

## Honeysuckle City Campus - Stage 1A Consultation Outcomes Report

16 Honeysuckle Drive, Newcastle  
Stage 1A, Innovation Hub and School of Creative  
Industries

Submitted to Department of Planning and  
Environment  
On behalf of University of Newcastle

May 2019 | 218153



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VERSION NO.	DATE OF ISSUE	REVISION BY	APPROVED BY
1	11 March 2019	JP	JP
2	9 April 2019	JP	JP
3	6 May 2019		

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## 1.0 Executive Summary

### Overview

This consultation outcomes report has been prepared by Ethos Urban on behalf of the University of Newcastle (The University) to outline the key issues raised by the local community and key stakeholders during stakeholder and community consultation for Stage 1A of the Honeysuckle City Campus, which occurred between January and March 2019.

The consultation was timed to align with the preparation of a State Significant Development Application (SSDA) for Stage 1A (Innovation Hub and School of Creative Industries). The purpose of the consultation was to ensure that all stakeholders were informed about the proposals and had an opportunity to provide feedback.

The University's consultation process went beyond the requirements of the SEARs and had significant reach, media attention and interest.

### Consultation reach

- A wide range of internal publications include all staff and student email and article in 'The Loop';
- 73,072 emails to stakeholders using various existing databases;
- 630,764 people reached through 32 media mentions;
- 88,282 reached via social media (1,033 engagements);
- 5,600 neighbouring landowners, residents and businesses received two-page information flyer;
- 2,682 visitors to the project webpage – <https://www.newcastle.edu.au/about-uon/our-environments/honeysuckle-city-campus-development>;
- An advertisement in the Newcastle Herald;
- 13 stakeholder briefings were held, which were attended by 102 people;
- 5 information sessions were held, which were attended by 208 people; and
- 42 submissions were received, this included 39 feedback forms or 3 emails to the project email address – [honeysuckleproject@newcastle.edu.au](mailto:honeysuckleproject@newcastle.edu.au).

### Feedback

The majority of feedback was positive. In addition to the positive media and social media attention, this positive feedback is also reflected in the relatively small number of people who chose to give written feedback in comparison to the much larger number of people who viewed the consultation material and/or engaged with a member of the project team.

It should be noted that the vast majority of feedback forms were completed by architecture students who were encouraged by their lecturer to critique the design, thus the commonly reoccurring themes identified in the feedback received are; sustainability of the building and passive design, the general design of the building, use and functionality, and creativity and innovation. Other topics raised include the inclusion of indigenous heritage in the design, landscaping and the public domain, and traffic, transport and cycling.

The University's has considered the feedback received and has provided further explanation as to how each of the matters raised have been considered in the design. This includes:

- Sustainability and passive design – The 5 Star Green Star Design & As-Built Sustainability Measures are being developed.
- Design, creativity and innovation – The building's cross laminated timber (CLT) design is flexible and intentionally generic to allow the building to meet future occupant needs.
- Use and functionality – The location and arrangement of spaces have been configured to maximise collaboration between various design disciplines and foster serendipitous interactions. The building considers and responds to the accessibility needs of users.

- Indigenous and Natural Heritage – Consultation has been undertaken and continues with the Aboriginal community facilitated through the University's Wollotuka Institute.
- Landscaping & Public Domain – The building's ground floor footprint is designed to maximise external curtilage and public domain on the development site.
- Traffic, Transport, Cycling and Parking – the University supports sustainable modes of transport including light rail, public transport, walking and cycling. The building accommodates bicycle storage and end of trip facilities. The University also operates a campus shuttle bus, options for the ongoing cross-campus transport needs are being considered.

### **Next Steps**

The University's project team has acknowledged and responded to the feedback received. The University is committed to contributing positively to the Newcastle CBD and to continuing to engage with stakeholders and community as the proposal develops to ensure the best outcomes for all involved.

## 2.0 Introduction

This consultation outcomes report has been prepared by Ethos Urban on behalf of the University of Newcastle (The University) to outline the key issues raised by the local community and key stakeholders during stakeholder engagement between January and March 2019. The consultation was timed to align with the preparation of a State Significant Development Application (SSDA) for Stage 1A (Innovation Hub and School of Creative Industries) of the Honeysuckle City Campus Development (HCCD) to ensure ongoing and open dialogue with staff and students, key stakeholders and the community prior to the submission of the Stage 1A SSDA.

This report includes information on the project context, the stakeholder and community engagement approach undertaken and the consultation findings. The feedback received about Stage 1A will be used to help shape the SSDA, due to be submitted to the Department of Planning and Environment shortly.

### 2.1 Project Context

The HCCD site is located on a series of connected lots between Honeysuckle Drive and Civic Lane. The development of the Honeysuckle City Campus in the heart of Newcastle forms part of the University's NeW Futures Strategic Plan (2016-2025), which promotes a long-term vision of delivering new modes of education focused around a compact campus setting in a central location.

Stage 1A is an important part of achieving this vision and will enable the University to establish a new contemporary and highly flexible building for creation and innovation at the western gateway to the Honeysuckle City Campus. The proposed development will build on the amenity offered by a CBD location, the proximity to world class beaches and a rapidly developing waterfront.

It will also build on the University's historical presence in the Newcastle CBD (University House, Northumberland House, and Conservatorium of Music) and the more recent development of NeW Space in the CBD.

### 2.2 Objectives of the Development

The University of Newcastle's objectives for Stage 1A include:

- Establish the site as the western gateway to the Honeysuckle City Campus through quality urban design which demonstrates the site as the theatre of creativity and invention;
- Provide a development that allows for generous external space on all three street frontages, affording interaction between the University and the community;
- Establish a design that encourages creativity and innovation within the building, through well designed working galleries that showcases student activities;
- Deliver flexible learning spaces including large open studios and workspaces to smaller enclosed structured spaces; and
- Develop a sustainable building design that achieves a 5 Star Green Star Rating (with a pathway to a 6 Star Green Star Rating), which is adaptable, durable and minimises emissions through materiality and innovative interiors.

### 2.3 Stage 1A – School of Creative Industries and Innovation Hub

The Stage 1A proposal sits within the framework established by the overall Concept Plan for the Honeysuckle City Campus. The SSDA for Stage 1A will seek approval for the detailed design of the first building of the new campus, which will accommodate an Innovation Hub and new facilities for the University's School of Creative Industries (SOI).

These facilities will provide learning studios and flexible spaces for co-working, meetings and informal collaboration. In summary, the Stage 1A planning proposal includes:

- Design and construction of a single standing, multi-storey building on the corner of Worth Place and Honeysuckle Drive;

- Space for the use of the Innovation Hub, SOCI and building fit out to make these spaces suitable for their uses; and
- Landscaping works.



**Figure 1** Proposed 1A Building, as viewed from the corner of Worth Place and Honeysuckle Drive

Source: EJE Architecture

The proposed building design, developed by EJE Architecture, includes:

- A sleek, sophisticated, transparent structure.
- Use of transparent glass and landscaping to draw people in to discover vibrant activity inside.
- Use of a smart glass glazing system with the potential for digital display.
- A clean, crisp space for creators and innovators to interrupt the city as they choose.
- A range of flexible spaces capable of reacting to the changing needs of the users.
- Shared spaces including educational seminar and conference spaces, informal networking event spaces, exhibitions and demonstration of innovations.
- A coffee shop to create a place for interaction.

## 3.0 Consultation

### 3.1 Consultation Approach

The consultation approach was developed in close collaboration with the University of Newcastle and based on an evaluation of the approach of previous consultation sessions, undertaken as part of the Concept Proposal SSDA (May and August 2018). It was also developed based on Ethos Urban's extensive experience of designing and delivering strategic communication and consultation processes for SSDA projects.

The consultation program was designed to be practical and effective in capturing valuable feedback, mitigating risks of misinformation, and highlighting key benefits and features of the building.

The aim of the engagement process was to inform and excite key audiences about Stage 1A of the HCCD, and to continue open dialogue with key stakeholder and the community during the formal SSDA planning process.

The engagement process was:

- *Accessible* – a number of stakeholder briefings and consultation sessions were held, and people were given multiple avenues to provide feedback
- *Engaging* – the use of face to face, online and social activities encouraged participation
- *Respectful, genuine and constructive* – the University is committed to contributing positively to the Newcastle CBD and working closely with all stakeholders on an ongoing basis to ensure the best outcomes for everyone;
- *Inclusive* – a wide range of stakeholder and community groups were invited to participate; and
- *Tailored* – the communications and engagement activities were tailored to meet the needs of a wide range of interested parties.

### 3.2 Consultation Overview

The public consultation process included:

- Stakeholder briefings (Section 3.3);
- Internal communications: all staff and all student emails and an article in The University's fortnightly digital all-staff newsletter 'The Loop' (Section 3.4);
- External communications – direct mail, media relations, social media, website, advert in Newcastle Herald and community letterbox drop (Section 3.5)
- Information sessions for staff and students, key stakeholders and the community (Section 3.6); and

More information on each activity follows.



### 3.3 Stakeholder briefings

In addition to the statutory engagement requirements in the SEARs (addressed in Section x of the Environmental Impact Statement), 12 face-to-face stakeholder briefings were held between late January and early March 2019. Information on these briefings follows.

**Table 1** Details of stakeholder briefings

Date	Time and Location	Audience	Number of attendees
Tuesday 29 January	4pm-5pm, NeW Space (University City Campus)	Hunter Innovation Project Control Group	6
Tuesday 5 February	3pm-4pm, Newcastle City Council Administration Building	Newcastle City Council Officers	4
Thursday 14 February	8.30am-9.30am, HCCDC Office	Hunter Central Coast Development Corporation	7
Friday 15 February	12.30pm-1.30pm, The Chancellery (University Callaghan Campus)	Construction companies briefing 1	2
Friday 15 February	2pm-3pm, The Chancellery (University Callaghan Campus)	Construction companies briefing 2	1
Tuesday 19 February	8am-9am, Engineering Building (University Callaghan Campus)	Construction companies briefing 3	2
Tuesday 19 February	12pm-12.30pm, PVC FEDUA Office (University Callaghan Campus)	The University's Pro Vice-Chancellor Faculty of Education and Art	2
Tuesday 19 February	1.30pm-2.30pm, Services Building (University Callaghan campus)	The University's Infrastructure and Facilities Services	20
Tuesday 19 February	3.30pm-4.30pm, NeW Space (University City Campus)	The University's School of Creative Industries	30
Monday 25 February	3.30pm-5pm, 376 Hunter St (I2N, University City Campus)	Innovation Hub members	10
Thursday 4 March	2.30pm-3.30pm, Sharon Claydon Office, Hunter St, Newcastle	Sharon Claydon MP	2
Thursday 4 March	12pm-1pm, Tim Crakanthorp Office, Hunter St, Newcastle	Tim Crakanthorp MP	1
Tuesday 16 April	8am-9am, Hunter Business Chamber, Lambton Rd, Broadmeadow	Hunter Business Chamber, Regional Infrastructure Committee	15
<b>TOTAL</b>			<b>102</b>

### 3.4 Internal communications

The following communications were prepared to ensure University staff and students were well informed ahead of the broader public announcement of the proposed design:

- Briefing note prepared for University Council ahead of wider release;
- Presentation used at briefing sessions (listed in Section 3.3);
- All staff and all student emails sent out on Wednesday 20 February. This went to around 45,000 people;
- Inclusion of story In The Loop weekly roundup newsletter to all staff on Wednesday 27<sup>th</sup> February.

There were more than 180 views of The Loop story online and 25 staff/students attended NeW Space pop up stall at SOCI orientation day. Several staff also attended one of the other information sessions (listed in Section 3.6).

### 3.5 External communications

#### Direct Mail

73,072 emails were sent to stakeholders inviting them to participate in the consultation and/or provide feedback.

- Representatives of key stakeholder organisations (84);
- Future students (7,131) using the University's Future Students database. 1,883 opened the email;
- Alumni (63,000) using the University's Alumni database;
- Community members (57) who had signed up to the Honeysuckle City Campus Development mailing list. There were 27 unique opens; and
- Integrated Innovation Network contacts (2,800) using the I2N database.

Key stakeholders that were sent personalised letters included:

- Local MPs;
- Newcastle City Council Mayor and Councillors;
- Newcastle Business Club;
- Hunter Development Corporation;
- Compass Housing Services;
- Coal River Working Party;
- Rights House;
- HMRI;
- The Business Centre;
- Eighteen04;
- CSIRO Energy Flagship;
- AiGroup;
- Hunter Chapter Committee members;
- Hunter Future Directions;
- Hunter & Central Coast Development Corporation;
- Newcastle City Council- Hunter Innovation Project;
- Regional Development Australia (Hunter);
- Hunter Business Chamber;
- Newcastle Business Chamber;
- Property Council of Australia- Hunter Chapter Committee and Hunter Future Directions;
- Urban Development Institute of Australia;
- Revitalising Newcastle;
- Renew Newcastle;
- Newcastle Now;
- Regional Infrastructure Committee;
- National Trust Hunter Region Committee;
- Newcastle Inner-city Residents Alliance;
- Newcastle Rotary; and
- Newcastle Cycleways Movement.

#### Media coverage

Ahead of the building announcement the media were provided with a pack including a release, key facts, video and images. The embargo on the release of public information was lifted at 6pm on Wednesday 20 March 2019.

This proactive media approach resulted in 32 media mentions across print, radio, TV and online including:

- Front page coverage on the Newcastle Herald;
- A segment on the NBN evening news;
- News grabs during the ABC1233 morning radio;
- Secondary coverage in 2HD radio, Hunter, Hunter Headline, Hunter Business Review, and syndicated in The Maitland Mercury, Port Stephens Examiner, and Lakes Mail; and

- An article in the Campus Morning Mail
- Industry articles in Architecture AU, Build Australia and Commercial Real Estate.

The estimated reach of this media is 630,764 (\*excludes radio and TV reach which is not captured in the University's media monitoring software).

94% of all coverage reflected a positive sentiment and 6% reflected a neutral sentiment (specifically related to Health officials urging the University to consider a mosquito management plan in development) 92% of coverage included campaign imagery/video (excluding radio coverage).

A snapshot of this media coverage can be found in **Appendix A**.

### **Social media**

The University posted on its social media channels (Facebook – brand and Student Central, Twitter, LinkedIn, WeChat) from Thursday 21 February. There was a total reach of 88,282 across these channels, resulting in 1,033 engagements and 534 clicks to the website.

There were 41 mentions on social media within the first 48 hours of the launch. The University's social media posts were shared by the Lord Mayor Nuatali Nelmes and Newcastle City Council.

The potential overall reach of social media (University and Non-University channels) was 334,179.

A snapshot of this social media coverage can be found in **Appendix B**.

### **Project webpage**

The project webpage was updated to include the latest information on the project. This included a virtual 'fly around' of the building, updates on the benefits and proposed function of the building, key facts and details of the indicative timescales. The project webpage can be viewed at <https://www.newcastle.edu.au/about-uon/our-environments/honeysuckle-city-campus-development>.

There were 2,682 unique visits (3,022 visits) to the refreshed webpage since its update on Wednesday 20 February 2019. The average visit time was 6 minutes and 4 seconds which indicates people stayed on the page to read the information available and many watched the fly around, only 1 minute 45 seconds in length.

### **Newspaper Advert**

A newspaper advert was placed in the Newcastle Herald on Saturday 23 February 2019, inviting the general public to visit one of the information sessions.

A copy of the newspaper advert can be found in **Appendix C**.

### **Distribution to Neighbouring Landowners, Residents and Businesses**

To inform the surrounding community of the proposal and invite them to one of the information sessions, a two page information flyer was distributed to 5,600 neighbouring landowners, residents and businesses on Thursday 21 February 2019.

A copy of the information flyer and the distribution range can be found in **Appendix D**.

### 3.6 Information Sessions

208 people attended one of the information sessions. People were invited to drop-in at any time to find out more and speak to a member of the project team.

**Table 2** Details of information sessions

Date	Time and Location	Type of Consultation	Audience	Number of attendees
Friday 22 February	11am-2pm NeW Space	School of Creative Industries Pop-Up	SOCI students and staff	25
Thursday 28 February	3pm – 5pm, NeW Space	Staff and Students Information Session	SOCI students and staff	152
Thursday 28 February	5pm – 6pm, NeW Space	Stakeholder Information Session	Stakeholders, staff, and students	
Thursday 28 February	5pm – 8pm, NeW Space	Community Information Session	Surrounding landowners, business and the general community	
Saturday 2 March	10am – 12pm NeW Space	Community Information Session	Surrounding landowners, business and the general community	31
<b>TOTAL</b>				208

A significant portion of those who attended the community information session on Thursday 28 February (5-8pm) at NeW Space were architecture students who had been invited by their lecturer to critique the design as part of their studies. This is reflected in the key issues identified in the consultation as summarised in Section 4.

### Consultation Materials

The following information was available at the information sessions to ensure sufficient detail was provided to allow stakeholders and the community to provide meaningful feedback. This included:

- A series of information display panels. The display panels included information on the proposed Stage 1A building, the key design features such as the proposed uses and facilities on each floor, and how people could provide feedback. The display panels also detailed how the building was responding to the heritage of the site and key sustainability features of the proposed building.
- A copy of the two-page flyer distributed to the surrounding community;
- Electronic devices with copies of an augmented reality app to allow viewers to view the floor layout and explore each level of the building;
- The virtual 'fly around' video on loop to provide an additional visual representation of the building.

A copy of the information display panels can be found in **Appendix E**.

### Feedback Mechanisms

Information session attendees were encouraged to complete a feedback form or send their feedback to the project email address - [honeysuckleproject@newcastle.edu.au](mailto:honeysuckleproject@newcastle.edu.au). This was clearly noted on the information display panels and project team members encouraged to complete feedback forms before leaving the session.

39 feedback forms and 3 emails with feedback were received during the consultation.





**Figure 2** Images of attendees at community information sessions, held at NeW Space

## 4.0 Consultation Outcomes

The section below provides a summary of the feedback received to date as a result of community and stakeholder consultation activity.

### 4.1 Consultation feedback

In total, 42 responses were received (39 feedback forms and 3 email). This is a small number of submissions given the overall reach of the consultation, and is reflective of the overall positive view of the proposed development.

The majority of other stakeholders and community members who attended the sessions but chose not to give written feedback were generally supportive of the proposal.

It should be noted that the vast majority of feedback forms were completed by students who were encouraged by their lecturer to critique the design, thus the commonly reoccurring themes identified in the feedback received are sustainability of the building and passive design, the general design of the building, use and functionality, and creativity and innovation. Other topics raised include the inclusion of indigenous heritage in the design, landscaping and the public domain, and traffic, transport and cycling.

**Table 3 Summary of consultation feedback**

Theme	No. of Comments	Key themes and topics	University's response
Sustainability & Passive Design	25	Desire to see improved and innovative sustainability measures incorporated into the design of the building.	<p>5 Star Green Star Design&amp; As-Built Sustainability measures are being developed and include:</p> <ul style="list-style-type: none"> <li>The use of an 'economy cycle' within the air-conditioning design. The economy cycle allows fresh air to be delivered to the building interior untempered when outside ambient temperatures fit within a comfortable range for occupants. As a result significantly reducing energy consumption.</li> <li>The rooftop solar panelling has been sized based on the available rooftop area to maximise energy generation.</li> <li>Investigations are continuing into the proposed design solution. This may include the use of electro-chromic glazing to reduce solar heat gain beyond Section J compliance, reducing energy consumption as well as glare reducing the need for internal window furnishings.</li> <li>Fit-out options are being investigated to provide additional opportunities to expand closed loop waste system measures. An example being external furniture manufactured from recycled soft plastics, and the inclusion of soft plastic waste separation systems in the ongoing operation of the building</li> </ul>
		Desire to see passive design measures (e.g. passive cooling and a closed loop waste system) that responds to the climate and improves improve the sustainability of the building.	
		Questions about the ability of the glass façade, particularly along the western side of the building, to remain cool in summer. Concern that this may mean the building is more reliant on air conditioning	

Theme	No. of Comments	Key themes and topics	University's response
Design	24	Support for the redevelopment of the site and design of the building, particularly the use of sustainable cross laminated timber in the design.	<p>The building's cross laminated timber (CLT) design is flexible and intentionally generic to allow the building to meet future occupant needs. The flexibility is showcased whereby:</p> <ul style="list-style-type: none"> <li>• The core of the building is constrained and located to maximise reconfigurable space on each floor plate.</li> <li>• The structural grid has been sized and orientated to meet a range of future space sizes,</li> <li>• Floor to floor heights increased to 5m to maximise the range of future occupations.</li> <li>• A minimalist interior approach provides a contrast between the creators and innovators and the building they reside, much like an art gallery focuses the experience on the art it exhibits.</li> </ul>
		Concern from some that the design of the building is 'generic' and fails to respond to the context and specific requirements of the site.	
Uses & Functionality	14	Support for the inclusion of dedicated spaces for innovation and creative industries	<p>The building's design provides a range of spaces briefed by extensive stakeholder consultation during the design progression to date. The accommodation includes:</p> <ul style="list-style-type: none"> <li>• Dedicated spaces to support creativity and innovation and complement to other existing facilities within the University. Such as a maker space, studios for digital visual and audio recording as well as animation and final edit viewing.</li> <li>• Supporting spaces to facilitate creativity and innovation. Such as open break out spaces, small, large and medium enclosed meeting spaces, seminar rooms that can be reconfigured to suit various cohort sizes.</li> </ul> <p>The location and arrangement of spaces have been configured to maximise collaboration between various design disciplines and foster serendipitous interactions.</p>
		Concern from some that the internal design of the building fails to adequately encourage creativity and collaboration.	

Theme	No. of Comments	Key themes and topics	University's response
		Request for the design of buildings to accommodate for people with disabilities.	<p>The building is designed to meet accessibility needs with:</p> <ul style="list-style-type: none"> <li>• Accessible toilet facilities on each level. An accessible shower will be located on the ground floor.</li> <li>• Internal spaces have been laid out to provide wide corridors for movement and access.</li> <li>• Central facilities such as the kitchenette to meet accessibility standards.</li> <li>• Elevator access to all primary floor levels of the building.</li> <li>• Whilst the ground floor is elevated above flood planning levels accessible ramps are provided from street level.</li> </ul>
<b>Creativity &amp; Innovation</b>	13	Desire to see greater innovation and creativity in the internal design and layout of the building.	<p>The building's CLT design is flexible and intentionally generic to allow the building to meet future occupant needs.</p>
		Request from some that open areas for innovation and sharing ideas should extend beyond the ground plane and request from others for more closed working spaces.	<p>The minimalist interior approach provides a contrast between the creators and innovators and the building they reside, much like an art gallery experience on the art it exhibits.</p>
		Concern that the 'boxiness' of the proposed building fails to demonstrate creativity and innovation in design.	<p>The ground floor plane design facilitates seamless movement between the interior of the building and external podium. The podium has been designed to accommodate break out space for functions and events, as well more intimate settings for external meetings.</p>
<b>Indigenous and Natural Heritage</b>	11	Feedback that the natural heritage features have been poorly considered and lack sufficient detail.	<p>Consultation has been undertaken and continues with the Aboriginal community facilitated through the University's Wollotuka Institute.</p>
		Belief that the incorporation of Aboriginal artefacts in the ground plane is not culturally inappropriate.	<p>A range of presentations and meetings have been held including elders of the Nguraki Committee.</p>
		Desire to see greater involvement of Aboriginal groups in the design of the building and public domain.	<p>Initial design concepts including the use of midden artefacts aggregated into the ground floor slab have been tabled and supported with additional ideas including external storyboards being further developed with design progression in conjunction with the local Aboriginal community.</p>
<b>Landscaping &amp; Public Domain</b>	7	Desire to see more native species incorporated into the landscaping around the proposed building.	<p>The building's ground floor footprint is designed to maximise external curtilage and public domain on the development site. The landscape design has been developed to:</p>



Theme	No. of Comments	Key themes and topics	University's response
		<p>Perceived failure of the landscape to address the street or future pedestrian flows.</p> <p>Concern regarding the ability of the proposed building to activate the surrounding public domain.</p> <p>Desire to see green open space incorporated around the proposed building.</p>	<ul style="list-style-type: none"> <li>Allow for pedestrian access around and to the building via a series of pathways, stairs and ramps.</li> <li>Provide a series of settings including furniture and broad tiers to facilitate rest and meeting external to the building.</li> <li>Provide significant space to the north of the building to facilitate the expansion of the ground floor interior into the public domain and thus support larger gatherings, exhibitions and markets.</li> <li>Provide an appropriate mix of green space and hard space within the urban context of the building.</li> <li>The planting selection will be further refined as the design progresses including the specification of trees and plants species.</li> </ul>
<b>Traffic, Transport, Cycling and Parking</b>	4	<p>Support for the opportunities to improve pedestrian and cycling links across the broader Campus and connect in with future cycling and pedestrian links.</p> <p>Concern about impact of the proposed development on the availability of parking in surrounding suburbs.</p> <p>Concern about how road traffic in the Honeysuckle Precinct will be mitigated, particularly during the afternoon peak.</p> <p>Request for increase in the frequency in the campus shuttle bus, providing a more practical alternative to the Light Rail.</p>	<p>The University support sustainable modes of transport. An assessment of the site demonstrates that it is well located to benefit from the light rail and broader public transport network. It is also well connected to the CBD and surrounds enabling people to walk and cycle to the campus.</p> <p>The building accommodates bicycle storage and end of trip facilities to encourage bicycle usage by both occupants and visitors.</p> <p>The University operates a Campus Shuttle which provides connection between the City and Callaghan campus for staff and students who need to travel between both campuses. This service is being reviewed in conjunction with other transport options and if deemed appropriate may be extended to include HCCD.</p>
<b>Other</b>	6	<p>Desire for the roof of the building to be accessible to staff, students and the general public.</p> <p>Interest in how the building could be used 'out of hours' by the community.</p>	<p>The use of the roof level for external open space has been considered by the University. Due to the proximity to the coast and associated predominant sea breezes it was felt that elevated external spaces would be underutilised due to unfavourable weather conditions. The roof level has therefore been dedicated to extensive solar panelling, with the building footprint allowing for extensive ground floor outdoor landscaped space.</p> <p>The ground floor of the building has been carefully considered with respect to accommodation and configuration to encourage and facilitate community use.</p>

Theme	No. of Comments	Key themes and topics	University's response
		Concern regarding privacy for occupants of the building, particularly given the glass façade.	<p>Accommodation includes a highly flexible foyer, which supports a range of activities including presentations, exhibitions and markets as well as celebrations.</p> <p>Aspects of glare and privacy are being further investigated through design progression. This includes the continued investigation of electro-chromic glazing and/or interior window furnishings.</p>

## 5.0 Conclusion and Next Steps

This Consultation Outcomes Report provides a succinct overview of the communication and stakeholder engagement approach that was undertaken during the preparation of the Stage 1A SSDA.

The consultation provided an opportunity to consult with stakeholders and the community about the Stage 1A SSDA, a requirement of the Stage 1A SEARs (received 27 August 2018). The University's consultation process went beyond the requirements of the SEARs, a significant internal and external communications campaign ran alongside the engagement activities.

The majority of stakeholders and community members who engaged with The University during the consultation were positive about the proposal. Only 42 submissions were received during the consultation period, the majority of these were from University students who were invited by their lecturer to critique the design as part of their studies.

The University's has considered to the feedback received and has provided further explanation as to how each of the matters raised have been considered in the design. These matters include:

- Sustainability and passive design – The 5 Star Green Star Design & As-Built Sustainability Measures are being developed.
- Design, creativity and innovation – The building's cross laminated timber (CLT) design is flexible and intentionally generic to allow the building to meet future occupant needs.
- Use and functionality – The location and arrangement of spaces have been configured to maximise collaboration between various design disciplines and foster serendipitous interactions. The building considers and responds to the accessibility needs of users.
- Indigenous and Natural Heritage – Consultation has been undertaken and continues with the Aboriginal community facilitated through the University's Wollotuka Institute.
- Landscaping & Public Domain – The building's ground floor footprint is designed to maximise external curtilage and public domain on the development site.
- Traffic, Transport, Cycling and Parking – the University supports sustainable modes of transport including light rail, public transport, walking and cycling. The building accommodates bicycle storage and end of trip facilities. The University also operates a campus shuttle bus, options for the ongoing cross-campus transport needs are being considered.

The University is committed to engaging with stakeholders and community as the proposal develops to ensure the best outcomes for all involved. This will include additional engagement with indigenous groups and user groups.

## Appendix A. Media snapshot

# University unveils new city building

BY MICHAEL PARRIS

THE University of Newcastle has unveiled plans for the first stage of its Honeysuckle campus, a see-through glass building to house its School of Creative Industries and an innovation hub.

The \$25 million, four-storey building known Stage 1A is the first development on three adjoining parcels of land fronting Honeysuckle Drive and on the former heavy rail corridor.

The university completed the purchase of the two-hectare site from the state government at the end of last year. It hopes to start work this year and open the new building in 2020.

The university's infrastructure and facilities services director, Brian Jones, told the *Newcastle Herald* that the second stage of the development would likely be a 300-bed student accommodation building.

Stage 1A, designed by

Newcastle architects EJE, features a distinctive cross-laminated timber frame, the first of its kind in the city. It will represent the most visible aspect of the Hunter Innovation Project, a collaboration between the university, City of Newcastle and the DGCET network to start reinventing the region's economy.

The building will house a centre for entrepreneurs, start-ups, developers, technical specialists, business advisors, students and researchers. It will also be a home for School of Creative Industries students taking undergraduate and postgraduate courses in communications, music, fine arts, drama, design and digital media.

Mr Jones said the building's distinctive design was aimed at attracting creative and entrepreneurial talent to Newcastle and followed the 2017 opening of the head-turning NeW Space building in Hunter Street.

"NeW Space has shown us

how successful a city campus can be, and we're really excited about expanding that into Honeysuckle," he said.

"The economic impact of the creative industries is actually huge when you really deliver it, and there's great opportunity there, particularly for a city like Newcastle that is transitioning from an industrial past."

"The investment we're making is certainly designed to attract students, but also the community and start-ups and industry. That was part of the brief, to ... announce that we're there and we're doing something different."

EJE also worked on NeW Space with Melbourne architects Lyons, but EJE director Anthony Furniss said the two buildings had very different objectives.

"[NeW Space] was sort of a performer in itself in terms of what it needed to do for the city and for the university and revitalisation, whereas the building envisaged for

Honeysuckle ... was more about what was happening inside it than necessarily what it looked like," he said.

"We thought if we kept it very clean, sleek and paced back, the users would provide the disruption in terms of how it might look. The first thing was to make sure we didn't overdo the aesthetics."

The university has submitted to the Department of Planning a Honeysuckle master plan featuring seven buildings staged over 10 years. The NSW Independent Planning Commission will assess Stage 1A as a state-significant development.

Mr Jones said the university had some "fairly big aspirations" for capital development in the city centre and at Callaghan and the Central Coast.

"It will require government support to realise those full ambitions. It's something we're working through on a project-by-project basis," he said.



DESIGN: An artist's impression of the inside of the Stage 1A building, including its unusual timber framing.

## ARCHITECTUREAU

HOME PROJECTS AWARDS NEWS REVIEWS PRACTICE PEOPLE DISCOURSE PRG

### EJE designs transparent Innovation Hub for Newcastle university

News / Words Editorial Desk / AU



University of Newcastle Innovation Hub and School of Creative Industries by EJE Architecture. Image: EJE Architecture.

## A Uni Newcastle rose for Honeysuckle

February 21, 2019

in | SHARE | TWEET | EMAIL

Uni Newcastle is not mucking around with its plans to expand in the Hunter-side inner city. Last June it lodged plans for a development on its Honeysuckle site (CMM June 18).

Now there are details of a \$25m building there, all transparent glass and landscaping "to draw people in to discover vibrant activity inside." It will house an innovation hub and facilities for the creative industries faculty. There's more to come at Honeysuckle, including talk of student accommodation. Honeysuckle is but a boulevardier's stroll from the university's flash NeW city teaching complex, making for a hip Hunter presence, perhaps with international appeal. It certainly will be convenient to the old city courthouse site, which Japan's Nihon University intends to transform into a campus, where its students can study for a few months, (CMM March 28 2017).



A sleek, sophisticated, transparent building with smart glazing will create a 'stage within the city' for the University of Newcastle



FIRST GLANCE: PLAN FOR THE UNIVERSITY OF NEWCASTLE'S HONEYSUCKLE CAMPUS



## Appendix B. Social media snapshot

**Nuatali Nelmes - Lord Mayor of Newcastle** shared a post. February 20 at 6:56 PM · 🌐

This is a significant leap forward for innovation-led economic growth and jobs diversification for Newcastle and the Greater Metropolitan area. City of Newcastle is proud to partner with The University of Newcastle, Australia to deliver the Hunter Innovation Project.



I think what we've done is declared our interest in becoming one of the premiere destinations

9,359 Views

**The University of Newcastle, Australia**  
Published by Sprout Social | February 20 at 6:11 PM · 🌐

The design for the first building on our Honeysuckle City Campus Development site has landed! This sleek, sophisticated, transparent building with smart glazing will be home to state-of-the-art studios for our School of Creative Industries as well as an Innovation Hub space which will facilitate business creation and development.

Full details 📄 <https://www.newcastle.edu.au/honeysuckle>

64 3 Comments 10 Shares

**City of Newcastle** February 21 at 3:00 PM · 🌐

We welcome the release of plans for the first stage of The University of Newcastle, Australia - Honeysuckle Campus.

"Today's announcement is a significant leap forward for innovation-led economic growth and jobs diversification for Newcastle and the Greater Metropolitan area" - Nuatali Nelmes - Lord Mayor of Newcastle

The University was awarded \$4.84m in Restart NSW funds for the Innovation Hub, as part of the Hunter Infrastructure and Investment Fund.






62 16 Comments 3 Shares

**Newcastle Herald** February 20 at 8:00 PM · 🌐

The see-through box is designed to attract the best creative talent in the country.



THEHERALD.COM.AU

**University unveils glass and timber building as first Honeysuckle project: pictures, video**

You, Carmen Swadlow and 140 others · 30 Comments · 5 Shares

Love Comment Share


Most Relevant

Write a comment...

Natalie Tesoriero Perfiti Lawrence Perfiti · Like Reply · 2w

**Hunter Hunter** February 20 at 11:15 AM · 🌐

A sleek, sophisticated, transparent building with smart glazing will create a 'stage within the city' for the University of Newcastle.



HUNTERHUNTER.COM.AU

**First Look at the University's Honeysuckle Campus**

The University of Newcastle reveals it's design for the first building on it's

You, Clare McAuslan and 77 others · 21 Comments · 2 Shares

Like Comment Share

Most Relevant

Write a comment...

Lauren Hardacre Nick Hardacre · Like Reply · 1w

## Appendix C. Newspaper advert

# THE UNIVERSITY OF NEWCASTLE HONEYSUCKLE CITY CAMPUS DEVELOPMENT

## STATE SIGNIFICANT DEVELOPMENT APPLICATION

The University of Newcastle is excited to reveal the design of the first building on the Honeysuckle City Campus that will house an Innovation Hub as part of the Hunter Innovation Project and state-of-art facilities for the School of Creative Industries.

This building demonstrates our commitment to supporting Newcastle as a city of the future - a smart city with a thriving entrepreneurial spirit and a vibrant creative scene.

To deliver the new building, the University is currently preparing a State Significant Development Application (SSDA). During the preparation of this SSDA, we are inviting interested stakeholders, residents and community members to provide their feedback on the proposal.



THE UNIVERSITY OF  
**NEWCASTLE**  
AUSTRALIA

## COMMUNITY INFORMATION SESSIONS

To find out more about the building design, functionality and layout, and to meet the project team, please drop in to one of our community information sessions listed below.

### WHERE

NeW Space  
Hunter Street, Newcastle

### WHEN

- Thursday 28 February, 6pm - 8pm
- Saturday 2 March, 10am - 12pm



[honeysuckleproject@newcastle.edu.au](mailto:honeysuckleproject@newcastle.edu.au)



[Newcastle.edu.au/honeysuckle](http://Newcastle.edu.au/honeysuckle)



## Appendix D. Information flyer and distribution area

### THE UNIVERSITY OF NEWCASTLE HONEYSUCKLE CITY CAMPUS DEVELOPMENT STAGE 1A DESIGN REVEAL



#### 'Stage within a city' unveiled for University's Honeysuckle campus

The University of Newcastle is continuing to progress the Honeysuckle City Campus Development (HCCD) and is excited to reveal the design of the first building planned for the site. The building will house an Innovation Hub and state-of-art facilities for the School of Creative Industries, and demonstrates our commitment to supporting Newcastle as a city of the future – a smart city with a thriving entrepreneurial spirit and a vibrant creative scene.

The \$25m building will foster community and industry engagement, providing a range of flexible spaces capable of reacting to the changing needs of the users. Shared spaces will include educational seminar and conference spaces, informal networking event spaces, and exhibition and innovation demonstration spaces.

The building will be an important innovation-enabling piece of infrastructure providing a strong contribution to transition and propel our regional economy. The Innovation Hub space will facilitate co-working, meetings and collaboration, while the School of Creative Industries space will include state-of-the-art teaching and learning studios. These spaces and facilities will develop the city's next generation of musicians, graphic designers, writers and entrepreneurs.

The Innovation Hub is part funded by the University of Newcastle and part funded by the NSW Government Restart NSW Fund as part of the Hunter Innovation Project (HIP) which has four cornerstone partners; the University of Newcastle, the City of Newcastle, Newcastle NOW and Hunter DiGIT. It will be a dedicated public place that will enable innovators and entrepreneurs to build great businesses by connecting them with community, customers, capital and experts.

New facilities for the School of Creative Industries will help build relationships with the local community and industry, providing welcome spaces for interaction, collaboration, showcase and performance. New studios, control rooms and technologies will simulate creative industries' working environments to support the creative businesses of the future.

The new building will also demonstrate our commitment to sustainable practices on campus. Use of sustainable materials and technologies will help us achieve a minimum 5-Star Green Star certified rating (Design and As-Built) from the Green Building Council of Australia.



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# THE UNIVERSITY OF NEWCASTLE HONEYSUCKLE CITY CAMPUS DEVELOPMENT STAGE 1A DESIGN REVEAL

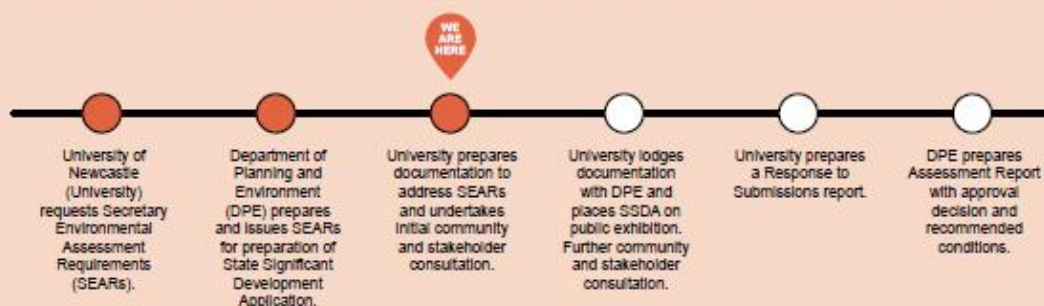


## Have Your Say

To deliver the new building (Stage 1A), the University is preparing a State Significant Development Application (SSDA). We are inviting interested stakeholders, residents and community members to provide feedback prior to submitting this SSDA. To find out more about the building design, functionality and layout; and to meet the project team, please drop in to one of our community information sessions at NeW Space, Hunter Street, on either of the following days:

- **Thursday 28 February, 6pm – 8pm**
- **Saturday 2 March, 10am – 12pm**

## STAGE 1A – INNOVATION HUB AND SCHOOL OF CREATIVE INDUSTRIES



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[honeysuckleproject@newcastle.edu.au](mailto:honeysuckleproject@newcastle.edu.au)



## Distribution Area for Flyer



## Appendix E. Information display panels

# WELCOME



VIEW FROM THE CORNER OF HONEYSUCKLE DRIVE AND WORTH PLACE

### Honeysuckle City Campus Development Stage 1A - Innovation Hub and School of Creative Industries

The University of Newcastle is continuing to progress the Honeysuckle City Campus Development (HCCD) and is excited to reveal the design of the first building that will house an Innovation Hub and state-of-art facilities for the School of Creative Industries (Stage 1A).

During this session, we hope to give you a chance to:

- Understand our vision for Stage 1A building;
- Understand the SSDA planning process and timelines;
- Meet the project team; and
- Provide feedback prior to lodgement of Stage 1A SSDA.

#### Have Your Say

We'd love to hear from you. Our friendly team members are here to listen and answer any questions you may have.

Before you leave, please ensure you fill out a feedback form and hand it back to one of our team members.



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# PROJECT OVERVIEW



SITE LOCATION - EXTRACT FROM HCCD MASTERPLAN

### Overview

The University of Newcastle is continuing to progress with the planning of the Honeysuckle City Campus Development (HCCD).

The project aligns with the University's long-term vision to grow, develop knowledge and be a driver of our innovative regional economy and is a key part of our *New Futures Strategic Plan 2016-2025*.

The development will build on the University's historical presence at University House, Northumberland House, Conservatorium of Music and most recently, New Space.

### Planning Process

The Honeysuckle Master Plan will be delivered over a number of stages, each subject to an individual SSDA. The Concept Plan makes provision for seven new buildings across the Honeysuckle site to be used for academic, ancillary uses and student accommodation. We have submitted the Concept Plan SSDA and are currently preparing the Stage 1A SSDA.

### Stage 1A

The Stage 1A facility will be the first building of the Honeysuckle site and will house an Innovation Hub as part of the Hunter Innovation Project and state-of-art facilities for the School of Creative Industries.

This \$25 million building demonstrates our commitment to supporting Newcastle as a city of the future – a smart city with a thriving entrepreneurial spirit and a vibrant creative scene.



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# INNOVATION HUB AND SCHOOL OF CREATIVE INDUSTRIES

The Innovation Hub space will facilitate co-working, meetings and collaboration, while the School of Creative Industries will include state-of-the-art teaching and learning studios.



VIEW FROM THE WEST

## Innovation Hub

The Innovation Hub will allow students and researchers to collaborate with industry and investors. It is part of the Hunter Innovation Project (HIP) - a collaboration between the University of Newcastle, Newcastle City Council, Hunter DIGIT and Newcastle NOW - which has been awarded NSW Government funding of \$9.8m.

The University was awarded \$4.84m in Restart NSW funds for the Innovation Hub, as part of the Hunter Infrastructure and Investment Fund.

The Innovation Hub will be an important innovation-enabling piece of infrastructure providing a strong contribution to transition and propelling our regional economy.

## School of Creative Industries

The School of Creative Industries has a vision for the University of Newcastle to be a first choice destination for creative enterprises and artistic endeavours.

With its central location and cutting-edge facilities, the Honeysuckle building is an important step in realising this vision.

The new facilities offered in the Honeysuckle building will enrich the learning experience, with specialised teaching and learning studios, and technologies that will simulate creative industries working environments.



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# KEY DESIGN FEATURES

The new building will include:

- A sleek, sophisticated, transparent structure.
- Use of transparent glass and landscaping to draw people in to discover vibrant activity inside.
- Use of a smart glass glazing system with the potential for digital display.
- A clean, crisp space for creators and innovators to interrupt the city as they choose.
- A range of flexible spaces capable of reacting to the changing needs of the users.
- Shared spaces including educational seminar and conference spaces, informal networking event spaces, exhibitions and demonstration of innovations.
- A coffee shop to create a place for interaction.



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## SUSTAINABILITY

We are committed to sustainable practices and developments on campus. Key sustainability features of the new building include:

- A targeted 5-Star rating under the Green Building Council of Australia's Green Star Design and As Built V1.1 rating tool.
- An innovative cross-laminated certified timber frame. Compared to traditional steel and concrete construction, the timber frame will have a much lower environmental impact and result in minimal construction wastage.
- Dynamic glazing of the exterior glass to control how much sun enters the building for better energy efficiency.
- Outdoor seating made from our soft plastics recycling scheme – turning plastic bags into benches.
- Rainwater capture, storage and reuse system.
- A mixed mode air conditioning system that will utilise natural ventilation by allowing outside air to pass through the large doors and louvres on the ground floor.
- A high capacity, high efficiency rooftop PV solar panel system to take full advantage of the roof space for maximum green energy generation.
- Native vegetation for landscaping requiring minimum irrigation.
- The building will be powered by 100% renewable energy to significantly reduce our CO2 emissions.



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## HERITAGE FEATURES

The building has been designed to respond to the heritage of the site.

The overall aesthetic of the building seeks to communicate a story of the past whilst celebrating the future use of the site.

### Indigenous Heritage

The design proposes a polished concrete floor incorporating shells and deposits representing tens of thousands of years of Awabakal and Worimi peoples' occupation of these lands.

### Natural Heritage

The building's tiers, troughs and stairs are designed to reflect the contours of the original river bank to create a sense of the natural history of the site.

### European Heritage

Previous European uses of the site include railway engineering workshops. The buildings were dominated by brick with their functions scaffolded in steel. The proposed use of brick in the landscape design integrates with the surrounding streetscape, whilst the steel framed awning that extends the ground floor interior supports the artistic environment of the entry foyer and event space.



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## GROUND FLOOR

The ground floor will be a vibrant, generous and engaging space that will include a coffee shop and informal breakout space open to all.

This level has been designed so that the space draws in staff, students and the community, creating buzz as conversations flow, ideas are brainstormed, and business is done.

The ground floor is also a place where people can linger, overlooking Honeysuckle drive and through to the harbour.

Key features of the ground floor include:

- An entry foyer and flexible event space to draw entrants in.
- An open staircase that funnels entrants into the upper floors. This staircase will also help to separate the innovation common and the flexible event space into two distinct spaces.
- A tiered seating area to facilitate formal presentations in the event space.



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## LEVEL 1

Level one will house a mix of specialised School of Creative Industries workspaces and informal learning spaces, along with adjacent social and breakout spaces.

Given programs such as animation and film require specific design considerations, level one will include insulated spaces to create cavities in which to house an ever-changing rotation of art and design - creating a gallery within the façade.

The proximity between social amenity and informal learning spaces facilitates a natural sharing of ideas, and an accessible hive of activity with which to engage.



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## LEVEL 2

Level two offers space for more established startups to take their business to the next level.

The creative studio suite expands into level two via the open staircase from the ground floor. This multipurpose studio is supported by academic and technical staff offices, as well as meeting rooms on the south western corner.

A series of seminar rooms, with an adjoining breakout area, are located along the eastern façade, providing a future opportunity to access adjacent buildings as the Honeysuckle City Campus Development expands.

The seminar rooms have been laid out to facilitate varying size gatherings, as well as a private break out space for commercial function hire opportunities.



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## LEVEL 3

Level three is occupied by the Innovation Hub Workplace. It is here that innovators can refine their projects, with a flexible layout to accommodate projects and teams of different sizes and stages.

The layout includes a balance of enclosed and open work and meeting spaces of varying sizes. These include individual open plan workstations for use during the initial incubation of project, as well as private office suites to facilitate the acceleration and clustering of team members.

To encourage and support informal collaboration and networking, this level also includes a large central kitchen and an open space around the perimeter of the floor to facilitate networking and interaction between members.



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## DESIGN INSPIRATION

### INNOVATION HUB EXAMPLES



THE VILLAGE, MELBOURNE



SODA INC, HAMILTON



IDV HUB, HUNTER STREET, NEWCASTLE



ICEHOUSE, AUCKLAND

### SCHOOL OF CREATIVE INDUSTRIES EXAMPLE FACILITIES



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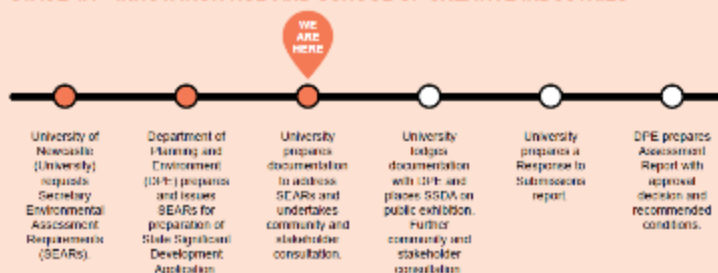


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## PLANNING TIMELINE AND YOUR FEEDBACK

The University of Newcastle must obtain planning approval from the NSW Department of Planning and Environment (DPE) for Stage 1A before construction can commence.

### STAGE 1A – INNOVATION HUB AND SCHOOL OF CREATIVE INDUSTRIES



### Have your say

The Stage 1A SDDA has not been submitted. We welcome your feedback on the proposal.

Before you leave, please ensure you fill out a feedback form and hand it back to one of our team members.

Alternatively you can email us at [Honeysuckleproject@newcastle.edu.au](mailto:Honeysuckleproject@newcastle.edu.au), or visit our website at [Newcastle.edu.au/honeysuckle](http://Newcastle.edu.au/honeysuckle)



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