



## M E M O R A N D U M

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**TO:** All Councillors  
**FROM:** Duncan Mitchell – Director of Engineering and Property Services  
**DATE:** March 21, 2016  
**RE:** Additional information on Community Consultation Results to be read in conjunction with EPS01: North Sydney Olympic Pool redevelopment Options

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Dear Councillors,

Please see below some further explanation on the Community Consultation weightings and outcomes that were reported up to Council at the end of the Phase 2 community consultation that was undertaken from August to September 2015 and reported up to Council in November 2015.

This further explanation has been prepared by the Specialist community engagement consultants (Smart Connection – Martin Sheppard) who undertook the community engagement process for the Pool and prepared the community consultation report for Council in November 2015. The Architects – Brewster Hjorth have also validated this additional explanation on the weightings.

### **Additional Information prepared by Councils Pool Consultants**

The Engagement Process considered views on two aspects of the NSOP Redevelopment

- Firstly the Options 1 – 6 and what people thoughts of them, allowing some ranking of preferences
- Secondly and more importantly – the features of all the options and what the community felt was needed in a newly developed Pool to encourage more people to use it.

The number of respondents to the phase 2 community consultation was 1,785 which is approximately 2.9% of the North Sydney Residential Community.

For the NSOP engagement process we needed to make sure that the feedback was representative of the broad community and that a balanced view would be heard. To do this a modelling exercise was undertaken to ensure that certain groups would not be over represented in the feedback compared to the other target groups in the consultation process.

In accordance with accepted statistical analysis procedures the raw results obtained from the Survey and Public Consultation were adjusted or 'weighted' to reflect the percentage of the sectors of the general population from which the responses were received.

The data gathering process received a very large proportion of response from sectors of the community such as 'Current Gym Members' who actually form a small minority of the general ratepayer population of North Sydney. If these responses were counted numerically without adjustment they would skew the results in favour of their particular interest group. Without adjustment there would be a high risk that the overall results and conclusions of the study would not reflect accurately the views of the general population.

In order to determine the most appropriate method to adjust the raw results we developed a methodology to balance responses received from current users of the facility and current non users (the people we are hoping to convert to regular users with the new upgrade and additional facilities).

These methods were based on the application of accepted industry benchmarks for the percentages of the population who regularly use gyms and aquatic facilities and an alternative approach based on the assumed percentage of the population that completed the survey. Both methods are based on accepted statistical processes and both methods produced similar proportional weightings of around <30%:Users – Industry Norm >70%: (Non Users – Industry Norm)

Two weighting systems were eventually used, the 30%:70% weighting recommended by the weighting



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methodologies described above, and a very much more conservative 50%:50% weighting which gives much greater weight to the views of Current Users of the Gym and the Pool. Interestingly, the overall preference results from the Consultation Process/ Survey remained the same when adjusted in line with both weighting systems, and it is these results that have been reported to Council in the November 2015 Report.

Regards

Duncan Mitchell  
Director of Engineering and Property Services