

North Head Sanctuary Consultation Overview

12 October - 30 November 2020

Overview

To understand community sentiment and aspirations, amongst visitors and stakeholders of North Head Sanctuary, the Harbour Trust implemented a 'digital-first' engagement campaign.

The community aspirations uncovered through this consultation will be used to inform the future aspirations for North Head. In 2021, we will continue this open dialogue, and progress the vision for North Head Sanctuary.

Consultation Method

Consultation was undertaken over a seven week period from 12 October to 30 November 2020 using two consultation tools, text message conversations and an online survey.

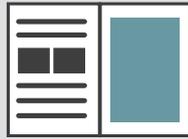
Visitors to North Head Sanctuary were invited to engage in a text message conversation with key historically important objects (i.e. Plotting Room, Bandicoot Heaven, Third Quarantine Cemetery).

These unique conversations provided interesting historical information about the site, inviting feedback and, while anonymous, provided an understanding of the demographics of the visitor.

Ten objects were animated with an additional object, Hello Bushland, added following a hazard reduction burn.

The text message engagement was supported by a digital survey that was promoted through all Harbour Trust channels. The survey questions aligned with the text message conversations, and asked the community questions on their future aspirations and vision for North Head.

How did we engage?



3.179 million

unique views through media advertising and editorial



25,811

people reached through direct emails



23,000

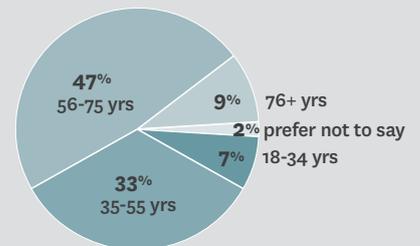
newsletters letterbox dropped to local residents

Who did we engage with?



960 people

1% Aboriginal and/or Torres Strait Islander



survey respondents

Who responded?



630

completed surveys



327

unique players (participated in text message conversations)



471

text message conversations between a user and an object



1,258

interactions / messages received from a user

(3 submissions received via email)

What we heard

Questions were asked against broad themes to inspire the visitor and evoke their aspirations.

How should we take a renewed focus on our Indigenous heritage and natural setting?

The opinions gathered ranged from creative ideas to promote culture and history to a wider audience, to the use of Aboriginal techniques to maintaining flora and fauna.

Whilst the audience pool was smaller, Indigenous heritage was a common theme within responses to other questions on the future of North Head and the reasons individuals and groups visit the site.

How can we further share our military history? What needs to happen to realise this?

Common themes were; the expansion of tour availability on site, investment in the infrastructure around the military artefacts, bringing unheard stories to life, developing access for schools and increasing informational signage across the headland.

Comments also focused on the need for more immersive or interactive ways of addressing history which are appealing to a wider audience, especially with the use of technology such as podcasts, mobile experiences and content available on social media.

The Art Deco building at the School of Artillery precinct could be reimagined, what would you like to see here?

The responses were varied, however mainly inline with the general feelings on careful planning and development which are sensitive to historical considerations.

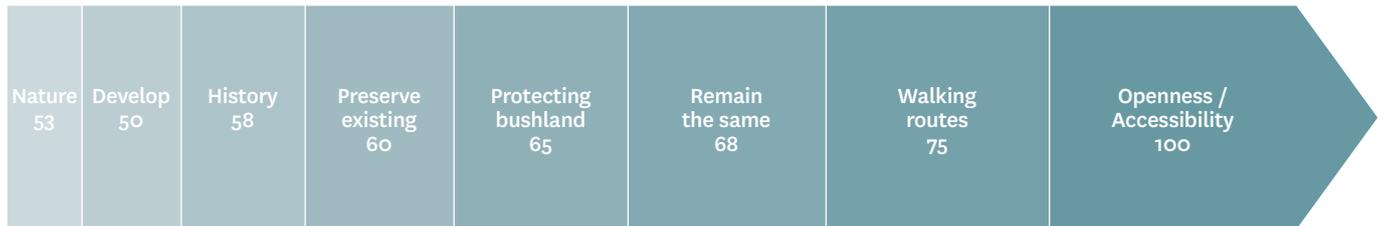
Some of the audience had well defined ideas, others were potential suggestions which may need to be given more thought.

All responses and feedback are included in the Evaluation report on visitor engagement at North Head Sanctuary.

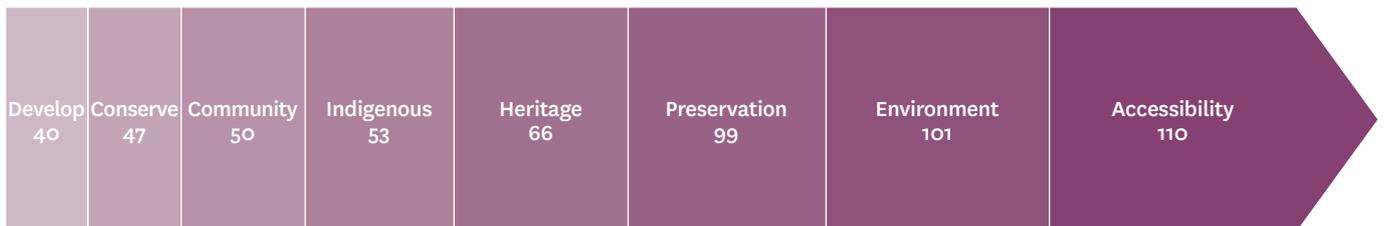
Top 8 community feedback and aspirations

(number of mentions)

What does the future look like?



What values are important in future planning?



What captures your imagination or interest?

