



Newport Residents Association Inc.

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7th September 2021

Attention: Store Manager
Mr Ali Ameli
Coles Newport
381 Barrenjoey Road
Newport NSW 2106

Re: Newport Residents Association Survey Results

Dear Mr Ameli,

Earlier this year the Newport Residents Association conducted a survey. The aim of the survey was to question Newport residents to determine what was important to each, as our community tries to attract new businesses and to revitalise our village life.

We have attached a copy of the survey as an addendum so that you can see the questions asked.

Survey Design

The survey was conducted on two fronts:

- a) Initial phase was using paper questionnaires and asking people walking in Robertson Road and Barrenjoey Road, Newport to complete the survey then and there and hand it back. This was done on Saturdays and Sundays in December 2020.
- b) Follow up phase went on-line using Survey Monkey (www.surveymonkey.com) which was necessitated due to the Covid outbreak on the Northern Beaches and subsequent restrictions. The online survey went live in February 2021 through to May 2021. It was widely promoted via local Facebook pages including:
 - a. Newport Residents Association - <https://www.facebook.com/Newportresidentsassociation>
 - b. Newport Sydney Community Group - <https://www.facebook.com/groups/2215632701990347>
 - c. Newport Community Page - <https://www.facebook.com/groups/NewportLocals>

Survey Results

A total of 731 people completed the survey (149 from the initial paper-based option and a further 582 from the on-line option). We have shared some of the overall results via our Newport Residents Association website - <http://newport.org.au/>, a copy of which we have also attached.

As you will see from the survey template below, at no point did the survey ask or seek information about supermarkets and no mention was made of Coles.

However, several respondents took time to add comments that related directly to the Coles supermarket in Newport (see below). Whilst we will not be sharing these comments publicly we thought it would be beneficial to share them with Coles. In that way we hope, where feasible, Coles might give appropriate attention to some of the concerns, to provide the best service possible to the residents of Newport.

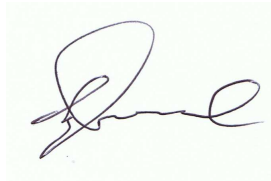
Feedback related to Coles Newport:

- ✗ It's great to have a Coles supermarket, but because of its small size it doesn't carry a good range, and there's an emphasis on Coles brands which I dislike. This results in trips to Mona Vale - mostly Coles and Harris Farm, sometimes Woolies.
- ✗ For food, meat and vegetable shopping we only have Coles – it's so disgusting sometimes with the quality – it's ok for the day-to-day things bread, milk, eggs, cheese. But they run out of vegetables, or they sit on the shelf all wilted.
- ✗ The main stores (eg Coles, BWS) are not broad enough.
- ✗ I won't shop at Coles.
- ✗ Newport needs a better supermarket.
- ✗ Coles is not a good supermarket.
- ✗ Coles is too small and lacks good range.
- ✗ Coles Supermarket lacks full range and choice.
- ✗ Coles Supermarket has limited goods.
- ✗ The range of items in Coles.
- ✗ High price of goods at Coles.
- ✗ An alternative to Coles especially for meat and fruit and veg and deli.
- ✗ I use the Newport shops except find Coles to be badly run and stocked.
- ✗ Coles is a disgrace - tidy it up.
- ✗ Poor quality of Coles supermarket.
- ✗ Coles need competition their vegetables are never fresh.
- ✗ Coles doesn't stock everything I need.
- ✗ Limited products at Coles.
- ✗ Coles has a very poor range.
- ✗ Why is Coles Newport so much more expensive than Coles Mona Vale.

As anyone with some experience of market research knows, some people take the opportunity of a questionnaire – even an electoral ballot paper – to vent some of their pet dislikes. So the above should not be read as necessarily a broad community view. Indeed, to put the above comments into perspective, they are the thoughts volunteered by barely 3% of the total number who completed our survey. Also, we appreciate that observations on ‘range’ are significantly a function of the size of the store and that many of our residents are opposed to the deleterious effects a Mona Vale size supermarket would have on the village ambience and broader appeals of beach-side Newport.

At any time, we would be happy to discuss these results further or provide additional information that may enable beneficial outcomes for both Coles and Newport residents.

Yours sincerely,

A handwritten signature in black ink on a light green rectangular background. The signature is cursive and appears to read 'Gavin Butler'.

Gavin Butler
President

NEWPORT NEEDS YOUR HELP:

This is your chance to help shape the future of Newport Village. We would like your ideas and thoughts. We'd like to know what is important to *you*, as our community tries to attract new businesses and revitalise village life.

First, if you could assist us with understanding your relationship to Newport village:

How far do you live from the Newport Barrenjoey Rd shops? (PLEASE CIRCLE)

- a) Less than 1 km b) 1 to 5 km c) More than 5 kms.

What is your broad age group? (PLEASE CIRCLE)

- a) Under 30 years b) 30 to 55 yrs c) More than 55 yrs

On average, how often do you visit Newport shops? (PLEASE CIRCLE)

- a) Every day b) More than once a week c) Once a week d) Less than weekly

Would you like to use your local Newport village shops more often? (PLEASE CIRCLE)

- a) Yes b) No

What is the most important factor(s) keeping you from shopping more often in Newport? (CIRCLE MAXIMUM OF 2)

- a) The range of shops is not sufficient b) The footpaths and cycleways are inadequate
- c) Lack of parking d) Lack of public transport e) Other:
- _____

Now, we'd appreciate knowing the importance to you of certain Newport village aspects:

(PLEASE CIRCLE BETWEEN **1 NOT AT ALL** AND **10 VERY MUCH** THE IMPORTANCE TO YOU)

Are you concerned about the number of vacant shops in Newport village?

1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ 8 ___ 9 ___ 10

Not at all

Very much

Is it important to add to existing shops by building new shops in Newport village in the next 1 to 3 years?

1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ 8 ___ 9 ___ 10

Not at all

Very important

If you have a small business elsewhere, would you consider relocating it to Newport village?

(SKIP IF NOT APPLIC)

1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ 8 ___ 9 ___ 10

Not at all likely

Very likely

Do you consider the Robertson Road "Eat Street" is important to Newport residents and businesses?

1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ 8 ___ 9 ___ 10

Not at all

Very important

Do you consider the Robertson Road "Eat Street" is important to visitors to Newport?

1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ 8 ___ 9 ___ 10

Not at all

Very important

Is it important to have a place in Newport village which can be closed to traffic for community events?

1 ___ 2 ___ 3 ___ 4 ___ 5 ___ 6 ___ 7 ___ 8 ___ 9 ___ 10

Not at all

Very important

What new shops/commercial operations would you like to see opened in Newport and be prepared to support? NB: WE HAVE LISTED SOME OPTIONS, BUT PLEASE FEEL FREE TO CIRCLE MORE THAN ONE AND TO MAKE SUGGESTIONS OF YOUR OWN.

A fresh bakery A butcher A specialist greengrocer A specialist fish monger A bank

More cafes More restaurants More hairdressers More gyms More shared office space

More doctors More dentists More pharmacies A hardware/gardening store

(PLEASE ADD YOUR SUGGESTIONS HERE):

Finally, some ideas have been floated about making the village a more vital and active shopping centre.

We'd appreciate your opinion:

High rents are a big problem for many businesses in Newport. Would you support the idea of the Council, the Chamber of Commerce, landholders, and other stakeholders getting together to find a better formula?

a) Yes

b) No

Would you support the idea of the Council imposing higher rates on landholders who keep their shops vacant for extended periods of time (ie for more than 6 months? Or more than a year?)

a) Yes

b) No

Any other suggestions?

So we may reach you for further input on some of your suggestions, may we please have a contact?

Given name _____ email: _____

THIS SURVEY HAS BEEN ORGANISED BY NEWPORT RESIDENTS ASSOCIATION AND ENDORSED BY NEWPORT CHAMBER OF COMMERCE.

TO CONTACT US FURTHER PLEASE GO TO www.newport.org.au