



A survey to measure awareness of, and attitudes towards the Central to Eveleigh Rail Transport and Transformation Program



A telephone survey of 504 Sydney inner city residents conducted by Jetty Research on behalf of **UrbanGrowth NSW**

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Disclaimer

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Executive summary

This random telephone survey of 504 Sydney inner city residents was commissioned by UrbanGrowth NSW, as part of the Central to Eveleigh Urban Transformation and Transport Program.

UrbanGrowth NSW has developed a new methodology: the City Transformation Life Cycle to direct, determine and develop the planning, building and city living outcomes for the corridor. The Program is in the initial Thinking Stages, where the community is being consulted on ideas and aspirations for the area that will then be developed into an overarching vision captured in a Statement of Principles and an Urban Transformation Strategy. As part of this stage, UrbanGrowth NSW commissioned Jetty Research to conduct a survey of local.

The survey intended to gauge people's interest and level of awareness of the project, what they currently appreciated about the area, attitudes to development, ideas and aspirations for the future of the corridor and their preferences for communication and involvement. The results will inform a future vision for the Program and inform the Programs communication strategy.

The poll was conducted by Jetty Research in November 2014, focusing on suburbs across and immediately adjacent to the corridor. These included Erskineville, Camperdown, Ultimo, Waterloo, Redfern, Surry Hills, Alexandria, Newtown, Haymarket and Chippendale.

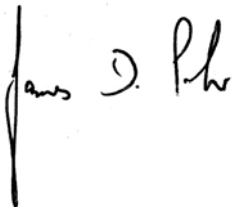
Random sampling error for the survey findings is +/- 4.4% at the 95% confidence level.¹

Among the survey's major findings:

- Those living along the Central to Eveleigh railway corridor most enjoy its proximity to the City and the friendly communities.
 - *Traffic and parking* were the most frequently mentioned as what people liked least about living in the Central to Eveleigh railway corridor area,
 - *Crime and anti-social behaviour* was most frequently highlighted as an issue by Surry Hills residents while *traffic and parking* was considered a problem most frequently amongst Newtown residents.
 - When asked what they would like to see positively change, improvements to roads/traffic flow, parking, green/open space and public transport in the future were frequently mentioned.
 - Residents would like to ensure that into the future the community spirit in their local area and open/green spaces are maintained.

¹ This effectively means that in 19 of 20 such surveys conducted, results should be representative of the target population to within +/- 4.4 per cent.

- Awareness of the Central to Eveleigh Transport and Transformation Program is not yet widespread.
- While the community believes the area is delivering on most of their needs, they can also see room for improvement in some aspects.
 - Respondents were asked to rate agreement with a number of statements regarding improvements of aspects of the Central to Eveleigh region. For the most part, the current Central to Eveleigh region is felt to be effective in delivering transport services and connections, retail and community facilities. There is potential to improve upon the job opportunities in the area and to improve upon community awareness of heritage and cultural opportunities. The key areas felt to require improvement were: *There is enough open and green space that is well used by the community* (net agreement of -4%) and *there is a wide choice of housing available, including affordable housing* (-36%).
 - In terms of a new facility or service that could be added to the area, the most frequently mentioned facility was *open spaces/park* mentioned by 13% of respondents, followed by *school or TAFE* (12%), *new sporting/leisure facilities* (10%) and *more/better transport options* (8%).
- Residents in the area are generally optimistic that the Central to Eveleigh Transport and Transformation Program will deliver a positive outcome for their area. Over three-quarters (70%) indicated they were strongly or somewhat confident, 9% were unsure and 20% not confident.
 - Over two-thirds of respondents agreed that development can have a positive impact on communities if planned and delivered well. However 20% agreed with the statement that *there is no need for development in my area*, suggesting that there is a significant group who would like to see the local area retain its current characteristics.
 - The feeling towards the appropriateness of increased density in the area was mixed. Those who own their homes were more likely to agree that high-rise buildings are not appropriate than those who rent.



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December 19th 2014

Introduction

Background

In mid-2013 the NSW Government nominated 80 hectares of land in and around the Central to Macdonaldtown and Erskineville stations for potential urban transformation. The corridor extends for approximately 3km and includes Central and Redfern stations, Australian Technology Park, Eveleigh Rail Yards and the airspace above railway lines.

UrbanGrowth NSW has been appointed to develop a strategy to transform land in and alongside this corridor of mainly government-owned land, by improving connectivity over the rail corridor and providing new shops, parks, playgrounds, childcare, community facilities, working spaces and a range of new housing options.

UrbanGrowth NSW commissioned Jetty Research to undertake some preliminary research with residents in and around the corridor.

In November 2014 Jetty Research conducted a random telephone survey of 500 adult residents living in the area impacted by the redevelopment. These included Erskineville, Camperdown, Ultimo, Waterloo, Redfern, Surry Hills, Alexandria, Newtown, Haymarket and Chippendale.

The survey sought information regarding residents' attitudes and opinions towards their local area as it stands now, their expectations of the impact of future development, and what they hoped the development would deliver.

Specific survey objectives comprised:

1. Establishing how residents feel about their local area, and what changes they would like to see in the future;
2. Understanding current awareness of the Central to Eveleigh Transport and Transformation Program;
3. Understanding attitudes towards development and gauging concern amongst residents;
4. Uncovering any specific needs that the development could address;
5. Determining how to best communicate and consult with those impacted by the development.

Methodology

The survey was conducted using a random fixed line telephone poll of 504 residents along the Central to Eveleigh corridor. Respondents were selected at random from a verified random sample residential telephone database of 3,230 records covering all postcodes along the corridor.

The sample was sourced predominantly from Sampleworx, a respected supplier of random valid numbers to the market and social research sectors. A survey form was constructed collaboratively between UrbanGrowth NSW and Jetty Research (see Appendix 1), based on satisfying the survey objectives listed above.

Fieldwork commenced on the evening of Tuesday 18th November from Jetty Research's Coffs Harbour CATI² call centre. Thereafter a team of 12 researchers called inner city residents on weekday evenings from 3.30 to 8pm, and on Saturday from noon to 5pm. Where phones went unanswered, were engaged or diverted to answering machines, researchers phoned on up to five occasions at different times of the afternoon or evening.

The poll was conducted on a random basis, though aiming to achieve a robust mix of ages and genders amongst residents along the corridor.

Respondents were screened to ensure they were aged 18 or over, and lived within the postcodes identified as being in the corridor impact area.

Surveying was completed on the evening of Thursday 4th December. The final sample size was 504.

Survey time varied from 8 to 39 minutes, with an average of 16.8 minutes. Response rate was satisfactory, with 51 per cent of eligible households reached agreeing to participate.

Where differences in this report are classed as significant, this implies they are statistically significant based on independent sample t-scores, Chi-square or other analysis of variation (or ANOVA) calculations. In statistical terms, significant differences are unlikely to have been caused by chance alone. Unless indicated otherwise, significant differences are typically highlighted in blue (above mean) and pink (below mean).

As the survey was random in nature, data has been post-weighted by age to reflect the demographic profile of the City of Sydney LGA as per the 2011 ABS Census (usual resident profile). **While all data shown in this report is weighted, in no instance did key results vary from weighted by more than +/- 5 per cent.**

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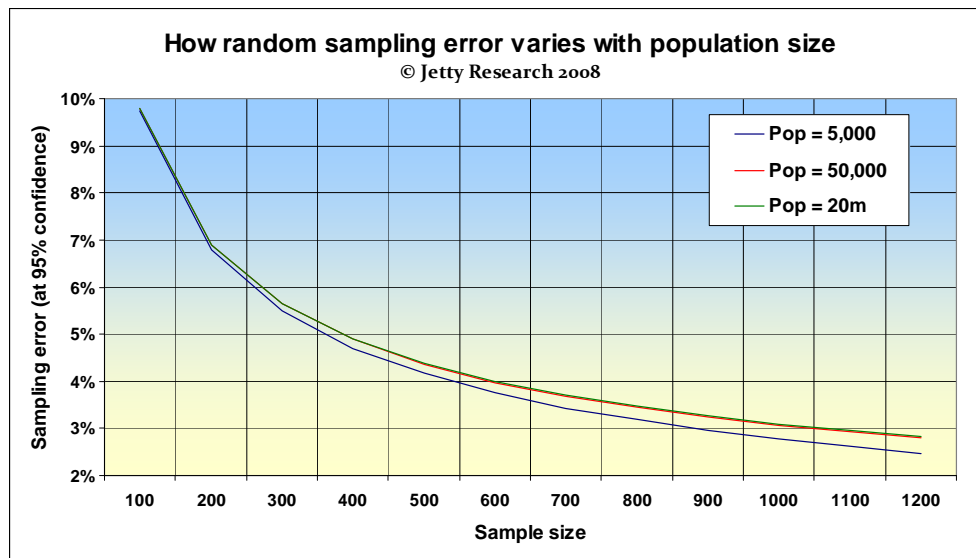
² Computer-assisted telephone interviewing

Sampling error

A random sample of 504 adult inner City residents implies a random sampling error of +/- 4.4 per cent at the 95 per cent confidence level. (This means that if we conducted a similar poll 20 times, results should reflect the views of the overall survey population to within +/- 4.4 per cent in 19 of those surveys.)

As Graph i shows, margin for error falls as sample size rises. Hence sub-groups within the sample will create higher margins for error than the overall sample.

Graph i: How sampling error varies with sample and population size

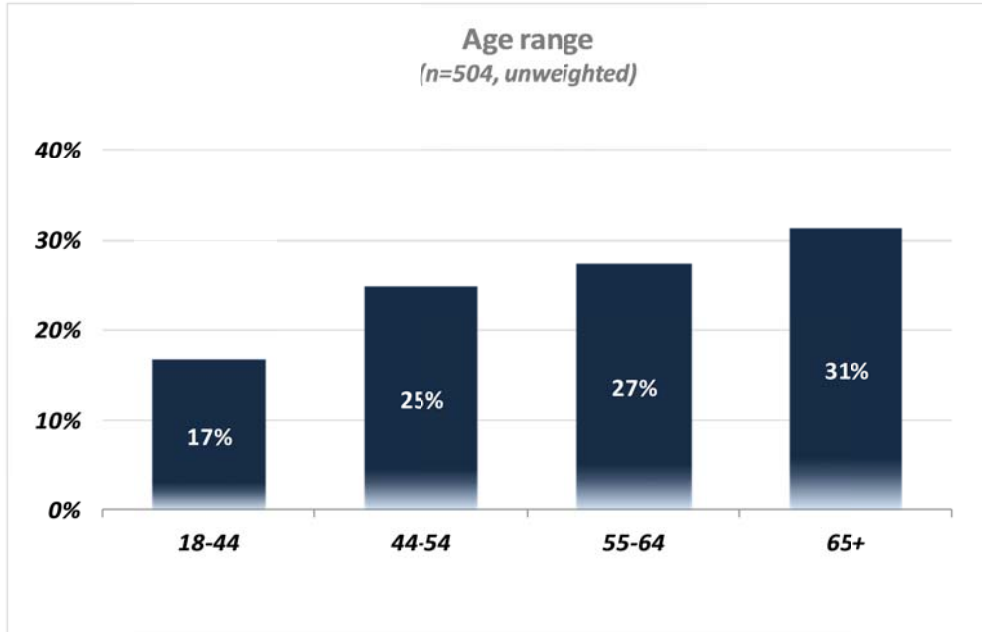


In addition to the random sampling error, above, there may also be some forms of non-random sampling error which may have affected results. These include respondents without fixed line phones, the proportion of non-respondents (refusals, no answers etc.) and/or imperfections in the survey database.

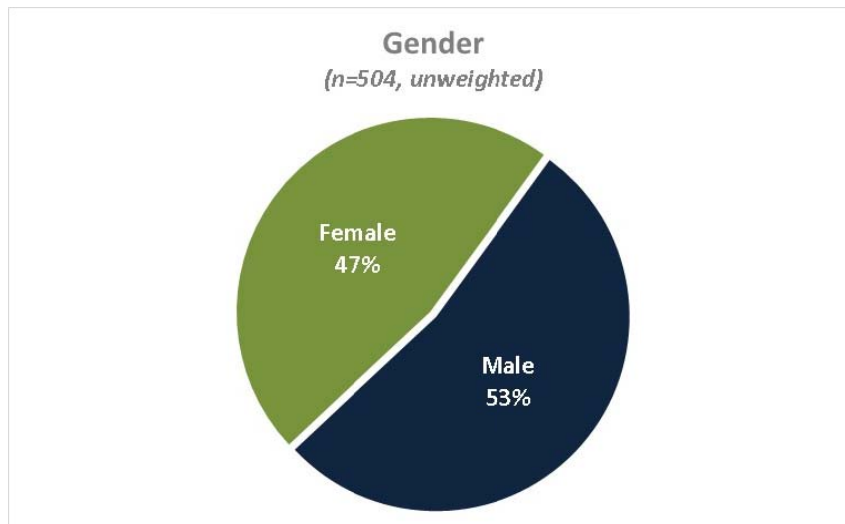
Sample characteristics

The survey sample exhibited the following demographic characteristics by age and gender:

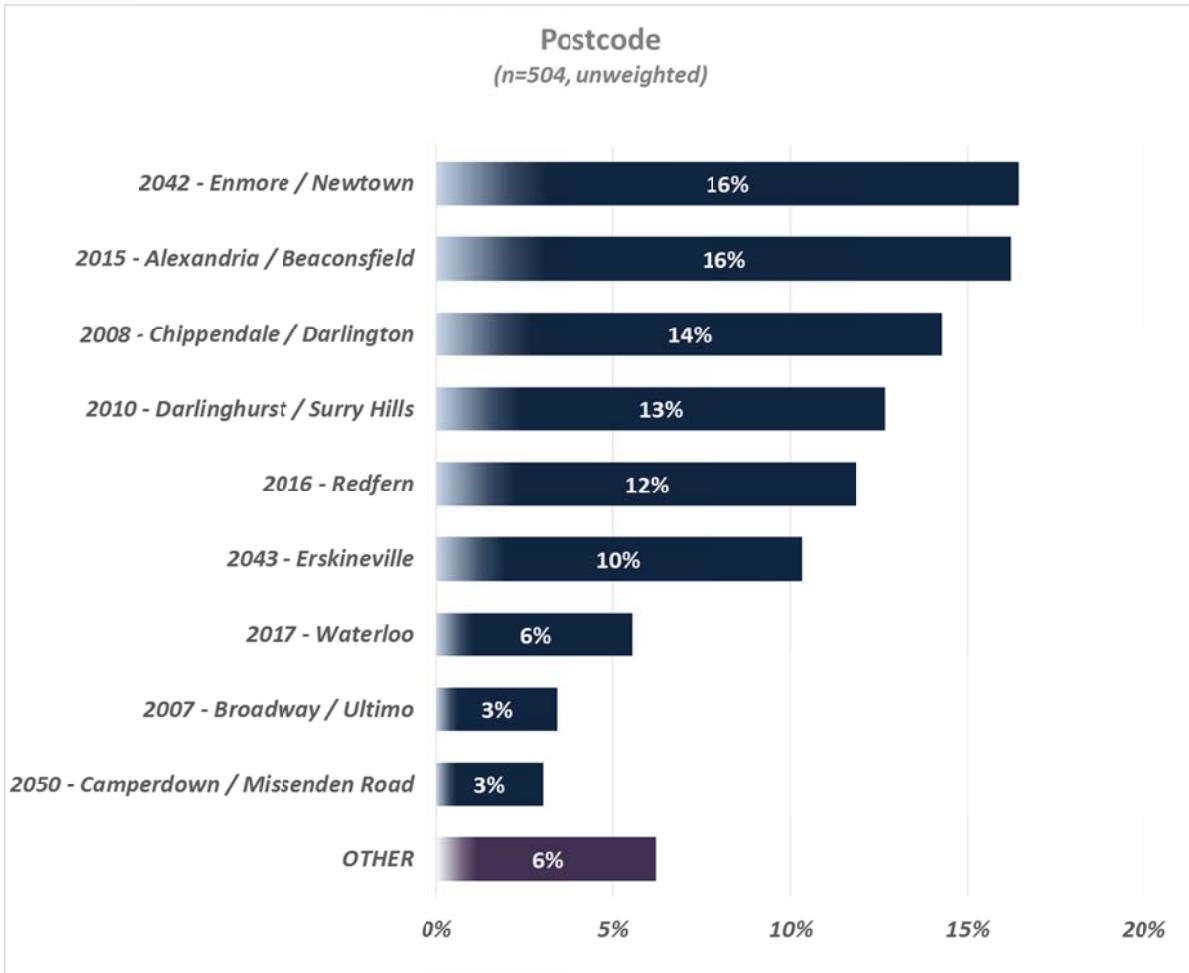
Graph i: Breakdown of survey sample by age (unweighted)



Graph ii: Breakdown of survey sample by gender (unweighted)



Graph iii: Breakdown of survey sample by residential postcode

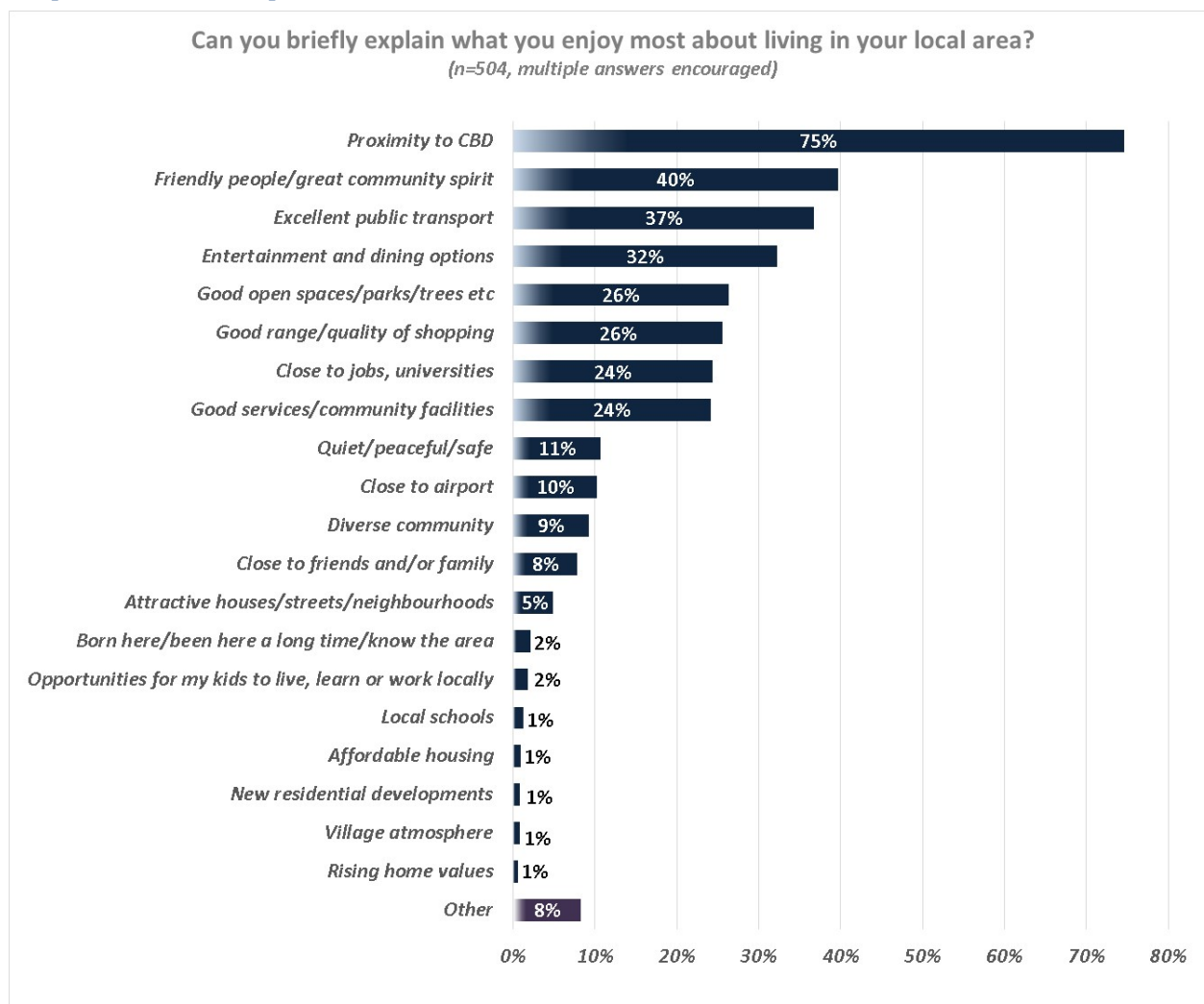


Collectively this suggests that the survey has captured the views of a robust and diverse – though not necessarily representative – mix of inner-city residents. As the interviews were undertaken via fixed telephone, younger age groups are underrepresented in the sample as they are less likely to have fixed phone connections. (As noted previously, subsequent results have also been post-weighted by age and gender to match the 2011 ABS Census profile for the City of Sydney.)

Part 1: Appeal of local area and aspects to be conserved

The survey commenced with an open-ended question regarding what aspects respondents enjoyed most about living in their local area.

Graph 1.1: Positive aspects of the local area



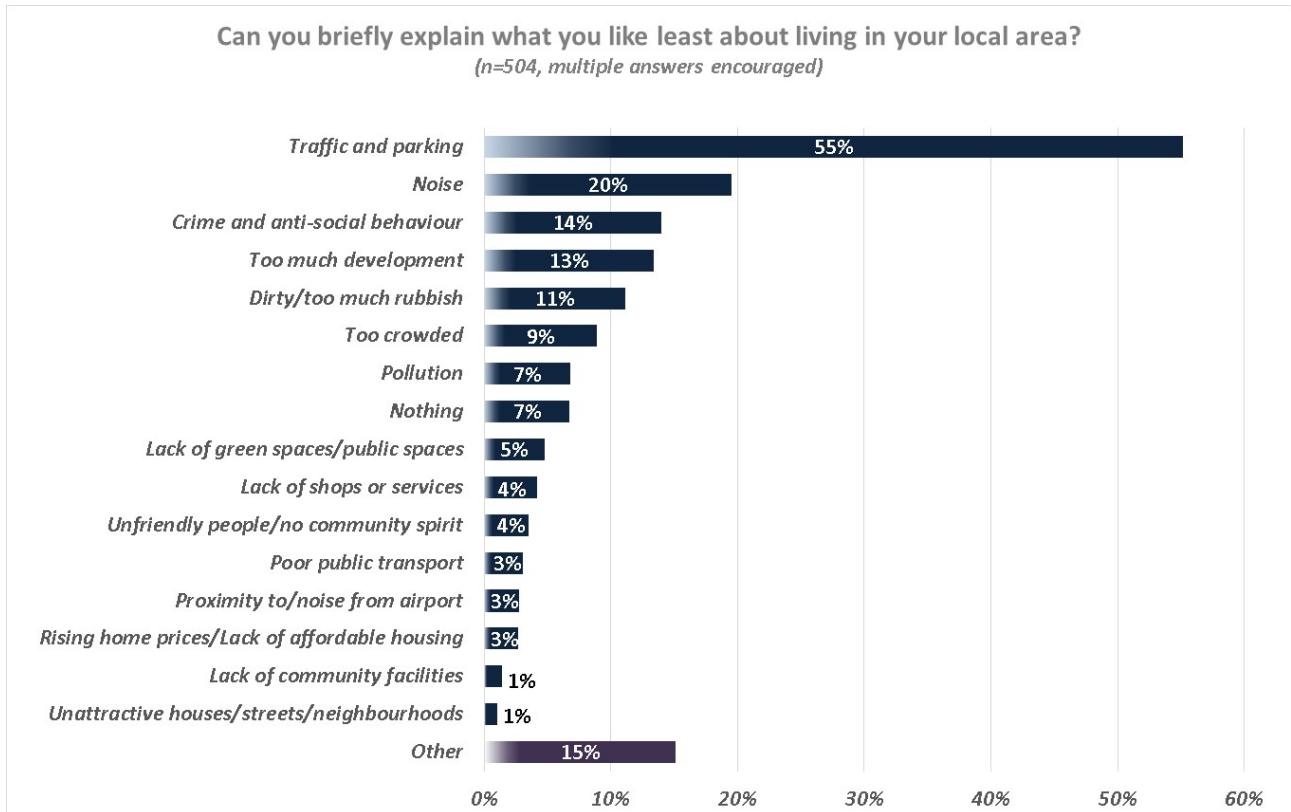
The aspect enjoyed most about living near to the Central to Eveleigh railway corridor area was the *proximity to the CBD* – mentioned by 75% of respondents. Other aspects being mentioned unprompted by a large proportion of respondents included *friendly people/great community spirit* (40%), *excellent public transport* (37%) and *entertainment and dining options* (32%).

Other aspects mentioned included access to the beach, markets and walking and bike tracks.

Excellent public transport and *good services/community facilities* was most frequently mentioned amongst the older aged groups, while the community spirit tended to resonate most with the younger aged group.

When analysing the aspects enjoyed by post code there were some slight differences indicating that priorities may be different along the railway corridor. Specifically, Newtown residents mentioned *friendly people/great community spirit* more frequently than any other aspect and Alexandria residents placed higher importance on *good open spaces/parks/trees* than the residents of the other post codes surveyed.

Graph 1.2: Negative aspects of the local area



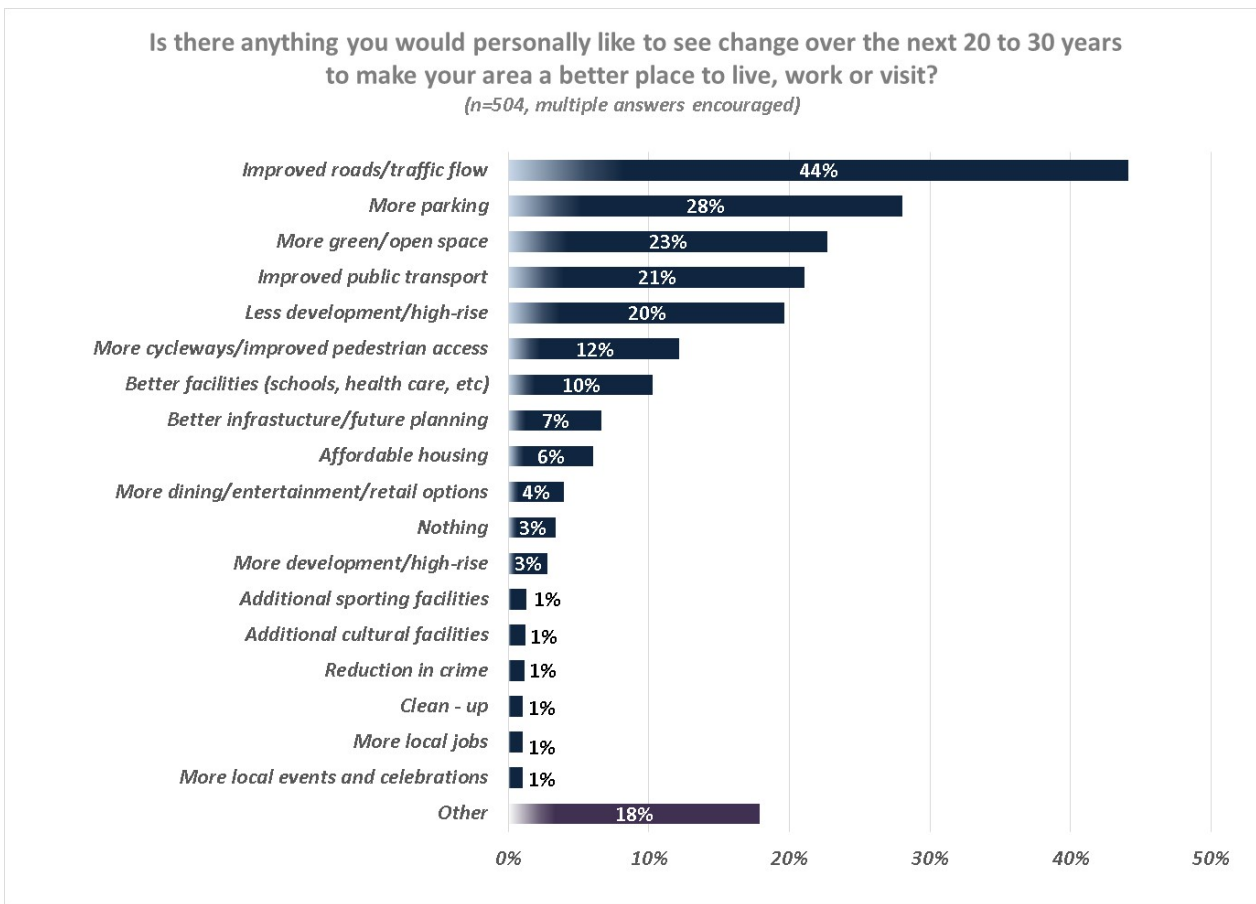
Traffic and parking was the most frequently mentioned aspect that people liked least about living in the Central to Eveleigh railway corridor area, mentioned by 55% of respondents. *Noise* was the other negative aspect frequently associated with inner-city living, mentioned by 20% of respondents.

Other negative aspects mentioned included *crime and anti-social behaviour* (14%), *too much development* (13%), *dirty/too much rubbish* (11%) and *too crowded* (9%).

Traffic and parking tended to be less of a problem for the 65+ age group (in contrast to those aged 18-44), potentially as they rely more on public transport as indicated by Graph 1.1. *Traffic and parking* also tended to be more of a problem for those who own their property than those who rent.

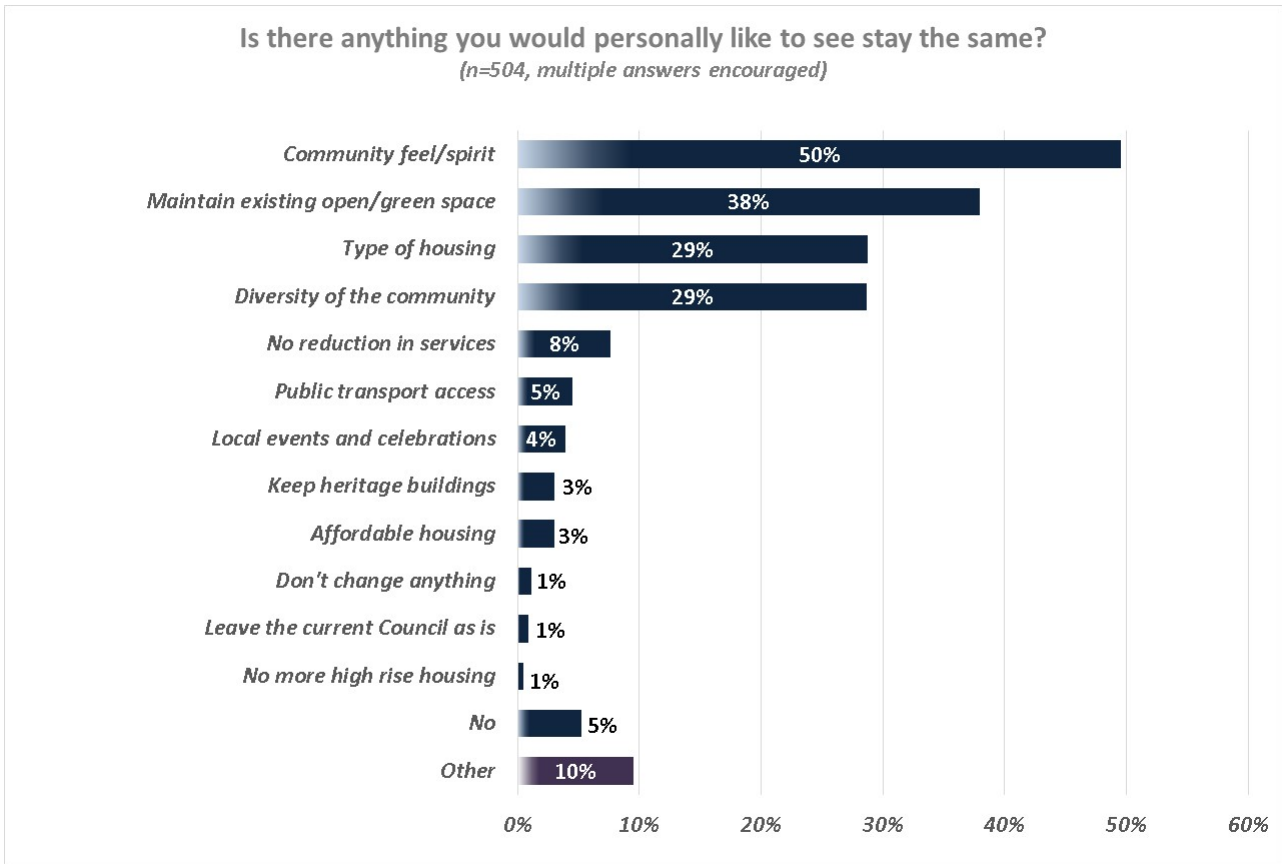
Crime and anti-social behaviour was most frequently highlighted as an issue by Surry Hills residents while *traffic and parking* was considered a problem most frequently amongst Newtown residents.

Graph 1.3: Changes residents would like to see in the future



Residents would like to see improvements to *roads/traffic flow, parking, green/open space and public transport* in the future.

Graph 1.4: Aspects residents would like to see stay the same



Residents would like to ensure that into the future the *community feel/spirit* in their local area, and that open/green spaces are maintained. Slightly less than one in three said they would also like the housing mix to remain the same, and the same proportion would like to continue to live amongst a diverse community.

Interestingly, younger age groups and those who are renting their homes were the most intent to ensure the community feel/spirit remains the same.

Table 1.1: Aspects residents would like to see stay the same by Age

Is there anything you would personally like to see stay the same?	Age			
	18-44	44-54	55-64	65+
Community feel/spirit	53%	43%	45%	36%
Maintain existing open/green space	38%	39%	38%	33%
No reduction in services	6%	12%	7%	13%
Type of housing	30%	30%	22%	24%
Public transport access	4%	4%	3%	13%
Diversity of the community	30%	30%	28%	15%
Affordable housing	2%	6%	5%	4%
Local events and celebrations	4%	1%	6%	2%
No more high rise housing	0%	0%	3%	1%
No	5%	5%	4%	6%
Keep heritage buildings	2%	5%	3%	7%
Don't change anything	1%	1%	1%	2%
Leave the current Council as is	0%	4%	4%	2%
Other	9%	12%	12%	10%

Table 1.2: Aspects residents would like to see stay the same by Ownership Status

Is there anything you would personally like to see stay the same?	Are you renting your current property, or do you own it?		
	Rent (n=138)	Own (outright or partially) (n=356)	Declined (n=9)
Community feel/spirit	58%	47%	44%
Maintain existing open/green space	32%	39%	96%
No reduction in services	10%	7%	0%
Type of housing	18%	33%	40%
Public transport access	8%	3%	0%
Diversity of the community	34%	27%	4%
Affordable housing	7%	2%	0%
Local events and celebrations	1%	5%	0%
No more high rise housing	0%	0%	0%
No	4%	6%	0%
Keep heritage buildings	1%	4%	0%
Don't change anything	0%	1%	0%
Leave the current Council as is	0%	1%	0%
Other	12%	9%	0%

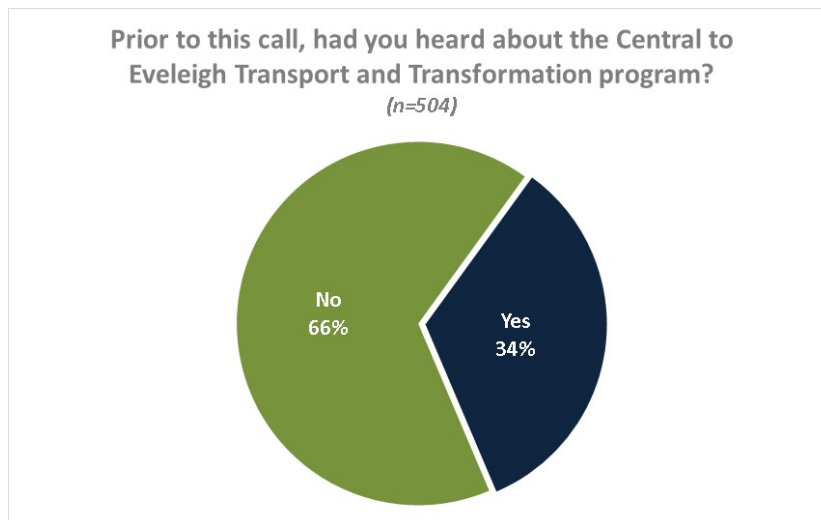
Part 2: Awareness of the Central to Eveleigh redevelopment and attitudes towards development

The second series of questions related to the planned development of the Central to Eveleigh railway corridor.

Respondents were first informed that: **“The New South Wales Government recently announced the Central to Eveleigh Transport and Transformation program. The aim of the program is to renew a 3km stretch of government-owned land from Central Station to Macdonaldtown and Erskenville Stations. It includes Central and Redfern stations, the Australian Technology Park, Eveleigh Rail Yards and the airspace above railway lines – in total approximately 80 hectares.”**

They were then asked if, prior to that call, they had heard about the Central to Eveleigh Transport and Transformation Program.

Graph 2.1: Awareness of the Central to Eveleigh Transport and Transformation Program



Approximately one third (34%) of respondents indicated that they were aware of the transport and transformation program.

Those who were aware of the program were asked to describe what they had heard. The predominant descriptions of the program related to the building of commercial and residential buildings on what is essentially ‘useless’ land. Some mentioned the building over the railway lines and into airspace, and others focussed on the types of building they believed were proposed - these included affordable housing and residences which would bring more people into the area.

There was also some mention of the plans to refurbish Redfern and other train stations. A large proportion of people were able to offer some description, suggesting that there is a reasonable knowledge of the program amongst the public. There were only a few negative comments and these focussed on the process such as the community consultation. There was a small number of mentions of the fear of overcrowding in their area.

Respondents were also told that: **“The government believes this program will set the stage for this area being able to make a significant contribution to the future needs of Sydney's community by creating better connections across the rail corridor, creating new open spaces, and providing additional residential accommodation.”**

They were then asked their level of agreement with a number of statements relating to the Central to Eveleigh region (and surrounding areas) as they exist today. These agreement statements will act as a baseline for comparison after redevelopment of the area.

Table 2.1: Attitude towards the Central to Eveleigh Transport and Transformation Program

The Central to Eveleigh region	Net agreement	Mean (1-5 scale)	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Unsure
It has great transport services and connections	52%	3.67	3%	9%	22%	46%	18%	2%
There is enough retail to meet demand	27%	3.41	4%	22%	17%	37%	16%	3%
There is a great range of community facilities	22%	3.29	4%	16%	34%	33%	9%	4%
It provides a lot of job opportunities	15%	3.24	7%	18%	26%	26%	14%	8%
Heritage and cultural opportunities are well known and accessed by the community	9%	3.07	8%	16%	32%	28%	5%	10%
There is enough open and green space that is well used by the community	-4%	2.90	12%	29%	20%	30%	7%	2%
There is a wide choice of housing available, including affordable housing	-36%	2.42	24%	31%	22%	14%	5%	3%

For the most part, the current Central to Eveleigh region is felt to be effective in delivering transport services and connections (52% net agreement), retail (27% net agreement) and community facilities (22%). There is potential to improve upon the job opportunities in the area (15% net agreement, with 25% disagreeing that the area provides a lot of job opportunities) and to improve upon community awareness of heritage and cultural opportunities (9% net agreement).

The key areas felt to require improvement were: *There is enough open and green space that is well used by the community* (net agreement of -4%) and *there is a wide choice of housing available, including affordable housing* (-36%).

Respondents were then asked to indicate how important they felt a number of aspects were for the corridor to be a success. Table 2.2, below, indicates the aspects considered most important by respondents:

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Table 2.2: Ratings of importance of specific aspects within the Central to Eveleigh Transport and Transformation Program

Statement	Net importance	Mean (1-5 scale)	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Unsure
Providing green and open space that is safe and well-used	86%	4.50	1%	0%	10%	24%	64%	1%
Ensuring sustainable and environmentally friendly design	81%	4.40	2%	4%	7%	27%	60%	1%
Providing improved transport services and connections including walking and cycling	82%	4.36	1%	2%	10%	32%	54%	0%
Providing more community facilities	77%	4.19	2%	2%	13%	38%	43%	1%
Providing a diversity of housing, including affordable housing	71%	4.18	5%	4%	11%	28%	51%	1%
Providing cultural and heritage opportunities that are well known and easy to access	64%	4.07	4%	6%	15%	28%	46%	1%
Providing new job opportunities	62%	3.98	3%	5%	20%	33%	38%	1%
Providing more and diverse retail shops	29%	3.39	6%	15%	26%	34%	16%	1%

Overall, the community sought a program which delivers a railway corridor with safe and useful green and open space (86% net agreement) and a sustainable and environmentally friendly design (81% net agreement).

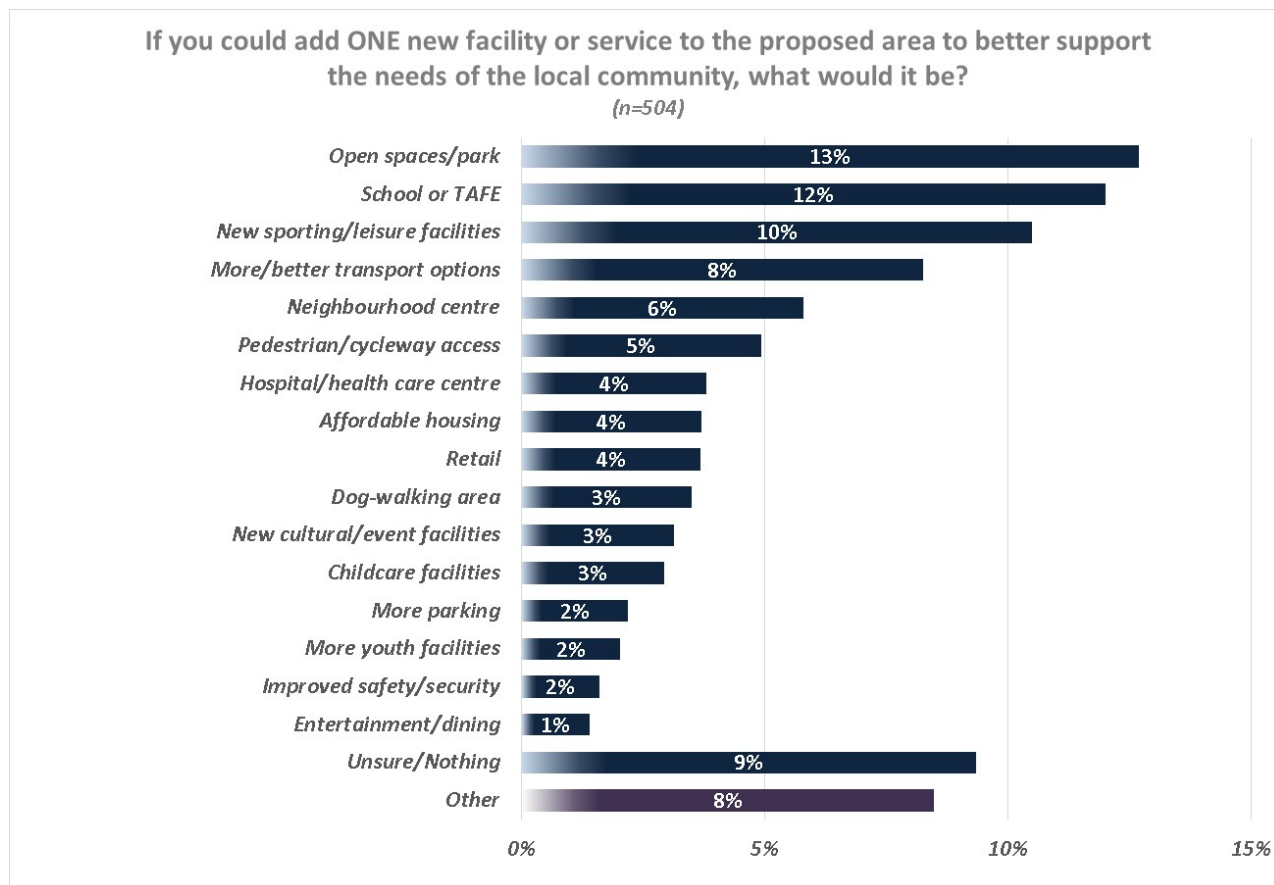
The program should also improve the current transport services and connections with the inclusion of walking and cycling tracks (82% net agreement). Respondents would also like to see more community facilities (77% net agreement) and a diversity of housing, including affordable housing (71% net agreement).

While still important, residents along the railway corridor placed relatively less importance on the provision of cultural and heritage opportunities (64% net agreement), new job opportunities (62% net agreement) and more and diverse retail shops (29% net agreement).

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Respondents were then asked what one new facility or service they would like to see to better support the needs of their community.

Graph 2.2: Identification of specific needs and priorities

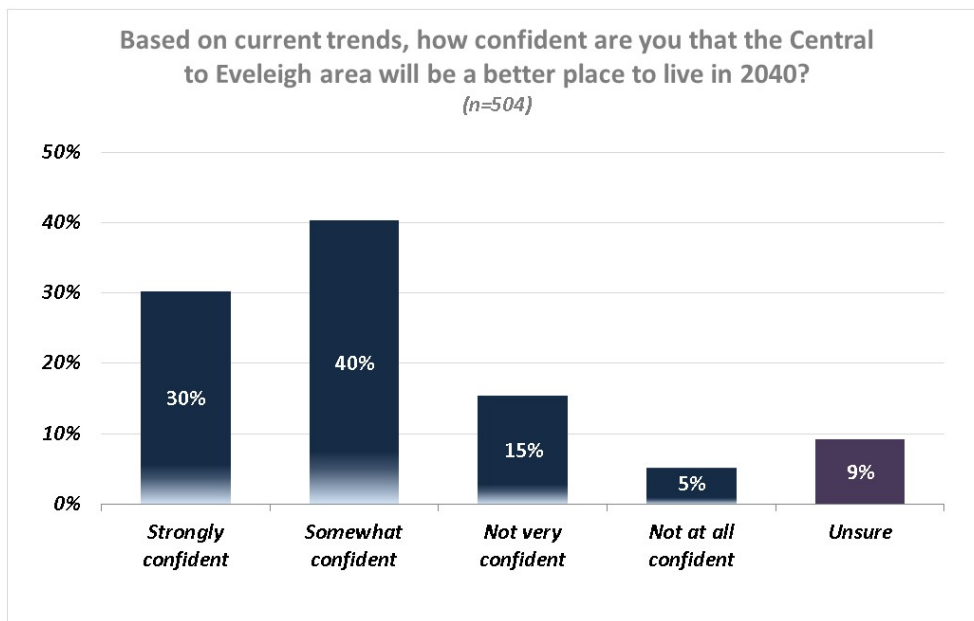


The aspects mentioned were diverse, reflecting individual needs. The most frequently mentioned facility or service was *open spaces/park* mentioned by 13% of respondents. This was followed by *school or TAFE* (12%), *new sporting/leisure facilities* (10%) and *more/better transport options* (8%). Other aspects mentioned included a neighbourhood centre, pedestrian/cycleway access, hospital/health care centre, affordable housing, retail, retail, dog-walking area and childcare facilities.

Part 3: Expectations of the impact of the Central to Eveleigh Transport and Transformation Program and feelings towards inner-city development generally

The survey next sought to understand confidence in the future of the area under discussion, and to provide baseline scores of beliefs and attitudes surrounding different aspects of development. UrbanGrowth NSW was also keen to measure awareness of its own role in this process.

Graph 3.1: Confidence that the Central to Eveleigh Transport and Transformation Program will improve the area



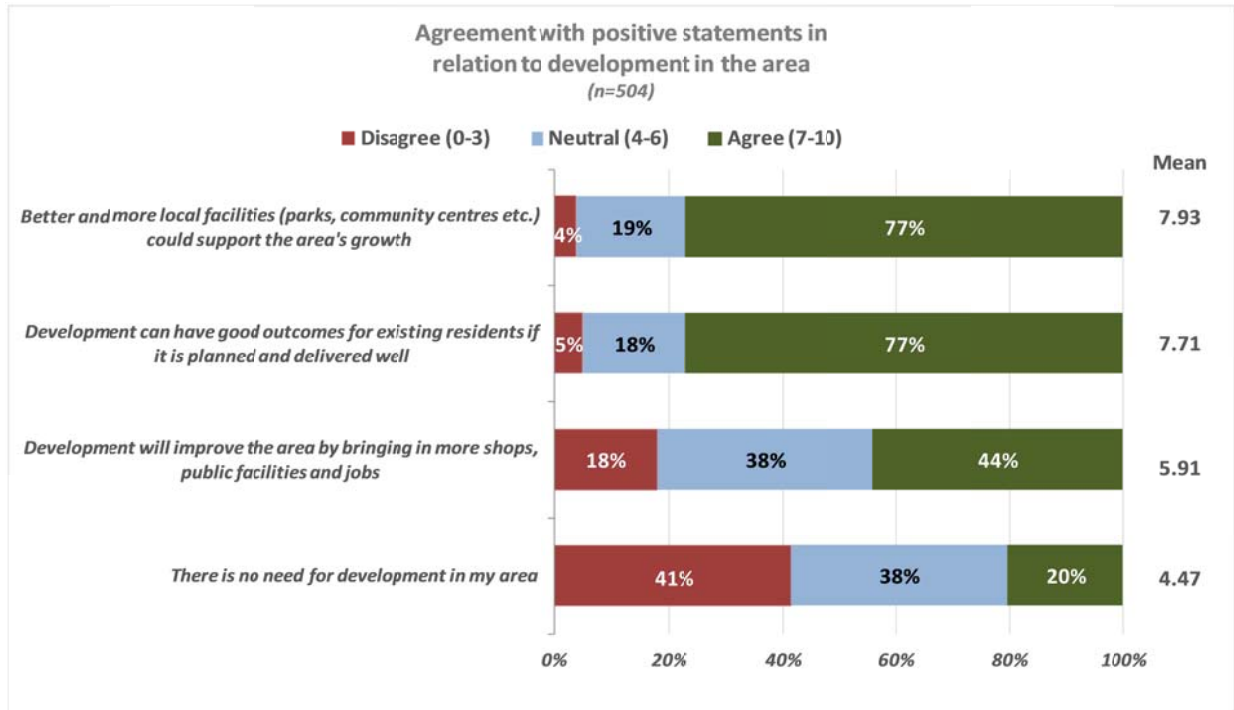
Residents in the area were generally optimistic that the Central to Eveleigh Transport and Transformation Program will deliver a positive outcome for their area – over three quarters (70%) indicated they were strongly or somewhat confident, 9% were unsure and 20% not confident.

Those aged 18-44 tended to be more confident than those aged 65+.

Based on current trends, how confident are you that the Central to Eveleigh area will be a better place to live in 2040?	Age			
	18-44	44-54	55-64	65+
Strongly confident	35%	20%	15%	16%
Somewhat confident	40%	43%	39%	40%
Not very confident	13%	20%	24%	23%
Not at all confident	2%	10%	17%	9%
Unsure	10%	7%	4%	12%

Respondents were then asked, on a 0-10 scale, their level of agreement with a number of statements. The statements were leading in terms of being either positive or negative towards development in general allowing us to understand the level of agreement with extreme statements.

Graph 3.2: Agreement with positive statements regarding development in general



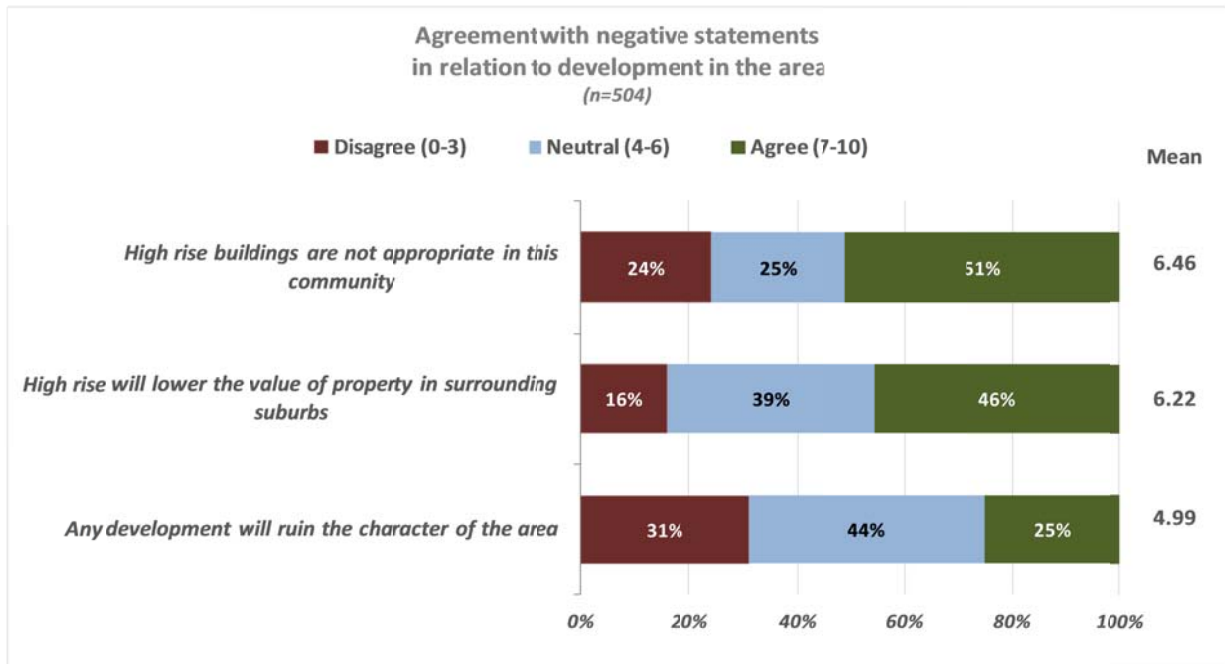
Over two-thirds of respondents agreed that development can have a positive impact on communities if planned and delivered well. Some 77% rated their agreement as between 7 and 10 with the following statement *better and more local facilities (parks, community centres etc) could support the area's growth*. Additionally 77% agreed strongly that *development can have good outcomes for existing residents if it is planned and delivered well*.

Agreement was not as strong with the statement *development will improve the area by bringing in more shops, public facilities and jobs*.

20% agreed that *there is no need for development in my area*.

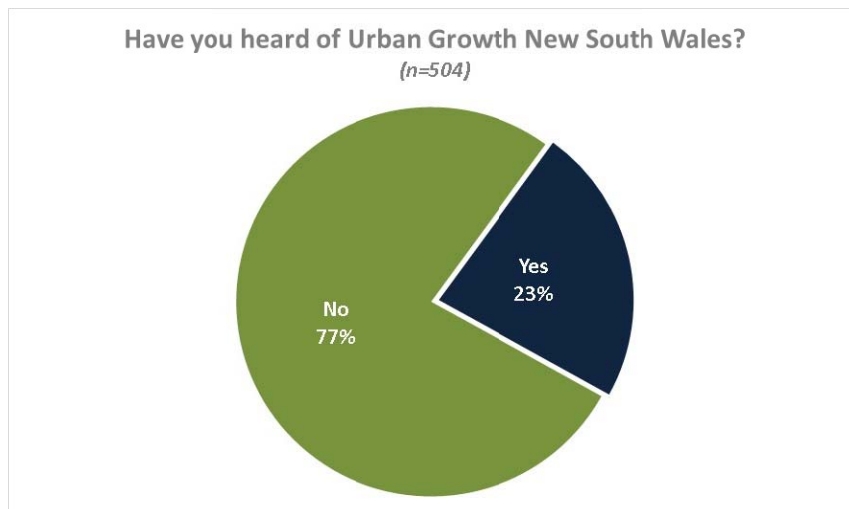
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Graph 3.3: Agreement with negative statements regarding development in general



The feeling towards the appropriateness and impact of high-rise buildings in the area was mixed. Approximately half of residents agreed that *high rise buildings are not appropriate in this community* and slightly less than half agree that *high rise will lower the value of property in the surrounding suburbs*. These opinions should be considered in the communications with the public. Those who own their homes were more likely to agree that *high rise buildings are not appropriate* than those who rent. There is also some concern that development will ruin the character of the area – 25% agreed with the statement *any development will ruin the character of the area*.

Graph 3.4: Awareness of UrbanGrowth NSW



Almost one quarter (23%) indicated that they have heard of UrbanGrowth NSW.

Those who had heard of UrbanGrowth NSW were asked to describe what it does. The dominant understanding centred around planning in some way. Some people were vague in suggesting that UrbanGrowth NSW “plans for the future”, others were more specific in identifying its role as planning for population growth, housing development, railway track redevelopment or building high rise. Examples include:

“It's a department that plans growth in the city areas”

“I think they plan for the long term development of the long term areas for NSW and what is required for communities”

“Planning for the future needs of Sydney, development in areas with facilities to support growth”

“Strategically map out areas where they can increase the density of the population”

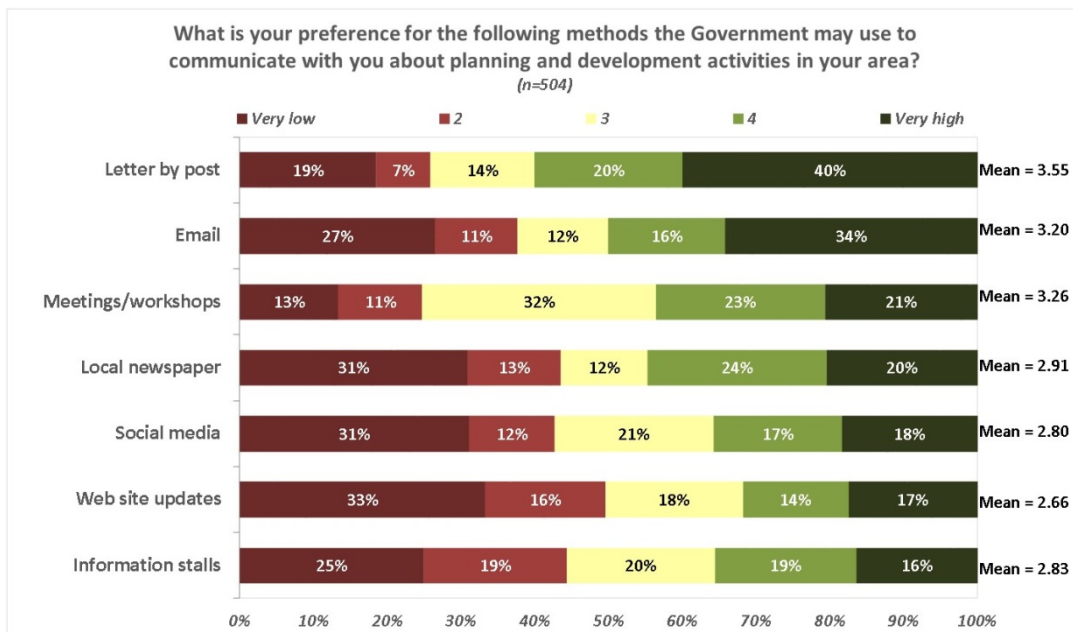
“They select corridors for redevelopment and appropriate properties for redevelopment and plan development and high rises and reschedule policies on development”

There were some negative opinions:

“It dictates development in parts of the state where those on its board don't live”

“It is a State Government-run organisation to bring about new high density development and it bypasses council by making land state significant. (E.g it bypasses local councils opinions)”

Graph 3.5: Preference for communication method

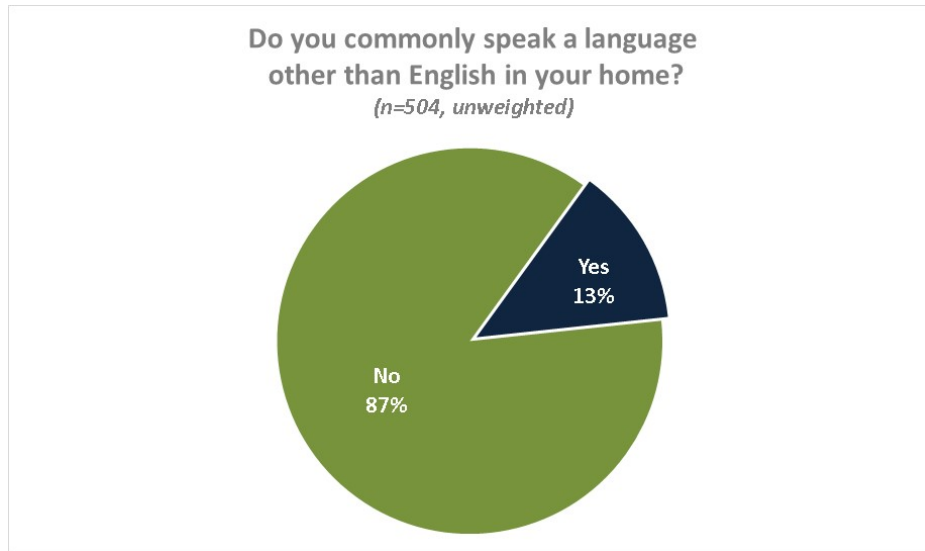


Residents were asked to indicate their preference for methods by which Government may use to communicate with them about planning and development activities. Interestingly, the highest preference was for a letter by post followed by email and meetings/workshops. Almost one third rated their preference towards local newspaper, social media and website updates as 'very low'.

These results indicate that to ensure inclusivity, a range of communication methods need to be utilised when communicating with the residents along the railway corridor.

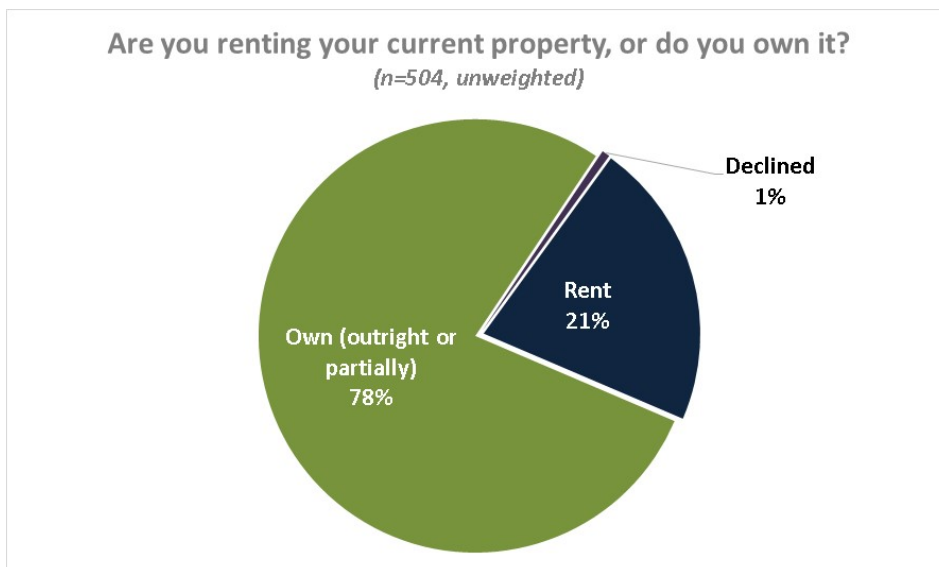
Part 4: Demographics

Graph 4.1: Language spoken at home



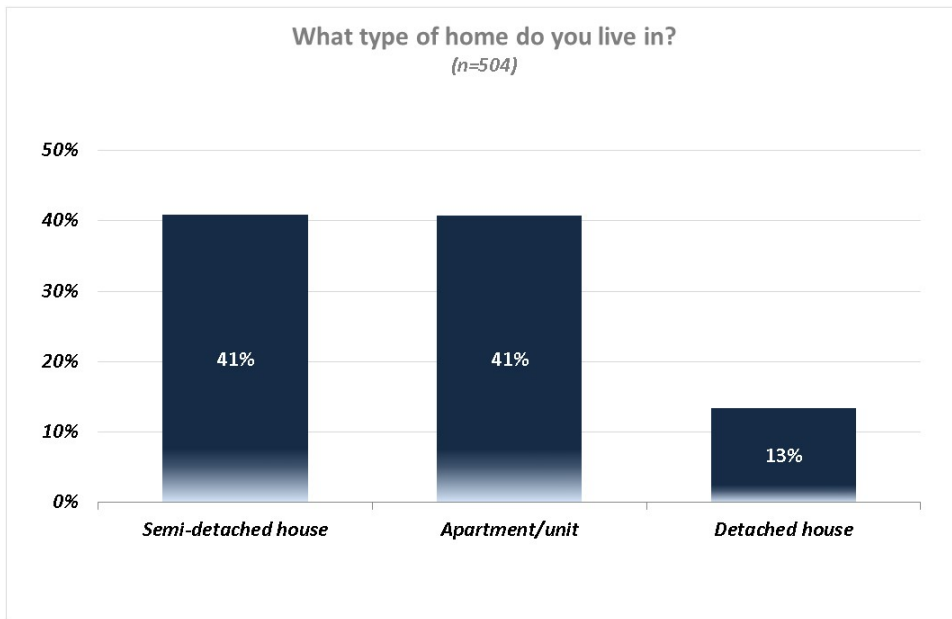
Thirteen per cent of respondents commonly spoke a language other than English at home. These 68 respondents spoke some 28 different languages.

Graph 4.2: Home ownership



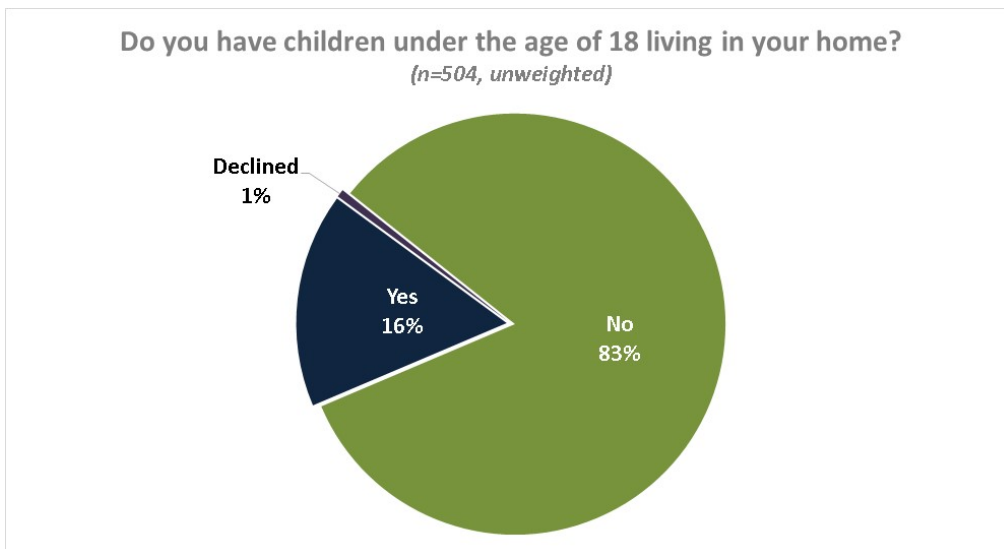
Over three quarters (78%) of respondents owned their home (outright or partially) while 21% rented.

Graph 4.3: Housing type



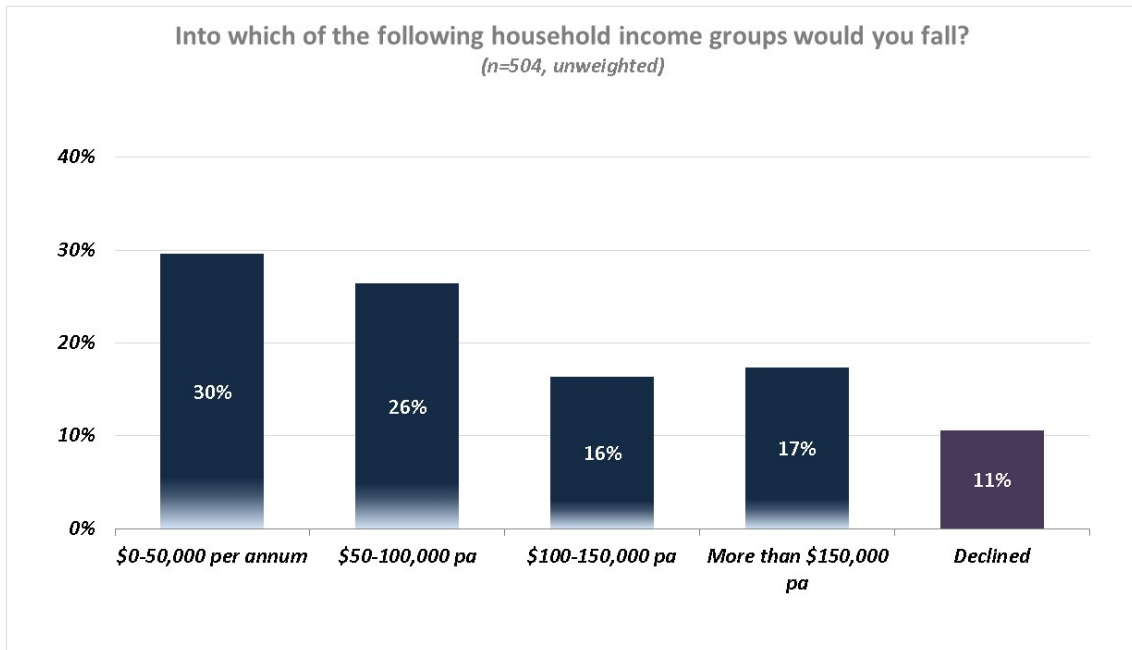
Two in five respondents lived in a semi-detached house, the same proportion in an apartment/unit and just in a detached house. This reflects the housing stock available along the railway corridor.

Graph 4.4: Children under 18 living at home



Only one in six households had children living at home.

Graph 4.5: Household income



Three in ten households surveyed were on a household income of under \$50,000, one quarter between \$50-\$100,000, 16% between \$100 and \$150,000 and 17% more than \$150,000.

Hence there was a relatively even split between households with incomes under and over \$100,000 per annum.

Appendix 1 - Questionnaire

Version 1 UGNSW_Eveleigh

Last modified:2/12/2014 11:13:31 AM

- Q1. Good afternoon/evening, my name is (name) and I'm calling on behalf of the New South Wales Government. We're conducting a short survey about future planning in your area we would like to hear from residents this may affect. This is your chance to help shape the State Government's thinking in developing a plan for the future of your area so your feedback is extremely important. The survey takes around 10 minutes, any responses you provide would be confidential, and we are not trying to sell you anything. Would you be willing to take in this survey this afternoon/evening?

Offer a CALL BACK. Ensure respondent is aged 18 or over. If people want to check validity of survey they can call Vanessa Gordon at UrbanGrowth NSW on 9391 2929 - arrange callback for 24 hours later

Yes	1
No	555

Answer If Attribute "No" from Q1 is SELECTED

Q1

- Q2. Thank you anyway for your time.

End

- Q3. Thanks,that's greatly appreciated. Just to let you know that the information we collect from the survey may be published and shared with other relevant government agencies and your local council, but the identity of individual respondents will remain confidential. To kick things off, could I just get your residential postcode please?

UNPROMPTED

2000	1
2006	2
2007	3
2008	4
2010	5
2011	6
2015	7
2016	8
2017	9
2042	10
2050	11
OTHER	

Q3

Q4. And into which of the following age brackets would you fall?

PROMPTED

18-34	1
35-44	2
44-54	3
55-64	4
65+	5
Declined	6

Q4

Q5. Gender?

Don't ask

Male	1
Female	2

Q5

Q6. And could I just get your first name for the survey please?

Put in NA if they decline to give name

Q7. Thanks so much [Q6]. To start off, can you briefly explain what you enjoy most about living in your local area?

UNPROMPTED. Probe for 2 or 3 if possible.

Proximity to CBD	1	Q7_1
Excellent public transport	2	Q7_2
Close to jobs, universities	3	Q7_3
Close to airport	4	Q7_4
Opportunities for my kids to live, learn or work locally	5	Q7_5
Good range/quality of shopping	6	Q7_6
Quiet/peaceful/safe	7	Q7_7
Friendly people/great community spirit	8	Q7_8
Good services/community facilities	9	Q7_9
Local schools	10	Q7_10
New residential developments	11	Q7_11
Good open spaces/parks/trees etc	12	Q7_12
Born here/been here a long time/know the area	13	Q7_13
Entertainment and dining options	14	Q7_14
Affordable housing	15	Q7_15
Rising home values	16	Q7_16
Close to friends and/or family	17	Q7_17
Attractive houses/streets/neighbourhood	18	Q7_18
OTHER		Q7_O

Q8. And what do you like least about living in your local area?

UNPROMPTED. Probe for 2 or 3 if possible.

Noise	1	Q8_1
Crime and anti-social behaviour (incl graffiti/vandalism)	2	Q8_2
Poor public transport	3	Q8_3
Pollution	4	Q8_4
Lack of green spaces/public spaces	5	Q8_5
Too much development	6	Q8_6
Rising home prices/Lack of affordable housing	7	Q8_7
Traffic and parking	8	Q8_8
Lack of shops or services	9	Q8_9
Lack of community facilities	10	Q8_10
Unfriendly people/no community spirit	11	Q8_11
Proximity to/noise from airport	12	Q8_12
Too crowded	13	Q8_13
Unattractive houses/streets/neighbourhoods	14	Q8_14
Dirty/too much rubbish	15	Q8_15
Lack of sporting facilities	16	Q8_16
OTHER		Q8_O

Q9. Is there anything you would personally like to see change over the next 20 to 30 years to make your area a better place to live, work or visit?

Unprompted.

Improved roads/traffic flow	1	Q9_1
More parking	2	Q9_2
More green/open space	3	Q9_3
Better facilities (schools, health care etc.)	4	Q9_4
More dining/entertainment/retail options	5	Q9_5
More development/high-rise	6	Q9_6
Less development/high-rise	7	Q9_7
More cycleways/improved pedestrian access	8	Q9_8
More local jobs	9	Q9_9
Improved public transport	10	Q9_10
Affordable housing	11	Q9_11
More local events and celebrations	12	Q9_12
Additional cultural facilities	13	Q9_13
Additional sporting facilities	14	Q9_14
OTHER		Q9_O

Q10. And is there anything you would personally like to see stay the same?

Unprompted

Community feel/spirit	1	Q10_1
Maintain existing open/green space	2	Q10_2
No reduction in services (education, health etc.)	3	Q10_3
Type of housing e.g. not too many new apartments	4	Q10_4
Public transport access	5	Q10_5
Diversity of the community (ethnicity/socio-economic etc.)	6	Q10_6
Affordable housing	7	Q10_7
Local events and celebrations	8	Q10_8
OTHER		Q10_O

Q11. Now [Q6], The New South Wales Government recently announced the Central to Eveleigh Transport and Transformation Program. The aim of the program is to renew a 3km stretch of government-owned land from Central Station to Macdonaldtown and Erskville Stations. It includes Central and Redfern stations, the Australian Technology Park, Eveleigh Rail Yards and the airspace above railway lines – in total approximately 80 hectares. Prior to this call, had you heard about the Central to Eveleigh Transport and Transformation Program?

UNPROMPTED

Yes	1	
No	555	Go to Q13

Q11

Q12. Can you briefly describe what have you heard?

Record response

Q12

Q13. The government believes this program will set the stage for this area being able to make a significant contribution to the future needs of Sydney's community by creating better connections across the rail corridor, creating new open spaces, and providing additional residential accommodation. Thinking about the area from Central to Eveleigh, and including the surrounding areas including Redfern and Erskenville, to what extent do you agree or disagree with each of these statements? We'll use a sliding scale of 1-5, where 1 means you strongly disagree, 3 is neutral and 5 means you strongly agree. (If you are unsure about any statement just say so and we will move onto the next one.)

PROMPTED - rate each option.

	1 Strongly disagree	2 Disagre e	3 Neither agree nor disagree	4 Agree	5 Strongly agree	Unsure	
It provides a lot of job opportunities	1	2	3	4	5	666	Q13_1
There is a wide choice of housing available, including affordable housing	1	2	3	4	5	666	Q13_2
There is enough open and green space that is well used by the community	1	2	3	4	5	666	Q13_3
Heritage and cultural opportunities are well known and accessed by the community	1	2	3	4	5	666	Q13_4
It has great transport services and connections	1	2	3	4	5	666	Q13_5
There is enough retail to meet demand	1	2	3	4	5	666	Q13_6
There is a great range of community facilities	1	2	3	4	5	666	Q13_7

Q14. For this corridor to be a success, how important are each of the following? We will again use a 5-point scale, where 1 means it is extremely unimportant, 3 is neutral and 5 means it is extremely important. If you're unsure just say so and we will move onto the next one.

PROMPTED - rate each option

	1	2	3	4	5	Unsure	
	Extremel y unimport ant		Neutral		Extremel y importan t		
Providing new job opportunities	1	2	3	4	5	666	Q14_1
Providing a diversity of housing, including affordable housing	1	2	3	4	5	666	Q14_2
Providing green and open space that is safe and well-used	1	2	3	4	5	666	Q14_3
Providing more and diverse retail shops	1	2	3	4	5	666	Q14_4
Providing more community facilities	1	2	3	4	5	666	Q14_5
Ensuring sustainable and environmentally friendly design	1	2	3	4	5	666	Q14_6
Providing cultural and heritage opportunities that are well known and easy to access	1	2	3	4	5	666	Q14_7
Providing improved transport services and connections including walking and cycling	1	2	3	4	5	666	Q14_8

Q15. If you could add ONE new facility or service to the proposed area to better support the needs of the local community, what would it be?

UNPROMPTED - One only

Neighbourhood centre	1						
Childcare facilities	2						
Open spaces/park	3						
Dog-walking area	4						
School or TAFE	5						
Hospital/health care centre	6						Q15
Entertainment/dining	7						
Retail	8						
New sporting/leisure facilities	9						
New cultural/event facilities	10						
OTHER							

Q17. Based on current trends, how confident are you that the Central to Eveleigh area will be a better place to live in 2040?

PROMPTED except unsure

Strongly confident	1
Somewhat confident	2
Not very confident	3
Not at all confident	4
Unsure	666

Q17

Q18. And thinking about inner-city development more generally, please rate your agreement or disagreement with the following statements. We'll use a scale of 1-10, where 1 means you strongly disagree, 5 is neutral or unsure and 10 means you strongly agree.

PROMPTED rate each option

	1	2	3	4	5	6	7	8	9	10	
	Stro				Neut					Stro	
	ngly				ral					ngly	
	disa									agre	
	gree									e	
Development can have good outcomes for existing residents if it is planned and delivered well	1	2	3	4	5	6	7	8	9	10	Q18_1
There is no need for development in my area	1	2	3	4	5	6	7	8	9	10	Q18_2
Development will improve the area by bringing in more shops, public facilities and jobs	1	2	3	4	5	6	7	8	9	10	Q18_3
High rise buildings are not appropriate in this community	1	2	3	4	5	6	7	8	9	10	Q18_4
Better and more local facilities (parks, community centres etc.) could support the area's growth	1	2	3	4	5	6	7	8	9	10	Q18_5
High rise will lower the value of property in surrounding suburbs	1	2	3	4	5	6	7	8	9	10	Q18_6
Any development will ruin the character of the area	1	2	3	4	5	6	7	8	9	10	Q18_7

Q19. Onto a slightly different topic, have you heard of Urban Growth New South Wales?

If unsure, class as NO

Yes	1	
No	555	Go to Q21

Q19

Q20. Can you briefly describe what Urban Growth NSW does?

PROBE for response

Q20

Q21. Now [Q6], on a scale of 1-5, where 1 is very low and 5 is very high, what is your preference for the following methods the Government may use to communicate with you about planning and development activities in your area?

PROMPTED rate each option

	1 Very low	2	3	4	5 Very high	Unsure	
Letter by post	1	2	3	4	5	666	Q21_1
Email	1	2	3	4	5	666	Q21_2
Web site updates	1	2	3	4	5	666	Q21_3
Face to face information stalls	1	2	3	4	5	666	Q21_4
Community meetings and workshops	1	2	3	4	5	666	Q21_5
Local newspaper	1	2	3	4	5	666	Q21_6
Social media	1	2	3	4	5	666	Q21_7

Q22. Thanks so much, we're almost at the end, there's just a few demographic questions to make sure we have a broad mix of residents in the survey. Firstly, do you commonly speak a language other than English in your home?

UNPROMPTED

Yes	1	
No	555	Go to Q24
Declined	2	Go to Q24

Q22

Q23. And what language would that be?

Record language

Q23

Q24. Are you renting your current property, or do you own it?

Own includes mortgage/loan e.g house is in their name

Rent	1	
Own (outright or partially)	2	
Declined	3	

Q24

Q25. What type of home do you live in?

Prompted except declined

Detached house	1	
Semi-detached house (incl townhouse and villa)	2	
Apartment/unit	3	
Declined	4	
OTHER		

Q25

Q26. Do you have children under the age of 18 living in your home?

UNPROMPTED

Yes	1	
No	555	
Declined	2	

Q26

Q27. And into which of the following household income groups would you fall?

PROMPTED read option except declined

\$0-50,000 per annum	1	
\$50-100,000 pa	2	
\$100-150,000 pa	3	
More than \$150,000 pa	4	
Declined	5	

Q27

Q28. Just before we finish [Q6], Urban Growth is planning opportunities for the community to help shape the future of this planning process, and is setting up a contact list of people who would like to hear more about the project. Would you like to be included on that list? You will only be contacted about the Central to Eveleigh project, and your details will not be given to any other organisation.

If person is concerned, you can also assure them that their contact details will be separated from the rest of their responses prior to the data being analysed.

Yes	1	
No	555	Go to Q32

Q28

Q29. Thanks, in that case could I please get the following information from you:

Answer If Attribute "Yes" from Q28 is SELECTED

READ BACK email. Post is ok if no email

First name	1		
Surname	2		
Email address	3		
Daytime phone	4		

Q29_1_1
Q29_1_2
Q29_1_3
Q29_1_4

Q30. Finally, Urban-Growth **NSW** is planning a community workshop regarding this project on the evening of Tuesday December 9th, from 6-9pm. This interactive workshop will guide the New South Wales Government's thinking in developing a plan for the future of the area we have been discussing, and participants would be given a \$100 gift card plus a complimentary supper to thank them for their time. Would you be interested in attending?

This General interest at this stage but still check they are free on evening of 9th December.

Yes	1		
No	555	Go to Q33	
Yes - details already provided	2	Go to Q33	

Q30

Q31. Thanks, in that case could I please get the following information from you:

Answer If Attribute "Yes" from Q30 is SELECTED

Read back email. Post is OK if no email

First name	1		
Surname	2		
Email address (read back)	3		
Daytime phone	4		

Q31_1_1
Q31_1_2
Q31_1_3
Q31_1_4

Q33. Thanks so much [Q6], that is the end of the survey. Urban-Growth NSW greatly appreciates your time and feedback this afternoon/evening. Did you have any questions about the survey? Thanks again, and have a lovely evening.

