



PERFORMING ARTS CENTRE COMMUNITY RESEARCH

PREPARED FOR THE CITY OF WHITEHORSE

PROPOSED RESEARCH

Project Objectives

- ❖ *The objective of this research will be to inform a decision on the options being considered by Whitehorse City Council:*
 - a) *A redevelopment of the Whitehorse Centre based upon the Whitehorse Centre Business Case;*
 - b) *Undertake essential works (approx. an indexed \$7m+) to the existing Centre to continue its operation for another 8-10 years before a potential closure of the Centre;*
 - c) *Closure of the existing Centre within the next 2 years.*

Research Solutions

- ❖ *In response to these needs presented by the City of Whitehorse, JWS Research recommends the following research:*
 - **Qualitative research (focus groups)** with a representative mix of Whitehorse residents and arts centre users to understand opinions and attitudes towards the old and proposed new performing arts centre - **\$28,000**
 - **Quantitative research (telephone survey)** among n=600 City of Whitehorse residents to confirm and validate the findings of qualitative research, providing robust, representative results relative to community attitudes towards the expansion and communication needs - **\$49,500**
 - *We have also included an option for a web link survey for inclusion on the Council website and other outbound communications, for self-selection response - \$10,000*

Project outcomes

- *A comprehensive understanding about residents' views and perceptions of the proposed new performing arts centre, accounting for perspectives of diverse community populations;*
- *Assistance in the decision-making process on whether proceeding with the project (or not) and guidance on the appropriate level of investment;*
- *Advice on communications strategy to Whitehorse residents about the proposed new centre.*