a broad range of participants, providing an opportunity to engage with community members expressing both positive and negative sentiments to local nightlife.

ACTIVITY #1 - AREAS OF OPERATION

24.5 % (12) green pins were placed along the length of King Street indicating a desire for increased activity and diversity in the evenings. Participants also voted for other areas to increase including arterial roads and current late-night precincts such as Glebe Point Road, Glebe, Crown St, Surry Hills and Oxford Street, Darlinghurst. N.B, *The table below represents the number of votes cast by participants in Activity one.*

<table>
<thead>
<tr>
<th></th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area 1</td>
<td>49</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION

As shown in the table below, participants expressed a high interest in 24 hour trading, particularly for high impact venues located in the Local Centre areas along King Street. N.B, *The tables below represents the number of votes cast by participants in Activity two.*

### Table 2 Local Centre vote results from activity two at Newtown pop up

<table>
<thead>
<tr>
<th></th>
<th>11:00PM</th>
<th>12:00AM</th>
<th>1:00AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>1</td>
<td>10</td>
<td>18</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>1</td>
<td>2</td>
<td>13</td>
<td>35</td>
<td>0</td>
</tr>
</tbody>
</table>

### Table 3 Late night trading vote results from activity two at Newtown pop up

<table>
<thead>
<tr>
<th></th>
<th>11:00PM</th>
<th>12:00AM</th>
<th>1:00AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>8</td>
<td>6</td>
<td>5</td>
<td>25</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>3</td>
<td>2</td>
<td>9</td>
<td>32</td>
<td>0</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK

A number of participants felt the decision to trade later should be up to business owners themselves, rather than limits set by Local and State Government. One participant stated, ‘As long as businesses take care of their employees and pay penalty rates, they can stay open as long as they like’ whilst another expressed: ‘I want to support local business, but is there a demand? Do they want increased hours?’ In contrast, participants also expressed their concern for business owners and workers in terms of economic feasibility and fair wages.

Participants were enthusiastic to engage with many appreciative of the opportunity to contribute face-to-face, with one participant stating ‘It’s great to see the City talking to the people!’.
ERSKINEVILLE

Pop up Details:
Date: Thursday 8th March 2018 Time: 5pm-7pm Location: Ellen Lawman Rest Area, Erskineville
Number of Participants: 51

LEVEL OF PARTICIPANT INTEREST

Notes taken during the pop up indicate the majority of participants were a younger demographic (including young families living locally). A number of issues focused on the ‘local’ experience including noise, local business trading hours and Erskineville’s unique local character.

ACTIVITY #1 - AREAS OF OPERATION

Participants expressed appreciation regarding the ‘quieter inner City lifestyle’ with 15% (10) of participants placing their vote within the precinct as they preferred the area to remain a Local Centre precinct while 13% (9) voted for it to expand. Participants also stated a preference for maintaining current levels of night-time activity, with some expressing similar sentiment for neighbouring Newtown. Other participants discussed the opportunity to extend the precinct along Erskineville Road, connecting to King Street. N.B, The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>14</td>
<td>6</td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION

Overall, findings from the Erskineville pop up illustrate a desire by participants for a ‘quieter’ residential suburb (compared to the pop up average) with participants voting to extend trading hours until 12am-2am (27 low impact, 14 high impact) and less votes for 24 hour trading (8 low impact, 6 high impact). N.B, The table below represents the number of votes cast by participants in Activity two.

<table>
<thead>
<tr>
<th>LOW IMPACT</th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12</td>
<td>27</td>
<td>3</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HIGH IMPACT</th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>15</td>
<td>14</td>
<td>15</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK

Participants were concerned that extending trading hours may have adverse impacts on their ‘quiet’ residential area, with one participant stating frustration with the survey design and narrow focus of the engagement, ‘noise with regards to ‘high impact’ and ‘low impact’ venues was not captured by this survey’. Another participant and resident of the area was concerned about time of the engagement taking place, stating the ‘Time of pop up attracting input from visitors/workers and not residents, a later time would better suit residents’, as such showcasing the concern from locals regarding Erskineville inevitably changing from a quiet residential area through DCP changes.
LEVEL OF PARTICIPANT INTEREST

The Ultimo pop up was the most challenging for engaging users despite the high foot traffic, with many of those approached stating they were tourists or finishing work, eager to get home and too busy. Of those participants who were engaged, roughly half were residents of the area or nearby, with the remainder working in the CBD. Unlike other pop ups that were ‘hyper-local’, responses were LGA wide with participants mentioning a mix of locations and venues in and out of the CBD.

ACTIVITY #1 - AREAS OF OPERATION

Increase pins were placed across the entire LGA with a focus of pins in ‘City Living’ precincts such as Broadway and the start of George Street. 10% of pins indicate an emphasis on increasing nightlife and trading hours, particularly in the areas already experiencing a level of night-time activity. N.B, The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>69</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION

Overall, participants expressed they would prefer 24 hour trading for low impact venues in the City living area. This was the highest scoring category for ‘City Living’ across all engagement pop ups highlighting a preference for Ultimo users for smaller, more diverse night-time experiences. In contrast, a lower vote for 24 hour trading in ‘Late-night Management’ areas was recorded compared to the pop up average. N.B, The tables below represent the number of votes cast by participants in Activity two.

Table 5 – City living vote results from activity two at Ultimo pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>8</td>
<td>13</td>
<td>5</td>
<td>23</td>
<td>1</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>9</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 6 Late night management vote results from activity two at Ultimo pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>1</td>
<td>5</td>
<td>11</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>1</td>
<td>5</td>
<td>12</td>
<td>12</td>
<td>0</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK

There was a greater interest in more diverse late-night trading options, with less emphasis on alcohol based activities, and a greater focus on the availability of food and retail products, after work and after midnight. Comments supporting more low impact and less high impact venues which can be seen through the higher score of votes within this category in both precincts.
SURRY HILLS

Pop up Details:
Date: Friday 9th March 2018 Time: 5pm-7pm Location: Lawn beside Surry Hills Library, Crown Street
Number of Participants: 55

LEVEL OF PARTICIPANT INTEREST

Participants in Surry Hills were interested in the topic (24 participants engaged were ‘very interested’), with residents keen to discuss their local neighbourhood and visitors looking to comment on their night time experience in the area and why they keep coming back.

ACTIVITY #1 - AREAS OF OPERATION

Overall participants expressed a positive view towards later trading hours across the LGA with a high concentration (84%) in key areas such Crown Street Surry Hills, throughout Darlinghurst and Potts Point and in close proximity to the Kings Cross Precinct. 6 participants wanted areas to decrease with all pins in direct correlation to the existing and proposed casinos. N.B, The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>37</td>
<td>0</td>
<td>6</td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION

Engagement findings suggest there is an appetite for extended trading hours in Surry Hills with both high and low impact venues scoring highest in times past their existing permitted trading hours. The table below displays participant preferences toward trading hours, with 2am-4am (low impact) and 24 hour trading (high impact) being the most popular (23 and 20 votes respectively). This area fits within the Local Centre management precinct. This area fits within the Local Centre management precinct. N.B, The table below represents the number of votes cast by participants in Activity two.

Table 7 Local centre vote results from activity two at Surry Hills pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>12</td>
<td>7</td>
<td>23</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>12</td>
<td>10</td>
<td>13</td>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK

When asked what was missing in terms of nightlife, participants in Surry Hills indicated a desire for ‘more diversity and culture in late-night activity’ with one participant stating ‘Sydney needs a Night Mayor (like Amsterdam). They must be from the industry, have a business acumen and know how to engage the right stakeholders’.

Participants also expressed their concern regarding reduced or ‘lost’ diversity and vibrancy in late-night activity across the City. Participants at the Surry Hills pop up noted venues including The White Horse Hotel, The Clock Hotel and Club 77 with positive sentiment. The desire for low impact venues such as small bars or wine bars to trade until 2am-4am (23 votes contrasting an average of 6 votes in this category for other Local Centres). These findings illustrate the variety and balance of business types in Surry Hills, with one participant stating ‘we live and work here (Surry Hills), there’s a good mix of bars and food’.
DARLINGHURST

Pop up Details:
Date: Friday 9th March 2018 Time: 7.30pm-9.30pm Location: Taylor Square, Oxford Street
Number of Participants: 47

LEVEL OF PARTICIPANT INTEREST
Taylor Square participants include a diverse mix of participants were engaged including range of ages, genders, residents going for dinner and other participants going out for drinks.

ACTIVITY #1 - AREAS OF OPERATION
92% of pins placed along Oxford Street were increase (14 in total) with participants stating a need for greater diversity and options at night. One participant stated this could be achieved with ‘more restaurants and small bars at night’. N.B. The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>0</td>
<td>7</td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION
As shown in the table below, the votes for both high and low impact venues across the 3 areas are higher than the total averages across all engagement locations. 24 hour trading was voted highest among most venue types, indicating the importance of late-night businesses within the Oxford St precinct for locals as well as people visiting the City as tourists. N.B. The table below represent the number of votes cast by participants in Activity two.

Table 8 Local centre vote results from activity two at Darlinghurst pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>1</td>
<td>12</td>
<td>16</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>4</td>
<td>9</td>
<td>9</td>
<td>13</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 9 City living vote results from activity two at Darlinghurst pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>1</td>
<td>7</td>
<td>9</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 10 Late night management vote results from activity two at Darlinghurst pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>0</td>
<td>11</td>
<td>15</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>5</td>
<td>2</td>
<td>7</td>
<td>31</td>
<td>0</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK
The majority of participants approached were happy to participate in activities and provide insights regarding their connection to the iconic nightlife area. Some expressed their concern regarding the Sydney Lockout Laws and how in their opinion, they have made Oxford Street feel unsafe at night due to the lack of activity within the precinct. One participant stated ‘Oxford St is the new Cross’ with reference to lack of activity and vibrancy. Many participants expressed their concern for the future of the iconic late-night area stating that due to trading hours restrictions it has resulted in a loss of character for Oxford Street and the surrounding suburbs.
**GREEN SQUARE**

**Pop up Details:**
*Date:* Thursday 15th March 2018  
*Time:* 5pm-7pm  
*Location:* East Village Shopping Centre, Zetland  
*Number of Participants:* 64

**LEVEL OF PARTICIPANT INTEREST**

The majority of participants at Green Square were individuals residing within the immediate area and commenting on the lack of night-time activity within Zetland and Waterloo. As residents, they were also able to contribute feedback regarding the changing landscape of Sydney’s nightlife since the introduction of the Lockout Laws in 2014.

**ACTIVITY #1 - AREAS OF OPERATION**

A high concentration of increase pins (18) were placed along the south end of O’Dea Road, Zetland, in the area surrounding East Village, with one participant stating there was ‘not enough pubs and clubs in the area, they get full too quickly’. N.B, The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>47</td>
<td>12</td>
<td>3</td>
</tr>
</tbody>
</table>

**ACTIVITY #2 - HOURS OF OPERATION**

As shown in the table below, both high and low impact venues within the Botany Rd precinct scored considerably high for 24 hour trading. The drop in votes between 12am-4am and 24 hours trading indicates a disparity in opinion for trading hours within the Local Centre. This perhaps signifies a desire for closing times to suit different uses and activities, alcohol and no-alcohol based venues for example. N.B, The table below represents the number of votes cast by participants in Activity two.

<table>
<thead>
<tr>
<th>Time</th>
<th>LOW IMPACT</th>
<th>HIGH IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>10PM-12AM</td>
<td>19</td>
<td>11</td>
</tr>
<tr>
<td>12AM-2AM</td>
<td>18</td>
<td>8</td>
</tr>
<tr>
<td>2AM-4AM</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>24 HOURS</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>DECREASE</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**PARTICIPANT FEEDBACK**

Recent population growth in the local area as well as diverse demographics indicated the need for a newly established Late-night Management area night trading to cater for a variety of interests, ‘Population increase means there’s a need for more diverse activity, e.g. cater for families and singles’.

Overall, of those participants who provided open ended responses, 6 (29%) described Oxford Street as ‘dull’. This was the highest recorded mention of ‘dull’ and negative sentiment across the pop ups highlighting the current state of the late-night precinct but also that it does not meet user expectations.
KINGS CROSS

Pop up Details:
Date: Thur 15th March 2018  Time: 7.30pm-9.30pm  Location: Outside Potts Point Hotel, Darlinghurst Rd
Number of Participants: 51

LEVEL OF PARTICIPANT INTEREST
Staff received comments of positive and negative sentiment towards later trading hours with participants stating ‘The area is being too gentrified by conservative people killing the area’ and in contrast, ‘Kings Cross has improved since Lockout Laws, less violence’.

ACTIVITY #1 - AREAS OF OPERATION
A high concentration (18) of increase pins were added to the ‘City Living’ and ‘Late-Night Management’ precincts located along Darlinghurst Road, reflecting comments such as, ‘Kings Cross needs more entertainment, like the old days’ (12). ‘Decrease’ and ‘stay the same’ pins were positioned north of the Kings Cross precinct on Macleay Street, bordered by residential development and classified as a Local Centre. N.B, The table below represents the number of votes cast by participants in Activity one.

ACTIVITY #2 - HOURS OF OPERATION
One third of all participants preferred the Local Centre area on Macleay Street to trade until 12am-2am where as in the ‘Late-Night Management’ area, participants indicated a preference for 24 hour trade. In contrast, the City Living area depicts an increasing scale of responses. The transition from ‘central’ Kings Cross north towards Macleay Street indicates a shift later to earlier trading time (towards Potts Point) responding to considerations around noise impacts, particularly those in residential areas. N.B, The tables below represent the number of votes cast by participants in Activity two.

Table 12 Local centre vote results from activity two at Kings Cross pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>9</td>
<td>11</td>
<td>6</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>8</td>
<td>11</td>
<td>6</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 13 City living vote results from activity two at Kings Cross pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>2</td>
<td>6</td>
<td>8</td>
<td>14</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>4</td>
<td>2</td>
<td>9</td>
<td>12</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 14 Late night management vote results from activity two at Kings Cross pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>3</td>
<td>4</td>
<td>12</td>
<td>21</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>3</td>
<td>3</td>
<td>11</td>
<td>21</td>
<td>2</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK
Residents commented on noise issues from high impact venues within the Late-Night Management precinct where as regular visitors to the area stated ‘People that move here make a choice, we are losing the vibrancy and openness of the area as money moves in’. Engagement finding indicate competing interests from residents and visitors to the precinct. Overall, participants were passionate about the topic with many sharing personal experiences valuable insights through surveys and activities. Participants were enthusiastic about the engagement and quick to participate in conversation with pop up staff and engagement activities.
CIRCULAR QUAY

Pop up Details:
Date: Friday 16th March 2018  
Time: 5pm-7pm  
Location: Customs House Forecourt, Circular Quay
Number of Participants: 76

LEVEL OF PARTICIPANT INTEREST

Similar to Ultimo, it was difficult at times to attract people to participate in the pop up. Participation was increased through staff members approaching people. A number of people approached by staff did not wish to participate as they were tourists (and may not speak English) or had only recently arrived to Sydney. Findings from the Circular Quay engagement delivered a LGA wide perspective with participants predominantly working within the CBD or visiting the area for leisure.

ACTIVITY #1 - AREAS OF OPERATION

Majority of participants (59) expressed they would like to see an increase in the areas allocated for each precinct whilst few others preferred the precinct sizes and concentration of businesses to ‘stay the same’ (18). Shown in the table, participants choose either increase or ‘stay the same’ along main arterial roads throughout the LGA especially in key areas such as George Street, King Street and Oxford Street. N.B, The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>59</td>
<td>18</td>
<td>3</td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION

Displayed in the table below, the findings from the Circular Quay engagement present different trading hours preferences for each precinct. Almost half of all participants (44%) preferred trading hours of businesses within the Local Centre precinct to cease trading between the hours of 10pm-12am. The ‘City Living’ area had the highest concentration of votes being 12am-2am for low impact venues, whereas the ‘Late-Night Management’ precinct received the highest votes for trading to cease between the hours of 2am-4am in high impact venues. N.B, The tables below represent the number of votes cast by participants in Activity two.

Table 15 Local centre results from activity two at Circular Quay pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>23</td>
<td>11</td>
<td>4</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>19</td>
<td>13</td>
<td>7</td>
<td>9</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 16 City living vote results from activity two at Circular Quay pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>1</td>
<td>23</td>
<td>7</td>
<td>18</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>1</td>
<td>15</td>
<td>16</td>
<td>18</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 17 Late night management vote results from activity two at Circular Quay pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>1</td>
<td>12</td>
<td>15</td>
<td>23</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>1</td>
<td>7</td>
<td>22</td>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK

Few participants expressed a strong desire for Late-Night Management precincts to expand stating “Since residents have chosen to live in the City, they should expect late-night noise”. In contrast, others preferred the idea of decreasing Local Centres due to noise impacts causing issues in the residential areas surrounding the precincts. Multiple comments made by participants stated that they would prefer for “hours to be later on weekends than during the week (Friday-Sunday)”.

Photo: Circular Quay pop up  
Source: JOC Consulting)
QVB - CITY

Pop up Details:
Date: Friday 16th March 2018 Time: 7.30pm-9.30pm Location: QVB Forecourt, Cnr Park and George St, Number of Participants: 78

LEVEL OF PARTICIPANT INTEREST
Notes taken at the QVB pop up indicate that the engagement captured a younger demographic of people between 20-55 years of age. The majority of participants mentioned they were utilising late-night businesses such as bars, restaurants and pubs as they travelled to and from dinner and other social events at the time. Often participants approached the pop up in groups, allowing for staff to capture large numbers for activity participation easily and expressed their enthusiasm and gratitude about being engaged on the issue, “Great that the City is asking people what they want on the street - keep up the good work!”.

ACTIVITY #1 - AREAS OF OPERATION
Similar to other CBD located engagements, findings from the QVB pop up delivered an LGA wide perspective with a high concentration within the CBD in contrast to other areas. Participants were interested in increasing (25) the size and/or concentration of late-night trading businesses within the CBD predominantly along George St and in Circular Quay, Broadway, King St and Crown St. ‘Decrease’ pins were placed within the proposed casino Barangaroo precinct, on George St as well as on King St. Majority of participants were enthusiastic about an increase in the concentration of businesses but in particular “more restaurants in the CBD to be allowed to be open later”. N.B, The table below represents the number of votes cast by participants in Activity one.

<table>
<thead>
<tr>
<th></th>
<th>INCREASE</th>
<th>STAY THE SAME</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>97</td>
<td>19</td>
<td>5</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ACTIVITY #2 - HOURS OF OPERATION
Participants at the QVB pop up voted for earlier closing times compared to the pop up average within the ‘City Living’ and ‘Late-Night Management’ areas. Participants voted for an earlier closing time for high impact venues within ‘Late-Night Management’ precincts in contrast to low impact venues due to some participants expressing concern for noise impacts on residential amenity as well as preferring access to small bars, shops and restaurants in preference to pubs and clubs at this time in the evening. In both areas, low impact venues were above the averages from the combined total of pop ups. This area fits within the City Living and Late-Night Management precincts. N.B, The tables below represent the number of votes cast by participants in Activity two.

Table 18 City living vote results from activity two at QVB pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>2</td>
<td>13</td>
<td>32</td>
<td>31</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>4</td>
<td>12</td>
<td>28</td>
<td>33</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 19 Late night management vote results from activity at QVB pop up

<table>
<thead>
<tr>
<th></th>
<th>10PM-12AM</th>
<th>12AM-2AM</th>
<th>2AM-4AM</th>
<th>24 HOURS</th>
<th>DECREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOW IMPACT</td>
<td>3</td>
<td>32</td>
<td>12</td>
<td>29</td>
<td>0</td>
</tr>
<tr>
<td>HIGH IMPACT</td>
<td>8</td>
<td>26</td>
<td>14</td>
<td>27</td>
<td>0</td>
</tr>
</tbody>
</table>

PARTICIPANT FEEDBACK
5 of the 19 recorded open responses made by participants compared Sydney to other World Cities, stating the City’s current late-night trading regulations ‘aren’t working’ and instead “Sydney should look to Tokyo and Europe” and “Should be like Berlin”.

Photo: Large crowds at QVB pop up (Source: JOC Consulting)

Photo: Conversation in progress during pop up at QVB (Source: JOC Consulting)
APPENDIX

TOTAL RESULTS - ACTIVITY ONE

Total Results