



City of Busselton
Geographe Bay

COUNCIL AGENDA

SUPPLEMENTARY ITEMS

8 September 2021

ALL INFORMATION AVAILABLE IN VARIOUS FORMATS ON REQUEST

city@busselton.wa.gov.au

CITY OF BUSSELTON


LATE ITEMS FOR THE COUNCIL MEETING TO BE HELD ON 8 SEPTEMBER 2021

TABLE OF CONTENTS

ITEM NO.	SUBJECT	PAGE NO.
16.	FINANCE AND CORPORATE SERVICES REPORT	3
16.2	BUSSELTON PERFORMING ARTS AND CONVENTION CENTRE - CONSULTATION OUTCOMES	3

16. FINANCE AND CORPORATE SERVICES REPORT

16.2 BUSSELTON PERFORMING ARTS AND CONVENTION CENTRE - CONSULTATION OUTCOMES

STRATEGIC THEME	LIFESTYLE - A place that is relaxed, safe and friendly with services and facilities that support healthy lifestyles and wellbeing.
STRATEGIC PRIORITY	2.4 Establish a performing arts facility for the District.
SUBJECT INDEX	Busselton Performing Arts and Convention Centre
BUSINESS UNIT	Corporate Services
REPORTING OFFICER	Manager Governance and Corporate Services - Sarah Pierson Director Finance and Corporate Services - Tony Nottle Director, Community and Commercial Services - Naomi Searle
AUTHORISING OFFICER	Director, Community and Commercial Services - Naomi Searle
NATURE OF DECISION	Executive: Substantial direction setting, including adopting budgets, strategies, plans and policies (excluding local planning policies); funding, donations and sponsorships; reviewing committee recommendations
VOTING REQUIREMENT	Absolute Majority
ATTACHMENTS	Attachment A Catalyse Community Engagement Report - Busselton Performing Arts and Convention Centre ↓ 

OFFICER RECOMMENDATION

Recommendation Option A

That the Council:

- 1. Receives and notes the outcomes of the survey in relation to the Busselton Performing Arts and Convention Centre (BPACC); and**
- 2. Resolves to proceed with construction of the BPACC on the basis of the current and previously tendered design subject to value engineering options that do not materially affect functionality or performance of the centre; and**
- 3. Delegates power and authority to the CEO to accept a tender and enter into a construction contract not exceeding the value of \$38 million, either through the public invitation of tenders or through utilisation of Regulation 11(2)(c)(i) of the *Local Government (Function and General) Regulations 1996*; and**
- 4. Acknowledges the community sentiment raised by some residents in relation to potential future rate increases and the City's debt levels; and**
- 5. Requests that the CEO review funding options for the BPACC which may assist to mitigate concerns around rate increases and debt, including continuing to pursue State and Federal Government funding contributions, reviewing the use of City Reserves in lieu of Treasury borrowings, and reviewing Fees and Charges; and present funding scenarios as part of the next review of the City's Long Term Financial Plan.**

Recommendation Option B

That the Council:

- 1. Receives and notes the outcomes of the survey in relation to the Busselton Performing Arts and Convention Centre (BPACC); and**
- 2. Resolves to proceed with construction of the BPACC on the basis of a modified design; and**

3. **Authorises the CEO to:**
 - (a) **instruct Kerry Hill Architects Pty Ltd to prepare revised detailed designs; and**
 - (b) **publicly invite tenders for the construction of the BPACC on the basis of the revised designs; and**
4. **Acknowledges the community sentiment raised by some residents in relation to potential future rate increases and the City's debt servicing levels; and**
5. **Requests that the CEO review funding options for the BPACC which may assist to mitigate concerns around rate increases and debt, including continuing to pursue State and Federal Government funding contributions, reviewing the use of City Reserves in lieu of Treasury borrowings, and reviewing Fees and Charges; and present funding scenarios as part of the next review of the City's Long Term Financial Plan.**

Recommendation Option C

That the Council:

1. **Receives and notes the outcomes of the survey in relation to the Busselton Performing Arts and Convention Centre (BPACC).**
2. **Resolves not to proceed with construction of the BPACC at this time.**
3. **Authorises the CEO to write to the Federal Government thanking them for the grant funding commitment of \$10.35 million and outlining that the City cannot accept the grant; and**
4. **Request the CEO to consider the future of the BPACC project as part of the next review of the City's Long Term Financial Plan and / or review of the City's Strategic Community Plan.**

EXECUTIVE SUMMARY

This report presents the results of a recently undertaken survey in relation to the Busselton Performing Arts and Convention Centre (BPACC) and provides Council with three options with respect to the future of the project.

BACKGROUND

The provision of a performing arts and convention centre has been identified as a community need for fifteen years; over which time feasibility reports, project planning and comprehensive stakeholder engagement has occurred to ensure the viability, support and long term sustainability of the centre. In 2019, as a result of this planning, the City received a \$10.35 million grant from the Federal Government towards the BPACC.

The City does not currently have a purpose built indoor performance and convention venue capable of hosting large indoor events. The BPACC seeks to provide a venue which supports the City's standing as the 'Events Capital WA', increases the vibrancy of the Busselton town centre by facilitating an improved night time economy, and enables our community to attend performances locally, as opposed to travelling outside of the District. It is the third pillar of a long held regional growth strategy, alongside the Busselton Foreshore Development and the Busselton Margaret River Airport redevelopment, and provides an investment into the arts and culture sector, that has traditionally experienced limited funding.

Located in a unique heritage setting, integrated with the Weld Theatre and ArtGeo Gallery in Busselton, the BPACC is designed to be a multi-functional venue and a place where people can watch live performances, participate in dance, drama or music recitals, and attend business events, award nights and graduations.

In March 2021, the City issued RFT 06/21 for construction of the BPACC. Tenders closed in May 2021, with prices coming in higher than expected due to the current construction environment. As a result Council resolved at its Ordinary Council Meeting on 23 June 2021 (C2106/0136):

That the Council:

- 1. Acknowledges receipt of the tender submissions for RFT 06/21 Construction of the Busselton Performing Arts and Convention Centre; and*
- 2. Declines to accept any tender; and*
- 3. Continues to pursue additional funding from State and Federal Governments; and*
- 4. If a commitment for further funding is not obtained within one month that would maintain or not significantly increase the current financial contribution by the City, reviews design options and associated impacts and undertakes a community survey to help inform decisions on the future of the project.*

With no funding commitment from the State Government having been received, and no further funding from the Federal Government beyond its initial \$10.35 million investment, the City reviewed design options for the building. Having identified capacity to reduce the size of the building, while still retaining required functionality, the City then commissioned Catalyse Pty Ltd, an independent research company, to undertake a community survey, using random sampling as well as providing the opportunity for interested people to opt-in to the survey.

The survey sought community views on the following options, in order to provide information that would assist and contribute to Council's decision making on the future of the project:

- Option A – Proceeding with construction of a performing arts and convention centre as per the tendered design at an estimated construction cost of \$38 million.
- Option B – Proceeding with construction of a performing arts and convention centre based on a modified design at an estimated construction cost of \$33 million.
- Option C – Not proceeding with construction of a performing arts and convention centre at this time.

OFFICER COMMENT

Survey Findings

The survey opened on Monday 26 July 2021 and closed at 5pm Monday 9 August 2021. 4,000 randomly selected invitations to participate in the survey were extended to residents and ratepayers; 3,000 by email and 1,000 by hard copy. The ability for people to opt-in to the survey was also available with an opt-in survey link accessible via the City's Your Say Busselton website.

A total of 2,352 people completed the survey. The results of the survey were analysed and are presented in the Catalyse survey report at Attachment A. The survey submissions have been analysed and reported by:

- residents;
- out of area ratepayers;
- visitors;
- businesses; and
- council affiliated.

The resident sample has been weighted for age and gender (using ABS population data) to ensure it is representative of the City's population demographic; with the out of area ratepayers, visitors, businesses and council affiliated samples being unweighted, with the exception of council affiliated, this is because they do not fit an ABS population profile. Council affiliated respondents have been removed from the resident sample to ensure this remains free of any potential bias.

The business sample contains both resident and non-resident businesses and hence is unable to be weighted (note however where a business respondent is also a resident they are also in the resident sample; in effect they wear two hats).

The resident random and resident opt-in sample are very closely aligned in terms of outcomes, and for this reason they have also been reported as a combined sample. The combined resident sample has also been analysed and reported with breakdowns by housing tenure, location, age, gender and life stage. It is noted that the resident random sample excludes youth (14-17 years).

The table below summarises the sentiment as to whether Council should proceed (based on selection of either option A or B) or not proceed (based on selection of option C) with the project:

	Proceed (A or B)	Do not proceed (C)	Unsure / NR
Residents	45%	53%	2%
<i>Random</i>	44%	52%	
<i>Opt In</i>	45%	53%	
Out of area ratepayers	73%	27%	0%
Visitors	90%	9%	1%
Businesses	46%	52%	2%
Council affiliated	71%	29%	0%

If Council is to proceed, Option A is preferred across all groups (and all demographic breakdowns) over Option B.

Analysis of the resident sample shows that males and gender diverse residents are the least supportive of the project proceeding, along with those in the 55 plus age bracket, and those living in rural and rural residential locations. Support is strongest amongst resident youth and younger adults. Support declines through the age brackets. Residents with children in the household are more supportive than those without (50% support vs 41% support). The results do not vary significantly in terms of where people live within the District, with the exception of rural and rural residential residents. Owner-occupiers are less supportive of proceeding with the project than those renting / other, who are quite strongly supportive (41% support owner occupier vs 65% support renting / other).

Out of area ratepayers, visitors and council affiliated respondents are very supportive of the Council proceeding. Businesses as a subset sample (noting this includes both resident and out of area respondents) are less supportive.

Qualitative analysis of the survey results provide insights as to why people selected option A, B or C. In summary, respondents who selected Option A were primarily focused on the economic and social benefits that the centre will bring. They feel that a performing arts and convention centre is needed to support arts and culture, showcase local talent and attract performances and events, and as an investment for the future.

Respondents who selected Option B did so on the basis that it is a cheaper option, and adequate for our needs.

Respondents who selected Option C were primarily focused on financial concerns. They feel that the cost of constructing a performing arts and convention centre is too high in the current economic climate, that it is not needed and that the project will have too much of an impact on rates. Some of these respondents felt that the money should be spent in other areas.

In terms of importance and usage, views are again polarised between very low / low importance and very high / high importance. Music concerts are of the most interest, followed by theatre performances, festivals, and comedy or cabaret shows. Interest is fairly spread overall.

Decision Making Considerations

In deciding whether to proceed with construction of the BPACC and if so, to what extent, Council will need to consider a range of factors including:

1. the project objectives and benefits (outlined below) and its role as a District pillar project;
2. community sentiment;
3. impacts on the City's financial position;
4. impacts on ratepayers;
5. alignment to the Strategic Community Plan themes and strategic priorities;
6. impacts of returning the Federal Government funding.

The BPACC project objectives / benefits are seen as:

- Economic:
 - Injection of \$6.6m annually to the local economy;
 - Creation of local jobs - 115 during construction and 44 through its operations;
 - Increased tourism and events offering;
 - Increased visitor spend and attraction of a more lucrative, higher spending business, incentive and exhibition travel market;
 - Activation of CBD and connection of the foreshore with the Busselton town centre.
- Social:
 - Providing support for local artistic and cultural pursuits;
 - Providing opportunities for creative industries sector;
 - Broadening opportunities for creative youth;
 - Providing entertainment for youth;
 - Improved mental health and capacity to connect and engage;
 - Total social benefits valued at an estimated \$7M.

The demonstration of support from visitors and out of area rate payers, as well as resident youth and younger adults, suggest alignment to these objectives. Qualitative analysis also shows that those who support the project proceeding do so for the stated economic and social benefits, and are willing to pay for it through a rate increase if required. Economic development, promotion of employment opportunities, activation of town centres, and the provision of more things for youth to do along with more indoor activities are all outlined in of the City's Strategic Community Plan 2021 – 2031 (SCP).

However, the survey results also indicate that there are many people, and just over half within the resident sample, who would prefer that the Council do not proceed, largely on the basis of concerns about rate increases and the financial sustainability of the City given the projected borrowings. Strong and responsible management of ratepayer funds was a key matter raised through development of the SCP, along with increased attention to the needs of residents and ratepayers. Financial implications of proceeding or not proceeding are outlined further below and are summarised in the financial implications section of this report. It is noted that the State Government is continuing to review the BPACC business case and the City's request for funding for the project, and so the financial implications presented are a 'worst case' scenario.

Given the nature of the project, that is, as an arts and culture facility, and that it is a significant investment, it is not surprising for views on the project to be polarised. Ultimately, the decision before Council is a difficult one. To assist Councillors with their deliberations, officers have outlined in the officer recommendation a number of potential recommendation options. The impacts and next steps of each is detailed below.

Recommendation A - Proceed on the basis of the current and previously tendered design, delegating power and authority to the CEO to accept a tender and enter into a construction contract not exceeding the value of \$38 million.

The estimated total project value on the basis of the previously tendered design is \$44.5 million, as set out below. Also set out below is a potential_funding scenario, assuming the City is unable to obtain further external funding.

Expenditure	Option A - Full Design
Build Cost	\$ 38,000,000
Landscaping	\$ 500,000
Consultants/Design/preliminaries	\$ 2,800,000
Contingency	\$ 3,000,000
Additional Design costs	\$ -
Function/fit out/AV equipment	\$ 250,000
	\$ 44,550,000
Income	
Federal Grant	\$ 10,350,000
Loan Borrowings (up to a maximum of)	\$ 26,700,000
Sale of Old Library	\$ 2,700,000
P&G Reserve/Building Reserve	\$ 575,000
LRCIP Federal Grant (Tranche 3)	\$ 2,000,000
Surplus 20/21 funds	\$ 1,000,000
Developer Contribution - Community District Reserve	\$ 625,000
Sponsorship - Rio Tinto	\$ 250,000
Furniture & Equipment Reserve	\$ 350,000
Confirmed Funding	\$ 44,550,000

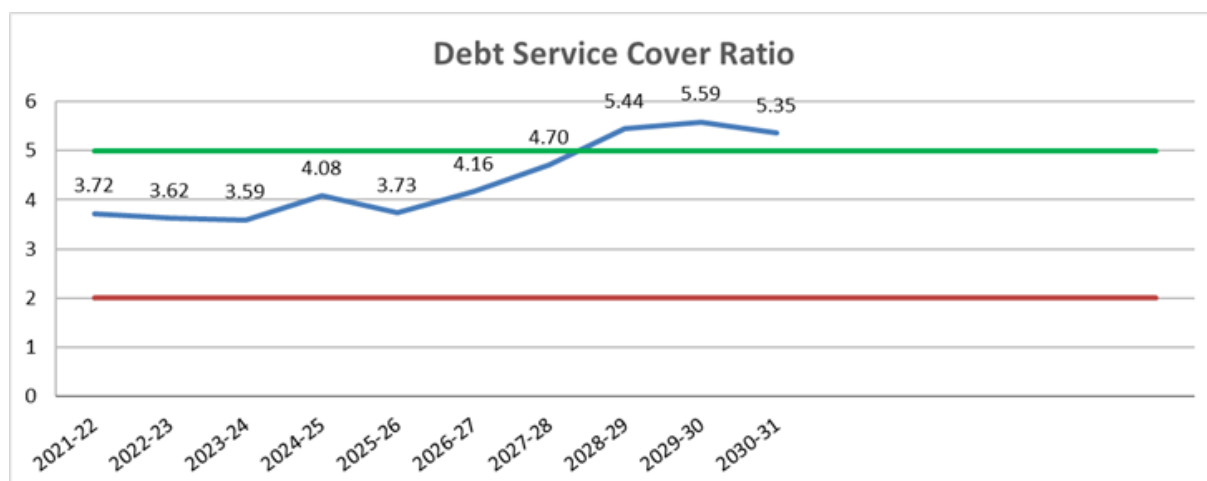
In addition to confirmed external funding, the City has a number of pending grant applications as well as access to apply for some potential grant funding including:

Funding Program/Source	Estimated amount
Local Roads and Community Infrastructure Program (Tranche 4)	\$1,400,000 - \$1,900,000
Lotterywest Application – Community Spaces	\$2,700,000
State Government funding request/contribution	\$5,000,000 - \$10,000,000
Other Federal Grant (Building Better Regions)	\$1,500,000
Total potential funding	\$10,600,000 - \$16,100,000

This potential additional funding would reduce the need to borrow the full loan amount of \$26.7 million. In consultation with the Western Australian Treasury Corporation (WATC), the City has shown that it has spare borrowing capacity to more than adequately service the required loan amount while maintaining the appropriate benchmarks debt ratios. The final loan value would be able to be borrowed at a fixed interest rate of 1.96% over 20 years (interest rate confirmed as at 27 August 2021).

Borrowings and associated repayments could be funded through increases to fees and charges or rates, or a combination of the two. In addition, Council also has the ability to consider a review of key cash reserves held by the City, of which there is a current balance of \$62.8 million. Council could consider accessing some of these funds to reduce the loan liability. The \$26.7 million is therefore a ‘worst case’ scenario.

This ‘worst case’ scenario would increase the City’s loan borrowings (not including community self-supporting loans) from \$27.85 million in 2020/21 to \$53.85 million by the end of 2021/22. To ensure the City’s debt remains within an acceptable level, the Debt Service Coverage Ratio (DSCR) is required to remain above the minimum standard of 2.0 as per the Department of Local Government Sport and Cultural Industries (DLGSC) Guidelines. The impact of the total projected borrowings on the City’s DSCR is depicted in the graph below and shows that the City’s DSCR will remain within acceptable guidelines.



As detailed in the survey information, in the absence of any other funding being utilised, an additional rate increase of up to 2% may be necessary, most likely in 2022/23. This is additional to the 2.5% currently projected in the City's Long Term Financial Plan (LTFP) and would result in an extra \$37 per annum based on the projected average rate for 2022/23. Any additional rate increase would be modelled into the next review of the LTFP along with any further utilisation of Reserve funds as mentioned above. The City's LTFP currently provides for operating costs averaging approximately \$1.2 million per annum, which has been reviewed by third parties. This is not expected to change significantly.

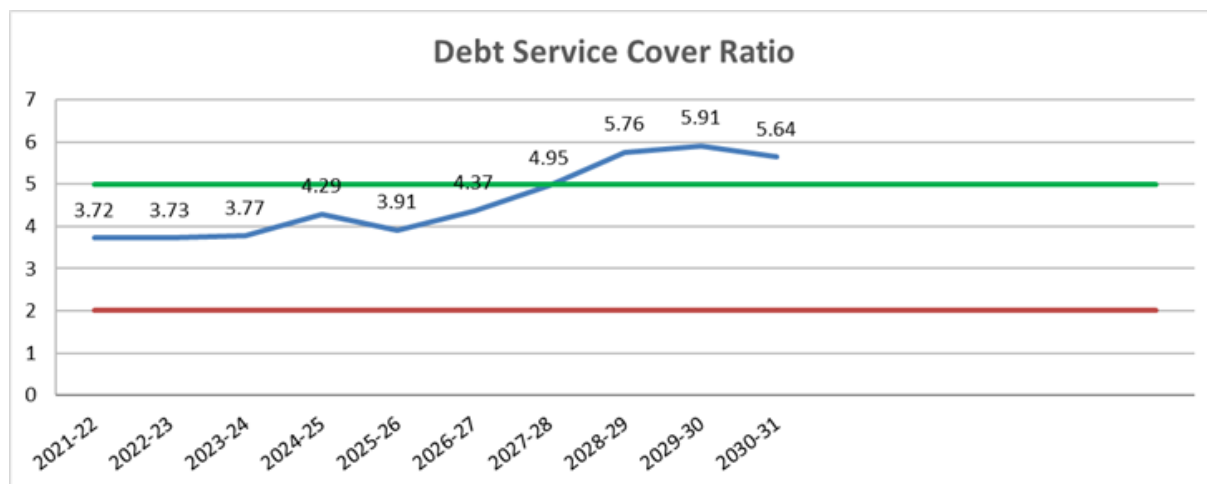
In terms of entering into a construction contract, officers recommend that the CEO is provided with a delegation to accept a tender and enter into a contract not exceeding the value of \$38 million, either through the public invitation of tenders or through utilisation of Regulation 11(2)(c)(i) of the *Local Government (Function and General) Regulations 1996* (as outlined further in the Statutory Environment section of this report).

Recommendation B - Proceed with redesign and invite tenders on the basis of a modified design

The estimated total project value for a modified design is \$40.05 million, as set out below. Also set out below is a potential funding scenario, assuming the City is unable to obtain further external funding.

Expenditure	Option B - Modified Design
Build Cost	\$ 33,000,000
Landscaping	\$ 500,000
Consultants/Design/preliminaries	\$ 2,800,000
Contingency	\$ 3,000,000
Additional Design costs	\$ 500,000
Function/fit out/AV equipment	\$ 250,000
	\$ 40,050,000
Income	
Federal Grant	\$ 10,350,000
Loan Borrowings (up to a maximum of)	\$ 22,000,000
Sale of Old Library	\$ 2,700,000
P&G Reserve/Building Reserve	\$ 575,000
LRCIP Federal Grant (Tranche 3)	\$ 2,000,000
Surplus 20/21 funds	\$ 1,000,000
Developer Contribution - Community District Reserve	\$ 625,000
Sponsorship - Rio Tinto	\$ 250,000
Furniture & Equipment Reserve	\$ 250,000
Other	\$ 300,000
Confirmed Funding	\$ 40,050,000

As per recommendation option A, the City would be able to borrow the required amount at fixed interest rates of 1.96% over 20 years. This would increase the City's Council Loans (not including community self-supporting loans) borrowings from \$27.85 million in 2020/21 to \$49.85 million by the end of 2021/22. Once again, the City would maintain its DSCR within the DLGSC guidelines, above 2%. This is depicted in the graph below.



Again as with recommendation option A, the City still has a number of pending grant applications that could deliver a further \$8.6 – \$11.1 million towards the project. The City would also be able to review use of its internal cash reserves as indicated earlier.

In the absence of any other funding, an additional rate increase of up to 1% may be necessary to cover the additional borrowings and associated repayments. This would result in an extra \$18 per annum based on the projected average rate for 2022/23. Any additional rate increase would be modelled into the next review of the LTFP along with any further utilisation of Reserve funds. Operating costs averaging approximately of \$1.2 million within the City’s LTFP are, again, not expected to change significantly.

If Council was to proceed with option B, officers would recommend that Kerry Hill Architects Pty Ltd be engaged to prepare detailed designs, and that tenders be publicly invited, for Council’s consideration.

Recommendation C - Not proceed with construction of a performing arts and convention centre at this time.

If Council choose not to proceed with the construction of a performing arts and convention centre the City would advise the Federal Government of the decision, and explain that they cannot accept the grant funding commitment of \$10.35 million. The City would request that the Federal Government reallocate the funding towards an alternate project to facilitate economic development initiatives such as the Busselton Margaret River Airport terminal. This would of course be at the discretion of the Federal Government and is considered unlikely given the airport (or other potential projects) were not submitted as part of the Regional Growth Fund funding round. In returning the funding there is the real risk that the City’s ability to secure funding for this or other projects in the future would be jeopardised.

While the project would be further considered as part of the next review of the LTFP and / or future review of the City’s SCP, the future development of a performing arts facility for the District would be unlikely in the medium term, given the significantly reduced funding (with loss of the Federal grant). It is highly unlikely that the City would be able to afford a performing arts facility such as the one designed without this level of grant funding without significantly impacting on services and facilities for the community.

Statutory Environment

The recommendation options presented support the general function of a local government under the *Local Government Act 1995* to provide for the good government of persons in its district.

As noted in the report background the City publicly invited tenders in March 2021 for construction of the BPACC. Tenders closed in May 2021 and Council declined to accept any tender. Under Regulation 11(2)(c)(i) of the *Local Government (Function and General) Regulations 1996*, tenders do not have to be publicly invited (for the supply of goods or services) if, within the last 6 months, the local government has publicly invited tenders for the supply of the goods or services but no tender was submitted that met the tender specifications or satisfied the value for money assessment.

Recommendation option A recommends that Council delegate power and authority to the CEO to accept a tender and enter into a construction contract, with the CEO able to utilise Regulation 11(2)(c)(i) and negotiate with interested suppliers (a number of whom have indicated interest). Alternatively the CEO may again publicly invite tenders.

Recommendation option B recommends that tenders be publicly invited.

Relevant Plans and Policies

The planning and development of a PACC for Busselton has been identified as far back as 2004 and further included in the City of Busselton Strategic Community Plan since 2010 (2013, reviewed 2015; 2017 and 2019) as a local priority project. The South West Regional Blueprint (February 2015) identifies the construction of a performing arts venue in the Busselton Cultural Precinct as a regional priority in support of burgeoning creative industries and events.

Financial Implications

The financial implications of each recommendation option is discussed in the main body of the Officer Comment above. In summary all options are within the financial capacity of the City, subject to Council increasing their loan borrowings or sourcing funding through external grants or use of internal reserve funds or review of fees and charges. Dependent on the extent of the loan borrowings required an additional rate increase of up to 2% (over and above current LTFP rate projections) may be required. The City's DSCR shows the City has sufficient loan borrowing capacity and interest rates are comparatively very low.

Stakeholder Consultation

External stakeholder consultation was undertaken as described above in the main body of the Officer Comment.

Risk Assessment

An assessment of the potential implications of implementing the officer recommendation has been undertaken using the City's risk management framework, with risks assessed taking into account any controls already in place. The following risks have been identified:

Recommendation A

Reputational damage with respect to resident perceptions of Council not listening.			
Risk Category	Risk Consequence	Likelihood of Consequence	Risk Level
Reputation	Moderate	Possible	Medium

Recommendation B

Reputational damage with respect to resident perceptions of Council not listening.			
Risk Category	Risk Consequence	Likelihood of Consequence	Risk Level
Reputation	Moderate	Possible	Medium
Reputational damage noting Option B was least preferred in the survey; mitigated however by it being cheaper and perhaps more palatable than Option A by those who do not want Council to proceed.			
Risk Category	Risk Consequence	Likelihood of Consequence	Risk Level
Reputation	Minor	Possible	Medium
The cost and time delays associated with redesigning the building may see costs increase; mitigated however by the chance that prices may instead decrease.			
Risk Category	Risk Consequence	Likelihood of Consequence	Risk Level
Financial	Minor	Possible	Medium

Recommendation C

Reputational damage with respect to those residents and respondents who would like to see the project proceed.			
Risk Category	Risk Consequence	Likelihood of Consequence	Risk Level
Reputation	Moderate	Possible	Medium
Reputational damage with respect to Federal Government perception by returning the \$10.35M.			
Risk Category	Risk Consequence	Likelihood of Consequence	Risk Level
Reputation	Moderate	Possible	Medium
Loss of future financial funding with respect to returning the \$10.35M.			
Risk Category	Risk Consequence	Likelihood of Consequence	Risk Level
Financial	Moderate	Possible	Medium

Options

This report presents a number of optional recommendations for the Council. It is for the Council to determine which recommendation they prefer. Councillor/s will be required to foreshadow and move (with support of a seconder) their preferred recommendation for consideration and / or debate.

CONCLUSION

In summary Council is asked to consider three options:

- Recommendation Option A - Proceed on the basis of the current and previously tendered design, delegating power and authority to the CEO to accept a tender and enter into a construction contract not exceeding the value of \$38 million;
- Recommendation Option B - Proceed with redesign and invite tenders on the basis of a modified design;
- Recommendation Option C - Not proceed with construction of a performing arts and convention centre at this time.

TIMELINE FOR IMPLEMENTATION OF OFFICER RECOMMENDATION

Timelines for implementation are dependent on the recommendation option, and are broadly as follows:

- Recommendation Option A – The CEO will commence further procurement immediately, and, subject to negotiations a contract may be entered into prior to Christmas 2021.
- Recommendation Option B – Redesign will commence immediately. It is anticipated that a request for tenders would not be issued until early in 2022.
- Recommendation Option C – Council’s decision would be effective immediately, with the CEO writing to the Federal Government within one month.



Report prepared for:




Report prepared by:



Date:

26 August 2021

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Executive Summary

2,352 community members expressed their views about a proposed Busselton Performing Arts and Convention Centre (BPACC) and the level of investment Council should commit towards its construction.

Overall, **the community is divided** about whether to proceed or not.

53% of residents would not like the BPACC to proceed at this stage (option C), with secured grant funds of \$10.35 million to be returned to the Federal Government. They are mainly concerned with high construction costs, rate rises, that the centre is not needed, and money would be better spent in other areas. Preference for option C was highest among adults aged 55 years or older (62%), males (61%), residents in rural and rural residential areas (61%) and owner-occupiers (57%).

45% of residents would like the BPACC to be constructed, with a preference to proceed with the full design (34%) over the modified design (11%). Supporters believe it would be an investment for the future for a growing region, delivering social and economic benefits. It will showcase local students and artists, attract more touring artists, tourists and visitors, and help to create a stronger sense of community in the region.

Support for option A is higher among visitors (73%) and out of area ratepayers (50%). Support is also higher among younger residents. 68% of youth (14-17 years) and 47% of young adults (18-34 years) would like the City to proceed with the full design.

Community members would be most likely to use the proposed BPACC to attend music concerts, theatre performances, festivals (such as CinefestOZ), comedy and cabaret shows.

It is clear that opinions differ across the community. Council must now consider community sentiment in context with other influencing factors, including projected population and visitor growth, international and domestic visitor needs and expectations, economic modelling, social benefits and competitive analysis.

Introduction

The provision of a performing arts and convention centre was identified as a community need in the City of Busselton over 10 years ago when the original Civic Centre located on the City Administration Building site was closed.

In 2019, the City received a \$10.35m grant from the Federal Government towards a new performing arts and convention centre.

Council is evaluating whether to proceed with construction of the Busselton Performing Arts and Convention Centre (BPACC) and the level of investment it should commit towards its construction. Three options are being considered.

To assist Council with decision making, the community was provided with background information on the options and invited to provide feedback between 23 July and 9 August 2021. The City promoted the survey through its communication channels, held six information sessions, mailed direct invitations to 1,000 randomly selected ratepayers, and emailed invitations to 3,000 randomly selected residents and customers. All community members were invited to have their say.

Overall, 2,352 community members expressed their views, providing a robust, representative and reliable indication about community sentiment.




Catalyse Community Engagement Report - Busselton Performing Arts and Convention Centre



Who participated in the survey?

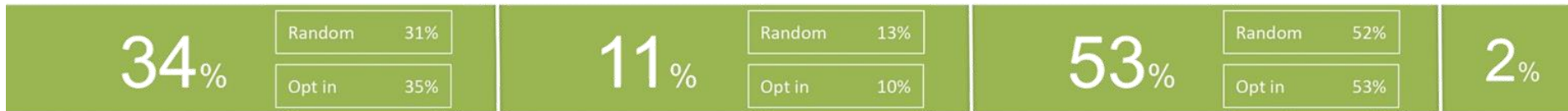
% of respondents (column %)	Randomly selected sample	Self-selecting sample	All respondents		All resident respondents <i>Weighted</i>
Residents	N = 471	N = 1,637	N = 2,108		N = 2,108
Tenure					
Owner-occupier	94%	85%	1833	87%	
Renting / other	6%	15%	271	13%	
Location					
Busselton	46%	56%	1129	54%	
Busselton urban rural	18%	21%	427	20%	
Dunsborough	21%	12%	292	14%	
Yallingup	4%	2%	54	3%	
Rural and rural residential	8%	9%	187	9%	
No response	1%	1%	20	1%	
Gender					
Male	42%	38%	816	39%	48%
Female	58%	61%	1273	60%	51%
Gender diverse	<1%	1%	19	1%	1%
Age					
Youth: 14-17 years	-	5%	75	4%	7%
Younger adult: 18-34 years	4%	13%	231	11%	20%
Middle adult: 35-54 years	32%	35%	725	34%	33%
Older adult: 55+ years	64%	47%	1077	51%	40%
Lifestage					
Have children	34%	41%	828	39%	
Do not have children	64%	57%	1237	59%	
No response	3%	2%	50	2%	
Out of area ratepayers			N = 48		
Visitors			N = 93		
Businesses			N = 562		
Council affiliated			N = 108		
Total respondents			N = 2,352		



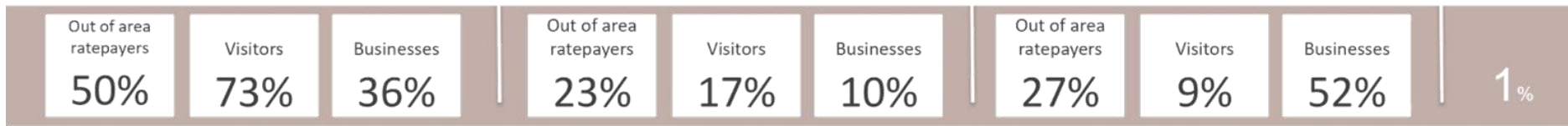
Which
option is
preferred?

			<p>Unsure or did not provide a response</p>
<p>Option A Construction of a performing arts and convention centre as per the <u>full design</u> that the City recently sought tenders for. Estimated cost: \$38m</p>	<p>Option B Construction of a performing arts and convention centre based on a <u>modified design</u>. Estimated cost: \$33m</p>	<p>Option C <u>Do not proceed</u> with construction of a performing arts and convention centre at this time. Forgo \$10.35M federal funding.</p>	

Residents, weighted



Out of area ratepayers, visitors and businesses



Q. Which of the following options do you prefer for the Busselton Performing Arts and Convention Centre? Please select one option.

Base: Local residents (n = 2108). Random residents (n = 420), opt in residents (n = 1688), out of area ratepayers (n = 48), visitors (n = 93), and businesses (n = 562).

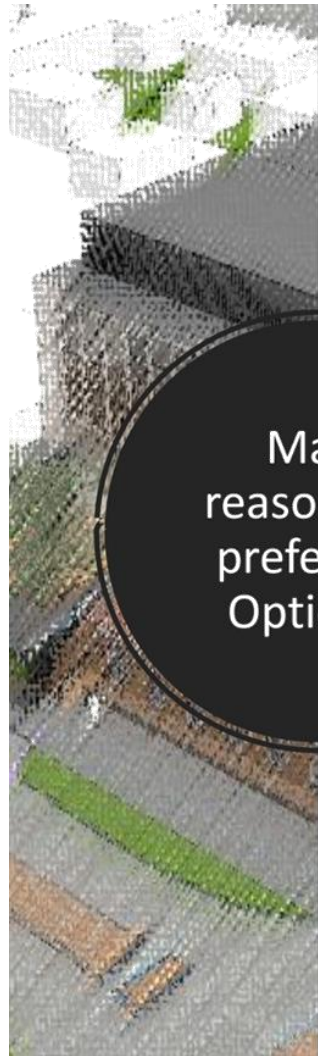


Community
variances

Which of the following options do you prefer for the Busselton Performing Arts and Convention Centre?

Base: Residents (n = 2,108), Out of area ratepayers (n = 48), Visitors (n = 93), Businesses (n = 562), Council affiliated (n = 108).

% of respondents (row %)	Option A	Option B	Option C	Unsure / NR
All residents	34%	11%	53%	2%
Tenure				
Owner-occupier	30%	11%	57%	2%
Renting / other	55%	10%	34%	1%
Location				
Busselton	36%	9%	53%	2%
Busselton urban rural	31%	12%	56%	2%
Dunsborough	39%	13%	48%	1%
Yallingup	40%	11%	47%	2%
Rural and rural residential	26%	13%	61%	0%
Gender				
Male	31%	7%	61%	1%
Female	38%	14%	45%	3%
Gender diverse	25%	0%	75%	0%
Age				
Youth: 14-17 years	68%	8%	20%	3%
Younger adult: 18-34 years	47%	9%	43%	1%
Middle adult: 35-54 years	34%	10%	55%	1%
Older adult: 55+ years	23%	13%	62%	3%
Lifestage				
Have children	40%	10%	48%	2%
Do not have children	30%	11%	57%	2%
Other groups				
Out of area ratepayers	50%	23%	27%	0%
Visitors	73%	17%	9%	1%
Businesses	36%	10%	52%	2%
Council affiliated	52%	19%	29%	0%



Main
reasons for
preferring
Option A

- Arts and culture need support- for a sense of community, to support and showcase local talent and to attract a variety of performers and events to Busselton and the South West region.
- It is an investment in the future of a growing region.
- The original design (A) is the best – spend the money now to make it the best it can be and avoid having to improve or expand in the future.
- Busselton needs a facility like this – it will be well used by the community.

Q. Please explain reasons for your preferred option.
Base: Respondents who prefer Option A



Arts and culture need support - for a sense of community, to support and showcase local talent and to attract a variety of performers and events to Busselton and the South West region

Sample of community comments

"What an opportunity to grow for the City of Busselton and community! It's an opportunity to showcase and present our amazing artistic and creative community of the South West. How amazing will this be for our kids! And wouldn't it be amazing for tourism? Why not build it?"

"How much more will our current generation of children and young adults benefit from the opportunities provided by a first class Performing Arts space? The whole community will be enriched by the variety of performances and events made possible with a modern, large and comfortable venue we can all be proud of."

"I believe that building a state of the art multifunctional space for entertainment and other cultural events should be a priority. It will breathe new life into the heart of Busselton and it will become an integral part of the fabric of our community."

"Not only will the convention centre provide opportunities for aspiring performers, interested audiences and choreographers from both local and, in the future, international areas, it will also spread awareness of the arts industry Down South as there is so much incredible talent from young students, independent artists, dance companies, acting schools etc that has yet to be given the opportunity to perform for bigger audiences."

"The City is in desperate need of a performing arts space on the area that shows its commitment not only to the arts, but also the development and nurturing of the younger population of the town. There is a very large contingent of creative youth and others in the City that do not get opportunities for arts and event traineeships, and performance spaces. Busselton at the moment has an embarrassing live music scene, with only a handful of venues playing and supporting local music."

"We have to look to the future and Busselton is growing as a popular holiday town. It would be wonderful to attract major international tours and shows as well as promote home grown talent."



It is an investment in the future of a growing region

Sample of community comments

"Busselton desperately needs a multi purpose performing arts building. A building that looks to the future of a growing community with intelligence and vision. A building that will not date, makes the most of the beautiful location and takes into consideration the up and coming new generation of young people."

"You need to look at the bigger picture for this area. With moving times and more people joining the southwest in the long run build bigger to cater for the growing population. The Option A would bring so many more events to the region and give the next generation many opportunities."

"I would prefer the City invest in providing a facility that accommodates long term opportunities rather than compromise with a facility that in years to come, as population grows, is found to be inadequate."

"I believe it's critical to plan for infrastructure for the future and not to be shortsighted about this. Now is the time to build/prepare for growth and its needs, not to bonsai growth with facilities that will be too small in a decade and which to expand later will then be difficult or terribly expensive."

"We need this to future proof and make sure we have something for future generations."

"If you're going to make a significant investment in a new venue such as this, then why not build for the future and do the full plan. The region is only growing in population and we need to consider how this venue will be a major community meeting place for many years to come. There has been so much investment in tourism in this town, so let's put a major investment into our community for our children's future."



The original design (A) is the best – spend the money now to make it the best it can be and avoid having to improve or expand in the future

Sample of community comments

“A wonderful opportunity to have the very best world class performing arts centre. If it’s going to be built let it be the best as this will be outstanding.”

“There is nothing worse than going with the lower costed one to only go five years down the track - why didn't we build the bigger one?”

“Why build it and then save only a small amount by hugely downsizing it? It is an important project and should be undertaken properly so that we have a venue that can be used in years to come, not having to build something else when the downsized version is too small for the city.”

“If you are going to build this performing arts centre, make it big enough and impressive. Don’t waste the amazing location with a substandard building.”

“The present design (option A) has been carefully researched, taking the best ideas from other centres and improving on areas where they fell down. To re-design it for a lesser budget would see so many of those fantastic properties compromised. Let’s do it well. If we ‘delay’ and ‘change’, it will require a whole new set of parameters to be dealt with which is very expensive.”

“Why not go for the best you can afford at present time? Costs for construction will continue to increase over the next decades so there is value now in getting it right.”



Busselton needs a facility like this – it will be well used by the community

Sample of community comments

"This is what the people of the Busselton Shire have been waiting for as long as I can remember. This is what is required to help the town to thrive - there is nothing at all in the town to support any large functions that support the most of the city."

"The City needs a dedicated large-capacity space to hold performances, celebrations, conferences, etc. It will be a year-round gathering place for locals and a strong attraction for visitors around the region, state, country, and world."

"Busselton needs to have a PAC. Busselton needs a space for children to perform their music and dance performances. We are missing out on travelling shows like music and comedy because we don't have a space for them to go to. Therefore we need to build something."

"As outlined, there has been no suitable sized performance venue since the closure of the Civic Centre. Local dance and performance groups have been holding their concerts in Bunbury for more than 20 years, while schools and colleges hold their performances and graduation ceremonies in gymnasiums, as they have no other option."

"We lack weatherproof, acoustically-meritorious venues that could spread major events over the year. There are not enough weekends in the year if event organizers are forced to discount winter months. The economic consequence is that businesses have to survive and staff up for lopsided demand biased towards the summer months."

"We miss out on so many concerts and events that all perform in towns around us but not Busselton. Our local clubs, schools and other organisations have larger numbers now Busselton has expanded and have to travel to Bunbury to hold events. Busselton is ready to take the next step....."





B will cost less and is adequate for our needs

Sample of community comments

"The costs of Option A over B do not warrant the extra cost. Option A does not offer a lot more than Option B."

"For me the most important element of the facility is the 600 odd seating capacity theatre and Option B satisfies this most important criteria. Uninterrupted views to Geographe Bay will not be from the theatre so this is not important. Option B saves about \$5m over Option A and as I am somewhat like warm on the whole project at this time saving \$5m is very important."

"Option B is still accommodating the basic needs in the facility that the users can adapt to. Reducing the cost by \$5m is a significant amount as far as I'm concerned. Hopefully the flow on effect would be lessening the rate increase for homeowners and savings on forecasted interest rates. I feel the modest future interest rates increase you have forecast could be blown out and catch everyone by surprise. The city council needs to take into consideration the detrimental effects on its constituents if they keep looking on rate increases as the way to pay down extra debt especially on those in the community who can least afford it and affected the most."

"I don't think we need a two-story building with a few extra seats - I think the smaller design is more than sufficient."

"I feel 'Option B' is the 'middle ground' option - modified to be of a more reasonable expense, but still providing a dedicated theatre and arts space in the City of Busselton."



Main
reasons for
preferring
Option C

- Concern about rates increases.
- It is not needed – existing facilities are adequate and it will be underutilised.
- The cost is too high, especially in these economic times.
- The money would be better spent in other areas.

Q. Please explain reasons for your preferred option.
Base: Respondents who prefer Option C



Concern about rates increases

Sample of community comments

"The costs to live are already too high, please do not add on to my rates."

"As a homeowner of 2 homes in Busselton I'm tired of our rates increasing so much every year, without this very expensive, ongoing extra burden. "

"People are struggling to survive and the options provided will only lead to an increase in rates!!! It's an unnecessary indulgence."

"The ratepayers are already burdened beyond belief, you are crippling all the original residents for the sake of an elite few's vision. It's time to start taking care of the ratepayers wellbeing instead of rushing to create a grand image. Soon no one will be able to afford to live here at all. The plans are beautiful and one day will have their time and place, just give the poor ratepayers a break!"

"I believe that the scale of the project is too large and expensive for the rate payers. Every other centre in the Southwest loses money and the ratepayers have to subsidise the losses. A much smaller and suitable centre in keeping with the town and its population and that is affordable and profitable would win my support. Putting the local population into high debt for this non-essential project is unacceptable."

"In these uncertain times when many people are suffering much financial and mental stress I feel embarking on such a project burdening ratepayers with more debt for the benefit of a minority is failing to appreciate more pressing priorities in the community."



It is not needed – existing facilities are adequate and it will be underutilised

Sample of community comments

"Not necessary and will end up being massively under utilised I would think. Ongoing costs outweigh the need for such a venue in Busselton"

"We have facilities in our shire that do not get to their full potential, why would we spend anymore money on vacant rooms? Support our community by utilising our existing infrastructure."

"We can easily travel to Bunbury or Margaret River for these types of events. Both of these venues seem to have plenty of capacity and don't seem to sell out fast. Why take business away from these 2 venues that are hardly thriving as it is."

"At present there is no majority community need for such a facility and certainly not at that cost. The COB has built numerous white elephants over the past few years and this does not need to be another one."

"I'm all for a performing arts centre but see no reason for a convention centre. There are plenty of spaces in Busselton for convention type activities and I don't think the City should be competing with private enterprise on this score."

"We have places in Town already we can utilise. Council could always improve these venues."

"There is a similar facility available in Bunbury not far away and there will be conference rooms available in the new hotel on the foreshore soon."



The cost is too high, especially in these economic times

Sample of community comments

"Too extravagant for the current times"

"I believe even 33 million dollars is too much money to spend on a centre that will probably be under utilised and a large drain on ratepayers. Ridiculously large running and construction costs."

"This is not an economical time to be constructing a project of this size. The inflated cost of labour and materials will make the already over priced proposal even more unaffordable for ratepayers."

"Current economic climate and building material and trade shortages could see potential time and cost blowouts and this project is not a priority to me. Numerous other current facilities in the local area are not utilised to capacity."

"I do not consider that a facility of this cost is warranted in Busselton in the current economic climate. There are far more important infrastructure requirements needed in Busselton which will add greater amenity to our area. This is an unnecessary cost burden on the whole City being pushed by a minority of ratepayers."

"Inflation is on the rise, construction costs are escalating and skilled labour is in short supply. I do not believe that a purpose built facility as envisaged is an essential ratepayer sponsored infrastructure package demanded by the majority of residents at this time. The facility should remain an aspirational package for the future."

"The cost to build this facility outweighs the benefits and places the city under an extreme financial burden which must translate to higher costs to the residents of Busselton. I do not believe we have the necessary population or proposed growth to support this ambitious project at this stage."



The money would be better spent in other areas

Sample of community comments

"This city desperately needs other facilities before the need for a new performing arts centre. I consider this proposal a gross misuse of funds and an insult to the good people of Busselton and its surrounds."


"This art centre will not benefit the City of Busselton! I would love money spent for age care, drug rehabilitation, and rentals for low income families. Come spend a couple of weeks at the hospital then you would really understand what the community needs!!!!"

"I feel with the uncertainty of the past 18 months, it might be wise to forgo this project and perhaps invest in community housing for disadvantaged people. I simply think there may be some more important things we need to address. Arts is always nice, but it seems an excessive amount of money, particularly when the amount borrowed would be substantial."

"Because so many other areas need financial support. So many towns and places other than Busselton within the shire of Busselton that seem to get forgotten."

"Many other items have a higher priority and need attention now....The Vasse River needs urgent attention...our wildlife needs habitat...our country roads need attention..now."

"Wrong use of scarce funds which should be used on higher priority infrastructure and social amenity."



How do
reasons vary
across the
community?

Catalyse Community Engagement Report - Busselton Performing Arts and Convention Centre



Resident reasons

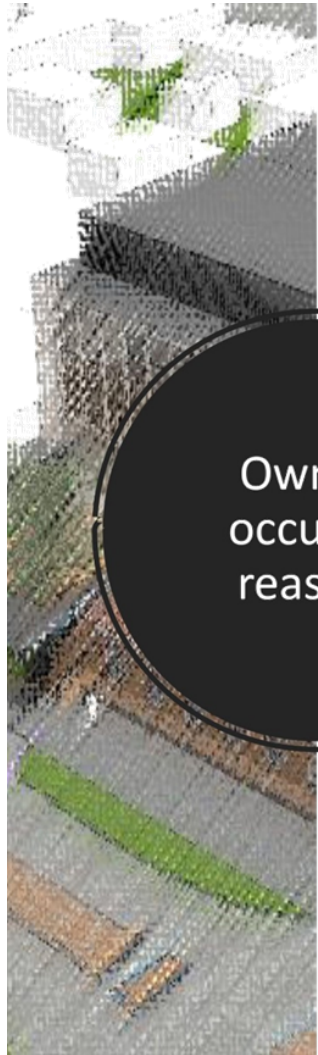
Reasons for preferring option A, B or C among residents

Base: Residents (n = 2108). Table shows reasons when mentioned by 5% or more respondents in total.

% of respondents (table %)	Option A	Option B	Option C	Unsure	Total
Concerned about additional pressure on ratepayers, rates increases	0%	1%	22%	0%	23%
No need, other facilities available, will be underutilised, "white elephant"	0%	0%	20%	0%	21%
Cost is too high, the City can't afford it	0%	0%	18%	0%	18%
Money would be better spent on other services and facilities	0%	0%	16%	0%	16%
Support arts and culture	12%	1%	0%	0%	13%
Accommodating future growth and investing in the future of the region	12%	0%	0%	0%	12%
Similar venues are running at a loss, operating costs will be too high	0%	0%	11%	0%	11%
The community needs a facility like this, it will be fit for purpose	7%	1%	0%	0%	8%
Do it properly the first time - the original design is the best option	8%	0%	0%	0%	8%
Inappropriate location, site is too small, doesn't fit with heritage buildings	0%	0%	6%	0%	6%
Cheaper than option A, good compromise for lower cost	0%	6%	0%	0%	6%
Only benefits a small group of local residents	0%	0%	6%	0%	6%
City is in too much debt already, don't want to take on more	0%	0%	5%	0%	5%
Reduce need to travel far to other art and cultural venues	4%	1%	0%	0%	5%
Insufficient parking onsite, parking in town is too far away	0%	0%	4%	0%	5%
No response / prefer not to say	5%	2%	4%	0%	11%
Total	34%	11%	53%	2%	100%

Q. Which of the following options do you prefer for the Busselton Performing Arts and Convention Centre? Q. Please explain reasons for your preferred option.

Catalyse Community Engagement Report - Busselton Performing Arts and Convention Centre



Owner-occupier reasons

Reasons for preferring option A, B or C among owner-occupiers

Base: Owner-occupiers (n = 1746). Table shows reasons when mentioned by 5% or more respondents in total.

% of respondents (table %)	Option A	Option B	Option C	Unsure	Total
Concerned about additional pressure on ratepayers, rates increases	0%	1%	25%	0%	26%
No need, other facilities available, will be underutilised, "white elephant"	0%	0%	22%	1%	23%
Cost is too high, the City can't afford it	0%	0%	19%	1%	20%
Money would be better spent on other services and facilities	0%	0%	17%	0%	17%
Accommodating future growth and investing in the future of the region	11%	0%	0%	0%	12%
Similar venues are running at a loss, operating costs will be too high	0%	0%	12%	0%	12%
Support arts and culture	9%	0%	0%	0%	10%
The community needs a facility like this, it will be fit for purpose	6%	1%	0%	0%	7%
Do it properly the first time - the original design is the best option	7%	0%	0%	0%	7%
Inappropriate location, site is too small, doesn't fit with the heritage area	0%	0%	6%	0%	7%
Only benefits a small group of local residents	0%	0%	6%	0%	6%
Cheaper than option A, good compromise for lower cost	0%	6%	0%	0%	6%
City is in too much debt already, don't want to take on more	0%	0%	6%	0%	6%
Insufficient parking onsite, parking in town is too far away	0%	0%	5%	0%	5%
Worth the extra investment, provides value for money	5%	0%	0%	0%	5%
No response / prefer not to say	4%	2%	4%	0%	11%
Total	30%	11%	57%	2%	100%

Q. Which of the following options do you prefer for the Busselton Performing Arts and Convention Centre? Q. Please explain reasons for your preferred option.



Out of area
ratepayer
reasons

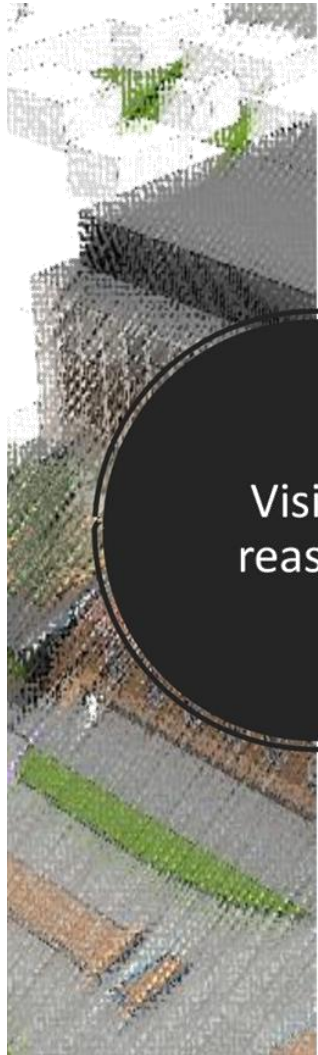
Reasons for preferring option A, B or C among out of area ratepayers

Base: Out of area ratepayers (n = 48). Table shows reasons when mentioned by 5% or more respondents in total.

% of respondents (table %)	Option A	Option B	Option C	Unsure	Total
Accommodating future growth and investing in the future of the region	17%	2%	0%	0%	19%
Concerned about additional pressure on ratepayers, rates increases	0%	0%	17%	0%	17%
Support arts and culture	13%	2%	0%	0%	15%
Do it properly the first time - the original design is the best option	15%	0%	0%	0%	15%
Providing entertainment for tourists and growing tourism	13%	0%	0%	0%	13%
Cost is too high, the City can't afford it	0%	2%	10%	0%	13%
No need, other facilities available, will be underutilised, "white elephant"	0%	0%	13%	0%	13%
Cheaper than option A, good compromise for lower cost	0%	10%	0%	0%	10%
The community needs a facility like this, it will be fit for purpose	8%	0%	0%	0%	8%
Economic growth, business and employment opportunities	6%	0%	0%	0%	6%
Option B is adequate, won't use all features that option A offers	0%	6%	0%	0%	6%
Similar venues are running at a loss, operating costs will be too high	0%	0%	6%	0%	6%
Money would be better spent on other services and facilities	0%	0%	6%	0%	6%
No response / prefer not to say	2%	2%	4%	0%	8%
Total	50%	23%	27%	0%	100%

Q. Which of the following options do you prefer for the Busselton Performing Arts and Convention Centre? Q. Please explain reasons for your preferred option.

Catalyse Community Engagement Report - Busselton Performing Arts and Convention Centre



Visitor reasons

Reasons for preferring option A, B or C among visitors

Base: Visitors (n = 93). Table shows reasons when mentioned by 5% or more respondents in total.

% of respondents (table %)	Option A	Option B	Option C	Unsure	Total
Support arts and culture	30%	2%	0%	0%	32%
The community needs a facility like this, it will be fit for purpose	13%	1%	0%	0%	14%
Accommodating future growth and investing in the future of the region	13%	1%	0%	0%	14%
Do it properly the first time - the original design is the best option	13%	0%	0%	0%	13%
Cheaper than option A, good compromise for lower cost	0%	12%	0%	0%	12%
Providing entertainment for tourists and growing tourism	9%	2%	0%	0%	11%
Impressive looking, state of the art / world class facility	9%	0%	0%	0%	9%
Economic growth, business and employment opportunities	8%	1%	0%	0%	9%
Increased seating capacity and able to accommodate larger performances	8%	0%	0%	0%	8%
Worth the extra investment, provides value for money	6%	0%	0%	0%	6%
Helps position Busselton as the "events capital of WA"	5%	0%	0%	0%	5%
Reduce need to travel far to other art and cultural venues	5%	0%	0%	0%	5%
No response	16%	3%	1%	1%	22%
Total	73%	17%	9%*	1%	100%

Q. Which of the following options do you prefer for the Busselton Performing Arts and Convention Centre? Q. Please explain reasons for your preferred option.

* The most frequently mentioned reasons for Option C were costs too high (2%), will be underutilized (2%) and similar venues running at a loss (2%).



Business reasons

Reasons for preferring option A, B or C among businesses

Base: Businesses (n = 562). Table shows reasons when mentioned by 5% or more respondents in total.

% of respondents (table %)	Option A	Option B	Option C	Unsure	Total
Concerned about additional pressure on ratepayers, rates increases	0%	0%	23%	0%	23%
No need, other facilities available, will be underutilised, "white elephant"	0%	0%	22%	1%	22%
Cost is too high, the City can't afford it	0%	0%	17%	1%	18%
Money would be better spent on other services and facilities	0%	0%	17%	0%	17%
Support arts and culture	14%	0%	0%	0%	14%
Accommodating future growth / investing in the future of the region	13%	0%	0%	0%	13%
Similar venues are running at a loss, operating costs will be too high	0%	0%	11%	0%	11%
Do it properly the first time - the original design is the best option	10%	0%	0%	0%	10%
The community needs a facility like this, it will be fit for purpose	7%	0%	0%	0%	7%
Economic growth, business and employment opportunities	6%	0%	0%	0%	6%
Inappropriate location, site is too small, doesn't fit with the heritage area	0%	0%	5%	1%	6%
Cheaper than option A, good compromise for lower cost	0%	5%	0%	0%	5%
Reduce need to travel far to other art and cultural venues	4%	1%	0%	0%	5%
Insufficient parking onsite, parking in town is too far away	0%	0%	5%	0%	5%
No response	4%	2%	3%	0%	10%
Total	36%	10%	52%	2%	100%

Q. Which of the following options do you prefer for the Busselton Performing Arts and Convention Centre? Q. Please explain reasons for your preferred option.



Perceived
importance of
a performing
arts and
convention
centre.



Perceived importance

Community opinion is polarised on the importance of having a purpose-built performing arts and convention centre.

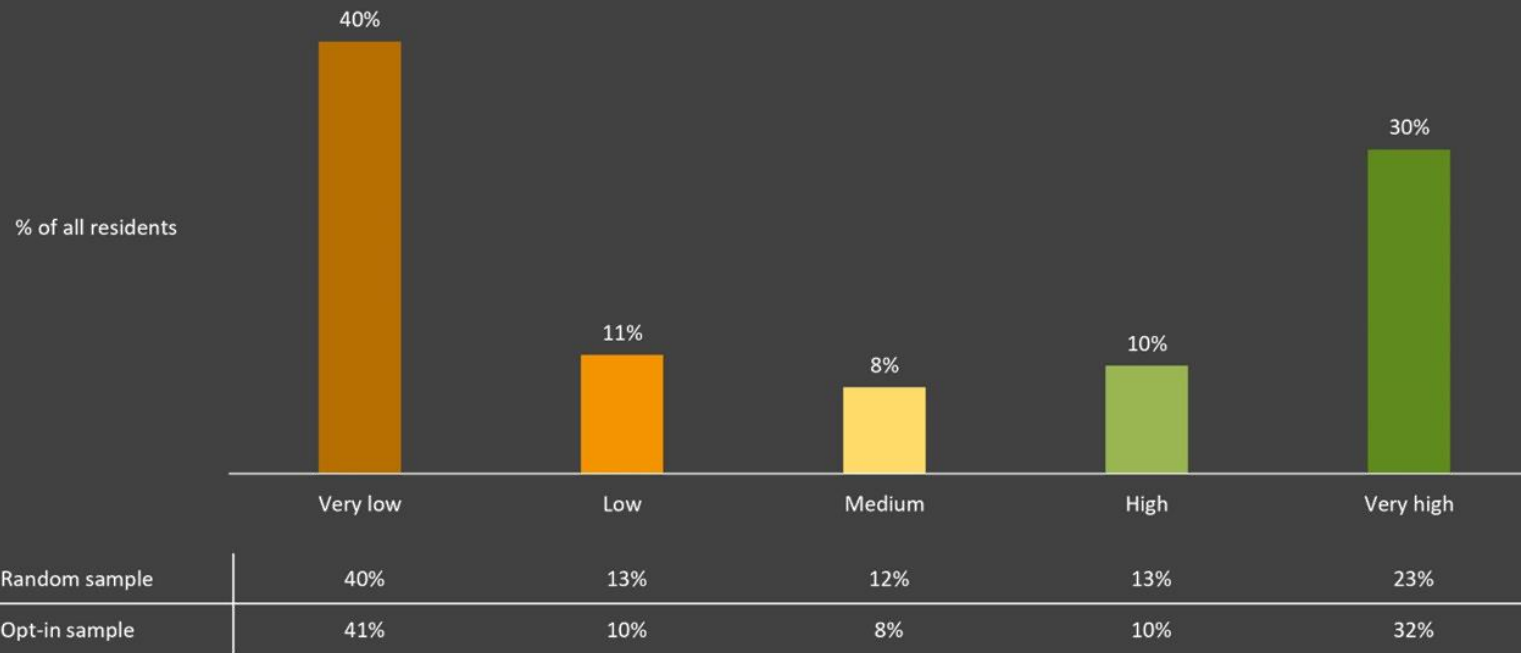
- **40% express very low importance.**

Importance ratings are lower among owner-occupiers, males, older adults, and in rural and rural residential areas.

- **30% express very high importance.**

Importance ratings are higher among visitors, renters, youth and younger adults, females and residents in Yallingup.

Perceived importance of having a dedicated purpose-built performing arts and convention centre among local residents



Q. How important is it to you to have a dedicated purpose-built performing arts and convention centre within the City of Busselton district?
Base: Local residents (n = 2,099), random (n = 418), opt in (n = 1,681). Excludes unsure and no response.




Community
variances

How important is it to you to have a dedicated purpose-built performing arts and convention centre within the City of Busselton district?

Base: Residents (n = 2,099), Out of area ratepayers (n = 48), Visitors (n = 90), Businesses (n = 560), Council affiliated (n = 108). Excludes unsure and no response.

% of respondents (row %)	Very low	Low	Medium	High	Very High	Mean rating
All residents	40%	11%	8%	10%	30%	2.8
Tenure						
Owner-occupier	44%	11%	8%	9%	27%	2.6
Renting / other	23%	8%	9%	16%	44%	3.5
Location						
Busselton	38%	12%	8%	10%	31%	2.9
Busselton urban rural	44%	11%	6%	10%	29%	2.7
Dunsborough	41%	8%	10%	10%	31%	2.8
Yallingup	36%	11%	5%	12%	37%	3.0
Rural and rural residential	46%	12%	11%	10%	21%	2.5
Gender						
Male	48%	11%	8%	9%	24%	2.5
Female	33%	11%	9%	12%	35%	3.0
Gender diverse	67%	8%	0%	0%	25%	2.1
Age						
Youth: 14-17 years	17%	4%	11%	33%	35%	3.7
Younger adult: 18-34 years	32%	10%	7%	10%	42%	3.2
Middle adult: 35-54 years	45%	8%	8%	9%	30%	2.7
Older adult: 55+ years	45%	15%	10%	8%	23%	2.5
Lifestage						
Have children	39%	8%	8%	12%	34%	2.9
Do not have children	42%	13%	9%	10%	27%	2.7
Non-resident groups						
Out of area ratepayers	25%	4%	10%	21%	40%	3.5
Visitors	4%	2%	9%	20%	64%	4.4
Businesses	42%	9%	8%	9%	33%	2.8
Council affiliated	17%	9%	12%	15%	47%	3.7



What will the
community
use this
centre for?



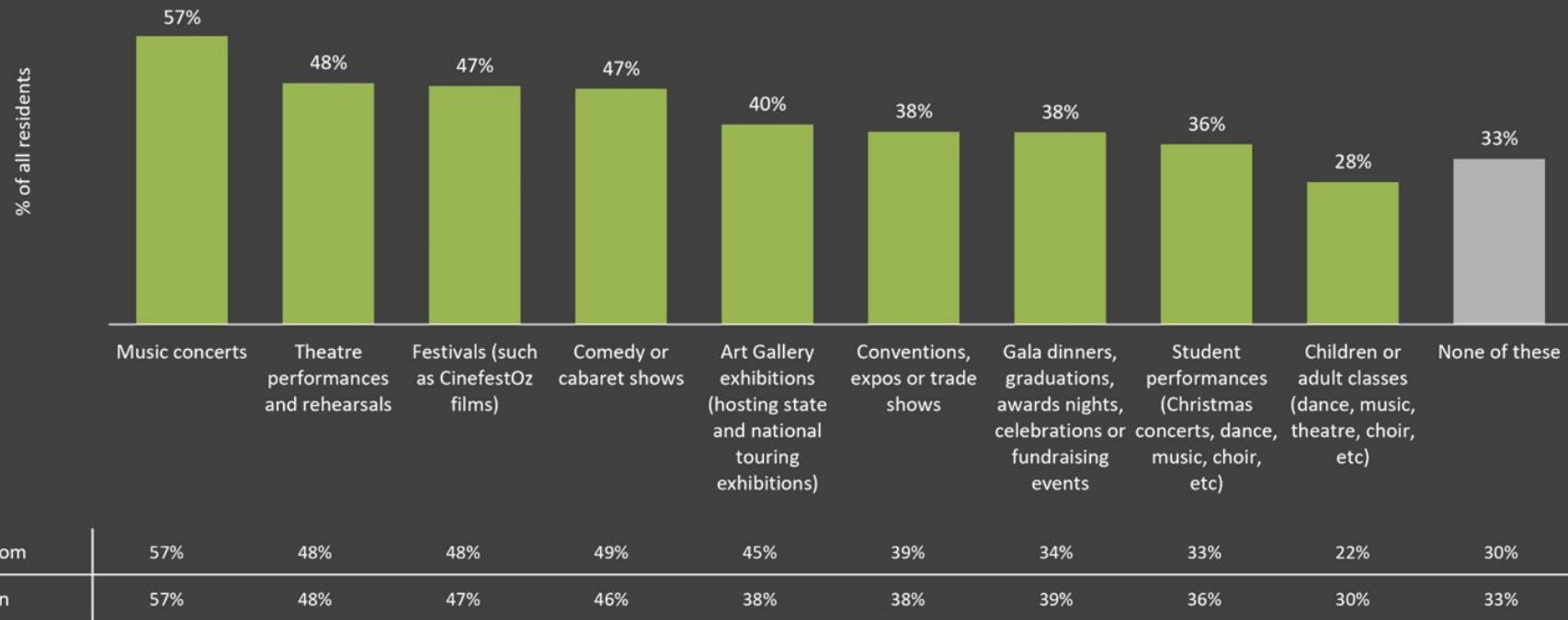
Interest in activities and events

There is greatest interest in attending music concerts, followed by theatre performances, festivals (such as CinefestOZ films) and comedy or cabaret shows at a proposed performing arts and convention centre.

Interest in attending activities and events at the proposed centre tends to be higher among females, parents with children, youth, people who are renting and visitors.

There is least interest among older residents and businesses.

Activities and events of interest among local residents



Q. If a performing arts and convention centre was built in the City of Busselton district, which of the following activities or events would you be interested in attending or taking part in?
Base: Local residents (n = 1,923). Excludes unsure and no response.

Catalyse Community Engagement Report - Busselton Performing Arts and Convention Centre



Community variances

If a performing arts and convention centre was built in the City of Busselton district, which of the following activities or events would you be interested in attending or taking part in?

Base: Residents (n = 1,923), Out of area ratepayers (n = 45), Visitors (n = 92), Businesses (n = 523), Council affiliated (n = 105).

Excludes unsure and no response.

% of respondents (row %)	Music	Theatre	Festivals (CinefestOZ)	Comedy or cabaret	Art exhibitions	Conventions, expos or trade shows	Gala dinners	Student performances	Children or adult classes	None of these
All residents	57%	48%	47%	47%	40%	38%	38%	36%	28%	33%
Tenure										
Owner-occupier	54%	45%	44%	44%	39%	36%	34%	32%	24%	36%
Renting / other	73%	61%	60%	57%	44%	48%	55%	52%	45%	17%
Location										
Busselton	58%	49%	48%	47%	40%	38%	39%	35%	26%	32%
Busselton urban rural	57%	47%	43%	43%	32%	38%	37%	41%	32%	34%
Dunsborough	54%	49%	55%	50%	49%	40%	38%	36%	31%	34%
Yallingup	60%	54%	53%	46%	52%	35%	35%	29%	26%	28%
Rural and rural residential	53%	41%	41%	45%	38%	40%	37%	28%	27%	35%
Gender										
Male	49%	37%	39%	40%	30%	35%	29%	27%	18%	41%
Female	65%	58%	56%	52%	48%	41%	47%	44%	38%	24%
Gender diverse	26%	26%	19%	34%	26%	26%	7%	11%	19%	66%
Age										
Youth: 14-17 years	73%	60%	67%	58%	30%	34%	53%	66%	45%	13%
Younger adult: 18-34 years	67%	53%	55%	57%	41%	51%	52%	46%	43%	25%
Middle adult: 35-54 years	55%	46%	47%	47%	39%	41%	42%	38%	30%	35%
Older adult: 55+ years	51%	44%	40%	39%	41%	30%	25%	23%	15%	38%
Lifestage										
Have children	59%	51%	51%	50%	39%	43%	47%	48%	38%	30%
Do not have children	56%	46%	44%	44%	41%	35%	32%	26%	21%	33%
Non-residents										
Out of area ratepayers	73%	62%	62%	47%	67%	47%	38%	31%	40%	13%
Visitors	78%	86%	75%	52%	61%	51%	47%	58%	55%	4%
Businesses	55%	49%	50%	49%	44%	43%	45%	38%	31%	34%
Council affiliated	74%	73%	73%	65%	62%	61%	53%	47%	36%	15%

