

# Newcastle Regional Show Day 2024



## Overview

City of Newcastle (CN) recently sought feedback from people who live, work and run businesses in Newcastle on whether they support a local public holiday or local event day for the Newcastle Show on Friday 1 March 2024.

Every year, City of Newcastle makes an application to the NSW Government for Newcastle Regional Show Day to be declared a **local public holiday** or **local event day**, given its significance to the local community.

Over the past few years, Show Day has been declared either a local public holiday or local event day for the Newcastle and Lake Macquarie local government areas.



## Our engagement



CN sought feedback from the community via an online form on our Have Your Say website. Feedback could also be provided by mail, email or phone.



The community were able to provide feedback from **Friday 18 August to Friday 9 September 2023**.

## Communication & promotion



**367** Have Your Say webpage visits

**4,705** people reached via LinkedIn



Public notice advertisement included in the Newcastle Herald on 19 August 2023



Direct email sent to Business Hunter encouraging submissions



Newcastle Show also shared a post on Facebook to their 22,000 followers encouraging submissions

Newcastle Live shared an article on their website promoting the engagement

## Number of responses



**144**

survey responses

67% of respondents were from the Newcastle LGA

# What we heard

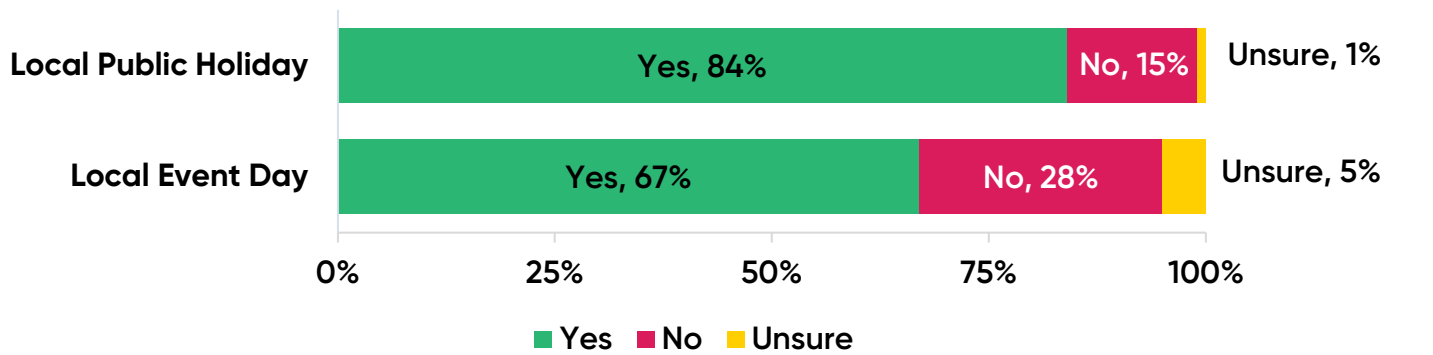
The online form asked respondents whether they supported a local public holiday or local event day.

A **local public holiday** is considered a public holiday for all employees whose place of work is within the Newcastle local government area.

A **local event day** is not a public holiday but can be considered as one, for those employees in the area who have agreed to observe the day in their relevant industrial agreement and any other employers who want to participate.

The majority of respondents supported either a local public holiday or local event day, with **84% supporting a local public holiday** and **67% supporting a local event day**.

Support for a Local Public Holiday or Local Event Day



## Key themes

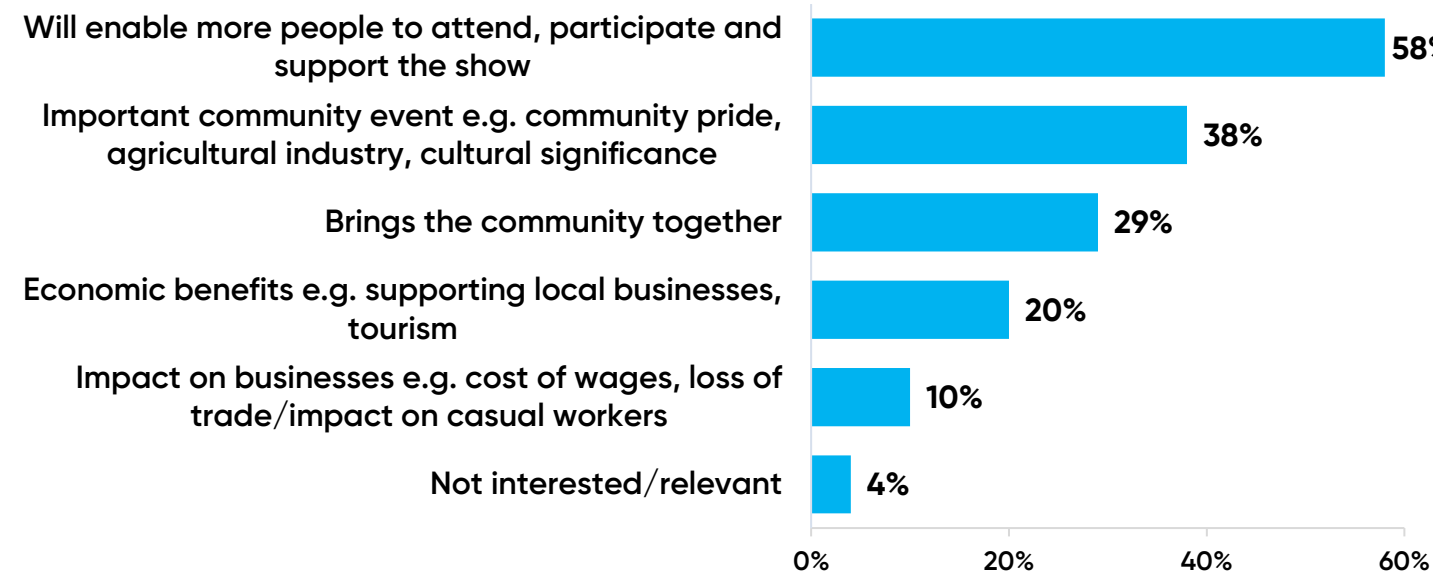
Respondents were also able to provide open comments about their level of support.

**The main reason for supporting a local public holiday or event day was that it will enable more people to attend, participate in and support the Newcastle Show.**

Other reasons for support included:

- importance or significance of the event to the community
- bringing the community together
- providing benefits to the local economy.

The main reason for not supporting the local public holiday or event day was due to the **impact on small businesses** such as cost of wages or loss of trade and impact on casual workers losing wages.



# Examples of responses

## Will allow more people to attend, participate in and support the show (N=83)

"Public Holidays allow opportunities for citizens to participate in local events such as the show whilst also boosting the local economy."

"The show is a Newcastle institution that will be lost if not actively promoted. A holiday will encourage patronage and allow the next generation to enjoy it as we did!"

"I support show day being a public holiday because I teach in Primary Schools. Fewer of us can attend the day if it's only held on the weekend, especially small children in Primary Schools and their teachers. I have not been since Show Holiday was lost."

## Important community event (N=55)

"I believe this is an important local event that should be a public holiday so everyone can attend"

"The show is a significant event and opportunity to celebrate our amazing city..."

"Allows for greater support of the Newcastle Show and allows children to experience the benefits of agriculture"

## Brings the community together (N=42)

"A local show brings communities together and stimulates the community financially"

"It would be an opportunity for Novocastrians to come together and build a stronger sense of community"

"Community coming together, a time to celebrate the agricultural community..."

## Economic benefits (N=29)

"Public holidays are great injections of income for local small businesses as they enable the wider community to visit and enjoy the services Newcastle has to offer on a day they otherwise wouldn't"

"I believe that it can help foster a closer community revitalizing the family orientated event while also generating a great deal of support and commercial gain from the tourism industry."

"Great opportunity for novocastrians to support local business"

## Impact on businesses (N=15)

The last 3+ years have been very difficult for small business owners. If it is declared a Local Public Holiday, we will most likely close as the increase in wages cannot be substantiated for current trade levels.

Local business - if penalty rates apply for casual staff it is financially not viable

Our business cannot afford another public holiday we would be forced to close, therefore our casual staff also miss out on a days pay.

## Next steps

Thanks for having your say! Your feedback will be reported to Council before an application is made to the NSW Government. The outcome of this application will be shared with the community once a decision has been made.

# Appendix:

## Online feedback form and Communications collateral



### Online form

#### Your say

Do you support Newcastle Regional Show Day being declared a Local Event Day on Friday 1 March 2024? Required

- ☐ Yes  
☐ No  
☐ Unsure

Do you support Newcastle Regional Show Day being declared a Local Public Holiday on Friday 1 March 2024? Required

- ☐ Yes  
☐ No  
☐ Unsure

Please provide your reasons for supporting or not supporting the application for a local event day or local public holiday: Required

If you would like to provide more detailed feedback, upload a Word or PDF document here:

Choose file...

Max files: 5 Allowed file types: pdf, doc, docx Size limit: 10.00 MB

#### Your details

First name: Required

Last name: Required

Email: Required

Suburb: Required

### Newcastle Herald advertisement

#### PUBLIC EXHIBITION

#### LOCAL EVENT DAY FOR NEWCASTLE SHOW 2024

City of Newcastle (CN) is currently seeking feedback from people who live, work and run businesses in Newcastle on whether they support holding a local event day for the Newcastle Show on Friday 1 March 2024.

Every year, CN makes an application to the NSW Government for Newcastle Regional Show Day to be declared a local event day, given its significance to the local community.

CN is seeking community feedback via public exhibition prior to making an application to the NSW Government. Have your say at: <https://haveyoursay.newcastle.nsw.gov.au/newcastle-regional-show-day-2024>

Written comments are invited to be addressed to:

City of Newcastle, Attention Linda Woodbury,  
PO BOX 489, Newcastle NSW 2300 or by email to:  
[engage@ncc.nsw.gov.au](mailto:engage@ncc.nsw.gov.au) by 5pm on Friday 8th  
September 2023.



AN7352733

### LinkedIn post



City of Newcastle (CN) is seeking feedback from people who live, work, or run a business in Newcastle on whether they support holding a local public holiday or local event day for the Newcastle Show on Friday 1 March 2024.

Every year, CN applies to the NSW Government for Newcastle Regional Show Day to be declared a local public holiday or local event day, given its significance to the local community. Over the past few years, Newcastle Show Day has been declared either a local public holiday or a local event day.

A Local Event Day is not a public holiday but can be considered as one, for those employees in the area who have agreed to observe the day in their relevant industrial agreement and any other employers who want to participate.

A Local Public Holiday is considered a public holiday for all employees whose place of work is within the Newcastle local government area.

Have your say on whether a local public holiday or local event day is granted until 5pm Friday 8 September 2023: <https://brnw.ch/21wBP6a>



#### Newcastle Regional Show Day 2024

You and 46 others

1 repost