Selection of the Architect

Community Engagement

- The consultation period between 20 March to 3 April and was widely promoted through Council's website, social media and weekly newspaper advertisements.
- We asked the community to watch three concept videos, and select the features of each concept that appealed to them in the categories of; external appearance, entrance and foyer, theatre experience and connection with the park.
- Videos and drawings could be viewed on Council's website and in a dedicated consultation exhibit at the Sutherland Entertainment Centre. Feedback could be submitted online and on hard copy forms at the Entertainment Centre and Libraries. The digital reach during the consultation period was strong, with over 3,000 clicks to the dedicated consultation page on the website, and over 20,500 people reached on social media.
- **A total of 423 surveys were completed.**
- Feedback received from the consultation was the design needs: More leg room, A Full Fly Tower, Need a lift, Proper disabled access to seats & Parking.
- We also completed the following informing engagement with the community during this time:
    - Media Release – 22 March 2019 – launch of design consultation
    - 2SSR – 20 March 2019 - – launch of design consultation
    - Our Shire – March 2019 - launch of design consultation
    - Media Release – 3 May – confirming Architect

SUTHERLAND ENTERTAINMENT CENTRE

CONSULTATION RESULTS

CONSULTATION PROCESS

Sutherland Shire Council consulted with the community from 20 March 2019 to 3 April 2019, seeking feedback on the Sutherland Entertainment Centre architectural concepts.

We asked the community to watch three concept videos, and select the features of each concept that appealed to them in the categories of; external appearance, entrance and foyer, theatre experience and connection with the park.

Along with a technical and costing assessment, these results will contribute to an overall review of each concept, which will eventually lead to appointing an architect for this project.

PLATFORMS USED

- Online survey
- Concepts on exhibition at Sutherland Entertainment Centre
- Leader newspaper advertising
- Social media
- Website
- Displays and response boxes at Council Libraries
- Displays at Council Service Centres
- Council publication
- Briefings with surrounding local businesses

OVERVIEW OF ENGAGEMENT

423
Total surveys completed

241
Online survey responses with 719 video sessions

173
People engaged with the public exhibition space

3,083
People became aware of project on our website

20,648
People reached on social media about project

212
People engaged on social media about project

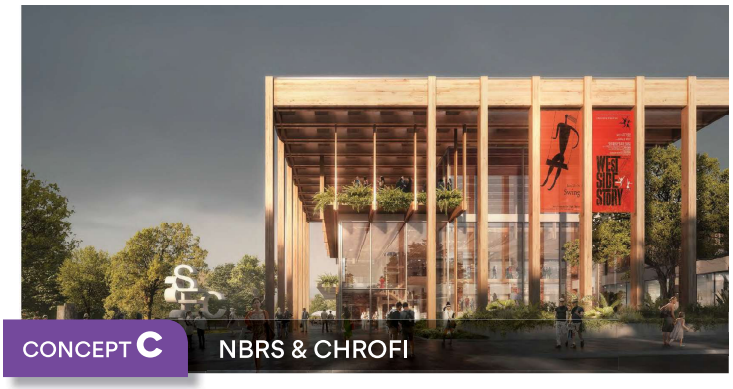
10
Calls received about project

3
Emails received about project

CONCEPTS

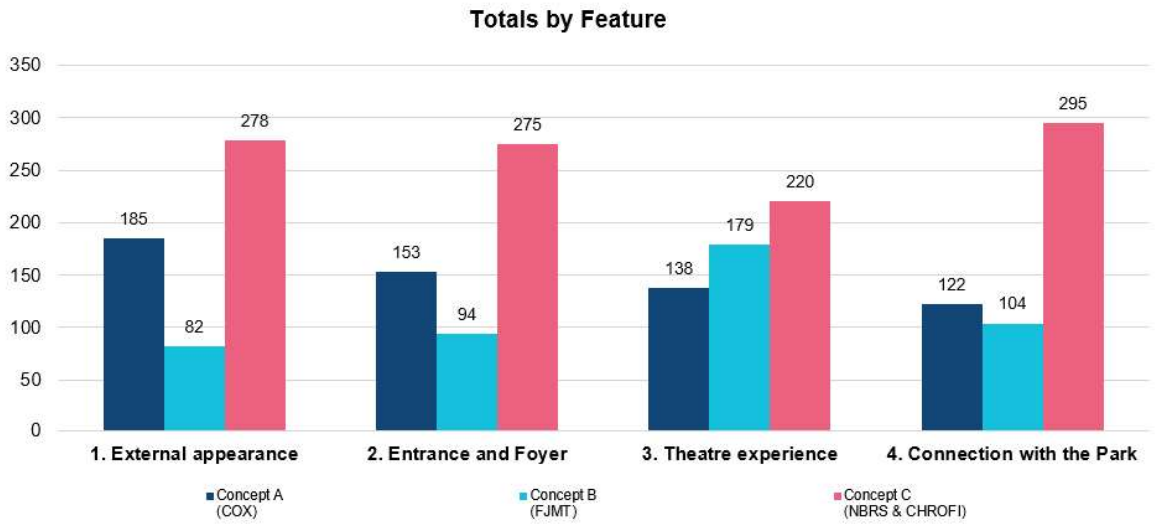
CONCEPT **A** COX

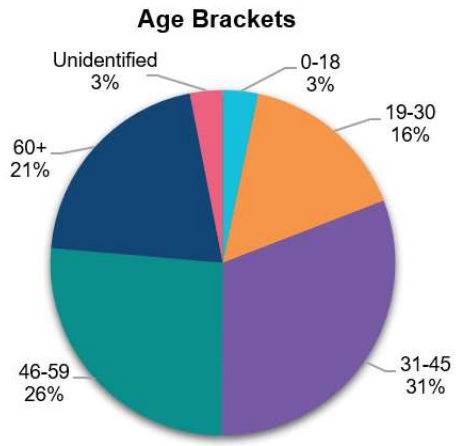
CONCEPT **B** FJMT

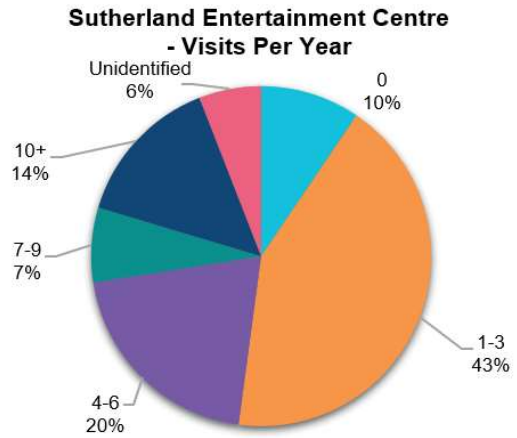


CONCEPT **C** NBRS & CHROFI

SURVEY RESULTS







SURVEY RESULTS - DATA

Feature	COX Concept A	FJMT Concept B	NBRS & CHROFI Concept C
1. External appearance	185	82	278
2. Entrance and Foyer	153	94	275
3. Theatre experience	138	179	220
4. Connection with the Park	122	104	295

Visits Per Year	Total
0	40
1-3	180
4-6	86
7-9	30
10+	61
Unidentified	25

Age Brackets	Total
0-18	14
19-30	67
31-45	131
46-59	111
60+	87
Unidentified	13

What's Next

April 2019

- Review panel to review each concept and recommend architect.
- Report to Councillor Briefing for consideration in final decision to appoint architect.

SUTHERLAND ENTERTAINMENT CENTRE DESIGN

CONSULTATION RESULTS - NOV 2019

CONSULTATION PROCESS

Sutherland Shire Council consulted with the community from 15 November to 29 November 2019, seeking feedback on Sutherland Entertainment Centre Design.

We asked the community to:

1. Review the design images and floor plans.
2. Provide feedback on the design.

These results will contribute to refining the design before submitting to Council for consideration.

OVERVIEW OF ENGAGEMENT

21
Total feedback forms completed

221
People became aware of project on Join the Conversation

4,792
People reached on social media about the design (avg across all posts)

10
Briefings with Key Stakeholder Groups

PLATFORMS USED

- Online survey on Join the Conversation
- Leader Newspaper advertising
- Social media
- Website
- Displays at Sutherland Entertainment Centre
- Council publication and newsletter
- Briefings with Key Stakeholder Groups

WHAT YOU TOLD US

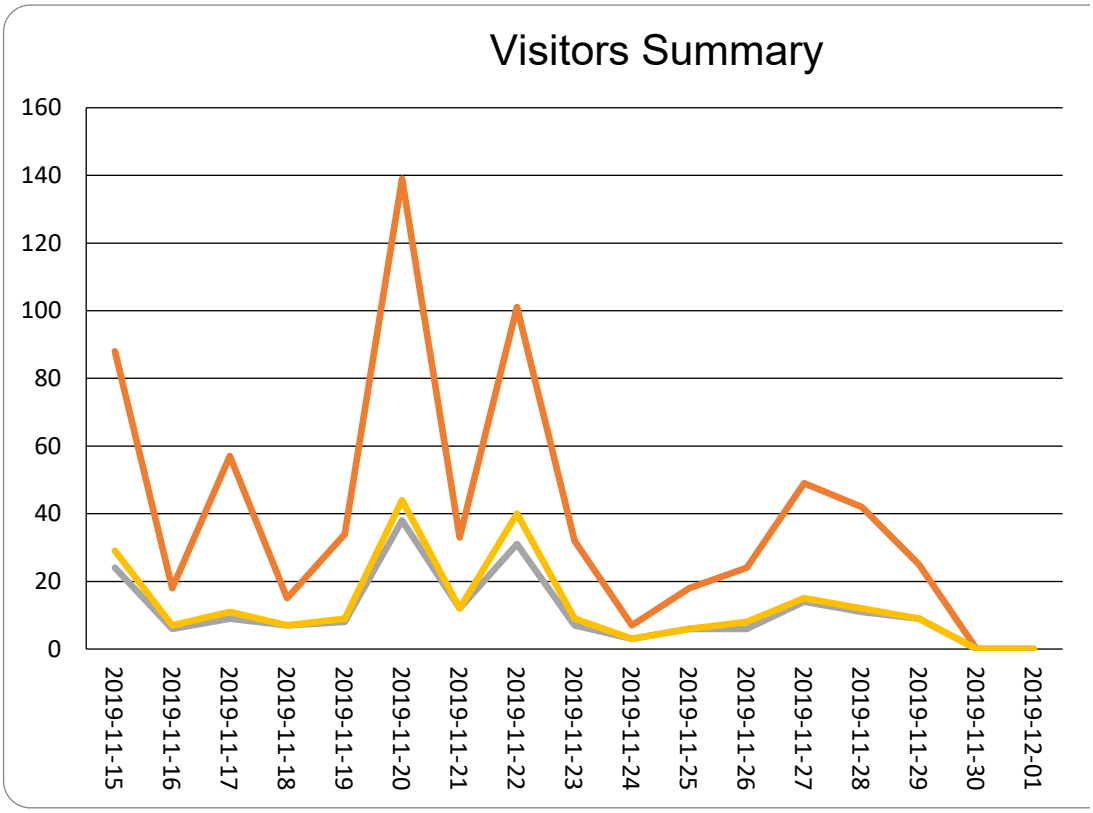
- "The new design looks great! Is it possible to retract the seating?..."
- "I love the concept of tiered outdoor steps/seating and grassed area. Have enjoyed the November Music in the Park and can see this area being used more extensively. Please carefully consider the number of female toilets..."
- "The overall improvement in the appearance of the building is pleasing, plus the way it has been developed to fit in with the surrounding environment is good. It is not clear how the interior design improves the actual experience of being in the audience at a performance..."
- "Centre looks fine. Main feedback is that there should be some playground equipment in peace park (and/or the centre) ..."
- "Play equip in the park would be a great addition"
- "From the design shown there appears to be no outdoor seating other than low brick walls..."
- "There are LOTS of steps! Hopefully, you have multiple ramp entrances..."
- "Where are the green features such as solar panels?"
- "Please incorporate as much greenery throughout building..."
- "The facade just needs refreshing not redoing. The internal spaces need updating spend the money inside"

WHAT'S NEXT?

Council will review feedback and further develop the design before lodging the development application in the first quarter of 2020

Locked Bag 17, Sutherland NSW 1499 T 02 9710 0333 ssc@ssc.nsw.gov.au sutherlandshire.nsw.gov.au

Project Report:	Sutherland Entertainment Design - November 2019



ENGAGED PARTICIPANTS	20		
Engaged Actions Performed	Registered	Unverified	Anonymous
Contributed on Forums	0	0	0
Participated in Surveys	5	15	0
Contributed to Newsfeeds	0	0	0
Participated in Quick Polls	0	0	0
Posted on Guestbooks	0	0	0
Contributed to Stories	0	0	0
Asked Questions	0	0	0
Placed Pins on Places	0	0	0
Contributed to Ideas	0	0	0

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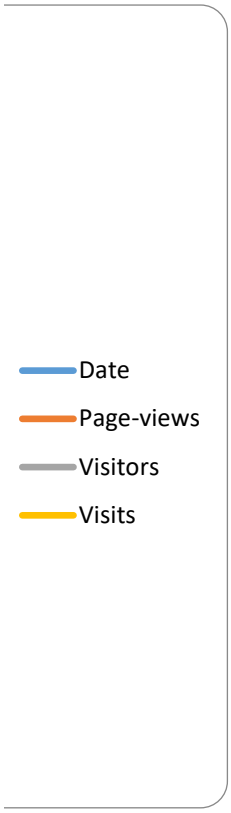
EN				
Forum Topics	0	Guestbooks	0	Places
Qandas	0	Quick Polls	0	Stories

Tool Type	Engagement Tool Name	Tool Status
SurveyTools	Keep updated on SEC Project	published
SurveyTools	SEC Detailed Design - Feedback	archived

INFORMATION WIDGET S						
DOCUMENTS	2	PHOTOS	0	VIDEOS	0	FAQS

Widget Type	Engagement Tool Name
Document	SEC - floor plans - Nov 2019
Document	SEC - design images - Nov 2019
FAQ	faqs
Key Dates	Key Date

Centre	15-Nov-2019	to	01-Dec-2019



Project Highlights

Total Visits	221
New Registrations	1
Video views	0
Photo Views	0
Document Downloads	135

INFORMED ARTICIPANTS	116
ormed Actions Performed	Participants
ı video	0
ı photo	0
ded a document	78
ıe Key Dates page	2
n FAQ list Page	15
ıstagram Page	0
lultiple Project Pages	88
ted to a tool (engaged	20

AWARE PARTICIPANTS
Aware Actions Performed
Visited at least one Page

GAGEMENT TOOLS SUMMARY			
0	News Feeds	0	
0	Survey Tools	2	

Visitors	Contributors		
	Registered	Unverified	Anonymous
6	0	0	0
76	5	15	0

UMMARY		
1	KEYDATES	1

	Visitors	Downloads/Views
	62	69
	57	66
	15	16
	2	2

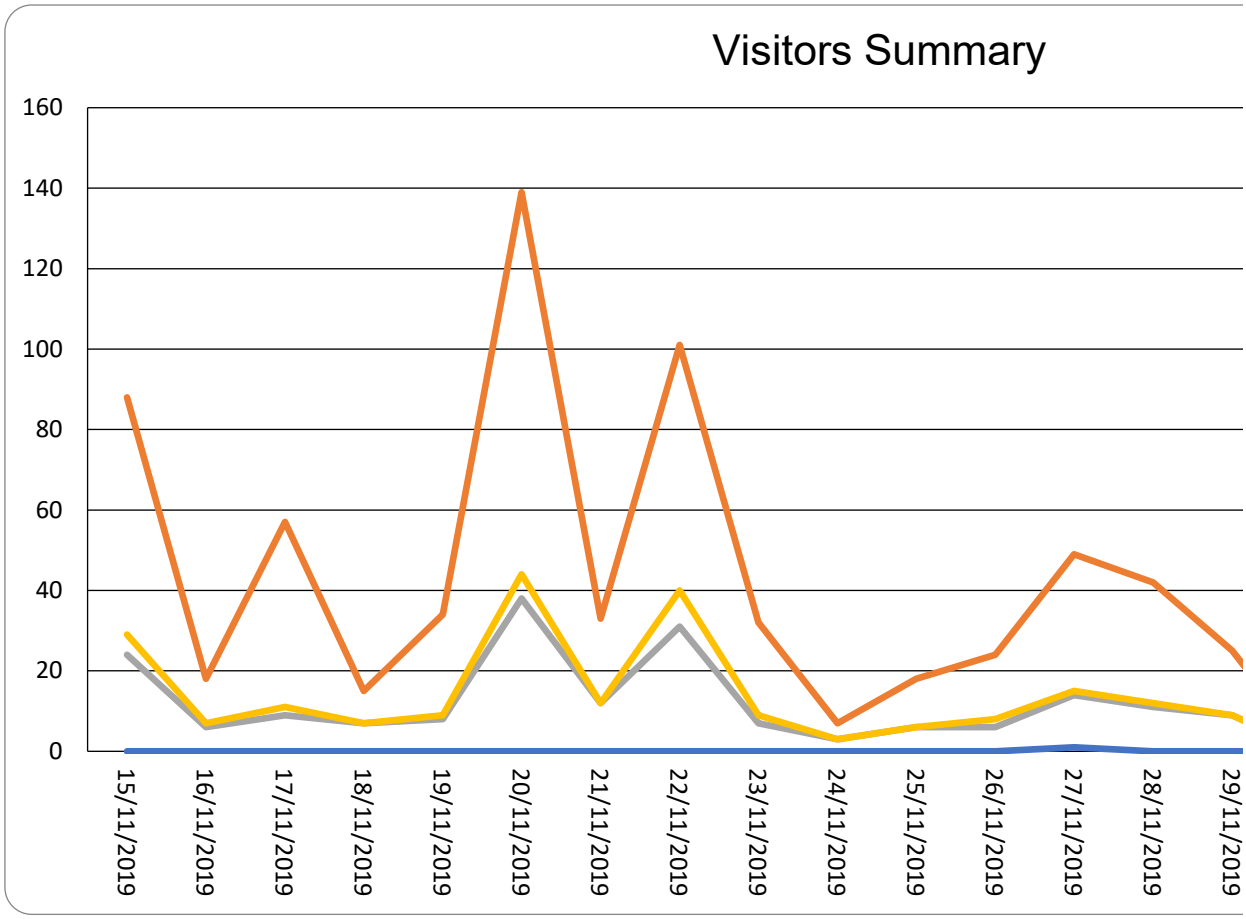
Admin Notes

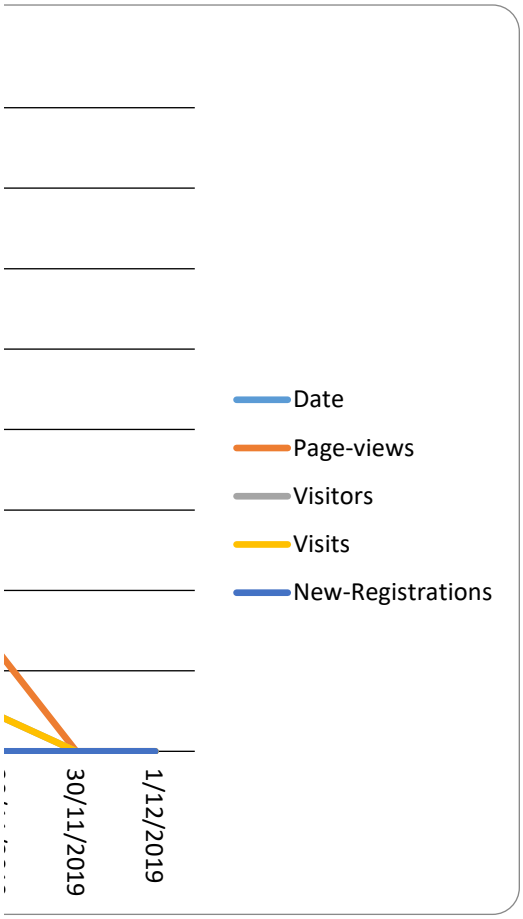
177
Participants

177

Ideas	**0**

Visitors Summary		Sutherland Entertainment November 2019
15-Nov-2019	to	01-Dec-2019





Centre Design -	Date	Page-views	Visitors	Visits
	15/11/2019	88	24	29
	16/11/2019	18	6	7
	17/11/2019	57	9	11
	18/11/2019	15	7	7
	19/11/2019	34	8	9
	20/11/2019	139	38	44
	21/11/2019	33	12	12
	22/11/2019	101	31	40
	23/11/2019	32	7	9
	24/11/2019	7	3	3
	25/11/2019	18	6	6
	26/11/2019	24	6	8
	27/11/2019	49	14	15
	28/11/2019	42	11	12
	29/11/2019	25	9	9
	30/11/2019	0	0	0
	1/12/2019	0	0	0

New-Registrations
0
0
0
0
0
0
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1
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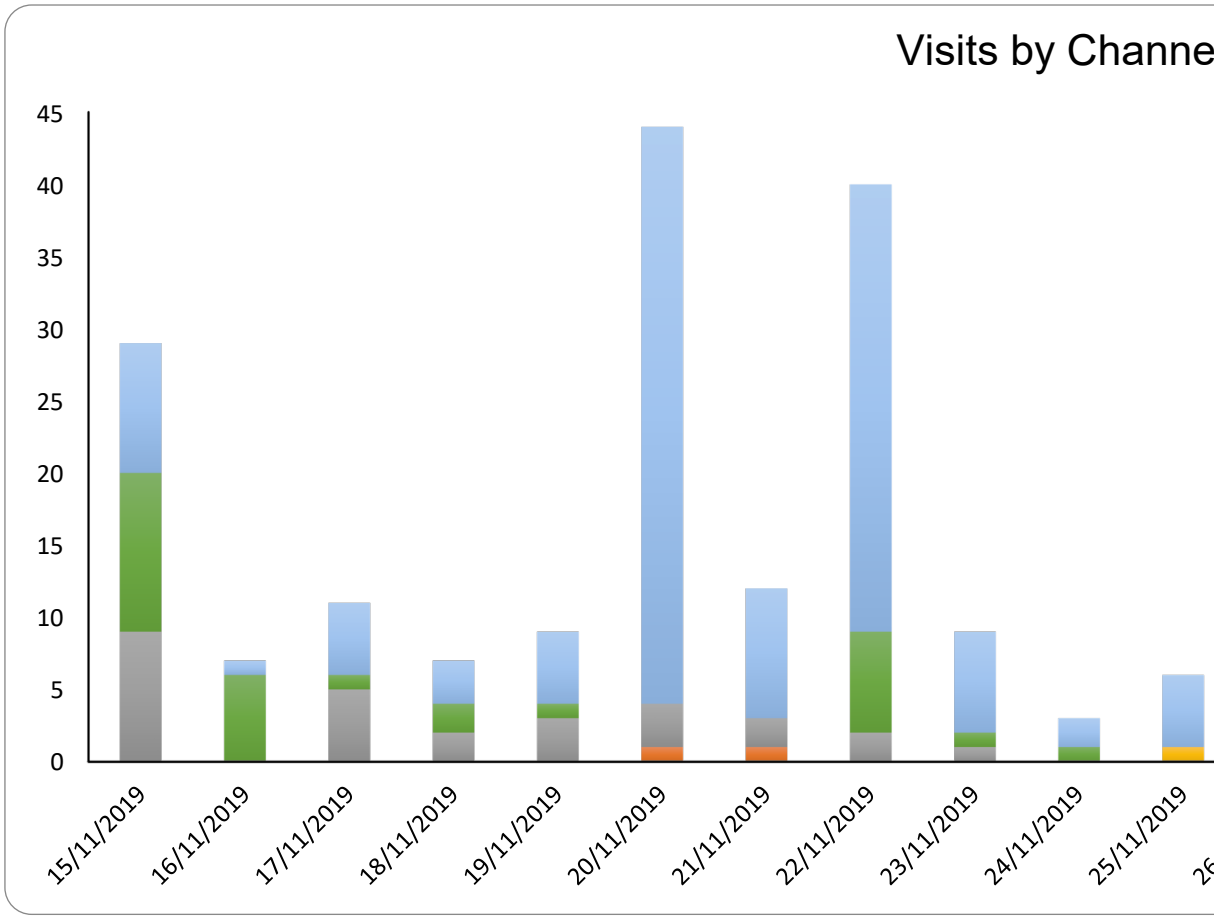
0

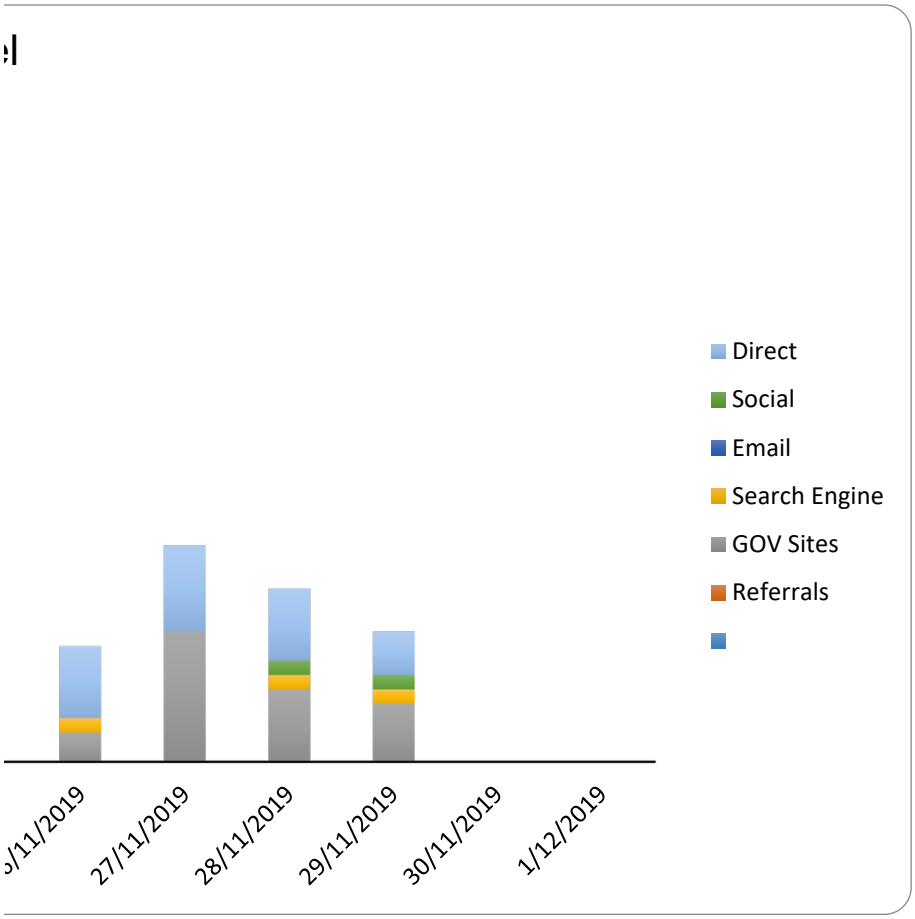
Sources of Traffic Summary		Sutherland Entertainment Ce
15-Nov-2019	to	01-Dec-2019



Date	Direct	Social	Email	Search Engine	GOV Sites
15/11/2019	9	11	0	0	9
16/11/2019	1	6	0	0	0
17/11/2019	5	1	0	0	5
18/11/2019	3	2	0	0	2
19/11/2019	5	1	0	0	3
20/11/2019	40	0	0	0	3
21/11/2019	9	0	0	0	2
22/11/2019	31	7	0	0	2
23/11/2019	7	1	0	0	1
24/11/2019	2	1	0	0	0
25/11/2019	5	0	0	1	0
26/11/2019	5	0	0	1	2
27/11/2019	6	0	0	0	9
28/11/2019	5	1	0	1	5
29/11/2019	3	1	0	1	4

30/11/2019	0	0	0	0	0
1/12/2019	0	0	0	0	0

ntre Design - November 2019	Traffic-Channel
	Direct
	Referrals
	Referrals
	Search Engine
	Search Engine
	Social
	Social
	.GOV sites



Referrals
0
0
0
0
0
1
1
0
0
0
0
0
0
0
0

0
0

Source	Aware-Visits	Informed-Visits
-	136	85
crowd.mailchimp.com	1	0
webmail.optusnet.com.au	1	1
duckduckgo	1	0
google	3	2
facebook	31	17
yammer	1	0
gov	47	33

Engaged-Visits
15
0
0
0
0
1
0
4

SurveyTool	SEC Detailed Design - Feedback	15-Nov-2019	to	01-Dec-2019

Tool Status	archived
Visitors	76
CONTRIBUTORS	20
Registered	4
Unverified	15
Anonymous	0
Admin	1
Submissions	20

Demographics Graphs Below

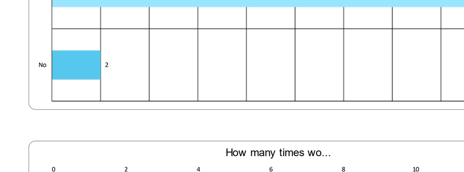
Contributor Details			Survey Response						
Date of contribution	Login (Screen name)	Contributor Summary (Signup form Qs - Detailed breakup on the right >)	Have you reviewed the detailed design images and plans	Please provide your feedback on the Sutherland Entertainment Centre's detailed design here	Is there any other feedback you would like to provide?	How many times would you typically attend events/shows at the Sutherland Entertainment	How did you hear about this consultation?	What suburb do you live in?	Age
Nov 20 19 11:50:20 am	Badger	Badger;;bmhead@bigpond.net.au;;CARINGBAH, NSW;;I agree;;Live here;;;;Male;;1944;;Environmental Issues, Planning & Development, Social & Community Issues, Transport & Access, Policy, Budget & Management Plans	No	I haven't thought to look till I saw this email	The centre should provide for smaller groups wanting to put on performances , like local bands, choirs, plays etc who don't need a big auditorium. One band I am in uses the St George auditorium at Kogarah a few times a year-even that's a bit big, but easy to book and not much bureaucracy. Booking SSC facilities is such a trial for small groups as well as being expensive . Everything has to be done in SSC office	1-3	email	CARINGBAH, NSW	60+
Nov 15 19 02:11:36 pm	Ok		Yes	Whilst I completely agree that an upgrade and redesign of the entertainment centre is needed, I do not think this is a good solution. In many ways it just looks like the same old entertainment centre with completely unnecessary facade and walk ways. How about using some of the wasted walkway space for community arts and building rooms to accomodate rehearsals, exhibition and gallery space. So much more can be done with this space.	If you really want community feedback how about providing us with a number of design choices and asking which one best meets the needs of the community in way of entertainment.	1-3	Social Media	SUTHERLAND, NSW	31-45
Nov 17 19 07:33:37 am	Sutho2015		Yes	I love the concept of tiered outdoor steps/seating and grassed area. Have enjoyed the November Music in the Park and can see this area being used more extensively. Please carefully consider the number of female toilets. Level 2 they appear to be very small. There is always a big queue at any event.		1-3	Leader Advertising	COMO, NSW	46-60
Nov 20 19 11:48:25 am	davy1954		Yes	i suggested, when i was a council architect at SSC that the NW corner could be enclosed by a ventilated glass box to include the existing tree with louvred panels to control the internal environment. this would contrast with the rather Brutalist (gloomy internally, chunky and earthy externally) existing building character. i suggested a collonade and lower roof to the western side/ new entry.	yes, please let me know personally how these comments go. andrew.conacher@hotmail.com	1-3	Social Media	CRONULLA, NSW	60+
Nov 21 19 04:55:31 pm	Gailcouncil		Yes	The overall improvement in the appearance of the building is pleasing, plus the way it has been developed to fit in with the surrounding environment is good. It is not clear how the interior design improves the actual experience of being in the audience at a performance. Nor does it seem to address the improvements needed to bring the auditorium into the world that is needed for performers in this age. There is no design to have multiple venues within a large space or across an integrated number of venues to incorporate more intimate settings for music.	It is disappointing that there is no venue in the shire which provides a space where drama can be performed by exisitng theatre companies such as The Belvoir or Ensemble. Wollongong City Council has built The Illawarra Performing Arts Centre and attracts these types of performance. Cronulla Arts Theatre had a well-deserved makeover but the actual theatre seating area is still far too cramped for comfortable viewing. Likewise the use of the Sutherland School of Arts for amateur musical / drama performances is only saved by the outstanding performances of the companies despite the pathetic venue facilities which	4-6	Leader Advertising	CRONULLA, NSW	60+
Nov 22 19 01:09:12 pm	What's this?		Yes	Centre looks fine. Main feedback is that there should be some playground equipment in peace park (and/or the centre) - see further comments below.	Our family often takes our children to the library, farmers markets, or shops at Sutherland. However, there is no playground equipment nearby. Particularly given the number of apartments is on the increase, it would be a real missed opportunity to spend $34 million on what is currently a usable entertainment centre, and not include at least a bit of playground equipment in Peace Park (and/or the centre). It is the ideal location, being nearby the library, train station, shops, and farmers markets. Thank you for your consideration.	0	Leader Advertising	BONNET BAY, NSW	31-45
Nov 22 19 01:26:09 pm	Pip		Yes	Play equip in the park would be a great addition		1-3	Leader Advertising	KIRRAWEE, NSW	31-45
Nov 22 19 01:28:34 pm	olakustra		Yes	Please include playground for kids within area	Please include a playground within Sutherland area. There is not even one playground within walking distance from shops and station	1-3	Social Media	BONNET BAY, NSW	31-45
Nov 23 19 01:59:54 pm	jayde2010		Yes	From the design shown there appears to be no outdoor seating other than low brick walls. Design does not show enough internal design of facilities such as bar area/seating. There's no way to asses whether the theatre seating has improved. Current seating is uncomfortable and rows are too close together, meaning that if you're a tall person, knees usually touch the seat in front.	More detail required of the actual theatre seating and internal design of facilities.	4-6	Social Media	YOWIE BAY, NSW	60+
Nov 24 19 11:59:22 pm	galvin.10@bigpond.com		Yes	The design will not meet the needs for the future. Originally the choice the Councillors made was on the figure of $20M for a refurbishment or $50M for a new build. The figure for the refurbishment is now $34M and will most probably not stop there. We have not achieved any parking which is desperately needed. I totally support Cr. Johns and Cr. Collier regarding this subject.	Demolish the centre and start again with underground parking, a large canopy in the front that coaches/buses can offload passengers under cover and then park elsewhere. A good example is Mittagong RSL which is very successful. Build the library on top and sell the library site towards the cost of this project. The Shire could have a wonderful new centre and library which we could be proud of. This could be achieved very efficiently with the correct builder.	4-6	Leader Advertising	KIRRAWEE, NSW	60+
Nov 25 19 09:25:50 am	Lindsay		Yes	Looks functional	My experience with the previous centre was that the upstairs seating (ie the non-movable seating) was not deep enough. I am only 180 cm tall but I could not sit in the chair facing forward without my knees knocking up against the chair in front of me. It was very uncomfortable, and I stopped going to shows there because of it. Please ensure there is sufficient legroom for even tall(ish) people. Also, I would suggest that you don't try to recoup your capital expenditure through ticket sales. Just take it as a one off	1-3	Social Media	COMO, NSW	60+
Nov 27 19 04:41:45 pm	blackfam		Yes	Please see below...	There are LOTS of steps! Hopefully, you have multiple ramp entrances. I have been working front of house selling programmes for Miranda Musical Society for many, many years. Questions I am always asked..."Where is the Box Office?" (needs to be clearly signed and lit perhaps with "lightbulbs"..."Do you have a cloak room?" (mostly in winter when people have heavy coats and umbrellas)..."Where is the auditorium?"..."Where are the stalls?"..."Where is the dress circle?"..."How do I get to the dress circle?"..."Is there a lift?"...'complimentary water' clearly signed and 'used glasses' also clearly marked...parents	10+	Leader Advertising	ENGADINE, NSW	60+
Nov 27 19 07:33:54 pm	VaunEmmah		Yes	No natural plant elements being showcased from inside the actual building itself. Overall opinion of project shows iy does not reflect the image of the Shire. The outside of the centre doesn't reflect much of the existing surroundings -- you have an Asian garden, gum and eucalyptus	There is a beautiful council garden around the corner (the one next to the dentist) and behind the council opposite the church. Definitely add signs to those while construction is on.	1-3	Council's Website	SUTHERLAND, NSW	31-45
Nov 27 19 10:15:08 pm	LachAlec1		Yes	Eyesore!!!! surely if the Council is using rate payer money, for this, it could also have a use and not just be a box on legs covering an existing building.	Have any extra seats been provided in the theatre area?	1-3	Social Media	GYMEA BAY, NSW	46-60
Nov 28 19 08:55:38 am	sutho2232		Yes	the facade just needs refreshing not redoing the internal spaces need updating spend the money inside there is existing ivy on the wall just make the whole building vertical garden - help the environment	i think there are other areas in sutherland that need attention before the entertainment centre	1-3	Social Media	SUTHERLAND, NSW	46-60
Nov 29 19 03:17:51 pm	SECL		No	I have viewed major design plans. Given that the proposal has very high, imposing structural outline on exterior, could we please have it made in keeping with the special Sutherland Shire environment by having trees outside around that exterior, with some extending up to the full height of the building. This has been done with great effect at Bankstown Library Centre. You can sit in the library cafe and look outside and right up to the high highest point of the extensive high glass panels, to eucalypt tree tops. It is magnificent, calming and restorative to sit in that space.	Please incorporate as much greenery throughout building also.	4-6	Leader Advertising	COMO, NSW	46-60
Nov 15 19 11:52:25 am	etahiri	etahiri;;etahiri@ssc.nsw.gov.au;;ENGADINE, NSW;;I agree;;Live here, Work here;;;;Other;;1976;;Environmental Issues, Planning & Development, Social & Community Issues, Recreation & Arts, Open Space & Parklands,	Yes	Looks good		1-3	Social Media	ENGADINE, NSW	31-45
Nov 20 19 02:49:26 pm	Jin	Jin;;jbjharris@ihug.com.au;;ENGADINE, NSW;;I do not agree;;Live here;;;;Female;;1968;;Planning & Development, Social & Community Issues, Open Space & Parklands	Yes	It appears if the drawings are representative of the finished product that the seating will be reduced significantly. This will be an issue especially for the dress circle where the viewing is preferable.	The external design looks great.	4-6	Council's Website	ENGADINE, NSW	46-60
Nov 20 19 01:14:00 pm	Debbie Y	Debbie Y;;deborahy@optusnet.com.au;;LOFTUS, NSW;;I do not agree;;Live here, Operate a business here;;;;Female;;;;Environmental Issues, Planning & Development, Open Space & Parklands, Transport & Access	Yes	It looks ugly	Where are the green features such as solar panels	1-3	Council's Website	LOFTUS, NSW	46-60
Nov 15 19 07:52:42 pm	JasonD71	JasonD71;;jasondullow@hotmail.com;;JANNALI, NSW;;I agree;;Live here;;;;Male;;1971;;Planning & Development, Social & Community Issues, Recreation & Arts	Yes	Where is the view from the south western side of Eton street. Is this flat into the centre?? This does not look very accessible from the picture provided. The levels do not look clear on the ground floor plan. And there are too many steps in the exterior public space.	Where is the view from the south western side of Eton street. Is this flat into the centre?? This does not look very accessible from the picture provided. The levels do not look clear on the ground floor plan. And there are too many steps in the exterior public space.	0	Social Media	JANNALI, NSW	46-60

Login (Screen name)	Sign Up form Details										
	Usertype	User Name (we recommend that you use a	Email	Suburb	I agree to receive occasional emails regarding community engagements from Sutherland	What is your relationship with the Shire (tick all that apply)	Do you wish to enter the draw to win an iPad Mini?(deleted)	Do you identify as(deleted)	In what year were you born(deleted)	Please indicate the topics that most interest you (tick all that apply)(deleted)	Response ID
Badger	User	Badger	bmhead@bigpond.net.au	CARINGBAH, NSW	I agree	Live here		Male	1944	Environmental Issues, Planning & Development, Social & Community Issues, Transport & Access, Policy, Budget & Management Plans	2220055
Ok	UnverifiedUser										2209981
Sutho2015	UnverifiedUser										2212082
davy1954	UnverifiedUser										2220033
Gailcouncil	UnverifiedUser										2225170
What's this?	UnverifiedUser										2227206
Pip	UnverifiedUser										2227275
olakustra	UnverifiedUser										2227282
jayde2010	UnverifiedUser										2229387
galvin.10@bigpond.com	UnverifiedUser										2231264
Lindsay	UnverifiedUser										2231481
blackfam	UnverifiedUser										2238355
VaunEmmah	UnverifiedUser										2238840
LachAlec1	UnverifiedUser										2239214
sutho2232	UnverifiedUser										2239673
SECL	UnverifiedUser										2244011
etahiri	User	etahiri	etahiri@ssc.nsw.gov.au	ENGADINE, NSW	I agree	Live here, Work here		Other	1976	Environmental Issues, Planning & Development, Social & Community Issues, Recreation & Arts, Open Space & Parklands, Transport & Access, Council Services & Programs, Policy, Budget & Management Plans	2209629
Jin	User	Jin	jbjharris@ihug.com.au	ENGADINE, NSW	I do not agree	Live here		Female	1968	Planning & Development, Social & Community Issues, Open Space & Parklands	2221007
Debbie Y	User	Debbie Y	deborahy@optusnet.com.au	LOFTUS, NSW	I do not agree	Live here, Operate a business here		Female		Environmental Issues, Planning & Development, Open Space & Parklands, Transport & Access	2220498
JasonD71	User	JasonD71	jasondullow@hotmail.com	JANNALI, NSW	I agree	Live here		Male	1971	Planning & Development, Social & Community Issues, Recreation & Arts	2210700

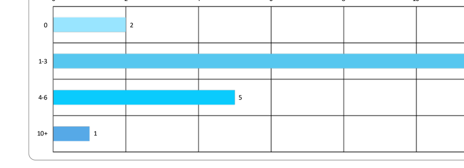
Survey Responses Graph

special characters like '&' will be removed from options

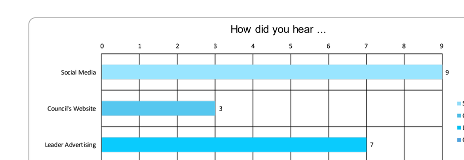
Have you reviewed the detailed design images and plans	
Yes	18
No	2



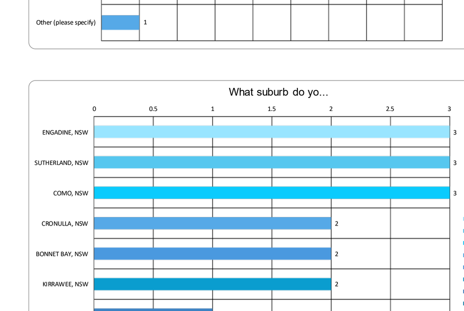
How many times would you typically attend events/shows at the Sutherland Entertainment Centre each year?	
0	2
1-3	12
4-6	5
10+	1



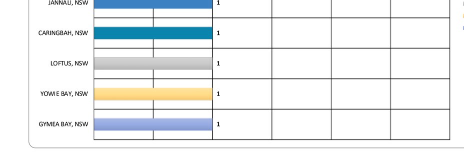
How did you hear about this consultation?	
Social Media	9
Council's Website	3
Leader Advertising	7
Other (please specify)	1



What suburb do you live in?	
ENGADINE, NSW	3
SUTHERLAND, NSW	3
COMO, NSW	3
CRONULLA, NSW	2
BONNET BAY, NSW	2
KIRRAWEE, NSW	2
JANNALI, NSW	1
CARINGBAH, NSW	1
LOFTUS, NSW	1
YOWIE BAY, NSW	1
GYMEA BAY, NSW	1



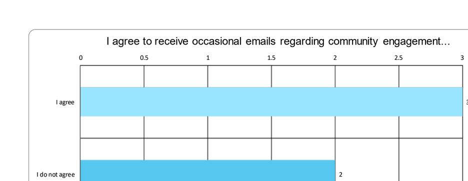
Age	
31-45	6
60+	7
46-60	7



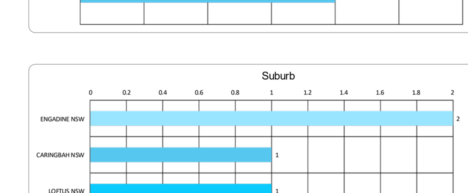
DEMOGRAPHIC ANALYSIS of Contributors - Based on Sign-up form responses

special characters like '&' will be removed from options

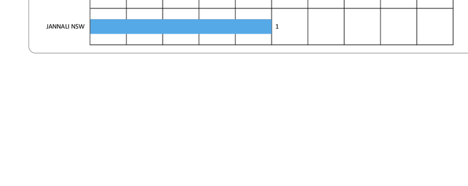
What is your relationship with the Shire (tick all that apply)	
Live here	5
Work here	1
Operate a business here	1



I agree to receive occasional emails regarding community engagements from Sutherland Shire Council	
I agree	3
I do not agree	2



Suburb	
ENGADINE NSW	2
CARINGBAH NSW	1
LOFTUS NSW	1
JANNALI NSW	1



Contributors email
john.smith@gmail.com

Provide Feedack here
The New Design looks great! Is it possible to retract the seating? If its not youwill lose a lot of business. I feel it would be cheaper to knock down and rebuild. All the best John Smith

Sign up for SEC Newsletter
Yes